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1982 Editor & Publisher

THE FOURTH ESTATE©

Market Guide

Exclusive data on every United States and Canadian daily newspaper market...

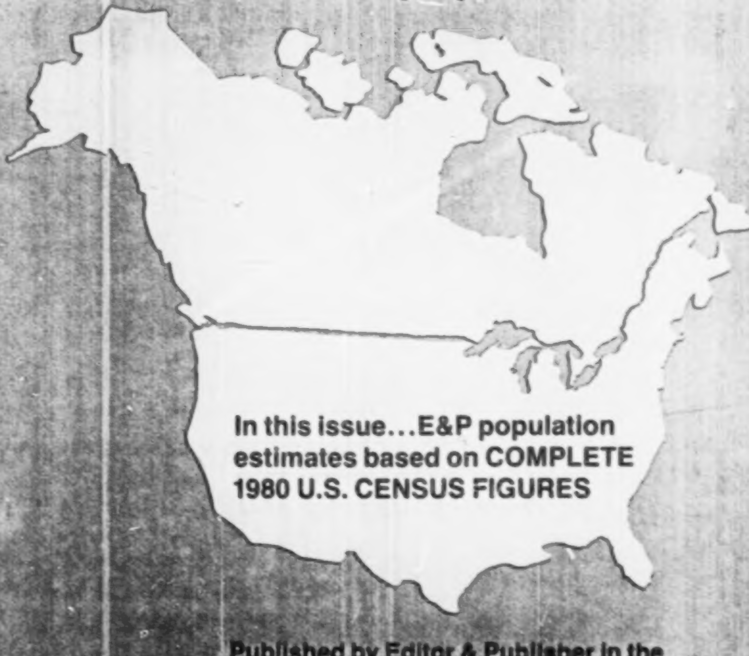
New, easy-to-use 3-section format

1. **Editor & Publisher Exclusive Market Rankings** of leading U.S. cities, counties and Standard Metropolitan Statistical Areas by E&P 1982 estimates of population, personal income, total retail sales, food sales and income per household.

2. **Exclusive E&P standardized 14-item surveys** of over 1600 U.S. and Canadian daily newspaper markets, including data on location, transportation, climate, population, banking, utilities, auto registrations, principal industries, retailing information, daily newspapers and circulation.

3. **Population, Income, Retail Sales Tables** E&P estimates of population, disposable income, households, income per-household and per-capita, crop and livestock value. E&P 1982 retail sales estimates, total and in 9 categories. Tables show U.S. data by state, SMSA, county and daily newspaper city, Canadian data by province and city.

Current data on more than 1600 newspaper markets!



In this issue...E&P population estimates based on COMPLETE 1980 U.S. CENSUS FIGURES

Published by Editor & Publisher in the interest of the newspaper industry for more than 55 years

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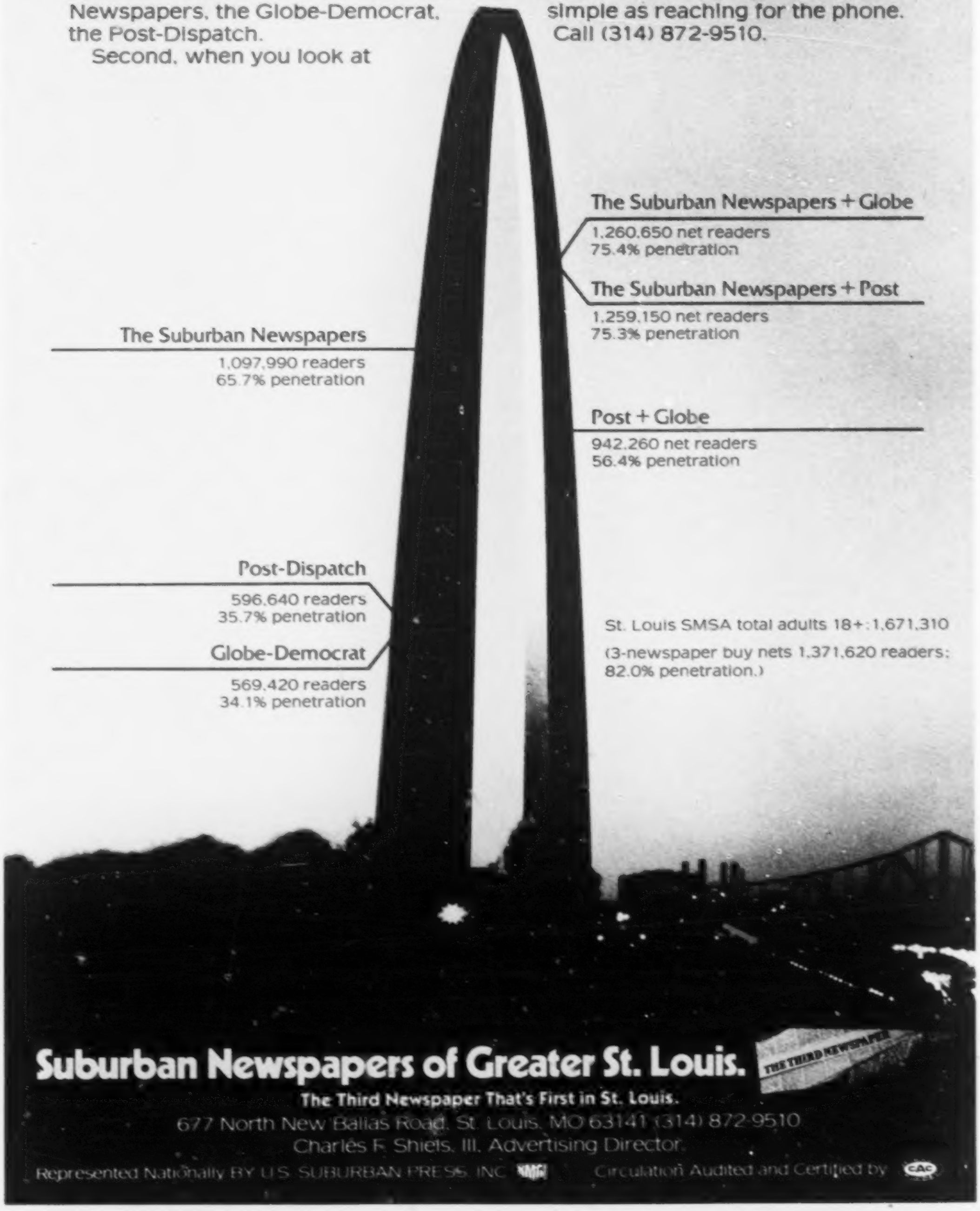

The Suburban Newspapers + Globe
1,260,650 net readers
75.4% penetration
The Suburban Newspapers + Post
1,259,150 net readers
75.3% penetration
The Suburban Newspapers
1,097,990 readers
65.7% penetration
Post + Globe
942,260 net readers
56.4% penetration
Post-Dispatch
596,640 readers
35.7% penetration
Globe-Democrat
569,420 readers
34.1% penetration
THE THIRD NEWSPAPER

St. Louis SMSA total adults 18+: 1,671,310

(3-newspaper buy nets 1,371,620 readers; 82.0% penetration.)

Suburban Newspapers of Greater St. Louis.

The Third Newspaper That's First in St. Louis.

677 North New Ballas Road, St. Louis, MO 63141 (314) 872-9510
Charles F. Shiels, III, Advertising Director

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1980 U.S. Census proves accuracy of market guide estimates

The recently released data from the 1980 U.S. Census of Population, included in this issue of the EDITOR & PUBLISHER MARKET GUIDE, gave us new benchmarks to use for the population estimates, and the first opportunity since the 1970 Census to check the accuracy of our estimates.

We were pleased to find that the difference between our estimate of total population of the U.S. and the data from the Department of Census was only 2.4%, not quite as accurate as we found our estimate of retail sales to be in 1981, when we were able to check our sales estimates against the data from the 1977 Census of Retail Sales, when the difference was only .6%, but pretty good.

Our congratulations to Marketing Economics Institute, the organization that does the forecasting for the Market Guide.

The E&P estimates of population for 1982 shows growth continuing at a faster rate in the south and west, and slowing down in the north and east. The five states with the biggest percentage of growth are: Nevada, Wyoming, Washington, Arizona and Florida. Washington, D.C., Massachusetts, Connecticut, Missouri, New York and New Jersey will lose population.

We hope you find that the new three-section format makes it easier to use the Market Guide. We have taken the Population, Income, Household and Farm Products tables, and Retail Sales Census and Estimates tables from the section containing the individual market surveys, and formed a third section.

We thank the daily newspapers of the U.S.A. and Canada for providing information about their individual markets for this 59th edition of the Editor & Publisher Market Guide.

Ferdinand C. Teubner
Publisher

How to use the 1982 Editor & Publisher Market Guide

Preceded by pages of general information designed to facilitate its use, the data in this MARKET GUIDE is presented in three sections:

1. Market Ranking Tables

These tables show, ranked by size according to E&P estimates for 1982, the population, disposable income, total retail sales, total food sales, and income per household of all SMSAs (Standard Metropolitan Statistical Areas as defined by the Office of Management and Budget) and larger counties and cities of the U.S.A.

2. Individual Market Surveys

Facts and figures about all U.S. and Canadian daily newspaper markets, listed alphabetically by state and city in the U.S.A., followed by Puerto Rico, then Canada, by province and city. The sample survey below shows the information included, and how the data is generally shown. A state map introduces surveys for each state, showing SMSAs, county boundaries, location of all daily newspaper cities, and county seat cities without daily newspapers. The map for Canada shows national and provicial capitals, and location of all daily newspaper cities.

3. Sales, Population and Income Tables

E&P 1982 retail sales estimates, total, and in nine categories, with number of stores in each, for all SMSAs, U.S. counties and daily newspaper cities. Tables are arranged alphabetically by state, followed by tables of estimated 1982 population, personal income—total, per capita and per household; also number of farms and value of crops and livestock.

SAMPLE SURVEY

1—LOCATION: Johnson County, E&P Map D-7, County Seat. Manufacturing, agricultural and Military Center. NE portion of State. 65 mi. E of Postville; on U.S. Hwy. 17; State Hwy. 95; Interstate 95.

2—TRANSPORTATION: Railroads—Southern; Louisville & Nashville.
Motor Freight Carriers—19.
Intercity Bus Lines—Trailways; Central Coach; Greyhound.
Airlines—American; Delta; U.S. Air.

3—POPULATION:
Corp. City 80 Cen. 71,483
CZ ABC: (70) 75,834; (81) 90,300
RTZ-ABC: (70) 156,343; (81) 209,100
County 80 Cen. 94,930
SMSA 80 Cen. 203,269
CZ & RTZ-ABC: (70) 232,177; (81) 299,400

4—HOUSEHOLDS:
City 80 Cen. 27,654
County 80 Cen. 35,686
SMSA 80 Cen. 73,209
CZ-ABC: (70) 25,564; (81) 35,000
RTZ-ABC: (70) 51,202; (81) 79,100
CZ & RTZ-ABC: (70) 76,766; (81) 114,100

5—BANKS:	**Number**	**Deposits**
Savings	2	$190,772,493
Sav. & Loan	1	$110,991,777
Commercial	1	$207,905,795

6—PASSENGER AUTOS: County 52,000

7—ELECTRIC METERS: Residence 21,457

8—GAS METERS: Residence 19,161

9—PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Food 6,750; ($160); Radio Eqpt. 5,023 ($200); Meat Packing 2,373 ($235); Heavy Machy. 4,927 ($250).
Principal Industry Pay Days—Thurs., Fri.

10—CLIMATE: Min. & Max. Temp.—Spring 26-93; Summer 50-104; Fall 20-98; Winter 3-84. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center—5 blocks on Main St.; Findlay Village (17 Stores).
Neighborhood Shopping Center—Lindenwald, 5 blocks on Pleasant Ave.; West Side 6 on Main St.; Hamilton Plaza (12 units); Town & Country (10 units).

Nearby Shopping Centers

Name (No. of Stores)	**Miles from Downtown**	**Principal Stores**
Branch Mall	26	Kwik-Chek
Excelsior (17)	12	Grays'; A&P
Telly Rand (20)	3	Piggly Wiggly

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping Centers every evening to 9; Sears, Hudson's—Fri.

13—RETAIL OUTLETS: Department Stores—J. C. Penney; Hudson's; Dobson's; Sears.
Discount Stores: Gibson's; Fedway; Buymart.
Variety Stores—S. H. Kress; Silver's; Woolworth; Rose.
Chain Drug Stores: Snellgrove; Gray.
Chain Food Stores in City Zone: A&P 8; Kroger 5; National Tea 8; Kwik-Chek 3; Tobe 1; Wiseway 3; Gateway 2; Aetna 1.
Other Chain Stores—Goodrich; Firestone; Dixie Auto-Lee; Economy Auto Store; Busch's Jewelry; Haverty's Furniture; Mangel's; Eleanor Shops; Warner's; Diana Shops; Darling Shops; Howard Clothing; Clark's Credit Clothiers.

14—NEWSPAPERS: JOURNAL (e) 40,125; (S) 45,900; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John M. Smith, Gen. Mgr., JOURNAL; 175 Field Place, Milford, N.Y. 10467; Tel. (212) 874-5507.
National Representatives: Landon.

GENERAL INDEX

All sections are arranged alphabetically by state and city for U.S. and by province and city for Canada. Individual market survey data is indicated in boldface type, with the survey paragraph number following the subject. Page indices for Sections II and III appear on dividers preceding those sections.

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RETAIL SALES ESTIMATES

The basis for kind-of-business classifications used in the *Editor & Publisher Market Guide* is the same as used by the U.S. Department of Commerce in the Census of Retail Trade. This follows the Standard Industrial Classification (SIC) Manual (Executive Office of the President, Office of Management and Budget, Standard Industrial Classification Manual, 1972).

The 1977 Census of Retail Sales conducted by the U.S. Department of Commerce was a gigantic task and required considerable time for evaluation and tabulation. The 1977 Census is the basis for the Retail Sales Estimates included in this 1981 edition. However, strict comparison of the data for the 1972 and 1977 censuses is limited by the following factors:

Geographic boundaries of a number of areas have changed between 1972 and 1977 censuses, because of annexation and redefinition of Standard Metropolitan Statistical Areas and other boundary changes.

In 1977, the Internal Revenue Service assigned a more detailed classification code to business tax returns. As a result, data for certain kinds of business are more detailed than could be shown in 1972.

Omitted from the 1977 sales statistics are sales and other taxes collected from customers as well as carrying charges or other charges for credit. These taxes/charges reported in the 1972 census have been estimated at about $10 billion for the United States as a whole.

In the 1972 census the "legal form of organization" was based on data only for establishments with a total company employment of 250 persons or more. In 1977, this was determined on the basis of the response to the legal form of organization inquiry on the census form.

This **Miscellaneous Retail Store** category is not included in the Editor & Publisher Tables of Estimated Retail Sales.

For your quick reference, we publish a complete list of the major group classifications of stores included in the Tables of Estimated Retail Sales (numbers following names are SIC codes). PT following the SIC code refers to "part"; n.e.c. refers to "not elsewhere classified."

Lumber, Hardware

(Building Materials, Hardware, Garden Supply, and Mobile Home Dealers)

Lumber and other building materials dealers (5211)
Paint, glass, and wallpaper stores (5231)
Hardware stores (5251)

General Merchandise

Department stores (5311)
Variety stores (5331)
Miscellaneous general merchandise stores (5399)

Retail nurseries, lawn and garden supply stores (5261)
Mobile home dealers (5271)

Food

Grocery stores (5411)
Freezer and locker meat provisioners (5422)
Meat markets (5423 PT.)
Fish (seafood) markets (5423 PT.)
Fruit stores and vegetable markets (5431)
Candy, nut, and confectionery stores (5441)
Dairy products stores (5451)
Retail bakeries—baking and selling (5462)
Retail bakeries—selling only (5463)
Miscellaneous food stores (5499)

Automotive Dealers

Dealers with domestic car franchise only (5511 PT.)
Dealers with imported car franchise only (5511 PT.)
Dealers with domestic, import car franchises (5511 PT.)
Used car dealers (5521)
Tire, battery, and accessory dealers (5531 PT.)
Other auto and home supply stores (5531 PT.)
Boat dealers (5511)
Recreational and utility trailer dealers (5561)
Motorcycle dealers (5571)
Automotive dealers, n.e.c. (5599)

Gasoline Service Stations

Gasoline service stations (5541)

Apparel and Accessories

Men's and boy's clothing and furnishings stores (5561)
Women's ready-to-wear stores (5621)
Millinery stores (5631 PT.)
Corset and lingerie stores (5631 PT.)
Other women's accessory, specialty stores (5631 PT.)
Children's and infant's wear stores (5641)
Family clothing stores (5651)
Men's shoe stores (5661 PT.)
Women's shoe stores (5661 PT.)
Children's and juveniles' shue stores (5661 PT.)
Family shoe stores (5661 PT.)
Furriers and fur shops (5681)
Miscellaneous apparel and accessory store (5699)

Furniture, Home Furnishings, and Equipment

Furniture stores (5712)
Floor coverings stores (5713)
Drapery, curtain, and upholstery stores (5714)
Miscellaneous home furnishings stores (5719)
Household appliance stores (5722)
Radio and television stores (5732)
Record shops (5733 PT.)
Musical instrument stores (5733 PT.)

Eating and Drinking Places

Restaurants and lunchrooms (5812 PT.)
Social caterers (5812 PT.)
Cafeterias (5812 PT.)
Refreshment places (5812 PT.)
Contract feeding (5812 PT.)
ice Cream, frozen custard stands (5812 PT.)
Drinking places (alcoholic beverages) (5813)

Drug Stores

Drug stores (5912 PT.)
Proprietary stores (5912 PT.)

Please note that **Miscellaneous RetailStores** are not included in the Tables of Estimated Retail Sales. This is an assortment of various kinds of stores, but does not represent any one grouping as far as advertising expenditures or revenue is concerned. The listing of types of stores that make up the **Miscellaneous Retail Stores** follows (with SIC codes):

Miscellaneous Retail

Liquor stores (5921)
Used merchandise stores (5931)
General line sporting goods stores (5941 PT.)
Specialty line sporting goods stores (5941 PT.9
Book stores (5942)
Stationery stores (5943)
Jewelry stores (5944)
Hobby, toy and game shops 85945)
Camera and photographic supply stores (5946)
Gift, novelty, and souvenir shops (5947)
Luggage and leather goods stores (5948)
Sewing and needlework stores and piece goods stores (5949)
General merchandise, n.e.c.—mail order (5961 PT.)
Other mail-order houses (5961 PT.)
Automatic merchandising machine operators (5962)
Furniture, home furnishings, equipment—direct selling (5963 PT.)
Mobile food service—direct selling (5963 PT.)
Other direct selling (5963 PT.)
Fuel and ice dealers, n.e.c. (5982)
Fuel oil dealers (5983)
Liquefied petroleum gas (bottled gas) dealers (5984)
Florists (5992)
Cigar stores and stands (5993)
News dealers and newsstands (5994)
Pet shops (5999)
Typewriter stores (5999 PT.)
Optical goods stores (5999 PT.)
Other retail stores, n.e.c. (5999 PT.)

DEFINITIONS AND NOTES

ABC—Adjacent to certain figures on population and newspapers in the surveys in this book are references to the Audit Bureau of Circulations. The ABC issues standardized statements of the circulation of publisher members, verifies the figures shown in these statements by auditors' examination and disseminates the circulation data to advertisers, advertising agencies and publishers.

Each publisher's statement and audit report issued to members covers the quantity, quality, distribution of circulation and circulation methods.

ADVERTISING & MERCHANDISING DATA—The daily newspaper is the prime source of information on local conditions in each of the newspaper market areas. The name, address and telephone number of people able to supply more information about these areas appears in paragraph 14 of each "Key Market Survey."

CIRCULATION FIGURES—The March 1981 figures appear in most of the surveys. Where March 1981 figures are not available, proper notation is made. Also indicated with the figure is whether the circulation is verified by ABC (Audit Bureau of Circulations) or comes from a sworn statement by the publisher of the newspaper.

CITY ZONE (CZ)—The corporate limits of the city in which the newspaper is published, plus in some cases, the contiguous areas built up adjacent to or surrounding the city of publication. This could also include more than one city, where the areas involved are contiguous areas.

CONSUMER SPENDABLE INCOME—See "Disposable Personal Income" below.

DISPOSABLE PERSONAL INCOME—Sometimes referred to as "Effective Buying Income" or "Consumer Spendable Income", is equal to current income received individuals, unincorporated businesses and non-profit institutions, from all sources. It includes all that is received as wages, salaries, and commissions, including pensions, trust and welfare funds, labor, farm, non-farm, professional, rental, dividends, personal interest and transfer payments after taxes.

The amounts usually deducted for income, property, and other taxes not deductible as business expenses, as well as other general government revenues, such as fines, penalties, and so on, have been subtracted.

EFFECTIVE BUYING INCOME—See "Disposable Personal Income" above.

ESTIMATES—Basic figures are always U.S. Government figures (U.S. Census) or, in Canada, the latest available Census figures from Statistics Canada. Any other figures are either identified as to source or considered "local estimates."

FARM DATA—County Data: The figures used in these tables for the counties are the latest released by the U.S. Department of Agriculture. The most recent agriculture census was made in 1978.

State Data: State totals of crops and livestock are released annually by the U.S Department of Agriculture. State totals used in these tables are from the most recent USDA Statistical Bulletin. Footnotes at the bottom of each table show the year and source of data.

HOUSEHOLDS—Not to be confused with "families." The term "household" corresponds to "private dwelling unit" as defined in the Census Bureau's current operations, which would include all persons occupying a house or an apartment together.

INCOME PER HOUSEHOLD (DISPOSABLE INCOME)—The total average income earned or received by each household with direct or indirect taxes deducted.

NEIGHBORHOOD SHOPPING AREA (OR DISTRICT)—Indicates specific street locations of active retail trade.

PASSENGER AUTOS—These figures are obtained from the various state departments of motor vehicles, where available, and generally on a county basis. However, in some states no county breakdown is available.

PERSONAL INCOME—See "Disposable Personal Income" above.

PRIMARY MARKET AREA—Considered to be that geographical area in which the newspaper provides primary editorial and advertising service. Area consists of contiguous census units (none larger than a county), and ABC rules require that paid circulation and ABC current estimate of households within each county or portion thereof shall be considered.

RETAIL SALES ESTIMATE TABLES—Based upon the latest available (1977) U.S. Department of Commerce Census of Retail Sales, brought up-to-date, with considerations given to conditions and developments since the Census figures were collected.

Sales and "Kinds of Retail Stores" (as well as estimates) are reported as in the Bureau of Census reports, by type of store in which the sales are made (using the Standard Industrial Classification Manual codes and descriptions all listed in this volume) rather than by the products sold. For example, many non-food items are sold in food stores.

The sum of the nine types of stores will not add up to the total of retail sales estimates for each area since there is also a miscellaneous classification of stores not included in these tables.

In some areas (cities or counties), retail sales total and retail sales per household exceed the figures shown for total income per household. this is because of the influence or attraction an area may have on the shopping patterns or habits of those who live adjacent to or outside it.

RETAIL TRADING ZONE (RTZ)—The area beyond the City Zone whose residents regularly trade to an important degree with the retail merchants in the City Zone. In establishing the boudaries of the RTZ, consideration is given to the transportation facilities, traffic flow, traveling time and schedules by both public facilities, private cars and common carriers; as well as charge accounts, phone orders and regular delivery service from the central or City Zone to the outlying areas.

SHOPPING CENTER—The term is intended to apply to developments with a number and a variety of stores, including chains, supermarkets or banks, with extensive parking facilities, and located on or near a main highway.

STANDARD METROPOLITAN STATISTICAL AREA (SMSA)—These are listed as described by the Office of Management and Budget. A complete list of these, with a full explanation, appears in the front of this Market Guide.

STANDARD CONSOLIDATED STATISTICAL AREA (SCSA)—A standard statistical area use to facilitate the presentation and analysis of data on large concentrations of metropolitan population. A complete list of these areas, appears in the front of this Market Guide.

STATISTICS CANADA—Canadian Government agency in Ottawa responsible for all official statistics covering population, retail sales, etc.

STORES—Stores are typed according to the definition of the 1977 U.S. Census of Business (Retail Trade) which use the Standard Industrial Classification Manual codes and descriptions.

SUPERMARKET—This term involves these three conditions: annual sales volume of at least $1 million; four departments; dairy, meat, produce and groceries; and a grocery department that is entirely self-service.

Family Weekly's Market Shares Can Help Build Your Share of Market

MARKET SHARE TRENDS

POPULATION

	1970	1980	1985
FAMILY WEEKLY	100	129	131
B&C Counties	100	105	106
A Counties	100	92	90

HOUSEHOLDS

	1970	1980	1985
FAMILY WEEKLY	100	130	132
B&C Counties	100	106	108
A Counties	100	92	89

RETAIL SALES

	1970	1980	1985
FAMILY WEEKLY	100	131	133
B&C Counties	100	108	110
A Counties	100	92	89

AUTOMOTIVE SALES

	1970	1980	1985
FAMILY WEEKLY	100	127	127
B&C Counties	100	104	105
A Counties	100	95	92

DRUG STORE SALES

	1970	1980	1985
FAMILY WEEKLY	100	134	138
B&C Counties	100	108	112
A Counties	100	89	83

FOOD STORE SALES

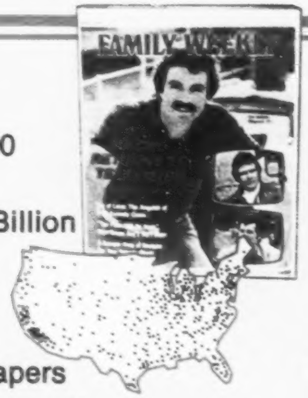
	1970	1980	1985
FAMILY WEEKLY	100	132	129
B&C Counties	100	107	109
A Counties	100	89	86

APPLIANCE STORE SALES

	1970	1980	1985
FAMILY WEEKLY	100	134	137
B&C Counties	100	106	109
A Counties	100	93	91

GENERAL MERCHANDISE SALES

	1970	1980	1985
FAMILY WEEKLY	100	143	149
B&C Counties	100	115	118
A Counties	100	86	82



- Base Circulation 12,400,000
- Retail Sales in Primary Circulation Area — $280 Billion
- One of the Most Efficient CPM's in America
- Distributed in 355 Newspapers
- Deep Market Penetration— 65% Average
- Average Home Delivery 93%
- Concentrating in the Nielsen B, C, and choice Suburban A Counties
- Low Duplication with other print vehicles
- Best-Read Section Usually Except Main News
- 42 Special Sections for 1982
- T.R.I.P. (Tie-In-Retail-Incentive Program) generated almost 19½ million lines of ROP advertising for newspapers in 1980

Family Weekly's unduplicated markets

ADI	MARKETS	FAMILY WEEKLY		PARADE		"SUNDAY" WAIVED		TOTAL*	
		No. of Papers	ADI Cov	No. of Papers	ADI Cov	No. of Papers	ADI Cov	No. of Papers	ADI Cov
1	New York	10	8%	5	15%	2	35%	19	82*%
2	Los Angeles	15	18	5	14	1	8	22	70*
3	Chicago	8	12	2	28	1	37	11	77
4	Philadelphia	11	23	3	31	1	35	15	92
5	San Francisco	12	19	3	26	—	—	16	74*
6	Boston	4	11	3	47	1	17	8	78
7	Detroit	3	10	1	33	1	50	5	94
8	Washington, D C	1	2	1	55	—	—	2	59*
9	Cleveland	6	20	1	16	1	32	8	69
10	Dallas-Ft. Worth	2	4	2	44	1	27	5	75
11	Pittsburgh	3	13	1	55	—	—	4	69
12	Houston	4	7	1	33	1	38	6	78
13	Minneapolis-St. Paul	—	3	1	22	1	50	2	75
14	St. Louis	3	11	1	43	1	25	5	79
15	Seattle-Tacoma	7	23	1	22	1	36	9	81
16	Atlanta	3	7	—	1	1	46	4	54
17	Miami	2	5	1	18	1	55	4	79
18	Tampa-St. Petersburg	3	15	2	57	—	1	5	73
19	Baltimore	—	1	1	31	1	46	2	79
20	Denver	3	8	1	37	1	41	5	86
21	Indianapolis	7	25	—	—	1	44	8	69
22	Sacramento-Stockton	2	15	3	41	—	—	5	65*
23	San Diego	2	9	1	46	—	1	3	62*
24	Portland, OR	2	15	1	50	—	—	3	65
25	Kansas City	2	4	—	4	1	54	3	62
26	Hartford-New Haven	1	11	2	62	—	1	3	79*
27	Cincinnati	2	8	—	1	1	45	3	55
28	Milwaukee	1	6	—	1	1	67	2	74
29	Buffalo	3	11	1	39	1	27	5	78
30	Nashville	2	8	1	39	—	2	3	49
31	Phoenix	3	10	—	1	1	62	4	74
32	Columbus, OH	3	10	—	1	1	56	4	68
33	Providence-New Bedford	2	15	2	22	1	43	5	83
34	Memphis	—	4	—	1	1	45	1	50
35	Charlotte	5	19	1	40	—	—	6	59
36	New Orleans	2	6	1	57	—	—	3	63
37	Greenville-Spart-Asheville	2	18	2	33	—	1	4	52
38	Grand Rapids-Kalmzoo-B Crk	3	31	1	35	—	3	4	69
39	Oklahoma City	—	—	1	51	—	—	1	51
40	Orlando-Daytona Beach	3	25	1	13	1	41	5	79
41	Raleigh-Durham	3	35	—	2	—	—	3	38
42	Louisville	1	5	—	1	1	60	2	66
43	Charleston-Huntington	3	20	1	20	—	3	4	43
44	Birmingham	1	8	1	44	—	—	2	52
45	Salt Lake City	4	25	1	38	—	—	5	63
46	Harrisburg-York-Lncstr-Leb	2	14	2	57	—	4	4	77
47	Norfolk-Portsmth-Newpt Nws	1	2	2	65	—	—	3	68
48	Wilkes-Barre-Scranton	1	11	2	36	—	6	3	55
49	Albany-Schenectady-Troy	3	25	1	34	—	1	4	65*
50	Dayton	1	8	2	59	—	2	3	70
51	San Antonio	1	40	1	42	—	—	2	82
52	Flint-Saginaw-Bay City	3	49	—	17	—	6	3	72
53	Greensboro-W Salem-H Point	2	15	2	49	—	—	4	64
54	Little Rock	3	39	1	30	—	—	4	69
55	Toledo	—	5	—	3	1	51	1	59
56	Tulsa	3	13	—	—	—	—	3	13
57	Wichita-Hutchinson	—	—	1	42	—	2	1	44
58	Shreveport-Texarkana	2	12	1	31	—	3	3	46
59	Richmond	2	13	1	53	—	—	3	67
60	Knoxville	1	6	1	41	—	1	2	48
61	Mobile-Pensacola	1	9	2	53	—	—	3	62
62	Roanoke-Lynchburg	3	24	1	35	—	—	4	59
63	Syracuse	1	7	1	60	—	1	2	71
64	Des Moines	—	—	—	—	1	65	1	65
65	Green Bay	3	35	1	17	—	14	4	66
66	Jacksonville	—	2	1	58	—	1	1	61
67	Rochester, NY	—	—	—	1	1	68	1	71
68	Fresno	4	19	1	47	—	—	5	71*
69	Omaha	1	6	—	3	1	67	2	76
70	Spokane	2	19	1	42	—	1	3	62
71	Davenport-R Island-Moline	2	24	1	34	—	13	3	71
72	Albuquerque	2	12	1	40	—	3	3	55
73	Paducah-C Girardeau-Harrbg	2	16	—	5	—	10	2	31
74	Portland-Poland Spring	—	—	1	46	—	4	1	52
75	Springfield-Decatr-Champaign	3	47	1	21	—	5	4	73
76	West Palm Beach	2	16	1	54	—	24	3	97
77	Chattanooga	1	41	1	43	—	2	2	86
78	Johnstown-Altoona	3	39	—	18	—	3	3	61
79	Cedar Rapids-Waterloo	1	24	1	31	—	24	2	79
80	South Bend-Elkhart	2	24	1	47	—	7	3	78
81	Jackson, MS	3	17	1	36	—	2	4	55
82	Springfield, MO	—	2	1	37	—	5	1	44
83	Bristol-Kigsport-Johnson City	3	42	—	3	—	—	3	45
84	Lincoln-Hastings-Kearney	2	16	1	26	—	22	3	64
85	Lexington	—	—	1	41	—	8	1	49
86	Peoria	1	21	1	46	—	4	2	71
87	Huntsville-Decatur-Florence	2	26	1	30	—	—	3	56
88	Springfield, MA	—	—	1	64	—	4	1	72
89	Evansville	1	13	1	47	—	4	2	64
90	Youngstown	1	21	1	59	—	1	2	82
91	Lansing	2	56	—	13	—	5	2	75
92	Tucson	—	—	1	64	—	2	1	67
93	Sioux Falls-Mitchell	2	16	1	25	—	9	3	50
94	Fort Wayne	—	3	1	46	—	2	1	51
95	Austin, TX	—	1	1	63	—	3	1	67
96	Baton Rouge	—	—	1	54	—	—	1	54
97	Columbia, SC	—	—	—	2	—	—	—	2
98	Fargo	1	19	1	18	—	8	2	45
99	Burlington-Plattsburgh	1	22	—	9	—	2	1	37
100	Waco-Temple	2	40	—	3	—	8	2	51
101	Greenville-N Bern-Washington	2	16	—	1	—	—	2	17
102	Madison	—	1	1	57	—	9	1	68
103	El Paso	1	9	1	45	—	—	2	54
104	Colorado Springs-Pueblo	2	71	1	16	—	7	3	94
105	Rockford	—	—	1	47	—	10	1	57
106	Duluth-Superior	—	—	1	48	—	11	1	59
107	Joplin-Pittsburg	2	33	—	8	—	5	2	46
108	Wichita Falls-Lawton	1	18	—	9	—	2	1	29
109	Terre Haute	1	34	—	4	—	8	1	46
110	Augusta	—	2	1	49	—	3	1	54
111	Amarillo	1	47	—	3	—	1	1	51
112	Charleston, SC	—	1	1	54	—	—	1	55
113	Columbus, GA	1	14	1	47	—	4	2	65
114	Monroe-El Dorado	1	12	1	36	—	—	2	48
115	S Barbra-S Maria-SN Luis OB	3	32	1	33	—	3	4	87*
116	Lafayette, LA	1	26	—	8	—	—	1	34
117	Wheeling-Steubenville	2	30	1	37	—	1	3	68
118	Montgomery	—	1	1	46	—	—	1	47
119	Salinas-Monterey	3	44	—	12	—	—	3	69*
120	Beaumont-Port Arthur	1	18	1	44	—	3	2	65
121	Sioux City	—	—	1	41	—	31	1	72
122	Las Vegas	1	64	1	32	—	1	2	100
123	Savannah	1	46	—	4	—	4	1	54
124	Binghamton	—	5	1	52	—	—	1	60
125	Eugene	2	23	1	53	—	—	3	76
126	Ft. Myers-Naples	1	72	—	1	—	12	1	86
127	Yakima	2	37	1	34	—	1	3	72
128	La Crosse-Eau Claire	3	53	—	9	—	12	3	74
129	Columbia-Jefferson City	3	38	—	6	—	15	3	59
130	Wausau-Rhinelander	—	2	—	1	—	25	—	28
131	Wilmington	1	33	—	6	—	—	1	39
132	Rochester-Mason City-Austin	1	11	—	3	—	39	1	53
133	Lubbock	2	63	—	—	—	1	2	64
134	Corpus Christi	1	59	—	—	—	1	1	60
135	Traverse City-Cadillac	—	2	—	36	—	11	—	49
136	Tallahassee	1	13	1	41	—	4	2	58
137	Macon	—	—	1	57	—	5	1	62
138	Erie	—	—	1	65	—	—	1	66
139	Reno	1	43	—	3	—	—	1	54*
140	McAllen-Brownsville (LRGV)	3	62	—	—	—	1	3	63
141	Chico-Redding	2	49	—	10	—	—	2	70*
142	Minot-Bismarck-Dickinson	1	29	—	5	—	1	1	35
143	Boise	2	16	1	55	—	—	3	71
144	Bluefield-Beckley-Oak Hill	2	47	—	8	—	—	2	55
145	Topeka	—	—	1	53	—	6	1	59
146	Columbus-Tupelo	2	34	—	4	—	10	2	48
147	Quincy-Hannibal	1	27	—	6	—	13	1	46
148	Bangor	1	57	—	18	—	1	1	77
149	Ft. Smith	2	49	—	9	—	—	2	58
150	Odessa-Midland	2	69	—	—	—	2	2	71
151	Missoula-Butte	—	4	—	2	—	—	—	6
152	Albany, Ga	1	30	—	4	—	9	1	43
153	Abilene-Sweetwater	—	6	—	2	—	3	—	11
154	Medford	2	46	—	9	—	—	2	58
155	Bakersfield	—	—	1	59	—	4	1	72*
156	Utica	1	41	—	12	—	—	1	56
157	Idaho Falls-Pocatello	2	54	—	—	—	—	2	54
158	Elmira	1	47	—	1	—	4	1	54
159	Tyler	2	56	—	3	—	12	2	71
160	Alexandria, MN	—	—	—	5	—	32	—	37
161	Florence, SC	1	39	—	8	—	—	1	47
162	Rapid City	1	44	—	—	—	5	1	49
163	Clarksburg-Weston	—	8	—	3	—	—	—	11
164	Watertown-Carthage	—	—	—	24	—	—	—	26
165	Dothan	1	34	—	7	—	1	1	42
166	Laurel-Hattiesburg	1	33	—	12	—	—	1	45
167	Panama City	1	44	—	10	—	—	1	54
168	Salisbury	1	59	—	13	—	13	1	86
169	Great Falls	1	59	—	—	—	—	1	59
170	Ardmore-Ada	—	—	—	18	—	1	—	19
171	Jonesboro	1	26	—	8	—	3	1	37
172	Anchorage	1	74	1	16	—	—	2	90
173	Billings	1	66	—	—	—	—	1	66
174	Alexandria, LA	1	51	—	4	—	—	1	55
175	Lake Charles	1	60	—	7	—	1	1	68
176	Meridian	1	36	—	9	—	1	1	46
177	Cheyenne	2	59	—	8	—	13	2	80
178	Gainesville	1	70	—	9	—	1	1	80
179	Palm Springs	2	73	—	45	—	4	2	138*
180	Marquette	—	—	—	6	—	14	—	20
181	El Centro-Yuma	3	68	—	4	—	10	3	87*
182	Eureka	1	44	—	4	—	—	1	60*
183	Roswell	3	67	—	3	—	—	3	70
184	St. Joseph	—	—	1	67	—	6	1	73
185	Biloxi-Guleport-Pascagoula	1	75	—	9	—	—	1	84
186	Casper-Riverton	1	54	—	2	—	3	1	59
187	Grand Junction	1	64	—	5	—	7	1	76
188	Greenwood-Greenville	—	—	—	5	—	16	—	21
189	Anniston	1	64	—	4	—	—	1	68
190	Tuscaloosa	1	65	—	8	—	—	1	73
191	Jackson, TN	1	47	—	—	—	10	1	57
192	Lafayette, IN	1	75	—	—	—	15	1	91
193	Lima	1	85	—	—	—	4	1	89
194	Mankato	2	36	—	3	—	37	2	76
195	Harrisonburg	—	6	—	17	—	2	—	25
196	San Angelo	1	82	—	—	—	2	1	84
197	Parkersburg	1	75	—	1	—	—	1	76
198	Charlottesville	1	68	—	24	—	1	1	96
199	Presque Isle	—	51	—	13	—	—	—	64
200	Twin Falls	1	62	—	1	—	—	1	63
201	Zanesville	1	66	—	—	—	11	1	77
202	Ottumwa-Kirskville	—	—	—	1	—	28	—	29
203	Dubuque	1	88	—	1	—	22	1	111
204	Bowling Green	1	60	—	—	—	16	1	76
205	Laredo	1	52	—	—	—	—	1	52
206	Farmington	1	62	—	5	—	2	1	69
207	Bend	1	74	—	29	—	—	1	103
208	Flagstaff	1	42	—	—	—	34	1	77
209	Victoria	—	—	—	—	—	3	—	3
210	North Platte	1	65	—	19	—	25	1	109
211	Selma	1	56	—	10	—	—	1	66
212	Helena	—	16	—	1	—	—	—	17
213	Alpena	—	1	—	29	—	14	—	44
214	Miles City-Glendive	—	38	—	—	—	—	—	38
Non ADI	Hawaii	—	—	1	74	—	—	1	75
	GRAND TOTAL	355	16%	132	26%	32	18%	523	65%

Includes coverage from the following independents: NY Times, Long Island Newsday, Los Angeles Times and San Francisco Examiner and Chronicle.

STANDARD METROPOLITAN STATISTICAL AREAS

STANDARD METROPOLITAN STATISTICAL AREAS definitions were first developed and issued for use by all Federal agencies compiling general purpose statistical data. The definitions made it possible to make better comparison of population, housing, employment, trade and industry statistics. State and local governments, as well as private industry, soon found these definitions most useful.

The Office of Management and Budget considers economic integration as well as the metropolitan character of the counties, communities and towns in determining the standards and criteria established for SMSA designation.

Generally conceived, a Standard Metropolitan Statistical Area is an integrated economic and social unit with a large population nucleus.

In November 1971, a revised set of criteria was released by the Office of Management and Budget.

A Standard Metropolitan Statistical Area always includes a city (or cities) of specified population which constitutes the central city and the county (or counties) in which it is located. An SMSA also includes contiguous counties when the economic and social relationships between the central and contiguous counties meet specific criteria of metropolitan character and integration. An SMSA may cross state lines. In New England, SMSAs are composed of cities and towns instead of counties.

1. Each Standard Metropolitan Statistical Area must include at least:
   (a) One city with 50,000 or more inhabitants, or
   (b) A city having a population of at least 25,000 which with the addition of the population of contiguous places, incorporated or unincorporated, have a population density of at least 1,000 persons per square mile and together constitute, for general economic and social purposes, a single community with a combined population of at least 50,000, provided that the county or counties in which the city and contiguous places are located has a total population of at least 75,000. (This criterion replaced a previous one which referred only to "twin cities" with a combined population of at least 50,000.)

In addition to the county (or counties) containing such a city (or cities), contiguous counties are included in an SMSA if, according to certain criteria (somewhat revised since previous definition), they are socially and economically integrated with the central city.

2. A contiguous county will be included in a Standard Metropolitan Statistical Area if—
   (a) At least 75% of the resident labor force in the county is in the nonagricultural labor force, and
   (b) At least 30% of the employed workers living in the county work in the central county or counties of the area.

3. A contiguous county that does not meet the requirements of Criterion 2 will be included in a Standard Metropolitan Statistical Area if at least 75% of the resident labor force is in the nonagricultural labor force and it meets two of the following additional criteria of metropolitan character and one of the following criteria of integration.
   (a) Criteria of metropolitan character.
      (1) At least 25% of the population is urban.
      (2) The county had an increase of at least 15% in total population during the period covered by the two most recent Censuses of Population.
      (3) The county has a population density of at least 50 persons per square mile.
   (b) Criteria of integration.
      (1) At least 15% of the employed workers living in the county work in the central county or counties of the area, or
      (2) The number of people working in the county who live in the central county or counties of the area is equal at least to 15% of the employed workers living in the county, or
      (3) The sum of the number of workers commuting to and from the central county or counties is equal to 20% of the employed workers living in the county.

The SMSA title always includes the names of the state or states that are included in the SMSA, the name of the largest city (it might include several cities—as many as three), all dependent upon relative and minimum populations of the central city and other cities in the SMSA.

In New England, the requirement with regard to a central city as a nucleus still holds, but the units comprising the area are towns rather than counties. The county (or town in New England) is the basic statistical unit. Since smaller areas are used, a density of at least 100 persons per square mile is used as a measurement.

When two or more adjacent counties each have a city qualifying under Paragraph 1 above and the cities are within 20 miles of each other (city limits to city limits), they will be included in the same area unless there is definite evidence that the two cities are not economically and socially integrated.

If two or more adjacent counties each have a city qualifying under Paragraph 1 above and the cities are more than 20 miles from each other (city limits to city limits), they will not be included in the same area unless there is definite evidence that the two cities are economically and socially integrated.

The foregoing digest of criteria established for qualifications of Standard Metropolitan Statistical Areas will serve most purposes. The complete criteria can be obtained directly from the Office of Statistical Policy, Office of Management and Budget, Executive Office Building, Washington, D.C. 20503.

In June 1981, the Office of Management and Budget announced the designation of 36 new SMSA's based on the results of the 1980 Census of Population. This brings the total number of Standard Metropolitan Statistical Areas to 323.

STANDARD METROPOLITAN STATISTICAL AREAS
(In alphabetical order—not by state)

Abilene, Tex.
Callahan County
Jones County
Taylor County

Akron, O.
Portage County
Summit County

Albany, Ga.
Dougherty County
Lee County

Albany-Schenectady-Troy, N.Y.
Albany County
Montgomery County
Rensselaer County
Saratoga County
Schenectady County

Albuquerque, N.M.
Bernalillo County
Sandoval County

Alexandria, La.
Grant Parish
Rapides Parish

Allentown-Bethlehem-Easton, Pa.-N.J.
Carbon County, Pa.
Lehigh County, Pa.
Northampton County, Pa.
Warren County, N.J.

Altoona, Pa.
Blair County

Amarillo, Tex.
Potter County
Randall County

Anaheim-Santa Ana-Garden Grove, Calif.
Orange County

Anchorage, Alaska
Anchorage Census Division

Anderson, Ind.
Madison County

Anderson, S.C.
Anderson County

Ann Arbor, Mich.
Washtenaw County

Anniston, Ala.
Calhoun County

Appleton-Oshkosh, Wis.
Calumet County
Outagamie County
Winnebago County

Arecibo, P.R.
Arecibo Municipio
Camuy Municipio
Hatillo Municipio

Asheville, N.C.
Buncombe County
Madison County

Athens, Ga.
Clarke County
Jackson County
Madison County
Oconee County

Atlanta, Ga.
Butts County
Cherokee County
Clayton County
Cobb County
De Kalb County
Douglas County
Fayette County
Forsyth County
Fulton County
Gwinnett County
Henry County
Newton County
Paulding County
Rockdale County
Walton County

Atlantic City, N.J.
Atlantic County

Augusta, Ga.-S.C.
Columbia County, Ga.
Richmond County, Ga.
Aiken County, S.C.

Austin, Tex.
Hays County
Travis County
Williamson County

Bakersfield, Calif.
Kern County

Baltimore, Md.
Baltimore City
Anne Arundel County
Baltimore County
Carroll County
Harford County
Howard County

Bangor, Me.
Bangor, Brewer, Old Town Cities; Edington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington, Veazie towns; Penobscot Indian Island Indian Reservation in Penobscot County; Winterport town in Waldo County.

Baton Rouge, La.
Ascension Parish
East Baton Rouge Parish
Livingston Parish
West Baton Rouge Parish

Battle Creek, Mich.
Barry County
Calhoun County

Bay City, Mich.
Bay County

Beaumont-Port Arthur-Orange, Tex.
Hardin County
Jefferson County
Orange County

Bellingham, Wash.
Whatcom County

Benton Harbor, Mich.
Berrien County

Billings, Mont.
Yellowstone County

Biloxi-Gulfport, Miss.
Hancock County
Harrison County
Stone County

Binghamton, N.Y.-Pa.
Broome County, N.Y.
Tioga County, N.Y.
Susquehana County, Pa.

Birmingham, Ala.
Jefferson County
Saint Clair County
Shelby County
Walker County

Bismarck, N.D.
Burleigh County
Morton County

Bloomington, Ind.
Monroe County

Bloomington-Normal, Ill.
McLean County

Boise City, Idaho
Ada County

Boston, Mass.
All of Suffolk County, Mass.; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sanbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County, Mass.; Beverly, Lynn, Peabody, and Salem cities; Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County, Mass.; Quincy city; Bellingham, Braintree, Brookline, Canton,

Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County, Mass.; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland and Scituate towns in Plymouth County, Mass.

Bradenton, Fla.
Manatee County

Bremerton, Wash.
Kitsap County

Bridgeport, Conn.
Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County, Conn.; Derby and Milford cities in New Haven County, Conn.

Bristol, Conn.
Bristol city and Burlington town in Hartford County, Conn.; Plymouth town in Litchfield County, Conn.

Brockton, Mass.
Brockton City, Bridgewater, East Bridgewater, Halifax, West Bridgewater and Whitman towns in Plymouth County, Mass.; Avon town in Norfolk County, Mass.; Easton town in Bristol County, Mass.

Brownsville-Harlingen-San Benito, Tex.
Cameron County

Bryan-College Station, Tex.
Brazos County

Buffalo, N.Y.
Erie County
Niagara County

Burlington, N.C.
Alamance County

Burlington, Vt.
Burlington, South Burlington and Winooski Cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston Towns in Chittenden County, Vt.; Georgia Town in Franklin County, Vt.; South Hero Town in Grand Isle County, Vt.

Caguas, P.R.
Caguas Municipio
Gurabo Municipio
San Lorenzo Municipio

Canton, O.
Carroll County
Stark County

Casper, Wyo.
Natrona County

Cedar Rapids, Iowa
Linn County

Champaign-Urbana-Rantoul, Ill.
Champaign County

Charleston-North Charleston, N.C.
Berkeley County
Charleston County
Dorchester County

Charleston, W. Va.
Kanawha County
Putnam County

Charlotte-Gastonia, N.C.
Gaston County
Mecklenburg County
Union County

Charlottesville, Va.
Charlottesville City
Albemarle County
Fluvanna County
Greene County

Chattanooga, Tenn.-Ga.
Hamilton County, Tenn.
Marion County, Tenn.
Sequatchie County, Tenn.
Catoosa County, Ga.
Dade County, Ga.
Walker County, Ga.

Chicago, Ill.
Cook County
Du Page County
Kane County
Lake County
McHenry County
Will County

Chico, Calif.
Butte County

Cincinnati, O.-Ky.-Ind.
Clermont County, O.
Hamilton County, O.
Warren County, O.
Boone County, Ky.
Campbell County, Ky.
Kenton County, Ky.
Dearborn County, Ind.

Clarksville-Hopkinsville, Tenn.-Ky.
Montgomery County, Tenn.
Christian County, Ky.

Cleveland, O.
Cuyahoga County
Geauga County
Lake County
Medina County

Colorado Springs, Colo.
El Paso County
Teller County

Columbia, Mo.
Boone County

Columbia, S.C.
Lexington County
Richland County

Columbus, Ga.-Ala.
Chattahoochee County, Ga.
Columbus City, Ga. (Consolidated Government with Muscogee County).
Russell County, Ala.

Columbus, O.
Delaware County
Fairfield County
Franklin County
Madison County
Pickaway County

Corpus Christi, Tex.
Nueces County
San Patricio County

Cumberland, Md.-W.Va.
Allegany County, Md.
Mineral County, W.Va.

Dallas-Fort Worth, Tex.
Collin County
Dallas County
Denton County
Ellis County
Hood County
Johnson County
Kaufman County
Parker County
Rockwall County
Tarrant County
Wise County

Danbury, Conn.
Danbury city; Bethel, Brookfield, Newtown, New Fairfield, and Redding towns in Fairfield County, Conn.; New Milford town in Litchfield County, Conn.

Danville, Va.
Danville City
Pittsylvania County

Davenport-Rock Island-Moline, Iowa-Ill.
Scott County, Iowa
Henry County, Ill.
Rock Island County, Ill.

Dayton, O.
Green County
Miami County
Montgomery County
Preble County

Daytona Beach, Fla.
Volusia County

Decatur, Ill.
Macon County

Denver-Boulder, Colo.
Adams County
Arapahoe County
Boulder County
Denver County
Douglas County
Gilpin County
Jefferson County

Des Moines, Iowa
Polk County
Warren County

Detroit, Mich.
Lapeer County
Livingston County
Macomb County
Oakland County
St. Clair County
Wayne County

Dubuque, Iowa
Dubuque County

Duluth-Superior, Minn.-Wis.
St. Louis County, Minn.
Douglas County, Wis.

Eau Claire, Wis.
Eau Claire County
Chippewa County

Elkhart, Ind.
Elkhart County

El Paso, Tex.
El Paso County

Elmira, N.Y.
Chemung County

Enid, Okla.
Garfield County

Erie, Pa.
Erie County

Eugene-Springfield, Ore.
Lane County

Evansville, Ind.-Ky.
Gibson County, Ind.
Posey County, Ind.
Vanderburgh County, Ind.
Warrick County, Ind.
Henderson County, Ky.

Fall River, Mass.-R.I.
Fall River city; Dighton, Somerset, Swansea, and Wesport towns in Bristol County, Mass.; Little Compton, Portsmouth, and Tiverton towns in Newport County, R.I.

Fargo-Moorhead, N.D.-Minn.
Cass County, N.D.
Clay County, Minn.

Fayetteville, N.C.
Cumberland County

Fayetteville-Springdale, Ark.
Benton County
Washington County

Fitchburg-Leominster, Mass.
Fitchburg and Leominster cities; Lunenburg and Westminster towns in Worcester County, Mass.; Shirley and Townsend towns in Middlesex County, Mass.

Flint, Mich.
Genessee County
Shiawassee County

Florence, Ala.
Colbert County
Lauderdale County

Florence, S.C.
Florence County

Fort Collins, Colo.
Larimer County

Fort Lauderdale-Hollywood, Fla.
Broward County

Fort Myers-Cape Coral, Fla.
Lee County

Fort Smith, Ark.-Okla.
Crawford County, Ark.
Sebastian County, Ark.
LeFlore County, Okla.
Sequoyah County, Okla.

Fort Walton Beach, Fla.
Okaloosa County

Fort Wayne, Ind.
Adams County
Allen County
De Kalb County
Wells County

Fresno, Calif.
Fresno County

Gadsden, Ala.
Etowah County

Gainesville, Fla.
Alachua County

Galveston-Texas City, Tex.
Galveston County

Gary-Hammond-East Chicago, Ind.
Lake County
Porter County

Glens Falls, N.Y.
Warren County
Washington County

Grand Forks, N.D.-Minn.
Grand Forks County, N.D.
Polk County, Minn.

Grand Rapids, Mich.
Kent County
Ottawa County

Great Falls, Mont.
Cascade County

Greeley, Colo.
Weld County

Green Bay, Wis.
Brown County

Greensboro-Winston-Salem-High Point, N.C.
Davidson County
Forsyth County
Guilford County
Randolph County
Stokes County
Yadkin County

Greenville-Spartanburg, S.C.
Greenville County
Pickens County
Spartanburg County

Hagerstown, Md.
Washington County

Hamilton-Middletown, O.
Butler County

Harrisburg, Pa.
Cumberland County
Dauphin County
Perry County

Hartford, Conn.
Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor, and Windsor Locks towns in Hartford County, Conn.; New Hartford town in Litchfield County; Cromwell, East Hampton and Portland towns in Middlesex County, Conn.; Colchester town in New London County, Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Stafford, Tolland, Vernon and Willington towns in Tolland County, Conn.

Hickory, N.C.
Alexander County
Catawba County

Honolulu, Hawaii
Honolulu County

Houston, Tex.
Brazoria County
Fort Bend County
Harris County
Liberty County
Montgomery County
Waller County

Huntington-Ashland, W. Va.-Ky.-O.
Cabell County, W. Va.
Wayne County, W. Va.
Boyd County, Ky.
Greenup County, Ky.
Lawrence County, O.

Huntsville, Ala.
Limestone County
Madison County
Marshall County

Indianapolis, Ind.
Boone County
Hamilton County
Hancock County
Hendricks County
Johnson County
Marion County
Morgan County
Shelby County

Iowa City, Iowa
Johnson County

Jackson, Mich.
Jackson County

Jackson, Miss.
Hinds County
Rankin County

Jacksonville, Fla.
Baker County
Clay County
Duval County
Nassau County
St. Johns County

Jacksonville, N.C.
Onslow County

Janesville-Beloit, Wis.
Rock County

Jersey City, N.J.
Hudson County

Johnson City-Kingsport-Bristol, Tenn.-Va.
Carter County, Tenn.
Hawkins County, Tenn.
Sullivan County, Tenn.
Unicoi County, Tenn.
Washington County, Tenn.
Bristol City, Va.
Scott County, Va.
Washington County, Va.

Johnstown, Pa.
Cambria County
Somerset County

Joplin, Mo.
Jasper County
Newton County

Kalamazoo-Portage, Mich.
Kalamazoo County
Van Buren County

Kankakee, Ill.
Kankakee County

Kansas City, Mo.-Kans.
Cass County, Mo.
Clay County, Mo.
Jackson County, Mo.
Platte County, Mo.
Ray County, Mo.
Johnson County, Kans.
Wyandotte County, Kans.

Kenosha, Wis.
Kenosha County

Killeen-Temple, Tex.
Bell County
Coryell County

Knoxville, Tenn.
Anderson County
Blount County
Knox County
Union County

Kokomo, Ind.
Howard County
Tipton County

La Crosse, Wis.
La Crosse County

Lafayette, La.
Lafayette Parish

Lafayette-West Lafayette, Ind.
Tippecanoe County

Lake Charles, La.
Calcasieu Parish

Lakeland-Winter Haven, Fla.
Polk County

Lancaster, Pa.
Lancaster County

Lansing-East Lansing, Mich.
Clinton County
Eaton County
Ingham County
Ionia County

Laredo, Tex.
Webb County

Las Cruces, N.M.
Dona Ana County

Las Vegas, Nev.
Clark County

Lawrence, Kans.
Douglas County

Lawrence-Haverhill, Mass.-N.H.
Lawrence and Haverhill cities; Amesbury, Andover, Georgetown, Groveland, Merrimac, Methuen, North Andover, Salisbury, and West Newbury towns in Essex County, Mass.; Atkinson, Hampstead, Kingston, Newton, Plaistow, Salem, and Windham towns in Rockingham County, N.H.

Lawton, Okla.
Commanche County

Lewiston-Auburn, Me.
Auburn City, Lewiston city, and Lisbon town in Androscoggin County, Me.

Lexington-Fayette, Ky.
Bourbon County
Clark County
Fayette County
Jessamine County
Scott County
Woodford County

Lima, O.
Allen County
Auglaize County
Putnam County
Van Wert County

Lincoln, Neb.
Lancaster County

Little rock-North Little Rock, Ark.
Pulaski County
Saline County

Long Branch-Asbury Park, N.J.
Monmouth County

Longview-Marshall, Tex.
Gregg County
Harrison County

Lorain-Elyria, O.
Lorain County

Los Angeles-Long Beach, Calif.
Los Angeles County

Louisville, Ky.-Ind.
Bullitt County, Ky.
Jefferson County, Ky.
Oldham County, Ky.
Clark County, Ind.
Floyd County, Ind.

Lowell, Mass-N.H.
Lowell city; Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough, and Westford towns in Middlesex County, Mass.; Pelham town in Hillsborough County, N.H.

Lubbock, Tex.
Lubbock County

Lynchburg, Va.
Lynchburg city
Amherst County
Appomattox County
Campbell County

Macon, Ga.
Bibb County
Houston County
Jones County
Twiggs County

Madison, Wis.
Dane County

Manchester, N.H.
Manchester city; Bedford and Goffstown towns in Hillsborough County, N.H.; Allenstown, Hooksett, and Pembroke towns in Merrimack County, N.H.; Derry and Londonderry towns in Rockingham County, N.H.

Mansfield, O.
Richland County

Mayaguez, P.R.
Anasco Municipio
Hormigueros Municipio
Mayaguez Municipio

McAllen-Pharr-Edinburgh, Tex.
Hidalgo County

Medford, Ore.
Jackson County

Melbourne-Titusville-Cocoa, Fla.
Brevard County

Memphis, Tenn.-Ark.-Miss.
Shelby County, Tenn.
Tipton County, Tenn.
Crittenden County, Ark.
De Soto County, Miss.

Meriden, Conn.
Meriden city in New Haven County, Conn.

Miami, Fla.
Dade County

Midland, Tex.
Midland County

Milwaukee, Wis.
Milwaukee County
Ozaukee County
Washington County
Waukesha County

Minneapolis-St. Paul, Minn.-Wis.
Anoka County, Minn.
Carver County, Minn.
Chisago County, Minn.
Dakota County, Minn.
Hennepin County, Minn.
Ramsey County, Minn.
Scott County, Minn.
Washington County, Minn.
Wright County, Minn.
St. Croix County, Wis.

Mobile, Ala.
Baldwin County
Mobile County

Modesto, Calif.
Stanislaus County

Monroe, La.
Quachita Parish

Montgomery, Ala.
Autauga County
Elmore County
Montgomery County

Muncie, Ind.
Delaware County

Muskegon-Norton Shores-Muskegon Heights, Mich.
Muskegon County
Oceana County

Nashua, N.H.
Nashua city; Amherst, Hudson, Merrimack, and Milford towns in Hillsborough County, N.H.

Nashville-Davidson, Tenn.
Cheatham County
Davidson County
Dickson County
Robertson County
Rutherford County
Sumner County
Williamson County
Wilson County

Nassau-Suffolk, N.Y.
Nassau and Suffolk Counties

New Bedford, Mass.
New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County, Mass., Lakeville, Marion and Mattapoisett towns in Plymouth County, Mass.

New Britain, Conn.
New Britain City; Berlin, Plainville, and Southington towns in Hartford County, Conn.

New Brunswick-Perth Amboy-Sayreville, N.J.
Middlesex County

New Haven-West Haven, Conn.
New Haven and West Haven cities; Bethany, Branford, East Haven, Guilford Hamden, Madison, North Branford, North Haven, Orange Wallingford, and Woodbridge towns in New Haven County, Conn.; Clinton town in Middlesex County, Conn.

New London-Norwich, Conn.-R.I.
New London and Norwich cities; Bozrah, Easy Lyme, Griswold, Groton, Ledyard, Lisbon, Montville, Old Lyme, Preston, Sprague, Stonington and Waterford towns in New London County, Conn.; Old Saybrooktown in Middlesex County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.

New Orleans, La.
Jefferson Parish
Orleans Parish
St. Bernard Parish
St. Tammany Parish

New York, N.Y.-N.J.
Bronx County, N.Y.
Kings County, N.Y.
New York County, N.Y.
Queens County, N.Y.
Putnam County, N.Y.
Richmond County, N.Y.
Rockland County, N.Y.
Westchester County, N.Y.
Bergen County, N.J.

Newark, Ohio
Licking County

Newark, N.J.
Essex County
Morris County
Somerset County
Union County

Newburgh-Middletown, N.Y.
Orange County

Newport News-Hampton, Va.
Hampton city
Newport News city
Poquoson city
Williamsburg city
Gloucester County
James City County
York County

Norfolk-Virginia Beach-Portsmouth, Va.-N.C.
Chesapeake city, Va.
Norfolk County, Va.
Portsmouth city, Va.
Suffolk city, Va. (Nansemond city merged with Suffolk city Jan. 1, 1974)
Virginia Beach city, Va.
Currituck County, N.C.

Northeast Pennsylvania, Pa.
Lackawanna County
Luzerne County
Monroe County

Norwalk, Conn.
Norwalk city; Weston, Westport, and Wilton towns in Fairfield County, Conn.

Ocala, Fla.
Marion County

Odessa, Tex.
Ector County

Oklahoma City, Okla.
Canadian County
Cleveland County
McClain County
Oklahoma County
Pottawattomie County

Olympia, Wash.
Thurston County

Omaha, Neb.-Iowa
Douglas County, Neb.
Sarpy County, Neb.
Pottawattamie County, Iowa

Orlando, Fla.
Orange County
Osceola County
Seminole County

Owensboro, Ky.
Daviess County

Oxnard-Simi Valley-Ventura, Calif.
Ventura County
Official city name, San Buenaventura

Panama City, Fla.
Bay County

Parkersburg-Marietta, W.Va.-O.
Wirt County, W.Va.
Wood County, W.Va.
Washington County, O.

Pascagoula-Moss Point, Miss.
Jackson County

Paterson-Clifton-Passaic, N.J.
Passaic County

Pensacola, Fla.
Escambia County
Santa Rosa County

Peoria, Ill.
Peoria County
Tazewell County
Woodford County

Petersburg-Colonial Heights-Hopewell, Va.
Petersburg city
Colonial Heights city
Hopewell city
Dinwiddie County
Prince George County

Philadelphia, Pa.-N.J.
Bucks County, Pa.
Chester County, Pa.
Delaware County, Pa.
Montgomery County, Pa.
Philadelphia County, Pa.
Burlington County, N.J.
Camden County, N.J.
Gloucester County, N.J.

Phoenix, Ariz.
Maricopa County

Pine Bluff, Ark.
Jefferson County

Pittsburgh, Pa.
Allegheny County
Beaver County
Washington County
Westmoreland County

Pittsfield, Mass.
Pittsfield city; Adams, Cheshire, Dalton, Lanesborough, Lee, Lenox, and Stockbridge towns in Berkshire County, Mass.

Ponce, P.R.
Juana Diaz Municipio
Ponce Municipio
Villalba Municipio

Portland, Maine
Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Scarborough, Windham and Yarmouth towns in Cumberland County, Me.; Saco city and Old Orchard Beach in York County, Me.

Portland, Ore.-Wash.
Clackamas County, Ore.
Multnomah County, Ore.
Washington County, Ore.
Clark County, Wash.

Portsmouth-Dover-Rochester, N.H.-Maine
Portsmouth city, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton and Rye towns in Rockingham County, N.H.; Dover, Rochester and Somersworth cities, Barrington, Durham, Farmington, Lee, Madbury, Rollinsford towns in Strafford County, N.H.; Berwick, Eliot, Kittery, South Berwick and York towns in York County, Maine.

Poughkeepsie, N.Y.
Dutchess County

Providence-Warwick-Pawtucket, R.I.-Mass.
Central Falls, Cranston, East Providence, Pawtucket, Providence and Woonsocket cities; Burrilville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County, R.I.; Naragansett, North Kingstown and South Kingstown towns in Washington County, R.I.; Warwick city; Coventry, East Greenwich, and West Warwick towns in Kent County, R.I.; Jamestown town in Newport County, R.I.; Barrington, Bristol and Warren towns in Bristol County, R.I.; Attleboro city; North Attleboro city; North Attleboro, Norton, Rehoboth town, and Seekonk towns in Bristol County, Mass.; Plainville town in Norfolk County, Mass.; Blackstone and Millville towns in Worcester County, Mass.

Provo-Orem, Utah
Utah County

Pueblo, Colo.
Pueblo County

Racine, Wis.
Racine County

Raleigh-Durham, N.C.
Durham County
Orange County
Wake County

Reading, Pa.
Berks County

Redding, Calif.
Shasta County

Reno, Nev.
Washoe County

Richland-Kennewick-Pasco, Wash.
Benton County
Franklin County

Richmond, Va.
Richmond city
Charles City County
Chesterfield County
Goochland County
Hanover County
Henrico County
New Kent County
Powhatan County

Riverside-San Bernardino-Ontario, Calif.
Riverside County
San Bernardino County

Roanoke, Va.
Roanoke city
Salem city
Botetourt County
Craig County
Roanoke County

Rochester, Minn.
Olmsted County

Rochester, N.Y.
Livingston County
Monroe County
Ontario County
Orleans County
Wayne County

Rock Hill, S.C.
York County

Rockford, Ill.
Boone County
Winnebago County

Sacramento, Calif.
Placer County
Sacramento County
Yolo County

Saginaw, Mich.
Saginaw County

St. Cloud, Minn.
Benton County
Sherburne County
Stearns County

St. Joseph, Mo.
Andrew County
Buchanan County

St. Louis, Mo.-Ill.
St. Louis city, Mo.
Franklin County, Mo.
Jefferson County, Mo.
St. Charles County, Mo.
St. Louis County, Mo.
Clinton County, Ill.
Madison County, Ill.
Monroe County, Ill.
St. Clair County, Ill.

Salem, Ore.
Mari County
Polk County

Salinas-Seaside-Monterey, Calif.
Monterey County

Salisbury-Concord, N.C.
Cabarrus County
Rowan County

Salt Lake Ogden, Utah
Davis County
Salt Lake County
Tooele County
Weber County

San Angelo, Tex.
Tom Green County

San Antonio, Tex.
Bexar County
Comal County
Guadalupe County

San Diego, Calif.
San Diego County

San Francisco-Oakland, Calif.
Almeda County
Contra Costa County
Marin County
San Francisco County
San Mateo County

San Jose, Calif.
Santa Clara County

San Juan, P.R.
Bayamon Municipio
Canovanas Municipio
Carolina Municipio
Catano Municipio
Guaynabo Municipio
Loiza Municipio
San Juan Municipio
Toa Baja Municipio
Trujillo Alto Municipio

Santa Barbara-Santa Maria Lompoc, Calif.
Santa Barbara County

Santa Cruz, Calif.
Santa Cruz County

Santa Rosa, Calif.
Sonoma County

Sarasota, Fla.
Sarasota County

Savannah, Ga.
Bryan County
Chattham County
Effingham County

Seattle-Everett, Wash.
King County
Snohomish County

Sharon, Pa.
Mercer County

Sheboygan, Wis.
Sheboygan County

Sherman-Denison, Tex.
Grayson County

Shreveport, La.
Bossier Parish
Caddo Parish
Webster Parish

Sioux City, Iowa-Neb.
Dakota County, Neb.
Woodbury County, Iowa

Sioux Falls, S.D.
Minnehaha County

South Bend-Mishawaka, Ind.
Marshall County
St. Joseph County

Spokane, Wash.
Spokane County

Springfield, Ill.
Menard County
Sangamon County

Springfield, Mo.
Christian County
Greene County

Springfield, O.
Champaign County
Clark County

Springfield-Chicopee-Holyoke, Mass.-Conn.
Chicopee, Holyoke, Springfield, Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wibraham towns in Hampden County, Mass.; Northampton city; Belchertown, Easthampton, Granby, Hadley, Hatfield, South Hadley, and Southampton towns in Hampshire County, Mass.; Warren town in Worcester County, Mass.; Somers towns in Tolland County, Conn.

Stamford, Conn.
Stamford City; Darien, Greenwich, and New Canaan towns in Fairfield County, Conn.

State College, Pa.
Centre County

Steubenville-Weirton, O.-W. Va.
Jefferson County, O.
Brooke County, W. Va.
Hancock County, W. Va.

Stockton, Calif.
San Joaquin County

Syracuse, N.Y.
Madison County
Onondaga County
Oswego County

Tacoma, Wash.
Pierce County

Tallahassee, Fla.
Leon County
Wakulla County

Tampa-St. Petersburg, Fla.
Hillsborough County
Pasco County
Pinellas County

Terre Haute, Ind.
Clay County
Sullivan County
Vermillion County
Vigo County

Texarkana, Tex.-Texarkana, Ark.
Bowie County, Tex.
Little River County, Ark.
Miller County, Ark.

Toledo, O.-Mich.
Fulton County, O.
Lucas County, O.
Ottawa County, O.
Wood County, O.
Monroe County, Mich.

Topeka, Kans.
Jefferson County
Osage County
Shawnee County

Trenton, N.J.
Mercer County

Tucson, Ariz.
Pima County

Tulsa, Okla.
Creek County
Mayes County
Osage County
Rogers County
Tulsa County
Wagoner County

Tuscaloosa, Ala.
Tuscaloosa County

Tyler, Tex.
Smith County

Utica-Rome, N.Y.
Herkimer County
Oneida County

Vallejo-Fairfield-Napa, Calif.
Napa County
Solano County

Victoria, Tex.
Victoria County

Vineland-Millville-Bridgeton, N.J.
Cumberland County

Visalia-Tulare-Porterville, Calif.
Tulare County

Waco, Tex.
McLennan County

Washington, D.C.-Md.-Va.
District of Columbia
Charles County, Md.
Montgomery County, Md.
Prince Georges County, Md.
Alexandria City, Va.
Fairfax City, Va.
Falls Church City, Va.
Manassas City, Va.
Manassas Park City, Va.
Arlington County, Va.
Fairfax County, Va.
Loudoun County, Va.
Prince William County, Va.

Waterbury, Conn.
Waterbury city; Naugatuck borough; Beacon Falls, Cheshire, Middlebury, Prospect, Southbury, and Wolcott towns in New Haven County, Conn.; Thomastown, Watertown, and Woodbury towns in Litchfield County, Conn.

Waterloo-Cedar Falls, Iowa
Black Hawk County

Wausau, Wis.
Marathon County

West Palm Beach-Boca Raton, Fla.
Palm Beach County

Wheeling, W. Va.-O.
Marshall County, W. Va.
Ohio County, W. Va.
Belmont County, O.

Wichita, Kans.
Butler County
Sedgwick County

Wichita Falls, Tex.
Clay County
Wichita County

Williamsport, Pa.
Lycoming County

Wilmington, Del.-N.J.-Md.
New Castle County, Del.
Salem County, N.J.
Cecil County, Md.

Wilmington, N.C.
Brunswick County
New Hanover County

Worcester, Mass.
Worcester city; Auburn, Berlin, Boylston, Brookfield, Charlton, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Shrewsbury, Spencer, Sterling, Sutton, Upton, Uxbridge, Webster, Westborough, and West Boylstown towns in Worcester County, Mass.

Yakima, Wash.
Yakima County

York, Pa.
Adams County
York County

Youngstown-Warren, O.
Mahoning County
Trumbull County

Yuba City, Calif.
Sutter County
Yuba County

STANDARD CONSOLIDATED STATISTICAL AREAS

STANDARD CONSOLIDATED STATISTICAL AREAS always include two or more contiguous Standard Metropolitan Statistical Areas which meet the following criteria of size, urban character, integration, and contiguity of urbanized areas:

1. One of the SMSAs has a population of at least 1,000,000.
2. At least 75 percent of the population of each SMSA is urban.
3. The sum of the number of workers commuting between the two SMSAs is equal to:
    - (a) at least 15 percent of the employed workers residing in the smaller SMSA, or
    - (b) at least 10 percent of the employed workers residing in the smaller SMSA, and
    - (1) the urbanized area of a central city of one SMSA is contiguous with the urbanized area of a central city of another SMSA, or
    - (2) a central city in one SMSA shares the same urbanized area with a central city in the other SMSA.

The title of a Standard Consolidated Statistical Area includes the name of the largest central city in each SMSA plus any central city of 250,000 or more, except that in no case does the area title include the names of more than three central cities. The cities shall be listed in the order of the population size of the SMSAs with which they are associated. A regional title may be substituted for the title determined by this criterion.

Boston-Lawrence-Lowell, Mass.-N.H.: Includes Boston, Mass. SMSA; Brockton, Mass. SMSA; Lawrence-Haverhill, Mass.-N.H. SMSA; Lowell, Mass.-N.H. SMSA.

Chicago-Gary-Kenosha, Ill.-Ind.-Wis.: Includes Chicago, Ill. SMSA; Gary-Hammond-East Chicago, Ind. SMSA and the Kenosha, Wis. SMSA.

Cincinnati-Hamilton, O.-Ky.-Ind.: Includes Cincinnati, O.-Ky.-Ind. SMSA; Hamilton-Middletown, O. SMSA.

Cleveland-Akron-Lorain, O.: Includes Cleveland, O. SMSA; Akron, O. SMSA; Lorain-Elyria, O. SMSA.

Dayton-Springfield, O.: Includes Dayton, O. SMSA; Springfield, O. SMSA.

Detroit-Ann Arbor, Mich.: Includes Detroit, Mich. SMSA; Ann Arbor, Mich. SMSA.

Houston-Galveston, Tex.: Includes Houston, Tex. SMSA; Galveston-Texas City, Tex. SMSA.

Indianapolis-Anderson, Ind.: Includes Indianapolis, Ind. SMSA and Anderson, Ind. SMSA.

Los Angeles-Long Beach-Anaheim, Calif.: Includes Los Angeles-Long Beach, Calif. SMSA; Anaheim-Santa Ana-Garden Grove, Calif. SMSA; Oxnard-Simi Valley-Ventura, Calif. SMSA; Riverside-San Bernardino-Ontario, Calif. SMSA.

Miami-Fort Lauderdale, Fla.: Includes Miami, Fla. SMSA; Fort Lauderdale-Hollywood, Fla. SMSA.

Milwaukee-Racine, Wis.: Includes Milwaukee, Wis. SMSA; Racine, Wis. SMSA.

New York-Newark-Jersey City, N.Y.-N.J.-Conn.: Includes New York, N.Y.-N.J. SMSA; Nassau-Suffolk, N.Y. SMSA; Newark, N.J. SMSA; Jersey City, N.J. SMSA; Long Branch-Asbury Park, N.J. SMSA; Patterson-Clifton-Passaic, N.J. SMSA; New Brunswick-Perth Amboy-Sayreville, N.J. SMSA; Norwalk, Conn. SMSA; Stamford, Conn. SMSA.

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.: Includes Philadelphia, Pa.-N.J. SMSA; Trenton, N.J. SMSA; Wilmington, Del.-N.J.-Md. SMSA.

Providence-Fall River, Rhode Island-Mass.: Includes Providence-Warwick-Pawtucket, R.I.-Mass. SMSA and Fall River, Mass.-R.I. SMSA.

San Francisco-Oakland-San Jose, Calif.: Includes San Francisco-Oakland, Calif. SMSA; San Jose, Calif. SMSA; Vallejo-Fairfield-Napa, Calif. SMSA and the Santa Rosa, Calif. SMSA.

San Juan-Caguas, Puerto Rico: Includes San Juan, P.R. SMSA and Caguas, P.R. SMSA.

Seattle-Tacoma, Wash.: Includes Seattle-Everett, Wash. SMSA; Tacoma, Wash. SMSA.

EDITOR & PUBLISHER'S MARKET RANKINGS

This year EDITOR & PUBLISHER has once again compiled market-ranking tables to help advertising and marketing executives plan programs for the coming year.

These tables have been a feature of the E&P Market Guide since they first appeared in the 1964 edition. The rankings, based on E&P estimates for 1982, are shown for five categories: population, disposable personal income, total retail sales, food sales, and income per household.

Rankings are provided for all cities or communities in the United States in which newspapers are published on a daily basis for all counties whether daily newspapers are published in them or not, and for all standard metropolitan statistical areas in the United States, as defined by the Office of Management and Budget.

The tables are tabulated by computer and are based on the 1980 U.S. Census and the 1977 Census of Business, and our own research estimates for 1982.

Leading U.S. cities, counties and standard metropolitan statistical areas ranked according to EDITOR & PUBLISHER estimates for 1982

POPULATION

Standard metropolitan statistical areas

1	New York, N.Y.-N.J.	8,984,313
2	Los Angeles-Long Beach, Cal.	7,615,312
3	Chicago, Ill.	7,238,408
4	Philadelphia, Pa.-N.J.	4,734,527
5	Detroit, Mich.	4,357,780
6	San Francisco-Oakland, Cal.	3,371,484
7	Houston, Tex.	3,169,781
8	Dallas-Fort Worth, Tex.	3,134,814
9	Washington, D.C.-Md.-Va.	3,084,404
10	Boston, Mass.	2,691,060
11	Nassau-Suffolk, N.Y.	2,586,568
12	St. Louis, Mo.-Ill.	2,314,272
13	Baltimore, Md.	2,271,556
14	Pittsburgh, Pa.	2,262,944
15	Minneapolis-St. Paul, Minn.-Wis.	2,160,886
16	Atlanta, Ga.	2,147,556
17	Anaheim-Santa Ana-Garden Grove, Cal.	2,113,404
18	San Diego, Cal.	2,012,745
19	Newark, N.J.	1,937,289
20	Cleveland, O.	1,910,977
21	Miami, Fla.	1,764,250
22	Seattle-Everett, Wash.	1,755,985
23	Riverside-San Bernardino-Ontario, Cal.	1,741,501
24	Denver-Boulder, Colo.	1,717,599
25	Tampa-St. Petersburg, Fla.	1.696,351
26	Phoenix, Ariz.	1,683,542
27	Milwaukee, Wis.	1,416,208
28	Cincinnati, O.-Ky.-Ind.	1,405,359
29	San Jose, Cal.	1,340,597
30	Kansas City, Mo.-Kans.	1,327,060
31	Portland, Ore.-Wash.	1,306,851
32	Buffalo, N.Y.	1,220,778
33	New Orleans, La.	1,207,798
34	Indianapolis, Ind.	1,179,675
35	Columbus, O.	1,110,540
36	San Antonio, Tex.	1,090,138
37	Sacramento, Cal.	1,088,896
38	Fort Lauderdale-Hollywood, Fla.	1,082,167
39	Salt Lake City-Ogden, Utah	999,946
40	Rochester, N.Y.	975,646
41	Memphis, Tenn.-Ark.-Miss.	935,261
42	Providence-Warwick-Pawtucket, R.I.-Mass.	926,821
43	Louisville, Ky.-Ind.	904,795
44	Oklahoma City, Okla.	887,277
45	Nashville-Davidson, Tenn.	874,512
46	Birmingham, Ala.	871,838
47	Dayton, O.	833,527
48	Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	826,459
49	Greensboro-Winston-Salem-High Point, N.C.	817,524
50	Toledo, O.-Mich.	803,339
51	Honolulu, Hawaii	801,796
52	Albany-Schenectady-Troy, N.Y.	794,452
53	Jacksonville, Fla.	766,706
54	Orlando, Fla.	763,148
55	Tulsa, Okla.	748,064
56	Hartford, Conn.	717,174
57	Akron, O.	665,108
58	Richmond, Va.	658,670
59	Gary-Hammond-East Chicago, Ind.	652,363
60	Allentown-Bethlehem-Easton, Pa.-N.J.	646,901
61	Charlotte-Gastonia, N.C.	642,053
62	Syracuse, N.Y.	640,430
63	Northeast Pennsylvania, Pa.	639,460
64	West Palm Beach-Boca Raton, Fla.	625,843
65	Grand Rapids, Mich.	621,140
66	New Brunswick-Perth Amboy-Sayreville, N.J.	595,166
67	Omaha, Neb.-Iowa	583,578
68	Tucson, Ariz.	583,238
69	Greenville-Spartanburg, S.C.	583,094
70	Oxnard-Simi Valley-Ventura, Cal.	573,254
71	Fresno, Cal.	555,125
72	Austin, Tex.	551,986
73	Jersey City, N.J.	550,277
74	Raleigh-Durham, N.C.	538,626
75	Tacoma, Wash.	534,169
76	Wilmington, Del.-N.J.-Md.	532,426
77	Youngstown-Warren, O.	531,560
78	Flint, Mich.	529,388
79	Las Vegas, Nev.	521,457
80	Baton Rouge, La.	518,042
81	Springfield-Chicopee-Holyoke, Mass-Conn.	515,138
82	Long Branch-Asbury Park, N.J.	502,160
83	El Paso, Tex.	490,616
84	Lansing-East Lansing, Mich.	477,386
85	Knoxville, Tenn.	476,559
86	Albuquerque, N.M.	471,481
87	Mobile, Ala.	461,843
88	Harrisburg, Pa.	459,992
89	Paterson-Clifton-Passaic, N.J.	445,298
90	Johnson City-Kingsport-Bristol, Tenn.-Va.	442,379
91	Charleston-North Charleston, S.C.	440,584
92	Little Rock-North Little Rock, Ark.	432,652
93	Chattanooga, Tenn.-Ga.	432,321
94	Wichita, Kans.	431,909
95	Bakersfield, Cal.	427,029
96	Columbia, S.C.	416,646
97	New Haven-West Haven, Conn.	412,595
98	Canton, O.	407,133
99	York, Pa.	395,996
100	Davenport-Rock Island-Moline, Iowa-Ill.	389,815
101	Bridgeport, Conn.	387,042
102	Fort Wayne, Ind.	386,995
103	Shreveport, La.	381,186
104	Beaumont-Port Arthur-Orange, Tex.	380,662
105	Stockton, Cal.	379,503
106	Peoria, Ill.	372,083
107	Spokane, Wash.	371,973
108	Vallejo-Fairfield-Napa, Cal.	369,289
109	Lancaster, Pa.	367,679
110	Worcester, Mass.	365,546
111	Newport News-Hampton, Va.	363,049
112	Lakeland-Winter Haven, Fla.	349,494
113	Augusta, Ga.-S.C.	348,629
114	Des Moines, Iowa	344,080
115	Madison, Wis.	331,384
116	Corpus Christi, Tex.	330,059
117	Jackson, Miss.	329,656
118	Santa Rosa, Cal.	327,845
119	Santa Barbara-Santa Maria-Lompoc, Cal.	323,786
120	Colorado Springs, Colo.	322,942
121	Lexington-Fayette, Ky.	321,433
122	Reading, Pa.	320,892
123	Huntsville, Ala.	316,493
124	Utica-Rome, N.Y.	316,254
125	Evansville, Ind.-Ky.	314,741
126	Huntington-Ashland, W.Va.-Ky.-O.	312,677
127	Trenton, N.J.	307,835
128	McAllen-Pharr-Edinburg, Tex.	306,076
129	Salinas-Seaside-Monterey, Cal.	305,650
130	Pensacola, Fla.	300,358
131	Binghamton, N.Y.-Pa.	298,924
132	Appleton-Oshkosh, Wis.	298,142
133	Modesto, Cal.	294,024
134	Melbourne-Titusville-Cocoa, Fla.	289,309
135	Erie, Pa.	285,999
136	Montgomery, Ala.	285,512
137	Kalamazoo-Portage, Mich.	285,259
138	Daytona Beach, Fla.	284,664
139	Lorain-Elyria, O.	284,315
140	South Bend-Mishawaka, Ind.	283,036
141	Rockford, Ill.	282,614
142	Eugene-Springfield, Ore.	276,760
143	Lawrence-Haverhill, Mass.-N.H.	274,412
144	Hamilton-Middletown, O.	268,870
145	Ann Arbor, Mich.	267,712
146	Duluth-Superior, Minn.-Wis.	267,658
147	Newburgh-Middletown, N.Y.	267,377
148	Charleston, W.Va.	267,354
149	Visalia-Tulare-Porterville, Cal.	266,667
150	Salem, Ore.	266,536
151	Johnstown, Pa.	264,004
152	Macon, Ga.	261,225
153	Fayetteville, N.C.	251,652
154	Poughkeepsie, N.Y.	247,415
155	Columbus, Ga.-Ala.	241,499
156	New London-Norwich, Conn-R.I.	239,193
157	Savannah, Ga.	238,326
158	Saginaw, Mich.	231,352
159	Provo-Orem, Utah	231,318
160	Brownsville-Harlingen-San Benito, Tex.	230,330
161	Roanoke, Va.	228,026
162	Lowell, Mass.-N.H.	225,816
163	Waterbury, Conn.	225,765
164	Fort Myers-Cape Coral, Fla.	224,006
165	Lubbock. Tex.	222,843
166	Lima, O.	220,667
167	Reno, Nev.	216,581
168	Fort Smith, Ark.-Okla.	215,673
169	Sarasota, Fla.	215,125
170	Killeen-Temple, Tex.	214,086
171	Springfield, Mo.	211,489
172	Santa Cruz, Cal.	209,545
173	Galveston-Texas City, Tex.	203,466
174	Lincoln Neb.	202,851
175	Biloxi-Gulfport, Miss.	197,868
176	Yakima, Wash.	194,070
177	Atlantic City, N.J.	193,234
178	Stamford, Conn.	192,970
179	Portland, Me.	192,103
180	Topeka, Kans.	192,068
181	Salisbury-Concord, N.C.	190,101
182	Springfield, Ill.	189,432
183	Battle Creek, Mich.	187,637
184	Wheeling, W.Va.-O.	186,445
185	Fayetteville-Springdale, Ark.	185,604
186	Springfield, O.	185,529
187	Boise City, Ida.	183,939
188	Amarillo, Tex.	180,349
189	Muskegon-Norton Shores-Muskegon Heights, Mich.	179,767
190	Green Bay, Wis.	179,632
191	Asheville, N.C.	178,470
192	Waco, Tex.	178,259
193	Terre Haute, Ind.	177,748
194	Portsmouth-Dover-Rochester, N.H.-Me.	176,658
195	Racine, Wis.	174,885
196	Lake Charles, La.	174,511

197	Fall River, Mass.-R.I.	174,325
198	Benton Harbor, Mich.	174,270
199	@St. Cloud, Minn.	173,810
200	Anchorage, Alaska	173,288
201	Cedar Rapids, Iowa	170,083
202	Manchester, N.H.	169,360
203	Tallahassee, Fla.	167,211
204	Richland-Kennewick-Pasco, Wash.	167,111
205	New Bedford, Mass.	166,877
206	Champaign-Urbana-Rantoul, Ill.	166,516
207	Bremerton, Wash.	166,380
208	Bradenton, Fla.	165,454
209	Parkersburg-Marietta, W.Va.-O.	164,637
210	Gainesville, Fla.	164,614
211	Brockton, Mass.	164,534
212	Fort Collins, Colo.	163,772
213	Steubenville-Weirton, O.-W.Va.	163,665
214	Longview-Marshall, Tex.	161,357
215	Chico, Cal.	158,484
216	Lynchburg, Va.	155,877
217	Alexandria, La.	154,432
218	Clarksville-Hopkinsville, Tenn-Ky.	151,919
219	Lafayette, La.	150,618
220	Jackson, Mich.	150,123
221	Danbury, Conn.	147,087
222	Olympia, Wash.	144,864
223	Tuscaloosa, Ala.	144,468
224	Wilmington, N.C.	142,670
225	Abilene, Tex.	142,231
226	Monroe, La.	141,948
227	Elkhart, Ind.	141,441
228	Florence, Ala.	141,301
229	Janesville-Beloit, Wis.	140,733
230	Anderson, Ind.	139,314
231	Waterloo-Cedar Falls, Iowa	138,964
232	New Britain, Conn.	138,838
233	Ocala, Fla.	138,615
234	Fargo-Moorhead, N.D.-Minn.	137,627
235	Athens, Ga.	137,564
236	Tyler, Tex.	137,299
237	Eau Claire, Wis.	135,406
238	Anderson, S.C.	135,182
239	Decatur, Ill.	134,831
240	Altoona, Pa.	134,751
241	Medford, Ore.	134,190
242	Vineland-Millville-Bridgeton, N.J.	133,677
243	Hickory, N.C.	133,125
244	Greeley, Colo.	131,686
245	Wichita Falls, Tex.	130,925
246	Petersburg-Colonial Heights-Hopewell, Va.	130,132
247	Mansfield, O.	129,898
248	Sharon, Pa.	129,788
249	Pueblo, Colo.	129,208
250	Texarkana, Tex.-Ark.	129,115
251	Muncie, Ind.	127,884
252	Redding, Cal.	126,913
253	Joplin, Mo.	126,395
254	Kenosha, Wis.	124,987
255	Odessa, Tex.	124,980
256	Norwalk, Conn.	124,160
257	Newark, O.	123,011
258	Nashua, N.H.	122,754
259	Williamsport, Pa.	121,805
260	Sioux City, Iowa-Neb.	120,706
261	Bloomington-Normal, Ill.	120,623
262	Lafayette-West Lafayette, Ind.	120,384
263	Bay City, Mich.	118,289
264	Pascagoula-Moss Point, Miss.	118,197
265	Albany, Ga.	117,885
266	Burlington, Vt.	117,820
267	Wausau, Wis.	117,502
268	Bellingham, Wash.	117,065
269	Charlottesville, Va.	116,033
270	Anniston, Ala.	115,949
271	Fort Walton Beach, Fla.	115,225
272	Hagerstown, Md.	114,758
273	State College, Pa.	113,357
274	Florence, S.C.	112,970
275	Jacksonville, N.C.	112,930
276	Lawton, Okla.	112,693
277	Danville, Va.	112,161
278	Sioux Falls, S.D.	111,786
279	Billings, Mont.	110,392
280	Yuba City, Cal.	109,436
281	Glens Falls, N.Y.	108,476
282	Cumberland, Md.-W.Va.	108,021
283	Rock Hill, S.C.	107,980
284	Gadsden, Ala.	106,018
285	Kokomo, Ind.	105,888
286	Laredo, Tex.	104,607
287	Kankakee, Ill.	104,541
288	Sheboygan, Wis.	103,752
289	Columbia, Mo.	102,477
290	Panama City, Fla.	101,536
291	Bryan-College Station, Tex.	101,100
292	Grand Forks, Minn.-N.D.	100,490
293	Las Cruces, N.M.	99,766
294	Elmira, N.Y.	98,527
295	St. Joseph, Mo.	98,228
296	Fitchburg-Leominster, Mass.	98,091
297	Bloomington, Ind.	98,083
298	Burlington, N.C.	96,649
299	Rochester, Minn.	95,882
300	Dubuque, Iowa	95,028
301	La Crosse, Wis.	93,823
302	Rapid City, S.D.	92,626
303	Pine Bluff, Ark.	92,452
304	Sherman-Denison, Tex.	91,051
305	Owensboro, Ky.	88,781
306	Bangor, Me.	88,608
307	Pittsfield, Mass.	88,521
308	San Angelo, Tex.	86,777
309	Midland, Tex.	85,675
310	Iowa City, Iowa	84,695
311	Bismarck, N.D.	81,926
312	Great Falls, Mont.	80,187
313	Casper, Wyo.	79,541
314	Bristol, Conn.	73,425
315	Lawrence, Kans.	70,471
316	Victoria, Tex.	69,649
317	Lewiston-Auburn, Me.	69,463
318	Enid, Okla.	66,017
319	Meriden, Conn.	56,469

Leading counties

1	Los Angeles, Cal	7,615,312
2	Cook, Ill.	5,288,023
3	Harris, Tex.	2,610,279
4	Wayne, Mich.	2,324,243
5	Kings, N.Y.	2,178,935
6	Orange, Cal.	2,113,404
7	San Diego, Cal.	2,012,745
8	Queens, N.Y.	1,876,069
9	Dade, Fla.	1,764,250
10	Philadelphia, Pa.	1,688,659
11	Maricopa, Ariz.	1,685,542
12	Dallas, Tex.	1,628,301
13	Cuyahoga, Ohio	1,492,868
14	Allegheny, Pa.	1,447,923
15	King, Wash.	1,376,885
16	New York, N.Y.	1,372,160
17	Santa Clara, Cal.	1,340,597
18	Middlesex, Mass.	1,307,822
19	Nassau, N.Y.	1,305,167
20	Suffolk, N.Y.	1,281,401
21	Bronx, N.Y.	1,172,545
22	Alameda, Cal.	1,124,056
23	Broward, Fla.	1,082,167
24	Oakland, Mich.	1,024,096
25	Bexar, Tex.	1,001,833
26	Erie, N.Y.	997,657
27	San Bernardino, Cal.	995,680
28	Milwaukee, Wisc.	965,713
29	St. Louis, Mo.	949,129
30	Hennepin, Minn.	948,968
31	Tarrant, Tex.	904,369
32	Franklin, Ohio	883,178
33	Hamilton, Ohio	863,027
34	Westchester, N.Y.	855,630
35	Sacramento, Cal.	841,378
36	Essex, N.J.	830,205
37	Bergen, N.J.	829,922
38	Honolulu, Hi.	801,796
39	Shelby, Tenn.	800,524
40	Hartford, Conn.	795,122
41	Fairfield, Conn.	791,275
42	Baltimore City, Md.	781,612
43	Pinellas, Fla.	777,359
44	Marion, Ind.	766,976
45	New Haven, Conn.	753,325
46	Riverside, Cal.	745,821
47	Baltimore, Md.	738,293
48	San Francisco, Cal.	712,779
49	Monroe, N.Y.	706,653
50	Contra Costa, Cal.	702,021
51	Hillsborough, Fla.	700,328
52	Du Page, Ill.	698,229
53	Macomb, Mich.	693,162
54	Jefferson, Ala.	682,904
55	Jefferson, Ky.	676,158
56	Salt Lake, Utah	667,980
57	Prince Georges, Md.	661,676
58	Montgomery, Pa.	652,620
59	Worcester, Mass.	636,630
60	Suffolk, Mass.	635,807
61	Fairfax, Va.	630,581
62	Palm Beach, Fla.	625,843
63	Essex, Mass.	618,867
64	District of Columbia, D.C.	613,052
65	Jackson, Mo.	611,941
66	Fulton, Ga.	610,155
67	Norfolk, Mass.	607,977
68	San Mateo, Cal.	600,771
69	Middlesex, N.J.	595,166
70	Oklahoma, Okla.	591,900
71	Duval, Fla.	587,875
72	Montgomery, Md.	587,410
73	Pima, Ariz.	583,238
74	Providence, R.I.	577,984
75	Ventura, Cal.	573,254
76	Montgomery, Ohio	571,283
77	Multnomah, Ore.	566,674
78	Fresno, Cal.	555,125
79	Delaware, Pa.	554,731
80	Hudson, N.J.	550,277
81	Orleans, La.	548,674
82	Pierce, Wash.	534,169
83	Lake, Ind.	526,487
84	Summit, Ohio	524,267
85	Clark, Nev.	521,457
86	Orange, Fla.	508,345
87	Monmouth, N.J.	502,160
88	Tulsa, Okla.	500,817
89	Denver, Colo.	496,712
90	Union, N.J.	496,381
91	El Paso, Tex.	490,616
92	De Kalb, Ga.	490,417
93	Bucks, Pa.	488,370
94	Davidson, Tenn.	487,376
95	Lucas, Ohio	474,110
96	Jefferson, La.	472,380
97	Camden, N.J.	471,275
98	Bristol, Mass.	470,987
99	Ramsey, Minn.	467,064
100	Kent, Mich.	461,107
101	Onondaga, N.Y.	459,605
102	Lake, Ill.	459,391
103	Genesee, Mich.	455,015
104	Passaic, N.J.	445,298
105	Bernalillo, N.M.	435,216
106	Hampden, Mass.	430,234
107	Kern, Cal.	427,029
108	St. Louis City, Mo.	425,712
109	Travis, Tex.	422,570
110	Morris, N.J.	410,004
111	Mecklenburg, N.C.	407,509
112	Jefferson, Colo.	406,476
113	Douglas, Neb.	404,524
114	New Castle, Del.	404,008
115	Plymouth, Mass.	398,926
116	Westmoreland, Pa.	397,607
117	Sedgwick, Kans.	386,451
118	Stark, Ohio	381,731
119	Anne Arundel, Md.	381,702
120	San Joaquin, Cal.	379,303
121	Pulaski, Ark.	379,157
122	Snohomish, Wash.	379,100
123	East Baton Rouge, La.	378,736
124	Mobile, Ala.	378,537
125	Spokane, Wash.	371,973
126	Lancaster, Pa.	367,679
127	Richmond, N.Y.	358,269
128	Burlington, N.J.	355,239
129	Ocean, N.J.	352,453
130	Polk, Fla.	349,494
131	Will, Ill.	347,175
132	Luzerne, Pa.	342,652
133	Dane, Wisc.	331,384
134	Arapahoe, Colo.	328,981
135	Sonoma, Cal.	327,845
136	Cobb, Ga.	325,009
137	Knox, Tenn.	324,273
138	Santa Barbara, Cal.	323,786
139	York, Pa.	323,438
140	Berks, Pa.	320,892
141	Chester, Pa.	320,533
142	El Paso, Colo.	313,221
143	Guilford, N.C.	311,467
144	Mercer, N.J.	307,835
145	Wake, N.C.	307,450
146	Polk, Io.	307,011
147	Hidalgo, Tex.	306,076
148	Monterey, Cal.	305,650
149	Allen, Ind.	296,492
150	Waukesha, Wisc.	294,533
151	Stanislaus, Cal.	294,024
152	Hillsborough, N.H.	293,892
153	Greenville, S.C.	292,053
154	Hamilton, Tenn.	291,852
155	Mahoning, Ohio	289,533
156	Brevard, Fla.	289,309
157	Kane, Ill.	289,197
158	Johnson, Kans.	288,184
159	Erie, Pa.	285,999
160	Albany, N.Y.	284,982
161	Volusia, Fla.	284,664
162	Lorain, Ohio	284,315
163	Virginia Beach, Va.	280,266
164	Lehigh, Pa.	280,080
165	Charleston, S.C.	279,983
166	Lane, Ore.	276,760
167	Ingham, Mich.	276,166
168	Richland, S.C.	271,605
169	Nueces, Tex.	270,861
170	Washington, Ore.	270,194
171	Butler, Ohio	268,870
172	Washtenaw, Mich.	267,712
173	Orange, N.Y.	267,377
174	St. Clair, Ill.	267,110
175	Tulare, Cal.	266,667
176	Norfolk, Va.	266,384
177	Rockland, N.Y.	261,403
178	Solano, Cal.	260,594
179	Hinds, Miss.	254,264
180	Caddo, La.	253,831
181	Winnebago, Ill.	252,420
182	Adams, Colo.	252,186
183	Cumberland, N.C.	251,652
184	Clackamas, Ore.	251,573
185	Jefferson, Tex.	249,750
186	Oneida, N.Y.	249,209
187	Madison, Ill.	248,414
188	Dutchess, N.Y.	247,415
189	Escambia, Fla.	243,897
190	St. Joseph, Ind.	242,156
191	Trumbull, Ohio	242,027
192	Dauphin, Pa.	237,003
193	Forsyth, N.C.	235,360
194	Marin, Cal.	231,857
195	Saginaw, Mich.	231,352
196	Utah, Utah	231,318
197	Cameron, Tex.	230,330
198	Northampton, Pa.	230,202
199	New London, Conn.	229,225
200	Cumberland, Me.	226,442
201	Lackawanna, Pa.	226,191
202	Kanawha, W.Va.	226,164
203	Lee, Fla.	224,006
204	St. Louis, Minn.	223,206
205	Niagara, N.Y.	223,121
206	Lubbock, Tex.	222,843
207	Marion, Ore.	220,458
208	Richmond, Va.	219,973
209	Lake, Ohio	219,506
210	Pasco, Fla.	218,664
211	Clark, Wash.	218,410
212	Washoe, Nev.	216,581
213	Sarasota, Fla.	215,125
214	Kalamazoo, Mich.	214,590
215	Washington, Pa.	213,911
216	Broome, N.Y.	212,457
217	Santa Cruz, Cal.	209,545
218	Spartanburg, S.C.	208,914
219	Chatham, Ga.	208,309
220	Montgomery, Ala.	206,690
221	Rockingham, N.H.	205,525
222	Dakota, Minn.	205,442
223	Fayette, Ky.	204,908
224	Beaver, Pa.	203,503
225	Galveston, Tex.	203,466
226	Gloucester, N.J.	203,100
227	Lancaster, Neb.	202,851
228	Madison, Ala.	202,136
229	Peoria, Ill.	201,123
230	Somerset, N.J.	200,699
231	Boulder, Colo.	200,567
232	Anoka, Minn.	199,264
233	Seminole, Fla.	198,097
234	Yakima, Wash.	194,070
235	Atlantic, N.J.	193,234
236	Richmond, Ga.	192,490
237	Gwinnett, Ga.	188,480
238	Greene, Mo.	187,582
239	Brazoria, Tex.	187,483
240	Henrico, Va.	187,244
241	Cumberland, Pa.	184,244
242	Ada, Ida.	183,939
243	Cambria, Pa.	182,085
244	Brown, Wisc.	179,632
245	McLennan, Tex.	178,259
246	Sangamon, Ill.	178,229
247	Wyandotte, Kans.	174,922
248	Racine, Wisc.	174,885
249	Calcasieu, La.	174,511
250	Berrien, Mich.	174,270
251	Anchorage, Ak.	173,288
252	Muscogee, Ga.	172,788
253	Linn, Ia.	170,083
254	San Luis Obispo, Cal.	169,791

255	Vanderburgh, Ind.	168,933
256	Champaign, Ill.	166,516
257	Kitsap, Wash.	166,380
258	Rock Island, Ill.	165,556
259	Manatee, Fla.	165,454
260	Scott, Ia.	164,674
261	Alachua, Fla.	164,614
262	Larimer, Colo.	163,772
263	Gaston, N.C.	163,659
264	Denton, Tex.	163,401
265	Fayette, Pa.	162,323
266	Buncombe, N.C.	161,991
267	Schuylkill, Pa.	161,317
268	Harrison, Miss.	160,921
269	Ottawa, Mich.	160,033
270	Ulster, N.Y.	159,843
271	Shawnee, Kans.	159,004
272	Butte, Cal.	158,484
273	Clayton, Ga.	158,363
274	Chesterfield, Va.	158,163
275	Muskegon, Mich.	158,137
276	Bell, Tex.	158,124
277	Collin, Tex.	157,595
278	Davis, Utah	157,029
279	McHenry, Ill.	156,393
280	Litchfield, Conn.	155,950
281	Saratoga, N.Y.	155,660
282	Kent, R.I.	155,393
283	Leon, Fla.	155,191
284	Bibb, Ga.	154,212
285	Butler, Pa.	153,776
286	Fort Bend, Tex.	153,369
287	Rensselaer, N.Y.	153,230
288	Jefferson, Mo.	152,002
289	Arlington, Va.	151,968
290	Durham, N.C.	151,369
291	Lafayette, La.	150,018
292	Barnstable, Mass.	150,410
293	Clark, Ohio	150,226
294	Jackson, Mich.	150,123
295	Merced, Cal.	149,325
296	Schenectady, N.Y.	149,155
297	Harford, Md.	149,081
298	Cleveland, Okla.	148,703
299	Weber, Utah	147,224
300	Chautauqua, N.Y.	146,452
301	Sullivan, Tenn.	146,076
302	Newport News, Va.	145,876
303	Prince William, Va.	145,819
304	Montgomery, Tex.	145,609
305	Lexington, S.C.	145,041
306	Thurston, Wash.	144,864
307	Tuscaloosa, Ala.	144,468
308	St. Charles, Mo.	143,739
309	Berkshire, Mass.	142,777
310	Penobscot, Me.	142,360
311	Ouachita, La.	141,948
312	Elkhart, Ind.	141,441
313	York, Me.	141,287
314	Portage, Ohio	140,841
315	Rock, Wisc.	140,733
316	Kenton, Ky.	139,834
317	St. Clair, Mich.	139,452
318	Calhoun, Mich.	139,394
319	Madison, Ind.	139,314
320	Black Hawk, Ia.	138,964
321	Monroe, Mich.	138,964
322	Marion, Fla.	138,615
323	Rapides, La.	137,761
324	Smith, Tex.	137,299
325	Tazewell, Ill.	136,142
326	Anderson, S.C.	135,182
327	Hampshire, Mass.	134,921
328	Macon, Ill.	134,831
329	Blair, Pa.	134,751
330	Jackson, Ore.	134,190
331	Cumberland, N.J.	133,677
332	Outagamie, Wisc.	133,499
333	Winnebago, Wisc.	133,324
334	Clay, Mo.	132,741
335	Greene, Ohio	131,961
336	Weld, Colo.	131,686
337	Clermont, Ohio	131,285
338	Richland, Ohio	129,898
339	Mercer, Pa.	129,788
340	Middlesex, Conn.	129,583
341	Pueblo, Colo.	129,208
342	Delaware, Ind.	127,884
343	Shasta, Cal.	126,913
344	Placer, Cal.	126,577
345	Benton, Wash.	126,537
346	Porter, Ind.	125,876
347	Kenosha, Wisc.	124,987
348	Ector, Tex.	124,980
349	Licking, Ohio	123,011
350	Medina, Ohio	122,755
351	Frederick, Md.	122,702
352	Lycoming, Pa.	121,805
353	Sussex, N.J.	121,435
354	St. Tammany, La.	121,068
355	Yolo, Cal.	120,941
356	Wichita, Tex.	120,941
357	Hampton, Va.	120,892
358	McLean, Ill.	120,623
359	Tippecanoe, Ind.	120,384
360	Chittenden, Vt.	119,365
361	Howard, Md.	118,798
362	Bay, Mich.	118,289
363	Jackson, Miss.	118,197
364	Marathon, Wisc.	117,502
365	Whatcom, Wash.	117,065
366	Chesapeake, Va.	116,594
367	Washington, Minn.	115,993
368	Calhoun, Ala.	115,949
369	Columbiana, Ohio	115,608
370	Okaloosa, Fla.	115,225
371	Oswego, N.Y.	114,850
372	Washington, Md.	114,758
373	Davidson, N.C.	114,687
374	Lake, Fla.	114,624
375	Kennebec, Me.	114,605
376	Franklin, Pa.	114,523
377	Stearns, Minn.	113,498
378	Centre, Pa.	113,357
379	Taylor, Tex.	113,288
380	St. Lawrence, N.Y.	113,198
381	Florence, S.C.	112,970
382	Allen, Ohio	112,948
383	Onslow, N.C.	112,930
384	Vigo, Ind.	112,837
385	Comanche, Okla.	112,693
386	Humboldt, Cal.	112,578
387	Tolland, Conn.	112,496
388	Minnehaha, S.D.	111,786
389	Lebanon, Pa.	111,452
390	Wood, Ohio	110,884
391	Aiken, S.C.	110,516
392	Yellowstone, Mont.	110,392
393	Lawrence, Pa.	109,956
394	La Salle, Ill.	109,786
395	Napa, Cal.	108,695
396	La Porte, Ind.	108,414
397	York, S.C.	107,980
398	Washington, Ark.	106,279
399	Etowah, Ala.	106,018
400	Catawba, N.C.	105,989
401	Gregg, Tex.	105,909
402	Horry, S.C.	105,903
403	Cabell, W.Va.	105,657
404	New Hanover, N.C.	105,568
405	Dougherty, Ga.	105,431
406	Ashtabula, Ohio	104,925
407	Portsmouth, Va.	104,859
408	Webb, Tex.	104,607
409	Kankakee, Ill.	104,541
410	Livingston, Mich.	104,507
411	Sheboygan, Wisc.	103,752
412	Merrimack, N.H.	103,239
413	Robeson, N.C.	102,774
414	Woodbury, Ia.	102,595
415	Boone, Mo.	102,477
416	Carroll, Md.	102,070
417	Alexandria, Va.	101,948
418	Sussex, Del.	101,836
419	El Dorado, Cal.	101,730
420	Bay, Fla.	101,536
421	Wayne, Ohio	101,502
422	Warren, Ohio	101,301
423	Brazos, Tex.	101,100
424	Yuma, Ariz.	100,699
425	Northumberland, Pa.	100,567
426	Rowan, N.C.	100,408
427	Kent, Del.	100,279
428	Androscoggin, Me.	100,131

Leading cities

1	New York City, N.Y.	6,957,978
2	Los Angeles, Cal.	3,016,136
3	Chicago, Ill.	2,964,571
4	Houston, Tex.	1,704,441
5	Philadelphia, Pa.	1,688,659
6	San Fernando Valley, Cal.	1,299,970
7	Detroit, Mich.	1,164,130
8	San Diego, Cal.	930,176
9	Dallas, Tex.	925,365
10	Phoenix, Ariz.	829,677
11	San Antonio, Tex.	795,762
12	Baltimore, Md.	781,612
13	San Francisco, Cal.	712,779
14	Indianapolis, Ind.	697,082
15	Memphis, Tenn.	659,446
16	San Jose, Cal.	658,924
17	Milwaukee, Wisc.	630,765
18	Washington, D.C.	613,049
19	Columbus, Ohio	573,826
20	South Bay, Cal.	571,717
21	Cleveland, Ohio	552,018
22	Boston, Mass.	549,477
23	Jacksonville, Fla.	549,179
24	New Orleans, La.	548,674
25	Seattle, Wash.	512,411
26	Denver, Colo.	496,712
27	Nashville, Tenn.	459,050
28	El Paso, Tex.	433,738
29	St. Louis, Mo.	425,702
30	1Kansas City, Mo.	425,221
31	2Atlanta, Ga.	423,170
32	Oklahoma City, Okla.	420,829
33	Pittsburgh, Pa.	411,840
34	Fort Worth, Tex.	384,463
35	Tulsa, Okla.	377,474
36	Honolulu, Hi.	377,279
37	Cincinnati, Ohio	370,114
38	Portland, Ore.	363,707
39	Long Beach, Cal.	362,817
40	Minneapolis, Minn.	359,416
41	Miami, Fla.	358,105
42	Toledo, Ohio	351,101
43	Tucson, Ariz.	350,688
44	Austin, Tex.	346,024
45	Albuquerque, N.M.	344,032
46	Buffalo, N.Y.	336,220
47	Oakland, Cal.	336,133
48	Charlotte, N.C.	316,966
49	Newark, N.J.	316,571
50	Omaha, Neb.	305,502
51	Wichita, Kans.	291,771
52	Sacramento, Cal.	286,648
53	Birmingham, Ala.	281,828
54	Louisville, Ky.	280,343
55	Tampa, Fla.	273,852
56	San Gabriel Valley, Cal.	270,723
57	St. Paul, Minn.	266,699
58	Anaheim, Cal.	241,807
59	St. Petersburg, Fla.	240,187
60	Fresno, Cal.	235,197
61	Corpus Christi, Tex.	234,287
62	Rochester, N.Y.	230,922
63	Akron, Ohio	230,761
64	Baton Rouge, La.	227,022
65	Santa Ana, Cal.	220,900
66	Colorado Springs, Colo.	217,790
67	Jersey City, N.J.	217,124
68	Shreveport, La.	207,069
69	Jackson, Miss.	205,535
70	1Lexington, Ky.	204,908
71	Mobile, Ala.	203,938
72	Dayton, Ohio	196,951
73	Yonkers, N.Y.	192,118
74	Huntington Beach, Cal.	189,194
75	Des Moines, Ia.	187,678
76	Montgomery, Ala.	186,884
77	Riverside, Cal.	185,709
78	Lubbock, Tex.	182,702
79	Knoxville, Tenn.	181,377
80	Lincoln, Neb.	180,817
81	Grand Rapids, Mich.	180,577
82	Amarillo, Tex.	180,349
83	Spokane, Wash.	178,821
84	Las Vegas, Nev.	178,031
85	Little Rock, Ark.	176,392
86	Anchorage, Ak.	173,288
87	Chattanooga, Tenn.	171,986
88	Columbus, Ga.	171,934
89	Mesa, Ariz.	170,398
90	Fort Wayne, Ind.	169,674
91	Madison, Wisc.	169,534
92	Tacoma, Wash.	168,406
93	Arlington, Tex.	168,203
94	Stockton, Cal.	163,561
95	Kansas City, Kans.	163,506
96	Syracuse, N.Y.	162,873
97	Salt Lake City, Utah	160,847
98	Worcester, Mass.	154,967
99	Providence, R.I.	153,686
100	Flint, Mich.	152,499
101	Greensboro, N.C.	152,206
102	Fort Lauderdale, Fla.	151,389
103	Raleigh, N.C.	151,069
104	Gary, Ind.	148,693
105	Springfield, Mass.	146,191
106	Savannah, Ga.	145,894
107	Huntsville, Ala.	145,458
108	Garland, Tex.	145,246
109	Fremont, Cal.	141,583
110	Glendale, Cal.	141,083
111	Rockford, Ill.	137,851
112	Orlando, Fla.	136,923
113	Paterson, N.J.	136,473
114	Bridgeport, Conn.	135,554
115	Springfield, Mo.	132,030
116	Torrance, Cal.	130,935
117	Lansing, Mich.	130,380
118	Evansville, Ind.	129,613
119	Hartford, Conn.	129,333
120	San Bernardino, Cal.	127,377
121	Winston-Salem, N.C.	123,029
122	Peoria, Ill.	122,929
123	Pasadena, Cal.	121,380
124	New Haven, Conn.	121,111
125	Pasadena, Tex.	119,736
126	Tempe, Ariz.	119,308
127	Oxnard, Cal.	118,718
128	Beaumont, Tex.	117,344
129	Modesto, Cal.	117,327
130	Erie, Pa.	117,207
131	Macon, Ga.	116,111
132	Hollywood, Fla.	115,725
133	Topeka, Kans.	115,695
134	Irving, Tex.	114,032
135	Bakersfield, Cal.	111,884
136	Youngstown, Ohio	110,782
137	Reno, Nev.	109,957
138	Cedar Rapids, Ia.	109,171
139	Fullerton, Cal.	108,564
140	Independence, Mo.	108,446
141	Ann Arbor, Mich.	107,085
142	Boise City, Ida.	106,625
143	South Bend, Ind.	106,322
144	Eugene, Ore.	106,213
145	Elizabeth, N.J.	104,991
146	Davenport, Ia.	104,512
147	Pueblo, Colo.	103,732
148	Waco, Tex.	103,553
149	Bellevue-Kirkland, Wash.	102,796
150	Allentown, Pa.	102,762
151	Berkeley, Cal.	100,847
152	Springfield, Ill.	100,716
153	Waterbury, Conn.	100,293

DISPOSABLE PERSONAL INCOME

Standard metropolitan statistical areas (thousands)

1	New York, N.Y.-N.J.	92,253,998
2	Chicago, Ill.	70,098,767
3	Los Angeles-Long Beach, Cal.	59,670,868
4	Washington, D.C.-Md.-Va.	45,366,291
5	Philadelphia, Pa.-N.J.	43,598,574
6	Detroit, Mich.	41,094,827
7	San Francisco-Oakland, Cal.	37,619,747
8	Houston, Tex.	36,148,671
9	Nassau-Suffolk, N.Y.	31,618,489
10	Dallas-Fort Worth, Tex.	29,037,451
11	Anaheim-Santa Ana-Garden Grove, Cal.	26,349,624
12	Boston, Mass.	26,318,714
13	St. Louis, Mo.-Ill.	21,651,543
14	Pittsburgh, Pa.	21,302,020
15	Minneapolis-St. Paul, Minn.-Wis.	21,172,104
16	Newark, N.J.	19,578,229
17	San Diego, Cal.	18,153,984
18	Cleveland, O.	17,114,410
19	Atlanta, Ga.	17,111,978
20	San Jose, Cal.	16,907,600
21	Seattle-Everett, Wash.	16,015,057
22	Denver-Boulder, Colo.	15,895,738
23	Cincinnati, O.-Ky.-Ind.	15,372,267
24	Baltimore, Md.	14,376,743
25	Riverside-San Bernardino-Ontario, Cal.	14,128,769

26 Miami, Fla.	14,059,174
27 Sacramento, Cal.	13,503,779
28 Phoenix, Ariz.	13,210,411
29 Tampa-St. Petersburg, Fla.	13,164,841
30 Kansas City, Mo.-Kans.	12,569,362
31 Milwaukee, Wis.	12,505,124
32 Portland, Ore.-Wash.	11,989,977
33 Fort Lauderdale-Hollywood, Fla.	11,141,621
34 Columbus, O.	10,999,744
35 New Orleans, La.	10,718,258
36 Indianapolis, Ind.	10,627,353
37 Buffalo, N.Y.	9,156,797
38 Oklahoma City, Okla.	8,944,388
39 Rochester, N.Y.	8,578,975
40 San Antonio, Tex.	8,501,583
41 Providence-Warwick-Pawtucket, R.I.-Mass.	7,887,051
42 Nashville-Davidson, Tenn.	7,881,626
43 Toledo, O.-Mich.	7,827,123
44 Memphis, Tenn.-Ark.-Miss.	7,626,701
45 Hartford, Conn.	7,491,958
46 New Brunswick-Perth Amboy-Sayreville, N.J.	7,203,890
47 Honolulu, Hawaii	7,158,912
48 Louisville, Ky.-Ind.	7,091,827
49 Salt Lake City-Ogden, Utah	6,981,836
50 Grand Rapids, Mich.	6,919,973
51 Birmingham, Ala.	6,660,291
52 Oxnard-Simi Valley-Ventura, Cal.	6,440,346
53 Dayton, O.	6,421,625
54 Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	6,309,414
55 Greensboro-Winston-Salem-High Point, N.C.	6,287,337
56 Albany-Schenectady-Troy, N.Y.	6,224,545
57 Orlando, Fla.	6,114,692
58 Long Branch-Asbury Park, N.J.	5,872,486
59 Allentown-Bethlehem-Easton, Pa.-N.J.	5,771,976
60 Austin, Tex.	5,716,152
61 West Palm Beach-Boca Raton, Fla.	5,705,893
62 Tulsa, Okla.	5,596,276
63 Charlotte-Gastonia, N.C.	5,466,786
64 Richmond, Va.	5,428,720
65 Harrisburg, Pa.	5,417,078
66 Gary-Hammond-East Chicago, Ind.	5,212,318
67 Knoxville, Tenn.	5,204,543
68 Raleigh-Durham, N.C.	5,151,466
69 Akron, O.	5,135,379
70 Syracuse, N.Y.	5,087,030
71 Fresno, Cal.	4,991,9[illegible]7
72 Vallejo-Fairfield-Napa, Cal.	4,984,192
73 Omaha, Neb.-Iowa	4,882,280
74 Jacksonville, Fla.	4,859,351
75 Wilmington, Del.-N.J.-Md.	4,805,551
76 Tucson, Ariz.	4,780,230
77 Jersey City, N.J.	4,695,497
78 Northeast Pennsylvania, Pa.	4,598,897
79 Las Vegas, Nev.	4,469,303
80 Greenville-Spartanburg, S.C.	4,421,902
81 Peoria, Ill.	4,321,553
82 Bridgeport, Conn.	4,282,989
83 Flint, Mich.	4,230,139
84 Madison, Wis.	4,228,172
85 Springfield-Chicopee-Holyoke, Mass-Conn.	4,159,668
86 Baton Rouge, La.	4,158,835
87 Youngstown-Warren, O.	4,128,806
88 Davenport-Rock Island-Moline, Iowa-Ill.	4,006,527
89 Tacoma, Wash.	3,992,618
90 Bakersfield, Cal.	3,912,229
91 Lansing-East Lansing, Mich.	3,902,047
92 Little Rock-North Little Rock, Ark.	3,663,432
93 Stockton, Cal.	3,647,758
94 Albuquerque, N.M.	3,550,162
95 Wichita, Kans.	3,544,213
96 Charleston-North Charleston, S.C.	3,525,990
97 New Haven-West Haven, Conn.	3,490,084
98 Santa Barbara-Santa Maria-Lompoc, Cal.	3,462,629
99 Columbia, S.C.	3,395,187
100 Spokane, Wash.	3,372,563
101 Santa Rosa, Cal.	3,328,944
102 Beaumont-Port Arthur-Orange, Tex.	3,283,045
103 Paterson-Clifton-Passaic, N.J.	3,262,177
104 Fort Wayne, Ind.	3,251,553
105 Des Moines, Iowa	3,232,396
106 Lancaster, Pa.	3,188,610
107 York, Pa.	3,168,104
108 Canton, O.	3,143,975
109 Jackson, Miss.	3,123,130
110 Salinas-Seaside-Monterey, Cal.	3,028,617
111 Worcester, Mass.	3,003,314
112 Stamford, Conn.	2,926,312
113 Colorado Springs, Colo.	2,911,608
114 Shreveport, La.	2,911,138
115 Mobile, Ala.	2,868,225
116 Lawrence-Haverhill, Mass.-N.H.	2,866,719
117 Chattanooga, Tenn.-Ga.	2,864,841
118 Trenton, N.J.	2,841,242
119 Evansville, Ind.-Ky.	2,751,857
120 Ann Arbor, Mich.	2,732,699
121 Augusta, Ga.-S.C.	2,676,855
122 Charleston, W.Va.	2,672,533
123 Reading, Pa.	2,669,976
124 Kalamazoo-Portage, Mich.	2,564,327
125 Newport News-Hampton, Va.	2,558,389
126 Modesto, Cal.	2,555,771
127 Rockford, Ill.	2,547,579
128 Huntington-Ashland, W.Va.-Ky.-O.	2,531,819
129 Johnson City-Kingsport-Bristol, Tenn.-Va.	2,503,531
130 El Paso, Tex.	2,495,903
131 Visalia-Tulare-Porterville, Cal.	2,477,499
132 Bremerton, Wash.	2,451,917
133 Eugene-Springfield, Ore.	2,409,232
134 Asheville, N.C.	2,400,343
135 Saginaw, Mich.	2,397,198
136 Lakeland-Winter Haven, Fla.	2,379,574
137 Lexington-Fayette, Ky.	2,369,422
138 New London-Norwich, Conn-R.I.	2,334,778
139 Lowell, Mass.-N.H.	2,318,245
140 Corpus Christi, Tex.	2,312,53[illegible]
141 Anchorage, Alaska	2,278,36[illegible]
142 Appleton-Oshkosh, Wis.	2,242,146
143 Macon, Ga.	2,238,602
144 Reno, Nev.	2,235,456
145 Erie, Pa.	2,205,964
146 Tallahassee, Fla.	2,189,314
147 Huntsville, Ala.	2,152,292
148 South Bend-Mishawaka, Ind.	2,122,976
149 Hamilton-Middletown, O.	2,077,189
150 Sarasota, Fla.	2,074,807
151 Duluth-Superior, Minn.-Wis.	2,073,271
152 Pensacola, Fla.	2,071,900
153 Binghamton, N.Y.-Pa.	2,067,397
154 Daytona Beach, Fla.	2,063,215
155 Lorain-Elyria, O.	2,037,217
156 Fort Myers-Cape Coral, Fla.	2,017,429
157 Utica-Rome, N.Y.	2,007,650
158 Amarillo, Tex.	1,996,647
159 Montgomery, Ala.	1,992,525
160 Salem, Ore.	1,989,300
161 Atlantic City, N.J.	1,959,086
162 Roanoke, Va.	1,933,507
163 Waterbury, Conn.	1,931,482
164 Santa Cruz, Cal.	1,862,361
165 Johnstown, Pa.	1,831,023
166 Columbus, Ga.-Ala.	1,827,673
167 Poughkeepsie, N.Y.	1,822,275
168 Champaign-Urbana-Rantoul, Ill.	1,810,045
169 Springfield, Ill.	1,804,349
170 Steubenville-Weirton, O.-W.Va.	1,752,722
171 Boise City, Ida.	1,711,449
172 Danbury, Conn.	1,709,520
173 Battle Creek, Mich.	1,699,907
174 Richland-Kennewick-Pasco, Wash.	1,699,675
175 Gainesville, Fla.	1,682,765
176 Lubbock, Tex.	1,679,263
177 Springfield, Mo.	1,669,953
178 Topeka, Kans.	1,657,758
179 Portland, Me.	1,651,473
180 Lafayette, La.	1,640,081
181 Lima, O.	1,635,953
182 Wheeling, W.Va.-O.	1,631,579
183 Newburgh-Middletown, N.Y.	1,607,832
184 Racine, Wis.	1,600,455
185 Terre Haute, Ind.	1,590,873
186 Fort Collins, Colo.	1,590,250
187 Norwalk, Conn.	1,587,360
188 Portsmouth-Dover-Rochester, N.H.-Me.	1,528,514
189 Olympia, Wash.	1,521,911
190 Lincoln, Neb.	1,511,852
191 Abilene, Tex.	1,505,621
192 New Britain, Conn.	1,499,036
193 Cedar Rapids, Iowa	1,498,703
194 Savannah, Ga.	1,494,050
195 Yakima, Wash.	1,463,075
196 Galveston-Texas City, Tex.	1,457,990
197 Killeen-Temple, Tex.	1,450,918
198 Melbourne-Titusville-Cocoa, Fla.	1,447,878
199 Green Bay, Wis.	1,446,958
200 Lake Charles, La.	1,446,844
201 Brockton, Mass.	1,422,574
202 Fayetteville, N.C.	1,413,148
203 Benton Harbor, Mich.	1,385,893
204 Fort Smith, Ark.-Okla.	1,380,407
205 McAllen-Pharr-Edinburg, Tex.	1,375,251
206 Waterloo-Cedar Falls, Iowa	1,372,160
207 Wichita Falls, Tex.	1,366,930
208 Bradenton, Fla.	1,359,127
209 Manchester, N.H.	1,341,776
210 Fayetteville-Springdale, Ark.	1,337,544
211 Lafayette-West Lafayette, Ind.	1,323,937
212 Bloomington-Normal, Ill.	1,284,938
213 Decatur, Ill.	1,282,834
214 Muskegon-Norton Shores-Muskegon Heights, Mich.	1,277,799
215 Salisbury-Concord, N.C.	1,277,285
216 Parkersburg-Marietta, W.Va.-O.	1,275,776
217 Tyler, Tex.	1,268,721
218 Chico, Cal.	1,256,836
219 Springfield, O.	1,246,337
220 Alexandria, La.	1,240,396
221 Odessa, Tex.	1,239,591
222 Kenosha, Wis.	1,230,333
223 Waco, Tex.	1,226,658
224 Biloxi-Gulfport, Miss.	1,217,426
225 Brownsville-Harlingen-San Benito, Tex.	1,214,663
226 Elkhart, Ind.	1,209,307
227 Greeley, Colo.	1,204,964
228 Fall River, Mass.-R.I.	1,204,240
229 Provo-Orem, Utah	1,202,895
230 ◉St. Cloud, Minn.	1,197,713
231 Longview-Marshall, Tex.	1,156,547
232 Lynchburg, Va.	1,149,464
233 Jackson, Mich.	1,138,898
234 Bryan-College Station, Tex.	1,138,627
235 New Bedford, Mass.	1,133,382
236 Wilmington, N.C.	1,102,247
237 Nashua, N.H.	1,048,244
238 Lawton, Okla.	1,043,511
239 Sharon, Pa.	1,042,902
240 Redding, Cal.	1,038,816
241 Newark, O.	1,037,876
242 Burlington, Vt.	1,028,622
243 Billings, Mont.	1,027,590
244 Bloomington, Ind.	1,024,643
245 Anderson, Ind.	1,015,262
246 Athens, Ga.	1,014,032
247 Medford, Ore.	1,011,060
248 Midland, Tex.	1,008,537
249 State College, Pa.	1,008,089
250 Altoona, Pa.	1,005,423
251 Fargo-Moorhead, N.D.-Minn.	1,002,581
252 Florence, Ala.	981,472
253 Sioux City, Iowa-Neb.	977,778
254 Rochester, Minn.	964,520
255 Bellingham, Wash.	964,064
256 Muncie, Ind.	960,918
257 Monroe, La.	949,845
258 Hickory, N.C.	935,596
259 Columbia, Mo.	926,948
260 Tuscaloosa, Ala.	925,389
261 Clarksville-Hopkinsville, Tenn-Ky.	922,458
262 Ocala, Fla.	916,645
263 Mansfield, O.	894,774
264 Janesville-Beloit, Wis.	893,917
265 Bay City, Mich.	889,049
266 Joplin, Mo.	877,633
267 Kokomo, Ind.	877,525
268 Albany, Ga.	873,423
269 La Crosse, Wis.	860,117
270 Pueblo, Colo.	858,872
271 Yuba City, Cal.	858,034
272 Dubuque, Iowa	856,939
273 Williamsport, Pa.	855,631
274 San Angelo, Tex.	848,108
275 Sherman-Denison, Tex.	843,250
276 Casper, Wyo.	840,042
277 Grand Forks, Minn.-N.D.	835,791
278 Kankakee, Ill.	830,452
279 Sioux Falls, S.D.	817,538
280 Charlottesville, Va.	814,629
281 Bismarck, N.D.	811,956
282 Wausau, Wis.	799,342
283 Anderson, S.C.	799,331
284 Vineland-Millville-Bridgeton, N.J.	798,538
285 Eau Claire, Wis.	793,928
286 Fitchburg-Leominster, Mass.	793,162
287 Florence, S.C.	785,877
288 Iowa City, Iowa	765,684
289 Pascagoula-Moss Point, Miss.	762,661
290 Anniston, Ala.	757,264
291 Bristol, Conn.	756,402
292 Petersburg-Colonial Heights-Hopewell, Va.	753,300
293 Sheboygan, Wis.	743,280
294 Lawrence, Kans.	740,914
295 Pine Bluff, Ark.	725,080
296 Jacksonville, N.C.	724,881
297 Fort Walton Beach, Fla.	704,398
298 Rock Hill, S.C.	681,699
299 Pittsfield, Mass.	670,368
300 Texarkana, Tex.-Ark.	667,466
301 Hagerstown, Md.	667,446
302 Great Falls, Mont.	661,552
303 Cumberland, Md.-W.Va.	649,410
304 Bangor, Me.	643,572
305 Burlington, N.C.	637,969
306 Victoria, Tex.	627,400
307 Rapid City, S.D.	625,754
308 Glens Falls, N.Y.	619,846
309 Las Cruces, N.M.	615,781
310 Danville, Va.	613,392
311 Panama City, Fla.	607,939
312 St. Joseph, Mo.	604,892
313 Laredo, Tex.	555,812
314 Gadsden, Ala.	549,890
315 Enid, Okla.	542,588
316 Owensboro, Ky.	535,343
317 Elmira, N.Y.	528,935
318 Lewiston-Auburn, Me.	483,769
319 Meriden, Conn.	472,547

Leading counties (thousands)

1 Los Angeles, Cal.	59,670,868
2 Cook, Ill.	49,038,154
3 Harris, Tex.	31,101,367
4 Orange, Cal.	26,349,624
5 Queens, N.Y.	19,993,772
6 Wayne, Mich.	19,836,981
7 San Diego, Cal.	18,153,984
8 Kings, N.Y.	17,910,233
9 Nassau, N.Y.	17,827,030
10 Dallas, Tex.	17,657,538
11 Santa Clara, Cal.	16,907,600
12 New York, N.Y.	16,591,802

DISPOSABLE INCOME

13	Allegheny, Pa.	14,407,622
14	Dade, Fla.	14,059,174
15	Middlesex, Mass.	14,027,972
16	Suffolk, N.Y.	13,791,459
17	Cuyahoga, Ohio	13,585,159
18	Maricopa, Ariz.	13,210,411
19	King, Wash.	13,050,247
20	Philadelphia, Pa.	12,685,117
21	Oakland, Mich.	11,853,185
22	Alameda, Cal.	11,563,952
23	Broward, Fla.	11,141,621
24	Montgomery, Md.	11,140,510
25	Westchester, N.Y.	11,087,221
26	Fairfield, Conn.	11,042,136
27	Bergen, N.J.	10,866,180
28	Sacramento, Cal.	10,744,187
29	St. Louis, Mo.	10,444,203
30	Hennepin, Minn.	10,298,806
31	Fairfax, Va.	10,223,494
32	Hamilton, Ohio	9,885,906
33	Prince Georges, Md.	9,310,269
34	Franklin, Ohio	9,045,092
35	Bronx, N.Y.	8,895,342
36	Hartford, Conn.	8,610,591
37	Du Page, Ill.	8,591,784
38	Milwaukee, Wisc.	8,473,070
39	Contra Costa, Cal.	8,118,677
40	San Bernardino, Cal.	8,076,507
41	Bexar, Tex.	7,896,774
42	San Mateo, Cal.	7,569,534
43	Erie, N.Y.	7,539,616
44	Essex, N.J.	7,470,349
45	Montgomery, Pa.	7,291,139
46	Middlesex, N.J.	7,203,890
47	Marion, Ind.	7,196,077
48	San Francisco, Cal.	7,160,884
49	Honolulu, Hi.	7,158,912
50	Norfolk, Mass.	6,950,260
51	District of Columbia, D.C.	6,892,300
52	Tarrant, Tex.	6,807,068
53	Macomb, Mich.	6,747,653
54	Shelby, Tenn.	6,724,959
55	Monroe, N.Y.	6,681,814
56	New Haven, Conn.	6,588,987
57	Pinellas, Fla.	6,520,361
58	Ventura, Cal.	6,440,346
59	Oklahoma, Okla.	6,434,320
60	Essex, Mass.	6,121,208
61	Riverside, Cal.	6,052,262
62	Monmouth, N.J.	5,872,486
63	Jefferson, Ky.	5,771,097
64	Palm Beach, Fla.	5,705,893
65	Baltimore, Md.	5,619,527
66	Suffolk, Mass.	5,527,654
67	Jefferson, Ala.	5,505,638
68	Delaware, Pa.	5,409,076
69	Multnomah, Ore.	5,373,319
70	Hillsborough, Fla.	5,330,260
71	Union, N.J.	5,285,534
72	Worcester, Mass.	5,270,807
73	Kent, Mich.	5,239,540
74	Fulton, Ga.	5,202,630
75	Jackson, Mo.	5,183,472
76	Camden, N.J.	4,998,335
77	Fresno, Cal.	4,991,997
78	Lake, Ill.	4,940,448
79	Davidson, Tenn.	4,915,138
80	Pima, Ariz.	4,780,230
81	Jefferson, La.	4,733,635
82	Providence, R.I.	4,716,791
83	Travis, Tex.	4,697,205
84	Hudson, N.J.	4,695,497
85	Salt Lake, Utah	4,670,030
86	Lucas, Ohio	4,661,205
87	Montgomery, Ohio	4,591,637
88	Ramsey, Minn.	4,552,687
89	Denver, Colo.	4,507,908
90	Clark, Nev.	4,469,303
91	De Kalb, Ga.	4,445,901
92	Orleans, La.	4,440,810
93	Bucks, Pa.	4,420,426
94	Morris, N.J.	4,418,719
95	Dane, Wisc.	4,228,172
96	Tulsa, Okla.	4,184,601
97	Orange, Fla.	4,165,535
98	Lake, Ind.	4,161,824
99	Summit, Ohio	4,121,286
100	New Castle, Del.	4,049,865
101	Pierce, Wash.	3,992,618
102	Kern, Cal.	3,912,229
103	Baltimore City, Md.	3,873,689
104	Onondaga, N.Y.	3,871,581
105	Jefferson, Colo.	3,852,533
106	Duval, Fla.	3,789,071
107	Johnson, Kans.	3,768,675
108	Burlington, N.J.	3,721,776
109	Mecklenburg, N.C.	3,674,034
110	Genesee, Mich.	3,651,460
111	San Joaquin, Cal.	3,647,758
112	Plymouth, Mass.	3,640,564
113	Knox, Tenn.	3,634,308
114	Richmond, N.Y.	3,533,806
115	Hampden, Mass.	3,503,616
116	Santa Barbara, Cal.	3,462,629
117	Westmoreland, Pa.	3,433,629
118	Douglas, Neb.	3,390,083
119	Solano, Cal.	3,389,429
120	Spokane, Wash.	3,372,563
121	Bristol, Mass.	3,366,361
122	Bernalillo, N.M.	3,364,468
123	Sonoma, Cal.	3,328,944
124	Arapahoe, Colo.	3,327,079
125	East Baton Rouge, La.	3,296,386
126	Pulaski, Ark.	3,274,201
127	Passaic, N.J.	3,262,177
128	Sedgewick, Kans.	3,235,964
129	Marin, Cal.	3,206,700
130	Will, Ill.	3,195,529
131	Lancaster, Pa.	3,180,610
132	Chester, Pa.	3,147,756
133	Ocean, N.J.	3,123,427
134	Monterey, Cal.	3,028,617
135	St. Louis City, Mo.	3,010,840
136	Stark, Ohio	2,969,253
137	Snohomish, Wash.	2,964,810
138	Wake, N.C.	2,942,550
139	Polk, Ia.	2,938,358
140	El Paso, Colo.	2,844,020
141	Mercer, N.J.	2,841,242
142	Rockland, N.Y.	2,823,061
143	Kane, Ill.	2,816,305
144	Dauphin, Pa.	2,789,176
145	Washtenaw, Mich.	2,732,699
146	Arlington, Va.	2,714,807
147	Washington, Ore.	2,703,570
148	Berks, Pa.	2,669,976
149	Waukesha, Wisc.	2,665,190
150	York, Pa.	2,665,027
151	Lehigh, Pa.	2,627,830
152	Cobb, Ga.	2,626,603
153	Allen, Ind.	2,579,679
154	Stanislaus, Cal.	2,555,771
155	Guilford, N.C.	2,536,463
156	Hinds, Miss.	2,509,001
157	El Paso, Tex.	2,495,903
158	Tulare, Cal.	2,477,499
159	Madison, Ill.	2,476,702
160	Anne Arundel, Md.	2,474,101
161	Virginia Beach, Va.	2,464,823
162	Kitsap, Wash.	2,451,917
163	Albany, N.Y.	2,438,334
164	Greenville, S.C.	2,423,924
165	Hillsborough, N.H.	2,419,106
166	Charleston, S.C.	2,416,807
167	Lane, Ore.	2,409,232
168	Luzerne, Pa.	2,408,902
169	Somerset, N.J.	2,403,627
170	Saginaw, Mich.	2,397,198
171	St. Clair, Ill.	2,379,677
172	Polk, Fla.	2,379,574
173	Mobile, Ala.	2,378,105
174	Kanawha, W.Va.	2,369,746
175	Peoria, Ill.	2,347,284
176	Ingham, Mich.	2,306,418
177	Clackamas, Ore.	2,290,298
178	Winnebago, Ill.	2,290,165
179	Anchorage, Ak.	2,278,366
180	Cumberland, Pa.	2,277,386
181	New London, Conn.	2,274,285
182	Jefferson, Tex.	2,266,098
183	Buncombe, N.C.	2,244,428
184	Washoe, Nev.	2,235,456
185	Richland, S.C.	2,213,514
186	Mahoning, Ohio	2,211,736
187	Erie, Pa.	2,205,964
188	Adams, Colo.	2,119,179
189	Leon, Fla.	2,085,319
190	Butler, Ohio	2,077,189
191	Sarasota, Fla.	2,074,807
192	Dakota, Minn.	2,063,337
193	Volusia, Fla.	2,063,215
194	Hamilton, Tenn.	2,059,566
195	Caddo, La.	2,040,037
196	Lorain, Ohio	2,037,217
197	Lee, Fla.	2,017,429
198	Cumberland, Me.	2,016,946
199	Northampton, Pa.	2,008,090
200	Kalamazoo, Mich.	1,991,054
201	Brazoria, Tex.	1,989,134
202	Atlantic, N.J.	1,959,086
203	Nueces, Tex.	1,953,214
204	Lake, Ohio	1,944,105
205	Gloucester, N.J.	1,924,949
206	Trumbull, Ohio	1,917,070
207	Rock Island, Ill.	1,900,133
208	Forsyth, N.C.	1,878,686
209	Santa Cruz, Cal.	1,862,361
210	St. Joseph, Ind.	1,848,064
211	Dutchess, N.Y.	1,822,275
212	Norfolk, Va.	1,819,418
213	Champaign, Ill.	1,810,045
214	Henrico, Va.	1,807,564
215	Rockingham, N.H.	1,785,354
216	San Luis Obispo, Cal.	1,773,141
217	Boulder, Colo.	1,766,967
218	Beaver, Pa.	1,754,937
219	Anoka, Minn.	1,751,110
220	Richmond, Va.	1,719,519
221	Sangamon, Ill.	1,715,933
222	Ada, Ida.	1,711,449
223	Washington, Pa.	1,705,832
224	Escambia, Fla.	1,690,714
225	Alachua, Fla.	1,682,765
226	Ottawa, Mich.	1,680,433
227	Lubbock, Tex.	1,679,263
228	Marion, Ore.	1,642,125
229	Lafayette, La.	1,640,081
230	Alexandria, Va.	1,638,578
231	St. Louis, Minn.	1,631,011
232	Clark, Wash.	1,622,790
233	Lackawanna, Pa.	1,621,876
234	Niagara, N.Y.	1,617,181
235	Tazewell, Ill.	1,612,954
236	Seminole, Fla.	1,611,246
237	Orange, N.Y.	1,607,832
238	Oneida, N.Y.	1,604,819
239	Racine, Wisc.	1,600,455
240	Napa, Cal.	1,594,763
241	Larimer, Colo.	1,590,250
242	Vanderburgh, Ind.	1,590,189
243	Prince William, Va.	1,533,468
244	Thurston, Wash.	1,521,911
245	Fayette, Ky.	1,516,862
246	McHenry, Ill.	1,516,547
247	Broome, N.Y.	1,516,220
248	Scott, Ia.	1,513,935
249	Lancaster, Neb.	1,511,852
250	Greene, Mo.	1,506,760
251	Richmond, Ga.	1,502,430
252	Linn, Ia.	1,498,703
253	Kenton, Ky.	1,498,421
254	Merced, Cal.	1,496,879
255	Litchfield, Conn.	1,494,682
256	Wyandotte, Kans.	1,490,346
257	Monroe, Mich.	1,488,086
258	Barnstable, Mass.	1,485,155
259	Madison, Ala.	1,481,349
260	Montgomery, Ala.	1,477,864
261	Yakima, Wash.	1,463,075
262	Galveston, Tex.	1,457,990
263	Shawnee, Kans.	1,448,241
264	Brevard, Fla.	1,447,878
265	Brown, Wisc.	1,446,958
266	Calcasieu, La.	1,446,844
267	Durham, N.C.	1,439,522
268	Kent, R.I.	1,426,186
269	Placer, Cal.	1,418,372
270	Cumberland, N.C.	1,413,148
271	Spartanburg, S.C.	1,409,921
272	Berrien, Mich.	1,385,893
273	Cleveland, Okla.	1,378,658
274	Hidalgo, Tex.	1,375,251
275	Black Hawk, Ia.	1,372,160
276	Denton, Tex.	1,361,178
277	Manatee, Fla.	1,359,127
278	Middlesex, Conn.	1,352,993
279	Muscogee, Ga.	1,352,936
280	Yolo, Cal.	1,341,220
281	Collin, Tex.	1,330,780
282	Clermont, Ohio	1,328,745
283	Benton, Wash.	1,324,058
284	Tippecanoe, Ind.	1,323,937
285	Calhoun, Mich.	1,321,282
286	Pasco, Fla.	1,314,220
287	Chatham, Ga.	1,307,938
288	Gaston, N.C.	1,305,157
289	Montgomery, Tex.	1,298,999
290	Bibb, Ga.	1,294,054
291	Cambria, Pa.	1,285,504
292	McLean, Ill.	1,284,938
293	Macon, Ill.	1,282,834
294	Wichita, Tex.	1,281,270
295	Chesterfield, Va.	1,279,052
296	Fayette, Pa.	1,275,884
297	Smith, Tex.	1,268,721
298	Butte, Cal.	1,256,836
299	Taylor, Tex.	1,249,577
300	St. Charles, Mo.	1,244,088
301	Ector, Tex.	1,239,591
302	Schenectady, N.Y.	1,234,410
303	Kenosha, Wisc.	1,230,333
304	McLennan, Tex.	1,226,658
305	Clay, Mo.	1,225,214
306	Fort Bend, Tex.	1,215,869
307	Cameron, Tex.	1,214,663
308	Elkhart, Ind.	1,209,307
309	Weld, Colo.	1,204,964
310	Utah, Utah	1,202,895
311	Gwinnett, Ga.	1,199,185
312	St. Clair, Mich.	1,199,152
313	Clayton, Ga.	1,185,134
314	Lexington, S.C.	1,181,673
315	Saratoga, N.Y.	1,145,663
316	Bell, Tex.	1,145,076
317	Butler, Pa.	1,142,080
318	Jackson, Mich.	1,138,898
319	Brazos, Tex.	1,138,627
320	Jefferson, Mo.	1,138,562
321	Muskegon, Mich.	1,133,412
322	Rapides, La.	1,128,532
323	Tolland, Conn.	1,092,953
324	Rensselaer, N.Y.	1,092,771
325	Berkshire, Mass.	1,090,561
326	Weber, Utah	1,088,292
327	Hampshire, Mass.	1,081,017
328	Warren, Ohio	1,060,845
329	Chittenden, Vt.	1,058,370
330	Penobscot, Me.	1,054,694
331	Vigo, Ind.	1,054,491
332	Porter, Ind.	1,050,494
333	Comanche, Okla.	1,043,511
334	Mercer, Pa.	1,042,902
335	Newport News, Va.	1,041,714
336	Shasta, Cal.	1,038,816
337	Licking, Ohio	1,037,876
338	Winnebago, Wisc.	1,036,710
339	Collier, Fla.	1,036,217
340	Washington, Minn.	1,035,703
341	Randall, Tex.	1,030,462
342	Davis, Utah	1,028,339
343	Yellowstone, Mont.	1,027,590
344	Monroe, Ind.	1,024,643
345	Harrison, Miss.	1,022,277
346	Imperial, Cal.	1,017,474
347	Madison, Ind.	1,015,262
348	Portage, Ohio	1,014,093
349	La Salle, Ill.	1,012,914
350	Jackson, Ore.	1,011,060
351	York, Me.	1,009,498
352	Midland, Tex.	1,008,537
353	Centre, Pa.	1,008,089
354	Blair, Pa.	1,005,423
355	Clark, Ohio	1,003,590
356	Sussex, N.J.	1,002,446
357	Wood, Ohio	1,001,660
358	Ulster, N.Y.	1,000,655
359	Cabell, W.Va.	1,000,596
360	Schuylkill, Pa.	998,191
361	Livingston, Mich.	994,066
362	Outagamie, Wisc.	991,558
363	Jefferson, Ohio	986,074
364	Vermilion, Ill.	982,951
365	Howard, Md.	982,449
366	Greene, Ohio	976,714
367	Potter, Tex.	966,185
368	Olmsted, Minn.	964,520
369	Whatcom, Wash.	964,064
370	Delaware, Ind.	960,918
371	St. Tammany, La.	953,954
372	Ouachita, La.	949,845
373	Medina, Ohio	939,064
374	Boone, Mo.	926,948
375	Tuscaloosa, Ala.	925,389
376	Marion, Fla.	916,645
377	Lebanon, Pa.	916,032
378	Chautauqua, N.Y.	910,883
379	Richland, Ohio	894,774
380	Rock, Wisc.	893,917
381	Bay, Mich.	889,049
382	La Porte, Ind.	884,729
383	Harford, Md.	882,648
384	Sullivan, Tenn.	879,157
385	Merrimack, N.H.	877,644
386	Terrebonne, La.	876,269
387	Columbiana, Ohio	875,750
388	Franklin, Pa.	871,279
389	New Hanover, N.C.	867,287
390	Cowlitz, Wash.	865,116
391	Allen, Ohio	863,895
392	La Crosse, Wisc.	860,117
393	El Dorado, Cal.	859,576
394	Humboldt, Cal.	859,113
395	Pueblo, Colo.	858,872
396	Dubuque, Ia.	856,939
397	Aiken, S.C.	856,774
398	Lycoming, Pa.	855,631
399	Chesapeake, Va.	853,014
400	Ashtabula, Ohio	852,050
401	Hampton, Va.	850,154
402	Campbell, Ky.	849,950
403	Tom Green, Tex.	848,108
404	Wayne, Ohio	848,055
405	Pottawattamie, Ia.	846,720
406	Grayson, Tex.	843,250
407	Fairfield, Ohio	842,267
408	Natrona, Wyo.	840,042
409	Davidson, N.C.	839,785
410	Kennebec, Me.	833,786
411	Kankakee, Ill.	830,452
412	Lake, Fla.	827,868
413	Morgan, Ala.	820,342
414	Roanoke, Va.	818,371
415	De Kalb, Ill.	817,974
416	Minnehaha, S.D.	817,538

417	Lawrence, Pa.	816,717
418	Newport, R.I.	813,302
419	Indiana, Pa.	808,377
420	Woodbury, Ia.	805,709
421	Sebastian, Ark.	802,962
422	Belmont, Ohio	801,434
423	Gregg, Tex.	799,853
424	Blount, Tenn.	799,738
425	Marathon, Wisc.	799,342
426	Anderson, S.C.	799,331
427	Cumberland, N.J.	798,538
428	Adams, Ill.	795,618
429	Hunterdon, N.J.	795,156
430	Dougherty, Ga.	788,826
431	Florence, S.C.	785,877
432	Washington, Ark.	781,667
433	Wood, W.Va.	778,332
434	Linn, Ore.	777,799
435	Eaton, Mich.	775,862
436	Santa Fe, N.M.	775,713
437	Hamilton, Ind.	771,080
438	Washington, R.I.	770,256
439	Orange, N.C.	769,394
440	Catawba, N.C.	768,742
441	Johnson, Ia.	765,684
442	Jackson, Miss.	762,661
443	Stearns, Minn.	761,034
444	Midland, Mich.	758,296
445	Calhoun, Ala.	757,264
446	Oswego, N.Y.	755,127
447	Portsmouth, Va.	754,713
448	Sumner, Tenn.	751,016
449	Erie, Ohio	746,184
450	Warren, N.J.	745,080
451	Sheboygan, Wisc.	743,280
452	Orange, Tex.	741,187
453	Douglas, Kans.	740,914
454	Strafford, N.H.	736,163
455	Mesa, Colo.	732,838
456	Berkeley, S.C.	730,231
457	Lafourche, La.	726,833
458	Jefferson, Ark.	725,080
459	Onslow, N.C.	724,881
460	Houston, Ga.	724,308
461	Roanoke, Va.	723,805
462	San Juan, N.M.	720,896
463	Howard, Ind.	715,783
464	Washington, Wisc.	710,637
465	Frederick, Md.	706,883
466	Horry, S.C.	706,711
467	Anderson, Tenn.	706,449
468	Okaloosa, Fla.	704,398
469	Douglas, Ore.	703,870
470	Cape May, N.J.	701,305
471	Wayne, N.C.	692,622
472	Whiteside, Ill.	691,796
473	Lenawee, Mich.	686,739
474	Scioto, Ohio	685,450
475	St. Lucie, Fla.	683,505
476	York, S.C.	681,699
477	Clearfield, Pa.	678,544
478	Laramie, Wyo.	678,026
479	Androscoggin, Me.	675,404
480	Kings, Cal.	674,095
481	Crawford, Pa.	669,567
482	Washington, Md.	667,446
483	Benton, Ore.	666,112
484	Clarke, Ga.	666,052
485	Houston, Ala.	664,075
486	Rowan, N.C.	662,956
487	Cascade, Mont.	661,552
488	Ozaukee, Wisc.	656,227
489	Johnson, Ind.	655,556
490	Tuscarawas, Ohio	655,013
491	Randolph, N.C.	654,241
492	Tompkins, N.Y.	650,166
493	Geauga, Ohio	646,082
494	Sarpy, Neb.	645,477
495	Muskingum, Ohio	644,079
496	Sussex, Del.	643,363
497	St. Lawrence, N.Y.	642,662
498	Monroe, Fla.	641,997
499	Rutherford, Tenn.	640,758
500	Windham, Conn.	639,277
501	Alamance, N.C.	637,969
502	Marquette, Mich.	637,730
503	Pitt, N.C.	635,313
504	Williamson, Tex.	634,427
505	Hancock, Ohio	630,852
506	Kent, Del.	628,573
507	Fond du Lac, Wisc.	627,945
508	Victoria, Tex.	627,400
509	Yuma, Ariz.	625,747
510	Steuben, N.Y.	625,467
511	Madera, Cal.	624,956
512	Fairbanks North Star, Ak.	622,146
513	Story, Ia.	622,445
514	Northumberland, Pa.	621,970
515	Lee, Ala.	620,529
516	Hawaii, Hi.	618,498
517	Mohave, Ariz.	616,881
518	Loudoun, Va.	616,532
519	Dona Ana, N.M.	615,781
520	Yavapai, Ariz.	615,253
521	Cabarrus, N.C.	614,329
522	Rankin, Miss.	614,129
523	Miami, Ohio	614,000
524	Skagit, Wash.	613,661
525	Wayne, N.Y.	611,549
526	Canyon, Ida.	611,398
527	Aroostook, Me.	608,724
528	Bay, Fla.	607,939
529	Jasper, Mo.	606,857
530	Ontario, N.Y.	605,448
531	Martin, Fla.	605,090
532	Grant, Ind.	604,330
533	Hendricks, Ind.	599,409
534	Bossier, La.	598,345
535	Lauderdale, Ala.	596,675
536	Henry, Ill.	592,459
537	Marion, Ohio	591,801
538	Dodge, Wisc.	590,728
539	Cochise, Ariz.	589,990
540	St. Bernard, La.	589,859
541	Wayne, Ind.	589,701
542	Pickens, S.C.	588,057
543	Riley, Kans.	587,895
544	Warren, Ky.	583,520
545	Walworth, Wisc.	582,813
546	Rockingham, N.C.	579,863
547	Charlotte, Fla.	579,504
548	Payne, Okla.	579,494
549	St. Mary, La.	579,013
550	Shiawassee, Mich.	578,679
551	Cass, N.D.	577,006
552	Knox, Ill.	576,828
553	Leavenworth, Kans.	576,441
554	Manitowoc, Wisc.	576,078
555	Floyd, Ga.	575,001
556	Allegan, Mich.	574,771
557	Coconino, Ariz.	573,876
558	Van Buren, Mich.	573,273
559	Monroe, Pa.	568,119
560	Bonneville, Ida.	566,433
561	Missoula, Mont.	566,172
562	Burleigh, N.D.	560,453
563	Cleveland, N.C.	559,382
564	Bartholomew, Ind.	558,191
565	Harrison, W.Va.	558,030
566	Grand Forks, N.D.	556,129
567	Benton, Ark.	555,877
568	Webb, Tex.	555,812
569	Tangipahoa, La.	555,611
570	Ross, Ohio	554,743
571	Walla Walla, Wash.	553,801
572	Grand Traverse, Mich.	553,757
573	Putnam, N.Y.	552,581
574	Monongalia, W.Va.	552,578
575	Kosciusko, Ind.	552,053
576	Iredell, N.C.	551,447
577	Craven, N.C.	550,280
578	Etowah, Ala.	549,890
579	Canadian, Okla.	549,564
580	Grays Harbor, Wash.	549,032
581	Jefferson, Wisc.	546,901
582	Pinal, Ariz.	546,617
583	Somerset, Pa.	545,519
584	Wood, Wisc.	544,784
585	Carroll, Md.	544,329
586	Jackson, Ill.	543,017
587	Grafton, N.H.	542,677
588	Hardin, Ky.	542,641
589	Garfield, Okla.	542,588
590	Madison, Tenn.	539,079
591	Deschutes, Ore.	537,307
592	Lynchburg, Va.	535,757
593	Daviess, Ky.	535,343
594	Hall, Ga.	534,353
595	Charles, Md.	533,839
596	Cole, Mo.	533,235
597	Lewis, Wash.	533,128
598	Lauderdale, Miss.	533,051
599	Boone, Ky.	532,880
600	St. Landry, La.	532,490
601	Reno, Kans.	532,097
602	Armstrong, Pa.	531,551
603	Sandusky, Ohio	529,362
604	Chemung, N.Y.	528,935
605	Cheshire, N.H.	528,715
606	Buchanan, Mo.	527,542
607	Robeson, N.C.	527,037
608	Mendocino, Cal.	524,361
609	Cullman, Ala.	520,589
610	Stephenson, Ill.	520,322
611	Clark, Ind.	518,463
612	Seneca, Ohio	518,218
613	Sumter, S.C.	516,462
614	Ohio, W.Va.	514,542
615	Nash, N.C.	513,729
616	Iberia, La.	513,592
617	Indian River, Fla.	512,686
618	Coos, Ore.	512,212
619	Jefferson, N.Y.	510,056
620	Grant, Wash.	509,051
621	Craighead, Ark.	508,275
622	Bannock, Ida.	507,319
623	Burke, N.C.	507,271
624	Coles, Ill.	507,143
625	Montgomery, Tenn.	504,757
626	Franklin, Mo.	504,525
627	Raleigh, W.Va.	504,100
628	Valencia, N.M.	503,235
629	Adams, Pa.	503,077
630	Beaufort, S.C.	502,956
631	Washington, Tenn.	501,636
632	Ogle, Ill.	500,863
633	Pike, Ky.	500,199
634	Williamson, Tenn.	499,615
635	Macoupin, Ill.	498,200
636	Clinton, Ia.	498,141
637	Eau Claire, Wisc.	497,863
638	McCracken, Ky.	497,264
639	Cattaraugus, N.Y.	495,465
640	Boyd, Ky.	495,109
641	Kootenai, Ida.	494,660
642	Baldwin, Ala.	490,120
643	Grant, Wisc.	489,722
644	Whitfield, Ga.	489,640
645	Union, N.C.	487,595
646	Sutter, Cal.	487,540
647	Darke, Ohio	487,370
648	Angelina, Tex.	486,889
649	Nevada, Cal.	485,860
650	Lenoir, N.C.	485,264
651	Pennington, S.D.	484,608
652	Muskogee, Okla.	484,062
653	Ward, N.D.	483,701
654	Williamson, Ill.	480,575
655	Maui, Hi.	478,990
656	Delaware, Ohio	478,812
657	Portage, Wisc.	478,202
658	Franklin, Mass.	477,859
659	Bradford, Pa.	476,422
660	Garland, Ark.	476,034
661	Forrest, Miss.	474,959
662	Salem, N.J.	474,286
663	Lowndes, Ga.	474,001
664	Mercer, W.Va.	473,502
665	Umatilla, Ore.	472,800
666	Washington, Ohio	472,493
667	Franklin, Ky.	471,847
668	Johnston, N.C.	470,247
669	Cape Girardeau, Mo.	469,697
670	Huron, Ohio	468,960
671	Klamath, Ore.	468,651
672	Yamhill, Ore.	468,134
673	Clinton, N.Y.	465,356
674	Lapeer, Mich.	463,790
675	Cayuga, N.Y.	462,408
676	Wilson, N.C.	461,483
677	Marion, W.Va.	460,430
678	Madison, N.Y.	460,322
679	Wilson, Tenn.	460,272
680	Hancock, W.Va.	457,942
681	Glynn, Ga.	456,503
682	Clallam, Wash.	456,441
683	Venango, Pa.	455,703
684	Orangeburg, S.C.	455,610
685	Hall, Neb.	451,888
686	Clay, Fla.	450,224
687	Crawford, Ohio	450,195
688	Athens, Ohio	446,007
689	Shelby, Ala.	445,861
690	Ellis, Tex.	444,602
691	Douglas, Wisc.	442,260
692	De Soto, Miss.	441,894
693	Washington, Miss.	441,285
694	Marshall, Ala.	440,133
695	Tuscola, Mich.	438,240
696	Bradley, Tenn.	437,026
697	Caldwell, N.C.	436,723
698	Henderson, N.C.	434,788
699	Jackson, Ala.	434,105
700	Chelan, Wash.	431,402
701	Pottawatomie, Okla.	430,747
702	Platte, Mo.	430,336
703	Kay, Okla.	430,148
704	Madison, Ky.	429,781
705	Cerro Gordo, Ia.	426,884
706	Lee, Miss.	426,663
707	Clay, Minn.	425,575
708	Morgan, Ill.	425,436
709	St. Joseph, Mich.	423,325
710	Allegany, Md.	423,194
711	Whitman, Wash.	422,626
712	Des Moines, Ia.	421,143
713	Clinton, Mich.	420,193
714	Wicomico, Md.	418,390
715	Christian, Ky.	417,701
716	Island, Wash.	417,510
717	Jones, Miss.	417,373
718	Harnett, N.C.	417,350
719	De Kalb, Ala.	417,266
720	Twin Falls, Ida.	416,630
721	Jefferson, Pa.	416,036
722	Saline, Kans.	415,831
723	Washington, Okla.	415,073
724	Citrus, Fla.	414,735
725	Marion, Ill.	414,030
726	Columbia, Pa.	413,251
727	Morgan, Ind.	412,097
728	Bristol, R.I.	411,804
729	Livingston, Ill.	411,498
730	Sweetwater, Wyo.	410,407
731	Lawrence, Ohio	410,326
732	Albemarle, Va.	410,111
733	Mifflin, Pa.	410,053
734	Douglas, Ga.	409,811
735	Walker, Ala.	409,336
736	Sauk, Wisc.	408,982
737	Johnson, Tex.	408,945
738	Liberty, Tex.	408,917
739	Livingston, N.Y.	408,228
740	Cache, Utah	407,949
741	Livingston, La.	407,375
742	Talladega, Ala.	407,347
743	Nacogdoches, Tex.	404,135
744	Herkimer, N.Y.	402,831
745	Kendall, Ill.	401,513
746	Hunt, Tex.	400,565
747	Ionia, Mich.	399,574
748	Josephine, Ore.	398,787
749	Lea, N.M.	398,124
750	Stephens, Okla.	396,596
751	Tazewell, Va.	392,921
752	Dale, Ala.	391,892
753	Carbon, Pa.	390,976
754	Navajo, Ariz.	390,869
755	Cass, Mich.	390,515
756	Hanover, Va.	389,830
757	Surry, N.C.	389,329
758	Saline, Ark.	389,231
759	Sullivan, N.Y.	388,117
760	Henry, Ind.	387,698
761	Ashland, Ohio	387,609
762	Blue Earth, Minn.	386,596
763	Colbert, Ala.	384,797
764	Hays, Tex.	384,520
765	Shelby, Ohio	384,502
766	Cowley, Kans.	383,961
767	St. Francois, Mo.	383,403
768	Otter Tail, Minn.	383,066
769	Darlington, S.C.	382,368
770	Edgecombe, N.C.	382,147
771	Santa Rosa, Fla.	381,186
772	Isabella, Mich.	381,119
773	Lowndes, Miss.	380,051
774	Rutland, Vt.	379,328
775	Dorchester, S.C.	378,952
776	Barry, Mich.	378,625
777	Lee, Ill.	377,813
778	Maury, Tenn.	375,647
779	Franklin, Wash.	375,617
780	Windsor, Vt.	375,441
781	Webster, Ia.	375,140
782	Dallas, Ala.	371,324
783	Yuba, Cal.	370,494
784	Hancock, Ind.	370,438
785	Genesee, N.Y.	370,135
786	Belknap, N.H.	369,943
787	St. Charles, La.	369,414
788	Wright, Minn.	368,641
789	Warren, Pa.	367,923
790	McKean, Pa.	367,703
791	Knox, Ohio	366,998
792	Bedford, Pa.	366,312
793	Marshall, Ia.	366,045
794	Moore, N.C.	365,964
795	Spalding, Ga.	365,957
796	Russell, Ala.	365,836
797	Lyon, Kans.	365,502
798	Henderson, Tex.	364,430
799	Warren, Miss.	363,901
800	Washington, Vt.	363,780
801	Cherokee, Ga.	363,367
802	Greenwood, S.C.	362,539
803	Muscatine, Ia.	362,113
804	Floyd, Ind.	361,933
805	Woodford, Ill.	361,315
806	McKinley, N.M.	361,006
807	Lee, Ia.	359,750
808	San Patricio, Tex.	359,318
809	Henderson, Ky.	358,983
810	Oxford, Me.	358,932
811	Harrison, Tex.	358,794
812	Randolph, Ill.	358,467
813	Carroll, Ga.	358,037
814	Vernon, La.	357,233
815	Henry, Va.	[illegible]
816	Creek, Okla.	356,303
817	Rice, Minn.	355,799
818	Clarion, Pa.	355,183

819 Fremont, Wyo.	354,713
820 Cass, Mo.	353,691
821 Barton, Kans.	353,675
822 Carter, Okla.	352,686
823 Acadia, La.	352,278
824 Chaves, N.M.	351,554
825 Carteret, N.C.	351,233
826 Montgomery, Va.	351,146
827 Perry, Pa.	350,516
828 Columbia, Wisc.	350,342
829 Ottawa, Ohio	349,651
830 Washington, La.	349,257
831 White, Ark.	349,002
832 Campbell, Va.	348,379
833 Highlands, Fla.	348,185
834 Kandiyohi, Minn.	348,094
835 Waupaca, Wisc.	348,060
836 Auglaize, Ohio	347,893
837 Cass, Ind.	347,728
838 Cherokee, Okla.	347,457
839 Polk, Ore.	347,175
840 Lewis and Clark, Mont.	346,936
841 Columbia, N.Y.	346,572
842 Walker, Ga.	346,163
843 Fulton, Ill.	346,163
844 Rockingham, Va.	345,812
845 Montcalm, Mich.	345,692
846 Warrick, Ind.	345,059
847 Augusta, Va.	344,858
848 Knox, Ind.	344,780
849 Pickaway, Ohio	344,425
850 Defiance, Ohio	344,068
851 Flathead, Mont.	343,629
852 Tehama, Cal.	343,575
853 Troup, Ga.	343,401
854 Ascension, La.	342,953
855 Rutherford, N.C.	342,748
856 Bowie, Tex.	342,613
857 Guadalupe, Tex.	341,321
858 Columbus, N.C.	340,667
859 Otsego, N.Y.	339,416
860 Scott, Mo.	338,890
861 Osceola, Fla.	337,911
862 Wilkes, N.C.	337,766
863 Lancaster, S.C.	337,624
864 St. Johns, Fla.	337,017
865 Mississippi, Ark.	336,916
866 St. Croix, Wisc.	336,594
867 Green, Wisc.	335,951
868 Los Alamos, N.M.	335,906
869 Adams, Neb.	335,842
870 Wapello, Ia.	335,309
871 Wayne, W.Va.	334,530
872 Vermilion, La.	333,894
873 Warren, N.Y.	333,709
874 Hernando, Fla.	333,690
875 Bureau, Ill.	332,738
876 Matagorda, Tex.	332,144
877 Curry, N.M.	331,382
878 Halifax, N.C.	331,050
879 Delta, Mich.	330,132
880 Huntingdon, Pa.	329,690
881 Faulkner, Ark.	329,500
882 Pittsylvania, Va.	327,036
883 Fulton, Ohio	326,521
884 Siskiyou, Cal.	325,221
885 Fairfax, Va.	325,147
886 Parker, Tex.	324,774
887 Logan, Ohio	324,603
888 Rusk, Tex.	324,504
889 Winona, Minn.	323,777
890 Scott, Minn.	323,639
891 Carson City, Nev.	322,887
892 Christian, Ill.	322,867
893 Coffee, Ala.	322,763
894 Grady, Okla.	322,040
895 Gibson, Tenn.	321,977
896 Tioga, N.Y.	321,404
897 Suffolk, Va.	321,369
898 Franklin, Ill.	320,539
899 Grundy, Ill.	319,455
900 Berkeley, W.Va.	318,248
901 Shelby, Ind.	317,921
902 Columbia, Ga.	317,651
903 Mercer, Ohio	317,117
904 Scotts Bluff, Neb.	316,764
905 Mower, Minn.	316,724
906 Lincoln, Neb.	316,315
907 Greene, Pa.	315,774
908 Union, Ark.	315,720
909 Eddy, N.M.	315,625
910 Marshall, W.Va.	315,603
911 Stanly, N.C.	315,303
912 Hamblen, Tenn.	315,261
913 Washington, Va.	314,454
914 Logan, Ill.	313,570
915 Montgomery, N.Y.	313,367
916 Iroquois, Ill.	313,150
917 Sampson, N.C.	312,609
918 Wabash, Ind.	312,524
919 Columbia, Fla.	312,299
920 [illegible]	312,256
921 Haywood, N.C.	311,067
922 Natchitoches, La.	310,306
923 Guernsey, Ohio	310,213
924 Richmond, N.C.	309,626
925 Lincoln, La.	309,499
926 Montgomery, Kans.	309,203
927 Brooke, W.Va.	308,706
928 Roane, Tenn.	308,445
929 Butler, Kans.	308,249
930 Wharton, Tex.	307,838
931 Barron, Wisc.	307,699
932 Charlottesville, Va.	307,428
933 Dodge, Neb.	307,211
934 Blount, Ala.	306,845
935 Fulton, N.Y.	306,674
936 Tuolumne, Cal.	306,519
937 Pulaski, Ky.	306,408
938 Coryell, Tex.	305,842
939 Gratiot, Mich.	305,713
940 Jackson, Ind.	305,607
941 Gallatin, Mont.	305,447
942 McDonough, Ill.	305,429
943 Gila, Ariz.	305,415
944 Greene, Tenn.	304,978
945 Putnam, Tenn.	304,942
946 Boone, Ind.	304,795
947 Marinette, Wisc.	304,743
948 Wise, Va.	304,269
949 Lee, N.C.	304,242
950 Lawrence, Ind.	304,153
951 Douglas, Colo.	303,853
952 Greenbrier, W.Va.	303,494
953 Crittenden, Ark.	303,462
954 Putnam, W.Va.	302,787
955 Goodhue, Minn.	302,762
956 St. Marys, Md.	302,259
957 Hopkins, Ky.	301,791
958 Williams, Ohio	300,691
959 Otero, N.M.	300,619
960 Clinton, Ohio	300,581
961 Jefferson, Ill.	299,579
962 Johnson, Mo.	299,485
963 St. Clair, Ala.	299,456
964 Fayette, W.Va.	299,339
965 Brown, S.D.	299,277
966 Kerr, Tex.	299,080
967 Lincoln, N.C.	298,942
968 Montgomery, Ind.	297,768
969 Albany, Wyo.	297,525
970 Floyd, Ky.	297,414
971 Tioga, Pa.	296,872
972 Hancock, Me.	296,457
973 Chippewa, Wisc.	296,065
974 Rogers, Okla.	295,912
975 Laurens, S.C.	295,229
976 Campbell, Wyo.	295,173
977 Warren, Ia.	294,038
978 Shawano, Wisc.	293,523
979 Miami, Ind.	293,127
980 Nez Perce, Ida.	292,981
981 Chenango, N.Y.	292,894
982 Cherokee, Tex.	292,699
983 Pettis, Mo.	292,285
984 Montgomery, Ill.	291,711
985 Greenup, Ky.	291,258
986 Branch, Mich.	291,226
987 Pittsburg, Okla	291,162
988 Howard, Tex.	290,560
989 Somerset, Me.	289,902
990 Sullivan, N.H.	289,757
991 Hillsdale, Mich.	289,485
992 Madison, Ohio	289,148
993 Sanilac, Mich.	288,247
994 Cortland, N.Y.	287,755
995 Lincoln, Ore.	286,993
996 Allegany, N.Y.	286,812
997 Laurens, Ga.	286,631
998 Beaufort, N.C.	286,631
999 Danville, Va.	286,356
1000 Anderson, Tex.	286,322
1001 Washington, N.Y.	286,137
1002 Coshocton, Ohio	285,839
1003 Effingham, Ill.	285,399
1004 Buffalo, Neb.	284,915
1005 Carver, Minn.	284,871
1006 Putnam, Fla.	283,250
1007 Coweta, Ga.	282,276
1008 Mason, Wash.	282,156
1009 Covington, Ala.	281,714
1010 Cecil, Md.	281,400
1011 Coffee, Tenn.	280,093
1012 Georgetown, S.C.	280,037
1013 Polk, Minn.	279,662
1014 Geary, Kans.	279,577
1015 Kershaw, S.C.	279,497
1016 Henry, Ga.	278,334
1017 Van Zandt, Tex.	277,270
1018 Crawford, Kans.	277,169.
1019 Huntington, Ind.	277,047
1020 Box Elder, Utah	276,599
1021 Monroe, Wisc.	276,125
1022 Hardin, Tex.	275,760
1023 Logan, W.Va.	275,647
1024 Finney, Kans.	275,291
1025 Wetzel, W.Va.	275,274
1026 Lake, Cal.	275,259
1027 Marshall, Ind.	274,912
1028 Lafayette, Mo.	274,454
1029 Madison, Neb.	274,120
1030 Callaway, Mo.	273,335
1031 Rockdale, Ga.	273,118
1032 Hale, Tex.	272,882
1033 Webster, La.	272,756
1034 Columbia, Ore.	272,398
1035 Union, Pa.	272,367
1036 Snyder, Pa.	272,266
1037 Orleans, N.Y.	271,936
1038 Kaufman, Tex.	271,796
1039 Butler, Mo.	271,664
1040 Walker, Tex.	270,917
1041 Newton, Mo.	270,776
1042 Itasca, Minn.	270,134
1043 Oconee, S.C.	269,996
1044 Juneau, Ak.	269,506
1045 St. John the Baptist, La.	268,347
1046 Delaware, N.Y.	267,963
1047 Stevens, Wash.	267,753
1048 Delaware, Okla.	267,716
1049 Clinton, Ill.	267,444
1050 Wayne, Pa.	267,366
1051 Bartow, Ga.	266,922
1052 Brown, Tex.	266,236
1053 Pope, Ark.	266,041
1054 Osage, Okla.	265,428
1055 Ellis, Kans.	265,268
1056 Noble, Ind.	265,198
1057 Duplin, N.C.	264,092
1058 Jim Wells, Tex.	263,809
1059 Comal, Tex.	263,488
1060 Jackson, Fla.	263,270
1061 Lamar, Tex.	262,653
1062 Crow Wing, Minn.	262,300
1063 Clatsop, Ore.	261,569
1064 Windham, Vt.	261,244
1065 Elmore, Ala.	260,022
1066 Steele, Minn.	259,675
1067 Laurel, Ky.	259,553
1068 St. Martin, La.	259,058
1069 Freeborn, Minn.	258,790
1070 Union, Ohio	258,509
1071 Ford, Kans.	258,375
1072 Platte, Neb.	258,263
1073 Mayes, Okla.	257,983
1074 Boone, Ill.	257,414
1075 Harvey, Kans.	256,803
1076 Greene, Ind.	256,131
1077 Adams, Miss.	255,926
1078 Gadsden, Fla.	255,852
1079 Pierce, Wisc.	255,672
1080 Dunn, Wisc.	255,473
1081 Baldwin, Ga.	255,426
1082 Highland, Ohio	255,281
1083 Buchanan, Va.	255,239
1084 Gibson, Ind.	254,899
1085 Chambers, Ala.	254,649
1086 Autauga, Ala.	254,639
1087 Houghton, Mich.	254,403
1088 Custer, Okla.	253,551
1089 Douglas, Wash.	253,490
1090 Kittitas, Wash.	253,098
1091 Bullitt, Ky.	252,032
1092 Hardin, Ohio	251,936
1093 Jefferson, Ind.	251,711
1094 Oneida, Wisc.	251,628
1095 Clinton, Ind.	251,590
1096 Morton, N.D.	251,503
1097 Fayette, Ga.	251,496
1098 Okanogan, Wash.	251,125
1099 Clinton, Pa.	251,113
1100 Elk, Pa.	251,096
1101 Phelps, Mo.	251,062
1102 Pontotoc, Okla.	250,783
1103 Sevier, Tenn.	250,365
1104 Polk, Wisc.	250,136
1105 Martin, Minn.	249,159
1106 Huron, Mich.	249,047
1107 Marion, Ia.	248,925
1108 Ware, Ga.	248,417
1109 York, Va.	247,517
1110 San Benito, Cal.	247,266
1111 Garvin, Okla.	247,200
1112 Cooke, Tex.	246,541
1113 De Kalb, Ind.	246,259
1114 Robertson, Tenn.	246,255
1115 Hutchinson, Tex.	246,153
1116 Miller, Ark.	245,937
1117 Tallapoosa, Ala.	245,764
1118 McMinn, Tenn.	245,627
1119 Catoosa, Ga.	245,311
1120 Putnam, Ind.	245,074
1121 Alpena, Mich.	244,560
1122 Mecosta, Mich.	244,481
1123 Barren, Ky.	244,356
1124 Okmulgee, Okla.	244,284
1125 Stark, N.D.	244,180
1126 Kauai, Hi.	244,163
1127 Bingham, Ida.	243,971
1128 Gray, Tex.	243,376
1129 Champaign, Ohio	242,747
1130 Newaygo, Mich.	242,642
1131 Coos, N.H.	242,248
1132 Cherokee, S.C.	241,768
1133 Avoyelles, La.	241,689
1134 Stafford, Va.	241,295
1135 Escambia, Ala.	241,116
1136 Mason, Mich.	241,079
1137 Dubois, Ind.	240,742
1138 Wyoming, N.Y.	240,581
1139 Franklin, Vt.	240,468
1140 Carter, Tenn.	240,367
1141 Plaquemines, La.	240,339
1142 Beauregard, La.	240,002
1143 Chesterfield, S.C.	239,501
1144 Sherburne, Minn.	239,408
1145 Preble, Ohio	239,274
1146 Tift, Ga.	239,003
1147 Garfield, Colo.	238,669
1148 Dallas, Ia.	238,636
1149 McLeod, Minn	238,433
1150 Latah, Ida.	238,236
1151 Dunklin, Mo.	238,064
1152 Harlan, Ky.	237,660
1153 Cass, Tex.	237,306
1154 Franklin, N.Y.	237,236
1155 Henry, Ohio	237,180
1156 Oktibbeha, Miss.	236,715
1157 Wagoner, Okla.	236,049
1158 Leflore, Miss.	235,911
1159 Brown, Ohio	235,604
1160 Brunswick, N.C.	234,960
1161 Audrain, Mo.	234,910
1162 Thomas, Ga.	234,239
1163 McDowell, W.Va.	233,242
1164 Knox, Me.	232,772
1165 Carroll, N.H.	232,546
1166 Kleberg, Tex.	231,902
1167 Bastrop, Tex.	231,807
1168 Greene, N.Y.	231,723
1169 Limestone, Ala.	230,810
1170 Bulloch, Ga.	230,714
1171 Marion, Mo.	230,607
1172 Accomac, Va.	230,194
1173 Palo Pinto, Tex.	230,105
1174 La Plata, Colo.	230,007
1175 Boyle, Ky.	229,916
1176 Susquehanna, Pa.	229,773
1177 Woodward, Okla.	228,973
1178 Gallia, Ohio	228,432
1179 Navarro, Tex.	227,927
1180 Petersburg, Va.	227,908
1181 Sioux, Ia.	227,662
1182 Jackson, Ohio	227,573
1183 Alcorn, Miss.	227,316
1184 Crawford, Ark.	227,309
1185 Newton, Ga.	227,245
1186 Iberville, La.	227,144
1187 Fauquier, Va.	226,865
1188 Daviess, Ind.	226,752
1189 Colquitt, Ga.	226,619
1190 Sheridan, Wyo.	226,611
1191 Bryan, Okla.	226,294
1192 Crawford, Ill.	226,272
1193 Mineral, W.Va.	226,216
1194 Fayette, Ohio	225,826
1195 Addison, Vt.	225,455
1196 Dickinson, Mich.	225,089
1197 Bolivar, Miss.	225,049
1198 Adams, Ind.	224,752
1199 Jo Daviess, Ill.	224,441
1200 Weakley, Tenn.	224,338
1201 Bennington, Vt.	223,284
1202 Hopkins, Tex.	223,283
1203 Iowa, Wisc.	222,384
1204 Jasper, Tex.	222,095
1205 Jackson, Okla.	221,675
1206 McPherson, Kans.	221,199
1207 Kenai Peninsula, Ak.	221,126
1208 Dyer, Tenn.	220,988
1209 Graves, Ky.	220,833
1210 Apache, Ariz.	220,569
1211 Marion, Ala.	220,319
1212 Door, Wisc.	220,275
1213 Clark, Ky.	219,259
1214 Saline, Ill.	218,921
1215 Lyon, Minn.	218,911
1216 Brookings, S.D.	217,986
1217 Greene, Ark.	217,904
1218 Upshur, Tex.	217,275
1219 Salem, Va.	217,144
1220 Van Wert, Ohio	216,828
1221 Mason, W.Va.	216,820

1222	Jefferson Davis, La.	216,580
1223	Newberry, S.C.	216,433
1224	Douglas, Minn.	216,353
1225	Dearborn, Ind.	215,520
1226	Pearl River, Miss.	215,482
1227	Clay, Ind.	215,079
1228	Jasper, Ind.	214,888
1229	Chilton, Ala.	214,878
1230	Vance, N.C.	214,242
1231	Williams, N.D.	214,226
1232	Lonoke, Ark.	214,135
1233	Plymouth, Ia.	213,975
1234	Calumet, Wisc.	213,878
1235	Pulaski, Mo.	213,829
1236	Seneca, N.Y.	213,180
1237	Washington, Tex.	212,614
1238	Monroe, Miss.	212,604
1239	Franklin, Ala.	212,114
1240	Frederick, Va.	212,108
1241	Obion, Tenn.	211,728
1242	Logan, Okla.	211,500
1243	Boone, Ia.	211,170
1244	Silver Bow, Mont.	211,163
1245	Pasquotank, N.C.	211,013
1246	Randolph, Mo.	210,695
1247	McDowell, N.C.	210,557
1248	Lincoln, Okla.	210,455
1249	Dickson, Tenn.	210,142
1250	Essex, N.Y.	209,674
1251	Liberty, Ga.	209,394
1252	Franklin, N.C.	209,124
1253	Chippewa, Mich.	208,447
1254	Randolph, Ind.	208,308
1255	Hocking, Ohio	208,196
1256	Warren, Tenn.	208,044
1257	Wood, Tex.	207,817
1258	Chatham, N.C.	207,527
1259	Putnam, Ohio	207,337
1260	Carroll, Tenn.	207,287
1261	Scotland, N.C.	207,025
1262	Shelby, Ill.	206,855
1263	Bedford, Tenn.	206,814
1264	Saline, Mo.	206,157
1265	Sagadahoc, Me.	206,107
1266	Shelby, Ky.	205,934
1267	Bremer, Ia.	205,673
1268	Gordon, Ga.	205,465
1269	Stokes, N.C.	205,407
1270	Sumter, Ga.	205,216
1271	Nicholas, W.Va.	205,188
1272	Whitley, Ind.	204,863
1273	Fremont, Colo.	204,813
1274	Jersey, Ill.	204,480
1275	Nelson, Ky.	204,164
1276	Walton, Ga.	204,079
1277	Calloway, Ky.	203,634
1278	Adair, Mo.	203,329
1279	Douglas, Nev.	202,848
1280	Watauga, N.C.	202,782
1281	Buena Vista, Ia.	202,754
1282	Posey, Ind.	202,727
1283	Henry, Tenn.	202,577
1284	Ottawa, Okla.	202,496
1285	Morrow, Ohio	202,289
1286	Colleton, S.C.	201,980
1287	Park, Wyo.	201,857
1288	Fayette, Ind.	201,637
1289	Nassau, Fla.	201,111
1290	Jefferson, W.Va.	201,083
1291	White, Ind.	201,052
1292	Edgar, Ill.	200,931
1293	Wells, Ind.	200,863
1294	Hawkins, Tenn.	200,795
1295	Oconto, Wisc.	200,614
1296	Bedford, Va.	200,584
1297	Pike, Ala.	200,576
1298	Spotsylvania, Va.	200,480
1299	Stoddard, Mo.	200,249
1300	Douglas, Ill.	200,148
1301	Texas, Okla.	200,117
1302	Washington, Utah	200,111
1303	Washington, Me.	200,092

Leading cities (thousands)

1	New York City, N.Y.	66,924,955
2	Los Angeles, Cal.	27,479,851
3	Chicago, Ill.	26,487,450
4	Houston, Tex.	20,509,590
5	Philadelphia, Pa.	12,685,117
6	San Fernando Valley, Cal.	12,205,227
7	Dallas, Tex.	10,284,343
8	Detroit, Mich.	8,800,449
9	San Diego, Cal.	8,351,404
10	San Jose, Cal.	7,443,011
11	San Francisco, Cal.	7,160,490
12	Washington, D.C.	6,892,300
13	Indianapolis, Ind.	6,502,380
14	Phoenix, Ariz.	6,299,411
15	South Bay, Cal.	5,880,264
16	San Antonio, Tex.	5,862,916
17	Memphis, Tenn.	5,592,125
18	Columbus, Ohio	5,528,245
19	Milwaukee, Wisc.	5,022,878
20	Nashville, Tenn.	4,881,470
21	Seattle, Wash.	4,846,890
22	Boston, Mass.	4,743,853
23	Oklahoma City, Okla.	4,538,310
24	Denver, Colo.	4,507,908
25	New Orleans, La.	4,440,423
26	Honolulu, Hi.	4,034,830
27	Cincinnati, Ohio	3,996,593
28	Cleveland, Ohio	3,947,518
29	Baltimore, Md.	3,873,689
30	Austin, Tex.	3,831,844
31	Jacksonville, Fla.	3,737,003
32	Pittsburgh, Pa.	3,731,303
33	1Kansas City, Mo.	3,703,813
34	Sacramento, Cal.	3,487,566
35	Portland, Ore.	3,423,194
36	Minneapolis, Minn.	3,414,271
37	Tulsa, Okla.	3,402,096
38	Long Beach, Cal.	3,362,545
39	Toledo, Ohio	3,337,927
40	Oakland, Cal.	3,231,447
41	St. Louis, Mo.	3,010,840
42	2Atlanta, Ga.	2,992,690
43	Charlotte, N.C.	2,850,397
44	Albuquerque, N.M.	2,846,452
45	Anaheim, Cal.	2,797,767
46	Fort Worth, Tex.	2,752,081
47	Tucson, Ariz.	2,716,627
48	Wichita, Kans.	2.527,548
49	St. Paul, Minn.	2,482,426
50	Huntington Beach, Cal.	2,466,884
51	Omaha, Neb.	2,460,138
52	Anchorage, Ak.	2,336,411
53	Buffalo, N.Y.	2,330,853
54	Miami, Fla.	2,275,589
55	El Paso, Tex.	2,273,648
56	Fresno, Cal.	2,230,846
57	Louisville, Ky.	2,180,541
58	Yonkers, N.Y.	2,172,010
59	Madison, Wisc.	2,171,067
60	Colorado Springs, Colo.	2,103,086
61	Knoxville, Tenn.	2,083,055
62	Jackson, Miss.	2,077,999
63	Birmingham, Ala.	2,072,170
64	San Gabriel Valley, Cal.	2,019,232
65	Baton Rouge, La.	2,014,024
66	Tampa, Fla.	2,007,458
67	Amarillo, Tex.	1,996,647
68	Newark, N.J.	1,975,935
69	Grand Rapids, Mich.	1,949,743
70	Santa Ana, Cal.	1,895,302
71	Rochester, N.Y.	1,873,450
72	St. Petersburg, Fla.	1,831,860
73	Fort Lauderdale, Fla.	1,810,737
74	Jersey City, N.J.	1,761,131
75	Shreveport, La.	1,739,271
76	Corpus Christi, Tex.	1,735,617
77	Des Moines, Ia.	1,728,375
78	Akron, Ohio	1,719,244
79	Spokane, Wash.	1,679,821
80	Little Rock, Ark.	1,666,643
81	Stockton, Cal.	1,583,624
82	Raleigh, N.C.	1,571,498
83	Las Vegas, Nev.	1,522,898
84	Torrance, Cal.	1,521,724
85	1Lexington, Ky.	1,516,862
86	Pasadena, Tex.	1,515,290
87	Woodbridge, N.J.	1,508,617
88	Fremont, Cal.	1,499,004
89	Garland, Tex.	1,497,979
90	Glendale, Cal.	1,491,108
91	Riverside, Cal.	1,490,203
92	Lubbock, Tex.	1,489,539
93	Stamford, Conn.	1,489,304
94	Fort Wayne, Ind.	1,479,610
95	Fullerton, Cal.	1,477,910
96	Peoria, Ill.	1,469,023
97	Arlington, Tex.	1,467,334
98	Mesa, Ariz.	1,402,091
99	Bridgeport, Conn.	1,398,547
100	Kansas City, Kans.	1,397,484
101	Mobile, Ala.	1,393,002
102	Schaumberg, Ill.	1,387,312
103	Montgomery, Ala.	1,374,947
104	Lincoln, Neb.	1,371,901
105	Dayton, Ohio	1,363,513
106	Columbus, Ga.	1,345,694
107	Greensboro, N.C.	1,331,324
108	Newport Beach, Cal.	1,318,950
109	Syracuse, N.Y.	1,309,173
110	Salt Lake City, Utah	1,307,296
111	Irving, Tex.	1,304,093
112	Rockford, Ill.	1,287,937
113	Thousand Oaks, Cal.	1,271,763
114	Worcester, Mass.	1,260,562
115	Providence, R.I.	1,238,873
116	Tacoma, Wash.	1,230,083
117	Vallejo, Cal.	1,211,998
118	Pasadena, Cal.	1,195,815
119	Evansville, Ind.	1,192,307
120	Huntsville, Ala.	1,191,565
121	Modesto, Cal.	1,182,663
122	Hollywood, Fla.	1,179,445
123	Scottsdale, Ariz.	1,148,695
124	Reno, Nev.	1,143,477
125	Tallahassee, Fla.	1,134,075
126	Bakersfield, Cal.	1,132,994
127	Flint, Mich.	1,130,369
128	Abilene, Tex.	1,117,602
129	Springfield, Mo.	1,116,773
130	San Buenaventura, Cal. Ventura, Cal.	1,106,445
131	Lansing, Mich.	1,096,546
132	Beaumont, Tex.	1,095,425
133	Topeka, Kans.	1,094,432
134	Hartford, Conn.	1,093,212
135	Springfield, Mass.	1,090,249
136	Chattanooga, Tenn.	1,087,407
137	Boise City, Ida.	1,080,987
138	Bellevue-Kirkland, Wash.	1,078,887
139	Ann Arbor, Mich.	1,068,297
140	Oxnard, Cal.	1,066,352
141	San Mateo, Cal.	1,063,274
142	Gary, Ind.	1,051,251
143	Costa Mesa, Cal.	1,047,904
144	Orlando, Fla.	1,028,755
145	Santa Rosa, Cal.	1,018,231
146	Wichita Falls, Tex.	1,017,404
147	Santa Monica, Cal.	1,016,741
148	Springfield, Ill.	1,011,705
149	Winston-Salem, N.C.	1,009,334
150	Norwalk, Conn.	1,008,258
151	Richardson, Tex.	1,008,208
152	Cedar Rapids, Ia.	1,005,314
153	Greenwich, Conn.	1,001,350
154	Eugene, Ore.	1,001,029
155	Berkeley, Cal.	993,660
156	Macon, Ga.	985,339
157	Odessa, Tex.	977,682
158	Parsippany, N.J.	972,245
159	Hayward, Cal.	954,657
160	Allentown, Pa.	952,031
161	Davenport, Ia.	950,635
162	Independence, Mo.	946,452
163	Decatur, Ill.	940,260
164	Tempe, Ariz.	937,465
165	Quincy, Mass.	924,669
166	Lafayette, La.	921,130
167	Downey, Cal.	919,373
168	Durham, N.C.	916,021
169	New Haven, Conn.	907,161
170	Burbank, Cal.	906,192
171	Palo Alto, Cal.	905,842
172	Arlington Heights, Ill.	904,974
173	Elizabeth, N.J.	898,567
174	San Bernardino, Cal.	896,487
175	Erie, Pa.	888,877
176	Walnut Creek, Cal.	887,866
177	Santa Barbara, Cal.	880,177
178	Midland, Tex.	877,932
179	Gainesville, Fla.	867,216
180	Simi Valley, Cal.	864,491
181	West Covina, Cal.	860,962
182	Salinas, Cal.	856,180
183	South Bend, Ind.	854,507
184	Savannah, Ga.	850,089
185	New Rochelle, N.Y.	842,811
186	Clearwater, Fla.	831,385
187	Albany, N.Y.	831,255
188	Napa, Cal.	815,331
189	Waterbury, Conn.	812,260
190	Mount Prospect, Ill.	805,063
191	Lawton, Okla.	801,945
192	Middletown, N.J.	800,180
193	Fairfield, Cal.	792,018
194	1Salem, Ore.	786,394
195	Aurora, Ill.	777,875
196	Joliet, Ill.	773,906
197	Pompano Beach, Fla.	771,652
198	Tyler, Tex.	771,570
199	Hammond, Ind.	765,730
200	Charleston, W.Va.	765,221
201	Youngstown, Ohio	764,631
202	Paterson, N.J.	762,169
203	Whittier, Cal.	761,593
204	Framingham, Mass.	761,306
205	Royal Oak, Mich.	760,404
206	Waterloo, Ia.	759,893
207	Racine, Wisc.	758,261
208	Asheville, N.C.	755,702
209	El Cajon, Cal.	747,705
210	Brockton, Mass.	744,093
211	Waco, Tex.	740,275
212	Lowell, Mass.	737,505
213	Manchester, N.H.	735,482
214	Green Bay, Wisc.	728,425
215	Saginaw, Mich.	724,818
216	Norman, Okla.	723,446
217	San Angelo, Tex.	721,933
218	Kenosha, Wisc.	720,758
219	Danbury, Conn.	717,372
220	Oceanside, Cal.	717,086
221	New Britain, Conn.	715,551
222	Columbia, S.C.	710,126
223	Alameda, Cal.	709,194
224	Baytown, Tex.	707,730
225	Grand Prairie, Tex.	703,024
226	Richmond, Cal.	702,179
227	Pueblo, Colo.	701,911
228	Pomona, Cal.	687,287
229	Canton, Ohio	680,608
230	Billings, Mont.	677,635
231	Elgin, Ill.	677,354
232	Boulder, Colo.	673,904
233	Boca Raton, Fla.	668,162
234	Sioux City, Ia.	665,740
235	Ontario, Cal.	661,637
236	Waukegan, Ill.	661,332
237	1Bethlehem, Pa.	660,035
238	Lynn, Mass.	659,890
239	Mount Vernon, N.Y.	658,134
240	Lake Charles, La.	657,190
241	Fort Smith, Ark.	656,845
242	Rochester, Minn.	652,597
243	Kalamazoo, Mich.	652,121
244	Trenton, N.J.	650,089
245	Champaign, Ill.	649,813
246	Clifton, N.J.	649,725
247	Redwood City, Cal.	648,858
248	Visalia, Cal.	645,512
249	Sioux Falls, S.D.	644,618
250	San Rafael, Cal.	644,409
251	Plano, Tex.	643,212
252	Charleston, S.C.	633,305
253	Duluth, Minn.	633,090
254	Arcadia, Cal.	632,920
255	Redondo Beach, Cal.	629,507
256	Nashua, N.H.	629,492
257	Mesquite, Tex.	626,598
258	Fort Collins, Colo.	625,042
259	Cape Coral, Fla.	624,666
260	Scranton, Pa.	621,473
261	Des Plaines, Ill.	615,787
262	Palm Springs, Cal.	615,508
263	New Bedford, Mass.	613,527
264	North Little Rock, Ark.	613,106
265	Camden, N.J.	611,453
266	Dubuque, Ia.	611,067
267	Casper, Wyo.	606,556
268	1Huntington, W.Va.	601,757
269	White Plains, N.Y.	597,372
270	Reading, Pa.	597,304
271	La Habra, Cal.	595,798
272	Brick Township, N.J.	588,066
273	Escondido, Cal.	587,277
274	Columbia, Mo.	587,154
275	Lawrence, Kans.	586,862
276	Fall River, Mass.	584,749
277	Wheaton, Ill.	580,587
278	Wilmington, Del.	579,102
279	Bristol, Conn.	572,134
280	Pawtucket, R.I.	565,407
281	Moline, Ill.	564,387
282	Harrisburg, Pa.	563,030
283	Midwest City, Okla.	561,714
284	Bremerton, Wash.	561,440
285	Waltham, Mass.	559,275
286	Muncie, Ind.	557,980
287	Council Bluffs, Ia.	556,489
288	Greeley, Colo.	556,388
289	Tuscaloosa, Ala.	552,564
290	Hicksville, N.Y.	551,713
291	Camarillo, Cal.	551,126

292	Albany, Ga.	546,869
293	Terre Haute, Ind.	544,138
294	Manchester, Conn.	543,171
295	Longview, Tex.	537,393
296	Rock Island, Ill.	533,179
297	Bloomington, Ill.	530,532
298	Bryan, Tex.	529,191
299	Lorain, Ohio	528,049
300	Schenectady, N.Y.	527,134
301	Medford, Mass.	526,068
302	Livermore, Cal.	525,181
303	Pontiac, Mich.	524,808
304	Lawrence, Mass.	521,597
305	Saratoga, Cal.	519,583
306	Santa Fe, N.M.	517,453
307	Hoffman Estates, Ill.	517,442
308	Lafayette, Ind.	514,107
309	Warminster, Pa.	513,695
310	Upland, Cal.	510,983
311	Davis, Cal.	506,120
312	Roswell, Ga.	504,556
313	Appleton, Wisc.	503,163
314	Great Falls, Mont.	500,694
315	San Pedro, Cal.	497,320
316	Portland, Me.	496,660
317	Cheyenne, Wyo.	495,981
318	Levittown, Pa.	494,159
319	Pine Bluff, Ark.	490,542
320	Malden, Mass.	488,975
321	Laredo, Tex.	488,527
322	Niagara Falls, N.Y.	488,136
323	Greenville, S.C.	488,054
324	Bloomington, Ind.	486,277
325	Dothan, Ala.	480,721
326	South Gate, Cal.	479,663
327	Victoria, Tex.	478,997
328	Fairbanks, Ak.	478,993
329	Quincy, Ill.	478,873
330	Bismarck, N.D.	478,729
331	Everett, Wash.	478,406
332	Port Arthur, Tex.	476,208
333	Ogden, Utah	476,187
334	High Point, N.C.	474,281
335	Meriden, Conn.	472,547
336	Hamilton, Ohio	470,058
337	Anderson, Ind.	469,254
338	College Station, Tex.	468,302
339	St. Joseph, Mo.	464,327
340	Belleville, Ill.	462,563
341	Carrollton, Tex.	460,152
342	Waukesha, Wisc.	459,926
343	Elyria, Ohio	458,709
344	Hempstead, N.Y.	458,226
345	Antioch, Cal.	456,672
346	Richland, Wash.	456,524
347	La Crosse, Wisc.	455,935
348	Springfield, Ohio	455,786
349	Midland, Mich.	454,675
350	Merced, Cal.	454,165
351	Hackensack, N.J.	453,733
352	Brea, Cal.	453,471
353	Yakima, Wash.	452,653
354	Iowa City, Ia.	452,039
355	Sarasota, Fla.	449,818
356	Enid, Okla.	448,332
357	Alexandria, La.	443,611
358	Brownsville, Tex.	442,383
359	West Palm Beach, Fla.	441,168
360	Warren, Ohio	441,056
361	Milford, Conn.	439,517
362	King of Prussia, Pa.	438,742
363	Utica, N.Y.	438,515
364	Santa Maria, Cal.	438,444
365	Denton, Tex.	436,363
366	Lancaster, Cal.	435,848
367	Pensacola, Fla.	435,311
368	Covington, Ky.	433,019
369	Trumbull, Conn.	432,461
370	Redlands, Cal.	431,472
371	Peabody, Mass.	429,612
372	Kennewick, Wash.	428,203
373	Decatur, Ala.	426,331
374	Pekin, Ill.	425,737
375	Fargo, N.D.	423,149
376	Palatine, Ill.	422,678
377	Pleasanton, Cal.	420,702
378	Danville, Ill.	418,566
379	Lodi, Cal.	416,846
380	McAllen, Tex.	412,513
381	Warner Robins, Ga.	411,316
382	Union City, N.J.	411,117
383	Lancaster, Pa.	410,259
384	Fayetteville, N.C.	409,360
385	Gastonia, N.C.	408,413
386	Lakeland, Fla.	408,061
387	Oak Ridge, Tenn.	407,712
388	Galveston, Tex.	406,787
389	Lewisville, Tex.	405,969
390	Elkhart, Ind.	398,971
391	San Luis Obispo, Cal.	398,676
392	Altoona, Pa.	398,079
393	Haverhill, Mass.	398,014
394	Manhattan Beach, Cal.	397,512
395	Grand Forks, N.D.	397,504
396	Vancouver, Wash.	397,297
397	Mentor, Ohio	396,513
398	Binghamton, N.Y.	396,482
399	Daytona Beach, Fla.	395,078
400	Corvallis, Ore.	393,261
401	Ames, Ia.	392,280
402	Kokomo, Ind.	391,828
403	Redding, Cal.	391,752
404	San Clemente, Cal.	391,167
405	New Brunswick, N.J.	389,255
406	Mansfield, Ohio	385,867
407	Manhattan, Kans.	383,662
408	Provo, Utah	383,554
409	Monroeville, Pa.	380,358
410	Urbana, Ill.	376,380
411	Cedar Falls, Ia.	374,499
412	Olathe, Kans.	373,271
413	Jackson, Tenn.	373,199
414	Salina, Kans.	373,060
415	Pittsfield, Mass.	372,668
416	Edmond, Okla.	372,041
417	Troy, N.Y.	370,995
418	Middletown, Conn.	370,981
419	Findlay, Ohio	370,955
420	Bellingham, Wash.	370,712
421	Garden City, N.Y.	370,460
422	Monroe, La.	369,666
423	Pocatello, Ida.	369,550
424	Middletown, Ohio	368,031
425	Enfield, Conn.	366,352
426	Petaluma, Cal.	366,134
427	Killeen, Tex.	364,989
428	Farmington, N.M.	364,778
429	Owensboro, Ky.	364,771
430	Wheeling, W.Va.	364,109
431	Idaho Falls, Ida.	363,953
432	Longview, Wash.	363,705
433	Jefferson City, Mo.	362,842
434	Perth Amboy, N.J.	362,693
435	Stillwater, Okla.	362,441
436	Rocky Mount, N.C.	361,925
437	Beverly, Mass.	361,404
438	Normal, Ill.	360,802
439	Olympia, Wash.	360,386
440	Willingboro, N.J.	360,056
441	Santa Cruz, Cal.	359,384
442	Oshkosh, Wisc.	358,402
443	Longmont, Colo.	358,396
444	Sheboygan, Wisc.	356,716
445	Woodland, Cal.	355,358
446	Elk Grove Village, Ill.	354,768
447	Wilkes-Barre, Pa.	353,525
448	Newark, Ohio	353,362
449	Woburn, Mass.	351,867
450	Chapel Hill, N.C.	349,730
451	Vista, Cal.	348,512
452	Temple, Tex.	346,648
453	Las Cruces, N.M.	345,937
454	Bowling Green, Ky.	345,887
455	Janesville, Wisc.	345,814
456	Naples, Fla.	345,678
457	Parkersburg, W.Va.	344,755
458	Augusta, Ga.	344,141
459	Dublin, Cal.	343,289
460	Clarksville, Tenn.	343,017
461	Monterey, Cal.	342,930
462	Galesburg, Ill.	340,503
463	Athens, Ga.	340,167
464	Meridian, Miss.	339,568
465	Spartanburg, S.C.	339,322
466	Hutchinson, Kans.	338,207
467	Norwich, Conn.	337,791
468	Salem, Mass.	336,723
469	East Lansing, Mich.	335,752
470	Lima, Ohio	335,687
471	Eau Claire, Wisc.	334,561
472	De Kalb, Ill.	332,948
473	Bridgewater, N.J.	332,763
474	1St. Cloud, Minn.	332,590
475	Leavenworth, Kans.	332,188
476	Covina, Cal.	331,921
477	Lancaster, Ohio	330,451
478	Passaic, N.J.	329,748
479	Woonsocket, R.I.	328,377
480	Euless, Tex.	328,777
481	Houma, La.	328,223
482	Taunton, Mass.	327,841
483	Vineland, N.J.	327,084
484	Medford, Ore.	326,290
485	Muskogee, Okla.	325,572
486	York, Pa.	325,499
487	Marion, Ohio	323,167
488	Carson City, Nev.	322,887
489	Alton, Ill.	322,325
490	Wheeling, Ill.	321,977
491	Melrose, Mass.	321,266
492	Grand Island, Neb.	320,670
493	Fayetteville, Ark.	320,187
494	Rapid City, S.D.	318,762
495	Richmond, Ind.	317,546
496	Hattiesburg, Miss.	316,332
497	Frankfort, Ky.	315,611
498	Mishawaka, Ind.	315,048
499	Sherman, Tex.	314,816
500	Chester, Pa.	314,749
501	Holyoke, Mass.	313,902
502	Burlington, Vt.	312,800
503	Wilmington, N.C.	312,403
504	Biloxi, Miss.	311,556
505	Wallingford, Conn.	311,176
506	Bartlesville, Okla.	309,559
507	Minot, N.D.	309,338
508	El Centro, Cal.	307,691
509	Fontana, Cal.	307,672
510	Atlantic City, N.J.	307,040
511	Bettendorf, Ia.	306,357
512	Florence, Ala.	306,326
513	Farmers Branch, Tex.	305,368
514	2Weirton, W.Va.	304,902
515	Clinton, Ia.	304,331
516	2Joplin, Mo.	300,093
517	Battle Creek, Mich.	299,842
518	Palm Beach, Fla.	299,507
519	Marlborough, Mass.	299,029
520	Westfield, Mass.	297,046
521	Freeport, Ill.	296,937
522	Steubenville, Ohio	294,769
523	Greenville, N.C.	294,531
524	Fitchburg, Mass.	294,003
525	Cape Girardeau, Mo.	293,985
526	Hurst, Tex.	293,261
527	Bay City, Mich.	293,035
528	Loveland, Colo.	292,584
529	Walla Walla, Wash.	292,348
530	Corona, Cal.	290,704
531	Harlingen, Tex.	290,224
532	Columbus, Ind.	289,883
533	Lake Jackson, Tex.	289,056
534	Jonesboro, Ark.	287,464
535	Yuma, Ariz.	286,722
536	Holland, Mich.	286,469
537	Vernon, Conn.	285,960
538	Ocala, Fla.	285,692
539	Roswell, N.M.	284,688
540	Marietta, Ga.	283,174
541	Newark, Cal.	282,787
542	Fort Myers, Fla.	281,915
543	Gulfport, Miss.	281,915
544	Michigan City, Ind.	281,551
545	New Iberia, La.	281,149
546	Wilson, N.C.	280,765
547	Bristol, Tenn.-Bristol, Va., Tenn.	280,155
548	Murfreesboro, Tenn.	278,560
549	Sandusky, Ohio	278,123
550	State College, Pa.	277,784
551	Muskegon, Mich.	275,649
552	Port Huron, Mich.	274,572
553	Norristown, Pa.	274,491
554	East Chicago, Ind.	274,463
555	Lompoc, Cal.	274,212
556	Turlock, Cal.	273,388
557	Pittsburg, Cal.	273,267
558	Valdosta, Ga.	273,165
559	Marion, Ind.	271,450
560	Broken Arrow, Okla.	271,367
561	Gadsden, Ala.	269,966
562	Grand Junction, Colo.	269,907
563	Juneau, Ak.	269,506
564	Ketchikan, Ak.	269,506
565	South Lake Tahoe, Cal.	269,260
566	Concord, N.H.	268,625
567	Texarkana, Ark.-Texarkana, Tex., Ark.	268,581
568	1Texarkana, Tex.	268,581
569	Huntington Park, Cal.	268,436
570	Burlington, N.C.	268,153
571	Rome, N.Y.	267,679
572	Moorhead, Minn.	267,631
573	Kent, Wash.	267,466
574	Gloucester, Mass.	267,286
575	Lewiston, Me.	266,819
576	Attleboro, Mass.	266,596
577	Texas City, Tex.	265,959
578	Jackson, Mich.	264,731
579	Emporia, Kans.	264,295
580	Albany, Ore.	264,028
581	Dedham, Mass.	263,171
582	Wausau, Wisc.	262,467
583	Fond du Lac, Wisc.	262,204
584	Torrington, Conn.	262,153
585	Beaver Creek, Ohio	261,759
586	Monroe, Mich.	261,738
587	Hastings, Neb.	260,890
588	West Lafayette, Ind.	260,170
589	Newport, R.I.	260,050
590	Burlington, Ia.	259,178
591	Ashland, Ky.	258,387
592	North Las Vegas, Nev.	258,098
593	Greenville, Miss.	257,391
594	Wakefield, Mass.	256,825
595	Martinez, Cal.	256,526
596	Superior, Wisc.	256,029
597	New London, Conn.	255,511
598	Flagstaff, Ariz.	254,325
599	Buffalo Grove, Ill.	254,219
600	Clovis, N.M.	253,868
601	Mason City, Ia.	253,655
602	Fort Dodge, Ia.	252,102
603	Rolling Meadows, Ill.	251,143
604	North Tonawanda, N.Y.	251,048
605	Ponca City, Okla.	251,033
606	Kankakee, Ill.	249,289
607	Missoula, Mont.	249,184
608	Auburn, Ala.	248,464
609	Auburn, Wash.	247,400
610	Manitowoc, Wisc.	246,462
611	Marshalltown, Ia.	246,284
612	East Moline, Ill.	244,896
613	Nacogdoches, Tex.	244,029
614	Bethpage, N.Y.	243,226
615	Bangor, Me.	242,561
616	Portsmouth, Ohio	242,223
617	Lewiston, Ida.	241,549
618	McKeesport, Pa.	241,319
619	Hanover Park, Ill.	241,256
620	Hilo, Hi.	240,589
621	Johnson City, Tenn.	240,578
622	Slidell, La.	239,174
623	Florence, S.C.	238,378
624	Kingsport, Tenn.	237,752
625	New Castle, Pa.	237,732
626	Duncan, Okla.	237,087
627	Johnstown, Pa.	236,977
628	Roseville, Cal.	236,973
629	Chillicothe, Ohio	236,910
630	Laramie, Wyo.	236,886
631	Fairborn, Ohio	234,769
632	Henderson, Ky.	233,831
633	Northampton, Mass.	233,101
634	Paducah, Ky.	232,891
635	Ottumwa, Ia.	231,919
636	Jacksonville, Ark.	230,628
637	Lufkin, Tex.	230,549
638	Shawnee, Okla.	230,163
639	Jacksonville, Ill.	228,956
640	Hanford, Cal.	228,872
641	Carbondale, Ill.	228,800
642	Victorville, Cal.	228,024
643	Hermosa Beach, Cal.	227,240
644	Port Chester, N.Y.	226,952
645	West Warwick, R.I.	226,610
646	Hot Springs, Ark.	225,349
647	North Chicago, Ill.	224,816
648	Naugatuck, Conn.	221,996
649	Rock Hill, S.C.	221,835
650	Newark, Del.	221,827
651	Amherst, Mass.	221,638
652	Willoughby, Ohio	221,558
653	Twin Falls, Ida.	221,439
654	Chico, Cal.	221,345
655	Massillon, Ohio	221,105
656	Williamsport, Pa.	220,709
657	Aberdeen, S.D.	220,283
658	Butte, Mont.	220,254
659	Carlisle, Pa.	220,021
660	Goldsboro, N.C.	219,551
661	Beloit, Wisc.	219,427
662	Pascagoula, Miss.	219,049
663	Fort Pierce, Fla.	217,830
664	Rome, Ga.	217,756
665	Scottsboro, Ala.	217,736

666	Bradenton, Fla.	217,396
667	Tupelo, Miss.	216,147
668	Big Spring, Tex.	215,975
669	Mamaroneck, N.Y.	215,911
670	Annapolis, Md.	215,518
671	New Albany, Ind.	215,206
672	Bartlett, Ill.	214,828
673	Sierra Vista, Ariz.	214,712
674	North Platte, Neb.	214,479
675	Mankato, Minn.	214,296
676	Mattoon, Ill.	214,287
677	Poughkeepsie, N.Y.	213,381
678	Tulare, Cal.	212,667
679	Haltom City, Tex.	212,499
680	Denison, Tex.	212,498
681	Hopkinsville, Ky.	212,415
682	Madera, Cal.	212,339
683	Orange, Tex.	211,416
684	Crystal Lake, Ill.	210,195
685	Lebanon, Pa.	210,102
686	Fremont, Neb.	209,712
687	Jamestown, N.Y.	209,704
688	Hobbs, N.M.	209,639
689	Garden City, Kans.	209,615
690	Ardmore, Okla.	208,626
691	West Memphis, Ark.	208,398
692	Streamwood, Ill.	208,293
693	Logan, Utah	208,112
694	Zanesville, Ohio	207,309
695	Muscatine, Ia.	207,008
696	Selma, Ala.	206,587
697	Lawrenceville, Ga.	205,501
698	Great Bend, Kans.	205,186
699	Alvin, Tex.	205,031
700	Ossining, N.Y.	204,821
701	Columbia, Tenn.	204,464
702	Watsonville, Cal.	204,129
703	Ypsilanti, Mich.	203,665
704	Austin, Minn.	200,972
705	Neenah, Wisc.	200,918
706	Kinston, N.C.	200,453
707	Springdale, Ark.	200,316
708	Anniston, Ala.	200,249
709	Chelsea, Mass.	200,203

TOTAL RETAIL SALES

Standard metropolitan statistical areas (thousands)

1	Los Angeles-Long Beach, Cal.	40,392,512
2	Chicago, Ill.	35,445,842
3	New York, N.Y.-N.J.	34,134,890
4	Philadelphia, Pa.-N.J.	21,814,692
5	Detroit, Mich.	21,773,159
6	Dallas-Fort Worth, Tex.	20,168,943
7	San Francisco-Oakland, Cal.	19,358,984
8	Houston, Tex.	19,063,602
9	Washington, D.C.-Md.-Va.	18,167,660
10	Nassau-Suffolk, N.Y.	15,622,384
11	Boston, Mass.	15,084,038
12	Anaheim-Santa Ana-Garden Grove, Cal.	12,185,007
13	Minneapolis-St. Paul, Minn.-Wis.	12,004,042
14	Atlanta, Ga.	11,441,288
15	St. Louis, Mo.-Ill.	11,211,302
16	Pittsburgh, Pa.	10,981,266
17	Baltimore, Md.	10,533,471
18	Seattle-Everett, Wash.	10,432,649
19	Miami, Fla.	10,240,112
20	Cleveland, O.	10,182,991
21	Denver-Boulder, Colo.	10,058,612
22	Tampa-St. Petersburg, Fla.	9,437,268
23	San Diego, Cal.	9,345,312
24	Newark, N.J.	9,021,120
25	Phoenix, Ariz.	8,672,549
26	San Jose, Cal.	8,168,848
27	Riverside-San Bernardino-Ontario, Cal.	8,051,539
28	Portland, Ore.-Wash.	7,776,993
29	Cincinnati, O.-Ky.-Ind.	7,593,905
30	Fort Lauderdale-Hollywood, Fla.	7,295,509
31	Indianapolis, Ind.	7,224,150
32	Kansas City, Mo.-Kans.	7,149,078
33	Milwaukee, Wis.	6,875,627
34	New Orleans, La.	6,365,164
35	San Antonio, Tex.	6,102,303
36	Sacramento, Cal.	5,641,002
37	Columbus, O.	5,614,361
38	Buffalo, N.Y.	5,366,074
39	Oklahoma City, Okla.	5,272,912
40	Rochester, N.Y.	5,028,914
41	Memphis, Tenn.-Ark.-Miss.	4,856,161
42	Salt Lake City-Ogden, Utah	4,582,031
43	Birmingham, Ala.	4,422,058
44	Nashville-Davidson, Tenn.	4,365,067
45	Louisville, Ky.-Ind.	4,358,012
46	Orlando, Fla.	4,330,527
47	Greensboro-Winston-Salem-High Point, N.C.	4,102,225
48	Honolulu, Hawaii	4,077,136
49	Toledo, O.-Mich.	4,053,573
50	Hartford, Conn.	4,046,540
51	Providence-Warwick-Pawtucket, R.I.-Mass.	3,912,085
52	Charlotte-Gastonia, N.C.	3,853,699
53	Tulsa, Okla.	3,806,508
54	Richmond, Va.	3,795,230
55	Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	3,747,979
56	West Palm Beach-Boca Raton, Fla.	3,709,647
57	Jacksonville, Fla.	3,706,430
58	Dayton, O.	3,669,468
59	Grand Rapids, Mich.	3,465,477
60	Tucson, Ariz.	3,381,135
61	Albany-Schenectady-Troy, N.Y.	3,245,044
62	Syracuse, N.Y.	3,177,966
63	Las Vegas, Nev.	3,156,781
64	Allentown-Bethlehem-Easton, Pa.-N.J.	3,075,105
65	Gary-Hammond-East Chicago, Ind.	2,968,673
66	Akron, O.	2,948,003
67	New Brunswick-Perth Amboy-Sayreville, N.J.	2,929,007
68	Omaha, Neb.-Iowa	2,900,123
69	Fresno, Cal.	2,856,088
70	Greenville-Spartanburg, S.C.	2,850,882
71	Youngstown-Warren, O.	2,799,543
72	Raleigh-Durham, N.C.	2,757,183
73	Wilmington, Del.-N.J.-Md.	2,751,106
74	Long Branch-Asbury Park, N.J.	2,747,650
75	Oxnard-Simi Valley-Ventura, Cal.	2,693,715
76	Austin, Tex.	2,647,557
77	Wichita, Kans.	2,628,671
78	Albuquerque, N.M.	2,610,005
79	Northeast Pennsylvania, Pa.	2,609,074
80	Bridgeport, Conn.	2,583,699
81	Knoxville, Tenn.	2,447,391
82	Beaumont-Port Arthur-Orange, Tex.	2,443,187
83	Lansing-East Lansing, Mich.	2,441,450
84	Little Rock-North Little Rock, Ark.	2,306,256
85	Springfield-Chicopee-Holyoke, Mass-Conn.	2,287,899
86	Mobile, Ala.	2,261,414
87	Bakersfield, Cal.	2,247,014
88	Columbia, S.C.	2,213,031
89	Baton Rouge, La.	2,211,896
90	Corpus Christi, Tex.	2,208,039
91	Flint, Mich.	2,207,088
92	Tacoma, Wash.	2,176,144
93	Des Moines, Iowa	2,160,274
94	Johnson City-Kingsport-Bristol, Tenn.-Va.	2,141,283
95	Harrisburg, Pa.	2,113,959
96	Paterson-Clifton-Passaic, N.J.	2,092,934
97	New Haven-West Haven, Conn.	2,056,482
98	Davenport-Rock Island-Moline, Iowa-Ill.	2,029,670
99	Fort Wayne, Ind.	2,014,598
100	Canton, O.	2,003,789
101	Chattanooga, Tenn.-Ga.	1,930,266
102	Newport News-Hampton, Va.	1,928,820
103	York, Pa.	1,876,279
104	Lakeland-Winter Haven, Fla.	1,866,532
105	El Paso, Tex.	1,848,890
106	Peoria, Ill.	1,845,730
107	Charleston, W.Va.	1,838,111
108	Santa Barbara-Santa Maria-Lompoc, Cal.	1,795,028
109	Lancaster, Pa.	1,770,693
110	Stockton, Cal.	1,750,156
111	Ann Arbor, Mich.	1,746,949
112	Spokane, Wash.	1,744,007
113	Atlantic City, N.J.	1,737,866
114	Shreveport, La.	1,726,716
115	Worcester, Mass.	1,725,220
116	Reno, Nev.	1,723,699
117	Madison, Wis.	1,695,160
118	Santa Rosa, Cal.	1,677,330
119	Jersey City, N.J.	1,624,321
120	Colorado Springs, Colo.	1,623,608
121	Jackson, Miss.	1,621,010
122	Evansville, Ind.-Ky.	1,599,486
123	Brownsville-Harlingen-San Benito, Tex.	1,568,625
124	Kalamazoo-Portage, Mich.	1,550,916
125	Fort Myers-Cape Coral, Fla.	1,542,105
126	Lexington-Fayette, Ky.	1,512,813
127	Appleton-Oshkosh, Wis.	1,503,207
128	Daytona Beach, Fla.	1,475,509
129	Trenton, N.J.	1,475,033
130	Vallejo-Fairfield-Napa, Cal.	1,466,666
131	Charleston-North Charleston, S.C.	1,455,888
132	Salinas-Seaside-Monterey, Cal.	1,455,835
133	Eugene-Springfield, Ore.	1,448,358
134	Sarasota, Fla.	1,433,516
135	Lubbock, Tex.	1,431,667
136	Rockford, Ill.	1,389,296
137	Lawrence-Haverhill, Mass.-N.H.	1,387,288
138	Poughkeepsie, N.Y.	1,385,030
139	Melbourne-Titusville-Cocoa, Fla.	1,382,383
140	New London-Norwich, Conn-R.I.	1,379,706
141	Modesto, Cal.	1,354,259
142	Augusta, Ga.-S.C.	1,343,035
143	Huntington-Ashland, W.Va.-Ky.-O.	1,342,725
144	Roanoke, Va.	1,341,544
145	Amarillo, Tex.	1,335,19[illegible]
146	Newburgh-Middletown, N.Y.	1,330,803
147	McAllen-Pharr-Edinburg, Tex.	1,314,662
148	Utica-Rome, N.Y.	1,311,928
149	Huntsville, Ala.	1,298,976
150	Lafayette, La.	1,291,574
151	Portsmouth-Dover-Rochester, N.H.-Me.	1,288,030
152	Binghamton, N.Y.-Pa.	1,287,039
153	Erie, Pa.	1,275,494
154	Reading, Pa.	1,272,489
155	South Bend-Mishawaka, Ind.	1,269,188
156	Portland, Me.	1,246,820
157	Pensacola, Fla.	1,221,069
158	Springfield, Mo.	1,213,183
159	Salem, Ore.	1,208,741
160	Laredo, Tex.	1,194,808
161	Visalia-Tulare-Porterville, Cal.	1,159,966
162	Saginaw, Mich.	1,156,879
163	Montgomery, Ala.	1,152,401
164	Anchorage, Alaska	1,151,175
165	Boise City, Ida.	1,150,339
166	Lake Charles, La.	1,128,437
167	Duluth-Superior, Minn.-Wis.	1,127,652
168	Lorain-Elyria, O.	1,121,924
169	Longview-Marshall, Tex.	1,113,354
170	Tyler, Tex.	1,104,022
171	Macon, Ga.	1,102,460
172	Savannah, Ga.	1,100,619
173	Norwalk, Conn.	1,099,201
174	Parkersburg-Marietta, W.Va.-O.	1,092,710
175	◉St. Cloud, Minn.	1,085,242
176	Lima, O.	1,062,060
177	Stamford, Conn.	1,049,594
178	Johnstown, Pa.	1,048,706
179	Hamilton-Middletown, O.	1,014,577
180	Cedar Rapids, Iowa	1,014,402
181	Terre Haute, Ind.	1,004,073
182	Odessa, Tex.	988,131
183	Fort Smith, Ark.-Okla.	979,709
184	Santa Cruz, Cal.	972,542
185	Columbus, Ga.-Ala.	970,057
186	Springfield, Ill.	969,697
187	Fayetteville, N.C.	965,600
188	Wheeling, W.Va.-O.	960,308
189	Lowell, Mass.-N.H.	959,804
190	Manchester, N.H.	955,682
191	Topeka, Kans.	941,209
192	Provo-Orem, Utah	939,558
193	Green Bay, Wis.	938,361
194	Waco, Tex.	922,942
195	Abilene, Tex.	908,448
196	Waterbury, Conn.	907,760
197	Lincoln, Neb.	899,672
198	Bradenton, Fla.	888,442
199	Asheville, N.C.	888,136
200	Gainesville, Fla.	885,211
201	Billings, Mont.	857,932
202	Biloxi-Gulfport, Miss.	850,213
203	Fargo-Moorhead, N.D.-Minn.	847,634
204	Galveston-Texas City, Tex.	842,701
205	Waterloo-Cedar Falls, Iowa	837,197
206	Fayetteville-Springdale, Ark.	830,067
207	Danbury, Conn.	829,132
208	Muskegon-Norton Shores-Muskegon Heights, Mich.	824,667
209	Yakima, Wash.	810,376
210	Richland-Kennewick-Pasco, Wash.	790,258
211	Tallahassee, Fla.	787,076
212	Mansfield, O.	781,413
213	Fort Collins, Colo.	779,552
214	San Angelo, Tex.	772,388
215	Medford, Ore.	771,800
216	Midland, Tex.	766,922
217	Racine, Wis.	766,082
218	Lynchburg, Va.	765,192
219	Sioux Falls, S.D.	764,962
220	Wilmington, N.C.	762,924
221	Champaign-Urbana-Rantoul, Ill.	761,776
222	Benton Harbor, Mich.	758,800
223	Salisbury-Concord, N.C.	755,500
224	Nashua, N.H.	747,807
225	Jackson, Mich.	745,873
226	Texarkana, Tex.-Ark.	742,908
227	Brockton, Mass.	729,767
228	Wichita Falls, Tex.	726,605
229	Williamsport, Pa.	709,221
230	Redding, Cal.	707,513
231	Chico, Cal.	706,691
232	Hickory, N.C.	706,136
233	Olympia, Wash.	698,703

234	Steubenville-Weirton, O.-W.Va.	696,340
235	Killeen-Temple, Tex.	689,370
236	Battle Creek, Mich.	684,734
237	Joplin, Mo.	677,080
238	Decatur, Ill.	665,456
239	Springfield, O.	663,383
240	Muncie, Ind.	651,453
241	Elkhart, Ind.	645,623
242	Kenosha, Wis.	644,341
243	Ocala, Fla.	635,972
244	Monroe, La.	634,664
245	Florence, Ala.	634,479
246	Bangor, Me.	630,216
247	Sharon, Pa.	628,653
248	Altoona, Pa.	628,626
249	Anderson, S.C.	622,062
250	Janesville-Beloit, Wis.	613,992
251	Sioux City, Iowa-Neb.	609,900
252	New Britain, Conn.	605,847
253	Bremerton, Wash.	604,887
254	Eau Claire, Wis.	602,255
255	Bloomington-Normal, Ill.	599,350
256	Petersburg-Colonial Heights-Hopewell, Va.	595,686
257	Pueblo, Colo.	594,523
258	Fall River, Mass.-R.I.	590,106
259	New Bedford, Mass.	584,613
260	Rochester, Minn.	573,474
261	Owensboro, Ky.	571,724
262	Hagerstown, Md.	570,419
263	Anderson, Ind.	565,833
264	Bellingham, Wash.	561,459
265	La Crosse, Wis.	560,740
266	Tuscaloosa, Ala.	560,621
267	Charlottesville, Va.	559,620
268	Alexandria, La.	557,467
269	Lafayette-West Lafayette, Ind.	556,816
270	Athens, Ga.	555,817
271	Dubuque, Iowa	552,262
272	Florence, S.C.	547,343
273	Casper, Wyo.	535,742
274	Clarksville-Hopkinsville, Tenn-Ky.	531,784
275	Vineland-Millville-Bridgeton, N.J.	529,440
276	Grand Forks, Minn.-N.D.	516,107
277	Sherman-Denison, Tex.	510,997
278	Bismarck, N.D.	504,084
279	Rapid City, S.D.	503,734
280	Kokomo, Ind.	502,807
281	Enid, Okla.	502,305
282	Bay City, Mich.	500,910
283	Columbia, Mo.	500,713
284	Great Falls, Mont	499,944
285	Burlington, N.C.	496,227
286	Victoria, Tex.	492,364
287	Albany, Ga.	485,808
288	State College, Pa.	480,807
289	Greeley, Colo.	477,930
290	Glens Falls, N.Y.	476,962
291	Gadsden, Ala.	469,337
292	Fitchburg-Leominster, Mass.	468,504
293	Yuba City, Cal.	467,837
294	Danville, Va.	466,191
295	Panama City, Fla.	460,698
296	Rock Hill, S.C.	450,409
297	Anniston, Ala.	449,632
298	Kankakee, Ill.	435,745
299	Wausau, Wis.	434,624
300	Bryan-College Station, Tex.	433,520
301	Newark, O.	433,491
302	Fort Walton Beach, Fla.	433,466
303	St. Joseph, Mo.	425,564
304	Cumberland, Md.-W.Va.	424,834
305	Elmira, N.Y.	415,657
306	Sheboygan, Wis.	414,200
307	Burlington, Vt.	413,012
308	Bloomington, Ind.	409,696
309	Lawton, Okla.	405,804
310	Lewiston-Auburn, Me.	402,518
311	Pittsfield, Mass.	396,722
312	Iowa City, Iowa	387,962
313	Las Cruces, N.M.	378,423
314	Pine Bluff, Ark.	349,194
315	Jacksonville, N.C.	336,049
316	Lawrence, Kans.	277,887
317	Bristol, Conn.	249,384
318	Pascagoula-Moss Point, Miss.	244,548
319	Meriden, Conn.	220,912

Leading counties (thousands)

1	Los Angeles, Cal.	40,392,512
2	Cook, Ill.	26,111,991
3	Harris, Tex.	16,247,987
4	Orange, Cal.	12,185,007
5	Dallas, Tex.	10,549,423
6	Dade, Fla.	10,240,112
7	New York, N.Y.	10,120,704
8	Wayne, Mich.	9,641,430
9	San Diego, Cal.	9,345,312
10	Nassau, N.Y.	8,869,469
11	Maricopa, Ariz.	8,672,549
12	King, Wash.	8,625,700
13	Santa Clara, Cal.	8,168,848
14	Cuyahoga, Ohio	8,035,376
15	Middlesex, Mass.	7,550,918
16	Oakland, Mich.	7,408,794
17	Broward, Fla.	7,295,509
18	Allegheny, Pa.	7,280,140
19	Tarrant, Tex.	7,195,258
20	Suffolk, N.Y.	6,752,915
21	Hennepin, Minn.	6,124,397
22	Alameda, Cal.	5,956,625
23	Marion, Ind.	5,795,699
24	Bexar, Tex.	5,633,754
25	Philadelphia, Pa.	5,391,611
26	Westchester, N.Y.	5,383,603
27	St. Louis, Mo.	5,272,812
28	Hamilton, Ohio	4,940,904
29	Franklin, Ohio	4,879,720
30	Bergen, N.J.	4,867,042
31	Fairfield, Conn.	4,863,767
32	Queens, N.Y.	4,692,024
33	Milwaukee, Wisc.	4,631,153
34	San Bernardino, Cal.	4,497,834
35	Pinellas, Fla.	4,496,177
36	San Francisco, Cal.	4,483,699
37	Erie, N.Y.	4,482,066
38	Sacramento, Cal.	4,431,695
39	Shelby, Tenn.	4,381,789
40	Kings, N.Y.	4,379,983
41	Hartford, Conn.	4,319,923
42	Baltimore, Md.	4,308,402
43	Oklahoma, Okla.	4,244,671
44	Hillsborough, Fla.	4,182,539
45	Honolulu, Hi.	4,077,136
46	Prince Georges, Md.	3,999,726
47	Du Page, Ill.	3,975,233
48	Montgomery, Md.	3,903,053
49	Montgomery, Pa.	3,896,504
50	Fulton, Ga.	3,875,034
51	Jefferson, Ala.	3,837,059
52	San Mateo, Cal.	3,785,903
53	Palm Beach, Fla.	3,709,647
54	Contra Costa, Cal.	3,679,080
55	Macomb, Mich.	3,638,492
56	New Haven, Conn.	3,626,210
57	Monroe, N.Y.	3,600,593
58	Riverside, Cal.	3,553,705
59	Jefferson, Ky.	3,529,763
60	Orange, Flu.	3,492,691
61	Jackson, Mo.	3,425,943
62	Multnomah, Ore.	3,422,230
63	Norfolk, Mass.	3,402,936
64	Salt Lake, Utah	3,396,127
65	Pima, Ariz.	3,381,135
66	Jefferson, La.	3,356,830
67	Fairfax, Va.	3,229,957
68	Essex, Mass.	3,224,426
69	Clark, Nev.	3,156,781
70	Tulsa, Okla.	3,110,811
71	De Kalb, Ga.	3,040,629
72	Davidson, Tenn.	2,990,237
73	Essex, N.J.	2,977,929
74	Middlesex, N.J.	2,929,007
75	Denver, Colo.	2,925,241
76	Mecklenburg, N.C.	2,917,008
77	Worcester, Mass.	2,874,976
78	Fresno, Cal.	2,856,088
79	Suffolk, Mass.	2,841,790
80	Duval, Fla.	2,831,509
81	Bucks, Pa.	2,819,502
82	Delaware, Pa.	2,789,074
83	Lucas, Ohio	2,774,552
84	District of Columbia, D.C.	2,769,641
85	Baltimore City, Md.	2,769,051
86	Monmouth, N.J.	2,747,650
87	Kent, Mich.	2,709,949
88	Montgomery, Ohio	2,695,672
89	Ventura, Cal.	2,693,715
90	Ramsey, Minn.	2,691,019
91	Morris, N.J.	2,621,550
92	Lake, Ind.	2,613,399
93	Bernalillo, N.M.	2,578,935
94	Summit, Ohio	2,493,822
95	Onondaga, N.Y.	2,483,027
96	Camden, N.J.	2,430,155
97	Sedgewick, Kans.	2,402,745
98	Arapahoe, Colo.	2,344,648
99	New Castle, Del.	2,343,361
100	Bronx, N.Y.	2,313,808
101	Douglas, Neb.	2,298,616
102	Washington, Ore.	2,286,473
103	Lake, Ill.	2,268,471
104	Union, N.J.	2,265,926
105	Kern, Cal.	2,247,014
106	Travis, Tex.	2,227,936
107	Pierce, Wash.	2,176,144
108	Providence, R.I.	2,175,755
109	Pulaski, Ark.	2,164,778
110	Jefferson, Colo.	2,164,342
111	Orleans, La.	2,126,563
112	Passaic, N.J.	2,092,934
113	Anne Arundel, Md.	2,083,279
114	Polk, Ia.	2,064,376
115	Nueces, Tex.	2,002,488
116	Hampden, Mass.	1,950,672
117	Westmoreland, Pa.	1,928,527
118	Guilford, N.C.	1,917,895
119	Stark, Ohio	1,900,627
120	Burlington, N.J.	1,888,068
121	Genesee, Mich.	1,881,539
122	Polk, Fla.	1,866,532
123	Mobile, Ala.	1,858,744
124	El Paso, Tex.	1,848,890
125	Cobb, Ga.	1,845,147
126	Johnson, Kans.	1,814,574
127	Snohomish, Wash.	1,806,949
128	Santa Barbara, Cal.	1,795,028
129	Jefferson, Tex.	1,794,194
130	Bristol, Mass.	1,793,780
131	Plymouth, Mass.	1,782,034
132	Lancaster, Pa.	1,770,693
133	Knox, Tenn.	1,753,114
134	East Baton Rouge, La.	1,750,676
135	San Joaquin, Cal.	1,750,156
136	Washtenaw, Mich.	1,746,949
137	Rockingham, N.H.	1,744,989
138	Spokane, Wash.	1,744,007
139	Kanawha, W.Va.	1,743,487
140	Atlantic, N.J.	1,737,866
141	Lehigh, Pa.	1,726,215
142	Wake, N.C.	1,723,760
143	Washoe, Nev.	1,723,699
144	Dane, Wisc.	1,695,160
145	Allen, Ind.	1,688,807
146	Sonoma, Cal.	1,677,330
147	St. Louis City, Mo.	1,674,607
148	York, Pa.	1,653,382
149	Greenville, S.C.	1,649,016
150	Waukesha, Wisc.	1,634,779
151	Hudson, N.J.	1,624,321
152	Hillsborough, N.H.	1,622,601
153	Chester, Pa.	1,606,825
154	El Paso, Colo.	1,590,663
155	Richland, S.C.	1,572,210
156	Cameron, Tex.	1,568,625
157	Ingham, Mich.	1,567,052
158	Hamilton, Tenn.	1,552,744
159	Lee, Fla.	1,542,105
160	Mahoning, Ohio	1,537,475
161	Adams, Colo.	1,481,028
162	Volusia, Fla.	1,475,509
163	Mercer, N.J.	1,475,033
164	Albany, N.Y.	1,471,176
165	Monterey, Cal.	1,455,835
166	Marin, Cal.	1,453,677
167	Lane, Ore.	1,448,358
168	Sarasota, Fla.	1,433,516
169	Lubbock, Tex.	1,431,667
170	Richmond, Va.	1,424,295
171	Madison, Ill.	1,404,409
172	Cumberland, Me.	1,403,156
173	Kane, Ill.	1,398,491
174	Hinds, Miss.	1,385,196
175	Dutchess, N.Y.	1,385,030
176	Brevard, Fla.	1,382,383
177	Forsyth, N.C.	1,381,784
178	Lake, Ohio	1,367,444
179	Norfolk, Va.	1,358,016
180	Stanislaus, Cal.	1,354,259
181	Clackamas, Ore.	1,347,973
182	Orange, N.Y.	1,330,803
183	Hidalgo, Tex.	1,314,662
184	Caddo, La.	1,302,376
185	Luzerne, Pa.	1,295,534
186	Lafayette, La.	1,2[illegible],574
187	Winnebago, Ill.	1,28[illegible],960
188	Erie, Pa.	1,275,494
189	Berks, Pa.	1,272,489
190	Kalamazoo, Mich.	1,270,160
191	Virginia Beach, Va.	1,268,945
192	Trumbull, Ohio	1,262,068
193	Webb, Tex.	1,194,808
194	Peoria, Ill.	1,177,915
195	Barnstable, Mass.	1,167,715
196	New London, Conn.	1,162,692
197	Dauphin, Pa.	1,161,925
198	Tulare, Cal.	1,159,966
199	Henrico, Va.	1,159,818
200	Saginaw, Mich.	1,156,879
201	Somerset, N.J.	1,155,715
202	St. Clair, Ill.	1,154,348
203	Greene, Mo.	1,151,601
204	Anchorage, Ak.	1,151,175
205	Anoka, Minn.	1,150,386
206	Ada, Ida.	1,150,339
207	Rockland, N.Y.	1,148,156
208	Brazoria, Tex.	1,132,299
209	Calcasieu, La.	1,128,437
210	Oneida, N.Y.	1,124,111
211	Lorain, Ohio	1,121,924
212	Fayette, Ky.	1,106,481
213	Smith, Tex.	1,104,022
214	Marion, Ore.	1,094,197
215	St. Joseph, Ind.	1,093,446
216	Boulder, Colo.	1,081,610
217	Charleston, S.C.	1,063,554
218	Broome, N.Y.	1,049,481
219	Chatham, Ga.	1,040,871
220	Escambia, Fla.	1,034,066
221	Arlington, Va.	1,027,343
222	Solano, Cal.	1,014,915
223	Butler, Ohio	1,014,577
224	Linn, Ia.	1,014,402
225	Vanderburgh, Ind.	1,008,321
226	Gloucester, N.J.	992,953
227	Ector, Tex.	988,131
228	Will, Ill.	985,961
229	Richmond, N.Y.	973,542
230	Santa Cruz, Cal.	972,542
231	Montgomery, Ala.	970,846
232	Cumberland, N.C.	965,600
233	Spartanburg, S.C.	964,302
234	Scott, Ia.	957,475
235	Lackawanna, Pa.	956,909
236	Alexandria, Va.	951,959
237	Sangamon, Ill.	943,300
238	Potter, Tex.	939,709
239	Utah, Utah	939,558
240	Brown, Wisc.	938,361
241	Washington, Pa.	938,220
242	McLennan, Tex.	922,942
243	St. Louis, Minn.	909,971
244	Stearns, Minn.	907,320
245	Clayton, Ga.	902,640
246	Lancaster, Neb.	899,672
247	Manatee, Fla.	888,442
248	Alachua, Fla.	885,211
249	Niagara, N.Y.	884,008
250	Ocean, N.J.	880,551
251	Cumberland, Pa.	871,677
252	Shawnee, Kans.	868,499
253	Madison, Ala.	862,943
254	Buncombe, N.C.	858,726
255	Rock Island, Ill.	858,518
256	Yellowstone, Mont.	857,932
257	Richmond, Ga.	855,956
258	Outagamie, Wisc.	848,856
259	Muscogee, Ga.	848,342
260	Dakota, Minn.	844,862
261	Galveston, Tex.	842,701
262	Black Hawk, Ia.	837,197
263	Beaver, Pa.	834,379
264	Clay, Mo.	833,989
265	Sullivan, Tenn.	833,060
266	Ulster, N.Y.	819,923
267	Northampton, Pa.	819,699
268	Yakima, Wash.	810,376
269	Wood, W.Va.	809,351
270	St. Charles, Mo.	802,117
271	Kent, R.I.	794,100
272	Penobscot, Me.	791,429
273	Taylor, Tex.	784,003
274	Richland, Ohio	781,413
275	Prince William, Va.	781,008
276	Larimer, Colo.	779,552
277	Tom Green, Tex.	772,388
278	Jackson, Ore.	771,800
279	Leon, Fla.	769,114
280	Cambria, Pa.	767,450
281	Bibb, Ga.	766,973
282	Midland, Tex.	766,922
283	Racine, Wisc.	766,082
284	Minnehaha, S.D.	764,962
285	Champaign, Ill.	761,776
286	Berrien, Mich.	758,800
287	Pasco, Fla.	758,552
288	Chesterfield, Va.	757,153
289	Vigo, Ind.	756,591
290	Ottawa, Mich.	755,528
291	Gwinnett, Ga.	755,330
292	Wyandotte, Kans.	749,234
293	Jackson, Mich.	745,873
294	Gregg, Tex.	744,956
295	Harrison, Miss.	741,432
296	Montgomery, Tex.	737,117
297	Durham, N.C.	735,992

298	Muskegon, Mich.	730,833
299	Chautauqua, N.Y.	729,386
300	Butler, Pa.	729,252
301	Weber, Utah	727,709
302	San Luis Obispo, Cal.	721,774
303	Clark, Wash.	720,317
304	Fayette, Pa.	714,482
305	Lycoming, Pa.	709,221
306	Shasta, Cal.	707,513
307	Butte, Cal.	706,691
308	McHenry, Ill.	705,695
309	Thurston, Wash.	698,703
310	Hampton, Va.	696,564
311	Wichita, Tex.	694,498
312	Roanoke, Va.	687,919
313	St. Tammany, La.	683,363
314	Newport News, Va.	679,012
315	Cass, N.D.	674,435
316	Terrebonne, La.	673,303
317	Placer, Cal.	670,501
318	Gaston, N.C.	669,977
319	Sebastian, Ark.	669,184
320	Macon, Ill.	665,456
321	Schenectady, N.Y.	659,331
322	Clermont, Ohio	653,961
323	Denton, Tex.	652,884
324	New Hanover, N.C.	651,824
325	Catawba, N.C.	651,493
326	Delaware, Ind.	651,453
327	Collin, Tex.	648,792
328	Collier, Fla.	648,024
329	Elkhart, Ind.	645,623
330	Allen, Ohio	645,224
331	Kenosha, Wisc.	644,341
332	Lexington, S.C.	640,821
333	Marion, Fla.	635,972
334	Ouachita, La.	634,664
335	Hawaii, Hi.	632,409
336	Litchfield, Conn.	630,468
337	Mercer, Pa.	628,653
338	Blair, Pa.	628,626
339	Horry, S.C.	628,051
340	Anderson, S.C.	622,062
341	Kenton, Ky.	615,846
342	Mesa, Colo.	614,869
343	Rock, Wisc.	613,992
344	Bell, Tex.	611,310
345	Kitsap, Wash.	604,887
346	La Salle, Ill.	604,682
347	McLean, Ill.	599,350
348	Berkshire, Mass.	598,979
349	Raleigh, W.Va.	598,565
350	Missoula, Mont.	597,272
351	Pueblo, Colo.	594,523
352	Calhoun, Mich.	580,443
353	Benton, Wash.	579,887
354	Merced, Cal.	576,338
355	Sussex, Del.	575,643
356	Frederick, Md.	574,525
357	Olmsted, Minn.	573,474
358	Merrimack, N.H.	573,241
359	Cabell, W.Va.	573,028
360	Daviess, Ky.	571,724
361	Washington, Md.	570,419
362	Madison, Ind.	565,833
363	Wayne, N.Y.	563,829
364	Wood, Ohio	563,614
365	Tazewell, Ill.	562,119
366	Whatcom, Wash.	561,459
367	La Crosse, Wisc.	560,740
368	Tuscaloosa, Ala.	560,621
369	Winnebago, Wisc.	559,514
370	Imperial, Cal.	558,675
371	Humboldt, Cal.	556,858
372	Tippecanoe, Ind.	556,816
373	Seminole, Fla.	556,677
374	Ontario, N.Y.	555,337
375	Kennebec, Me.	554,360
376	Dubuque, Ia.	552,262
377	Fort Bend, Tex.	551,028
378	Clark, Ohio	549,654
379	Florence, S.C.	547,343
380	Jasper, Mo.	544,709
381	Yolo, Cal.	538,806
382	Natrona, Wyo.	535,742
383	Lake, Fla.	534,809
384	Harford, Md.	534,597
385	York, Me.	534,298
386	Rapides, La.	534,173
387	Cumberland, N.J.	529,440
388	Bowie, Tex.	525,238
389	Belmont, Ohio	524,018
390	Cleveland, Okla.	519,111
391	Middlesex, Conn.	518,175
392	Cape May, N.J.	515,248
393	Howard, Md.	513,669
394	St. Lucie, Fla.	511,800
395	Grayson, Tex.	510,997
396	Woodbury, Ia.	508,544
397	St. Clair, Mich.	502,433
398	Garfield, Okla.	502,305
399	Bay, Mich.	500,910
400	Boone, Mo.	500,713
401	Cascade, Mont.	499,944
402	Alamance, N.C.	496,227
403	Orange, Tex.	496,130
404	Boone, Ky.	494,955
405	Eaton, Mich.	493,413
406	Victoria, Tex.	492,364
407	Washington, Ark.	491,279
408	Saratoga, N.Y.	490,008
409	Lebanon, Pa.	489,402
410	Laramie, Wyo.	489,274
411	Portsmouth, Va.	485,033
412	Medina, Ohio	484,901
413	Deschutes, Ore.	482,113
414	Centre, Pa.	480,807
415	Washington, Tenn.	479,556
416	Dougherty, Ga.	479,172
417	Weld, Colo.	477,930
418	Scioto, Ohio	475,286
419	Canyon, Ida.	473,186
420	Iberia, La.	470,130
421	Greene, Ohio	469,447
422	Maui, Hi.	469,418
423	Etowah, Ala.	469,337
424	La Porte, Ind.	468,571
425	Nash, N.C.	466,133
426	Madison, Tenn.	465,125
427	El Dorado, Cal.	463,814
428	Lynchburg, Va.	462,818
429	Fairfax, Va.	461,865
430	Franklin, Pa.	460,745
431	Bay, Fla.	460,698
432	Kent, Del.	460,513
433	Oswego, N.Y.	456,680
434	Grand Traverse, Mich.	456,634
435	Washington, Minn.	455,769
436	Portage, Ohio	454,181
437	Clarke, Ga.	452,926
438	Santa Fe, N.M.	452,155
439	Napa, Cal.	451,751
440	Chesapeake, Va.	451,305
441	Rensselaer, N.Y.	451,297
442	Pitt, N.C.	450,514
443	York, S.C.	450,409
444	Calhoun, Ala.	449,632
445	Columbiana, Ohio	447,963
446	Hampshire, Mass.	447,643
447	Lawrence, Pa.	447,135
448	Jefferson, Mo.	446,470
449	Androscoggin, Me.	445,309
450	Hunterdon, N.J.	445,197
451	Steuben, N.Y.	444,349
452	Pennington, S.D.	443,603
453	Tolland, Conn.	443,415
454	San Juan, N.M.	442,875
455	Howard, Ind.	442,546
456	Forrest, Miss.	439,942
457	Coconino, Ariz.	437,955
458	Clinton, N.Y.	436,147
459	Kankakee, Ill.	435,745
460	Marathon, Wisc.	434,624
461	Clark, Ind.	433,939
462	Brazos, Tex.	433,520
463	Licking, Ohio	433,491
464	Okaloosa, Fla.	433,466
465	Warren, Ky.	432,232
466	Washington, Okla.	431,524
467	Charlottesville, Va.	428,802
468	St. Landry, La.	428,516
469	Martin, Fla.	425,442
470	Jefferson, N.Y.	425,302
471	Indian River, Fla.	423,981
472	Clearfield, Pa.	422,820
473	Wayne, Ohio	422,440
474	Lauderdale, Miss.	421,129
475	Schuylkill, Pa.	418,412
476	Chemung, N.Y.	415,657
477	Chittenden, Vt.	415,336
478	Washington, R.I.	414,377
479	Sheboygan, Wisc.	414,200
480	McCracken, Ky.	413,971
481	Sussex, N.J.	411,154
482	Ward, N.D.	410,535
483	Clay, Fla.	410,412
484	Monroe, Ind.	409,696
485	Wood, Wisc.	407,982
486	Comanche, Okla.	405,804
487	Aiken, S.C.	405,368
488	Bannock, Ida.	405,269
489	Lafourche, La.	405,244
490	Tangipahoa, La.	404,076
491	Baldwin, Ala.	402,670
492	Jefferson, Ohio	401,872
493	Hall, Ga.	400,715
494	Warren, Ohio	399,735
495	Wayne, Ind.	398,903
496	Buchanan, Mo.	395,941
497	Randall, Tex.	395,488
498	Fond du Lac, Wisc.	394,440
499	Monroe, Fla.	394,032
500	Strafford, N.H.	392,913
501	Hancock, Ohio	392,863
502	Lenawee, Mich.	392,786
503	Lowndes, Ga.	392,010
504	Davis, Utah	391,074
505	Vermilion, Ill.	389,463
506	Danville, Va.	388,387
507	Houston, Ala.	388,182
508	Johnson, Ia.	387,962
509	Pottawattamie, Ia.	386,046
510	Aroostook, Me.	384,282
511	St. Lawrence, N.Y.	384,127
512	Monroe, Mich.	383,072
513	Burleigh, N.D.	381,902
514	Bonneville, Ida.	381,648
515	Eau Claire, Wisc.	381,445
516	Indiana, Pa.	380,642
517	Rowan, N.C.	380,417
518	Dona Ana, N.M.	378,423
519	Yuma, Ariz.	378,316
520	Miami, Ohio	375,233
521	Cabarrus, N.C.	375,083
522	Skagit, Wash.	374,236
523	Livingston, Mich.	373,765
524	Tompkins, N.Y.	372,106
525	Campbell, Ky.	372,094
526	Cowlitz, Wash.	369,117
527	Douglas, Ore.	368,595
528	Crawford, Pa.	368,429
529	Harrison, Tex.	368,398
530	Mendocino, Cal.	367,611
531	Blount, Tenn.	367,539
532	Warren, Pa.	366,935
533	Sumter, S.C.	364,93
534	Yavapai, Ariz.	363,63
535	Washington, Wisc.	363,080
536	Linn, Ore.	362,936
537	Allegany, Md.	362,671
538	Warren, N.J.	358,626
539	Davidson, N.C.	356,955
540	Wayne, N.C.	356,699
541	Monroe, Pa.	356,631
542	Porter, Ind.	355,274
543	St. Mary, La.	354,990
544	Story, Ia.	354,050
545	Loudoun, Va.	353,349
546	Twin Falls, Ida.	351,996
547	Erie, Ohio	351,586
548	Washington, Miss.	351,212
549	Ashtabula, Ohio	351,092
550	Lee, Ala.	350,589
551	Wicomico, Md.	350,561
552	Grafton, N.H.	349,447
553	Newport, R.I	349,378
554	Jefferson, Ark.	349,194
555	Grand Forks, N.D.	349,125
556	McKinley, N.M.	347,045
557	Rutherford, Tenn.	346,698
558	Warren, N.Y.	345,168
559	Valencia, N.M.	345,128
560	Cape Girardeau, Mo.	344,021
561	Northumberland, Pa.	343,183
562	Robeson, N.C.	342,663
563	Mercer, W.Va.	341,973
564	Harrison, W.Va.	341,665
565	Beaufort, S.C.	341,188
566	Iredell, N.C.	340,918
567	Benton, Ark.	338,788
568	Grays Harbor, Wash.	338,601
569	Johnson, Ind.	338,216
570	Jackson, Ill.	338,192
571	Bradley, Tenn.	336,577
572	Onslow, N.C.	336,049
573	Kings, Cal.	335,086
574	Boyd, Ky.	334,329
575	Lea, N.M.	333,407
576	Marquette, Mich.	333,369
577	Petersburg, Va.	333,360
578	Montgomery, Tenn.	333,267
579	Pike, Ky.	330,995
580	Hall, Neb.	330,826
581	Bristol, Va.	330,437
582	Lee, Miss.	330,016
583	Cole, Mo.	329,608
584	Stephens, Okla.	329,581
585	Orangeburg, S.C.	328,299
586	Colbert, Ala.	327,793
587	Glynn, Ga.	326,316
588	Flathead, Mont.	325,893
589	Tuscarawas, Ohio	325,659
590	Shiawassee, Mich.	325,549
591	Chaves, N.M.	324,555
592	Carroll, Md.	324,473
593	Ross, Ohio	324,026
594	Clinton, Ia.	323,989
595	Garland, Ark.	323,988
596	Craighead, Ark.	323,708
597	Pottawatomie, Okla.	323,345
598	Sweetwater, Wyo.	323,260
599	Reno, Kans.	322,652
600	Grant, Ind.	321,774
601	Okeechobee, Fla.	321,417
602	Cayuga, N.Y.	321,231
603	Cattaraugus, N.Y.	320,705
604	Sullivan, N.Y.	320,345
605	Marion, W.Va.	319,785
606	Adams, Ill.	319,678
607	Kootenai, Ida.	318,607
608	Winchester, Va.	318,432
609	Sandusky, Ohio	317,116
610	Roanoke, Va.	316,918
611	Muskingum, Ohio	316,507
612	Portage, Wisc.	316,089
613	Floyd, Ga.	314,651
614	Whiteside, Ill.	314,490
615	Ohio, W.Va.	313,603
616	Fairfield, Ohio	313,568
617	Howard, Tex.	313,168
618	Bartholomew, Ind.	312,874
619	Guadalupe, Tex.	312,392
620	Midland, Mich.	311,325
621	Wilson, N.C.	310,855
422	Anderson, Tenn.	310,532
623	Morgan, Ala.	310,397
624	Umatilla, Ore.	310,342
625	Coos, Ore.	309,456
626	Cleveland, N.C.	308,164
627	Manitowoc, Wisc.	307,899
628	Lauderdale, Ala.	306,686
629	Fairbanks North Star, Ak.	306,568
630	St. Johns, Fla.	306,525
631	Whitfield, Ga.	306,209
632	Sumner, Tenn.	304,475
633	Liberty, Tex.	302,380
634	Houston, Ga.	301,288
635	Rockingham, N.C.	298,464
636	Gallatin, Mont.	298,148
637	Klamath, Ore.	298,013
638	Hanover, Va.	297,463
639	Orange, N.C.	297,431
640	Bossier, La.	297,405
641	Craven, N.C.	295,610
642	De Kalb, Ill.	295,446
643	Geauga, Ohio	295,270
644	Saline, Kans.	294,946
645	Cerro Gordo, Ia.	294,868
646	Williamson, Ill.	294,686
647	Angelina, Tex.	294,401
648	Surry, N.C.	294,052
649	Tazewell, Va.	293,428
650	Allegan, Mich.	293,357
651	Dudge, Wisc.	292,235
652	Franklin, Ky.	291,687
653	Mohave, Ariz.	290,123
654	Cullman, Ala.	289,663
655	Marshall, Ala.	289,171
656	Knox, Ill.	288,889
657	Nevada, Cal.	288,527
658	Josephine, Ore.	288,389
659	Charlotte, Fla.	288,296
660	Charles, Md.	288,016
661	Franklin, Mo.	287,259
662	Columbia, Pa.	286,223
663	Walker, Ala.	285,996
664	Randolph, N.C.	285,988
665	Lewis and Clark, Mont.	285,915
666	Cochise, Ariz.	284,633
667	Hardin, Ky.	282,857
668	Walworth, Wisc.	282,715
669	Washington, Vt.	281,462
670	Somerset, Pa.	281,256
671	Osceola, Fla.	281,159
672	Lewis, Wash.	281,002
673	Van Buren, Mich.	280,756
674	Yamhill, Ore.	280,562
675	Windham, Conn.	279,844
676	Rutland, Vt.	279,737
677	Douglas, Kans.	277,887
678	Kay, Okla.	277,046
679	Washington, Ohio	276,876
680	Armstrong, Pa.	276,867
681	Jefferson, Wisc.	274,416
682	Belknap, N.H.	274,305
683	Worcester, Md.	273,644
684	Carter, Okla.	273,603
685	Genesee, N.Y.	273,470
686	Navajo, Ariz.	273,376
687	Des Moines, Ia.	271,755
688	Marion, Ohio	270,280
689	Webster, Ia.	269,848
690	Benton, Ore.	269,658
691	Sutter, Cal.	269,493
692	Clallam, Wash.	268,806
693	Muskogee, Okla.	268,726
694	Henderson, N.C.	268,598
695	Madison, Neb.	267,695
696	Salem, Va.	267,352
697	Cheshire, N.H.	267,139
698	Johnston, N.C.	266,935
699	Union, N.C.	266,714
700	Lenoir, N.C.	264,875

TOTAL RETAIL SALES

701	Lawrence, Ohio	262,034
702	Williamson, Tenn.	261,976
703	Falls Church, Va.	261,511
704	Chelan, Wash.	258,765
705	Jones, Miss.	258,677
706	Warren, Miss.	258,298
707	Jim Wells, Tex.	257,213
708	Henderson, Ky.	256,947
709	Talladega, Ala.	256,592
710	Hendricks, Ind.	256,343
711	Putnam, N.Y.	256,028
712	Vermilion, La.	255,692
713	Windsor, Vt.	255,476
714	Jefferson, Ill.	255,322
715	Pope, Ark.	255,185
716	Huron, Ohio	254,718
717	Seneca, Ohio	254,323
718	Franklin, Mass.	252,380
719	Barton, Kans.	252,161
720	Carson City, Nev.	251,703
721	Parker, Tex.	251,287
722	Blue Earth, Minn.	249,737
723	Muscatine, Ia.	249,502
724	Coles, Ill.	248,130
725	Spotsylvania, Va.	247,178
726	Ozaukee, Wisc.	246,615
727	Bradford, Pa.	245,776
728	Crittenden, Ark.	245,321
729	Jackson, Miss.	244,548
730	Monongalia, W.Va.	243,926
731	St. Joseph, Mich.	242,540
732	Crawford, Ohio	241,518
733	Putnam, Tenn.	241,000
734	Greenwood, S.C.	240,521
735	Troup, Ga.	240,101
736	Hamilton, Ind.	239,606
737	Cecil, Md.	239,331
738	Hancock, Me.	239,050
739	Madison, N.Y.	238,259
740	Pickens, S.C.	237,564
741	Madera, Cal.	237,470
742	Williamson, Tex.	237,160
743	Hamblen, Tenn.	236,448
744	Green, Wisc.	236,331
745	Rankin, Miss.	235,814
746	Isabella, Mich.	235,617
747	Union, Ark.	235,390
748	Martinsville, Va.	234,774
749	Pulaski, Ky.	234,700
750	Silver Bow, Mont.	233,859
751	Kosciusko, Ind.	233,486
752	Marion, Ill.	231,332
753	Payne, Okla.	231,079
754	Caldwell, N.C.	230,959
755	Coffee, Tenn.	230,863
756	Buffalo, Neb.	230,144
757	Sevier, Tenn.	230,040
758	Creek, Okla.	229,912
759	Nez Perce, Ida.	227,548
760	Dorchester, S.C.	227,311
761	Cache, Utah	227,148
762	Henderson, Tex.	227,086
763	Spalding, Ga.	226,138
764	Burke, N.C.	226,044
765	Butler, Kans.	225,926
766	Effingham, Ill.	225,351
767	Carroll, Ga.	224,527
768	Johnson, Tex.	223,699
769	Athens, Ohio	223,213
770	Montgomery, Kans.	223,186
771	Adams, Pa.	222,897
772	Sauk, Wisc.	221,629
773	Lowndes, Miss.	221,479
774	Chippewa, Wisc.	220,810
775	White, Ark.	220,056
776	Adams, Miss.	219,758
777	Lee, Ia.	219,568
778	Hunt, Tex.	219,393
779	Rutherford, N.C.	218,891
780	Fremont, Wyo.	218,821
781	Douglas, Wisc.	217,681
782	Columbia, N.Y.	217,418
783	Highlands, Fla.	217,400
784	Knox, Ind.	217,352
785	Harrisonburg, Va.	216,964
786	Ascension, La.	216,905
787	Wapello, Ia.	216,859
788	Brown, S.D.	216,584
789	Citrus, Fla.	216,099
790	Hopkins, Ky.	216,092
791	Hancock, W.Va.	215,975
792	Sarpy, Neb.	215,461
793	Kauai, Hi.	214,593
794	Henry, Ill.	213,677
795	Bennington, Vt.	213,549
796	Stephenson, Ill.	213,320
797	Clinton, Mich.	212,463
798	Delaware, N.Y.	212,212
799	Matagorda, Tex.	211,972
800	Greenbrier, W.Va.	211,323
801	Otsego, N.Y.	211,131
802	Windham, Vt.	210,875
803	Pinal, Ariz.	210,699
804	Franklin, Wash.	210,371
805	Carbon, Wyo.	210,290
806	Sheridan, Wyo.	209,902
807	Halifax, N.C.	209,408
808	Maury, Tenn.	209,174
809	Lapeer, Mich.	208,245
810	Ellis, Tex.	207,672
811	Santa Cruz, Ariz.	207,546
812	Bell, Ky.	207,503
813	Itasca, Minn.	206,364
814	Oxford, Me.	205,999
815	Columbus, N.C.	205,818
816	San Patricio, Tex.	205,551
817	Logan, W.Va.	205,166
818	Dodge, Neb.	204,862
819	Fredericksburg, Va.	204,545
820	Dallas, Ala.	204,447
821	Jefferson Davis, La.	204,439
822	Anderson, Tex.	203,202
823	Grant, Wash.	202,953
824	Lincoln, Ore.	202,836
825	Floyd, Ind.	202,747
826	Grant, Wisc.	202,254
827	Montcalm, Mich.	201,821
828	Mississippi, Ark.	201,526
829	Douglas, Ga.	201,518
830	Marshall, Ia.	201,073
831	Chenango, N.Y.	200,316
832	Staunton, Va.	200,254
833	Dubois, Ind.	200,196

Leading cities (thousands)

1	New York City, N.Y.	22,480,061
2	Los Angeles, Cal.	16,324,741
3	Chicago, Ill.	13,148,579
4	Houston, Tex.	11,996,974
5	San Fernando Valley, Cal.	9,052,506
6	Dallas, Tex.	6,346,376
7	Indianapolis, Ind.	5,547,971
8	Philadelphia, Pa.	5,391,611
9	San Antonio, Tex.	5,017,339
10	San Diego, Cal.	4,764,228
11	San Francisco, Cal.	4,483,699
12	Phoenix, Ariz.	4,222,898
13	Memphis, Tenn.	4,129,515
14	South Bay, Cal.	3,896,319
15	Seattle, Wash.	3,456,945
16	Fort Worth, Tex.	3,245,388
17	San Jose, Cal.	3,147,076
18	Columbus, Ohio	3,127,421
19	Oklahoma City, Okla.	3,117,925
20	Detroit, Mich.	3,108,079
21	Denver, Colo.	2,925,241
22	Nashville, Tenn.	2,880,349
23	Honolulu, Hi.	2,857,215
24	Washington, D.C.	2,769,641
25	Baltimore, Md.	2,769,051
26	Tucson, Ariz.	2,756,697
27	Jacksonville, Fla.	2,720,135
28	Tulsa, Okla.	2,697,069
29	Tampa, Fla.	2,637,620
30	2Atlanta, Ga.	2,558,177
31	Boston, Mass.	2,470,862
32	Albuquerque, N.M.	2,403,239
33	Miami, Fla.	2,394,881
34	Portland, Ore.	2,391,982
35	Milwaukee, Wisc.	2,249,276
36	Wichita, Kans.	2,145,343
37	Austin, Tex.	2,142,114
38	1Kansas City, Mo.	2,127,948
39	New Orleans, La.	2,126,563
40	Cleveland, Ohio	2,088,696
41	Omaha, Neb.	2,077,505
42	Charlotte, N.C.	2,011,275
43	Corpus Christi, Tex.	1,877,596
44	Toledo, Ohio	1,811,220
45	Fort Lauderdale, Fla.	1,808,549
46	El Paso, Tex.	1,790,403
47	Birmingham, Ala.	1,769,619
48	Long Beach, Cal.	1,752,448
49	Arlington, Tex.	1,692,724
50	Fresno, Cal.	1,678,005
51	St. Louis, Mo.	1,674,607
52	Cincinnati, Ohio	1,669,386
53	San Gabriel Valley, Cal.	1,656,330
54	Minneapolis, Minn.	1,651,297
55	Oakland, Cal.	1,620,720
56	Pittsburgh, Pa.	1,599,878
57	Sacramento, Cal.	1,578,371
58	Knoxville, Tenn.	1,527,712
59	Anaheim, Cal.	1,505,609
60	Mobile, Ala.	1,439,034
61	Colorado Springs, Colo.	1,435,418
62	Hollywood, Fla.	1,417,508
63	Baton Rouge, La.	1,416,002
64	Des Moines, Ia.	1,391,352
65	Greensboro, N.C.	1,342,616
66	Torrance, Cal.	1,341,978
67	Orlando, Fla.	1,341,037
68	Lubbock, Tex.	1,330,218
69	Reno, Nev.	1,299,791
70	Jackson, Miss.	1,294,387
71	Louisville, Ky.	1,292,371
72	Fort Wayne, Ind.	1,284,104
73	Akron, Ohio	1,257,854
74	Amarillo, Tex.	1,251,293
75	Salt Lake City, Utah	1,245,137
76	St. Paul, Minn.	1,217,916
77	Santa Ana, Cal.	1,210,861
78	Little Rock, Ark.	1,205,720
79	Shreveport, La.	1,194,599
80	Grand Rapids, Mich.	1,187,162
81	Las Vegas, Nev.	1,184,891
82	Costa Mesa, Cal.	1,182,229
83	Mesa, Ariz.	1,160,157
84	Anchorage, Ak.	1,151,175
85	Bakersfield, Cal.	1,145,681
86	Lafayette, La.	1,141,251
87	Riverside, Cal.	1,138,120
88	Spokane, Wash.	1,131,674
89	Winston-Salem, N.C.	1,118,602
90	1Lexington, Ky.	1,106,481
91	Pasadena, Cal.	1,104,755
92	Beaumont, Tex.	1,099,160
93	Bellevue-Kirkland, Wash.	1,082,798
94	Madison, Wisc.	1,082,594
95	Buffalo, N.Y.	1,081,421
96	Chattanooga, Tenn.	1,080,873
97	Raleigh, N.C.	1,080,161
98	Springfield, Mo.	1,052,157
99	San Bernardino, Cal.	1,027,233
100	Tacoma, Wash.	1,025,294
101	Scottsdale, Ariz.	1,016,815
102	Tyler, Tex.	1,010,912
103	Fort Myers, Fla.	971,546
104	West Palm Beach, Fla.	970,041
105	Odessa, Tex.	955,518
106	Glendale, Cal.	939,702
107	Montgomery, Ala.	931,647
108	Lansing, Mich.	930,148
109	Santa Monica, Cal.	923,002
110	Evansville, Ind.	918,170
111	Stockton, Cal.	917,521
112	Peoria, Ill.	910,500
113	Huntington Beach, Cal.	909,489
114	Laredo, Tex.	908,525
115	Rockford, Ill.	904,913
116	Rochester, N.Y.	897,869
117	Schaumberg, Ill.	890,892
118	Pompano Beach, Fla.	889,461
119	Yonkers, N.Y.	858,745
120	Lincoln, Neb.	855,262
121	Columbus, Ga.	848,342
122	Charleston, W.Va.	845,957
123	Clearwater, Fla.	845,657
124	Lake Charles, La.	844,691
125	Cedar Rapids, Ia.	839,032
126	Modesto, Cal.	832,103
127	Huntsville, Ala.	815,256
128	Boise City, Ida.	813,525
129	Ann Arbor, Mich.	809,447
130	Topeka, Kans.	803,712
131	Worcester, Mass.	798,604
132	Brownsville, Tex.	795,693
133	Stamford, Conn.	785,981
134	Springfield, Mass.	781,939
135	El Cajon, Cal.	777,128
136	Syracuse, N.Y.	775,996
137	Gainesville, Fla.	771,390
138	Lakeland, Fla.	769,276
139	San Angelo, Tex.	769,236
140	Monroeville, Pa.	764,790
141	Springfield, Ill.	763,748
142	1St. Cloud, Minn.	763,532
143	Hayward, Cal.	758,882
144	McAllen, Tex.	750,249
145	Midland, Tex.	744,825
146	Irving, Tex.	738,104
147	Pasadena, Tex.	734,799
148	Waco, Tex.	732,144
149	Santa Barbara, Cal.	731,170
150	Santa Rosa, Cal.	728,990
151	Flint, Mich.	727,697
152	Macon, Ga.	727,464
153	1Salem, Ore.	724,782
154	Billings, Mont.	718,971
155	Kansas City, Kans.	717,480
156	Newport Beach, Cal.	700,895
157	Davenport, Ia.	697,291
158	Dayton, Ohio	692,943
159	Independence, Mo.	682,066
160	Abilene, Tex.	674,629
161	Farmers Branch, Tex.	671,275
162	White Plains, N.Y.	670,656
163	Fremont, Cal.	666,011
164	San Mateo, Cal.	663,596
165	Bridgeport, Conn.	662,372
166	Eugene, Ore.	659,779
167	Downey, Cal.	658,031
168	Walnut Creek, Cal.	651,414
169	Columbia, S.C.	646,816
170	Durham, N.C.	642,168
171	South Bend, Ind.	642,067
172	Providence, R.I.	641,168
173	Newark, N.J.	641,092
174	Daytona Beach, Fla.	641,058
175	Greenville, S.C.	636,676
176	Bristol, Tenn.-Bristol, Va., Tenn.	635,673
177	Fullerton, Cal.	631,940
178	Conroe, Tex.	629,967
179	Palo Alto, Cal.	629,063
180	Fort Smith, Ark.	627,474
181	Thousand Oaks, Cal.	626,776
182	Tempe, Ariz.	622,482
183	Green Bay, Wisc.	620,269
184	Burbank, Cal.	617,363
185	Sioux Falls, S.D.	617,272
186	Fayetteville, N.C.	613,483
187	New Haven, Conn.	613,471
188	Woodbridge, N.J.	611,554
189	Wichita Falls, Tex.	609,040
190	Canton, Ohio	601,147
191	Spartanburg, S.C.	601,068
192	West Covina, Cal.	600,357
193	Terre Haute, Ind.	596,580
194	Oxnard, Cal.	594,320
195	Sarasota, Fla.	590,530
196	Mesquite, Tex.	588,010
197	Allentown, Pa.	587,767
198	San Buenaventura, Cal. Ventura, Cal.	586,106
199	Texarkana, Ark.-Texarkana, Tex., Ark.	582,220
200	1Texarkana, Tex.	582,220
201	Joliet, Ill.	581,662
202	Berkeley, Cal.	581,325
203	Decatur, Ill.	580,182
204	Boulder, Colo.	579,747
205	Escondido, Cal.	578,895
206	Hartford, Conn.	575,521
207	Asheville, N.C.	574,898
208	Aurora, Ill.	572,428
209	Jersey City, N.J.	571,275
210	Garland, Tex.	569,871
211	Salinas, Cal.	569,027
212	Nashua, N.H.	566,297
213	San Rafael, Cal.	564,976
214	Everett, Wash.	564,657
215	Parkersburg, W.Va.	563,814
216	Hicksville, N.Y.	561,535
217	Longview, Tex.	558,258
218	Manchester, N.H.	557,594
219	Fargo, N.D.	554,597
220	Missoula, Mont.	551,964
221	Hurst, Tex.	544,564
222	North Little Rock, Ark.	543,774
223	Grand Junction, Colo.	541,460
224	Pueblo, Colo.	540,954
225	Waterloo, Ia.	539,349
226	Kalamazoo, Mich.	538,830
227	Greenwich, Conn.	531,820
228	Owensboro, Ky.	530,561
229	Harlingen, Tex.	530,484
230	Charleston, S.C.	527,224
231	Yakima, Wash.	527,157
232	Muncie, Ind.	521,440
233	Brockton, Mass.	519,111
234	Rochester, Minn.	518,245
235	Framingham, Mass.	517,332
236	Whittier, Cal.	516,069
237	Visalia, Cal.	511,717
238	Norwalk, Conn.	506,873
239	Medford, Ore.	505,240
240	Waterbury, Conn.	504,357
241	Royal Oak, Mich.	503,038
242	Kenosha, Wisc.	501,128

243	Redding, Cal.	500,902
244	Casper, Wyo.	499,142
245	Richardson, Tex.	498,937
246	Dubuque, Ia.	496,554
247	Mentor, Ohio	496,457
248	Renton, Wash.	495,633
249	Hammond, Ind.	493,028
250	Victoria, Tex.	489,923
251	Enid, Okla.	489,849
252	Ogden, Utah	487,915
253	Naples, Fla.	487,157
254	Redwood City, Cal.	482,060
255	La Crosse, Wisc.	481,638
256	Ocala, Fla.	480,401
257	Richmond, Cal.	479,007
258	Beckley, W.Va.	476,189
259	Kingsport, Tenn.	475,637
260	Columbia, Mo.	473,152
261	Pomona, Cal.	471,855
262	Sioux City, Ia.	471,610
263	Albany, N.Y.	470,820
264	Scranton, Pa.	469,728
265	Baytown, Tex.	467,555
266	Fort Pierce, Fla.	465,817
267	Fort Collins, Colo.	465,511
268	Ontario, Cal.	465,005
269	Racine, Wisc.	460,718
270	Frederick, Md.	460,314
271	Youngstown, Ohio	457,153
272	Monroe, La.	456,181
273	Quincy, Mass.	455,199
274	Duluth, Minn.	454,708
275	Erie, Pa.	454,531
276	Jackson, Tenn.	452,039
277	Waukegan, Ill.	449,825
278	2Joplin, Mo.	447,969
279	Great Falls, Mont.	447,537
280	Tallahassee, Fla.	445,801
281	Johnson City, Tenn.	445,751
282	1Huntington, W.Va.	444,041
283	Atlantic City, N.J.	442,889
284	Gary, Ind.	442,647
285	Albany, Ga.	440,559
286	Cheyenne, Wyo.	440,345
287	Elgin, Ill.	437,160
288	New Rochelle, N.Y.	436,766
289	Gastonia, N.C.	434,349
290	Santa Maria, Cal.	432,006
291	Arcadia, Cal.	430,193
292	Midwest City, Okla.	428,103
293	Kokomo, Ind.	427,892
294	High Point, N.C.	425,501
295	Santa Fe, N.M.	424,712
296	Appleton, Wisc.	423,353
297	Alexandria, La.	423,298
298	Mansfield, Ohio	422,989
299	Savannah, Ga.	422,745
300	Rapid City, S.D.	422,012
301	Hilo, Hi.	421,701
302	Boca Raton, Fla.	419,840
303	Lowell, Mass.	418,034
304	Bloomington, Ill.	417,332
305	Santa Cruz, Cal.	417,026
306	Lafayette, Ind.	415,832
307	Wilmington, N.C.	415,783
308	Bartlesville, Okla.	412,085
309	Bowling Green, Ky.	411,212
310	Tuscaloosa, Ala.	408,754
311	Waltham, Mass.	406,456
312	Hempstead, N.Y.	404,632
313	Meridian, Miss.	404,410
314	Bangor, Me.	403,161
315	New Iberia, La.	403,093
316	Milford, Conn.	402,310
317	Palm Springs, Cal.	400,753
318	Belleville, Ill.	400,242
319	Slidell, La.	398,955
320	Moline, Ill.	398,653
321	Elkhart, Ind.	398,134
322	Lancaster, Pa.	395,215
323	~~Des Plaines, Ill.~~	395,012
324	Portsmouth, N.H.	392,273
325	Bellingham, Wash.	391,287
326	Pensacola, Fla.	390,820
327	Pocatello, Ida.	390,180
328	St. Joseph, Mo.	388,836
329	Norman, Okla.	387,689
330	Winter Haven, Fla.	387,396
331	Denton, Tex.	387,224
332	Anderson, S.C.	386,970
333	Portland, Me.	385,995
334	Vallejo, Cal.	385,635
335	Port Arthur, Tex.	385,472
336	Binghamton, N.Y.	384,429
337	Champaign, Ill.	384,343
338	Lawton, Okla.	383,894
339	Minot, N.D.	382,690
340	Pontiac, Mich.	381,712
341	Burlington, N.C.	381,316
342	Bloomington, Ind.	379,600
343	Idaho Falls, Ida.	378,147
344	Bismarck, N.D.	376,640
345	Danbury, Conn.	375,386
346	Kennewick, Wash.	375,409
347	Gulfport, Miss.	375,106
348	Elizabeth, N.J.	372,933
349	Mount Prospect, Ill.	372,606
350	Greenville, N.C.	371,497
351	Covina, Cal.	365,164
352	Gadsden, Ala.	364,921
353	Norwich, Conn.	364,786
354	Napa, Cal.	363,574
355	Lancaster, Cal.	362,564
356	Dothan, Ala.	359,075
357	Farmington, N.M.	355,503
358	Panama City, Fla.	354,343
359	Las Cruces, N.M.	353,122
360	Rocky Mount, N.C.	353,112
361	Hattiesburg, Miss.	352,936
362	Valdosta, Ga.	351,339
363	Galveston, Tex.	351,268
364	Augusta, Ga.	351,180
365	Hamilton, Ohio	350,889
366	Bremerton, Wash.	349,726
367	Simi Valley, Cal.	349,454
368	Oceanside, Cal.	348,737
369	Clifton, N.J.	348,103
370	Paducah, Ky.	346,912
371	Redondo Beach, Cal.	344,071
372	Florence, S.C.	341,262
373	Hagerstown, Md.	341,167
374	Woodbridge, Va.	340,588
375	Marietta, Ga.	340,570
376	Eau Claire, Wisc.	340,241
377	Greeley, Colo.	339,386
378	1Bethlehem, Pa.	337,518
379	Manchester, Conn.	334,770
380	Pawtucket, R.I.	334,257
381	Fayetteville, Ark.	333,279
382	Anderson, Ind.	332,708
383	Pine Bluff, Ark.	331,517
384	Janesville, Wisc.	330,608
385	Marshall, Tex.	330,585
386	Findlay, Ohio	330,531
387	Rock Hill, S.C.	330,526
388	Bradenton, Fla.	327,336
389	Greenville, Miss.	326,922
390	Twin Falls, Ida.	326,143
391	Clarksville, Tenn.	325,225
392	Elyria, Ohio	324,641
393	Myrtle Beach, S.C.	324,598
394	Gainesville, Ga.	323,691
395	Arlington Heights, Ill.	322,708
396	Council Bluffs, Ia.	322,217
397	Orange, Tex.	321,799
398	Oshkosh, Wisc.	321,406
399	Concord, N.H.	320,432
400	Gallup, N.M.	320,348
401	Peabody, Mass.	319,941
402	Cleveland, Tenn.	319,619
403	Richmond, Ind.	319,294
404	Mount Vernon, N.Y.	319,285
405	Medford, Mass.	319,124
406	Athens, Ga.	319,088
407	Utica, N.Y.	318,462
408	Roswell, N.M.	317,469
409	Hot Springs, Ark.	315,998
410	Annapolis, Md.	315,724
411	Olympia, Wash.	314,768
412	Dedham, Mass.	313,846
413	Provo, Utah	313,813
414	Fall River, Mass.	313,064
415	Grand Forks, N.D.	312,608
416	Warren, Pa.	312,305
417	Jefferson City, Mo.	311,793
418	Merced, Cal.	311,428
419	Sumter, S.C.	310,189
420	Biloxi, Miss.	308,845
421	Hackensack, N.J.	308,567
422	Houma, La.	308,564
423	Niles, Ohio	308,507
424	Vero Beach, Fla.	307,900
425	Anniston, Ala.	307,305
426	Jonesboro, Ark.	306,820
427	Vancouver, Wash.	306,384
428	Bend, Ore.	306,214
429	Iowa City, Ia.	306,153
430	Fairfield, Cal.	305,741
431	Big Spring, Tex.	305,490
432	Covington, Ky.	304,809
433	Altoona, Pa.	304,527
434	Lynn, Mass.	304,234
435	Salisbury, Md.	303,654
436	Ames, Ia.	303,119
437	Greensburg, Pa.	302,528
438	Chillicothe, Ohio	301,828
439	Auburn, Wash.	299,945
440	Grand Island, Neb.	299,890
441	Ashland, Ky.	299,696
442	Eureka, Cal.	298,900
443	Cape Girardeau, Mo.	298,856
444	Murfreesboro, Tenn.	298,690
445	Bryan, Tex.	298,573
446	Corona, Cal.	298,255
447	Chico, Cal.	297,348
448	Yuma, Ariz.	296,169
449	San Luis Obispo, Cal.	295,245
450	Rome, Ga.	292,010
451	Salina, Kans.	291,634
452	Hutchinson, Kans.	291,340
453	Tupelo, Miss.	290,974
454	Alton, Ill.	290,870
455	Frankfort, Ky.	290,193
456	Reading, Pa.	286,767
457	Traverse City, Mich.	286,730
458	Portsmouth, Ohio	286,395
459	Fairbanks, Ak.	285,517
460	Quincy, Ill.	285,286
461	Wheeling, W.Va.	283,557
462	Monterey, Cal.	282,341
463	Midland, Mich.	281,933
464	New Bedford, Mass.	280,748
465	Vineland, N.J.	280,201
466	La Habra, Cal.	280,148
467	Killeen, Tex.	280,131
468	Salisbury, N.C.	279,965
469	Longview, Wash.	279,333
470	Morristown, N.J.	278,987
471	Nampa, Ida.	278,461
472	Sheboygan, Wisc.	278,253
473	Marion, Ind.	278,033
474	Wilmington, Del.	276,555
475	Parsippany, N.J.	275,831
476	Columbus, Ind.	275,727
477	Flagstaff, Ariz.	275,107
478	Wilson, N.C.	274,807
479	Brea, Cal.	274,640
480	Sherman, Tex.	273,877
481	Florence, Ala.	273,683
482	Pittsfield, Mass.	273,545
483	Dalton, Ga.	273,308
484	Helena, Mont.	272,968
485	Rome, N.Y.	272,434
486	Indio, Cal.	272,402
487	Middletown, Ohio	272,012
488	St. Augustine, Fla.	271,974
489	Michigan City, Ind.	269,921
490	Danville, Ill.	269,345
491	Duncan, Okla.	267,974
492	Dover, Del.	267,770
493	Stevens Point, Wisc.	267,677
494	Warren, Ohio	267,607
495	Waukesha, Wisc.	266,871
496	Cedar Falls, Ia.	266,741
497	Temple, Tex.	266,619
498	Hanover, Pa.	266,563
499	Stuart, Fla.	266,015
500	Upland, Cal.	262,444
501	Alameda, Cal.	261,994
502	Mishawaka, Ind.	261,598
503	Jackson, Mich.	261,030
504	Saginaw, Mich.	260,958
505	Rosenberg, Tex.	260,858
506	Enfield, Conn.	259,983
507	Garden City, N.Y.	259,918
508	Sequin, Tex.	258,891
509	Lawrence, Mass.	258,713
510	Shawnee, Okla.	258,609
511	Uniontown, Pa.	258,462
512	Haverhill, Mass.	258,425
513	Lawrence, Kans.	258,331
514	Washington, Pa.	258,244
515	Newark, Del.	258,072
516	Clinton, Ia.	257,913
517	Lufkin, Tex.	257,575
518	Carbondale, Ill.	256,386
519	Plano, Tex.	255,839
520	York, Pa.	255,589
521	Poughkeepsie, N.Y.	255,530
522	Vicksburg, Miss.	255,476
523	Bozeman, Mont.	255,257
524	Niagara Falls, N.Y.	255,179
525	Sanford, Fla.	254,715
526	Hickory, N.C.	254,175
527	Carson City, Nev.	251,703
528	Goldsboro, N.C.	251,672
529	Albany, Ore.	249,452
530	Chambersburg, Pa.	249,439
531	Fort Dodge, Ia.	248,843
532	Jersey Shore, Pa.	248,233
533	Battle Creek, Mich.	248,040
534	Muskogee, Okla.	248,037
535	Henderson, Ky.	247,902
536	Corvallis, Ore.	247,795
537	Springfield, Ohio	247,110
538	Lorain, Ohio	244,670
539	Rock Springs, Wyo.	244,188
540	Longmont, Colo.	243,986
541	Lancaster, Ohio	243,647
542	Schenectady, N.Y.	243,506
543	Alvin, Tex.	243,111
544	Newark, Ohio	242,949
545	Galesburg, Ill.	242,876
546	Burlington, Vt.	242,829
547	Wausau, Wisc.	242,801
548	Jamestown, N.Y.	241,454
549	Laurel, Miss.	241,287
550	Huntington Park, Cal.	241,107
551	Redlands, Cal.	240,598
552	Decatur, Ala.	240,475
553	Fairmont, W.Va.	240,316
554	Lodi, Cal.	240,288
555	Paterson, N.J.	240,229
556	Zanesville, Ohio	239,951
557	Antioch, Cal.	239,260
558	Port Huron, Mich.	237,581
559	Cullman, Ala.	237,313
560	Mount Vernon, Ill.	236,892
561	Hammond, La.	236,798
562	Kingston, N.Y.	236,126
563	Harrisburg, Pa.	235,658
564	Russellville, Ark.	234,861
565	Holland, Mich.	234,568
566	Coeur d'Alene, Ida.	234,099
567	Kankakee, Ill.	233,937
568	Muskegon, Mich.	233,895
569	Kent, Wash.	233,756
570	Leesburg, Fla.	232,770
571	Middletown, N.J.	232,552
572	Grand Prairie, Tex.	232,184
573	Fitchburg, Mass.	232,086
574	Morristown, Tenn.	232,037
575	Augusta, Me.	230,994
576	Warner Robins, Ga.	230,903
577	Plattsburgh, N.Y.	230,681
578	Mason City, Ia.	230,642
579	Hanford, Cal.	230,568
580	Pekin, Ill.	230,512
581	Roseburg, Ore.	230,511
582	Grants Pass, Ore.	230,428
583	Hobbs, N.M.	230,307
584	Ardmore, Okla.	230,013
585	Alice, Tex.	229,566
586	Yuba City, Cal.	229,384
587	Lewiston, Ida.	226,035
588	Olathe, Kans.	225,951
589	Roseville, Cal.	225,814
590	Aberdeen, Wash.	225,565
591	Bristol, Conn.	225,160
592	Elk Grove Village, Ill.	224,864
593	McKinney, Tex.	224,415
594	South Lake Tahoe, Cal.	224,326
595	Victorville, Cal.	223,571
596	Great Bend, Kans.	222,961
597	Brunswick, Ga.	222,208
598	Lewiston, Me.	222,119
599	Fort Walton Beach, Fla.	221,900
600	Bay City, Mich.	221,804
601	Cookeville, Tenn.	221,119
602	Lima, Ohio	221,064
603	Watertown, N.Y.	221,038
604	Meriden, Conn.	220,912
605	Steubenville, Ohio	220,013
606	Orangeburg, S.C.	218,922
607	Chapel Hill, N.C.	218,610
608	Klamath Falls, Ore.	218,576
609	Morgantown, W.Va.	218,483
610	Mankato, Minn.	218,424
611	Wilkes-Barre, Pa.	218,413
612	Edmond, Okla.	218,304
613	Newburgh, N.Y.	218,185
614	Griffin, Ga.	217,913
615	South Gate, Cal.	217,475
616	Woburn, Mass.	216,582
617	Williamsport, Pa.	216,527
618	Columbus, Miss.	215,844
619	Fond du Lac, Wisc.	215,265
620	Beverly, Mass.	213,920
621	New Britain, Conn.	213,862
622	El Centro, Cal.	213,426
623	Livermore, Cal.	213,412
624	El Dorado, Ark.	213,331
625	Prescott, Ariz.	212,916
626	Thibodaux, La.	212,787
627	Pleasanton, Cal.	211,481
628	Natchez, Miss.	211,381
629	Oregon City, Ore.	211,100
630	Kearney, Neb.	210,685

TOTAL RETAIL SALES

631	Beloit, Wisc.	210,299
632	Butte, Mont.	210,226
633	Mount Kisco, N.Y.	209,493
634	Norfolk, Neb.	208,870
635	Logan, Utah	208,559
636	Wooster, Ohio	208,279
637	Jasper, Ala.	208,162
638	Johnstown, Pa.	207,109
639	Hemet, Cal.	206,762
640	Ottawa, Ill.	205,205
641	Manitowoc, Wisc.	204,973
642	Crystal Lake, Ill.	204,898
643	Statesville, N.C.	204,213
644	Ottumwa, Ia.	203,719
645	Sandusky, Ohio	203,594
646	Porterville, Cal.	203,445
647	Somerset, Ky.	203,064
648	Auburn, N.Y.	202,996
649	Westfield, Mass.	202,315
650	Oak Ridge, Tenn.	202,149
651	Burlington, Ia.	201,635
652	Ithaca, N.Y.	200,780
653	Pasco, Wash.	200,617
654	Massillon, Ohio	200,550
655	Haltom City, Tex.	200,300

TOTAL FOOD SALES

Standard metropolitan statistical areas (thousands)

1	Los Angeles-Long Beach, Cal.	8,900,320
2	New York, N.Y.-N.J.	8,665,852
3	Chicago, Ill.	6,838,340
4	Philadelphia, Pa.-N.J.	4,976,721
5	Detroit, Mich.	4,726,430
6	San Francisco-Oakland, Cal.	4,319,585
7	Houston, Tex.	4,271,018
8	Dallas-Fort Worth, Tex.	3,866,554
9	Nassau-Suffolk, N.Y.	3,763,013
10	Washington, D.C.-Md.-Va.	3,740,139
11	Boston, Mass.	3,367,169
12	St. Louis, Mo.-Ill.	2,550,372
13	Baltimore, Md.	2,522,979
14	Pittsburgh, Pa.	2,491,073
15	Anaheim-Santa Ana-Garden Grove, Cal.	2,453,063
16	Tampa-St. Petersburg, Fla.	2,366,082
17	Newark, N.J.	2,325,937
18	Cleveland, O.	2,300,459
19	Atlanta, Ga.	2,290,675
20	Seattle-Everett, Wash.	2,275,772
21	Minneapolis-St. Paul, Minn.-Wis.	2,177,184
22	Miami, Fla.	2,174,042
23	Denver-Boulder, Colo.	2,113,021
24	Phoenix, Ariz.	2,022,977
25	San Diego, Cal.	1,879,786
26	Riverside-San Bernardino-Ontario, Cal.	1,825,492
27	Cincinnati, O.-Ky.-Ind.	1,721,848
28	New Orleans, La.	1,694,107
29	San Jose, Cal.	1,686,276
30	Fort Lauderdale-Hollywood, Fla.	1,595,421
31	Portland, Ore.-Wash.	1,496,342
32	Milwaukee, Wis.	1,481,048
33	Kansas City, Mo.-Kans.	1,402,300
34	Indianapolis, Ind.	1,383,923
35	Buffalo, N.Y.	1,374,846
36	San Antonio, Tex.	1,368,281
37	Sacramento, Cal.	1,284,762
38	Rochester, N.Y.	1,222,273
39	Columbus, O.	1,144,330
40	Oklahoma City, Okla.	1,136,828
41	Memphis, Tenn.-Ark.-Miss.	1,104,491
42	Orlando, Fla.	1,002,245
43	Birmingham, Ala.	994,052
44	Salt Lake City-Ogden, Utah	942,427
45	Nashville-Davidson, Tenn.	937,893
46	Louisville, Ky.-Ind.	937,820
47	Hartford, Conn.	917,474
48	Providence-Warwick-Pawtucket, R.I.-Mass.	904,100
49	Toledo, O.-Mich.	895,07[illegible]
50	West Palm Beach-Boca Raton, Fla.	[illegible]
51	Tulsa, Okla.	878,284
52	Greensboro-Winston-Salem-High Point, N.C.	875,476
53	Charlotte-Gastonia, N.C.	866,059
54	Syracuse, N.Y.	856,388
55	Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	841,096
56	Albany-Schenectady-Troy, N.Y.	821,293
57	Tucson, Ariz.	808,640
58	Dayton, O.	808,366
59	Richmond, Va.	806,219
60	Jacksonville, Fla.	791,017
61	Honolulu, Hawaii	749,199
62	New Brunswick-Perth Amboy-Sayreville, N.J.	747,003
63	Allentown-Bethlehem-Easton, Pa.-N.J.	742,507
64	Akron, O.	727,210
65	Long Branch-Asbury Park, N.J.	713,280
66	Gary-Hammond-East Chicago, Ind.	708,636
67	Greenville-Spartanburg, S.C.	683,250
68	Las Vegas, Nev.	674,037
69	Oxnard-Simi Valley-Ventura, Cal.	665,983
70	Grand Rapids, Mich.	650,674
71	Fresno, Cal.	644,819
72	Northeast Pennsylvania, Pa.	640,356
73	Raleigh-Durham, N.C.	628,984
74	Youngstown-Warren, O.	617,841
75	Bridgeport, Conn.	604,602
76	Wilmington, Del.-N.J.-Md.	601,879
77	Omaha, Neb.-Iowa	585,264
78	Austin, Tex.	582,836
79	Beaumont-Port Arthur-Orange, Tex.	579,189
80	Springfield-Chicopee-Holyoke, Mass-Conn.	576,672
81	Corpus Christi, Tex.	550,439
82	Baton Rouge, La.	545,244
83	Bakersfield, Cal.	534,484
84	Mobile, Ala.	510,346
85	Knoxville, Tenn.	508,806
86	New Haven-West Haven, Conn.	506,621
87	Columbia, S.C.	506,498
88	Wichita, Kans.	500,446
89	Albuquerque, N.M.	490,028
90	Harrisburg, Pa.	476,422
91	Lansing-East Lansing, Mich.	468,493
92	Johnson City-Kingsport-Bristol, Tenn.-Va.	464,488
93	Canton, O.	461,030
94	Lakeland-Winter Haven, Fla.	456,632
95	Little Rock-North Little Rock, Ark.	456,568
96	Flint, Mich.	454,610
97	Jersey City, N.J.	446,710
98	York, Pa.	440,451
99	Chattanooga, Tenn.-Ga.	439,451
100	Des Moines, Iowa	435,989
101	Paterson-Clifton-Passaic, N.J.	433,454
102	Tacoma, Wash.	432,672
103	Newburgh-Middletown, N.Y.	424,220
104	Santa Rosa, Cal.	414,442
105	Newport News-Hampton, Va.	411,897
106	Brownsville-Harlingen-San Benito, Tex.	410,344
107	Charleston, W.Va.	409,618
108	Worcester, Mass.	407,291
109	Poughkeepsie, N.Y.	404,655
110	Atlantic City, N.J.	399,081
111	Davenport-Rock Island-Moline, Iowa-Ill.	393,255
112	Fort Wayne, Ind.	390,403
113	Stockton, Cal.	389,839
114	El Paso, Tex.	385,082
115	Lancaster, Pa.	384,688
116	Charleston-North Charleston, S.C.	374,147
117	Santa Barbara-Santa Maria-Lompoc, Cal.	368,773
118	Shreveport, La.	366,930
119	Trenton, N.J.	366,655
120	Fort Myers-Cape Coral, Fla.	366,594
121	Peoria, Ill.	363,189
122	Spokane, Wash.	355,667
123	Jackson, Miss.	353,574
124	Lawrence-Haverhill, Mass.-N.H.	350,402
125	Vallejo-Fairfield-Napa, Cal.	346,137
126	Daytona Beach, Fla.	341,816
127	Huntington-Ashland, W.Va.-Ky.-O.	338,581
128	Utica-Rome, N.Y.	334,434
129	Binghamton, N.Y.-Pa.	331,742
130	Lexington-Fayette, Ky.	328,080
131	New London-Norwich, Conn-R.I.	326,079
132	Kalamazoo-Portage, Mich.	322,939
133	McAllen-Pharr-Edinburg, Tex.	317,579
134	Evansville, Ind.-Ky.	315,464
135	Melbourne-Titusville-Cocoa, Fla.	314,457
136	Augusta, Ga.-S.C.	310,009
137	Salinas-Seaside-Monterey, Cal.	309,036
138	Sarasota, Fla.	308,440
139	Appleton-Oshkosh, Wis.	308,149
140	Modesto, Cal.	305,755
141	Ann Arbor, Mich.	305,022
142	Colorado Springs, Colo.	303,636
143	Reno, Nev.	303,494
144	Roanoke, Va.	303,346
145	Madison, Wis.	297,193
146	Pensacola, Fla.	295,225
147	Reading, Pa.	290,199
148	Lake Charles, La.	288,420
149	Eugene-Springfield, Ore.	287,782
150	Visalia-Tulare-Porterville, Cal.	286,888
151	Rockford, Ill.	286,825
152	Huntsville, Ala.	280,713
153	Portland, Me.	279,714
154	Lubbock, Tex.	276,895
155	Portsmouth-Dover-Rochester, N.H.-Me.	276,572
156	Hamilton-Middletown, O.	274,282
157	Lorain-Elyria, O.	268,041
158	Longview-Marshall, Tex.	264,483
159	Amarillo, Tex.	262,785
160	Lowell, Mass.-N.H.	261,880
161	Saginaw, Mich.	259,864
162	South Bend-Mishawaka, Ind.	257,398
163	Lafayette, La.	256,334
164	Parkersburg-Marietta, W.Va.-O.	247,759
165	Wheeling, W.Va.-O.	247,541
166	Tyler, Tex.	245,986
167	Macon, Ga.	245,028
168	Johnstown, Pa.	243,083
169	Erie, Pa.	242,822
170	Anchorage, Alaska	238,871
171	Duluth-Superior, Minn.-Wis.	237,015
172	Salem, Ore.	236,477
173	Waterbury, Conn.	235,245
174	Galveston-Texas City, Tex.	234,608
175	Boise City, Ida.	233,989
176	Santa Cruz, Cal.	233,254
177	Fort Smith, Ark.-Okla.	231,176
178	Bradenton, Fla.	231,028
179	Stamford, Conn.	229,732
180	Savannah, Ga.	228,798
181	Montgomery, Ala.	225,145
182	Lima, O.	222,013
183	Norwalk, Conn.	221,075
184	Laredo, Tex.	220,923
185	Springfield, Mo.	217,946
186	Cedar Rapids, Iowa	209,463
187	Odessa, Tex.	208,989
188	Waco, Tex.	205,766
189	Biloxi-Gulfport, Miss.	204,123
190	Wilmington, N.C.	203,877
191	Asheville, N.C.	200,675
192	Gainesville, Fla.	200,068
193	Manchester, N.H.	199,006
194	Fayetteville-Springdale, Ark.	194,835
195	Nashua, N.H.	193,896
196	Racine, Wis.	193,278
197	Provo-Orem, Utah	192,042
198	Danbury, Conn.	190,951
199	Columbus, Ga.-Ala.	190,829
200	Springfield, Ill.	190,782
201	Benton Harbor, Mich.	189,730
202	Lynchburg, Va.	189,523
203	Fayetteville, N.C.	188,801
204	Muskegon-Norton Shores-Muskegon Heights, Mich.	186,838
205	Steubenville-Weirton, O.-W.Va.	186,740
206	Topeka, Kans.	185,489
207	Salisbury-Concord, N.C.	183,970
208	Green Bay, Wis.	183,489
209	Chico, Cal.	179,703
210	Yakima, Wash.	179,624
211	Texarkana, Tex.-Ark.	178,350
212	Tallahassee, Fla.	178,011
213	Olympia, Wash.	174,869
214	Richland-Kennewick-Pasco, Wash.	172,957
215	Abilene, Tex.	172,382
216	San Angelo, Tex.	170,546
217	Springfield, O.	166,666
218	Brockton, Mass.	166,537
219	Lincoln, Neb.	166,262
220	Terre Haute, Ind.	164,559
221	Redding, Cal.	163,699
222	Mansfield, O.	163,166
223	New Britain, Conn.	162,812
224	Billings, Mont.	159,152
225	Kenosha, Wis.	158,508
226	Bremerton, Wash.	158,036
227	Midland, Tex.	157,955
228	Battle Creek, Mich.	156,751
229	Medford, Ore.	154,183
230	Ocala, Fla.	153,593
231	Fort Collins, Colo.	152,991
232	Waterloo-Cedar Falls, Iowa	152,844
233	Vineland-Millville-Bridgeton, N.J.	152,513
234	Altoona, Pa.	151,795
235	Hickory, N.C.	151,329
236	Killeen-Temple, Tex.	149,777
237	Sharon, Pa.	149,729
238	Florence, Ala.	149,577
239	Anderson, S.C.	148,762
240	Petersburg-Colonial Heights-Hopewell, Va.	147,378
241	Fall River, Mass.-R.I.	144,859
242	Charlottesville, Va.	144,045
243	Jackson, Mich.	143,762
244	Wichita Falls, Tex.	141,889
245	Pueblo, Colo.	140,984
246	Monroe, La.	139,410
247	New Bedford, Mass.	138,948
248	Williamsport, Pa.	137,126
249	Bangor, Me.	136,987
250	Champaign-Urbana-Rantoul, Ill.	136,700
251	Sioux City, Iowa-Neb.	136,427
252	Janesville-Beloit, Wis.	134,433
253	Muncie, Ind.	133,515
254	Glens Falls, N.Y.	132,192
255	Decatur, Ill.	131,812
256	Alexandria, La.	131,308
257	Fargo-Moorhead, N.D.-Minn.	131,234
258	Joplin, Mo.	129,872
259	State College, Pa.	129,540
260	Danville, Va.	128,942
261	Tuscaloosa, Ala.	126,569
262	Elkhart, Ind.	126,014
263	Yuba City, Cal.	123,185

264	Anderson, Ind.	122,112
265	Owensboro, Ky.	121,819
266	Rock Hill, S.C.	119,993
267	Hagerstown, Md.	117,780
268	Florence, S.C.	117,083
269	⊛St. Cloud, Minn.	116,954
270	Fitchburg-Leominster, Mass.	116,770
271	Burlington, N.C.	116,061
272	Sherman-Denison, Tex.	115,771
273	Athens, Ga.	114,991
274	Bay City, Mich.	113,135
275	Anniston, Ala.	111,745
276	Bloomington-Normal, Ill.	109,852
277	Sioux Falls, S.D.	109,816
278	Cumberland, Md.-W.Va.	109,729
279	Lafayette-West Lafayette, Ind.	109,723
280	Dubuque, Iowa	106,246
281	Elmira, N.Y.	106,010
282	Gadsden, Ala.	105,666
283	Bellingham, Wash.	105,570
284	Victoria, Tex.	105,397
285	Eau Claire, Wis.	105,147
286	Greeley, Colo.	104,303
287	Newark, O.	102,888
288	Enid, Okla.	102,228
289	Casper, Wyo.	101,149
290	Pittsfield, Mass.	99,911
291	La Crosse, Wis.	99,843
292	Clarksville-Hopkinsville, Tenn.-Ky.	99,640
293	Kokomo, Ind.	99,469
294	Columbia, Mo.	97,247
295	Sheboygan, Wis.	96,538
296	Albany, Ga.	95,862
297	Wausau, Wis.	94,572
298	Rapid City, S.D.	93,472
299	Great Falls, Mont.	92,580
300	Rochester, Minn.	91,557
301	Burlington, Vt.	91,319
302	Fort Walton Beach, Fla.	90,891
303	Lewiston-Auburn, Me.	90,497
304	Bismarck, N.D.	89,574
305	St. Joseph, Mo.	89,276
306	Panama City, Fla.	89,266
307	Bloomington, Ind.	88,256
308	Kankakee, Ill.	87,569
309	Bryan-College Station, Tex.	86,005
310	Lawton, Okla.	85,968
311	Las Cruces, N.M.	84,055
312	Grand Forks, Minn.-N.D.	83,149
313	Pine Bluff, Ark.	78,580
314	Pascagoula-Moss Point, Miss.	78,249
315	Iowa City, Iowa	78,240
316	Bristol, Conn.	67,370
317	Lawrence, Kans.	60,439
318	Jacksonville, N.C.	57,888
319	Meriden, Conn.	44,069

Leading counties (thousands)

1	Los Angeles, Cal.	8,900,320
2	Cook, Ill.	5,116,732
3	Harris, Tex.	3,452,129
4	Orange, Cal.	2,453,063
5	Dade, Fla.	2,174,042
6	Wayne, Mich.	2,152,241
7	Maricopa, Ariz.	2,022,977
8	Nassau, N.Y.	2,019,312
9	Dallas, Tex.	1,916,302
10	San Diego, Cal.	1,879,786
11	King, Wash.	1,848,999
12	Cuyahoga, Ohio	1,798,871
13	Middlesex, Mass.	1,765,281
14	Suffolk, N.Y.	1,743,701
15	New York, N.Y.	1,709,430
16	Santa Clara, Cal.	1,686,276
17	Allegheny, Pa.	1,631,496
18	Broward, Fla.	1,595,421
19	Queens, N.Y.	1,458,927
20	Oakland, Mich.	1,420,453
21	Kings, N.Y.	1,412,512
22	Westchester, N.Y.	1,358,352
23	Alameda, Cal.	1,345,030
24	Philadelphia, Pa.	1,324,165
25	Tarrant, Tex.	1,295,500
26	Bexar, Tex.	1,234,536
27	St. Louis, Mo.	1,156,603
28	Bergen, N.J.	1,153,216
29	Erie, N.Y.	1,147,530
30	Pinellas, Fla.	1,105,302
31	Fairfield, Conn.	1,103,172
32	Baltimore, Md.	1,066,426
33	Hamilton, Ohio	1,061,720
34	Marion, Ind.	1,048,919
35	Hillsborough, Fla.	1,029,461
36	San Bernardino, Cal.	1,016,088
37	Hennepin, Minn.	1,006,708
38	Hartford, Conn.	978,876
39	Shelby, Tenn.	971,733
40	Sacramento, Cal.	959,940
41	Franklin, Ohio	955,261
42	Milwaukee, Wisc.	942,603
43	Monroe, N.Y.	926,413
44	Jefferson, La.	924,215
45	San Francisco, Cal.	916,149
46	New Haven, Conn.	906,086
47	Palm Beach, Fla.	889,383
48	Oklahoma, Okla.	885,083
49	Prince Georges, Md.	883,065
50	Macomb, Mich.	882,916
51	San Mateo, Cal.	849,473
52	Bronx, N.Y.	845,481
53	Contra Costa, Cal.	845,034
54	Jefferson, Ala.	830,594
55	Norfolk, Mass.	827,461
56	Montgomery, Pa.	819,132
57	Montgomery, Md.	816,206
58	Riverside, Cal.	809,404
59	Pima, Ariz.	808,640
60	Orange, Fla.	783,576
61	Morris, N.J.	769,713
62	Jefferson, Ky.	768,427
63	Honolulu, Hi.	749,199
64	Middlesex, N.J.	747,003
65	Essex, N.J.	736,400
66	Monmouth, N.J.	713,280
67	Worcester, Mass.	698,994
68	Jackson, Mo.	689,724
69	Du Page, Ill.	683,870
70	Salt Lake, Utah	681,899
71	Fairfax, Va.	677,080
72	Clark, Nev.	674,037
73	Essex, Mass.	671,803
74	Ventura, Cal.	665,983
75	Delaware, Pa.	662,624
76	Tulsa, Okla.	659,941
77	Onondaga, N.Y.	652,674
78	Fresno, Cal.	644,819
79	Fulton, Ga.	638,839
80	Lake, Ind.	619,882
81	Baltimore City, Md.	618,646
82	Summit, Ohio	618,202
83	Bucks, Pa.	618,008
84	Mecklenburg, N.C.	616,993
85	Lucas, Ohio	613,587
86	Denver, Colo.	611,202
87	Suffolk, Mass.	586,819
88	De Kalb, Ga.	586,212
89	Duval, Fla.	586,097
90	Davidson, Tenn.	581,057
91	Montgomery, Ohio	567,953
92	Camden, N.J.	559,885
93	Union, N.J.	551,717
94	Kern, Cal.	534,484
95	Multnomah, Ore.	523,229
96	Providence, R.I.	518,746
97	Kent, Mich.	516,102
98	New Castle, Del.	512,198
99	Ramsey, Minn.	505,115
100	Hampden, Mass.	490,858
101	Anne Arundel, Md.	490,430
102	Orleans, La.	488,112
103	Bernalillo, N.M.	482,485
104	Nueces, Tex.	477,612
105	District of Columbia, D.C.	475,565
106	Travis, Tex.	471,690
107	Jefferson, Colo.	464,763
108	Rockingham, N.H.	463,323
109	Polk, Fla.	456,632
110	Douglas, Neb.	451,011
111	Hudson, N.J.	446,710
112	Sedgewick, Kans.	446,004
113	Plymouth, Mass.	441,303
114	Bristol, Mass.	440,862
115	Stark, Ohio	438,968
116	Westmoreland, Pa.	437,919
117	Lake, Ill.	434,764
118	Washington, Ore.	434,687
119	Passaic, N.J.	433,454
120	Pierce, Wash.	432,672
121	Snohomish, Wash.	426,773
122	Orange, N.Y.	424,220
123	Pulaski, Ark.	420,702
124	Sonoma, Cal.	414,442
125	Cameron, Tex.	410,344
126	Mobile, Ala.	409,939
127	Polk, Ia.	407,256
128	Chester, Pa.	405,270
129	Dutchess, N.Y.	404,655
130	Jefferson, Tex.	403,733
131	Arapahoe, Colo.	401,994
132	Atlantic, N.J.	399,081
133	East Baton Rouge, La.	394,682
134	Burlington, N.J.	392,993
135	San Joaquin, Cal.	389,839
136	Waukesha, Wisc.	389,703
137	Guilford, N.C.	388,212
138	El Paso, Tex.	385,082
139	Kanawha, W.Va.	384,887
140	Lancaster, Pa.	384,688
141	Greenville, S.C.	384,477
142	York, Pa.	384,392
143	Hillsborough, N.H.	380,251
144	Adams, Colo.	380,175
145	Wake, N.C.	379,361
146	St. Louis City, Mo.	373,827
147	Cobb, Ga.	370,738
148	Lehigh, Pa.	369,836
149	Genesee, Mich.	368,797
150	Santa Barbara, Cal.	368,773
151	Mercer, N.J.	366,655
152	Lee, Fla.	366,594
153	Marin, Cal.	363,899
154	Clackamas, Ore.	362,003
155	Spokane, Wash.	355,667
156	Brazoria, Tex.	346,867
157	Knox, Tenn.	343,756
158	Madison, Ill.	342,765
159	Volusia, Fla.	341,816
160	Richmond, N.Y.	339,190
161	Albany, N.Y.	337,301
162	Luzerne, Pa.	327,151
163	Mahoning, Ohio	326,161
164	Rockland, N.Y.	321,203
165	Hidalgo, Tex.	317,579
166	Cumberland, Me.	315,975
167	Richland, S.C.	314,695
168	Brevard, Fla.	314,457
169	Monterey, Cal.	309,056
170	Sarasota, Fla.	308,440
171	Hamilton, Tenn.	307,958
172	Lake, Ohio	307,730
173	Stanislaus, Cal.	305,755
174	Allen, Ind.	305,638
175	Washtenaw, Mich.	305,022
176	Washoe, Nev.	303,494
177	Dane, Wisc.	297,193
178	El Paso, Colo.	296,343
179	Hinds, Miss.	293,548
180	Forsyth, N.C.	291,774
181	Trumbull, Ohio	291,680
182	Berks, Pa.	290,199
183	Calcasieu, La.	288,420
184	Lane, Ore.	287,782
185	Tulare, Cal.	286,888
186	Henrico, Va.	286,843
187	Dauphin, Pa.	282,601
188	Oneida, N.Y.	281,590
189	Johnson, Kans.	279,951
190	Lubbock, Tex.	276,895
191	New London, Conn.	275,660
192	Butler, Ohio	274,282
193	Barnstable, Mass.	269,952
194	Norfolk, Va.	268,151
195	Somerset, N.J.	268,107
196	Lorain, Ohio	268,041
197	Ingham, Mich.	265,625
198	Virginia Beach, Va.	261,866
199	Winnebago, Ill.	260,026
200	Kane, Ill.	260,008
201	Saginaw, Mich.	259,864
202	Broome, N.Y.	259,524
203	Caddo, La.	257,647
204	Ocean, N.J.	257,424
205	Lafayette, La.	256,334
206	Smith, Tex.	245,986
207	St. Clair, Ill.	243,818
208	Erie, Pa.	242,822
209	Richmond, Va.	240,236
210	Anchorage, Ak.	238,871
211	Kalamazoo, Mich.	237,946
212	Boulder, Colo.	236,001
213	Lackawanna, Pa.	235,745
214	Galveston, Tex.	234,608
215	Ada, Ida.	233,989
216	Charleston, S.C.	233,368
217	Santa Cruz, Cal.	233,254
218	Pasco, Fla.	231,319
219	Manatee, Fla.	231,028
220	Spartanburg, S.C.	230,355
221	Niagara, N.Y.	227,316
222	Solano, Cal.	225,526
223	Ulster, N.Y.	224,942
224	Anoka, Minn.	222,683
225	St. Joseph, Ind.	221,507
226	Montgomery, Tex.	221,260
227	Gwinnett, Ga.	221,205
228	Webb, Tex.	220,923
229	Northampton, Pa.	220,922
230	Washington, Pa.	215,681
231	Escambia, Fla.	215,163
232	Chatham, Ga.	211,513
233	Linn, Ia.	209,463
234	Ector, Tex.	208,989
235	Beaver, Pa.	205,977
236	McLennan, Tex.	205,766
237	Fayette, Ky.	203,072
238	Greene, Mo.	202,436
239	Will, Ill.	201,757
240	Arlington, Va.	201,707
241	Alachua, Fla.	200,068
242	Marion, Ore.	198,420
243	Peoria, Ill.	198,312
244	Alexandria, Va.	195,092
245	Chesterfield, Va.	194,651
246	Gloucester, N.J.	194,644
247	Racine, Wisc.	193,278
248	St. Louis, Minn.	192,936
249	Utah, Utah	192,042
250	Buncombe, N.C.	192,005
251	Lexington, S.C.	191,803
252	St. Tammany, La.	191,652
253	Berrien, Mich.	189,730
254	Cumberland, N.C.	188,801
255	Dakota, Minn.	188,728
256	Vanderburgh, Ind.	187,980
257	Sangamon, Ill.	183,870
258	Brown, Wisc.	183,489
259	Wyandotte, Kans.	182,874
260	Penobscot, Me.	182,846
261	Gaston, N.C.	180,823
262	Fayette, Pa.	180,048
263	Butte, Cal.	179,703
264	Yakima, Wash.	179,624
265	Clayton, Ga.	179,299
266	Scott, Ia.	178,649
267	Sullivan, Tenn.	178,481
268	Collin, Tex.	178,083
269	Kenton, Ky.	178,005
270	Cambria, Pa.	177,426
271	St. Charles, Mo.	177,226
272	Schenectady, N.Y.	176,703
273	San Luis Obispo, Cal.	176,490
274	Clark, Wash.	176,423
275	Placer, Cal.	175,908
276	Thurston, Wash.	174,869
277	Cumberland, Pa.	173,363
278	Wood, W.Va.	172,756
279	Clermont, Ohio	172,148
280	Sussex, Del.	171,643
281	Chautauqua, N.Y.	171,142
282	Durham, N.C.	170,564
283	Tom Green, Tex.	170,546
284	Outagamie, Wisc.	170,237
285	Leon, Fla.	170,122
286	Prince William, Va.	169,784
287	Hawaii, Hi.	169,429
288	Kent, R.I.	169,337
289	Denton, Tex.	168,795
290	Gregg, Tex.	168,454
291	Richmond, Ga.	168,169
292	Harrison, Miss.	166,916
293	Montgomery, Ala.	166,895
294	Lancaster, Neb.	166,262
295	Rock Island, Ill.	165,525
296	Shawnee, Kans.	165,407
297	Madison, Ala.	164,931
298	Belmont, Ohio	164,270
299	Shasta, Cal.	163,699
300	Richland, Ohio	163,166
301	Butler, Pa.	163,024
302	Bibb, Ga.	161,124
303	Imperial, Cal.	160,738
304	Clay, Mo.	159,783
305	Yellowstone, Mont.	159,152
306	Litchfield, Conn.	158,700
307	Kenosha, Wisc.	158,508
308	New Hanover, N.C.	158,303
309	Kitsap, Wash.	158,036
310	Midland, Tex.	157,955
311	Terrebonne, La.	157,518
312	Berkshire, Mass.	155,080
313	Jackson, Ore.	154,183
314	Fort Bend, Tex.	154,170
315	Muscogee, Ga.	154,070
316	Marion, Fla.	153,593
317	Muskegon, Mich.	153,259
318	Larimer, Colo.	152,991
319	Black Hawk, Ia.	152,844
320	Cumberland, N.J.	152,513
321	Blair, Pa.	151,795
322	Weber, Utah	150,832
323	Potter, Tex.	150,255
324	Mercer, Pa.	149,729
325	Yolo, Cal.	148,914
326	Anderson, S.C.	148,762
327	Humboldt, Cal.	148,486
328	Newport News, Va.	148,218
329	Sussex, N.J.	147,611
330	Hampton, Va.	147,273
331	Jefferson, Mo.	144,668
332	Jackson, Mich.	143,762
333	Rensselaer, N.Y.	143,399
334	Raleigh, W.Va.	142,922
335	Harford, Md.	142,829

TOTAL FOOD SALES

336	Seminole, Fla.	142,234
337	Tazewell, Ill.	142,035
338	McHenry, Ill.	141,209
339	Collier, Fla.	141,164
340	Pueblo, Colo.	140,984
341	Ouachita, La.	139,410
342	Merced, Cal.	139,242
343	Taylor, Tex.	137,753
344	Lake, Fla.	137,496
345	Lycoming, Pa.	137,126
346	Cape May, N.J.	136,796
347	Orange, Tex.	136,763
348	Champaign, Ill.	136,700
349	Cabell, W.Va.	136,012
350	Catawba, N.C.	135,649
351	Tolland, Conn.	135,316
352	Chesapeake, Va.	135,208
353	Kennebec, Me.	135,010
354	Ottawa, Mich.	134,572
355	Oswego, N.Y.	134,539
356	Rock, Wisc.	134,433
357	Wichita, Tex.	133,621
358	Delaware, Ind.	133,515
359	Merrimack, N.H.	132,399
360	Macon, Ill.	131,812
361	Sebastian, Ark.	131,378
362	Clark, Ohio	131,335
363	Benton, Wash.	130,762
364	York, Me.	130,484
365	La Salle, Ill.	129,700
366	Centre, Pa.	129,540
367	Portsmouth, Va.	127,053
368	Bell, Tex.	126,882
369	Tuscaloosa, Ala.	126,569
370	Iberia, La.	126,547
371	Elkhart, Ind.	126,014
372	Greene, Ohio	125,339
373	Lawrence, Pa.	124,162
374	Middlesex, Conn.	122,850
375	Scioto, Ohio	122,556
376	Mesa, Colo.	122,424
377	Horry, S.C.	122,163
378	Madison, Ind.	122,112
379	Daviess, Ky.	121,819
380	Calhoun, Mich.	121,480
381	Rapides, La.	120,886
382	Napa, Cal.	120,611
383	York, S.C.	119,993
384	Saratoga, N.Y.	119,738
385	Aiken, S.C.	119,664
386	Allen, Ohio	119,143
387	Maui, Hi.	119,058
388	Roanoke, Va.	119,020
389	El Dorado, Cal.	118,598
390	St. Clair, Mich.	118,511
391	Hunterdon, N.J.	118,226
392	Roanoke, Va.	118,113
393	Schuylkill, Pa.	117,838
394	Washington, Md.	117,780
395	Columbiana, Ohio	117,746
396	St. Landry, La.	117,189
397	Florence, S.C.	117,083
398	Frederick, Md.	116,817
399	Alamance, N.C.	116,061
400	Hampshire, Mass.	116,027
401	Martin, Fla.	115,810
402	Howard, Md.	115,799
403	Grayson, Tex.	115,771
404	Indian River, Fla.	114,994
405	Medina, Ohio	114,351
406	Canyon, Ida.	114,086
407	Cleveland, Okla.	114,061
408	Missoula, Mont.	114,025
409	Lebanon, Pa.	113,977
410	Wood, Ohio	113,635
411	Lafourche, La.	113,170
412	Bay, Mich.	113,135
413	Randall, Tex.	112,530
414	Woodbury, Ia.	112,407
415	St. Lucie, Fla.	112,227
416	Ontario, N.Y.	111,977
417	Calhoun, Ala.	111,745
418	Steuben, N.Y.	111,537
419	Franklin, Pa.	111,028
420	St. Lawrence, N.Y.	110,540
421	St. Mary, La.	110,417
422	Winnebago, Wisc.	110,015
423	McLean, Ill.	109,852
424	Minnehaha, S.D.	109,816
425	Tippecanoe, Ind.	109,723
426	Deschutes, Ore.	109,634
427	Portage, Ohio	109,008
428	Vigo, Ind.	107,673
429	Tangipahoa, La.	107,133
430	Dubuque, Ia.	106,246
431	Tazewell, Va.	106,205
432	San Juan, N.M.	106,186
433	Chemung, N.Y.	106,010
434	Androscoggin, Me.	105,990
435	Etowah, Ala.	105,666
436	Whatcom, Wash.	105,570
437	Bowie, Tex.	105,463
438	Campbell, Ky.	105,412
439	Victoria, Tex.	105,397
440	Jefferson, N.Y.	105,117
441	Jefferson, Ohio	104,354
442	Weld, Colo.	104,303
443	Lynchburg, Va.	104,102
444	Washington, Minn.	103,222
445	Yavapai, Ariz.	103,117
446	Licking, Ohio	102,888
447	Clinton, N.Y.	102,635
448	Rowan, N.C.	102,485
449	Garfield, Okla.	102,228
450	Washington, Ark.	102,194
451	Warren, N.J.	102,143
452	La Porte, Ind.	101,724
453	Natrona, Wyo.	101,149
454	Washington, R.I.	100,977
455	Charlottesville, Va.	100,563
456	Baldwin, Ala.	100,407
457	Danville, Va.	100,314
458	Monroe, Fla.	100,177
459	Hall, Ga.	99,892
460	Valencia, N.M.	99,884
461	La Crosse, Wisc.	99,843
462	Wayne, Ohio	99,333
463	Pitt, N.C.	99,055
464	Boone, Mo.	97,247
465	Jasper, Mo.	97,228
466	Washington, Tenn.	96,877
467	Loudoun, Va.	96,780
468	Sheboygan, Wisc.	96,538
469	Mendocino, Cal.	96,424
470	Harrison, Tex.	96,0[illegible]9
471	Livingston, Mich.	96,0[illegible]8
472	Warren, Ky.	95,647
473	Strafford, N.H.	95,486
474	Allegany, Md.	94,887
475	Madison, Tenn.	94,628
476	Marathon, Wisc.	94,572
477	Coconino, Ariz.	94,258
478	Eaton, Mich.	94,118
479	Lauderdale, Miss.	94,074
480	Washington, Miss.	93,941
481	Tompkins, N.Y.	93,842
482	Lenawee, Mich.	93,404
483	Dougherty, Ga.	93,242
484	Grafton, N.H.	93,085
485	Aroostook, Me.	92,757
486	Benton, Ark.	92,641
487	Cascade, Mont.	92,580
488	Pike, Ky.	92,5[illegible]8
489	Wayne, N.Y.	92,045
490	Chittenden, Vt.	91,961
491	Olmsted, Minn.	91,557
492	Warren, Ohio	91,026
493	Okaloosa, Fla.	90,891
494	Miami, Ohio	90,701
495	Kent, Del.	90,628
496	Clearfield, Pa.	90,448
497	Grays Harbor, Wash.	90,408
498	St. Bernard, La.	90,128
499	Douglas, Ore.	89,953
500	Cass, N.D.	89,893
501	Davis, Utah	89,814
502	Cayuga, N.Y.	89,705
503	Sumner, Tenn.	89,697
504	Yuma, Ariz.	89,669
505	Washington, Wisc.	89,517
506	Bay, Fla.	89,266
507	Carroll, Md.	88,849
508	Santa Fe, N.M.	88,789
509	Porter, Ind.	88,754
510	Stearns, Minn.	88,538
511	Rockingham, N.C.	88,356
512	Monroe, Ind.	88,256
513	Vermilion, Ill.	87,884
514	Harrison, W.Va.	87,670
515	Kankakee, Ill.	87,569
516	Robeson, N.C.	87,092
517	Clarke, Ga.	86,948
518	Iredell, N.C.	86,942
519	Pottawattamie, Ia.	86,824
520	Monroe, Mich.	86,694
521	Washington, Okla.	86,277
522	Indiana, Pa.	86,189
523	Brazos, Tex.	86,005
524	Comanche, Okla.	85,968
525	Cattaraugus, N.Y.	85,895
526	Shiawassee, Mich.	85,813
527	Sullivan, N.Y.	85,223
528	Buchanan, Mo.	85,164
529	Van Buren, Mich.	84,993
530	Pottawatomie, Okla.	84,929
531	Skagit, Wash.	84,491
532	Dona Ana, N.M.	84,055
533	Warren, N.Y.	83,989
534	Ashtabula, Ohio	83,927
535	Kings, Cal.	83,817
536	Boone, Ky.	83,532
537	Howard, Ind.	83,389
538	Bannock, Ida.	83,306
539	Guadalupe, Tex.	83,215
540	Flathead, Mont.	82,975
541	Crawford, Pa.	82,787
542	Stephens, Okla.	82,513
543	Talladega, Ala.	82,448
544	Fairfax, Va.	82,433
545	Sumter, S.C.	82,274
546	Midland, Mich.	82,215
547	Fond du Lac, Wisc.	82,198
548	Fairfield, Ohio	82,191
549	Clay, Fla.	82,120
550	Armstrong, Pa.	82,032
551	Kootenai, Ida.	81,965
552	Mohave, Ariz.	81,546
553	Cabarrus, N.C.	81,425
554	Cowlitz, Wash.	81,384
555	McKinley, N.M.	81,294
556	Franklin, Ky.	81,217
557	Floyd, Ga.	80,744
558	Angelina, Tex.	80,737
559	Rutherford, Tenn.	80,706
560	Nash, N.C.	80,627
561	Blount, Tenn.	80,573
562	Wicomico, Md.	80,440
563	Santa Rosa, Fla.	80,062
564	McCracken, Ky.	79,760
565	Creek, Okla.	79,514
566	Geauga, Ohio	79,507
567	Marion, W.Va.	79,102
568	Orange, N.C.	79,059
569	Hancock, Ohio	79,052
570	Nevada, Cal.	79,037
571	Grand Traverse, Mich.	78,866
572	Lowndes, Ga.	78,825
573	Liberty, Tex.	78,807
574	Beaufort, S.C.	78,659
575	Marquette, Mich.	78,586
576	Jefferson, Ark.	78,580
577	Davidson, N.C.	78,564
578	Jackson, Miss.	78,249
579	Johnson, Ia.	78,240
580	Lea, N.M.	78,238
581	Cleveland, N.C.	78,192
582	Ross, Ohio	78,052
583	Windham, Conn.	77,831
584	Anderson, Tenn.	77,543
585	Wood, Wisc.	77,477
586	Monroe, Pa.	77,460
587	Garland, Ark.	77,177
588	Mercer, W.Va.	77,070
589	Sandusky, Ohio	76,876
590	Northumberland, Pa.	76,797
591	Bradley, Tenn.	76,699
592	Osceola, Fla.	76,435
593	Sutter, Cal.	76,360
594	Sweetwater, Wyo.	76,348
595	Jim Wells, Tex.	76,123
596	Tuscarawas, Ohio	75,832
597	Newport, R.I.	75,378
598	Navajo, Ariz.	75,138
599	Whitfield, Ga.	75,123
600	Wilson, N.C.	75,116
601	Glynn, Ga.	75,064
602	Lauderdale, Ala.	74,968
603	Umatilla, Ore.	74,959
604	St. Johns, Fla.	74,889
605	Wayne, Ind.	74,883
606	Lee, Ala.	74,810
607	Colbert, Ala.	74,609
608	Clark, Ind.	74,554
609	Washington, Fla.	74,494
610	Cochise, Ariz.	74,435
611	Laramie, Wyo.	74,427
612	Kay, Okla.	74,418
613	Orangeburg, S.C.	74,353
614	Muskingum, Ohio	74,308
615	Warren, Miss.	74,075
616	Washington, Ohio	73,916
617	Cheshire, N.H.	73,878
618	Marshall, Ala.	73,840
619	Erie, Ohio	73,743
620	Dodge, Wisc.	73,685
621	Houston, Ala.	73,339
622	Pinal, Ariz.	73,234
623	Coos, Ore.	73,170
624	Carter, Okla.	73,150
625	Wayne, N.C.	72,998
626	San Patricio, Tex.	72,827
627	Henderson, N.C.	72,610
628	Franklin, Mo.	72,558
629	Pennington, S.D.	72,544
630	Muskogee, Okla.	72,466
631	Spotsylvania, Va.	72,310
632	Carroll, Ga.	72,300
633	Cullman, Ala.	72,217
634	Yamhill, Ore.	72,081
635	Berkeley, S.C.	71,906
636	Grant, Ind.	71,659
637	Johnston, N.C.	71,641
638	Vermilion, La.	71,632
639	Walker, Ala.	71,601
640	Clallam, Wash.	71,201
641	Reno, Kans.	71,042
642	Manitowoc, Wisc.	71,009
643	Bossier, La.	70,960
644	Bonneville, Ida.	70,482
645	Boyd, Ky.	70,402
646	Lawrence, Ohio	70,342
647	Houston, Ga.	69,694
648	Story, Ia.	69,508
649	Adams, Ill.	69,428
650	Jefferson, Wisc.	69,377
651	Clinton, Ia.	69,367
652	Jones, Miss.	69,306
653	Madison, N.Y.	69,175
654	Huron, Ohio	69,141
655	Lewis and Clark, Mont.	68,933
656	Columbia, Pa.	68,890
657	Dorchester, S.C.	68,873
658	Burleigh, N.D.	68,801
659	Allegan, Mich.	68,781
660	Belknap, N.H.	68,736
661	Ascension, La.	68,464
662	Pickens, S.C.	68,418
663	Walworth, Wisc.	68,375
664	Union, N.C.	68,273
665	Kauai, Hi.	68,261
666	Craven, N.C.	68,222
667	Hendricks, Ind.	67,960
668	Charles, Md.	67,799
669	Williamson, Tex.	67,736
670	Randolph, N.C.	67,659
671	Parker, Tex.	67,637
672	Worcester, Md.	67,608
673	Putnam, N.Y.	67,541
674	Genesee, N.Y.	67,085
675	Williamson, Ill.	66,908
676	Lee, Miss.	66,638
677	Morgan, Ala.	66,545
678	Linn, Ore.	66,468
679	Pulaski, Ky.	66,385
680	Hancock, Me.	66,229
681	Bartholomew, Ind.	66,039
682	Somerset, Pa.	65,657
683	Washington, Vt.	65,605
684	Craighead, Ark.	65,582
685	Madera, Cal.	65,557
686	Lewis, Wash.	65,543
687	Klamath, Ore.	65,445
688	Citrus, Fla.	65,397
689	Ellis, Tex.	65,066
690	Winchester, Va.	65,010
691	Johnson, Tex.	64,549
692	Cape Girardeau, Mo.	64,391
693	St. Joseph, Mich.	64,154
694	Crawford, Ohio	64,108
695	Delaware, N.Y.	64,040
696	Surry, N.C.	64,040
697	Petersburg, Va.	63,773
698	Hanover, Va.	63,753
699	Columbia, N.Y.	63,535
700	Ward, N.D.	63,515
701	Maury, Tenn.	63,488
702	Twin Falls, Ida.	63,129
703	Burke, N.C.	62,999
704	Douglas, Ga.	62,978
705	Eau Claire, Wisc.	62,973
706	Cole, Mo.	62,774
707	Highlands, Fla.	62,552
708	Williamson, Tenn.	62,384
709	Caldwell, N.C.	62,309
710	Hancock, W.Va.	61,967
711	Howard, Tex.	61,788
712	Rutland, Vt.	61,596
713	Logan, W.Va.	61,473
714	Portage, Wisc.	61,434
715	Monongalia, W.Va.	61,380
716	Lenoir, N.C.	61,168
717	Troup, Ga.	61,054
718	Athens, Ohio	61,054
719	Chaves, N.M.	60,914
720	De Kalb, Ill.	60,910
721	Harlan, Ky.	60,693
722	Forrest, Miss.	60,604
723	Josephine, Ore.	60,595
724	Douglas, Kans.	60,439
725	Knox, Ill.	60,438
726	Rankin, Miss.	60,026
727	Clinton, Mich.	59,934
728	Montgomery, Tenn.	59,933
729	Fairbanks North Star, Ak.	59,928
730	Windham, Vt.	59,763
731	Bradford, Pa.	59,539
732	Greene, N.Y.	59,519
733	Hamilton, Ind.	59,442
734	Johnson, Ind.	59,419
735	Union, Ark.	59,376
736	Oxford, Me.	59,261
737	Ozaukee, Wisc.	59,225

738	Oconee, S.C.	59,218
739	Grant, Wash.	59,178
740	Des Moines, Ia.	59,120
741	Halifax, N.C.	58,626
742	Benton, Ore.	58,584
743	Greenwood, S.C.	58,528
744	Darlington, S.C.	58,283
745	Greenbrier, W.Va.	58,267
746	Hopkins, Ky.	58,223
747	Marion, Ohio	58,163
748	Charlotte, Fla.	58,161
749	Mingo, W.Va.	58,122
750	Spalding, Ga.	57,935
751	Saline, Kans.	57,906
752	Onslow, N.C.	57,888
753	Payne, Okla.	57,740
754	Matagorda, Tex.	57,727
755	Siskiyou, Cal.	57,690
756	Miller, Ark.	57,679
757	Whiteside, Ill.	57,593
758	Putnam, Fla.	57,577
759	Shelby, Ala.	57,295
760	Floyd, Ind.	57,248
761	Moore, N.C.	57,223
762	Seneca, Ohio	57,156
763	Adams, Miss.	57,082
764	Anderson, Tex.	57,012
765	Pope, Ark.	56,906
766	Cerro Gordo, Ia.	56,887
767	Bell, Ky.	56,540
768	Lapeer, Mich.	56,301
769	Adams, Pa.	56,059
770	Lake, Cal.	55,808
771	Cherokee, S.C.	55,712
772	McDowell, W.Va.	55,650
773	Chelan, Wash.	55,612
774	Livingston, N.Y.	55,523
775	Morgan, Ind.	55,433
776	Hamblen, Tenn.	55,097
777	Jackson, Ill.	54,940
778	Washington, La.	54,912
779	Isabella, Mich.	54,650
780	Wapello, Ia.	54,590
781	Livingston, La.	54,480
782	Butler, Kans.	54,442
783	Rutherford, N.C.	54,408
784	Avoyelles, La.	54,367
785	Carteret, N.C.	54,273
786	Dallas, Ala.	54,252
787	Gallatin, Mont.	54,193
788	Hernando, Fla.	54,148
789	De Soto, Miss.	54,083
790	Montgomery, Kans.	53,801
791	Fayette, W.Va.	53,766
792	Edgecombe, N.C.	53,743
793	Salem, Va.	53,740
794	Crittenden, Ark.	53,489
795	White, Ark.	53,465
796	Harrisonburg, Va.	53,460
797	Martinsville, Va.	53,449
798	Somerset, Me.	53,411
799	Windsor, Vt.	53,411
800	Silver Bow, Mont.	53,384
801	Hunt, Tex.	53,297
802	Marion, Ill.	53,293
803	Sauk, Wisc.	53,270
804	Kosciusko, Ind.	53,081
805	Lincoln, Ore.	53,056
806	Essex, N.Y.	52,882
807	Herkimer, N.Y.	52,844
808	Wise, Va.	52,781
809	Henderson, Tex.	52,364
810	Alpena, Mich.	52,154
811	Henderson, Ky.	52,087
812	Otsego, N.Y.	51,972
813	Cortland, N.Y.	51,820
814	Lee, Ia.	51,745
815	Chenango, N.Y.	51,709
816	Santa Cruz, Ariz.	51,632
817	Nacogdoches, Tex.	51,594
818	Wharton, Tex.	51,450
819	Vance, N.C.	51,430
820	Chambers, Ala.	51,371
821	Jefferson, Ill.	51,318
822	Walker, Ga.	51,173
823	Acadia, La.	51,036
824	Madison, Neb.	51,011
825	Jefferson Davis, La.	50,980
826	Gila, Ariz.	50,684
827	Franklin, Mass.	50,670
828	Sullivan, N.H.	50,654
829	Comal, Tex.	50,530
830	Juneau, Ak.	50,197
831	Franklin, N.Y.	50,147
832	Lancaster, S.C.	50,125

Leading cities (thousands)

1	New York City, N.Y.	5,765,540
2	Los Angeles, Cal.	3,533,632
3	Chicago, Ill.	2,616,131
4	Houston, Tex.	2,271,578
5	San Fernando Valley, Cal.	1,898,473
6	Philadelphia, Pa.	1,324,165
7	Dallas, Tex.	1,056,496
8	San Antonio, Tex.	1,036,098
9	Indianapolis, Ind.	985,167
10	Phoenix, Ariz.	961,554
11	San Francisco, Cal.	916,149
12	San Diego, Cal.	914,194
13	Memphis, Tenn.	911,249
14	South Bay, Cal.	844,387
15	Detroit, Mich.	749,244
16	San Jose, Cal.	679,193
17	Tucson, Ariz.	619,901
18	Baltimore, Md.	618,646
19	Denver, Colo.	611,202
20	Seattle, Wash.	608,323
21	Nashville, Tenn.	575,552
22	Oklahoma City, Okla.	561,220
23	Columbus, Ohio	559,514
24	Jacksonville, Fla.	557,817
25	Tulsa, Okla.	539,112
26	Fort Worth, Tex.	525,219
27	Cleveland, Ohio	514,513
28	Milwaukee, Wisc.	513,737
29	Tampa, Fla.	498,136
30	Boston, Mass.	493,555
31	New Orleans, La.	488,117
32	Washington, D.C.	475,565
33	Austin, Tex.	446,625
34	Honolulu, Hi.	435,591
35	Corpus Christi, Tex.	433,720
36	Miami, Fla.	422,966
37	Albuquerque, N.M.	420,518
38	Toledo, Ohio	409,586
39	Charlotte, N.C.	405,844
40	[1]Kansas City, Mo.	403,151
41	Wichita, Kans.	387,956
42	Omaha, Neb.	386,695
43	[2]Atlanta, Ga.	383,072
44	San Gabriel Valley, Cal.	374,139
45	St. Louis, Mo.	373,827
46	El Paso, Tex.	367,989
47	Long Beach, Cal.	362,459
48	Sacramento, Cal.	359,786
49	Portland, Ore.	354,791
50	Oakland, Cal.	354,774
51	Cincinnati, Ohio	341,044
52	Buffalo, N.Y.	330,245
53	Hollywood, Fla.	324,702
54	Louisville, Ky.	321,198
55	Fresno, Cal.	317,797
56	Pittsburgh, Pa.	295,886
57	Arlington, Tex.	292,385
58	Anaheim, Cal.	286,974
59	Birmingham, Ala.	285,633
60	Des Moines, Ia.	272,469
61	Knoxville, Tenn.	272,372
62	Minneapolis, Minn.	268,464
63	Fort Lauderdale, Fla.	264,858
64	Colorado Springs, Colo.	264,760
65	Yonkers, N.Y.	263,787
66	Jackson, Miss.	263,157
67	Lubbock, Tex.	262,533
68	Akron, Ohio	256,937
69	Greensboro, N.C.	251,202
70	Mobile, Ala.	250,152
71	Las Vegas, Nev.	246,169
72	Torrance, Cal.	240,800
73	Baton Rouge, La.	239,787
74	St. Paul, Minn.	239,170
75	Anchorage, Ak.	238,871
76	Amarillo, Tex.	238,418
77	Shreveport, La.	235,661
78	Mesa, Ariz.	224,075
79	Orlando, Fla.	223,267
80	Tyler, Tex.	222,825
81	Lafayette, La.	221,377
82	Winston-Salem, N.C.	220,487
83	Syracuse, N.Y.	214,608
84	Huntington Beach, Cal.	213,644
85	Little Rock, Ark.	212,547
86	Fort Wayne, Ind.	210,965
87	Laredo, Tex.	210,939
88	Bellevue-Kirkland, Wash.	208,040
89	Glendale, Cal.	205,794
90	Pasadena, Cal.	205,163
91	Grand Rapids, Mich.	203,844
92	Odessa, Tex.	203,804
93	[1]Lexington, Ky.	203,072
94	Brownsville, Tex.	202,964
95	Rockford, Ill.	202,361
96	Spokane, Wash.	201,862
97	Santa Ana, Cal.	198,527
98	Fort Myers, Fla.	195,047
99	Beaumont, Tex.	193,651
100	Springfield, Mo.	190,965
101	Raleigh, N.C.	189,180
102	Salt Lake City, Utah	188,887
103	Reno, Nev.	187,925
104	Boise City, Ida.	185,114
105	Riverside, Cal.	184,535
106	Lake Charles, La.	183,804
107	Bakersfield, Cal.	180,540
108	Scottsdale, Ariz.	176,924
109	Springfield, Mass.	175,793
110	Kansas City, Kans.	175,454
111	Worcester, Mass.	174,999
112	Lakeland, Fla.	174,903
113	Evansville, Ind.	173,426
114	Chattanooga, Tenn.	172,585
115	Conroe, Tex.	172,426
116	San Angelo, Tex.	170,056
117	Tempe, Ariz.	168,271
118	Gainesville, Fla.	168,064
119	Rochester, N.Y.	167,593
120	Stamford, Conn.	166,636
121	Bridgeport, Conn.	162,942
122	Burbank, Cal.	162,387
123	Cedar Rapids, Ia.	159,692
124	Garland, Tex.	158,649
125	Montgomery, Ala.	158,134
126	Stockton, Cal.	156,989
127	Madison, Wisc.	156,830
128	Lincoln, Neb.	155,928
129	Irving, Tex.	155,835
130	Thousand Oaks, Cal.	154,695
131	Columbus, Ga.	154,070
132	Modesto, Cal.	153,070
133	Ann Arbor, Mich.	153,062
134	Flint, Mich.	152,774
135	Midland, Tex.	152,517
136	Santa Barbara, Cal.	152,254
137	Durham, N.C.	151,946
138	Jersey City, N.J.	151,089
139	Huntsville, Ala.	149,364
140	Clearwater, Fla.	148,721
141	Topeka, Kans.	148,666
142	Macon, Ga.	147,546
143	Tacoma, Wash.	147,393
144	Springfield, Ill.	146,536
145	West Palm Beach, Fla.	146,306
146	McAllen, Tex.	144,069
147	Canton, Ohio	144,037
148	Santa Rosa, Cal.	143,609
149	Parkersburg, W.Va.	142,441
150	Newark, N.J.	141,929
151	Woodbridge, N.J.	139,921
152	Costa Mesa, Cal.	138,962
153	Lansing, Mich.	137,898
154	Fremont, Cal.	136,774
155	Santa Monica, Cal.	136,581
156	Charleston, W.Va.	135,082
157	Waco, Tex.	134,876
158	Pasadena, Tex.	134,121
159	Salinas, Cal.	133,484
160	Pompano Beach, Fla.	131,777
161	Pueblo, Colo.	131,554
162	Abilene, Tex.	129,722
163	Nashua, N.H.	129,540
164	Texarkana, Ark.-Texarkana, Tex., Ark.	129,449
165	[1]Texarkana, Tex.	129,449
166	Boulder, Colo.	128,512
167	Midwest City, Okla.	128,499
168	Hayward, Cal.	126,909
169	Spartanburg, S.C.	126,343
170	Berkeley, Cal.	126,118
171	Longview, Tex.	125,441
172	Oxnard, Cal.	125,157
173	New Haven, Conn.	125,143
174	Sarasota, Fla.	125,057
175	San Mateo, Cal.	123,910
176	Eugene, Ore.	123,830
177	Billings, Mont.	123,254
178	Kenosha, Wisc.	123,165
179	Joliet, Ill.	122,092
180	San Bernardino, Cal.	121,969
181	Racine, Wisc.	121,706
182	Independence, Mo.	120,098
183	Allentown, Pa.	119,258
184	Hammond, Ind.	118,618
185	Greenwich, Conn.	118,525
186	South Bend, Ind.	117,856
187	Davenport, Ia.	117,496
188	Green Bay, Wisc.	117,462
189	Brockton, Mass.	117,437
190	Peoria, Ill.	116,941
191	Harlingen, Tex.	116,917
192	Dayton, Ohio	114,847
193	Simi Valley, Cal.	114,758
194	Waterbury, Conn.	114,755
195	Erie, Pa.	114,231
196	Providence, R.I.	113,728
197	Everett, Wash.	113,249
198	North Little Rock, Ark.	113,192
199	Fullerton, Cal.	113,081
200	Norwalk, Conn.	113,017
201	Walnut Creek, Cal.	112,306
202	Fayetteville, N.C.	111,964
203	Yakima, Wash.	111,855
204	Newport Beach, Cal.	111,399
205	Ontario, Cal.	110,853
206	Fort Smith, Ark.	110,540
207	Wichita Falls, Tex.	110,497
208	Quincy, Mass.	110,496
209	Boca Raton, Fla.	109,284
210	Ocala, Fla.	108,712
211	Decatur, Ill.	108,617
212	Youngstown, Ohio	108,587
213	Schaumberg, Ill.	108,431
214	Downey, Cal.	108,229
215	Clifton, N.J.	108,160
216	Missoula, Mont.	108,126
217	Manchester, N.H.	108,007
218	Whittier, Cal.	107,743
219	Muncie, Ind.	107,443
220	Naples, Fla.	107,295
221	El Cajon, Cal.	107,193
222	Owensboro, Ky.	106,991
223	San Buenaventura, Cal. Ventura, Cal.	106,695
224	Sioux City, Ia.	106,481
225	Albany, N.Y.	106,321
226	Charleston, S.C.	106,314
227	Elizabeth, N.J.	105,941
228	Victoria, Tex.	104,467
229	Baytown, Tex.	104,243
230	Tallahassee, Fla.	104,207
231	Fort Pierce, Fla.	102,851
232	Terre Haute, Ind.	102,769
233	West Covina, Cal.	102,681
234	Redwood City, Cal.	102,292
235	[1]Bethlehem, Pa.	102,188
236	Utica, N.Y.	101,166
237	Bristol, Tenn.-Bristol, Va., Tenn.	100,950
238	Greenville, S.C.	100,771
239	Slidell, La.	100,569
240	Hilo, Hi.	100,304
241	Fort Collins, Colo.	100,135
242	Beckley, W.Va.	99,967
243	Savannah, Ga.	99,965
244	[1]Huntington, W.Va.	99,890
245	Hicksville, N.Y.	99,595
246	Enid, Okla.	99,191
247	Parsippany, N.J.	99,160
248	Gary, Ind.	98,859
249	Grand Junction, Colo.	98,613
250	New Iberia, La.	98,487
251	Palo Alto, Cal.	97,473
252	Waterloo, Ia.	96,196
253	Kingsport, Tenn.	96,068
254	Norwich, Conn.	95,743
255	Dubuque, Ia.	95,551
256	Casper, Wyo.	95,095
257	Medford, Mass.	95,061
258	Framingham, Mass.	94,798
259	White Plains, N.Y.	94,279
260	Port Arthur, Tex.	94,107
261	Napa, Cal.	94,102
262	Bowling Green, Ky.	93,602
263	Redondo Beach, Cal.	93,337
264	Manchester, Conn.	93,211
265	Scranton, Pa.	92,426
266	Renton, Wash.	92,389
267	Asheville, N.C.	92,224
268	Frederick, Md.	92,082
269	Escondido, Cal.	92,007
270	Waltham, Mass.	91,756
271	Jackson, Tenn.	91,705
272	Pomona, Cal.	91,398
273	High Point, N.C.	91,307
274	Winter Haven, Fla.	91,187
275	Meridian, Miss.	90,963
276	Royal Oak, Mich.	90,377
277	Appleton, Wisc.	89,859

TOTAL FOOD SALES

278	Columbia, Mo.	89,621
279	Denton, Tex.	89,589
280	Johnson City, Tenn.	89,503
281	Sioux Falls, S.D.	89,088
282	Hamilton, Ohio	88,912
283	Hartford, Conn.	88,812
284	Gastonia, N.C.	88,636
285	Aurora, Ill.	88,617
286	Portland, Me.	88,541
287	Lafayette, Ind.	88,472
288	Orange, Tex.	88,104
289	Marshall, Tex.	87,981
290	Gulfport, Miss.	87,098
291	Santa Fe, N.M.	87,031
292	Duluth, Minn.	86,738
293	Richardson, Tex.	86,535
294	Lowell, Mass.	86,510
295	Rock Hill, S.C.	86,248
296	Albany, Ga.	86,213
297	Mentor, Ohio	85,893
298	Greenville, Miss.	85,857
299	Ogden, Utah	85,301
300	Rochester, Minn.	85,032
301	Houma, La.	84,818
302	Middletown, N.J.	83,819
303	Daytona Beach, Fla.	83,786
304	Bartlesville, Okla.	83,770
305	Great Falls, Mont.	83,719
306	1Salem, Ore.	83,688
307	Binghamton, N.Y.	83,685
308	Columbia, S.C.	83,664
309	St. Joseph, Mo.	83,432
310	Vallejo, Cal.	83,134
311	Arcadia, Cal.	82,108
312	Las Cruces, N.M.	81,911
313	Visalia, Cal.	81,712
314	Burlington, N.C.	81,512
315	Kokomo, Ind.	81,469
316	Frankfort, Ky.	81,217
317	Fall River, Mass.	80,879
318	Farmington, N.M.	80,870
319	Vero Beach, Fla.	80,255
320	Altoona, Pa.	79,689
321	Galveston, Tex.	79,447
322	Plano, Tex.	79,413
323	Wilmington, N.C.	79,269
324	Pocatello, Ida.	79,187
325	La Crosse, Wisc.	78,971
326	Santa Cruz, Cal.	78,653
327	Greeley, Colo.	78,593
328	Waukegan, Ill.	78,044
329	Vineland, N.J.	78,015
330	Alexandria, La.	77,994
331	San Rafael, Cal.	77,654
332	Pleasanton, Cal.	77,156
333	Elgin, Ill.	77,032
334	New Rochelle, N.Y.	76,963
335	Pensacola, Fla.	76,808
336	Bloomington, Ind.	76,681
337	Greenville, N.C.	76,456
338	Des Plaines, Ill.	75,898
339	Lawton, Okla.	75,878
340	Milford, Conn.	75,013
341	Woodbridge, Va.	74,946
342	Council Bluffs, Ia.	74,917
343	Middletown, Ohio	74,893
344	Lancaster, Pa.	74,715
345	Midland, Mich.	74,687
346	Rome, Ga.	74,615
347	Monroeville, Pa.	74,553
348	Tuscaloosa, Ala.	74,265
349	Sumter, S.C.	74,260
350	Lynn, Mass.	74,189
351	Greensburg, Pa.	74,180
352	Hot Springs, Ark.	73,992
353	Niagara Falls, N.Y.	73,727
354	Rocky Mount, N.C.	73,551
355	Gallup, N.M.	73,426
356	Bristol, Pa.	73,304
357	Redding, Cal.	73,300
358	Richmond, Cal.	73,129
359	Kennewick, Wash.	73,059
360	Norman, Okla.	73,058
361	2Joplin, Mo.	73,053
362	Alvin, Tex.	72,583
363	Monroe, La.	72,471
364	Hagerstown, Md.	72,415
365	Vicksburg, Miss.	72,371
366	Washington, Pa.	72,352
367	Anniston, Ala.	72,188
368	Valdosta, Ga.	71,887
369	Antioch, Cal.	71,881
370	Peekskill, N.Y.	71,794
371	Gadsden, Ala.	71,690
372	Bloomington, Ill.	71,690
373	Findlay, Ohio	71,670
374	Elkhart, Ind.	71,578
375	Anderson, S.C.	71,369
376	Pine Bluff, Ark.	71,339
377	Bremerton, Wash.	71,188
378	ïMount Vernon, N.Y.	71,070
379	Waukesha, Wisc.	70,704
380	Pawtucket, R.I.	70,284
381	Covina, Cal.	70,253
382	Salisbury, Md.	70,195
383	Farmers Branch, Tex.	70,106
384	Fargo, N.D.	70,031
385	Alameda, Cal.	69,993
386	Niles, Ohio	69,862
387	Rapid City, S.D.	69,723
388	Chillicothe, Ohio	69,624
389	Corona, Cal.	69,612
390	St. Augustine, Fla.	69,053
391	Idaho Falls, Ida.	69,048
392	Cleveland, Tenn.	68,921
393	Kalamazoo, Mich.	68,913
394	Mansfield, Ohio	68,868
395	Pittsfield, Mass.	68,452
396	Covington, Ky.	68,271
397	Bismarck, N.D.	68,171
398	Lufkin, Tex.	68,026
399	Wilson, N.C.	67,905
400	Sheboygan, Wisc.	67,765
401	Athens, Ga.	67,724
402	Alice, Tex.	67,625
403	Hutchinsun, Kans.	67,493
404	Stuart, Fla.	67,478
405	Janesville, Wisc.	67,429
406	Gainesville, Ga.	67,236
407	Fitchburg, Mass.	67,014
408	Florence, S.C.	66,978
409	Concord, N.H.	66,893
410	Yuba City, Cal.	66,871
411	Mount Prospect, Ill.	66,473
412	Chico, Cal.	66,362
413	Mesquite, Tex.	66,142
414	Provo, Utah	66,116
415	Rosenberg, Tex.	65,934
416	Olympia, Wash.	65,905
417	Bend, Ore.	65,847
418	Belleville, Ill.	65,765
419	Bellingham, Wash.	65,655
420	Lancaster, Cal.	65,604
421	Helena, Mont.	65,491
422	Murfreesboro, Tenn.	65,367
423	Grand Prairie, Tex.	65,220
424	Quincy, Ill.	65,164
425	Bangor, Me.	65,062
426	Yuma, Ariz.	65,029
427	Portsmouth, N.H.	65,009
428	Warminster, Pa.	64,955
429	Longmont, Colo.	64,725
430	Medford, Ore.	64,636
431	Wilkes-Barre, Pa.	64,545
432	Pontiac, Mich.	64,369
433	Rome, N.Y.	64,326
434	Livermore, Cal.	64,264
435	Newark, Cal.	64,137
436	Nampa, Ida.	64,093
437	Pekin, Ill.	64,027
438	Hurst, Tex.	63,896
439	Paducah, Ky.	63,864
440	Laurel, Miss.	63,833
441	Dalton, Ga.	63,820
442	Lorain, Ohio	63,641
443	Oceanside, Cal.	63,622
444	Elyria, Ohio	63,556
445	Huntington Park, Cal.	63,509
446	Sequin, Tex.	63,392
447	Palm Springs, Cal.	63,349
448	Salisbury, N.C.	63,285
449	Lancaster, Ohio	63,270
450	Auburn, N.Y.	63,118
451	Florence, Ala.	63,100
452	Alton, Ill.	63,009
453	Dothan, Ala.	62,876
454	Cheyenne, Wyo.	62,656
455	Panama City, Fla.	62,465
456	Anderson, Ind.	62,375
457	Bristol, Conn.	62,303
458	Saginaw, Mich.	62,213
459	Muskogee, Okla.	62,028
460	North Las Vegas, Nev.	61,779
461	Danbury, Conn.	61,773
462	Fairmont, W.Va.	61,642
463	Ashland, Ky.	61,526
464	Fayetteville, Ark.	61,422
465	South Gate, Cal.	61,335
466	Flagstaff, Ariz.	61,185
467	Duncan, Okla.	61,058
468	Temple, Tex.	61,005
469	New Bedford, Mass.	60,850
470	Marion, Ind.	60,757
471	Porterville, Cal.	60,732
472	Newark, Ohio	60,629
473	Biloxi, Miss.	60,619
474	Aberdeen, Wash.	60,602
475	Upland, Cal.	60,204
476	Bryan, Tex.	60,181
477	Roswell, N.M.	60,122
478	Brea, Cal.	60,053
479	Richmond, Ind.	59,993
480	Jersey Shore, Pa.	59,975
481	Marietta, Ga.	59,859
482	Prescott, Ariz.	59,739
483	Michigan City, Ind.	59,507
484	Mishawaka, Ind.	59,476
485	Haverhill, Mass.	59,398
486	Big Spring, Tex.	59,333
487	Jonesboro, Ark.	59,057
488	Brunswick, Ga.	58,980
489	Columbus, Ind.	58,895
490	Champaign, Ill.	58,588
491	Jamestown, N.Y.	58,527
492	Ames, Ia.	58,439
493	Oshkosh, Wisc.	58,427
494	Watertown, N.Y.	58,371
495	Hattiesburg, Miss.	58,346
496	Iowa City, Ia.	58,166
497	Cullman, Ala.	57,946
498	Salina, Kans.	57,763
499	Minot, N.D.	57,516
500	Eau Claire, Wisc.	57,489
501	Morgantown, W.Va.	57,425
502	Springfield, Ohio	57,362
503	Kingston, N.Y.	57,218
504	Moline, Ill.	57,169
505	Rock Springs, Wyo.	57,047
506	Bradenton, Fla.	57,024
507	Vancouver, Wash.	56,998
508	Hickory, N.C.	56,855
509	Clarksville, Tenn.	56,813
510	Vernon, Conn.	56,811
511	Columbia, Tenn.	56,770
512	Santa Maria, Cal.	56,727
513	Lawrence, Kans.	56,649
514	Merced, Cal.	56,524
515	Twin Falls, Ida.	56,466
516	Myrtle Beach, S.C.	56,127
517	San Luis Obispo, Cal.	56,047
518	Jefferson City, Mo.	55,999
519	Sanford, Fla.	55,898
520	Holyoke, Mass.	55,852
521	Ardmore, Okla.	55,796
522	1St. Cloud, Minn.	55,619
523	Shawnee, Okla.	55,610
524	Massillon, Ohio	55,459
525	Augusta, Me.	55,412
526	Beverly, Mass.	55,237
527	Monroe, N.C.	55,037
528	Homestead, Fla.	55,020
529	Kalispell, Mont.	54,896
530	Fairbanks, Ak.	54,889
531	Thibodaux, La.	54,882
532	Easton, Pa.	54,862
533	Westfield, Mass.	54,852
534	Schenectady, N.Y.	54,829
535	Warner Robins, Ga.	54,810
536	Woburn, Mass.	54,773
537	Traverse City, Mich.	54,728
538	Somerset, Ky.	54,708
539	Woodland, Cal.	54,662
540	Ponca City, Okla.	54,616
541	South Lake Tahoe, Cal.	54,534
542	Portsmouth, Ohio	54,328
543	Newburgh, N.Y.	54,112
544	Auburn, Wash.	54,100
545	Griffin, Ga.	54,006
546	Coeur d'Alene, Ida.	53,988
547	Kent, Wash.	53,986
548	Salem, Mass.	53,965
549	Burlington, Ia.	53,920
550	Chambersburg, Pa.	53,664
551	Natchez, Miss.	53,611
552	New Britain, Conn.	53,610
553	El Dorado, Ark.	53,387
554	Corvallis, Ore.	53,279
555	Stevens Point, Wisc.	53,172
556	Leesburg, Fla.	53,115
557	Hanover, Pa.	52,981
558	Hendersonville, N.C.	52,872
559	Butte, Mont.	52,841
560	Ottumwa, Ia.	52,788
561	Clinton, Ia.	52,770
562	Paterson, N.J.	52,654
563	Orangeburg, S.C.	52,639
564	Cape Girardeau, Mo.	52,482
565	Hanford, Cal.	52,377
566	Hobbs, N.M.	52,362
567	Hammond, La.	52,361
568	Williamsport, Pa.	52,320
569	Torrington, Conn.	52,279
570	La Habra, Cal.	52,152
571	Enfield, Conn.	51,989
572	Elmira, N.Y.	51,862
573	Eureka, Cal.	51,738
574	Morristown, Tenn.	51,721
575	Keene, N.H.	51,523
576	Willingboro, N.J.	51,500
577	Elk Grove Village, Ill.	51,440
578	Warren, Ohio	51,279
579	Lewisville, Tex.	51,245
580	2Weirton, W.Va.	51,219
581	Milford, Mass.	51,043
582	Petaluma, Cal.	51,008
583	Troy, N.Y.	50,965
584	Dover, Del.	50,901
585	Newton, N.J.	50,814
586	Lodi, Cal.	50,748
587	Morgan City, La.	50,641
588	Danville, Ill.	50,562
589	Fairfield, Cal.	50,522
590	Fremont, Ohio	50,445
591	Tupelo, Miss.	50,359
592	Mamaroneck, N.Y.	50,343
593	Palestine, Tex.	50,272
594	Carrollton, Ga.	50,264
595	Galesburg, Ill.	50,252
596	Juneau, Ak.	50,197
597	La Grange, Ga.	50,120
598	Poughkeepsie, N.Y.	50,070
599	Clute, Tex.	50,032

DISPOSABLE INCOME PER HOUSEHOLD

Standard metropolitan statistical areas (thousands)

1 Stamford, Conn.	40,900
2 Bremerton, Wash.	39,803
3 Washington, D.C.-Md.-Va.	39,321
4 Nassau-Suffolk, N.Y.	38,218
5 Vallejo-Fairfield-Napa, Cal.	37,312
6 Anchorage, Alaska	36,770
7 New Brunswick-Perth Amboy-Sayreville, N.J.	35,619
8 Norwalk, Conn.	35,544
9 Asheville, N.C.	35,110
10 Tallahassee, Fla.	35,022
11 San Jose, Cal.	34,559
12 Anaheim-Santa Ana-Garden Grove, Cal.	34,055
13 Long Branch-Asbury Park, N.J.	33,558
14 Oxnard-Simi Valley-Ventura, Cal.	33,359
15 Madison, Wis.	33,183
16 Danbury, Conn.	33,043
17 Lafayette-West Lafayette, Ind.	32,002
18 Midland, Tex.	31,793
19 Sacramento, Cal.	31,762
20 Grand Rapids, Mich.	31,553
21 Peoria, Ill.	31,520
22 Lafayette, La.	31,486
23 Bridgeport, Conn.	31,459
24 Bryan-College Station, Tex.	31,423
25 Houston, Tex.	31,302
26 Harrisburg, Pa.	31,260
27 Champaign-Urbana-Rantoul, Ill.	30,524
28 Saginaw, Mirh.	30,105
29 Cincinnati, O.-Ky.-Ind.	29,862
30 Bloomington, Ind.	29,633

31	Bloomington-Normal, Ill.	29,532
32	Steubenville-Weirton, O.-W.Va.	29,445
33	Salinas-Seaside-Monterey, Cal.	29,304
34	Abilene, Tex.	29,200
35	Lawrence, Kans.	28,966
36	Amarillo, Tex.	28,963
37	Knoxville, Tenn.	28,923
38	Lawton, Okla.	28,910
39	Honolulu, Hawaii	28,706
40	Hartford, Conn.	28,505
41	Casper, Wyo.	28,490
42	Newark, N.J.	28,470
43	Santa Barbara-Santa Maria-Lompoc, Cal.	28,465
44	Bristol, Conn.	28,351
45	New Britain, Conn.	28,341
46	Wichita Falls, Tex.	28,315
47	Lawrence-Haverhill, Mass.-N.H.	28,295
48	Lowell, Mass.-N.H.	28,219
49	Ann Arbor, Mich	28,215
50	Richland-Kennewick-Pasco, Wash.	27,991
51	Davenport-Rock Island-Moline, Iowa-Ill.	27,701
52	New London-Norwich, Conn-R.I.	27,647
53	Bismarck, N.D.	27,591
54	Austin, Tex.	27,558
55	Rochester, Minn.	27,485
56	Gainesville, Fla.	27,482
57	San Francisco-Oakland, Cal.	27,467
58	Odessa, Tex.	27,467
59	Visalia-Tulare-Porterville, Cal.	27,451
60	Waterloo-Cedar Falls, Iowa	27,426
61	Jackson, Miss.	27,372
62	Dubuque, Iowa	27,328
63	Kenosha, Wis.	27,287
64	Olympia, Wash.	27,281
65	Toledo, O.-Mich.	26,967
66	State College, Pa.	26,961
67	Chicago, Ill.	26,853
68	Boston, Mass.	26,561
69	Atlantic City, N.J.	26,535
70	San Angelo, Tex.	26,471
71	Columbus, O.	26,464
72	Minneapolis-St. Paul, Minn.-Wis.	26,412
73	Detroit, Mich.	26,390
74	Charleston, W.Va.	26,323
75	Oklahoma City, Okla.	26,173
76	Victoria, Tex.	26,117
77	Raleigh-Durham, N.C.	26,080
78	Trenton, N.J.	26,050
79	New York, N.Y.-N.J.	26,011
80	Stockton, Cal.	25,980
81	Brockton, Mass.	25,939
82	Fort Collins, Colo	25,924
83	Racine, Wis.	25,871
84	Santa Rosa, Cal.	25,779
85	Philadelphia, Pa.-N.J.	25,709
86	Greeley, Colo.	25,636
87	Bakersfield, Cal.	25,620
88	St. Louis, Mo.-Ill.	25,559
89	Burlington, Vt.	25,354
90	Wilmington, Del.-N.J.-Md.	25,353
91	Nashville-Davidson, Tenn.	25,351
92	La Crosse, Wis.	25,321
93	Fresno, Cal.	25,159
94	Reno, Nev.	25,129
95	Colorado Springs, Colo.	25,099
96	Decatur, Ill.	25,091
97	Columbia, Mo.	24,999
98	Tyler, Tex.	24,963
99	Pittsburgh, Pa.	24,955
100	Dallas-Fort Worth, Tex.	24,838
101	Battle Creek, Mich.	24,749
102	Kansas City, Mo.-Kans.	24,747
103	Boise City, Ida	24,734
104	Kalamazoo-Portage, Mich.	24,692
105	Rockford, Ill.	24,683
106	Lancaster, Pa.	24,610
107	Macon, Ga.	24,492
108	New Orleans, La.	24,467
109	Billings, Mont.	24,447
110	Des Moines, Iowa	24,401
111	Fort Lauderdale-Hollywood, Fla.	24,377
112	Indianapolis, Ind.	24,377
113	San Diego, Cal.	24,308
114	Portsmouth-Dover-Rochester, N.H.-Me.	24,304
115	Columbia, S.C.	24,262
116	Charleston-North Charleston, S.C.	24,250
117	Nashua, N.H.	24,245
118	Rochester, N.Y.	24,232
119	Springfield, Ill.	24,051
120	Milwaukee, Wis.	23,941
121	Denver-Boulder, Colo.	23,938
122	Allentown-Bethlehem-Easton, Pa.-N.J.	23,891
123	Beaumont-Port Arthur-Orange, Tex.	23,858
124	Lake Charles, La.	23,852
125	Grand Forks, Minn.-N.D.	23,846
126	Terre Haute, Ind.	23,807
127	Cleveland, O.	23,788
128	Sherman-Denison, Tex.	23,713
129	Iowa City, Iowa	23,710
130	Modesto, Cal.	23,673
131	Elkhart, Ind.	23,673
132	Cedar Rapids, Iowa	23,486
133	Baton Rouge, La.	23,479
134	Newark, O.	23,451
135	Alexandria, La.	23,442
136	Spokane, Wash.	23,416
137	Lansing-East Lansing, Mich.	23,330
138	Wheeling, W.Va.-O.	23,310
139	Jacksonville, N.C.	23,262
140	Charlotte-Gastonia, N.C.	23,260
141	Fort Wayne, Ind.	23,238
142	Gary-Hammond-East Chicago, Ind.	23,236
143	Portland, Ore.-Wash.	23,221
144	San Antonio, Tex.	23,212
145	Memphis, Tenn.-Ark.-Miss.	23,141
146	Waterbury, Conn.	23,138
147	New Haven-West Haven, Conn.	23,117
148	Evansville, Ind.-Ky.	23,117
149	Providence-Warwick-Pawtucket, R.I.-Mass.	23,057
150	Seattle-Everett, Wash.	23,023
151	Green Bay, Wis.	22,857
152	Worcester, Mass.	22,792
153	Omaha, Neb.-Iowa	22,779
154	Portland, Me.	22,746
155	Kankakee, Ill.	22,725
156	Flint, Mich.	22,725
157	Little Rock-North Little Rock, Ark.	22,703
158	Pine Bluff, Ark.	22,565
159	Santa Cruz, Cal.	22,558
160	Kokomo, Ind.	22,517
161	Springfield-Chicopee-Holyoke, Mass-Conn.	22,508
162	Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	22,491
163	Eugene-Springfield, Ore.	22,457
164	Columbus, Ga.-Ala.	22,445
165	Augusta, Ga.-S.C.	22,406
166	Sharon, Pa.	22,339
167	Fitchburg-Leominster, Mass.	22,311
168	Richmond, Va.	22,298
169	Topeka, Kans.	22,271
170	Riverside-San Bernardino-Ontario, Cal.	22,216
171	Roanoke, Va.	22,185
172	Jersey City, N.J.	22,184
173	Syracuse, N.Y.	22,138
174	⊙St. Cloud, Minn.	22,134
175	Las Vegas, Nev.	22,117
176	Huntington-Ashland, W.Va.-Ky.-O.	22,102
177	Meriden, Conn.	22,095
178	Albany, Ga.	22,034
179	Reading, Pa.	22,022
180	Great Falls, Mont.	22,012
181	Hamilton-Middletown, O.	22,004
182	Manchester, N.H.	21,927
183	Benton Harbor, Mich.	21,908
184	Jackson, Mich.	21,893
185	York, Pa.	21,878
186	Atlanta, Ga.	21,821
187	Sioux City, Iowa-Neb.	21,810
188	West Palm Beach-Boca Raton, Fla.	21,754
189	Poughkeepsie, N.Y.	21,725
190	Fort Myers-Cape Coral, Fla.	21,720
191	Erie, Pa.	21,622
192	Tucson, Ariz.	21,600
193	Orlando, Fla.	21,545
194	Bellingham, Wash.	21,497
195	Youngstown-Warren, O.	21,457
196	Appleton-Oshkosh, Wis.	21,372
197	Redding, Cal.	21,337
198	Salt Lake City-Ogden, Utah	21,326
199	Sarasota, Fla.	21,321
200	Yuba City, Cal.	21,313
201	Bangor, Me.	21,307
202	Louisville, Ky.-Ind.	21,300
203	Wichita, Kans.	21,269
204	Lubbock, Tex.	21,268
205	Canton, O.	21,249
206	Corpus Christi, Tex.	21,208
207	Greenville-Spartanburg, S.C.	21,192
208	Killeen-Temple, Tex.	21,176
209	Bay City, Mich.	21,157
210	Parkersburg-Marietta, W.Va.-O.	21,141
211	Akron, O.	21,140
212	Phoenix, Ariz.	21,057
213	Albany-Schenectady-Troy, N.Y.	21,046
214	Lorain-Elyria, O.	21,044
215	Lima, O.	21,009
216	Lynchburg, Va.	21,009
217	Muncie, Ind.	20,988
218	Shreveport, La.	20,975
219	Enid, Okla.	20,974
220	Wilmington, N.C.	20,834
221	Los Angeles-Long Beach, Cal.	20,817
222	Florence, S.C.	20,817
223	Paterson-Clifton-Passaic, N.J.	20,730
224	Greensboro-Winston-Salem-High Point, N.C.	20,693
225	Birmingham, Ala.	20,692
226	Dayton, O.	20,674
227	Pittsfield, Mass.	20,634
228	Springfield, Mo.	20,634
229	Miami, Fla.	20,599
230	Yakima, Wash.	20,596
231	Albuquerque, N.M.	20,562
232	South Bend-Mishawaka, Ind.	20,482
233	Duluth-Superior, Minn.-Wis.	20,480
234	Athens, Ga.	20,443
235	Buffalo, N.Y.	20,298
236	Tacoma, Wash.	20,182
237	Altoona, Pa.	20,143
238	Newport News-Hampton, Va.	20,071
239	Muskegon-Norton Shores-Muskegon Heights, Mich.	19,995
240	Lexington-Fayette, Ky.	19,986
241	Salem, Ore.	19,963
242	Fargo-Moorhead, N.D.-Minn.	19,918
243	Montgomery, Ala.	19,896
244	Medford, Ore.	19,799
245	Sheboygan, Wis.	19,774
246	Laredo, Tex.	19,755
247	Anderson, Ind.	19,723
248	Galveston-Texas City, Tex.	19,636
249	Pascagoula-Moss Point, Miss.	19,634
250	Longview-Marshall, Tex.	19,604
251	Wausau, Wis.	19,468
252	Pensacola, Fla.	19,467
253	Chico, Cal.	19,444
254	Lincoln, Neb.	19,429
255	Tulsa, Okla.	19,408
256	Hickory, N.C.	19,394
257	Johnstown, Pa.	19,369
258	Sioux Falls, S.D.	19,364
259	Fayetteville-Springdale, Ark.	19,287
260	Charlottesville, Va.	19,267
261	Huntsville, Ala.	19,221
262	Northeast Pennsylvania, Pa.	19,205
263	Florence, Ala.	19,182
264	Williamsport, Pa.	19,157
265	Monroe, La.	19,112
266	Bradenton, Fla.	19,063
267	Binghamton, N.Y.-Pa.	18,999
268	Las Cruces, N.M.	18,987
269	Clarksville-Hopkinsville, Tenn-Ky.	18,953
270	Rapid City, S.D.	18,914
271	Lewiston-Auburn, Me.	18,913
272	Mansfield, O.	18,893
273	Anniston, Ala.	18,820
274	Fall River, Mass.-R.I.	18,788
275	Rock Hill, S.C.	18,759
276	Provo-Orem, Utah	18,753
277	Lakeland-Winter Haven, Fla.	18,587
278	Waco, Tex.	18,500
279	Tampa-St. Petersburg, Fla.	18,491
280	Springfield, O.	18,402
281	Brownsville-Harlingen-San Benito, Tex.	18,344
282	New Bedford, Mass.	18,297
283	Tuscaloosa, Ala.	18,261
284	Chattanooga, Tenn.-Ga.	18,205
285	Salisbury-Concord, N.C.	18,149
286	Jacksonville, Fla.	18,102
287	Biloxi-Gulfport, Miss.	18,095
288	Pueblo, Colo.	18,010
289	Newburgh-Middletown, N.Y.	17,977
290	Fayetteville, N.C.	17,955
291	Mobile, Ala.	17,788
292	Joplin, Mo.	17,724
293	Burlington, N.C.	17,682
294	Utica-Rome, N.Y.	17,642
295	Baltimore, Md.	17,613
296	Janesville-Beloit, Wis.	17,510
297	Savannah, Ga.	17,491
298	Fort Walton Beach, Fla.	17,409
299	Vineland-Millville-Bridgeton, N.J.	17,377
300	Fort Smith, Ark.-Okla.	17,271
301	Ocala, Fla.	17,266
302	Daytona Beach, Fla.	17,191
303	Petersburg-Colonial Heights-Hopewell, Va.	17,177
304	El Paso, Tex.	16,818
305	Eau Claire, Wis.	16,652
306	Owensboro, Ky.	16,642
307	Panama City, Fla.	16,319
308	McAllen-Pharr-Edinburg, Tex.	16,308
309	Glens Falls, N.Y.	16,298
310	Anderson, S.C.	16,266
311	Cumberland, Md.-W.Va.	16,090
312	St. Joseph, Mo.	16,079
313	Hagerstown, Md.	15,967
314	Johnson City-Kingsport-Bristol, Tenn.-Va.	15,452
315	Danville, Va.	14,949
316	Elmira, N.Y.	14,755
317	Gadsden, Ala.	14,059
318	Texarkana, Tex.-Ark.	13,963
319	Melbourne-Titusville-Cocoa, Fla.	13,028

Leading counties (thousands)

1	Valdez-Cordova, Ak.	58,765
2	Montgomery, Md.	51,400
3	North Slope, Ak.	49,912
4	Los Alamos, N.M.	48,795
5	Bristol Bay, Ak.	46,299
6	Fairfax, Va.	45,742
7	Fairfax, Va.	43,556
8	Ketchikan Gateway, Ak.	42,542
9	Nassau, N.Y.	41,372
10	Prince Georges, Md.	40,379
11	Falls Church, Va.	40,177
12	Hinsdale, Colo.	40,150
13	Kitsap, Wash.	39,803
14	Fairfield, Conn.	38,931
15	Big Horn, Mont.	38,595
16	Napa, Cal.	38,497
17	Pitkin, Colo.	37,000
18	Arlington, Va.	36,902

INCOME PER HOUSEHOLD

19	Solano, Cal.	36,780
20	Anchorage, Ak.	36,770
21	Prince of Wales-Outer Ketchikan, Ak.	36,753
22	Archer, Tex.	36,543
23	Manassas, Va.	36,306
24	Buncombe, N.C.	35,895
25	Pleasants, W.Va.	35,839
26	Leon, Fla.	35,819
27	Manassas Park, Va.	35,730
28	Bergen, N.J.	35,694
29	Wetzel, W.Va.	35,634
30	Middlesex, N J.	35,619
31	Chattahoochee, Ga.	35,589
32	Westchester, N.Y.	35,429
33	Du Page, Ill.	35,416
34	Johnson, Kans.	35,393
35	Somerset, N.J.	35,094
36	Rockland, N.Y.	34,944
37	Stillwater, Mont.	34,932
38	Wrangell-Petersburg, Ak.	34,905
39	Suffolk, N.Y.	34,789
40	Santa Clara, Cal.	34,559
41	Randall, Tex.	34,266
42	Kodiak Island, Ak.	34,229
43	Cumberland, Pa.	34,084
44	Orange, Cal.	34,055
45	Prince William, Va.	33,724
46	Marin, Cal.	33,608
47	Monmouth, N.J.	33,558
48	Ventura, Cal.	33,359
49	Slope, N.D.	33,198
50	Dane, Wisc.	33,183
51	Lake, Ill.	32,885
52	Juneau, Ak.	32,871
53	Alexandria, Va.	32,839
54	Carbon, Mont.	32,826
55	Tazewell, Ill.	32,730
56	Fairbanks North Star, Ak.	32,704
57	Leavenworth, Kans.	32,619
58	Imperial, Cal.	32,589
59	Monroe, Mich.	32,438
60	Norfolk, Mass.	32,365
61	Sacramento, Cal.	32,358
62	Brazoria, Tex.	32,339
63	Morris, N.J.	32,329
64	Yukon-Koyukuk, Ak.	32,254
65	De Kalb, Ill.	32,235
66	Burlington, N.J.	32,105
67	Harris, Tex.	32,004
68	Tippecanoe, Ind.	32,002
69	Oakland, Mich.	31,973
70	Warren, Ohio	31,935
71	San Mateo, Cal.	31,875
72	Midland, Tex.	31,793
73	Kendall, Ill.	31,788
74	Ottawa, Mich.	31,753
75	Jackson, Colo.	31,668
76	Boone, Ky.	31,625
77	Tyler, W.Va.	31,562
78	Kent, Mich.	31,490
79	Lafayette, La.	31,486
80	Brazos, Tex.	31,423
81	Montgomery, Pa.	31,242
82	Douglas, Colo.	31,216
83	Haines, Ak.	31,029
84	Peoria, Ill.	30,947
85	Logan, N.D.	30,914
86	Taylor, Tex.	30,820
87	St. Charles, La.	30,772
88	Anderson, Tenn.	30,694
89	Loudoun, Va.	30,596
90	Finney, Kans.	30,595
91	Champaign, Ill.	30,524
92	Morgan, Ill.	30,445
93	Grant, Kans.	30,444
94	Contra Costa, Cal.	30,442
95	Golden Valley, N.D.	30,393
96	Stevens, Kans.	30,340
97	Hancock, W.Va.	30,333
98	Grant, Neb.	30,290
99	Rock Island, Ill.	30,285
100	St. Louis, Mo.	30,190
101	Campbell, Wyo.	30,178
102	Woodford, Ill.	30,167
103	Clermont, Ohio	30,132
104	Hamilton, Ohio	30,127
105	Saginaw, Mich.	30,105
106	Dauphin, Pa.	30,102
107	Morton, Kans.	30,000
108	Middlesex, Mass.	29,919
109	Tolland, Conn.	29,873
110	Camden, N.J.	29,858
111	Plaquemines, La.	29,797
112	Placer, Cal.	29,783
113	Seward, Kans.	29,746
114	Kenton, Ky.	29,660
115	Iowa, Wisc.	29,635
116	Monroe, Ind.	29,633
117	Jefferson, Ohio	29,587
118	Livingston, Mich.	29,567
119	Dakota, Minn.	29,550
120	McLean, Ill.	29,532
121	Yolo, Cal.	29,486
122	Knox, Tenn.	29,477
123	Richmond, N.Y.	29,423
124	Merced, Cal.	29,356
125	Green, Wisc.	29,346
126	Grand, Utah	29,335
127	Midland, Mich.	29,333
128	Monterey, Cal.	29,304
129	Hartford, Conn.	29,287
130	Cherokee, Okla.	29,279
131	Union, N.J.	29,263
132	Adams, N.D.	29,176
133	Sitka, Ak.	29,174
134	Barton, Kans.	29,169
135	Clay, Minn.	29,113
136	Ogle, Ill.	29,101
137	Hodgeman, Kans.	29,101
138	Campbell, Ky.	29,097
139	McCone, Mont.	29,089
140	Adams, Wash.	29,075
141	Douglas, Kans.	28,966
142	Teton, Wyo.	28,938
143	Texas, Okla.	28,923
144	Summit, Colo.	28,920
145	Comanche, Okla.	28,910
146	Camas, Ida.	28,889
147	Wichita, Tex.	28,878
148	San Benito, Cal.	28,866
149	Chester, Pa.	28,817
150	Adams, Ill.	28,787
151	Liberty, Mont.	28,779
152	Kiowa, Kans.	28,761
153	Douglas, Wash.	28,714
154	Honolulu, Hi.	28,706
155	Lee, Ill.	28,694
156	McIntosh, N.D.	28,658
157	McKenzie, N.D.	28,637
158	Franklin, Ky.	28,604
159	West Feliciana, La.	28,597
160	Haskell, Kans.	28,595
161	Riley, Kans.	28,555
162	Whiteside, Ill.	28,534
163	Travis, Tex.	28,534
164	Ozaukee, Wisc.	28,527
165	Macomb, Mich.	28,526
166	Scott, Kans.	28,511
167	Benton, Wash.	28,506
168	Natrona, Wyo.	28,490
169	Stafford, Kans.	28,484
170	Santa Barbara, Cal.	28,465
171	Newport, R.I.	28,436
172	Kearney, Neb.	28,423
173	Livingston, Ill.	28,409
174	Whitman, Wash.	28,393
175	Jefferson, La.	28,381
176	Walla Walla, Wash.	28,380
177	Middlesex, Conn.	28,378
178	McHenry, Ill.	28,357
179	Lane, Kans.	28,332
180	Dallas, Tex.	28,331
181	Lincoln, Wash.	28,321
182	Pratt, Kans.	28,310
183	Ellis, Kans.	28,286
184	Gloucester, N.J.	28,227
185	Washtenaw, Mich.	28,215
186	Morton, N.D.	28,161
187	Gray, Kans.	28,134
188	Will, Ill.	28,105
189	Kane, Ill.	28,082
190	New London, Conn.	28,078
191	Washington, Minn.	28,078
192	Graham, Kans.	28,054
193	Terrebonne, La.	28,007
194	Hinds, Miss.	27,971
195	Union, Fla.	27,967
196	Stark, N.D.	27,938
197	Santa Fe, N.M.	27,926
198	Cimarron, Okla.	27,921
199	St. Mary, La.	27,895
200	Hooker, Neb.	27,883
201	Wichita, Kans.	27,849
202	New Castle, Del.	27,842
203	Jersey, Ill.	27,813
204	Brooke, W.Va.	27,811
205	Beaver, Okla.	27,797
206	Pawnee, Kans.	27,794
207	Waukesha, Wisc.	27,762
208	Stephenson, Ill.	27,745
209	Borden, Tex.	27,695
210	Phelps, Neb.	27,665
211	Chouteau, Mont.	27,635
212	Grant, Wisc.	27,634
213	Hettinger, N.D.	27,625
214	Randolph, Ill.	27,608
215	Davidson, Tenn.	27,608
216	Anoka, Minn.	27,593
217	Hays, Tex.	27,588
218	Oliver, N.D.	27,511
219	District of Columbia, D.C.	27,510
220	Grundy, Ill.	27,492
221	Piatt, Ill.	27,492
222	Olmsted, Minn.	27,485
223	Alachua, Fla.	27,482
224	Emmons, N.D.	27,471
225	Ector, Tex.	27,467
226	Queens, N.Y.	27,466
227	Tulare, Cal.	27,451
228	Bowman, N.D.	27,435
229	Black Hawk, Ia.	27,426
230	Logan, Neb.	27,425
231	Grand Traverse, Mich.	27,381
232	Burleigh, N.D.	27,343
233	Dubuque, Ia.	27,328
234	Sublette, Wyo.	27,311
235	Delaware, Pa.	27,292
236	Kenosha, Wisc.	27,287
237	Lafourche, La.	27,286
238	Thurston, Wash.	27,281
239	Henry, Ill.	27,258
240	Oklahoma, Okla.	27,204
241	Kanawha, W.Va.	27,202
242	Pope, Minn.	27,181
243	Arapahoe, Colo.	27,164
244	St. Bernard, La.	27,150
245	Hennepin, Minn.	27,139
246	Ford, Kans.	27,129
247	Logan, Ill.	27,121
248	Dunn, N.D.	27,121
249	Plymouth, Mass.	27,093
250	Geary, Kans.	27,065
251	San Luis Obispo, Cal.	27,060
252	Edwards, Kans.	27,033
253	Deuel, S.D.	27,004
254	Thomas, Kans.	26,969
255	Douglas, Ill.	26,963
256	Centre, Pa.	26,961
257	Roanoke, Va.	26,960
258	Sherman, Kans.	26,957
259	Houston, Ga.	26,951
260	Blount, Tenn.	26,935
261	Geauga, Ohio	26,904
262	Delaware, Okla.	26,890
263	Madison, Ill.	26,881
264	Bucks, Pa.	26,874
265	Ochiltree, Tex.	26,822
266	Kings, Cal.	26,794
267	Montgomery, Tex.	26,792
268	Carter, Mont.	26,768
269	Sheridan, Mont.	26,760
270	Franklin, Ohio	26,752
271	Bristol, R.I.	26,734
272	Dillingham, Ak.	26,712
273	Dakota, Neb.	26,702
274	Madison, N.C.	26,698
275	Jones, Ga.	26,693
276	Calhoun, Tex.	26,683
277	Pottawattamie, Ia.	26,677
278	Greeley, Kans.	26,667
279	Orange, N.C.	26,666
280	Meade, Kans.	26,658
281	Dawson, Mont.	26,644
282	Vermilion, Ill.	26,643
283	Essex, Mass.	26,642
284	Morgan, Utah	26,642
285	Adams, Neb.	26,633
286	Crawford, Ill.	26,548
287	Hunterdon, N.J.	26,545
288	Atlantic, N.J.	26,535
289	Wood, Ohio	26,489
290	Tom Green, Tex.	26,471
291	Ida, Ia.	26,469
292	Union, Pa.	26,459
293	Gove, Kans.	26,457
294	Hancock, Ohio	26,447
295	Loup, Neb.	26,438
296	Eagle, Colo.	26,424
297	Kewaunee, Wisc.	26,421
298	Ford, Ill.	26,407
299	De Witt, Ill.	26,403
300	Clear Creek, Colo.	26,365
301	Grant, Wash.	26,337
302	Lafayette, Wisc.	26,337
303	Jefferson, Colo.	26,328
304	Franklin, Wash.	26,315
305	San Juan, Colo.	26,302
306	St. James, La.	26,294
307	Wake, N.C.	26,285
308	Mills, Ia.	26,272
309	Washington, Ore.	26,252
310	Virginia Beach, Va.	26,250
311	Hamilton, Ind.	26,236
312	Russell, Kans.	26,203
313	Richland, N.D.	26,203
314	Cleveland, Okla.	26,145
315	Litchfield, Conn.	26,138
316	Lucas, Ohio	26,130
317	Madera, Cal.	26,127
318	Victoria, Tex.	26,117
319	Hughes, S.D.	26,100
320	Douglas, Wisc.	26,097
321	Madison, Ohio	26,087
322	Powder River, Mont.	26,061
323	Lewis, Ida.	26,050
324	Mercer, N.J.	26,050
325	Hill, Mont.	26,042
326	St. Charles, Mo.	26,037
327	Blaine, Neb.	26,033
328	Woodward, Okla.	26,020
329	Barber, Kans.	26,016
330	San Joaquin, Cal.	25,980
331	Luce, Mich.	25,965
332	Wallace, Kans.	25,958
333	Larimer, Colo.	25,924
334	Cowlitz, Wash.	25,913
335	Alameda, Cal.	25,902
336	Schuyler, Ill.	25,899
337	Allegheny, Pa.	25,896
338	St. John the Baptist, La.	25,892
339	Racine, Wisc.	25,871
340	Benton, Ore.	25,866
341	Kearny, Kans.	25,855
342	Madison, Tex.	25,850
343	Box Elder, Utah	25,829
344	Grant, N.D.	25,802
345	Delaware, Ohio	25,802
346	Lyon, Kans.	25,792
347	York, Neb.	25,786
348	Sonoma, Cal.	25,779
349	Seward, Neb.	25,771
350	Portage, Wisc.	25,755
351	Chittenden, Vt.	25,752
352	Harper, Okla.	25,721
353	Lake, Colo.	25,717
354	De Soto, Miss.	25,712
355	Macoupin, Ill.	25,698
356	Martin, Minn.	25,697
357	Uinta, Wyo.	25,690
358	Teton, Mont.	25,685
359	Carroll, Ill.	25,679
360	Daggett, Utah	25,670
361	Scott, Ill.	25,662
362	Weld, Colo.	25,636
363	Cherry, Neb.	25,636
364	Williamsburg, Va.	25,636
365	Kern, Cal.	25,620
366	Charleston, S.C.	25,606
367	Erie, Ohio	25,586
368	Cowley, Kans.	25,585
369	Belmont, Ohio	25,574
370	Cole, Mo.	25,554
371	Monroe, N.Y.	25,542
372	Collin, Tex.	25,539
373	Rock, Minn.	25,520
374	Platte, Mo.	25,517
375	Ramsey, Minn.	25,516
376	Collier, Fla.	25,509
377	Putnam, Ind.	25,505
378	Clark, Kans.	25,483
379	Calhoun, Mich.	25,455
380	Iroquois, Ill.	25,451
381	San Juan, N.M.	25,439
382	Jasper, Ill.	25,411
383	Hartley, Tex.	25,401
384	Fairfield, Ohio	25,399
385	Southeast Fairbanks, Ak.	25,381
386	St. Clair, Ill.	25,378
387	Brookings, S.D.	25,377
388	Durham, N.C.	25,376
389	Lake, Ohio	25,370
390	Perry, Pa.	25,363
391	Yoakum, Tex.	25,362
392	Shelby, Ohio	25,346
393	Kalamazoo, Mich.	25,335
394	Kent, R.I.	25,324
395	Stonewall, Tex.	25,321
396	La Crosse, Wisc.	25,321
397	Kittitas, Wash.	25,320
398	Boyle, Ky.	25,302
399	Jo Daviess, Ill.	25,301
400	Shelby, Ky.	25,299
401	El Paso, Colo.	25,291
402	Marquette, Mich.	25,290
403	Vigo, Ind.	25,288
404	Hendricks, Ind.	25,264
405	Hansford, Tex.	25,264
406	Columbia, Wash.	25,263
407	Mercer, N.D.	25,259
408	Garfield, Colo.	25,256
409	Andrews, Tex.	25,248
410	Grand, Colo.	25,246
411	Henrico, Va.	25,240
412	Klickitat, Wash.	25,234
413	Buena Vista, Ia.	25,228
414	Tipton, Ind.	25,225
415	Clackamas, Ore.	25,220
416	Albany, Wyo.	25,220
417	Clearwater, Ida.	25,218

418	Coles, Ill.	25,213
419	Moore, Tex.	25,203
420	Fort Bend, Tex.	25,202
421	Nobles, Minn.	25,197
422	Pottawatomie, Kans.	25,174
423	Lyon, Minn.	25,168
424	Rankin, Miss.	25,168
425	Scott, Ia.	25,166
426	Montgomery, Ill.	25,161
427	Fresno, Cal.	25,159
428	Fillmore, Neb.	25,150
429	Cook, Ill.	25,146
430	Washington, Wisc.	25,144
431	Washoe, Nev.	25,129
432	Indiana, Pa.	25,098
433	Macon, Ill.	25,091
434	Stevens, Minn.	25,088
435	Stanton, Kans.	25,060
436	Clark, Ill.	25,040
437	Scurry, Tex.	25,030
438	Mason, Ill.	25,023
439	Bonneville, Ida.	25,019
440	Sussex, N.J.	25,012
441	Kandiyohi, Minn.	25,010
442	Ransom, N.D.	25,004
443	Boone, Mo.	24,999
444	Warren, N.J.	24,972
445	Smith, Tex.	24,963
446	Moultrie, Ill.	24,946
447	Atchison, Kans.	24,940
448	Darke, Ohio	24,914
449	Sargent, N.D.	24,905
450	Benton, Ind.	24,902
451	Jasper, Ind.	24,897
452	Valencia, N.M.	24,870
453	Woods, Okla.	24,869
454	East Baton Rouge, La.	24,868
455	Comanche, Kans.	24,860
456	Crane, Tex.	24,860
457	Potter, Tex.	24,860
458	Uintah, Utah	24,822
459	Richland, S.C.	24,819
460	Porter, Ind.	24,814
461	Dale, Ala.	24,805
462	Williamson, Tenn.	24,801
463	Canadian, Okla.	24,761
464	Mercer, Ohio	24,748
465	Essex, N.J.	24,746
466	Ada, Ida.	24,734
467	Freestone, Tex.	24,719
468	Chambers, Tex.	24,716
469	Campbell, S.D.	24,713
470	Winnebago, Ill.	24,712
471	Codington, S.D.	24,706
472	Carson, Tex.	24,700
473	Cottonwood, Minn.	24,692
474	Monroe, Ill.	24,691
475	Kosciusko, Ind.	24,685
476	Logan, Kans.	24,678
477	Newton, Ind.	24,672
478	Hamilton, Kans.	24,665
479	Jones, Tex.	24,663
480	Caldwell, Tex.	24,648
481	Sherman, Tex.	24,643
482	Dundy, Neb.	24,636
483	Lafayette, Mo.	24,613
484	Lancaster, Pa.	24,610
485	Jackson, Kans.	24,602
486	Gosper, Neb.	24,601
487	Wright, Ia.	24,585
488	Clay, Mo.	24,585
489	De Kalb, Ga.	24,579
490	Mitchell, Kans.	24,573
491	Mineral, Colo.	24,571
492	Redwillow, Neb.	24,561
493	Hampshire, Mass.	24,559
494	McKinley, N.M.	24,558
495	Johnson, Ind.	24,543
496	Polk, Ia.	24,521
497	Jefferson, Tex.	24,511
498	St. Clair, Mich.	24,505
499	Lehigh, Pa.	24,490
500	Story, Ia.	24,476
501	Effingham, Ill.	24,473
502	Morgan, Ala.	24,462
503	La Salle, Ill.	24,460
504	Wayne, Ohio	24,459
505	Orange, Tex.	24,459
506	Palo Pinto, Tex.	24,451
507	Yellowstone, Mont.	24,447
508	Washington, Tex.	24,436
509	Boone, Ill.	24,432
510	Cabell, W.Va.	24,432
511	Marion, Ind.	24,428
512	Madison, Ky.	24,425
513	Refugio, Tex.	24,425
514	Kane, Utah	24,407
515	Kit Carson, Colo.	24,400
516	Washington, Ill.	24,389
517	Snyder, Pa.	24,388
518	Sioux, N.D.	24,378
519	Broward, Fla.	24,377
520	Oldham, Tex.	24,370
521	Cherokee, Ia.	24,368
522	Rockingham, N.H.	24,365
523	Sumner, Tenn.	24,361
524	Winkler, Tex.	24,358
525	Williams, N.D.	24,355
526	Leelanau, Mich.	24,354
527	Adair, Okla.	24,347
528	Sheridan, Neb.	24,342
529	Sauk, Wisc.	24,318
530	Dickey, N.D.	24,316
531	San Diego, Cal.	24,308
532	Bond, Ill.	24,301
533	Mohave, Ariz.	24,273
534	Fergus, Mont.	24,272
535	Faribault, Minn.	24,267
536	Murray, Minn.	24,260
537	Union, Ky.	24,257
538	Union, Ohio	24,257
539	Cumberland, Ill.	24,256
540	Seneca, Ohio	24,251
541	Trego, Kans.	24,250
542	Eaton, Mich.	24,249
543	Valley, Mont.	24,249
544	Kimball, Neb.	24,240
545	Fulton, Ohio	24,224
546	Barnstable, Mass.	24,223
547	Custer, Okla.	24,222
548	Wakulla, Fla.	24,219
549	Polk, Minn.	24,215
550	Catron, N.M.	24,213
551	Gunnison, Colo.	24,210
552	Morris, Kans.	24,207
553	Sangamon, Ill.	24,196
554	Steele, N.D.	24,192
555	Chesterfield, Va.	24,164
556	Calhoun, Ill.	24,162
557	Wabash, Ind.	24,141
558	Jackson, W.Va.	24,138
559	Boyd, Ky.	24,133
560	Foster, N.D.	24,130
561	Crawford, Ohio	24,113
562	Carbon, Utah	24,100
563	Asotin, Wash.	24,096
564	Wabash, Ill.	24,094
565	Knox, Ill.	24,088
566	Sac, Ia.	24,086
567	Morris, Tex.	24,079
568	Mecklenburg, N.C.	24,064
569	Autauga, Ala.	24,059
570	Lincoln, La.	24,057
571	Banner, Neb.	24,052
572	Clinton, Ohio	24,043
573	Weston, Wyo.	24,032
574	Iron, Utah	24,028
575	Rapides, La.	24,027
576	Ferry, Wash.	24,015
577	Aransas, Tex.	24,001
578	Iberia, La.	23,985
579	Toole, Mont.	23,967
580	Doniphan, Kans.	23,960
581	Anderson, Ky.	23,957
582	Laramie, Wyo.	23,953
583	Columbia, Fla.	23,936
584	Fallon, Mont.	23,933
585	Pierce, Wisc.	23,921
586	Vanderburgh, Ind.	23,905
587	Greene, Ill.	23,903
588	Saline, Neb.	23,884
589	Muscatine, Ia.	23,880
590	Jackson, Minn.	23,875
591	Calcasieu, La.	23,852
592	Rooks, Kans.	23,848
593	Northampton, Pa.	23,843
594	Pike, Ill.	23,840
595	Beaver, Pa.	23,836
596	Cheyenne, Kans.	23,828
597	East Feliciana, La.	23,812
598	New Haven, Conn.	23,811
599	Polk, Neb.	23,811
600	Hancock, Ind.	23,809
601	New York, N.Y.	23,806
602	Matagorda, Tex.	23,803
603	Defiance, Ohio	23,801
604	Allen, Ind.	23,800
605	Ottawa, Ohio	23,795
606	Howard, Md.	23,783
607	Clinton, Ia.	23,782
608	Adams, Colo.	23,768
609	Baldwin, Ga.	23,752
610	Hall, Neb.	23,739
611	St. Tammany, La.	23,734
612	Garfield, Wash.	23,734
613	Shelby, Ia.	23,732
614	Kendall, Tex.	23,717
615	Grayson, Tex.	23,713
616	Duchesne, Utah	23,712
617	Johnson, Ia.	23,710
618	Henry, Ohio	23,685
619	Clarke, Ga.	23,674
620	Stanislaus, Cal.	23,673
621	Elkhart, Ind.	23,673
622	Redwood, Minn.	23,671
623	Clay, S.D.	23,670
624	Cumberland, Me.	23,669
625	Otsego, Mich.	23,667
626	Grand Forks, N.D.	23,665
627	Park, Wyo.	23,650
628	Sandusky, Ohio	23,641
629	Sedgwick, Colo.	23,627
630	Terry, Tex.	23,627
631	Salem, Va.	23,613
632	Mifflin, Pa.	23,612
633	Westmoreland, Pa.	23,611
634	Bexar, Tex.	23,582
635	Athens, Ohio	23,572
636	Pennington, Minn.	23,567
637	Cooper, Mo.	23,562
638	Ross, Ohio	23,558
639	Scott, Mo.	23,557
640	Gaines, Tex.	23,557
641	Gray, Tex.	23,524
642	Caribou, Ida.	23,522
643	Beaufort, S.C.	23,518
644	Shelby, Tenn.	23,514
645	Sweetwater, Wyo.	23,511
646	Jackson, Ala.	23,492
647	Linn, Ia.	23,486
648	Wayne, Mich.	23,482
649	Cuyahoga, Ohio	23,482
650	Boulder, Colo.	23,481
651	Payne, Okla.	23,475
652	King, Wash.	23,473
653	Mason, Mich.	23,470
654	Denton, Tex.	23,465
655	Delta, Mich.	23,464
656	Clarion, Pa.	23,457
657	Licking, Ohio	23,451
658	Dolores, Colo.	23,442
659	Roseau, Minn.	23,441
660	Platte, Neb.	23,440
661	Ashland, Ohio	23,439
662	Bartholomew, Ind.	23,436
663	Nacogdoches, Tex.	23,427
664	Spokane, Wash.	23,416
665	Plymouth, Ia.	23,411
666	Dewey, Okla.	23,395
667	Dawes, Neb.	23,391
668	Merrimack, N.H.	23,381
669	Bastrop, Tex.	23,379
670	Pickaway, Ohio	23,378
671	Daniels. Mont.	23,377
672	Sutter, Cal.	23,369
673	Kerr, Tex.	23,364
674	Custer, Mont.	23,326
675	Washington, R.I.	23,324
676	Marion, Ohio	23,314
677	Medina, Ohio	23,314
678	Henderson, Ky.	23,302
679	Pulaski, Ind.	23,296
680	Bibb, Ga.	23,285
681	Cedar, Ia.	23,284
682	Lexington, S.C.	23,282
683	Deaf Smith, Tex.	23,277
684	Howard, Tex.	23,276
685	Yankton, S.D.	23,266
686	White, Ill.	23,264
687	Rush, Kans.	23,264
688	Callaway, Mo.	23,263
689	Onslow, N.C.	23,262
690	Warren, Ia.	23,261
691	Shawnee, Kans.	23,255
692	Rio Blanco, Colo.	23,253
693	Berkeley, S.C.	23,250
694	Rockwall, Tex.	23,249
695	Davis, Utah	23,246
696	Dodge, Wisc.	23,239
697	Wabaunsee, Kans.	23,222
698	Tripp, S.D.	23,221
699	Crawford, Wisc.	23,220
700	Edgar, Ill.	23,218
701	Ingham, Mich.	23,209
702	Nez Perce, Ida.	23,203
703	Alpine, Cal.	23,182
704	Hamilton, Neb.	23,169
705	Ocean, N.J.	23,169
706	Des Moines, Ia.	23,155
707	Huron, Ohio	23,146
708	Ward, N.D.	23,144
709	Traverse, Minn.	23,135
710	Strafford, N.H.	23,132
711	Johnson, Mo.	23,130
712	Carbon, Wyo.	23,130
713	Norton, Va.	23,126
714	Parmer, Tex.	23,125
715	Richmond, Ga.	23,121
716	Coconino, Ariz.	23,108
717	Warrick, Ind.	23,107
718	Medina, Tex.	23,097
719	St. Francois, Mo.	23,088
720	Rush, Ind.	23,078
721	Bleckley, Ga.	23,074
722	McDonough, Ill.	23,074
723	Keith, Neb.	23,073
724	Blaine, Ida.	23,072
725	Rawlins, Kans.	23,072
726	Isanti, Minn.	23,072
727	Poquoson, Va.	23,071
728	Morgan, Ind.	23,063
729	Houston, Ala.	23,060
730	Worcester, Mass.	23,058
731	Hutchinson, Tex.	23,042
732	Hand, S.D.	23,040
733	Rice, Minn.	23,038
734	Pondera, Mont.	23,037
735	Hillsborough, N.H.	23,035
736	Mineral, W.Va.	23,032
737	Clay, Neb.	23,025
738	Sherburne, Minn.	23,016
739	Sheridan, N.D.	23,009
740	Shiawassee, Mich	23,008
741	Mono, Cal.	23,004
742	Walworth, Wisc.	23,001
743	La Porte, Ind.	22,993
744	Summit, Utah	22,993
745	Skagway-Yakutat-Angoon, Ak.	22,990
746	Cheshire, N.H.	22,989
747	Marion, Ill.	22,984
748	Clinton, Mich.	22,970
749	Carteret, N.C.	22,970
750	Jim Wells, Tex.	22,968
751	Lenoir, N.C.	22,958
752	Chippewa, Minn.	22,945
753	Ashtabula, Ohio	22,931
754	Isabella, Mich.	22,924
755	Cameron, La.	22,914
756	Wilson, Tenn.	22,911
757	Woodford, Ky.	22,908
758	Lawrence, Ill.	22,904
759	Watonwan, Minn.	22,903
760	Craven, N.C.	22,902
761	Carroll, Ia.	22,900
762	Dukes, Mass.	22,896
763	Sioux, Ia.	22,888
764	Auglaize, Ohio	22,886
765	Bremer, Ia.	22,883
766	Fremont, Wyo.	22,883
767	Decatur, Ind.	22,882
768	Pulaski, Ark.	22,879
769	Lebanon, Pa.	22,873
770	Fayette, Ill.	22,871
771	Lake, Ind.	22,869
772	Onondaga, N.Y.	22,864
773	Manistee, Mich.	22,857
774	Brown, Wisc.	22,857
775	Dawson, Tex.	22,852
776	Peach, Ga.	22,837
777	Currituck, N.C.	22,837
778	Chase, Kans.	22,826
779	Lynn, Tex.	22,824
780	Bureau, Ill.	22,820
781	Yamhill, Ore.	22,817
782	Clinton, Ill.	22,812
783	Greenville, S.C.	22,803
784	San Bernardino, Cal.	22,787
785	Glacier, Mont.	22,777
786	Beauregard, La.	22,775
787	Lee, N.C.	22,774
788	Christian, Ill.	22,768
789	Ontonagon, Mich.	22,767
790	Routt, Colo.	22,765
791	Jefferson, Wisc.	22,761
792	Curry, N.M.	22,758
793	Roosevelt, Mont.	22,756
794	Decatur, Kans.	22,738
795	York, Va.	22,737
796	Kankakee, Ill.	22,725
797	Ionia, Mich.	22,716
798	Montgomery, Ind.	22,713
799	Jackson, Tex.	22,710
800	Tuscola, Mich.	22,700
801	Van Buren, Mich.	22,692
802	Baraga, Mich.	22,687
803	Latah, Ida.	22,685
804	Genesee, Mich.	22,681
805	Carson City, Nev.	22,681
806	Big Stone, Minn.	22,679
807	Boone, Ind.	22,678
808	Osborne, Kans.	22,677
809	Madison, Ida.	22,673
810	Adair, Ia.	22,672
811	King George, Va.	22,671
812	Marion, Ia.	22,667
813	Coffee, Ala.	22,663
814	Blount, Ala.	22,657
815	Inyo, Cal.	22,647
816	Roger Mills, Okla.	22,636
817	Hopkins, Tex.	22,634
818	Jefferson, Ky.	22,630
819	Prairie, Mont.	22,628
820	Kenai Peninsula, Ak.	22,626
821	Natchitoches, La.	22,622
822	Audrain, Mo.	22,611
823	Renville, Minn.	22,605

824 Lewis, Wash.	22,604
825 Atchison, Mo.	22,598
826 Milwaukee, Wisc.	22,591
827 Jackson, Ill.	22,590
828 Dickinson, Mich.	22,583
829 Marshall, Ia.	22,569
830 Jefferson, Ark.	22,565
831 Barry, Mich.	22,564
832 Richland, Ill.	22,563
833 Santa Cruz, Cal.	22,558
834 Colusa, Cal.	22,557
835 Hocking, Ohio	22,556
836 Jackson, Wisc.	22,555
837 Warren, Mo.	22,552
838 Deuel, Neb.	22,550
839 Starke, Ind.	22,547
840 Wibaux, Mont.	22,544
841 Jackson, Ind.	22,537
842 Marshall, Ill.	22,529
843 Jasper, Ia.	22,529
844 Hanover, Va.	22,519
845 Shawano, Wisc.	22,518
846 Johnson, Wyo.	22,514
847 Wells, Ind.	22,513
848 Fulton, Ind.	22,508
849 Jefferson, Mo.	22,505
850 Linn, Ore.	22,501
851 Monroe, Fla.	22,475
852 Wyandotte, Kans.	22,474
853 Cass, Ind.	22,470
854 Bailey, Tex.	22,469
855 Richland, Mont.	22,462
856 Wilkin, Minn.	22,458
857 Lane, Ore.	22,457
858 Waupaca, Wisc.	22,457
859 Sioux, Neb.	22,443
860 Jefferson, Ia.	22,438
861 Seminole, Fla.	22,427
862 Gillespie, Tex.	22,427
863 Rowan, Ky.	22,421
864 Madison, Neb.	22,421
865 Wyandot, Ohio	22,421
866 Hood River, Ore.	22,408
867 Pitt, N.C.	22,399
868 Jefferson, Pa.	22,393
869 Moffat, Colo.	22,388
870 Logan, Colo.	22,384
871 White, Ind.	22,381
872 Saline, Mo.	22,365
873 Liberty, Tex.	22,356
874 Tooele, Utah	22,354
875 Ellis, Okla.	22,348
876 Cooke, Tex.	22,342
877 Mercer, Pa.	22,339
878 Henry, Ky.	22,336
879 Frontier, Neb.	22,329
880 Iberville, La.	22,326
881 Cache, Utah	22,324
882 Gratiot, Mich.	22,321
883 Lincoln, Wyo.	22,321
884 Clay, Ill.	22,317
885 Montgomery, Ia.	22,315
886 Shoshone, Ida.	22,313
887 Bee, Tex.	22,313
888 Jefferson, Ind.	22,311
889 Chesapeake, Va.	22,309
890 Nemaha, Kans.	22,306
891 Clinton, Mo.	22,306
892 Lee, Ia.	22,303
893 Gaston, N.C.	22,302
894 Grafton, N.H.	22,299
895 Perkins, Neb.	22,294
896 Clearfield, Pa.	22,289
897 Alamosa, Colo.	22,288
898 Grimes, Tex.	22,284
899 Phillips, Mont.	22,281
900 Swisher, Tex.	22,274
901 Yellow Medicine, Minn.	22,271
902 Cass, Ill.	22,267
903 Albany, N.Y.	22,266
904 York, Pa.	22,262
905 Cullman, Ala.	22,261
906 Vernon, La.	22,248
907 Lyon, Ia.	22,238
908 Archuleta, Colo.	22,237
909 Morrow, Ore.	22,227
910 Washington, La.	22,219
911 Mason, Ky.	22,216
912 Wasatch, Utah	22,211
913 Crawford, Ia.	22,205
914 Carroll, Ind.	22,203
915 Multnomah, Ore.	22,202
916 Williams, Ohio	22,185
917 Hudson, N.J.	22,184
918 Knox, Ohio	22,176
919 Wood, W.Va.	22,173
920 Warren, Ky.	22,169
921 Steele, Minn.	22,164
922 Hampden, Mass.	22,162
923 Valley, Ida.	22,152
924 Sarpy, Neb.	22,151
925 Beadle, S.D.	22,150
926 Cass, Ia.	22,142
927 Poweshiek, Ia.	22,140
928 Russell, Ala.	22,133
929 Kingsbury, S.D.	22,132
930 San Francisco, Cal.	22,129
931 Putnam, Ill.	22,126
932 Columbia, Wisc.	22,123
933 Washington, Colo.	22,121
934 Clark, Nev.	22,117
935 Dougherty, Ga.	22,116
936 Bedford, Pa.	22,112
937 Cerro Gordo, Ia.	22,103
938 Douglas, Ga.	22,098
939 Daviess, Ind.	22,096
940 Lenawee, Mich.	22,094
941 Douglas, Neb.	22,092
942 Benzie, Mich.	22,091
943 Trumbull, Ohio	22,091
944 Kingfisher, Okla.	22,083
945 Dawson, Neb.	22,078
946 Pike, Mo.	22,077
947 Addison, Vt.	22,075
948 St. Croix, Wisc.	22,062
949 Juniata, Pa.	22,059
950 Bingham, Ida.	22,055
951 Ramsey, N.D.	22,055
952 Nome, Ak.	22,050
953 Phillips, Colo.	22,050
954 Clay, Ind.	22,039
955 Stark, Ill.	22,038
956 Skagit, Wash.	22,037
957 Sheridan, Kans.	22,036
958 Shelby, Ill.	22,034
959 Stevens, Wash.	22,034
960 Ellsworth, Kans.	22,029
961 Charles, Md.	22,027
962 Brown, Kans.	22,026
963 Titus, Tex.	22,025
964 Harvey, Kans.	22,024
965 Berks, Pa.	22,022
966 Assumption, La.	22,021
967 Cascade, Mont.	22,012
968 Butler, Ohio	22,004
969 Guilford, N.C.	21,995
970 Winneshiek, Ia.	21,986
971 Howard, Ind.	21,984
972 Williamson, Tex.	21,982
973 Lincoln, Neb.	21,965
974 Garfield, Utah	21,960
975 Huntington, Ind.	21,955
976 Stearns, Minn.	21,953
977 Door, Wisc.	21,953
978 Campbell, Va.	21,952
979 Bandera, Tex.	21,951
980 Chaffee, Colo.	21,948
981 Castro, Tex.	21,940
982 Van Zandt, Tex.	21,938
983 Douglas, Nev.	21,937
984 Lassen, Cal.	21,936
985 Orange, Fla.	21,934
986 Clay, Tex.	21,925
987 Nelson, Ky.	21,922
988 Whitley, Ind.	21,908
989 Berrien, Mich.	21,908
990 Plumas, Cal.	21,907
991 Hall, Tex.	21,903
992 Wayne, Ill.	21,902
993 New Hanover, N.C.	21,895
994 Paulding, Ohio	21,894
995 Kay, Okla.	21,894
996 Rockdale, Ga.	21,893
997 Jackson, Mich.	21,893
998 Lee, Ala.	21,892
999 Fayette, Ga.	21,886
1000 Monroe, Ohio	21,886
1001 Cobb, Ga.	21,884
1002 Muscogee, Ga.	21,878
1003 Island, Wash.	21,866
1004 Bethel, Ak.	21,857
1005 Jennings, Ind.	21,849
1006 Scott, Ind.	21,849
1007 Washington, Ia.	21,846
1008 Idaho, Ida.	21,833
1009 Power, Ida.	21,833
1010 Scioto, Ohio	21,827
1011 Phelps, Mo.	21,822
1012 Chelan, Wash.	21,819
1013 Wharton, Tex.	21,814
1014 Washington, Pa.	21,811
1015 Shackelford, Tex.	21,811
1016 Benton, Minn.	21,810
1017 Dodge, Neb.	21,803
1018 Suffolk, Mass.	21,800
1019 Matanuska-Susitna, Ak.	21,798
1020 Stephens, Okla.	21,773
1021 Holt, Neb.	21,772
1022 Rich, Utah	21,771
1023 Burleson, Tex.	21,767
1024 Weber, Utah	21,767
1025 Edwards, Ill.	21,766
1026 Benewah, Ida.	21,765
1027 Livingston, N.Y.	21,763
1028 Rio Grande, Colo.	21,758
1029 Palm Beach, Fla.	21,754
1030 Nantucket, Mass.	21,750
1031 San Juan, Utah	21,749
1032 Ohio, W.Va.	21,746
1033 Wasco, Ore.	21,742
1034 Aiken, S.C.	21,738
1035 Billings, N.D.	21,736
1036 Mesa, Colo.	21,727
1037 Dutchess, N.Y.	21,725
1038 Lee, Fla.	21,720
1039 Adair, Mo.	21,719
1040 Pasquotank, N.C.	21,718
1041 Hardin, Ohio	21,715
1042 Skamania, Wash.	21,714
1043 Mercer, Ill.	21,705
1044 Walsh, N.D.	21,703
1045 Butler, Neb.	21,700
1046 O'Brien, Ia.	21,698
1047 Monona, Ia.	21,697
1048 Dallas, Ia.	21,690
1049 Morrow, Ohio	21,686
1050 Caddo, La.	21,680
1051 Grant, S.D.	21,676
1052 Laurens, Ga.	21,673
1053 Shelby, Ind.	21,673
1054 Nodaway, Mo.	21,673
1055 Outagamie, Wisc.	21,671
1056 Gilliam, Ore.	21,667
1057 Bannock, Ida.	21,665
1058 Washington, Neb.	21,661
1059 Stutsman, N.D.	21,655
1060 Kleberg, Tex.	21,653
1061 Fulton, Ga.	21,647
1062 Vermillion, Ind.	21,647
1063 Brown, Ill.	21,645
1064 Clayton, Ga.	21,644
1065 El Dorado, Cal.	21,643
1066 Lincoln, Colo.	21,641
1067 Greene, Pa.	21,640
1068 Wheeler, Tex.	21,640
1069 Cape Girardeau, Mo.	21,638
1070 Henry, Ia.	21,628
1071 Greene, Ohio	21,627
1072 Erie, Pa.	21,622
1073 Emmet, Mich.	21,614
1074 Fayette, Ohio	21,604
1075 Golden Valley, Mont.	21,603
1076 Butler, Pa.	21,603
1077 Sedgewick, Kans.	21,601
1078 Marion, Mo.	21,601
1079 Pima, Ariz.	21,600
1080 Pepin, Wisc.	21,600
1081 Warren, Pa.	21,599
1082 Treasure, Mont.	21,587
1083 Coryell, Tex.	21,587
1084 Gallia, Ohio	21,583
1085 Fremont, Ida.	21,579
1086 Greenup, Ky.	21,571
1087 Providence, R.I.	21,567
1088 Kidder, N.D.	21,566
1089 Monroe, Wisc.	21,564
1090 Carroll, Ky.	21,563
1091 Kobuk, Ak.	21,562
1092 Nueces, Tex.	21,557
1093 Worth, Ia.	21,556
1094 Webster, Ia.	21,555
1095 Harlan, Neb.	21,553
1096 La Moure, N.D.	21,550
1097 Menard, Ill.	21,539
1098 Harrison, Ia.	21,533
1099 Brown, S.D.	21,531
1100 Millard, Utah	21,526
1101 Cass, Tex.	21,524
1102 Monroe, Pa.	21,519
1103 Wood, Tex.	21,513
1104 Jewell, Kans.	21,512
1105 Towner, N.D.	21,502
1106 Jefferson, Ala.	21,500
1107 Alger, Mich.	21,498
1108 Riverside, Cal.	21,497
1109 Whatcom, Wash.	21,497
1110 Powell, Ky.	21,490
1111 Pike, Ohio	21,489
1112 Grundy, Ia.	21,486
1113 Rutherford, Tenn.	21,484
1114 Kings, N.Y.	21,478
1115 Fayette, Pa.	21,476
1116 Page, Ia.	21,475
1117 Kittson, Minn.	21,465
1118 Juab, Utah	21,465
1119 Fremont, Ia.	21,461
1120 Washington, Utah	21,460
1121 King, Tex.	21,455
1122 Norton, Kans.	21,443
1123 Clay, Ia.	21,427
1124 Portage, Ohio	21,427
1125 Schenectady, N.Y.	21,423
1126 Pipestone, Minn.	21,417
1127 Lee, Tex.	21,413
1128 Hale, Tex.	21,406
1129 Kootenai, Ida.	21,402
1130 Adams, Ind.	21,401
1131 Swift, Minn.	21,398
1132 Putnam, N.Y.	21,390
1133 Penobscot, Me.	21,389
1134 Garfield, Neb.	21,388
1135 Jackson, Mo.	21,379
1136 Winnebago, Ia.	21,378
1137 Glynn, Ga.	21,373
1138 Scott, Minn.	21,371
1139 Randolph, Mo.	21,371
1140 Grand Isle, Vt.	21,369
1141 Lipscomb, Tex.	21,361
1142 Dunn, Wisc.	21,352
1143 Beaver, Utah	21,351
1144 Stark, Ohio	21,341
1145 Shasta, Cal.	21,337
1146 Leon, Tex.	21,331
1147 Carver, Minn.	21,329
1148 Clinton, Ind.	21,328
1149 Tuolumne, Cal.	21,326
1150 Buffalo, Neb.	21,323
1151 Sarasota, Fla.	21,321
1152 Livingston, Mo.	21,321
1153 Saline, Ark.	21,318
1154 Knox, Ind.	21,313
1155 Madison, Ia.	21,313
1156 Bossier, La.	21,311
1157 Lee, Ga.	21,298
1158 Brown, Neb.	21,295
1159 Wapello, Ia.	21,294
1160 Elk, Kans.	21,293
1161 Allen, Ohio	21,289
1162 Lynchburg, Va.	21,287
1163 Bradford, Pa.	21,285
1164 Lubbock, Tex.	21,268
1165 Lincoln, Mo.	21,264
1166 Greenbrier, W.Va.	21,259
1167 Scotts Bluff, Neb.	21,255
1168 Washakie, Wyo.	21,253
1169 Alpena, Mich.	21,249
1170 Pickens, S.C.	21,236
1171 Carter, Mo.	21,235
1172 Nash, N.C.	21,235
1173 Twin Falls, Ida.	21,233
1174 Snohomish, Wash.	21,233
1175 Perry, Ill	21,218
1176 Red Lake, Minn.	21,215
1177 Concho, Tex.	21,214
1178 Orleans, La.	21,211
1179 Davison, S.D.	21,198
1180 Franklin, Neb.	21,195
1181 Morgan, Ohio	21,193
1182 Jones, Ia.	21,189
1183 Hardin, Ky.	21,189
1184 Madison, N.Y.	21,182
1185 Saline, Kans.	21,180
1186 Nicollet, Minn.	21,180
1187 Clark, Ida.	21,175
1188 La Plata, Colo.	21,173
1189 McPherson, Kans.	21,167
1190 Saratoga, N.Y.	21,162
1191 Nicholas, W.Va.	21,160
1192 Blue Earth, Minn.	21,159
1193 Belknap, N.H.	21,159
1194 Winnebago, Wisc.	21,159
1195 Huntingdon, Pa.	21,158
1196 Bay, Mich.	21,157
1197 Benton, Ia.	21,152
1198 Mackinac, Mich.	21,136
1199 Pembina, N.D.	21,131
1200 Dare, N.C.	21,127
1201 Marinette, Wisc.	21,125
1202 Butte, Ida.	21,124
1203 Walker, Tex.	21,124
1204 Ness, Kans.	21,123
1205 Crosby, Tex.	21,121
1206 Albemarle, Va.	21,120
1207 Greenlee, Ariz.	21,113
1208 Divide, N.D.	21,113
1209 Tazewell, Va.	21,098
1210 Tehama, Cal.	21,090
1211 Scott, Ky.	21,090
1212 Jackson, Ia.	21,089
1213 Spencer, Ind.	21,087
1214 Menominee, Mich.	21,082
1215 Summit, Ohio	21,070
1216 Bell, Tex.	21,069
1217 Columbia, Ga.	21,066
1218 Warren, Ill.	21,066
1219 Greene, Ia.	21,066
1220 Briscoe, Tex.	21,063
1221 Putnam, Ga.	21,061
1222 Gila, Ariz.	21,057
1223 Maricopa, Ariz.	21,057
1224 Calumet, Wisc.	21,057
1225 Callahan, Tex.	21,055
1226 Cass, Mich.	21,054
1227 Marshall, W.Va.	21,047
1228 Wayne, N.Y.	21,045

1229	Lorain, Ohio	21,044
1230	Montgomery, Ohio	21,043
1231	Hardeman, Tex.	21,040
1232	Lincoln, Kans.	21,029
1233	Umatilla, Ore.	21,029
1234	Mason, W.Va.	21,026
1235	Posey, Ind.	21,023
1236	Hardin, Ia.	21,022
1237	Owen, Ind.	21,016
1238	Putnam, W.Va.	21,012
1239	Miami, Ind.	21,008
1240	Adams, Ida.	21,004
1241	Holt, Mo.	21,002
1242	Brown, Ohio	21,002
1243	Logan, Ohio	21,002
1244	Union, S.D.	20,999
1245	Buchanan, Ia.	20,996
1246	Reno, Kans.	20,995
1247	Tulsa, Okla.	20,992
1248	Woodbury, Ia.	20,989
1249	Delaware, Ind.	20,988
1250	Renville, N.D.	20,987
1251	Grant, Ind.	20,986
1252	Montrose, Colo.	20,977
1253	Garfield, Okla.	20,974
1254	Forsyth, N.C.	20,967
1255	Greenwood, Kans.	20,966
1256	Baca, Colo.	20,964
1257	Glenn, Cal.	20,961
1258	Minidoka, Ida.	20,956
1259	McLean, N.D.	20,952
1260	Siskiyou, Cal.	20,948
1261	Clark, Ky.	20,946
1262	Washington, N.C.	20,946
1263	Franklin, Pa.	20,941
12 4	Henry, Ga.	20,938
1265	Mahoning, Ohio	20,936
1266	Hampshire, W.Va.	20,924
1267	Lagrange, Ind.	20,920
1268	Chippewa, Mich.	20,920
1269	Greene, Mo.	20,895
1270	Wilson, N.C.	20,894
1271	Columbiana, Ohio	20,890
1272	Buchanan, Va.	20,889
1273	McLeod, Minn.	20,884
1274	Garvin, Okla.	20,884
1275	Louisa, Ia.	20,881
1276	Fulton, Pa.	20,881
1277	Grant, Ky.	20,874
1278	Madison, Ala.	20,856
1279	Craighead, Ark.	20,849
1280	Wayne, W.Va.	20,846
1281	Sebastian, Ark.	20,845
1282	Nuckolls, Neb.	20,844
1283	Bernalillo, N.M.	20,843
1284	Noble, Ind.	20,841
1285	Schoolcraft, Mich.	20,840
1286	Park, Colo.	20,839
1287	Childress, Tex.	20,838
1288	Polk, Wisc.	20,833
1289	Delaware, Ia.	20,824
1290	Cassia, Ida.	20,820
1291	Los Angeles, Cal.	20,817
1292	Florence, S.C.	20,817
1293	Judith Basin, Mont.	20,816
1294	Greene, Ind.	20,814
1295	Waynesboro, Va.	20,814
1296	Garza, Tex.	20,809
1297	Salt Lake, Utah	20,809
1298	Ripley, Ind.	20,804
1299	Grant, Minn.	20,798
1300	Montgomery, Ky.	20,795
1301	Wayne, N.C.	20,790
1302	Martin, Fla.	20,786
1303	Sheridan, Wyo.	20,786
1304	St. Joseph, Ind.	20,780
1305	Amherst, Va.	20,762
1306	Boone, Ia.	20,758
1307	Lewis, Mo.	20,754
1308	Nolan, Tex.	20,754
1309	Hayes, Neb.	20,753
1310	Hockley, Tex.	20,745
1311	Henderson, Tex.	20,731
1312	Passaic, N.J.	20,730
1313	Brown, Tex.	20,728
1314	Bottineau, N.D.	20,726
1315	Smith, Kans.	20,724
1316	Lac Qui Parle, Minn.	20,706
1317	Martin, Tex.	20,706
1318	Calaveras, Cal.	20,705
1319	Barron, Wisc.	20,701
1320	Otero, N.M.	20,694
1321	Camden, Ga.	20,691
1322	Franklin, Ind.	20,681
1323	Winona, Minn.	20,677
1324	Dubois, Ind.	20,673
1325	Angelina, Tex.	20,665
1326	Howard, Ia.	20,662
1327	Cheatham, Tenn.	20,658
1328	Henry, Ind.	20,651
1329	Waller, Tex.	20,649
1330	Brule, S.D.	20,648
1331	Hamlin, S.D.	20,643
1332	Anderson, Tex.	20,643
1333	Winston, Ala.	20,636
1334	Wayne, Ind.	20,633
1335	Faulkner, Ark.	20,632
1336	Sierra, Cal.	20,631
1337	Hendry, Fla.	20,629
1338	Lawrence, Pa.	20,628
1339	Kiowa, Colo.	20,623
1340	Christian, Ky.	20,621
1341	Tompkins, N.Y.	20,619
1342	Llano, Tex.	20,616
1343	Mecosta, Mich.	20,614
1344	Marshall, Minn.	20,609
1345	Merrick, Neb.	20,609
1346	Upshur, W.Va.	20,605
1347	Fulton, Ill.	20,601
1348	Dade, Fla.	20,599
1349	Colorado, Tex.	20,599
1350	Randolph, W.Va.	20,599
1351	Marion, Ky.	20,597
1352	Yakima, Wash.	20,596
1353	Converse, Wyo.	20,593
1354	Goodhue, Minn.	20,590
1355	Frio, Tex.	20,588
1356	Dallas, Ala.	20,587
1357	Monroe, Ga.	20,574
1358	Rusk, Tex.	20,573
1359	Fayette, Tex.	20,570
1360	Piute, Utah	20,570
1361	Berkshire, Mass.	20,568
1362	Pettis, Mo.	20,565
1363	Young, Tex.	20,565
1364	Ralls, Mo.	20,560
1365	St. Joseph, Mich.	20,554
1366	Marshall, Kans.	20,552
1367	Klamath, Ore.	20,548
1368	Tangipahoa, La.	20,546
1369	Jefferson, Neb.	20,545
1370	Potter, S.D.	20,545
1371	Pulaski, Mo.	20,535
1372	Lapeer, Mich.	20,527
1373	Morgan, Colo.	20,521
1374	Union, Ill.	20,520
1375	Washington, Okla.	20,517
1376	Marquette, Wisc.	20,513
1377	Tuscarawas, Ohio	20,506
1378	Coweta, Ga.	20,499
1379	Henderson, Ill.	20,494
1380	Franklin, Vt.	20,493
1381	Jessamine, Ky.	20,492
1382	McCracken, Ky.	20,490
1383	Denver, Colo.	20,485
1384	Noble, Ohio	20,482
1385	Tioga, Pa.	20,470
1386	Harney, Ore.	20,465
1387	Union, N.C.	20,464
1388	Jefferson, Ill.	20,462
1389	Amador, Cal.	20,458
1390	Cheyenne, Colo.	20,456
1391	Wood, Wisc.	20,453
1392	Worth, Mo.	20,452
1393	Tift, Ga.	20,449
1394	Floyd, Ia.	20,449
1395	Jefferson, Ore.	20,441
1396	Custer, Neb.	20,436
1397	Muskingum, Ohio	20,432
1398	Georgetown, S.C.	20,432
1399	Fredericksburg, Va.	20,422
1400	Hitchcock, Neb.	20,418
1401	Coshocton, Ohio	20,417
1402	Mountrail, N.D.	20,412
1403	Hamilton, Ia.	20,411
1404	Wilbarger, Tex.	20,411
1405	Canyon, Ida.	20,409
1406	Juneau, Wisc.	20,407
1407	Lea, N.M.	20,402
1408	Iron, Mo.	20,398
1409	Mason, Wash.	20,393
1410	Carroll, N.H.	20,388
1411	Blaine, Mont.	20,386
1412	Erie, N.Y.	20,382
1413	Barnes, N.D.	20,379
1414	Lavaca, Tex.	20,376
1415	Live Oak, Tex.	20,373
1416	Gallatin, Ill.	20,368
1417	Franklin, Me.	20,366
1418	Allegan, Mich.	20,366
1419	Baltimore, Md.	20,362
1420	Niobrara, Wyo.	20,360
1421	Trempealeau, Wisc.	20,358
1422	Upshur, Tex.	20,354
1423	Jackson, La.	20,346
1424	Columbia, Ore.	20,346
1425	Sullivan, Ind.	20,341
1426	Montgomery, Mo.	20,340
1427	De Kalb, Ind.	20,339
1428	Gibson, Ind.	20,333
1429	Elmore, Ida.	20,323
1430	Kanabec, Minn.	20,321
1431	Ellis, Tex.	20,321
1432	Red River, La.	20,320
1433	Oldham, Ky.	20,315
1434	Williamson, Ill.	20,313
1435	Madison, Mo.	20,312
1436	Big Horn, Wyo.	20,312
1437	Harding, N.M.	20,308
1438	Gregg, Tex.	20,300
1439	Orleans, N.Y.	20,298
1440	Palo Alto, Ia.	20,285
1441	Blanco, Tex.	20,278
1442	Boundary, Ida.	20,277
1443	Wilson, Tex.	20,277
1444	Wells, N.D.	20,275
1445	Lee, Miss.	20,273
1446	Tarrant, Tex.	20,258
1447	Houston, Minn.	20,250
1448	Crawford, Pa.	20,248
1449	Carter, Ky.	20,247
1450	Warren, Miss.	20,247
1451	Holmes, Ohio	20,246
1452	James City, Va.	20,246
1453	Mitchell, Ia.	20,242
1454	Elbert, Colo.	20,238
1455	Cape May, N.J.	20,224
1456	Edgecombe, N.C.	20,218
1457	Okanogan, Wash.	20,218
1458	Suffolk, Va.	20,216
1459	Traill, N.D.	20,215
1460	Sumter, Ga.	20,210
1461	Wyoming, Pa.	20,206
1462	Armstrong, Tex.	20,204
1463	Robertson, Tex.	20,200
1464	Twiggs, Ga.	20,197
1465	Mitchell, Tex.	20,192
1466	Hot Springs, Wyo.	20,191
1467	Burke, N.D.	20,190
1468	Polk, Ore.	20,187
1469	Pierce, Wash.	20,182
1470	Garfield, Mont.	20,181
1471	Furnas, Neb.	20,180
1472	Thayer, Neb.	20,180
1473	Harrisonburg, Va.	20,179
1474	Warren, Ind.	20,178
1475	Atascosa, Tex.	20,178
1476	Modoc, Cal.	20,169
1477	Yuma, Colo.	20,165
1478	Garden, Neb.	20,163
1479	Spalding, Ga.	20,161
1480	Humboldt, Ia.	20,160
1481	Macon, Mo.	20,158
1482	Clark, Wash.	20,156
1483	Crook, Wyo.	20,156
1484	Norfolk, Va.	20,153
1485	Transylvania, N.C.	20,151
1486	Mower, Minn.	20,145
1487	Audubon, Ia.	20,144
1488	Blair, Pa.	20,143
1489	Franklin, Ala.	20,132
1490	Parker, Tex.	20,131
1491	Garrard, Ky.	20,127
1492	Pawnee, Okla.	20,117
1493	Sanilac, Mich.	20,109
1494	Kennebec, Me.	20,102
1495	Butler, Ia.	20,101
1496	Throckmorton, Tex.	20,099
1497	Aroostook, Me.	20,089
1498	Otter Tail, Minn.	20,089
1499	Carter, Okla.	20,086
1500	Fountain, Ind.	20,083
1501	Hampton, Va.	20,083
1502	Muskegon, Mich.	20,081
1503	Jackson, Okla.	20,077
1504	Sevier, Utah	20,077
1505	Monongalia, W.Va.	20,072
1506	Hillsborough, Fla.	20,065
1507	Faulk, S.D.	20,063
1508	Davidson, N.C.	20,056
1509	Grant, W.Va.	20,056
1510	Oneida, Wisc.	20,053
1511	Walworth, S.D.	20,048
1512	Emery, Utah	20,048
1513	Adams, Pa.	20,047
1514	Nevada, Cal.	20,044
1515	De Kalb, Mo.	20,044
1516	Bronx, N.Y.	20,043
1517	Pendleton, Ky.	20,037
1518	Charlevoix, Mich.	20,037
1519	Boone, Neb.	20,034
1520	Rio Arriba, N.M.	20,033
1521	San Juan, Wash.	20,031
1522	Lincoln, Mont.	20,020
1523	Bourbon, Ky.	20,018
1524	Washington, Ohio	20,016
1525	Prince George, Va.	20,014
1526	Green Lake, Wisc.	20,008
1527	Harnett, N.C.	20,007

Leading cities (thousands)

1	Ketchikan, Ak.	97,259
2	Schaumberg, Ill.	58,832
3	Fairbanks, Ak.	58,765
4	Roswell, Ga.	58,765
5	Lawrenceville, Ga.	58,765
6	Parsippany, N.J.	57,813
7	Jonesboro, Ga.	55,375
8	Saratoga, Cal.	54,084
9	Woodbridge, N.J.	52,252
10	East Stroudsberg, Pa.	52,024
11	Garden City, N.Y.	51,755
12	Shrewsbury, N.J.	51,111
13	Warminster, Pa.	50,024
14	Greenwich, Conn.	46,954
15	Hanover, Mass.	46,265
16	Beaufort, S.C.	45,206
17	King of Prussia, Pa.	44,811
18	Cape Coral, Fla.	44,776
19	Bethpage, N.Y.	44,441
20	Lewisville, Tex.	44,070
21	Trumbull, Conn.	43,798
22	Thousand Oaks, Cal.	43,309
23	Oak Harbor, Ohio	43,221
24	Hanover, N.H.	43,091
25	Middletown, N.J.	42,738
26	Palm Beach, Fla.	42,184
27	Lake Jackson, Tex.	41,317
28	Haysville, Kans.	41,273
29	Monticello, Ind.	41,238
30	Oak Ridge, Tenn.	41,196
31	Stuart, Fla.	40,741
32	Gunnison, Colo.	40,455
33	Richardson, Tex.	39,745
34	Scottsboro, Ala.	39,574
35	Stamford, Conn.	39,482
36	Newport, Vt.	39,382
37	Arlington Heights, Ill.	39,236
38	Newport Beach, Cal.	39,229
39	Sonora, Cal.	39,190
40	Ludington, Mich.	39,059
41	Victorville, Cal.	38,925
42	Bartlett, Ill.	38,925
43	Hicksville, N.Y.	38,908
44	Palo Alto, Cal.	38,839
45	Fairfield, Cal.	38,487
46	Bridgewater, N.J.	38,354
47	Dublin, Cal.	38,203
48	Mount Prospect, Ill.	38,194
49	Vallejo, Cal.	38,189
50	Napa, Cal.	38,062
51	London, Ohio	37,981
52	Anchorage, Ak.	37,707
53	Naples, Fla.	37,480
54	Bremerton, Wash.	37,407
55	El Centro, Cal.	37,273
56	Brea, Cal.	37,006
57	Simi Valley, Cal.	36,901
58	Port Clinton, Ohio	36,776
59	Farmers Branch, Tex.	36,668
60	Wheaton, Ill.	36,632
61	Los Alamos, N.M.	36,614
62	Palatine, Ill.	36,570
63	East Dubuque, Ill.	36,558
64	Asheville, N.C.	36,231
65	Tallahassee, Fla.	36,148
66	Norwalk, Conn.	35,946
67	West Lafayette, Ind.	35,905
68	Fullerton, Cal.	35,842
69	College Station, Tex.	35,610
70	Huntington Beach, Cal.	35,586
71	Willingboro, N.J.	35,540
72	Orange Park, Fla.	35,261
73	Northport, Ala.	35,257
74	Pasadena, Tex.	35,199
75	Cheboygan, Mich.	35,155
76	Tarrytown, N.Y.	35,127
77	Camarillo, Cal.	35,099
78	Leadville, Colo.	34,948
79	San Buenaventura, Cal. Ventura, Cal.	34,941
80	Normal, Ill.	34,941
81	Athens, Tex.	34,580
82	Elk Grove Village, Ill.	34,407
83	Midland, Mich.	34,294
84	Brooksville, Fla.	34,084
85	Mamaroneck, N.Y.	34,050
86	Warsaw, Ind.	33,890
87	De Kalb, Ill.	33,881
88	La Habra, Cal.	33,837
89	Arcadia, Cal.	33,817
90	Hoffman Estates, Ill.	33,804
91	Manistee, Mich.	33,668
92	Euless, Tex.	33,617

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INCOME PER HOUSEHOLD

93	Chapel Hill, N.C.	33,570
94	Brenham, Tex.	33,500
95	Walnut Creek, Cal.	33,480
96	Baytown, Tex.	33,208
97	Craig, Colo.	33,194
98	Woodbridge, Va.	33,186
99	Kingman, Ariz.	33,073
100	North Chicago, Ill.	33,056
101	Juneau, Ak.	32,871
102	Des Plaines, Ill.	32,863
103	2Weirton, W.Va.	32,845
104	San Jose, Cal.	32,844
105	Brawley, Cal.	32,825
106	Monroeville, Pa.	32,815
107	Bellefonte, Pa.	32,799
108	New Rochelle, N.Y.	32,787
109	Rolling Meadows, Ill.	32,684
110	Midland, Tex.	32,630
111	Richland, Wash.	32,621
112	Visalia, Cal.	32,592
113	Farmington, N.M.	32,575
114	Wahpeton, N.D.	32,459
115	Alvin, Tex.	32,436
116	Alcoa, Tenn.	32,309
117	Lafayette, La.	32,245
118	San Rafael, Cal.	32,198
119	Hollister, Cal.	32,191
120	Framingham, Mass.	32,173
121	Gallup, N.M.	32,128
122	Madison, Wisc.	32,092
123	Houghton, Mich.	31,975
124	Monroe, Mich.	31,974
125	Grants, N.M.	31,964
126	Davis, Cal.	31,936
127	Evansdale, Ia.	31,917
128	Crystal Lake, Ill.	31,901
129	Pleasanton, Cal.	31,876
130	Danbury, Conn.	31,796
131	White Plains, N.Y.	31,782
132	Clute, Tex.	31,762
133	Holland, Mich.	31,724
134	Abilene, Tex.	31,695
135	North Tarrytown, N.Y.	31,621
136	Great Bend, Kans.	31,591
137	Dedham, Mass.	31,551
138	Alamosa, Colo.	31,474
139	Grand Haven, Mich.	31,467
140	Bettendorf, Ia.	31,428
141	Melrose, Mass.	31,398
142	Alva, Okla.	31,292
143	Anaheim, Cal.	31,285
144	Moorhead, Minn.	31,211
145	Garden City, Kans.	31,170
146	Bryan, Tex.	31,140
147	San Mateo, Cal.	31,066
148	Garland, Tex.	31,025
149	Houston, Tex.	31,022
150	Fremont, Cal.	30,957
151	Sui Sun, Cal.	30,934
152	Cedar Falls, Ia.	30,859
153	Pekin, Ill.	30,846
154	Jacksonville, Ill.	30,836
155	Mount Kisco, N.Y.	30,835
156	East Moline, Ill.	30,824
157	Pineville, La.	30,790
158	Wheeling, Ill.	30,752
159	Guymon, Okla.	30,742
160	Moline, Ill.	30,733
161	Urbana, Ill.	30,712
162	West Covina, Cal.	30,613
163	Wakefield, Mass.	30,600
164	Peoria, Ill.	30,593
165	Palmdale, Cal.	30,572
166	Bisbee, Ariz.	30,567
167	Irving, Tex.	30,543
168	Champaign, Ill.	30,508
169	Athens, Ohio	30,473
170	Traverse City, Mich.	30,458
171	Levittown, Pa.	30,419
172	Carlisle, Pa.	30,369
173	Merced, Cal.	30,353
174	Lafayette, Ind.	30,281
175	Monroe, Wisc.	30,274
176	E. Grand Forks, Minn.	30,264
177	Manhattan Beach, Cal.	30,234
178	Hempstead, N.Y.	30,206
179	Salida, Colo.	30,080
180	Edinburg, Ind.	30,052
181	Moses Lake, Wash.	30,049
182	Bad Axe, Mich.	30,048
183	Costa Mesa, Cal.	29,963
184	Greenville, Mich.	29,938
185	Torrance, Cal.	29,896
186	Rock Island, Ill.	29,883
187	Edmond, Okla.	29,876
188	Midwest City, Okla.	29,842
189	Dixon, Ill.	29,814
190	Carrollton, Tex.	29,806
191	Tahlequah, Okla.	29,786
192	Livermore, Cal.	29,770
193	Morgan City, La.	29,766
194	Streamwood, Ill.	29,760
195	Indiana, Pa.	29,705
196	Newark, Cal.	29,661
197	Belton, Tex.	29,656
198	Amherst, Mass.	29,651
199	Liberal, Kans.	29,604
200	Marysville, Ohio	29,548
201	Somerville, N.J.	29,530
202	Poteet, Tex.	29,523
203	State College, Pa.	29,454
204	Wichita Falls, Tex.	29,423
205	Casper, Wyo.	29,363
206	Charleston, W.Va.	29,362
207	Freeport, Tex.	29,352
208	Woodland, Cal.	29,325
209	Marquette, Mich.	29,311
210	Salinas, Cal.	29,290
211	Sterling, Ill.	29,227
212	Monterey, Cal.	29,193
213	Manchester, Conn.	29,184
214	Sitka, Ak.	29,174
215	Auburn, Cal.	29,171
216	Milton, Pa.	29,106
217	Honolulu, Hi.	29,093
218	Houma, La.	29,085
219	Frankfort, Ky.	29,083
220	Lawrence, Kans.	29,063
221	Woburn, Mass.	29,061
222	Steubenville, Ohio	29,053
223	Yonkers, N.Y.	29,052
224	Nashville, Tenn.	29,031
225	Boca Raton, Fla.	29,010
226	San Luis Obispo, Cal.	29,009
227	Hays, Kans.	29,006
228	Newark, Del.	28,982
229	Amarillo, Tex.	28,963
230	Buffalo Grove, Ill.	28,948
231	Grand Rapids, Mich.	28,919
232	Lebanon, N.H.	28,862
233	Leavenworth, Kans.	28,851
234	Gainesville, Fla.	28,786
235	Union City, Ohio	28,786
236	Royal Oak, Mich.	28,777
237	Goodland, Kans.	28,762
238	Punta Gorda, Fla.	28,760
239	Dickinson, N.D.	28,709
240	Warner Robins, Ga.	28,607
241	Bloomington, Ind.	28,605
242	Vernon, Conn.	28,602
243	Santa Fe, N.M.	28,600
244	Oxnard, Cal.	28,534
245	Petaluma, Cal.	28,466
246	Port Lavaca, Tex.	28,456
247	Sacramento, Cal.	28,452
248	Colby, Kans.	28,434
249	Peabody, Mass.	28,415
250	Whittier, Cal.	28,404
251	Willoughby, Ohio	28,390
252	Maryville, Tenn.	28,320
253	Derby, Kans.	28,317
254	Knoxville, Tenn.	28,315
255	Enfield, Conn.	28,301
256	Flagstaff, Ariz.	28,299
257	Geneva, Ohio	28,256
258	Oxford, Miss.	28,248
259	Manhattan, Kans.	28,225
260	Quincy, Ill.	28,224
261	Bismarck, N.D.	28,219
262	Jefferson City, Mo.	28,213
263	Edwardsville, Ill.	28,209
264	Ossining, N.Y.	28,193
265	Mesquite, Tex.	28,185
266	Odessa, Tex.	28,134
267	San Marcos, Tex.	28,116
268	Downey, Cal.	28,115
269	Holdrege, Neb.	28,095
270	Upland, Cal.	28,073
271	Woodbury, N.J.	28,048
272	Jackson, Miss.	28,047
273	Roseville, Cal.	28,038
274	Slidell, La.	28,000
275	Brookings, S.D.	27,972
276	New Brunswick, N.J.	27,958
277	Waltham, Mass.	27,954
278	Austin, Tex.	27,952
279	Tarboro, N.C.	27,942
280	Hanford, Cal.	27,932
281	Paso Robles, Cal.	27,931
282	Dubuque, Ia.	27,931
283	Raleigh, N.C.	27,920
284	Freeport, Ill.	27,913
285	Warrensburg, Mo.	27,906
286	Glenwood Springs, Colo.	27,901
287	Santa Rosa, Cal.	27,862
288	Lawton, Okla.	27,817
289	Towanda, Pa.	27,798
290	Worthington, Minn.	27,790
291	Tyler, Tex.	27,784
292	Bloomington, Ill.	27,745
293	Rochester, Minn.	27,743
294	Rock Falls, Ill.	27,689
295	Winfield, Kans.	27,681
296	Stevens Point, Wisc.	27,675
297	Mount Pleasant, Tex.	27,668
298	Hackensack, N.J.	27,636
299	Myrtle Beach, S.C.	27,617
300	Redwood City, Cal.	27,610
301	Olympia, Wash.	27,555
302	Bristol, Conn.	27,541
303	Conroe, Tex.	27,539
304	Ridgecrest, Cal.	27,535
305	Ann Arbor, Mich.	27,514
306	Washington, D.C.	27,510
307	Scottsdale, Ariz.	27,479
308	Thibodaux, La.	27,434
309	Sierra Vista, Ariz.	27,415
310	Danville, Ky.	27,411
311	Middletown, Conn.	27,383
312	Beverly, Mass.	27,360
313	Medford, Mass.	27,357
314	Sherman, Tex.	27,356
315	Dodge City, Kans.	27,281
316	Excelsior Spring, Mo.	27,277
317	Pontiac, Ill.	27,263
318	South Haven, Mich.	27,263
319	Findlay, Ohio	27,240
320	Hudson, Mass.	27,225
321	Victoria, Tex.	27,196
322	Mentor, Ohio	27,186
323	Winsted, Conn.	27,185
324	Sharpsville, Pa.	27,169
325	Kennewick, Wash.	27,163
326	Columbia, Mo.	27,147
327	Lodi, Cal.	27,128
328	Santa Maria, Cal.	27,123
329	Bridgeport, Conn.	27,098
330	Madera, Cal.	27,067
331	Belleville, Ill.	27,055
332	Grand Prairie, Tex.	27,041
333	Bakersfield, Cal.	27,020
334	Kenai, Ak.	26,966
335	Quincy, Mass.	26,950
336	Willmar, Minn.	26,946
337	Dallas, Tex.	26,945
338	Cullman, Ala.	26,940
339	Walla Walla, Wash.	26,935
340	Dowagiac, Mich.	26,875
341	Fulton, Mo.	26,868
342	Decatur, Ala.	26,815
343	San Clemente, Cal.	26,779
344	Danville, Ill.	26,776
345	Bellevue, Ohio	26,775
346	Rosenberg, Tex.	26,775
347	Brick Township, N.J.	26,768
348	Lompoc, Cal.	26,758
349	Hatboro, Pa.	26,747
350	Elgin, Ill.	26,745
351	Clarkston, Wash.	26,733
352	Redlands, Cal.	26,728
353	Longview, Wash.	26,702
354	Joliet, Ill.	26,689
355	Fairmont, Minn.	26,684
356	Maryville, Mo.	26,677
357	Martinez, Cal.	26,613
358	Greeley, Colo.	26,606
359	Saginaw, Mich.	26,606
360	Waukegan, Ill.	26,604
361	Marshall, Mich.	26,603
362	Modesto, Cal.	26,601
363	Havre, Mont.	26,573
364	Hayward, Cal.	26,534
365	Santa Ana, Cal.	26,522
366	Marlborough, Mass.	26,521
367	Bowling Green, Ohio	26,519
368	Hastings, Neb.	26,502
369	Colusa, Cal.	26,474
370	South Bay, Cal.	26,448
371	Bellevue-Kirkland, Wash.	26,448
372	Palm Springs, Cal.	26,4[illegible]4
373	Florida City, Fla.	26,388
374	San Angelo, Tex.	26,386
375	Lincoln, Ill.	26,370
376	Macomb, Ill.	26,370
377	Canon City, Colo.	26,349
378	Red Bank, N.J.	26,338
379	New London, Conn.	26,333
380	Lake City, Fla.	26,327
381	Pierre, S.D.	26,297
382	Council Bluffs, Ia.	26,293
383	Wood River, Ill.	26,290
384	Effingham, Ill.	26,284
385	Charleston, Ill.	26,275
386	Ellensburg, Wash.	26,269
387	Ruston, La.	26,267
388	Alameda, Cal.	26,238
389	Kenosha, Wisc.	26,238
390	Norman, Okla.	26,221
391	Port Hueneme, Cal.	26,219
392	Milford, Conn.	26,207
393	Wooster, Ohio	26,194
394	Morristown, N.J.	26,183
395	Barstow, Cal.	26,164
396	Ames, Ia.	26,161
397	Enterprise, Ala.	26,159
398	Nacogdoches, Tex.	26,136
399	Oklahoma City, Okla.	26,113
400	Greencastle, Ind.	26,101
401	Atchison, Kans.	26,093
402	Superior, Wisc.	26,085
403	Aurora, Ill.	26,075
404	Gallipolis, Ohio	26,053
405	Waterloo, Ia.	26,051
406	Norwich, Conn.	26,050
407	Woodstock, Ill.	26,049
408	Peekskill, N.Y.	26,013
409	Plano, Tex.	26,001
410	Perth Amboy, N.J.	25,983
411	Weatherford, Okla.	25,967
412	Richmond, Ky.	25,938
413	Franklin, La.	25,932
414	Rolla, Mo.	25,917
415	Covina, Cal.	25,905
416	Porterville, Cal.	25,887
417	Centralia, Ill.	25,882
418	Prospect Heights, Ill.	25,877
419	Snyder, Tex.	25,854
420	Ottawa, Ill.	25,845
421	Escanaba, Mich.	25,815
422	East Lansing, Mich.	25,807
423	Mattoon, Ill.	25,805
424	Mount Vernon, N.Y.	25,799
425	Wilmington, Ohio	25,764
426	Santa Paula, Cal.	25,760
427	Fort Lauderdale, Fla.	25,747
428	Idaho Falls, Ida.	25,739
429	Clearfield, Pa.	25,738
430	Antioch, Cal.	25,719
431	Newport, R.I.	25,704
432	Emporia, Kans.	25,690
433	Elko, Nev.	25,690
434	Moundsville, W.Va.	25,646
435	West Bend, Wisc.	25,642
436	Fort Collins, Colo.	25,636
437	Tulare, Cal.	25,589
438	Nyack, N.Y.	25,578
439	Huntingdon, Pa.	25,564
440	Jacksonville, N.C.	25,527
441	Laramie, Wyo.	25,516
442	Madison, S.D.	25,487
443	Hoopeston, Ill.	25,482
444	Pompano Beach, Fla.	25,465
445	Greenville, Ohio	25,465
446	Corvallis, Ore.	25,452
447	Larned, Kans.	25,440
448	Williston, N.D.	25,437
449	Corbin, Ky.	25,434
450	Paxton, Ill.	25,429
451	Olathe, Kans.	25,396
452	Dothan, Ala.	25,384
453	Stillwater, Okla.	25,361
454	Wallace, Ida.	25,351
455	4Sikeston, Mo.	25,343
456	McCook, Neb.	25,334
457	New Britain, Conn.	25,329
458	Billings, Mont.	25,293
459	Peru, Ill.	25,280
460	Stillwater, Minn.	25,273
461	Port Chester, N.Y.	25,273
462	Brownsville, Pa.	25,263
463	Mount Pleasant, Mich.	25,253
464	Delphos, Ohio	25,200
465	Celina, Ohio	25,199

466	Junction City, Kans.	25,185
467	Newton, N.C.	25,176
468	Riverside, Cal.	25,175
469	Burlington, N.J.	25,161
470	Bentonville, Ark.	25,158
471	Muscle Shoals, Ala.	25,145
472	Hammond, La.	25,132
473	Chillicothe, Ohio	25,120
474	Kingsford, Mich.	25,118
475	Charleston, S.C.	25,084
476	Lancaster, Ohio	25,082
477	Crystal City, Mo.	25,049
478	Raton, N.M.	25,049
479	Tiffin, Ohio	25,037
480	Sidney, Ohio	25,027
481	Stockton, Cal.	25,020
482	Burbank, Cal.	25,016
483	Fergus Falls, Minn.	25,009
484	St. George, Utah	25,001
485	Greenville, N.C.	24,981
486	Rockton, Ill.	24,980
487	Marion, Ia.	24,969
488	Catskill, N.Y.	24,958
489	Tifton, Ga.	24,950
490	Angleton, Tex.	24,935
491	Brockton, Mass.	24,933
492	York, Neb.	24,933
493	Boise City, Ida.	24,921
494	Martins Ferry, Ohio	24,908
495	Colorado Springs, Colo.	24,906
496	Defiance, Ohio	24,886
497	La Crosse, Wisc.	24,879
498	New Iberia, La.	24,861
499	Taylorville, Ill.	24,858
500	Chesterton, Ind.	24,858
501	Big Rapids, Mich.	24,845
502	Pratt, Kans.	24,838
503	Cincinnati, Ohio	24,835
504	Santa Barbara, Cal.	24,816
505	Beaver Creek, Ohio	24,750
506	Woodward, Okla.	24,746
507	Lansdale, Pa.	24,740
508	Decatur, Ill.	24,736
509	Cheyenne, Wyo.	24,736
510	Mexico, Mo.	24,733
511	Ypsilanti, Mich.	24,675
512	Morris, Ill.	24,666
513	Beaumont, Tex.	24,661
514	Redondo Beach, Cal.	24,654
515	Mineral Wells, Tex.	24,649
516	1Bethlehem, Pa.	24,630
517	Ogelsby, Ill.	24,623
518	Tipton, Ind.	24,623
519	Fort Morgan, Colo.	24,615
520	Corona, Cal.	24,611
521	Ashland, Ohio	24,594
522	Irwin, Pa.	24,583
523	Fresno, Cal.	24,571
524	Doylestown, Pa.	24,562
525	Alton, Ill.	24,517
526	Hollywood, Fla.	24,514
527	Lake Charles, La.	24,502
528	Toledo, Ohio	24,488
529	Watertown, S.D.	24,479
530	Clinton, Ia.	24,476
531	Du Bois, Pa.	24,476
532	Wapakoneta, Ohio	24,468
533	Ashland, Ky.	24,466
534	Valparaiso, Ind.	24,462
535	Concord, N.H.	24,452
536	St. Marys, Pa.	24,438
537	Greenville, Pa.	24,432
538	Carroll, Ia.	24,428
539	Orange, Tex.	24,416
540	West Chester, Pa.	24,408
541	Galesburg, Ill.	24,398
542	Duncan, Okla.	24,397
543	East Alton, Ill.	24,372
544	Toms River, N.J.	24,349
545	Alma, Mich.	24,327
546	Loveland, Colo.	24,317
547	Boonville, Mo.	24,311
548	Kewanee, Ill.	24,306
549	Indianapolis, Ind.	24,296
550	Wallingford, Conn.	24,295
551	Madison, Ind.	24,291
552	Festus, Mo.	24,289
553	Arkansas City, Kans.	24,266
554	Aiken, S.C.	24,212
555	Waukesha, Wisc.	24,199
556	Galion, Ohio	24,198
557	Chardon, Ohio	24,186
558	Columbia, S.C.	24,182
559	Minot, N.D.	24,173
560	Pine Bluff, Ark.	24,171
561	Durham, N.C.	24,166
562	Glendale, Cal.	24,162
563	Richmond, Cal.	24,160
564	Columbus, Ind.	24,147
565	Le Mars, Ia.	24,146
566	Baton Rouge, La.	24,143
567	1St. Cloud, Minn.	24,143
568	Hurst, Tex.	24,141
569	Fostoria, Ohio	24,136
570	Crookston, Minn.	24,134
571	1Huntington, W.Va.	24,131
572	Delaware, Ohio	24,129
573	Malden, Mass.	24,124
574	Rockford, Ill.	24,119
575	Dover, N.J.	24,108
576	Dublin, Ga.	24,107
577	Moscow, Ida.	24,062
578	Newton, Ia.	24,047
579	Kerrville, Tex.	24,044
580	League City, Tex.	24,005
581	Grand Forks, N.D.	24,002
582	Harrisburg, Pa.	23,998
583	Columbus, Ohio	23,977
584	Racine, Wisc.	23,977
585	Westerly, R.I.	23,976
586	Belvidere, Ill.	23,966
587	Keene, N.H.	23,965
588	Robinson, Ill.	23,958
589	Athens, Pa.	23,957
590	Kodiak, Ak.	23,956
591	Gainesville, Ga.	23,953
592	San Diego, Cal.	23,951
593	Sulphur Springs, Tex.	23,945
594	Huntsville, Tex.	23,937
595	Auburn, Ala.	23,916
596	Burlington, Vt.	23,903
597	Little Rock, Ark.	23,900
598	Reno, Nev.	23,899
599	Northampton, Mass.	23,893
600	Denison, Tex.	23,884
601	Ponca City, Okla.	23,878
602	Nashua, N.H.	23,876
603	Nevada, Ia.	23,873
604	Norfolk, Neb.	23,847
605	Neenah, Wisc.	23,831
606	Rock Springs, Wyo.	23,831
607	Mount Clemens, Mich.	23,829
608	Willows, Cal.	23,828
609	Vero Beach, Fla.	23,826
610	El Cajon, Cal.	23,810
611	Davenport, Ia.	23,793
612	Orangeburg, S.C.	23,787
613	Pasadena, Cal.	23,777
614	Henderson, Ky.	23,744
615	Culpeper, Va.	23,743
616	Rushville, Ind.	23,716
617	Gastonia, N.C.	23,716
618	Bowling Green, Ky.	23,712
619	New York City, N.Y.	23,710
620	Cedar Rapids, Ia.	23,692
621	Taft, Cal.	23,689
622	Curwensville, Pa.	23,683
623	Beardstown, Ill.	23,670
624	Pampa, Tex.	23,652
625	Dover, N.H.	23,647
626	Springfield, Ill.	23,643
627	Elkhart, Ind.	23,640
628	Hermosa Beach, Cal.	23,624
629	Statesboro, Ga.	23,623
630	Terre Haute, Ind.	23,617
631	Gloucester, Mass.	23,610
632	Conway, Ark.	23,602
633	Clinton, Ill.	23,600
634	Jersey Shore, Pa.	23,596
635	Tupelo, Miss.	23,556
636	Iron Mountain, Mich.	23,545
637	Sayre, Pa.	23,537
638	Jacksonville, Tex.	23,536
639	Malvern, Ark.	23,527
640	Rocky Mount, N.C.	23,521
641	Jonesboro, Ark.	23,520
642	Alice, Tex.	23,518
643	Columbus, Neb.	23,512
644	Marshall, Mo.	23,504
645	Bay City, Tex.	23,498
646	Chicago, Ill.	23,497
647	Murfreesboro, Tenn.	23,497
648	Charlotte, N.C.	23,494
649	Durango, Colo.	23,493
650	Medina, Ohio	23,484
651	Yankton, S.D.	23,470
652	Lake Wales, Fla.	23,460
653	Olney, Ill.	23,451
654	Clinton, Okla.	23,450
655	Ionia, Mich.	23,437
656	Pasco, Wash.	23,418
657	Muscatine, Ia.	23,404
658	St. Joseph, Mich.	23,404
659	Russell, Kans.	23,399
660	Searcy, Ark.	23,388
661	Palestine, Tex.	23,383
662	Rensselaer, Ind.	23,378
663	Cape Girardeau, Mo.	23,373
664	Wabash, Ind.	23,371
665	Carbondale, Ill.	23,347
666	Latrobe, Pa.	23,342
667	Greensboro, N.C.	23,329
668	Litchfield, Ill.	23,318
669	South Connelsville, Pa.	23,309
670	Faribault, Minn.	23,305
671	Point Pleasant, N.J.	23,304
672	Grand Island, Neb.	23,286
673	Iowa City, Ia.	23,270
674	Hyannis, Mass.	23,266
675	Lehighton, Pa.	23,229
676	Alexandria, La.	23,224
677	Sandusky, Ohio	23,223
678	Keyser, W.Va.	23,206
679	Pendleton, Ore.	23,196
680	Camden, S.C.	23,195
681	Norton, Kans.	23,193
682	West Memphis, Ark.	23,189
683	Greensburg, Pa.	23,183
684	Albion, Mich.	23,179
685	San Fernando Valley, Cal.	23,176
686	Albany, Ore.	23,168
687	Miles City, Mont.	23,165
688	Flat River, Mo.	23,129
689	Wilson, Pa.	23,128
690	South Lake Tahoe, Cal.	23,126
691	Blackfoot, Ida.	23,119
692	Memphis, Tenn.	23,116
693	Boulder, Colo.	23,099
694	Westfield, Mass.	23,075
695	Eugene, Ore.	23,075
696	Independence, Mo.	23,073
697	Borger, Tex.	23,070
698	Beaver Dam, Wisc.	23,059
699	Henderson, Tex.	23,055
700	Beloit, Kans.	23,041
701	Denton, Tex.	23,040
702	Los Angeles, Cal.	23,033
703	Mt. Union, Pa.	23,030
704	Dennison, Ohio	23,004
705	Naugatuck, Conn.	23,000
706	Bogalusa, La.	22,991
707	Three Rivers, Mich.	22,984
708	Greensburg, Ind.	22,983
709	Fontana, Cal.	22,981
710	San Gabriel Valley, Cal.	22,967
711	Marshalltown, Ia.	22,953
712	Morganton, N.C.	22,945
713	Dover, Ohio	22,943
714	Circleville, Ohio	22,940
715	Elizabethtown, Ky.	22,936
716	Topeka, Kans.	22,918
717	Newburyport, Mass.	22,908
718	Streator, Ill.	22,890
719	Salem, Mass.	22,877
720	Phillipsburg, N.J.	22,873
721	Wilson, N.C.	22,871
722	Silver City, N.M.	22,862
723	Macon, Ga.	22,850
724	Port Huron, Mich.	22,849
725	Florence, S.C.	22,835
726	Fort Madison, Ia.	22,827
727	Owatonna, Minn.	22,825
728	Montrose, Colo.	22,824
729	McPherson, Kans.	22,824
730	Torrington, Conn.	22,820
731	Clifton, N.J.	22,811
732	Huron, S.D.	22,809
733	Chillicothe, Mo.	22,804
734	St. Paul, Minn.	22,798
735	Big Spring, Tex.	22,775
736	Phoenixville, Pa.	22,774
737	Bucyrus, Ohio	22,769
738	Spring Valley, Ill.	22,761
739	Lubbock, Tex.	22,741
740	Casey, Ill.	22,732
741	Seymour, Ind.	22,727
742	Rawlins, Wyo.	22,727
743	Farmington, Mo.	22,720
744	Haverhill, Mass.	22,709
745	Tempe, Ariz.	22,706
746	Cleveland, Miss.	22,703
747	Crawfordsville, Ind.	22,687
748	Carson City, Nev.	22,681
749	Des Moines, Ia.	22,674
750	Selma, Ala.	22,669
751	Owosso, Mich.	22,666
752	Kalamazoo, Mich.	22,664
753	Red Bluff, Cal.	22,658
754	Mount Carmel, Ill.	22,627
755	Norwalk, Ohio	22,627
756	Lexington, Mo.	22,625
757	Evansville, Ind	22,624
758	Lewiston, Ida.	22,611
759	Jasper, Ind.	22,600
760	Aberdeen, S.D.	22,600
761	Gainesville, Tex.	22,591
762	Great Falls, Mont.	22,589
763	Jacksonville, Ark.	22,580
764	Greenfield, Ind.	22,577
765	Chehalis, Wash.	22,576
766	Sterling, Colo.	22,575
767	Taylor, Tex.	22,575
768	Opelika, Ala.	22,574
769	Baraboo, Wisc.	22,571
770	Watsonville, Cal.	22,566
771	Franklin, Ind.	22,557
772	Roanoke Rapids, N.C.	22,552
773	Hickory, N.C.	22,549
774	Appleton, Wisc.	22,549
775	Kirksville, Mo.	22,539
776	Shreveport, La.	22,538
777	Hereford, Tex.	22,538
778	Covington, Ky.	22,528
779	Newton, Kans.	22,518
780	Portsmouth, Ohio	22,511
781	Arlington, Tex.	22,509
782	Athens, Ga.	22,508
783	Huntsville, Ala	22,505
784	Menominee, Mich.	22,502
785	Turlock, Cal.	22,496
786	Bristol, Pa.	22,470
787	Indio, Cal.	22,459
788	Hanover Park, Ill.	22,455
789	Mount Vernon, Ill.	22,445
790	Dover, Del.	22,442
791	North Little Rock, Ark.	22,426
792	Cortez, Colo.	22,424
793	El Reno, Okla.	22,423
794	North Attleboro, Mass.	22,415
795	Clinton, Mass.	22,414
796	Benton, Ark.	22,396
797	Greenville, S.C.	22,395
798	Beaver, Pa.	22,392
799	Kansas City, Kans.	22,391
800	Gonzales, Tex.	22,368
801	Las Vegas, Nev.	22,363
802	Burlington, Ia.	22,335
803	Logan, Ohio	22,330
804	Andalusia, Ala.	22,327
805	Jim Thorpe, Pa.	22,325
806	Elizabeth, N.J.	22,309
807	Marion, Ohio	22,309
808	Watseka, Ill.	22,306
809	Hammond, Ind.	22,297
810	North Platte, Neb.	22,286
811	Michigan City, Ind.	22,283
812	Lynn, Mass.	22,282
813	Conyers, Ga.	22,271
814	Kankakee, Ill.	22,270
815	Allentown, Pa.	22,263
816	Clovis, N.M.	22,254
817	Alpena, Mich.	22,247
818	Lufkin, Tex.	22,230
819	Vista, Cal.	22,221
820	Fort Smith, Ark.	22,220
821	McKinney, Tex.	22,217
822	Petoskey, Mich.	22,213
823	Fort Dodge, Ia.	22,208
824	Lowell, Mass.	22,206
825	Kearney, Neb.	22,205
826	Beaumont, Cal.	22,200
827	Washington, Ind.	22,197
828	Fayetteville, Ark.	22,195
829	Logan, Utah	22,187
830	Gardner, Mass.	22,184
831	Attleboro, Mass.	22,183
832	Marinette, Wisc.	22,183
833	Pascagoula, Miss.	22,180
834	Salem, Ohio	22,173
835	Twin Falls, Ida.	22,168
836	St. Marys, Ohio	22,166
837	Corpus Christi, Tex.	22,163
838	Riverton, Wyo.	22,163
839	Washington, Ohio	22,158
840	Lancaster, Cal.	22,154
841	Santa Monica, Cal.	22,153
842	Quakertown, Pa.	22,152
843	Columbia, Pa.	22,152
844	Niles, Mich.	22,151
845	Berkeley, Cal.	22,149
846	Fremont, Neb.	22,136

847	San Francisco, Cal.	22,128
848	Deming, N.M.	22,117
849	Sanford, N.C.	22,104
850	Meriden, Conn.	22,095
851	Ashtabula, Ohio	22,085
852	Scottsbluff, Neb.	22,079
853	Marshall, Minn.	22,057
854	Cushing, Okla.	22,050
855	Tarentum, Pa.	22,050
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857	Watertown, Wisc.	22,042
858	Clinton, N.C.	22,036
859	Plainview, Tex.	22,036
860	Grass Valley, Cal.	22,017
861	Stuttgart, Ark.	22,016
862	Ontario, Cal.	22,013
863	La Salle, Ill.	21,994
864	Paris, Ill.	21,971
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866	Bloomfield, Ind.	21,945
867	Sturgis, Mich.	21,944
868	Temple, Tex.	21,943
869	Somerset, Ky.	21,941
870	Waynesburg, Pa.	21,938
871	Sarasota, Fla.	21,935
872	Spokane, Wash.	21,920
873	Lead, S.D.	21,905
874	Fort Myers, Fla.	21,896
875	Jeannette, Pa.	21,895
876	Oakland, Cal.	21,881
877	Pittsburgh, Pa.	21,876
878	Mount Vernon, Ohio	21,871
879	Columbus, Ga.	21,869
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972	Southbridge, Mass.	21,259
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1032	Griffin, Ga.	20,916
1033	Bartlesville, Okla.	20,916
1034	Bluffton, Ind.	20,911
1035	Mesa, Ariz.	20,909
1036	Lovington, N.M.	20,902
1037	Key West, Fla.	20,893
1038	Shenandoah, Ia.	20,890
1039	Jennings, La.	20,890
1040	Coeur d'Alene, Ida.	20,885
1041	Devils Lake, N.D.	20,874
1042	Port Arthur, Tex.	20,874
1043	Hattiesburg, Miss.	20,872
1044	Warren, Ohio	20,869
1045	Marion, Ill.	20,867
1046	Lebanon, Pa.	20,864
1047	Mount Vernon, Wash.	20,856
1048	Lisbon, Ohio	20,855
1049	Carmi, Ill.	20,846
1050	Connellsville, Pa.	20,843
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1054	Winston-Salem, N.C.	20,835
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1064	Newton, N.J.	20,751
1065	Shawnee, Okla.	20,750
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1071	Murphysboro, Ill.	20,721
1072	Fairborn, Ohio	20,721
1073	The Dalles, Ore.	20,720
1074	Wheatland, Pa.	20,720
1075	Hartford City, Ind.	20,718
1076	Pickneyville, Ill.	20,716
1077	Nevada City, Cal.	20,711
1078	Pittsfield, Mass.	20,705
1079	Auburn, Ind.	20,690
1080	Conneaut, Ohio	20,683
1081	Painesville, Ohio	20,674
1082	Fitchburg, Mass.	20,671
1083	Camden, N.J.	20,660
1084	Lebanon, Ind.	20,657
1085	New Bern, N.C.	20,638
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1087	Chambersburg, Pa.	20,625
1088	Elyria, Ohio	20,620
1089	Atlantic, Ia.	20,599
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1092	Thomasville, N.C.	20,583
1093	Waterville, Me.	20,579
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1096	Lakeland, Fla.	20,558
1097	Manchester, N.H.	20,557
1098	Meadville, Pa.	20,551
1099	Hillsboro, Ohio	20,543
1100	Ambridge, Pa.	20,533
1101	Ocala, Fla.	20,531
1102	High Point, N.C.	20,530
1103	Brackenridge, Pa.	20,526
1104	St. Albans, Vt.	20,524
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1106	Kennett, Mo.	20,516
1107	Burley, Ida.	20,506
1108	Centralia, Wash.	20,496
1109	Rogers, Ark.	20,491
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1119	Perry, Ia.	20,396
1120	Taunton, Mass.	20,393
1121	Port Angeles, Wash.	20,372
1122	Paris, Tenn.	20,369
1123	Auburn, Me.	20,367
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1132	Wilmington, Del.	20,304
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Massachusetts	28,001,223,000	6,541,593,000	52,681,783,000
New Hampshire	5,701,491,000	1,430,976,000	8,024,153,000
Rhode Island	3,857,729,000	901,986,000	8,138,339,000
Vermont	2,295,605,000	550,998,000	3,776,382,000
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SECTION II

Surveys of Daily Newspaper Cities

Communities in the United States and Canada where daily newspapers are published

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United States Daily Newspaper Cities

Alabama	1
Alaska	7
Arizona	9
Arkansas	13
California	19
Colorado	49
Connecticut	55
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District of Columbia	62
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Georgia	75
Hawaii	82
Idaho	83
Illinois	86
Indiana	100
Iowa	114
Kansas	122
Kentucky	130
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Maine	142
Maryland	144
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Minnesota	169
Mississippi	175
Missouri	181
Montana	191
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New Hampshire	200
New Jersey	203
New Mexico	210
New York	214
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Canadian Daily Newspaper Cities

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New Brunswick	385
Newfoundland	386
Nova Scotia	386
Ontario	387
Prince Edward Island	395
Quebec	396
Saskatchewan	397

Up, up, and far and away.

What's up? The Boston Globe's circulation and linage for starters. And our market coverage as well, according to Three Sigma and Scarborough. All making us far and away your best New England ad buy.

Circulation up.

For the six month period ending March 31, 1981, the daily circulation of The Boston Globe rose to 502,920 and the Sunday circulation to 741,614. Compared to a year ago, that's a daily increase of 11,238 and a Sunday increase of 30,833. *Making The Sunday Globe the fastest growing of the country's top ten Sunday newspapers.** And if you're an advertiser, that means Globe readers really grow on you.

Linage up.

More advertisers than ever before are counting on The Globe to reach the markets they want to talk to. In fact, during the first six months of 1981, retail linage increased by 3.4%, classified by 3.6% and general by 10.1%.**

Far and away the best advertising medium in New England.

The most impressive figures of all aren't even our own; they're those of the national Three Sigma Study and the locally syndicated Scarborough Report for the Boston Market. Scarborough*** found that, in the Boston SMSA, the daily Globe reaches 91% of the professional/technical market, 97% of all post graduates and 91% of all households earning $35,000+. And The Three Sigma figures are just as exciting.

Contact your Million Market Newspapers representative or The Globe for the complete story on how effectively we can help you reach any market you're after in New England.

"The Globe's here!"

The Boston Globe

New legislation: Feast of tax cuts or fiscal indigestion?

International summit on energy shortage

Union elections OK'd, but strikers ask more

A wholly owned subsidiary of Affiliated Publications, Inc.
A Million Market Newspaper with offices in New York, Philadelphia, Detroit, Chicago, Atlanta, Los Angeles, San Francisco, Dallas.

*Source: ABC Publisher's Statements, 3/31/80, 3/31/81.

**Source: Globe Measuring Service, daily and Sunday, 1st six months, 1981.

***Source: Scarborough Report for The Boston Market, 1981, five-issue cume.

SURVEYS OF DAILY NEWSPAPER CITIES

Cities and communities in the United States supporting daily newspapers

ALABAMA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Anniston – Calhoun County
Birmingham – Jefferson, St. Clair, Shelby, and Walker Counties
Columbus, Ga.-Ala. – Columbus City and Chattahoochee County, Ga.; Russell County, Ala.
Florence – Lauderdale and Colbert Counties
Gadsden – Etowan County
Huntsville – Limestone, Madison and Marshall Counties
Mobile – Baldwin and Mobile Counties
Montgomery – Autauga, Elmore and Montgomery Counties
Tuscaloosa – Tuscaloosa County

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	301	296
5-14 Years	720	642
15-24 Years	617	736
25-44 Years	791	1,028
45-64 Years	691	748
65 and Over	324	440
TOTAL	3,444	3,890

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	423	689	994
Genral Mdse	882	1,308	1,846
Food	1,470	2,440	3,883
Automobiles	1,535	2,611	3,400
Gasoline Stations	476	810	1,596
Apparel	378	571	808
Furniture	322	468	690
Eat-Drink Places	348	691	1,102
Drugs	207	326	507
TOTAL	6,583	10,705	16,213

ALEXANDER CITY

1 - LOCATION: Tallapoosa County, E&P Map C-3. Manufacturing, agriculture and tourism. E central portion of the state. 90 mi. SE of Birmingham on U.S. Hwy. 280.

2 - TRANSPORTATION: Railroad – Central of Georgia.
Motor Freight Carrier – 1.
Intercity Bus line – Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,807
County 80 Cen. 38,676

4 - HOUSEHOLDS:
City 80 Cen. 4,856
County 80 Cen. 13,275

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$57,000,000
Commercial	2	$76,669,674

6 - PASSENGER AUTOS: County 25,525

7 - ELECTRIC METERS: Residence 4,075

8 - GAS METERS: Residence 3,645

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage) – Textile 6,000 ($150).
Principal Industrial Pay Days – Wed., Sat.

10 - CLIMATE: Min. & Max. Temp. – Spring 38-70; Summer 70-95; Fall 55-80; Winter 5-55. First killing frost, Nov. 10. Last killing frost, Mar. 20.
11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alex. City (15)	NA	Winn-Dixie, Rose's, Belk's, Super Foods
Edco	NA	Edco Discount Center
Mill Square (10)	NA	Winn-Dixie, Big K

Principal Shopping Days :Thurs., Fri. & Sat.
Stores Open Evenings : Rose's, Big K, Edco, Belk's, Revco, Harco, Piggly Wiggly, A&P, Super Foods, Winn-Dixie.

13 - RETAIL OUTLETS: Department Stores – Belk's; Cohen's; Froshin's Fair Store Fashions.
Discount Stores : Big K; Rose's; Edco; Fred's; Bargaintown.
Chain Drug Stores : Harco; Revco.
Chain Food Stores : A&P; Big Bear; Piggly Wiggly; Winn-Dixie 2; Super Foods.
Other Chain Stores – Goodyear; Firestone; Western Auto.

14 - NEWSPAPERS: OUTLOOK (e-tues to fri; S) 4,505; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: John W. McGhee, Adv. Dir., OUTLOOK, Church St. & S. Central Ave., Alexander City, AL 35010; Tel. (205) 234-4281.
National Representative : Landon.

ANNISTON

1 - LOCATION: Calhoun County (SMSA). E&P Map C-2, County Seat. Manufacturing, agricultural, commercial and military center (Fort McClellan). NE portion of state; 60 mi. E of Birmingham; 100 mi. W of Atlanta.

2 - TRANSPORTATION: Railroads – Southern; Louisville and Nashville; Amtrak; Southern Piggyback.
Motor Freight Carriers – 28.
Intercity Bus Lines : Greyhound; Trailways.
Airlines – Atlantic Southeast Airlines (4 flights per day).

3 - POPULATION:
Corp. City 80 Cen. 29,523
CZ-ABC: (70) 55,203; (81) 67,900
RTZ-ABC: (70) 87,529; (81) 99,900
County/SMSA 80 Cen. 116,936
City & RTZ-ABC: (70) 142,732; (81) 167,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,953
County/SMSA 80 Cen. 39,431
CZ-ABC: (70) 17,344; (81) 24,600
RTZ-ABC: (70) 25,130; (81) 33,000
City & RTZ-ABC: (70) 42,474; (81) 57,600

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$60,722,000
Commercial	5	$123,327,000

6 - PASSENGER AUTOS: County 80,034

7 - ELECTRIC METERS: Residence 36,735

8 - GAS METERS: Residence 24,864

9 - PRINCIPAL INDUSTRIES: Industry; Number of Wage Earners – Lbr. & Wood 330; Metals 4,000; Other Durables 1,530; Nondurables 4,800; Food 400; Textile 2,280; Apparel 1,430; Others 690; Total Non-Mfg. 29,260; Mfg. 10,450; Gov. 12,800; Stone, Clay and Glass 120.

10 - CLIMATE: Min. & Max. Temp. – Spring 26-93; Summer 50-104; Fall 20-98; Winter 3-84. First killing frost, Nov. 5. Last killing frost, Feb. 3.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lenlock	5	IGA
Anniston Plaza	NA	Winn-Dixie, Eckerd, Otasco, Wal-Mart
Quintard Mall	NA	J.C. Penney, Budd's, Singer, SupeRx, Martin's
Pelham Plaza	NA	Winn-Dixie, TG&Y
Blue Pond	NA	Sky City, Winn-Dixie, Eagle
Golden Springs	NA	Windsor's Super Valu, Golden Springs Pharmacy

Principal Shopping Days : Thu., Fri., Sat. & Mon.
Stores Open Evenings : Mon., Thu., Fri.; Discount-6 nights a week.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Hudson's; Wakefields; Sears; New Berman's, Kitchin's.
Discount Stores : Wal-Mart; Sky City; K mart; TG&Y; Fred's; Martin's; Bill's Dollar Store (Jacksonville).
Chain Drug Stores : SupeRx 2; Eckerd's; Big B 2.
Chain Food Supermarkets : Winn-Dixie (Kwik Chek) 4; Super-Valu 5; IGA; Warehouse Gro. 2; Food Mart 2; Majik Market 4; Quick Shop 2; Food World 2; Love's Super Market 3.
Other Chain Stores – Clark Credit Clothing; Forbes Piano; Firestone; Friedman's Jewelers; Goodrich; Goodyear; Haverty Furniture; Lorch Diamond; Maxwell Furniture; Rhode Furniture; S&H Green Stamps.

14 - NEWSPAPERS: STAR (e) 31,466; (m-sat) 32,411; (S) 32,968; Mar 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John O'Mara, Mktg. Dir., STAR, 216 W. 10th St., Anniston, AL 36202; Tel. (205) 236-1551.
National Representative : Branham.

ATHENS

1 - LOCATION: Limestone County (In Huntsville SMSA). E&P Map C-1, County Seat. Agricultural and college center. 13 mi. N of Decatur; on U.S. Hwys. 31, I-65; State Hwys. 2, 29 & 99.

2 - TRANSPORTATION: Railroads – Louisville & Nashville.
Intercity Bus Lines – Trailways; Greyhound.
Motor Freight Carriers – 6.

3 - POPULATION:
Corp. City 80 Cen. 14,558
County 80 Cen. 44,005
SMSA 80 Cen. 308,593

4 - HOUSEHOLDS:
City 80 Cen. 5,287
County 80 Cen. 15,358
SMSA 80 Cen. 105,929

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 33,434

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners – Agriculture (cotton, corn, hay); Poultry Processing 800; Clothing 532; Heavy Machinery 836; Electronics 600; Dairying; Cotton Processing; Athens College; Calhoun Community College.

10 - CLIMATE: Min. & Max. Temp. – Spring 23-74; Summer 31-92; Fall 44-98; Winter 15-86. First killing frost, Nov. 3. Last killing frost, Mar. 16.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Athens Plaza (15)	NA	Rose's, Winn-Dixie, Pic'N Pay Shoes, Ashley's Clothing
Athens (8)	NA	Kroger, Sears, Big K, Otasco, Big B Drug, Bruno's Food
Crutcher (4)	NA	A&P, Kent's
L&S	NA	L&S Foods

13 - RETAIL OUTLETS: Department Stores – Jaffe's; Rose's; Bennett's.
Discount Stores : Big K; Roses.
Chain Drug Stores : Revco; Big B.
Chain Food Stores : L&S; Kroger; Food World; A&P; Winn-Dixie.
Other Chain Stores – Ashley's; Plain Value; Win-Way; Sington's; Goodyear.

14 - NEWSPAPERS: NEWS COURIER (m-tues to fri; S) 7,465; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: W.R. Nelson, Adv. Dir., NEWS COURIER, PO Box 670, Athens, AL 35611; Tel. (205) 232-2720.
National Representative : None.

AUBURN

See OPELIKA

BIRMINGHAM

1 - LOCATION: Jefferson County (SMSA) E&P Map C-3, County Seat. Medical and industrial center. 150 mi. W of Atlanta, 250 mi. SE of Memphis and 300 mi. NE of New Orleans.

2 - TRANSPORTATION: Railroads – Birmingham Southern; St. Louis San Franscisco; Illinois Central Gulf; Louisville & Nashville; Southern Railway; Seaboard Coastline System; Amtrak.
Motor Freight Carriers – 90.
Intercity Bus Lines : Trailways; Greyhound.
Airlines – Eastern; Delta; United; USAir; Republic; American; Skyways.
Water Transportation – The Warrior-Tombigbee Waterway (9 ft. channel) from Birmingham to Mobile and the Gulf carries estimated 18,000,000 tons. Port Birmingham located 21 mi. from Birmingham serviced by 7 barge lines.

3 - POPULATION:
Corp. City 80 Cen. 284,413
CZ-ABC: (70) 569,066; (81) 579,100
RTZ-ABC: (70) 694,999; (81) 860,600
County 80 Cen. 671,197
SMSA 80 Cen. 847,360
City & RTZ-ABC: (70) 1,264,065; (81) 1,439,700
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 107,238
County 80 Cen. 244,177
SMSA 80 Cen. 303,661
CZ-ABC: (70) 181,071; (81) 212,500
RTZ-ABC: (70) 208,600; (81) 297,900
City & RTZ-ABC: (70) 389,671; (81) 510,400

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	12	$2,107,574,380
Commercial	32	$4,648,987,671

6 - PASSENGER AUTOS: 451,127

7 - ELECTRIC METERS: 273,433

8 - GAS METERS: 188,000

9 - PRINCIPAL INDUSTRIES: Primary Metal 20,200 ($404); Fabricated Metal Products 8,900 ($277); Food & Kindred Products 6,200 ($180); Health Services 23,700 (N.A.); Transportation 29,100 (N.A.); Finance, Insurance & Real Estate 22,900 (N.A.); Wholesale Trade 28,200 (N.A.); State & Local Govt. 48,000 (N.A.); Federal Govt. 8,900 (N.A.); Construction 20,200 (N.A.); Other Services 43,100 (N.A.).
Principal Pay Days – Paid Weekly (38%); Every two weeks (19.7%); twice monthly (1.1%); monthly (25.9%); 1st & 15th (13.7%); other (1.0%).

10 - CLIMATE: Spring 80-58; Summer 89-69; Fall 76-51; Winter 49-31; First killing frost, Nov. 8. Last killing frost, Mar. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center – 100 blocks Morris Ave., 8th Ave. N., 14th St. N. and 26th St. N. concentrated in 12 blocks bounded by 1st and 4th Ave. N. and 17th and 21st Sts. N.
Neighborhood Shopping Centers – (Number of Stores) – Bessemer Plaza 8; Westlake Mall 23; Westtown Plaza 13; Center Point 15; Century Plaza 95; Crestwood 5; Eastlake 3; Easttown Plaza 17; Eastwood Mall 51; Eastwood Shopping Center 16; Five Points West 72; Forestdale 30; Forest Village 3; Green Springs K mart Center 5; Green Valley 14; Hillcrest 15; Hoover Mall 24; Irondale Plaza 20; Parkway East 12; K mart 2; Roebuck Shopping City 15; Shades Mountain 13; Vestavia Hills 39; Village East 30; Eastgate (Center Point) 10; Belleview Plaza 11; Western Hills 50; Gardendale Shopping Center 8; Village Green 25; Brookwood Village Mall 90; Greensprings (Homewood) 15; Shades Creed 48; Hueytown Plaza 15; Hoover Shopping Center 24; Leeds Shopping Center 5; Mountain Brook 10; Midfield Park Shopping Center 31; Pleasant Grove 11; Vestavia (Todd's Mall) 16.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Atlantic Thrift	8	Consumer Warehouse, Big B Drugs, Handy Dan, Goodyear
Belleview Plaza West	8	Woolco, Big B Drug, Food World
Bessemer Plaza	13	Zayre, Food Giant, Big B Drug
Brookwood	5	Rich's, Pizitz, Blach's, Winn-Dixie, Rosenbergers
Centerpoint	6	TG&Y, Consumer Warehouse
Century Plaza	6	Bromberg's, Penney, Sears, Rich's, Pizitz
Crestwood	5	Winn-Dixie
Eastgate	NA	Sears
Eastlake Plaza	6	Goodyear, Winn-Dixie, Western, Firestone
Easttown Plaza	11	Woolco, Food World
Eastwood Mall	6	Parisian, Blach's, Western Auto, Aland's, Newberry's, Goodyear
Eastwood	6	World Bazaar, Eckerd's, K mart, Consumer Warehouse
Five Points South	2	Woolworth, Emily Shop, Piggly-Wiggly
Five Points West	5	Yeilding's, Parisian, J.C Penney, Food World, Pizitz, Zayre, Woolworth, Big B Drugs, Eckerd's
Forestdale	6	Big B Drugs, Bruno's, Sears, Goodyear, TG&Y
Forest Village	6	Winn-Dixie, Eckerd's
Gardendale	15	Big B Drugs, K mart, Food World, Goodyear
Green Springs	5	Big B Drugs, Food World, K mart, Zayre, Eckerd's
Green Valley Village	8	Golbro
Hoover	8	Zayre, Winn-Dixie, Eckerd's, TG&Y

Hoover Mall	8	Aland's, Eckerd's, Zayre, Bromberg's, Winn-Dixie
Irondale	NA	Food World, Big B Drugs
Leeds	NA	Winn-Dixie, TG&Y
Loehmanns Village	10	Loehmanns
Midfield Park	6	K mart, Homecrafters
Mountain Brook	4	Western, Winn-Dixie, Blach's, Bromberg's
Pleasant Grove	12	Winn-Dixie
Parkway East	11	Zayre, She-Shop, K mart, Handy Dan
Red Mountain Plaza	6	Woolco, Winn-Dixie, Big B Drug
Roebuck Plaza	8	Consumer Warehouse, K mart, Penney, Pizitz, Western Auto
Shades Mtn. Plaza	NA	Western Auto
Vestavia Hills	7	Sears, Woolworth, Winn-Dixie, Western, Goodyear
Village Green	15	Winn-Dixie, Eckerd Drug, Firestone, Western Auto
Village East	6	Zayre, Winn-Dixie
Westgate	NA	Food World, Big B Drugs, Bargain Town USA, Homecrafters
West Lake	14	Sears, Consumer Warehouse
Westtown Plaza	14	Woolco, Winn-Dixie, Eckerd's
Western Hills	8	Pizitz, Alands, Penney, Woolworth

Principal Shopping Days : General. Mon., Thu., Fri., Sat.
Stores Close : No closings except holidays.
Stores Open Evenings : Shopping Centers every evening to 9:00.

13 - RETAIL OUTLETS: Department Stores - Pizitz 7; Sears 6; J. Blach 4; Parisian 4; Newberry's 2; New Williams 3; JC Penney 4; Yeilding's 4; Tillman-Levenson 2; Rich's 2.
Variety Stores - TG&Y 5; Woolworth 5.
Discount Stores : Bargain Town USA 10; Family Dollar 4; Golbro 3; K mart 6; Loehmanns; Service Merchandise 2; Standard Distributors 2; Woolco 4; Zayre 6.
Chain Drug Stores :Alley 4; Big B Drugs 24; Eckerd's Drugs 15; P&S Apothecary 2.
Chain Supermarkets : Consumer Warehouse 13; Dixie 16; Food Center 11; Food Town 4; Food World 12; Liberty 3; Piggly Wiggly 3; Western 16; Winn-Dixie 21.
Other Chain Stores :Shoes: Bakers 3, Bell 2, Buster Brown 4, Dollar Shoe Box 3, Famous Shoe Bar 3, Florsheim 5, Shoe City 9, Stride Rite 2, Kinneys 6, Butler 3, Chandler , Calhoun 2, Pic'n Pay 10, Shoe Corral 3, Sikes 2, Thom McAn 2, Village Bootery 2, Wagner's Air Step 2; Ladies' Apparel: Diana Shop, Eleanor Shops, Mangels; Furniture: Calder 2, Ethan Allen, Haverty, Jefferson Home 5, Lorch Furniture 3, Marks-Fitzgerald 4, Pennsylvania House 2, Sokols 2, Standard 4; Tires: Firestone 11, Goodyear 18; Auto Supplies: Bumper-to-Bumper 16, Genuine Parts 15, Western Auto 7; Jewelry: A&A Ash 2, Bromberg's 4, Buschs 4, Gordon 4, Jobe-Rose 3, Lorchs 6, Zales 2.

14 - NEWSPAPERS: POST-HERALD (m-mon to fri) 67,293; NEWS (e-mon to fri) 167,321; Comb. (m&e) 234,614; (m-sat; hol.) 59,672; (e-sat; hol.) 147,374; NEWS (S) 214,295; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Esslinger, Nat. Adv. Mgr., NEWS and POST-HERALD, PO Box 2553, Birmingham, AL 35202; Tel. (205) 325-2230.
National Representative : Newhouse.

CULLMAN

1 - LOCATION: Cullman County, E&P Map C-2, County Seat. Agriculture, manufacturing, poultry center. N central part of state. 50 mi. N of Birmingham.

2 - TRANSPORTATION: Railroads - Louisville & Nashville.
Motor Freight Carriers - 15.
Intercity Bus Lines - Greyhound.
Airlines - Charter Service; Folsom Field.

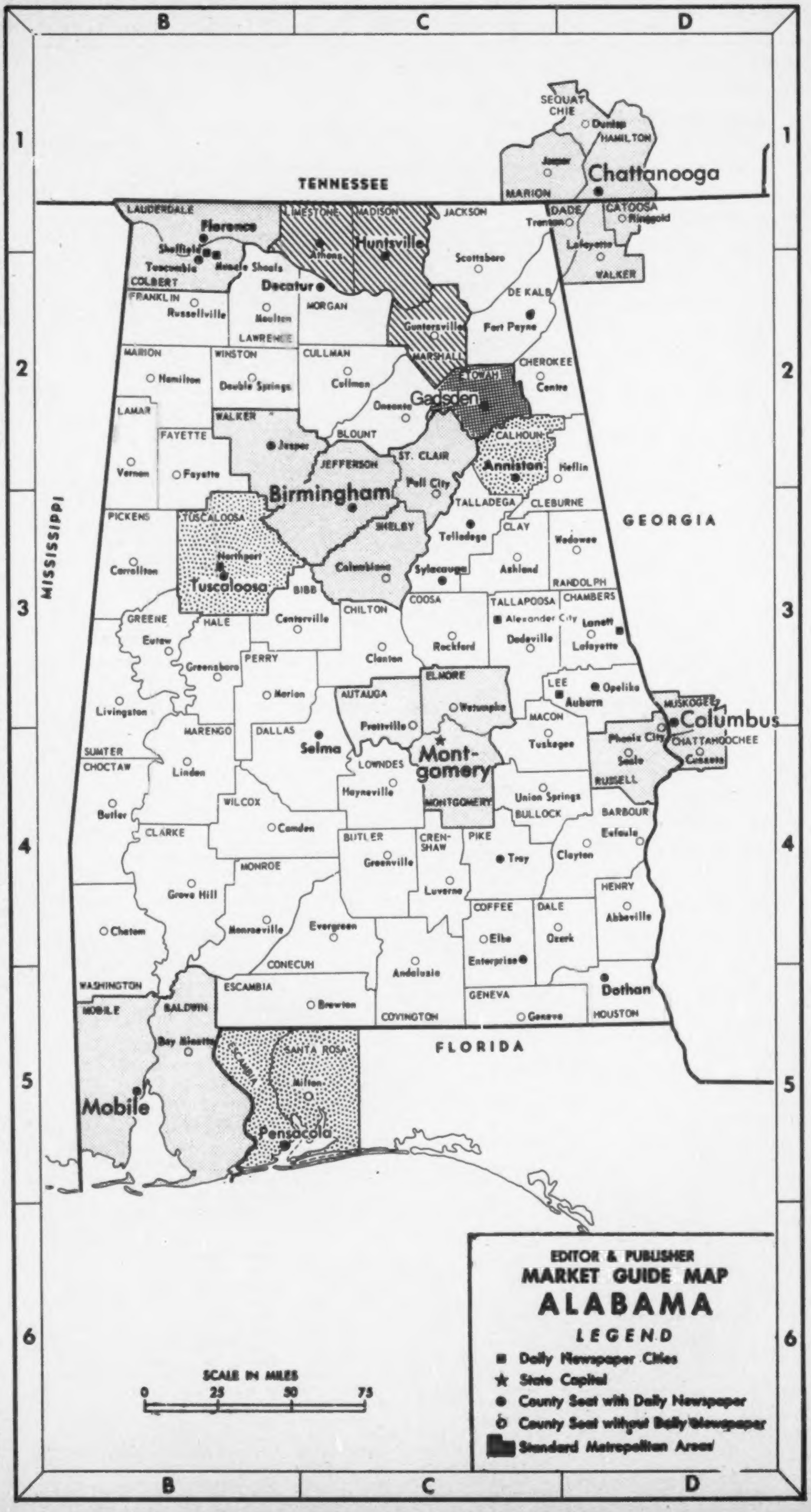
3 - POPULATION:
Corp. City 80 Cen. 13,084
CZ-ABC: (70) 12,601; (81) 16,900
RTZ-ABC: (70) 44,429; (81) 52,500
City & RTZ-ABC: (70) 57,030; (81) 69,400
County 80 Cen. 61,642

4 - HOUSEHOLDS:
City 80 Cen. 5,153
County 80 Cen. 21,758
CZ-ABC: (70) 4,210; (81) 6,500
RTZ-ABC: (70) 13,344; (81) 18,200
City & RTZ-ABC: (70) 17,554; (81) 24,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	6	$115,500,000
Sav. & Loan	2	$81,000,000

6 - PASSENGER AUTOS: County 47,241

7 - ELECTRIC METERS: Residential 31,905


B
C
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GEORGIA
MISSISSIPPI
FLORIDA
SEQUATCHIE
HAMILTON
Dunlap
Jasper
Chattanooga
MARION
DADE
Trenton
CATOOSA
Ringgold
Lafayette
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WINSTON
Double Springs
CULLMAN
Cullman
ETOWAH
Gadsden
CHEROKEE
Centre
LAMAR
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BLOUNT
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CRENSHAW
PIKE
Troy
Clayton
MONROE
Luverne
Grove Hill
HENRY
Abbeville
COFFEE
DALE
Chatom
Monroeville
Evergreen
Elba
Ozark
Enterprise
CONECUH
Andalusia
WASHINGTON
ESCAMBIA
Brewton
Dothan
MOBILE
BALDWIN
COVINGTON
GENEVA
Geneva
HOUSTON
Bay Minette
ESCAMBIA
SANTA ROSA
Milton
Mobile
Pensacola
SCALE IN MILES
0
25
50
75
EDITOR & PUBLISHER
MARKET GUIDE MAP
ALABAMA
LEGEND
Daily Newspaper Cities
State Capitol
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas

8 - GAS METERS: Residential 1,536

9 - PRINCIPAL INDUSTRIES: Total Work Force in County; 25,940. Electrical Appliances; Metal Products; Poultry Processing; Lumber; Textiles.

10 - CLIMATE: Ann. Min. & Max. Temp. – 15-100. First killing frost, Oct. 26. Last killing frost, Apr. 8.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cullman (30)	NA	Giant Food, Sears, Penney, Foodworld, Belk-Hudson, SupeRx
South Cullman (10)	NA	TG&Y, Harco Drug, Bull Pen, Laneys Western Wear
Town Square (6)	NA	Big K, Winn-Dixie, Eckerd
Northpark (7)	NA	7-Eleven
East Point (10)	NA	Otasco, 7-Eleven
West Town (7)	NA	Rexall, Shell, Top Value Redemption, Stereo Center

Principal Shopping Days : Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores – Ratliff's; Stiefelmeyers; Belk-Hudson; Carl's 2; JC Penney.
Discount Stores : Bargaintown USA; Big K; Top Dollar; K mart; TG&Y; Family Dollar.
Variety Stoes – Elmores.
Chain Drug Stores – SupeRx; Eckerd's; Medicine Shoppe; Big B; Harco Drugs; Rexall.
Chain Supermarkets – Piggly Wiggly; Giant 2; Minit; 7-Eleven 5; Winn-Dixie; Foodworld; Warehouse Disc. Groc. 2.
Other Chain Stores – BF Goodrich; Goodyear; Western Auto; Singer Center; Otasco; Radio Shack.

14 - NEWSPAPERS: CULLMAN TIMES (m-tues to fri) 7,990; (S) 9,752; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James M. Clem, Adv. Dir., TIMES, 300 4th Ave., SE, Cullman, AL 35055; Tel. (205) 734-2131.
National Representative : None.

DECATUR

1 - LOCATION: Morgan County, E&P Map C-2, County Seat. In heart of Tennessee Valley on U.S. Hwys. I-65, 31; State Hwys. 67, 20, 24.

2 - TRANSPORTATION: Railroads – L & N; Southern.
Motor Freight Carriers – 18.
Intercity Bus Lines – Greyhound; Trailways.
Airlines – United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 42,002
CZ-ABC: (70) 4[illegible]967; (81) 51,600
RTZ-ABC: (70) 140,126; (81) 164,700
County 80 Cen. 90,231
City & RTZ-ABC: (70) 185,093; (81) 216,300

4 - HOUSEHOLDS:
City 80 Cen. 15,183
County 80 Cen. 31,[illegible]
CZ-ABC: (70) 13,949; (81) 18,400
RTZ-ABC: (70) 41,527; (81) 56,300
City & RTZ-ABC: (70) 55,476; (81) 74,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	4	$107,800,000
Commercial	3	$499,978,000

6 - PASSENGER AUTOS: County 65,427

7 - ELECTRIC METERS: Residence 15,975

8 - GAS METERS: Residence 3,904

9 - PRINCIPAL INDUSTRIES: Synthetic Fibers; Tire Fabric; Copper & Brass Tubing; Hexagon Steel Nuts; Steel Barges; Steel Fabr.; Cotton Seed Oil; Insecticides; Fertilizers; Concrete Prod.; Pckg. House Prod.; Dairy Prod.; Pine Coating; Plastics; Foodstuffs; Plywood; Aluminum Extrusion; Boxes & Baskets; Poultry Processing; Shipbuilding & Ironwork; Fluro-Chemicals; Mobile Humes; Automotive Parts; Steering Gear Assembly; Refrig. & Freezer Prod.
Principal Pay Days – Tues., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 36-95; Summer 67-101; Fall 52-100; Winter 23-75. First killing frost, Nov. 27. Last killing frost, April 8.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 4 blocks on 2nd Ave.; 4 on Bank St.; 3 on E. Moulton St.
Neighborhood Shopping Centers – 5th Ave. W.; Morningside, 19th Ave. & 12th St. S.E.; Danville Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	4	K mart
5th Ave. W.	1	Namie's Groc.
6th Ave. S.E.	1	Kent's
Southland Pl. (15)	3	Big K
Morningside	2	Red & White Groc.
Decatur (15)	3	Foodworld, Maison-Morgan
Westgate (15)	2	Otasco
Gateway (22)	3	Sears, Winn-Dixie, Parisian
Morgan Plaza	9	Maison-Morgan
Austin Plaza (13)	3	H&N Market
Beltline Mall (60)	5	JC Penney, Roger Castner-Knots

Principal Shopping Days : Department Stores – Mon., Thurs. Sat.; Food – Fri., Sat.
Stores Open Evenings : Most stores in major shopping centers Thur. and Fri. evenings, and Beltline Mall is open nightly.

13 - RETAIL OUTLETS: Department Stores – Parisian-Decatur; JC Penney; Sears; Castner- Knott; Maison-Morgan; Rogers.
Discount Stores – Big K; Kent's; K mart; Otasco; Bargaintown USA.
Variety Stores – Woolworth; G.C. Murphy.
Chain Drug Stores – Eckerd; Lloyd's 3; Big B; SupeRx.
Chain Supermarkets – Kroger; Food World; Giant Foods; Busy Bee 2; Han-D-Way 3; U-Totem; Wholesale Grocery; Family Mart; Winn-Dixie.
Other Chain Stores – David Lee's; Diana Shop; Mangel's; Village Shop; Shoe City; Singer Co.; Goodyear; Busch's Jewelry; Forbes Pianos; Glidden Paint; Sherwin-Williams; Firestone; General; Goodyear; Uniroyal; Pic 'N Pay Shoes; Western Auto; Southern Sash; The Brown Bag.

14 - NEWSPAPERS: DAILY (e-mon to fri) 24,220; (m-sat) 23,758; (S) 25,674; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Mindy Smith, Adv. Mgr., DAILY, 201 1st Ave., Decatur, AL 35602; Tel. (205) 353-4612.
National Representative : Landon.

DOTHAN

1 - LOCATION: Houston County, E&P Map D-5, 115 mi. SE of state capital, Montgomery; 215 mi. from Birmingham; 219 mi. from Atlanta; 256 mi. from Jacksonville; 153 mi. from Pensacola.

2 - TRANSPORTATION: Railroads – ACL; Central of Georgia; Atlanta & St. Andrews Bay; Hartford & Slocomb.
Motor Freight Carriers – 15.
Intercity Bus Lines – Greyhound; Trailways.
Airlines – Republic.

3 - POPULATION:
Corp. City 80 Cen. 48,750
CZ-ABC: (70) 36,733; (81) 51,200
RTZ-ABC: (70) 199,436; (81) 223,200
County 80 Cen. 74,632
City & RTZ-ABC: (70) 236,169; (81) 274,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 17,376
County 80 Cen. 26,183
CZ-ABC: (70) 11,520; (81) 18,500
RTZ-ABC: (70) 59,239; (81) 77,100
City & RTZ-ABC: (70) 70,759; (81) 95,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$210,600,800
Sav. & Loan	3	$33,600,870

6 - PASSENGER AUTOS: County 55,768

7 - ELECTRIC METERS: Residence 18,500

8 - GAS METERS: Residence 8,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Air Craft 775; Food 1,330; Lumber 290; Metal Works 390; Govt. 3,450; Transp. 1,400; Tobacco 175; Chemicals 250; Furniture 300; Wholesale & Retail 7,130; Services 2,960; Textiles & Apparel 1,710; Construction 4,420; Total Wage Earners 27,620 (Houston County).
Principal Industrial Pay Day – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 46-98; Summer 57-103; Fall 53-98; Winter 7-102. First killing frost, Nov. 20. Last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center – 4 1/2 blocks on Main St.; 4 on Foster St.; 3 on Oates St.; Ross Clark Circle.
Neighborhood Shopping Centers – 2 blocks on Main & Edgewood Dr.; 1 at St. Andrews & Cottonwood Rd.; 2 at S. Oates & Selma St.; S. East St.; 3 at North St., Andrews & Powell St.; Northside Mall 422,000 sq. ft.; Porter Square & Circle West Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Main	1	Northcutt's Dixie Dandy
Southside	1	Piggly-Wiggly
Plaza Two (30)	2	Gibsons
Woodland	2	IGA Foodliner
Central Village	1	Medical Arts Phcy.
Northside Mall (70)	3	Woolco, Mont. Ward, Winn-Dixie
Wise	22	Furniture Fair
Porter Sq. (30)	1	Penney, A&P, Walgreen, TG&Y
Circle West (14)	3	Wilbro, Piggly-Wiggly, Eckerd's

Principal Shopping Days : Department Stores – Mon., Fri., and Sat.; Food – Thu., Fri., and Sat.
Stores Open Evenings : Fri. – Northside Mall: Porter Square; Gaylord's; Gibson's & K mart every night.

13 - RETAIL OUTLETS: Department Stores – Sears; J.C. Penney; B.C. Moore; Montgomery Ward; Howards; Lowes.
Variety Stores – Woolworth; TG&Y; V.J. Elmore; Walgreen; Albertson's.
Chain Drug Stores : Eckerd's; Revco.
Discount Stores : Gaylord's; West Bros.; Woolco; K mart.
Chain Food Supermarkets : Piggly Wiggly 2; Dixie Dandy 6; Colonial 2; A&P 2; IGA 4; Winn-Dixie; Murphys 2; Sav-A-Minitz 7; Junior Food 6; Super Foods; E-Z Way Foods 5; Majik Mkt. 2.
Other Chain Stores – Butler Shoe; Eleanor Shop; Gunter Dunn Furn.; Singer Store; Lowe's Inc.; Warnaco; Danley Furniture; Goodrich; Western Auto; S&H Green Stamps; Moore-Handley Hdwe.; Lorch Jewelry; Badcock Furn.; Ace Hdwe.; Young & Vann Supply.

14 - NEWSPAPERS: EAGLE (e-mon to fri) 22,538; (S) 26,143; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tommy Vann, Adv. Mgr., EAGLE, 203 N. Oates St., Dothan, AL 36302; Tel. (205) 792-3141.
National Representative : Thomson.

ENTERPRISE

1 - LOCATION: Coffee County, E&P Map C-4. County Seat. Army aviation center. Manufacturing and agricultural center. 27 mi. NW of Dothan. On U.S. Hwy. 84; State Hwys. 27, 134, 167, 248.

2 - TRANSPORTATION: Railroads – Seaboard Coast Line.
Motor Freight Carriers – 5.
Intercity Bus Lines – Trailways.
Airlines – Trans Air Express.

3 - POPULATION:
Corp. City 80 Cen. 18,033
County 80 Cen. 38,533
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 6,334
County 80 Cen. 13,430

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav.& Loan	1	$26,331,000
Commercial	3	$131,817,000

6 - PASSENGER AUTOS: County 29,201

7 - ELECTRIC METERS: Res. 8,300

8 - GAS METERS: Res. 2,600

9 - PRINCIPAL INDUSTRIES: Cotton and Cottonseed Products; Peanut Butter; Peanut Oil; Clothing (shirts/children's); Meat Packing; Corn; Cattle; Hogs; Aluminum; Lumber Pdts.; Poultry; Poultry Processing; Weather Radars; Locks; Sportswear; Auto Parts; Fork Lifts.

10 - CLIMATE: Min. & Max. Temp. – Spring 46-93; Summer 57-98; Fall 53-95; Winter 10-85. First killing frost, Nov. 20. Last killing frost, Mar. 10.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Plaza (10)	NA	Alatex Outlet
Morgan Square (8)	NA	SupeRx Drug, Winn-Dixie
West Gate (36)	NA	B.C.Moore & Sons, Otasco, IGA, A&P, Sears, Super Store, Center Drug
Enterprise (9)	NA	Big K, J.C. Penney, Super Food, Radio Shack, Leon's, Revco, Cato
Discount Plaza (10)	NA	Enterprise Wholesale
TG&Y Family Ctr.	NA	(under construction)

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; TG&Y; Bisk; B.C. Moore & Sons; David Lee's.
Discount Stores : Value Mart.
Variety Stores : Super Store; Downtown 5&10.
Chain Drug Stores : Revco; SupeRx Drugs.
Chain Food Supermarkets) : Super Foods; Piggly Wiggly; A&P; IGA Foodliner; Winn-Dixie.
Other Chain Stores : Sears; Radio Shack; Leons; Otasco; Western Auto; Whites Auto; Cato; Shoe City; Neal Logue; Pay Less Shoes; National Foot Store; Easy Pay; Firestone; Danloy Furniture ; Alpro Auto Parts; Sherwin-Williams.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 8,248; (S) 8,772; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Dan Tomlin, Adv. Mgr., LEDGER, PO Box 1140, Enterprise, AL 36331; Tel. (205) 347-9533.
National Representative : Gen. Adv. Serv.

FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS

1 - LOCATION: E&P Map B-1 & B-2 (In Florence SMSA). Florence (County Seat) in Lauderdale County, Tuscumbia (County Seat), Sheffield & Muscle Shoals in Colbert County. In NW Alabama, electric power (TVA), chemical, metallurgical, cattle, poultry, agriculture. On Tennessee River; 140 mi. N of Birmingham; 120 mi. S of Nashville; 160 mi. E of Memphis. On U.S. Hwys. 43, 72; State Hwys. 2, 13, 17, 20, 157.

2 - TRANSPORTATION: Railroads – L&N; Southern.
Water – Tennessee River Barge Service.
Motor Freight Carriers – 8.
Intercity Bus Lines – Greyhound; Continental Trailways.
Airlines – Republic (includes jet service).

3 - POPULATION:
Corp. Cities 80 Cen. 66,980
Florence 80 Cen. 37,029
Sheffield 80 Cen. 11,903
Tuscumbia 80 Cen. 9,137
Muscle Shoals 80 Cen. 8,911
CZ-ABC: (70) 62,881; (81) 69,100
RTZ-ABC: (70) 94,621; (81) 115,800
Counties 80 Cen. 135,023
Lauderdale 80 Cen. 80,504
Colbert 80 Cen. 54,519
SMSA 80 Cen. 135,023
City RTZ-ABC: (70) 157,502; (81) 184,900
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,591
Florence 80 Cen. 13,620
Sheffield 80 Cen. 4,612
Tuscumbia 80 Cen. 3,291
Muscle Shoals 80 Cen. 3,068
SMSA 80 Cen. 47,388
CZ-ABC: (70) 19,741; (81) 24,800
RTZ-ABC: (70) 28,435; (81) 40,400
Counties 80 Cen. 47,388
Lauderdale 80 Cen. 28,207
Colbert 80 Cen. 19,181
City & RTZ-ABC: (70) 48,176; (81) 65,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$350,000,000
Commercial	12	$450,000,000

6 - PASSENGER AUTOS: Counties: Lauderdale 59,253; Colbert 40,280

7 - ELECTRIC METERS: Res. 20,158

8 - GAS METERS: Res. 13,785

9 - PRINCIPAL INDUSTRIES: (Metro Area) Industry, Number of Wage Earners – Electric power generated in Muscle Shoals (TVA hydro & steam plants) is economic base of diversified industry. Primary Metals 5,460; Chems. & Allied Pdts. 2,263; Rubber Prod. 1,260; Fabricated Metals 580; Food 490; Textile Prod. 550; Stone Clay & Glass Pdts. 500; Machinery 1,370. Also University of North Alabama over 5,000 students, 165 teachers.

10 - CLIMATE: Min. & Max. Temp. – Spring 60-85; Summer 70-105; Fall 60-90; Winter 5-70. First killing frost, Oct. 29. Last killing frost, Apr. 5.

11 - TAP WATER: Florence – Alkaline, soft; Sheffield and Tuscumbia – Alkaline, hard.

12 - RETAILING: Florence: Principal Shopping Area – 8 blocks on Court St.; 7 on Tennessee St.; 3 on Seminary St.; 2 on Mobile St.; 2 on Tombigbee St.; 4 mi. along Florence Blvd.
Sheffield: Principal Shopping Area – 6 blocks on Montgomery Ave.; 3 on 2nd St.; 2 on Raleigh Ave.; 2 on 3rd St.; 3 on Nashville Ave.; 2 on 4th St.
Tuscumbia: Principal Shopping Area – 2 blocks on Main St.; 3 on 6th St.; 2 on 5th St.
Muscle Shoals : 2 mi. on Woodward Ave.
Neighborhood Shopping Area – 2 blocks on Wood Ave.; in N. Florence; 2 on Huntsville Rd. at Weeden Hghts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Seven Points (17)	2	TG&Y, Kroger, SupeRx
Four-Lane (18)	1	A&P
Boulevard	3	K mart, Kwik-Chek
Towne Plaza (12)	1	Big K, SupeRx, Kroger, Kent's
Southgate Mall (30)	NA	Woolco, Big B Drugs, Rogers, Winn-Dixie

Florence Pl. (13)	NA	Woolco, SupeRx, Kroger
English Village (15)	NA	Hancock Fabrics, London Shop, Village Shop
Regency Square Mall (19)	NA	Castner-Knott, Pizitz, Parisian, Sears, Penneys

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Some – Mon. & Fri. (Shopping Ctrs.-nights).

13 - RETAIL OUTLETS: Department Stores – Sears; Penney's; Rogers 2; TG&Y 2; Davis'.
Discount Stores : K mart 2; Big K; Woolco 2; Kent's 2; Factory Discount; Fred's Dollar Store; Dollar General Store; TG&Y 2.
Variety Stores : TG&Y 2.
Chain Drug Stores : Walgreen; SupeRx 3; Rexall 4; Whorton's 3; Big B 2; Rushing 2; Colbert's 2; Eckerd's.
Chain Food Supermarkets : Kroger 3; A&P 2; Winn-Dixie 3; Big Star 5; Wilson's 3; Fuller; Shop Rite 8; Bruno's; Warehouse Grocery; Consumer's Warehouse.
Other Chain Stores : Busch's Jewelry; Firestone; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Smith-Alsop Paint; Southern Sash; Sterchi Bros.; Thom McAn; United Paint; Western Auto 2; Zale Jewelry; Village Shops 5; Best Jewelry 2; Otasco; Royal Furniture; Tommie Lou's; Colony Men's Shop 2; Hancock Fabrics 2; Lerner's; Fashion Conspiracy; Radio Shack 3; Circus World; Sports Edition.

14 - NEWSPAPERS: TIMES-TRI-CITIES DAILY (e) 28,040; (S) 30,652; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Royce Isom, Adv. Dir., TIMES-TRI-CITIES DAILY, PO Box 797, Florence, AL 35631; Tel. (705) 766-3434.
National Representative : Landon.

FORT PAYNE

1 - LOCATION: De Kalb County, E&P Map C-2. County Seat. Manufacturing & agricultural city in the NE portion of State. 90 mi. N of Birmingham, 32 mi. N of Gadsden, 55 mi. S of Chattanooga on I-59. On I-59; U.S. Hwy. 11.

2 - TRANSPORTATION: Railroads – Southern.
Motor Freight Carriers – 4.
Intercity Bus Lines – Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,485
County 80 Cen. 53,658

4 - HOUSEHOLDS:
City 80 Cen. 4,410
County 80 Cen. 19,247

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	1	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 39,081

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners – Textile 1,500; Bakery 700; Pre-Fab. Housing 600; Fabricated Steel 500.
Principal Industry Pay Days – Thurs.

10 - CLIMATE: Min. & Max. Temp. – Spring 26-85; Summer 50-95; Fall 20-85; Winter 5-75. First killing frost, Oct. 10. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center – De Kalb Plaza, 15 blocks on Gault Ave. South.
Neighborhood Shopping Center – Fort Payne, 1 block on Gault Ave.; Hurley's, 15 blocks on Gault Ave. North; K mart shopping center, on Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Kalb (2)	NA	Big K, Winn-Dixie
K mart (2)	NA	K mart, Food World, Big B Drugs

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping centers, food, drug.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Lays; Fred's; David Lee; Worth Ratliff.
Discount Stores : Bargain Town; Family Dollar; Pic 'N Pay; Big K; K mart; Lay's.
Chain Drug Stores :Harco; Kilgore; Big B Drugs.
Chain Food Stores – Winn-Dixie; A&P; Piggly Wiggly; Food World.

14 - NEWSPAPERS: TIMES JOURNAL (e;S) 6,395; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Steve Smith, Gen. Mgr., TIMES JOURNAL, 200 8th St., S.E., Fort Payne, AL 35967; Tel. (205) 845-2550.
National Representative : None.

GADSDEN

1 - LOCATION: Etowah County (SMSA). E&P Map C-2, County Seat. Industrial center. NE part of state, 65 mi. from Birmingham, in Sand Mountain District. Major roads and highways, 1-59; U.S. Hwys. 431, 278, 411, 11; Alabama Hwys. 25, 77, 227.

2 - TRANSPORTATION: Railroads – L&N; Southern; Tenn., Ala. & Ga.
Motor Freight Carriers – 7.
Intercity Bus Lines – Greyhound; Continental Trailways.
Airlines :Southeastern Commuter.

3 - POPULATION:
Corp. City 80 Cen. 47,565
CZ-ABC: (70) 64,339; (81) 60,300
RTZ-ABC: (70) 146,691; (81) 193,100
County/SMSA 80 Cen. 103,057
City RTZ-ABC: (70) 211,030; (81) 253,400

4 - HOUSEHOLDS:
City 80 Cen. 18,143
County/SMSA 80 Cen. 36,864
CZ-ABC: (70) 21,060; (81) 22,700
RTZ-ABC: (70) 46,101; (81) 70,300
City & RTZ-ABC: (70) 67,161; (81) 93,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	11	$300,000,000
Savings & Loan	2	$114,928,094

6 - PASSENGER AUTOS: County 73,358

7 - ELECTRIC METERS: 30,204

8 - GAS METERS: 24,515

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Steel 3,800 ($210); Rubber 4,000 ($210); Trucking ($200); Concrete Pipe ($150); Dairy Prod. ($150); Light Machinery ($120).
Principal Pay Days – Fri.; Rubber: Tues.

10 - CLIMATE: Min. & Max. Temp. – Spring 34-76; Summer 50-102; Fall 48-90; Winter 12-57. First killing frost, Nov. 2. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center – Gadsden Mall, 500,000 sq. ft.; 9 blocks on Broad St.; 6 on Chestnut St.; 5 on 4th, 5th, and 6th Streets; Alabama City.
Neighborhood Shopping Centers : W. Gadsden – 12th and Forrest Ave. E. Gadsden – E. Broad and Hoke St. Alabama City: Wall St., Rainbow City, N. 12th St. Attalla; N. 3rd St. and Meighan Blvd.; Noccalula.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rainbow Plaza (22)	2	Woolco, Bruno's, Eckerd's
Agricola (18)	1	Bruno's, Eckerd's, G.F. Wilson, G.C. Murphy
Gadsden Mall (67)	1	Sears, Pizitz, Belk's
K mart	NA	Big Apple, K mart

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Food; Sears; Belk-Hudson; Pizitz; and all Mall stores.

13 - RETAIL OUTLETS: Department Stores – Pizitz; Martin's; J.C. Penney; Sears; G.C. Murphy; Belk-Hudson; Ike Saks; Rutenberg's; Hagedorn's.
Discount Stores : Top Dollar; K mart 2; Woolco; G. F. Wilson; Wal Mart 2.
Chain Drug Stores : Eckerd's 2; Buy Wise 5; Big B; Alaco 5.
Chain Supermarkets : Piggly Wiggly 4; Bruno's 3; Jitney Jungle; IGA 2; Warehouse Groc. 3; Winn- Dixie; Big Apple 2.
Other Chain Stores – Rhodes Furn.; Otasco; Goodyear; Firestone; Radio Shack 2; Diana Shop; Anderson-Little; Budds; Jarman; Hardy; Vicki-V (Vogue); Lowes; Marvins.

14 - NEWSPAPERS: TIMES (e) 28,434; (S) 29,901; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Wallace Miller, Adv. Dir., TIMES, PO Box 188, Gadsden, AL 35999; Tel. (205) 547-7521.
National Representative ; Landon.

HUNTSVILLE

1 - LOCATION: Madison County (SMSA). E&P Map C-2, County Seat. Corporate area 106 sq mi. In extreme N part of state in heart of Tennessee Valley; 100 mi. N of Birmingham; 105 mi. SW of Chattanooga; 110 mi. S of Nashville; 185 mi. W of Atlanta; 200 mi. E of Memphis. Agricultural, colleges (3), miscellaneous manufacturing and textile center. Research, development, engineering and testing of space missiles and military rockets and ballistic missiles for Marshall Space Flight Center and U.S. Army Missile Command. On Florida Short Route, Florida Fast Short Route, Lee Hwy., U.S. 231, 431 and 72. Municipal Jetport.

2 - TRANSPORTATION: Railroads – Southern; L&N.
Motor Freight Carriers – 15.
Intercity Bus Lines – Continental Trailways.
Airlines – United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 142,513
CZ-ABC: (70) 137,802; (81) 154,900
RTZ-ABC: (70) 217,483; (81) 246,900
County 80 Cen. 196,966
SMSA 80 Cen. 308,593
City & RTZ-ABC: (70) 355,285; (81) 401,800

4 - HOUSEHOLDS:
City 80 Cen. 50,424
County 80 Cen. 67,082
SMSA 80 Cen. 105,929
CZ-ABC: (70) 40,747; (81) 52,900
RTZ-ABC: (70) 64,238; (81) 84,400
City & RTZ-ABC: (70) 104,985; (81) 137,300

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$254,079,660
Commercial	6	$660,794,200

6 - PASSENGER AUTOS: County 141,605

7 - ELECTRIC METERS: Residence 75,617

8 - GAS METERS: Residence 28,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Ave. Wkly. Wage) – Redstone Arsenal 24,000 ($350); Textile & Leather 1,817 ($200); Fabricated Metals 310 ($250); Electronics, Fine Metals 351 ($300); Farm Implements 226 ($180); Construction 4,000 ($275); Chemicals 260; Machinery 1,500; Engineering Res. & Dvlpmt. 11,000 ($450); Also Oakwood College (632 students, 72 Teachers); Univ. of Alabama Huntsville campus (2,600 students, 190 teachers); Alabama A&M College (3,700 students, 175 teachers); Cosmetics 500 ($150).

10 - CLIMATE: Min. & Max. Temp. – Spring 49-72; Summer 67-89; Fall 50-73; Winter 32-52. First killing frost, Oct. 31. Last killing frost, Mar. 30.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center – 10 blocks around Square; Washington, Jefferson, Clinton.
Neighborhood Shopping Centers – 5 Points, 33 Units (Pratt, E. Holmes & 5th); Whitesburg Dr.; Parkway City 65 stores; Pearsall 12 stores; Heart of Huntsville 27 units; Holiday Plaza 11 units, Mall 62 units; Dunnavant's Mall, 19 units; Hamilton Square 8 units; Willowbrook 25 units; Haysland Square 15; North Plaza 10; Mastinlake Plaza 5.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Whitesburg (11)	1	Lucys
Five Points (19)	1	Star Market
Kennamer	2	Baptist Book Shop, Bi-Low
P'kway City (69)	4	Montgomery Ward, Parisian, Pizitz
Pearsall (12)	2	Western Auto
Heart of Huntsville (27)	1	Sears, Woolworth, Eckerd's
Holiday Plaza (11)	2	Holiday Foods
Dunnavant's (22)	1	Dunnavant's
Northside Plaza (12)	3	Winn-Dixie
Governors Drive	2	Winn-Dixie
Oakwood (14)	3	
Haysland (18)	4	Winn-Dixie
Hamilton Sq. (15)		Food World, Big K
S. Memorial Plaza (16)	1	
N. Memorial Plaza (18)	1	Warehouse Grocery
Northside Plaza	3	Winn-Dixie
The Mall (63)	3	Penney, McKinney, Lerner, Walgreen, Woolworth
Willowbrook (13)	NA	Piggly Wiggly
Oak Park (15)	1	Kroger, SupeRx
Huntsville W. (12)	3	Kent, Winn-Dixie
Woolco	4	Woolco, Winn-Dixie
Univ. Plaza (9)	5	

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Principal Shopping Center-Thurs. & Fri. Suburban-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores – Sears; Dunnavants; Montgomery Ward; J.C. Penney; Belk-Hudson; Beckers; Pizitz; Parisian.
Variety Stores – Woolworths 2; Murphy Mart 2; Super 5&10 2; Wal-Mart.
Discount Stores : K mart; Eckerd's Drug; Edwards Warehouse; Derrick's Furn. Ctr.; Woolco; Handy Dan; Service Merchandise; G.F. Wilson Co.; Wal-Mart; Warehouse Groceries; Foodworld; Golbro; Pic 'N Pay Shoes; Family Dollar.
Chain Drug Stores :Walgreen; Humphrey's Twickenham Rexall; David's Rexall; Eckerd's; Scottie; Propst 3; Medicine Shoppe; Big B 2; Kroger Food & Drug; Albertson.
Chain Food Supermarkets : Plus Value 3; Krogers 3; Winn Dixie 9; Lucky's 3; Piggly Wiggly 2; Big Star; Big Bros.; Albertson; Foodworld.
Other Chain Stores – Shoes: Butlers, Ford 2, Bell Bros., Jarman, Kinney 2; Women's Ready-to-Wear: Eleanors, Lerners, Saks, Mary's Shoppe, Catherine's

HUNTSVILLE
Alabama's 3rd Largest

RANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	853,100	$6,304,029,000	$3,791,865,000
2	MOBILE	447,800	2,900,411,000	1,794,542,000
3	HUNTSVILLE	310,100	2,249,416,000	1,207,001,000
4	MONTGOMERY	278,000	1,985,682,000	1,109,296,000

Source: 1981 S&MM Survey of Buying Power

Huntsville Times & News
Represented by Newhouse Newspapers

Stout Shop, Betty G's; **Furniture:** Sterchi Bros., Marks Fitzgerald, Edward's Warehouse; **Rubber Goods:** Goodyear, Goodrich, General Tire, U.S. Tire; **Men's Wear:** National Shirts, Schwobilt; **Jewelers:** Brombergs, Lorchs, Zales, Rose, Masons, Cross, Kay.

14 - NEWSPAPERS: TIMES (e-mon to fri) 53,859; (sat) 47,368; (S) 58,072; NEWS (m-mon to fri) 13,470; (sat) 11,352; Comb. (m&e) 67,329; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Virginia B. Bowers, Adv. Mgr., TIMES, 2317 Memorial Pkwy., Huntsville, AL 35807; Tel. (205) 532-4000. Merlin R. Adkins, Gen. Adv. Mgr., NEWS, 2117 West Clinton Ave., Huntsville, AL 35804; Tel. (205) 534-2529.
National Representatives :TIMES and NEWS-Newhouse.

JASPER

1 - LOCATION: Walker County (in Birmingham SMSA). E&P Map B-2. 42 mi. NW of Birmingham. County Seat. Mining, manufacturing, and agriculture (includes cattle, poultry, & timber).

2 - TRANSPORTATION: Railroads - Frisco and Illinois Central; Southern.
Motor Freight Carriers - Hiller; Ross Neely; plus connections with all carriers serving Birmingham.
Bus Lines - Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,894
County 80 Cen. 68,660
SMSA 80 Cen. 847,360

4 - HOUSEHOLDS:
City 80 Cen. 4,412
County 80 Cen. 23,817
SMSA 80 Cen. 303,661

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$164,340,989
Savings & Loan	2	$100,767,011

6 - PASSENGER AUTOS: County 49,987

7 - ELECTRIC METERS: Residence 13,559

8 - GAS METERS: Residence 3,151

9 - PRINCIPAL INDUSTRIES: (County) : Approximately 20,000, principally mining, manufacturing, and agriculture.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-94; Summer 55-96; Fall 20-89; Winter 11-77.

11 - TAP WATER: Fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jasper Mall (40)	NA	K mart, Penney, Zale's, Eckerd's
Jasper Square (12)	NA	Big K
Parklands (40)	NA	G.C. Murphy, Winn-Dixie

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Weinstein's; Engle's: G. May & Sons 2.
Discount Stores - Top Dollar; G.C. Murphy; Bargaintown; Payless; David Lee's; Fred's Big K; Wal-Mart.
Variety Stores - Woolworths; Elmore's.
Chain Supermarkets - Bruno's 2; Winn-Dixie 2; Food World; Handy Dandy Minit Mkts. 4; Son's 5.
Other Chain Stores - Goodyear; Firestone; Singer; Lorch's; Big B.

14 - NEWSPAPERS: MOUNTAIN EAGLE (e-mon to fri) 11,875; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: John Walker, Adv. Dir., MOUNTAIN EAGLE, 1301 E. 19th St., Jasper, AL 35501; Tel. (205) 221-2840.
National Representative : Landon.

LANETT, AL-WEST POINT, GA

1 - LOCATION: Chambers County (AL) and Troup County (GA). E&P Map A-3. Industrial centers. 87 mi. SW of Atlanta. On U.S. Hwy. 29; State Hwys. 18 and 103 in GA; in AL 50; I-85.

2 - TRANSPORTATION: Railroads - Atlanta & West Point; Western Railway of Alabama; Chattahoochee Valley.
Intercity Bus Lines - Greyhound; East Alabama Coach.

3 - POPULATION:
Corp. Cities 80 Cen. 10,209
Lanett, AL 80 Cen. 6,897
West Point, GA 80 Cen. 3,312
Counties 80 Cen. 89,194
Chambers, AL 80 Cen. 39,191
Troup, GA 80 Cen. 50,003

4 - HOUSEHOLDS:
Cities 80 Cen. 4,236
Lanett 80 Cen. 2,644
West Point 80 Cen. 1,592
Counties 80 Cen. 30,975
Troup, GA 80 Cen. 17,455
Chambers, AL 80 Cen. 13,520

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	1	$21,000,000
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: Counties: Troup, GA 24,387; Chambers, AL 26,111

7 - ELECTRIC METERS: Residence 7,549

8 - GAS METERS: Residence 8,021

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners - Textile 8,454; Latex 400; Fdy. & Mach. 150; Textile Machy. 210.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Valley Plaza (15)	1	Winn-Dixie, Ben Franklin, Green Drug
Cherry Valley (23)	NA	SupeRx, Pittsburgh Paint

Principal Shopping Days : Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Belk-Gallant; J.C. Penney; H. Kessler; Bartlett's; Cohen's; Top Dollar; Rose's.
Variety Stores - Laird's; Ben Franklin.
Chain Drug Stores - Lee's; SupeRx.
Chain Food Supermarkets - Big Star; Big Apple; A&P; Kwik Chek; Wright's P&T; Hayes; Big Bear; Givorn's.
Other Chain Stores - Busch Jewelry; Sears (catalog); Diana Shop; Rhodes; Skinner; Cato's; Jewel Box.

14 - NEWSPAPERS: VALLEY TIMES NEWS (e-mon to fri) 10,327; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Mark T. Walls, Pub., VALLEY TIMES-NEWS, 220 N. 12th St., Lanett, AL 36863; Tel. (205) 644-1101.
National Representative : Landon.

MOBILE

1 - LOCATION: Mobile County (SMSA). E&P Map B-5. 157 mi. NE of New Orleans, LA, in the SW part of Alabama on Mobile River at its entrance into Mobile Bay; 31 mi. from Gulf of Mexico.

2 - TRANSPORTATION: Railroads - Alabama; Louisville & Nashville; Southern Ry System; Illinois Central Gulf; St. Louis-San Francisco; Frisco & Alabama State Docks Terminal (freight).
Important river canal system.
Motor Freight Carriers - 60.
Intercity Bus Lines - Continental Southern; Greyhound; Trailways; Gulf Transport.
Steamship Lines : 61 Pass.; 39 Freight.
Airlines - Pan American; Eastern; Republic; Air South.

3 - POPULATION:
Corp. City 80 Cen. 200,452
CZ-ABC: (70) 240,051; (81) 256,100
RTZ-ABC: (70) 393,256; (81) 503,100
SMSA 80 Cen. 442,819
County 80 Cen. 364,379
City & RTZ-ABC: (70) 633,307; (81) 759,200

4 - HOUSEHOLDS:
City 80 Cen. 71,400
County 80 Cen. 123,090
SMSA 80 Cen. 149,825
CZ-ABC: (70) 71,382; (81) 87,800
RTZ-ABC: (70) 110,629; (81) 163,300
City & RTZ-ABC: (70) 182,011; (81) 251,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	5	$411,700,000
Commercial	6	$1,074,875,227

6 - PASSENGER AUTOS: County 236,486

7 - ELECTRIC METERS: Residence 123,723

8 - GAS METERS: Residence 84,807

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Paper & Allied 8,900 ($352); Shipbuilding & Repair 3,100 ($249); Chemical & Allied 4,200 ($326); Lumber & Wood Prods. 12,800 ($168); Food & Allied 2,400 ($139); Whls. & Ret 36,100; Govt. 24,200; Const. 11,800; Mfg. 30,700; Services 26,600; Transp. 10,700; Finance 6,900. Also 3 4- yr. colleges and 2 2-yr. colleges - 13,000 students.

10 - CLIMATE: Min. & Max. Temp. - Spring 57-76; Summer 72-89; Fall 58-79; Winter 43-62.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 62 blocks bounded by St. Louis St., Washington Ave., Government and Water Sts., Springdale, Bel Air.
Neighborhood Shopping Centers - Crichton; Springhill; Government St., Loop; Brookley; Oakdale; Prichard; Chickasaw; Mertz Station; Azalea Road; New U.S. Hwy. 90., Navco, Whistler, Toulminville, Plateau; Tillman's Corner.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtown	NA	Gayfers, Burts, Woolworth, Eckerd's, Phillips Shoes, Steins
Bel Air Mall (138)	NA	Sears, Penney, Holmes
Springdale Plaza & Mall (100)	NA	Gayfers, Mont. Ward, K&B Drugs, Belk-Avery
Prichard	NA	Penney, TG&Y, Greer's Foods, Delchamps, Eckerd's, Rhodes Furn.
Crichton (14)	NA	Family Dollar, Shoe City
Overlook	NA	Delchamps, Gibsons, TG&Y, Kinney Shoes
Springhill Plaza & Mall (15)	NA	A&P, Firestone, TG&Y, Big B Drugs, Wests, Eckard's
Springhill Plaza (33)	NA	Delchamps, Woolco, K&B
Kingswood-University (13)	NA	Otasco, Gaylords, A&P
Regency	NA	Winn-Dixie, Food World, Big B Drugs, K mart, TG&Y, Radio Shack, Revco
Midtown Mart (15)	NA	A&P, Eckerd's, Otasco, Lowe's, TG&Y, Delchamps
Skyline Plaza	NA	Woolco, Delchamps, K&B, Greers
Westgate (12)	NA	Winn-Dixie, Otasco, Radio Shack, Revco, Rose's
Tillman's Corner	NA	Food World, Goodyear, A&P, Winn-Dixie, TG&Y, K&B, Hancock Fabrics
Gulf Dale (12)	NA	Delchamps, Greers
Airport Blvd.	NA	Hancock Fabrics, Rhodes Furn., Cloth World, Radio Shack

Principal Shopping Days : Food - Fri. and Sat. Others - Fri., Sat., Mon.
Stores Open Evenings : Sears, Gayfer's, Holmes, Wards, Penneys, West's, Woolco, Gaylord, K mart.

13 - RETAIL OUTLETS: Department Stores - Gayfer's; Sears; Zoghbys; Penney; Montgomery Ward; Woolco; Rose's; Holmes.
Discount Stores : Gaylords; Dollar General; Rose's; Plain Value; Scotties.
Variety Stores - Kress; TG&Y; Super 5&10; Woolworth; Dollar General; Family Dollar.
Chain Drug Stores : Eckerd's 12; K&B 5; Revco 6; Big B 4.
Chain Supermarkets : Delchamps 19; National 4; A&P 6; Greer's (Save More) 15; Winn-Dixie 13; Food World (Brunos) 4; IGA 8.
Other Chain Stores - Singer Stores; Wests; Goodrich; Goodyear; Otasco; Firestone; Rhodes Furniture; Phillips Shoes; Lerner Shops; Gulf Furniture; Lee Optical; Lorch Jewelers; Royal Optical; Pearl Vision Center; Bakers; Burts; Thom Mc An.

14 - NEWSPAPERS: MOBILE REGISTER (m-mon to fri) 50,784; MOBILE PRESS (e-mon to fri) 51,443; Comb. (m&e) 102,227; (m-sat) 88,492; PRESS REGISTER (S) 96,254; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John W. Winter, Adv. Dir., PRESS REGISTER, 304 Gov't St., Mobile, AL 36630; Tel. (205) 433-1551.
National Representative : Newhouse.

MONTGOMERY

1 - LOCATION: Montgomery County (SMSA). E&P Map C-4, State Capital, County Seat. Center of rich farm territory; military center. Maxwell Air Force Base. 90 mi. S of Birmingham; 190 mi. NE of Mobile and 175 mi. SW of Atlanta, GA. Located on AL River. Agricultural and livestock shipping center.

2 - TRANSPORTATION: Railroads - L&N; C of Ga; W of Ala; Seabord Coast Line; Gulf Mobile & Ohio; Southern.
Motor Freight Carriers - 37.
Airlines - Delta; Republic.

3 - POPULATION:
Corp. City 80 Cen. 178,157
CZ-ABC: (70) 137,646; (81) 176,900
RTZ-ABC: (70) 401,129; (81) 451.600
County 80 Cen. 197,038
SMSA 80 Cen. 272,687
City & RTZ-ABC: (70) 538,775; (81) 628,500

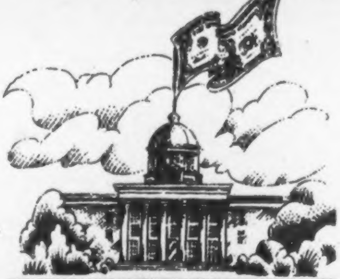
4 - HOUSEHOLDS:
City 80 Cen. 62,716
County 80 Cen. 68,471
SMSA 80 Cen. 92,692
CZ-ABC: (70) 42,795; (81) 63,300
RTZ-ABC: (70) 115,448; (81) 149,200
City & RTZ-ABC: (70) 158,243; (81) 212,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$1,059,968,000
Sav. & Loan	4	$168,300,000

6 - PASSENGER AUTOS: County 123,649

7 - ELECTRIC METERS: 71,783

MONTGOMERY.
Alabama's Top Income Market



Average Household Effective Buying Income

Montgomery	**$20,924**
Birmingham	20,408
Mobile	18,908

Source: 1981 Survey of Buying Power
Representative: Branham

The Montgomery Advertiser
ALABAMA JOURNAL

THE MONTGOMERY ADVERTISER
THE ALABAMA JOURNAL

8 - GAS METERS: 63,660

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Lumber 1,000; Food 2,100; Textile 2,600; Chemical 200; Stone & Clay 1,900; Furniture 600; Axles 900; Wholesale & Retail 24,100; Mfg. & Svc. 17,200; Mining 120; Construction 6,000; Transportation 4,600; Finance 5,600; Military 5,626; State 7,500.

10 - CLIMATE: Min. & Max. Temp. – Spring 53-89; Summer 68-98; Fall 45-76; Winter 37-61. First killing frost, Nov. 30. Last killing frost, Mar. 17.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: 2 blocks on Dexter Ave.; 1 on Court Sq.; 1 on Montgomery St.; 2 on Commerce St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol Pkwy. (15)	NA	Sewing Basket
Capitol Plaza (15)	NA	Winn-Dixie, Wilson's
Cloverland (44)	NA	Big Bear Mkt., IGA
Coliseum (7)	NA	
Country Club (6)	NA	Kwik-Chek
Dalraida (7)	NA	Winn-Dixie
Eastdale Mall (83)	NA	Mont. Ward, Winn-Dixie, Parisians, Gayfers, Pizitz
East Mont. Plaza (10)	NA	Big Bear, Super Foods
Eastbrook (33)	NA	Super Foods
Fair Court (20)	NA	Foodworld, Eckerd's
Fairview Plaza (6)	NA	Winn-Dixie, Otasco, Revco
Forest Hills (12)	NA	Big Bear, Super Foods
Gay Meadows (8)	NA	Big Bear
Governors Sq. (17)	NA	Woolco
Montgomery East (12)	NA	TG&Y, Super Foods
Montgomery Mall (45)	NA	Penney's, Food World Mkt., Gayfer's
Normandale (45)	NA	Winn-Dixie
Park Plaza (6)	NA	Winn-Dixie
Perry Hill (7)	NA	Big Bear, Ben Franklin
Southside (15)	NA	Big Bear, Super Foods

Principal Shopping Days : Mon., Thu., Fri., Sat.
Hours : Mall open every night to 9:00; rest open Mon., Thu., Fri. to 9; all closed Sunday.
Stores Open Evenings : Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores – Gayfer's 2; J.C. Penney; Sears; Capitol, Inc.; Montgomery Ward; Parisians; Pizitz.
Discount Stores : Gaylord's 2; Service Merchandise 2; Woolco; TG&Y; K mart 2.
Variety Stores – Kress; H.L. Green.
Chain Drug Stores : Dixie Rexall; Revco 2; Eckerd's 4; SupeRx; Southside 2; Yancy 3; Scotties 3; Price 4; Professional Center 2; Medicine Shoppe; Big B Drugs.
Chain Food Supermarkets : A&P 5; Winn-Dixie 10; Big Bear 10; Pak-A-Sak 22; Jiffy 4; Food World 3; Hudson-Thompson 25; Bruno's; K mart; Hardin 7-11; Grocery 2; Big Apple 2; Zippy Mart 11
Other Chain Stores – Firestone; Goodyear; Singer Co.; Western Auto; Goodrich; Uniroyal; Stein's; Schwobit's; S&H Green Stamps; Otasco; Lowe's; Zachry's.

14 - NEWSPAPERS: ADVERTISER (m-mon to fri) 46,184; JOURNAL (e-mon to fri) 24,419; Comb. (m&e) 70,603; ADVERTISER JOURNAL (sat. & hols.) 63,418; (S) 73,265; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tom D. Conner, Nat'l. Adv. Mgr., ADVERTISER and JOURNAL, 200 Washington St., Montgomery, AL 36102; Tel. (205) 262-1611.
National Representative : Branham.

MUSCLE SHOALS
See FLORENCE

OPELIKA- AUBURN

1 - LOCATION: Lee County, E&P Map D-3, County Seat. Farming, dairying, textile and industrial center. In SE Alabama 25 mi. from Georgia line.

2 - TRANSPORTATION: Railroads – Western Rwy. of AL, Central of GA.
Motor Freight Carriers – 15.
Intercity Bus Lines – Crescent Trailways; Greyhound; Tiger; Ingram.

3 - POPULATION:
Corp. Cities 80 Cen. 55,511
Opelika 80 Cen. 21,896
Auburn 80 Cen. 28,325
CZ-ABC: (70) 41,794; (81) 52,100
RTZ-ABC: (70) 70,743; (81) 84,300
County 80 Cen. 76,283
City & RTZ-ABC: (70) 112,537; (81) 135,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,009
Opelika 80 Cen. 7,685
Auburn 80 Cen. 10,324
CZ-ABC: (70) 11,931; (81) 17,200
RTZ-ABC: (70) 21,091; (81) 28,700
County 80 Cen. 26,973
City & RTZ-ABC: (70) 33,022; (81) 45,900

5 - BANKS:	NUMBER	DEPOSITS
Saving & Loan	2	$30,000,000
Commercial	6	$120,000,000

6 - PASSENGER AUTOS: County 45,339

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 12,172

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage) – Textile 3,023 ($95); Creamery 160 ($90); Foundry 100 ($80); Recording Tape 1,200 ($95); Foundry 100 ($80); Auto Tires 1,300 ($135).
Principal Industrial Pay Days : Fri., Sat.

10 - CLIMATE: Min. & Max. Temp. – Spring 28-85; Summer 70-100; Fall 50-88; Winter 18-72. First killing frost, Nov. 10. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center – Two-mile stretch on Opelika-Auburn Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Plaza (30)	NA	Piggly Wiggly, SupeRx Drugs
Village Mall (35)	NA	Revco, Zales, Gayfers, Sears, Murphys

Principal Shopping Days : Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores – Gayfer's; K mart; Belk's; Howard Bros.; Sears Roebuck; J. C. Penney.
Variety Stores – Woolworth; Murphy's; Opelika.
Discount Stores : Lee Discount; Howard Bros.; Family Dollar; Wal-Mart; TG&Y.
Chain Food Supermarkets : A&P 2; Winn-Dixie 2; Kroger; Super Foods; Piggly-Wiggly; Consumer Foods.
Chain Drug Stores : Lee's; SupeRx; Treasury; Revco.
Other Chain Stores – Rhodes Furn.; Skinner Furn.; Sherwin-Williams; Eleanor Shop; Diana Shop; Kenwin Shop; Lorch's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,335; (S) 15,448; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Overholtzer, Adv. Mgr., NEWS, PO Drawer 2208, Opelika, AL 36802; Tel. (205) 745-5761.
National Representative : Thomson.

SCOTTSBORO

1 - LOCATION: Jackson County, E&P Map C-2, County Seat. 45 mi. E of Huntsville.

2 - TRANSPORTATION: Railroads – Southern.
Motor Freight Carriers – 6.
Intercity Bus Lines – Trailways.
Barge on Tennessee River.

3 - POPULATION:
Corp. City 80 Cen. 14,758
County 80 Cen. 51,407

4 - HOUSEHOLDS:
City 80 Cen. 5,269
County 80 Cen. 17,689

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$660,000,000
Sav. & Loan	3	$260,000,000

6 - PASSENGER AUTOS: County 36,134

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: 'Clothing; Bedspreads; Men's Underwear; Bath Mats; Agriculture; Lumber and Timber Area; Cotton; Corn; Copper & Brass Products; Rubber Goods; Printing; Aluminum; Air Conditioning Components; Business Furniture; Cardboard; Power Production.
Principal Pay Days : Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 37-85; Summer 63-92; Fall 35-90; Winter 32-58. First killing frost, Oct. 31. Last killing frost, Mar. 30.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center – Downtown area and Courthouse Square.
Neighborhood Shopping Centers – Scottsboro Shopping Center; Holiday Center; Scottsboro Plaza; Jackson Square; K mart Center; 420 Outlet (county).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Section	5	Super Valu
Grant	8	IGA Foods, Foodland
Woodville	12	Shop-E-Zy Foods
Stevenson	14	Allison's Foods, Piggly Wiggly, Shoprite
Pisgah	10	Super Valu
Rainsville	18	M&J Super Mkt.

Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Most to 8 nightly and 9 on Fri. & Sat.; Warehouse Groceries; M & J; Piggly Wiggly – 24 hrs. ex. Sun.

13 - RETAIL OUTLETS: Department Stores – Belk's; Derrick's; Parks; Kennamer's; Hammer's; Ratlif's; Cato's; Sears.
Discount Stores : Big K; Fred's; Bargain Town U.S.A.; Kent Dollar Store; Woolworth's; Top Dollar; Family Dollar; K mart.
Variety Stores – Lay's.
Chain Drug Stores : Eckerd's; Big C; Hodges; Harco.
Chain Food Stores : Winn-Dixie; Piggly Wiggly; A&P; M&J; Jitney Jr.; Shopworth; Warehouse Groceries; Super Valu; Shoprite.
Other Chain Stores – Goodyear; Goodrich; Western Auto; Lorch Jewelry; Singer Co.; Pacific Finance; Pic 'N Pay Shoes; Radio Shack.

14 - NEWSPAPERS: SENTINEL (e-tues to fri) 5,367; (S) 5,767; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Jerry Hall, Adv. Mgr., SENTINEL, 704 E. Laurel St., Scottsboro, AL 35768; Tel. (205) 574-1020.
National Representative : Gen. Adv. Serv.

SELMA

1 - LOCATION: Dallas County, E&P Map C-4, County Seat. On Alabama River, center of state. Agricultural and cattle section.

2 - TRANSPORTATION: Railroads – Southern; Western of Alabama; Louisville & Nashville.
Waterways – Navigable River to Port of Mobile.
Motor Freight Carriers – 9.
Intercity Bus Lines – Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,684
County 80 Cen. 53,981

4 - HOUSEHOLDS:
City 80 Cen. 9,201
County 80 Cen. 17,590

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$280,000,000
Commercial	5	$237,600,000

6 - PASSENGER AUTOS: County 29,281

7 - ELECTRIC METERS: Residence 17,466

8 - GAS METERS: Residence 12,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Lumber 1,275; Cigar Mfg. 250; Lock Mfg. 500; Lawn Mowers 200; Table Magnesium 120; Sewing Plant 772; Packing Plant 254; Bricks 140; Farm Mach. 150; Battery Mfg. 100; Bush Hog & Tractor Mfg. 475; Paper Co. 364; Laura Industries 450; Aluminum Products 500; Windshields 200; Assurance Glass 136; American Candy 350; Disco Aluminum Prod. 285; Beach Air-Craft Corp. 130; Selma Apparel Corp. 499.
Principal Industrial Pay Days – Fri., Sat.

10 - CLIMATE: Min. & Max. Temp. – Spring 58-79; Summer 70-98; Fall 58-89; Winter 20-60. First killing frost, Nov. 30. Last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center – 8 blocks on Broad St. (3 blocks East & West).
Neighborhood Shopping Centers – North Broad St. 12; Selmont; East Selma; West Selma; Boutwell's; Gibson's; Selma Mall 40; Valley Creek 15; Satterfield Plaza 4.
Principal Shopping Days : Fri., Sat.

13 - RETAIL OUTLETS: Department Stores – Sears; Thompson's; Wm. Henry; Kaysers; J.C. Penney; Leon's; Lilienthals.
Discount Stores – Gibsons; Big K.
Variety Stores – S.H. Kress; Fred's Discount; Family Dollar; Top Dollar.
Chain Drug Stores : Carters; Walgreen; Pilcher-McByrde Rexall; Post Office Drug; Eckerd's; Revco; Gibsons Medical Arts; Brown Drugs Swift; Interlink; Willournes.
Chain Food Supermarkets: : Winn-Dixie; IGA; Piggly Wiggly; Foodland; Big Bear/Super Foods; Kwik Way; Washington St. Supermarket; Stewart; King & McKenzie.
Other Chain Stores – Western Auto; Firestone; Goodrich; Goodyear; Butlers; Zale Jewelry; Lorch's; Plain Value; White Auto; Hancock Fabric; Moore Handley Homecrafters; Ace Hardware.

14 - NEWSPAPERS: TIMES-JOURNAL (e-mon to fri) 9,819; (m-sat) 9,556; (S) 10,293; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Shelton Prince, Pub., TIMES-JOURNAL, 1018 Water Ave., Selma, AL 36701; Tel. (205) 875-2110.
National Representative : Landon.

SHEFFIELD
See FLORENCE

SYLACAUGA

1 - LOCATION: Talladega County, E&P Map C-3, County Seat. Manufactures cottonseed oil, cotton cloth, bricks, lumber, fertilizer, soft drinks, caskets, mattresses. Approx 40 mi. SE of Birmingham on US Hwy 280. Manufacturing, agricultural and military center. NE portion of state. 65 mi. E of Postville; on U.S. Hwy. 17; State Hwy. 95; I-95.

2 - TRANSPORTATION: Railroads – Southern.
Intercity Bus Lines – Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,708
County 80 Cen. 73,826

4 - HOUSEHOLDS:
City 80 Cen. 4,679
County 80 Cen. 24,061

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$58,705,000

6 - PASSENGER AUTOS: County 44,253

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry – Cotton Gins; Marble Quarries & Finishing Plants; Pine Timber; Agriculture.

10 - CLIMATE: Min. & Max. Temp. – Spring 15-95; Summer 50-105; Fall 15-100; Winter 10-80. First killing frost, Oct. Last killing frost, Mar.

11 - TAP WATER: Alkaline, medium hard; not flouridated.

12 - RETAILING: Principal Shopping Centers – Talladega Hwy.; Fort Williams Rd. (17 stores); North Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marble City Plaza (11)	NA	Family Dollar, Foote Bros.
Ogletree Plz. (17)	NA	Kuhns Big K, Bargain Town
Sylacauga Ctr. (5)	NA	Sear's, Elmore's, Harco

Principal Shopping Days : Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores – Sears Roebuck.
Discount Stores – Bargain Town USA; K mart.
Variety Stores – Elmore's.
Chain Drug Stores – Harco; Hobson's Plaza Pharmacy.
Chain Food Supermarkets – Brunos; Consumer Warehouse.

14 - NEWSPAPERS: ADVANCE (m-tues to fri; S) 3,105; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Chris Kramer, Jr., Adv. Dir., ADVANCE, 24 W. Second St., Sylacauga, AL 35150; Tel. (205) 245-4394.
National Representative : None.

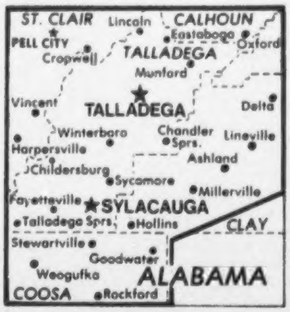
TALLADEGA

1 - LOCATION: Talladega County, E&P Map C-3, County Seat. 54 mi. E of Birmingham. On U.S. Hwy. 280 & 231; State Hwy. 21, 77.

2 - TRANSPORTATION: Railroads – Southern; L&N; ACL.
Intercity Bus Lines – Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,128
County 80 Cen. 73,826

4 - HOUSEHOLDS:
City 80 Cen. 6,048
County 80 Cen. 24,061



Talladega Daily Home & Sylacauga News (M)
11,788 sworn 3/31/81

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$91,335,302
Commercial	6	$196,837,525

6 - PASSENGER AUTOS: County 44,253

7 - ELECTRIC METERS: Residence 21,954

8 - GAS METERS: Residence 9,981

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners – Textiles & Bags 3,700; Machine & Foundry 600; Sawmill Machinery 120; Foundation Garments 100; Lumber & Box Mfg. 110; Men's Pants 415; Brooms & Mops 161; Miscellaneous 130. Av. weekly wage-$125.

10 - CLIMATE: Min. & Max. Temp. – Spring 10-98; Summer 45-109; Fall 14-109; Winter 5-85. First killing frost, Oct. 21. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northgate	NA	Wal-Mart
Gibson (3)	NA	Gibson's, Super Valu
Marble City (11)	NA	Man's World, Foote Bros., Dixie Foods
Ogletree (14)	NA	Big K, Bargaintown, Consumer Foods, Wal-Mart
Sylacauga (5)	NA	Sear's, Harco, Payless Shoe, Family Dollar
Syla. Shopping Sq. (3)	NA	Winn-Dixie, Eckerd Drugs, K mart
Talladega Plaza (4)	NA	Super Value Disco, Sears, Volume Shoes
Talladega (19)	NA	Winn-Dixie, Woolworth, Belk-Hudson, Harco Drug, Goodyear

Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores – Woolworth's; Belk-Hudson; Goldberg & Lewis; Kenwin; Maudee's; Helen's; Sears; Diana Shops; K mart 2; Wal-Mart 2; Cohen's 2.
Discount Stores : Top Dollar; Bargaintown USA; Win Way 2; Lee's; Gibson's.
Variety Stores – Emery's.
Chain Drug Stores : Harco 2; Buy Wise; Eckerd's Drugs.
Chain Food Supermarkets : Winn-Dixie 4; A&P 2; Super Valu 2; Food Town; Consumer Warehouse; Dixie Super Store.
Other Chain Stores – Western Auto 2; Goodyear 2; Kenwin 2; Sherwin-Williams 2; Sears (catalog); Diana Shops; Southern Shoe; Cato's; Braswell Furniture; Gibson's; Marvin's; Snow's; Foote Bros.; Shoe City.

14 - NEWSPAPERS: HOME (m) 11,788; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jay Thornton, Gen. Mgr., HOME, PO Box 977, Talladega, AL 35160; Tel. (205) 362-1000.
National Representative : None.

TROY

1 - LOCATION: Pike County, E&P Map C-4, County Seat. Agricultural, cattle, hog, broiler, mining and industrial area. Timber & pulpwood, misc. mfg., wholesale grocery, drug, insecticide distributing center. Dist. Hqtrs. (14 counties) State Hwy. Dept. Central SE part of state, 44 mi. from Montgomery.

2 - TRANSPORTATION: Railroads – Seaboard-Coastline; Southern.
Motor Freight Carriers – 4.
Intercity Bus Lines – Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,587
County 80 Cen. 28,050

4 - HOUSEHOLDS:
City 80 Cen. 4,160
County 80 Cen. 9,525

5 - BANKS: 3 Commercial; Dep. $56,395,000

6 - PASSENGER AUTOS: County 18,146

7 - ELECTRIC METERS: Residence 3,963

8 - GAS METERS: Residence 2,080

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Woodworking 497 ($64); Textiles 511 ($64); Fertilizer- Insecticides 116 ($64); College Plant 615 ($131); Truck Body 115 ($66); Troy State University (5,732 students, 180 faculty).
Principal Pay Day – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 56-81; Summer 69-91; Fall 56-76; Winter 38-58.

11 - TAP WATER: Alkaline, slightly hard; fluoride treated.

12 - RETAILING: Principal Shopping Center – 10 blocks on 4 streets, Troy Plaza; Park Lane.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Parklane (6)	NA	Piggly-Wiggly, Sears, Fred's Dollar Store, Bargin Town U.S.A.
The Troy Plaza (8)	NA	Big K, Winn-Dixie
Southland Village	NA	Piggly-Wiggly, TG&Y

Principal Shopping Days : Mon. thru Sat., 1 pm Sun.

13 - RETAIL OUTLETS: Department Stores – Rosenberg's; Leon's; Stanton's; Save-Way; Big K; Town Square.
Variety Stores – Fred's.
Discount Stores – Bargaintown USA; Top Dollar.
Chain Drug : SupeRx; Harco Drugs.
Chain Food Supermarkets : Big Bear; Piggly Wiggly; IGA; Winn-Dixie; Qwik Mart; Junior Foods.
Other Chain Stores – Diana Shops; Western Auto; Goodyear; Sears; Kenwin; Eleanor Shops; Baxter Shoes; Firestone; Kitchen Withit Shoes.

14 - NEWSPAPERS: MESSENGER (e-tues to fri) 5,100; (S) 5,300; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Phylis Bryan, Adv. Dir., MESSENGER, PO Box 727, Troy, AL 36081; Tel. (205) 566-4270.
National Representative : Gen. Adv. Serv.

TUSCALOOSA

1 - LOCATION: Tuscaloosa County (SMSA). E&P Map B-3, County Seat. 56 mi. SW B'ham; largest city between Birmingham & Mobile; U.S. Hwy. 82, 11, 43, I-20, I-59. Industrial, lumber, agricultural cattle raising, university and institutional town.

2 - TRANSPORTATION: Railroads – Southern (freight); Amtrak (passenger); Illinois Central & Gulf.
Barge Lines – To Port of Mobile, New Orleans, Chicago, Houston & points on Mississippi & Ohio Rivers.
Motor Freight Carriers – 14.
Intercity Bus Lines – Greyhound; Trailways.
Airlines – Republic.

3 - POPULATION:
Corp. City 80 Cen. 75,143
CZ-ABC: (70) 88,923; (81) 105,400
RTZ-ABC: (70) 126,744; (81) 140,000
County/SMSA 80 Cen. 137,473
City & RTZ-ABC: (70) 215,667; (81) 245,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,147
County/SMSA 80 Cen. 46,800
CZ-ABC: (70) 25,022; (81) 34,100
RTZ-ABC: (70) 36,507; (81) 46,500
City & RTZ-ABC: (70) 61,529; (81) 80,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$296,492,583
Commercial	5	$367,542,000

6 - PASSENGER AUTOS: County 82,589

7 - ELECTRIC METERS: 50,285

8 - GAS METERS: 30,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Rubber Plant 2,200 ($340); Lumber 1,800 ($200); Chemicals (N.A.); Coal (N.A.).
Principal Industrial Pay Days – Tues., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 59-83; Summer 70-92; Fall 51-76; Winter 34-56.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: - **Principal Shopping Center** – 4 blocks on University Blvd.; 4 on Greensboro Ave.; 3 on 6th St.
Neighborhood Shopping Centers – 15th St. & 5th Ave.; 12th to 14th Aves. on 5th St.; 18th to 22nd Sts. on G'boro Ave.; Meadowbrook (Hargrove Rd.) Leland; Alberta City; Parkview; 10th Ave. & 15th St.; West Park; McCrory Village; 82 Bypass ; Northgate (Northport); Also 6 blks. in Northport; McFarland Mall 11 Bypass; Woodsquare; McFarland Blvd.; K mart; Meadowbrook Mall; University Mall.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rex	1	
Parkview	2	A&P
City Center	2	City Furn.
Westgate	3	Winn-Dixie
Leland	4	Winn-Dixie (Kwik-Chek)
Northgate	2	Food Center
McFarland Mall	6	Gayfer's, Woolco, Winn-Dixie
Woodsquare	2	Big K
K mart	NA	K mart
Meadowbrook	3	Murphy Mart, Kroger
University Mall	5	Sears, Pizitz, Penneys, Albertsons

Principal Shopping Days : Dept. Stores - Mon., Thurs., Fri. Food: Sat., Thurs., Fri., Mon.
Stores Open Evenings : Food-Fri. (some 6 nights, two open 24 hours).
Shopping Centers: 6 nights until 9.

13 - RETAIL OUTLETS: Department Stores – Adrians; J.C. Penney; Pizitz; Sears; Ravmon's; G.C. Murphy; Gayfers; Murphy Mart.
Variety Stores – Woolworth; TG&Y; McCrory Village; Murphy's.
Discount Stores : Top Dollar; Bill's; Woolco; K mart; Fred's.
Chain Food Supermarkets : A&P 2; Piggly Wiggly 5; Kwik-Chek 3; IGA; Cannon 4; Jr. Food Mart 8; Food World 2; Kroger; Warehouse Grocery; Consumer Warehouse; Albertson's.
Other Chain Stores – Women's Apparel: Eleanor Shop, Smart & Thrifty, Gayfers, Pizitz of B'ham; Shoes: Butler's, Bel Bros., Webster, Haverty; Paint: Glidden, Sherwin-Williams, Pittsburgh Plate Glass; Hdwe.: Westcash, J.O. Bowers, Moore & Handley; Jewelry: Lorch's, Busch's, Wilson's; Auto Parts: Goodrich, Goodyear, Firestone, Western Auto; **General** : Radio Shack, Orange Julius, Baskin-Robbins, Singer, S&H Green Stamps, Lowe's, Hancock Fabric, Otasco.

14 - NEWSPAPERS: NEWS (e) 29,892; (S) 34,588; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William M. Bonner, Adv. Dir., NEWS, 2001 6th St., Tuscaloosa, AL 35401; Tel. (205) 345-0505.
National Representative : Landon.

TUSCUMBIA
See FLORENCE

ALASKA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Anchorage – Anchorage Census Division.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**
Under 5 Years	32	38
5-14 Years	71	69
15-24 Years	64	82
25-44 Years	88	144
45-64 Years	41	55
65 and Over	7	12
TOTAL	303	400

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1982 Estimate**
Bldg. Mat./Hdwr	-	150	185
Genral Mdse	116	227	273
Food	174	427	579
Automobiles	-	241	268
Gasoline Stations	53	103	173
Apparel	29	69	83
Furniture	23	59	74
Eat-Drink Places	86	254	345
Drugs	32	80	106
TOTAL	772	1,831	2,418

ANCHORAGE

1 - LOCATION: E&P Map B-3 (SMSA). Largest city in Alaska. Wholesale and retail distribution center for area extending 800 mi. W. Headquarters for Alaska's corporations, banks, communications, health facilities, petroleum industry, military establishment. Hub of rail, air and highway transportation. On main highway connecting W Alaska and U.S. via Canada; 550 mi. W of Juneau; 350 mi. S of Fairbanks; 1,450 mi. NW of Seattle.

2 - TRANSPORTATION: Railroads – Alaska.
Motor Freight Carriers – 21.
Freight Steamship Lines – 3.
Intercity Bus Lines – Alaska-Yukon Motorcoaches; Kenai Peninsula Bus Lines; Anchorage Transit (People Mover).
Airlines – 15. Intermediate stop of international flights: Air France; British Airways; Japan Airlines; KLM; Korean; Lufthansa; Sabena; Scandinavian Airways. Interior: Western; Alaska; Wien Air; Northwest; Reeve Aleutian; Alaska Aeronautical, Inc.; Air Taxi 60; Helicopters 12 (30 aircraft).
Motor Frieght Carriers : 6.

3 - POPULATION:
Corp. City 80 Cen. 173,017
SMSA/Census Div. Municipality 80 Cen. 173,017
PMA-ABC: (70) 154,383; (81) 234,200

4 - HOUSEHOLDS:
City 80 Cen. 60,042
SMSA/Cen. Div. Municipality 80 Cen. 60,042
PMA-ABC: (70) 42,952; (81) 76,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	4	$1,403,631,189
Commercial	10	$1,684,334,000

6 - PASSENGER AUTOS: 81,220

7 - ELECTRIC METERS: Res. 56,854

8 - GAS METERS: Res. 37,231

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Gov't. 21,969; Wholesale & Retail Trade 15,500; Irons 8,000; Ins. & Real Est. 4,550; Const. 7,600; Mfg. 1,750; Petroleum; Services 16,000.

10 - CLIMATE: Av. Temp. Jan. 13; July 57. Annual rainfall 15 in.; Avg. annual snowfall 70 in.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 33 blocks on 4th, 5th and 6th Aves.; 20 blocks on Northern Lights Blvd.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Aurora Vlg. (12)	3	Carr's, Payless, Pay'n Pak
Boniface	6	Pay'n Save, Safeway
Country Village	4	Discount Fabrics
Dimond	6	Safeway, Pay'n Save
Carrs Dimond	6	Carr's, Payless
Eastgate (11)	4	Carr's, Payless
Mountain View	2	Montgomery Ward, Safeway, Pay'n Save
Northern Lts. (15)	2	Safeway, Pay'n Save, Ward's
Northway Mall	NA	Safeway, Pay 'n Save
Post Office Mall	0	Book Cache
Plaza Mall	4	
Southcenter	5	D&A Super
Sunshine Mall	0	
Sand Lake	8	Rexall
Spenard University	4	Lamont's, Pay'n Save
Univ. Ctr. (34)	NA	Ward's, Safeway, Book Cache
Sears Mall	3	Sears, Carr's, Payless
West Side City	8	Proctor's
Eagle River	15	Carr's, Payless, Proctor's

Principal Shopping Days : Thur., Fri., Sat., Sun.
Stores Open Evenings : Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores – Nordstrom; Montgomery Ward; J.C. Penney; Sears; Lamont's 2.
Discount Stores : Fred Meyer.
Variety Stores – Woolworth; B&J.
Chain Drug Stores – Pay'n Save 6; Payless 6; Rexall 2; Long's Drugs 2.
Chain Food Supermarkets : Carr's 6; Safeway 6; Proctors 4; Prairie Mkt. 2; D&A Super 3.
Other Chain Stores – Koslosky's (men's) 3; Klopfensteins (men's); Zale's 3; Kinney Shoes 3; Pay 'n Pak; Anita 2; Jay Jacobs 2; McMahan's Furn.; Pacific Fabrics; Singer 2; Discount Fabrics; Leed's Shoes; Singer; Baskin-Robbins 2.

14 - NEWSPAPERS: NEWS (m) 32,008; Mar. 31, 1981 ABC. TIMES (e-mon to fri) 43,461; (m-sat) 42,291; (S) 56,421; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Vic Hussey, Mktg. Dir., TIMES, 820 Fourth Ave., Anchorage, AK 99501; Tel. (907) 279-5622. Mark Hamilton, Mktg. Dir., NEWS, 200 Potter Dr., Anchorage, AK 99502; Tel. (907) 274-2561.
National Representatives : TIMES – Branham; NEWS – CWO&O.

FAIRBANKS

1 - LOCATION: E&P Map B-2, Judicial Seat. Only city and main business center for 227,000 sq. mi. of interior. Construction headquarters for Alaskan pipeline. In heart of Tanana Valley. 470 mi. by rail from coastal town of Seward; Northern terminus Alaska Hwy. from the states through Canada; northern terminus of Richardson Hwy.; 365 mi. from Valdez; connected with Anchorage and Seward by Richardson, Glennallen, Seward and Hart Hwys.; center of interior road network. International and two other airports; refueling stop for China, Japan and Korea airlines; airline distribution and supply center for interior and N Alaska, including $1.5 billion national defense installations employing 21,400 military and civilian personnel. University of Alaska campus adjoins city; 3,534 on-campus residents. University's expanding research facilities include 1,400 to 1,500 technical and scientific personnel.

2 - TRANSPORTATION: Railroads – Northern terminus government-owned Alaska Railroad.
Motor Freight Carriers – 20.
Bus Lines – Alaskan Coachways & Alaskan-Yukon Motorcoaches, connecting with Canadian lines to U.S.

Alaska

on Alaska Highway. Alaska Overland serves Fairbanks area and Clear (70 mi. SW).
Barge & River Lines - 1.
Airlines - Alaskan; Northwest Orient; Wein Air Alaska; Alaskan Intl.; Alaska Central Air; Polar; Aurora Air Service; Charter 20; Charter Helicopter Service 4.

3 - POPULATION:
Corp. City 80 Cen. 22,645
CZ-ABC: (70) 31,364; (81) 31,364
RTZ-ABC: (70) 37,961; (81) 38,300
City & RTZ-ABC: (70) 69,325; (81) 82,200
Division 80 Cen. 53,983

4 - HOUSEHOLDS:
City 80 Cen. 8,145
Division 80 Cen. 18,224
CZ-ABC: (70) 8,202; (81) 13,900
RTZ-ABC: (70) 8,254; (81) 8,700
City & RTZ-ABC: (70) 16,456; (81) 22,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$66,600,000
Commercial	5	$268,500,000

6 - PASSENGER AUTOS: 24,787

7 - ELECTRIC METERS: Res. 20,122

8 - GAS METERS: Bus. & Res. 139

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Construction 1,738 ($750); Govt. Incl. Military 12,300 ($370); Services 3,776 ($380); Retail & Wholesale 4,115 ($260); Trans., Comm., Util. 2,650 ($360); Fin., Insur., Real Estate 864 ($320); Other Mfg. 506 ($410).
Principal Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 19-40; Summer 48-80; Fall 20-32; Winter -17-3. First killing frost, Sept. 2. Last killing frost, May 21.

11 - TAP WATER: City system, after treatment 120 ppm hardness; 8.6 alkaline. Outside city 150 to 400 ppm hardness in wells from 30 to 400 feet. Ground ranges from silt, sand & gravel in valleys; schist bedrock in hills; sporadic permafrost in valleys.

12 - RETAILING: **Principal Shopping Center** - 5 blocks on 1st, 2nd, 3rd and 4th Aves.; 14 blocks on Cushman, 1st to 5th on Lacey & Noble Sts.; 6 blocks on Gaffney & Airport Rd.
Neighborhood Shopping Centers - S. Cushman; Badger Rd.; North Pole; Garden Island; Graehl; Weeks Field; College; Lemeta; Fairlanes.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gavora Mall	1	Pay'n Save, Market Basket
Bentley Mall	2	Pay'n Save, Safeway
Shopper's Forum	2	Lamont's, Market Basket
University Center	4	Pay'n Save, Safeway, Fred Meyer

Principal Shopping Days : Dept. Stores - Thu., Fri., Sat.; many open Sun.; Banks - Closed Sat.; open Fri. evening.
Stores Open Evenings : Mon. and Fri.

13 - RETAIL OUTLETS: **Department Stores** - Nordstrom's; J.C. Penney; Sears; Montgomery Ward; Lamont's.
Variety Stores - Woolworth; Carr's; Pay'n Save; Fred Meyers.
Discount Stores : B&W Disco.
Chain Drug Stores : Co-Op; Pay'n Save 2.
Chain Food Stores : Foodland; Market Basket 3; Safeway 2.
Other Chain Stores - Pay & Pak; Pay & Save Home Center; Singer.

14 - NEWSPAPERS: NEWS-MINER (e) 16,180; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dwight O. Foster, Adv. Dir., NEWS-MINER, 200 N. Cushman, Fairbanks, AK 99701; Tel. (907) 456-6661.
National Representative : CWO&O.

JUNEAU

1 - LOCATION: SE Alaska, Panhandle, E&P Map D-3. On Gastineau Channel 900 mi. from Seattle. Served by air and water transport; linked by car and cargo ferry with Haines and Skagway, AK, Prince Rupert, B.C., and Seattle; connecting with Alaska Hwy.

2 - TRANSPORTATION: **Railroads** - Alaska Line Co.; Northland Marine Lines; Canadian Pacific; Canadian National; Chilkoot Motor Lines.
Airlines - Alaskan; Wien Air Alaska; Alaska State Ferry.

3 - POPULATION:
City 80 Cen. 19,528
Division 80 Cen. 19,528

4 - HOUSEHOLDS:
City 80 Cen. 7,035
Division 80 Cen. 7,035

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	N.A.	N.A.
Commercial	N.A.	N.A.

6 - PASSENGER AUTOS: City 8,837

7 - ELECTRIC METERS: City 7,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fishing; Forestry; Tourism; Transportation; Trade; Gov't. (State capital 4,700 emp.).

10 - CLIMATE: Mild, moist; annual mean temp. 42; annual rain 55.9 in.; snow 92.1 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Districts** - 7 blocks on Franklin St.; 3 on Seward; 2 on Main; 2 on Front; 9 on Willoughby; 3 shopping centers 9 1/2 mi. on Egan Expressway in Mendenhall Valley.

13 - RETAIL OUTLETS: **Department Stores** - Nugget.
Variety Stores - Ben Franklin; Super Rexall.
Other Stores : Ace Hardware; Don Abel; Lyle's.

14 - NEWSPAPERS: JUNEAU EMPIRE (e-mon to fri) 6,450; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Robin M. Herdman, Ret. Adv. Mgr., JUNEAU EMPIRE, 235 2nd St., Juneau, AK 99801; Tel. (907) 586-3740.
National Representative : Branham.

KENAI

1 - LOCATION: E&P Map B-3. Kenai Peninsula Borough, Kenai-Cook Inlet Census Div. (SC). On Sterling Highway 75 mi. SW of Anchorage.

2 - TRANSPORTATION:
Motor Freight Carriers - Sealand; Tote; Alaska Marine.
Airlines - Wien; AAI; Andy's.

3 - POPULATION:
Corp. City 80 Cen. 4,324
Borough 80 Cen. 25,282

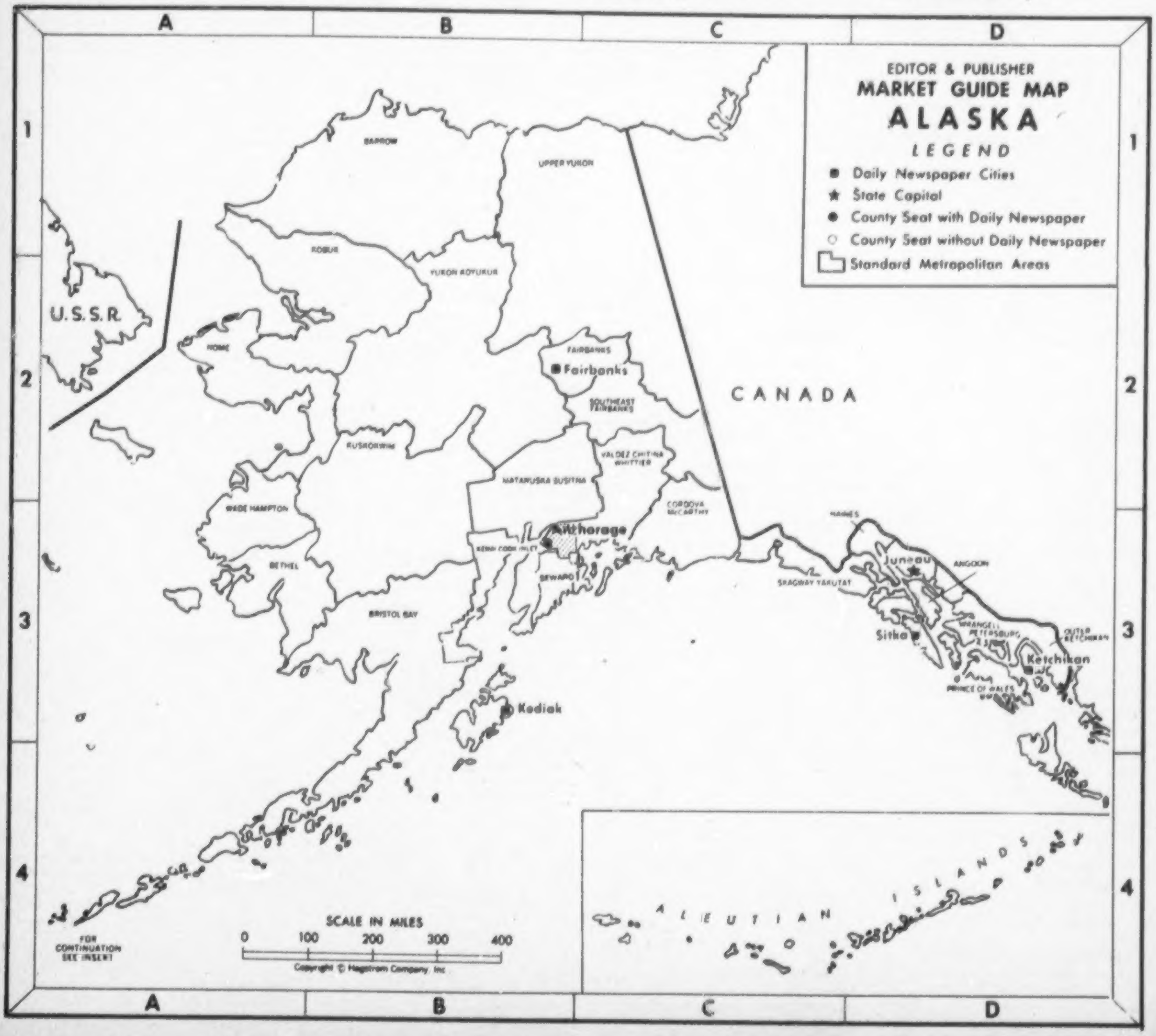
4 - HOUSEHOLDS:
City 80 Cen. 1,500
Borough 80 Cen. 8,546

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: Borough 3,699

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 1,258


A
B
C
D
1
2
3
4
EDITOR & PUBLISHER
MARKET GUIDE MAP
ALASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
BARROW
UPPER YUKON
KOBUK
YUKON KOYUKUK
U.S.S.R.
NOME
FAIRBANKS
Fairbanks
SOUTHEAST FAIRBANKS
CANADA
KUSKOKWIM
VALDEZ CHITINA WHITTIER
MATANUSKA SUSITNA
WADE HAMPTON
CORDOVA McCARTHY
Anchorage
KENAI COOK INLET
BETHEL
SEWARD
HAINES
Juneau
ANGOON
SKAGWAY YAKUTAT
BRISTOL BAY
Sitka
WRANGELL PETERSBURG
OUTER KETCHIKAN
Ketchikan
PRINCE OF WALES
Kodiak
ALEUTIAN ISLANDS
SCALE IN MILES
0
100
200
300
400
FOR CONTINUATION SEE INSERT
Copyright © Hagstrom Company, Inc

9 - PRINCIPAL INDUSTRIES: Fishing; Oil.

10 - CLIMATE: Min. & Max. Temp. - Summer 46-61; Winter 4-22.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center - N. Main & Spur Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenai Mall (20)	NA	Carr's, Payless, Kinney's, Zale's, Nordstrom's

13 - RETAIL OUTLETS: Department Stores - Nordstrom's.
Chain Food Stores : Carr's; Payless.

14 - NEWSPAPERS: PENINSULA CLARION (m) 2,745; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: Max Swearingen, Pub., PENINSULA CLARION, Trading Bay & Granite Point Aves., Kenai, AK 99611; Tel. (907) 283-7551.
National Representative : None.

KETCHIKAN

1 - LOCATION: E&P Map D-3. N & S Hwy. connections.

2 - TRANSPORTATION: Motor Freight Carriers - 3. Alaska State Ferry System (daily service).
Airlines - Alaskan; Wien Air Alaska.

3 - POPULATION:
Corp. City 80 Cen. 7,198
Ketchikan Div. 80 Cen. 11,316
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,644
Ketchikan Div. 80 Cen. 3,985

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$100,000,000

6 - PASSENGER AUTOS: 4,745

7 - ELECTRIC METERS: Res. 4,775

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industy, Number Wage Earners (Av. Wkly. Wage) - Pulp Mill 827 ($400); Lumber 120 ($400); Fishing 850; Canning 800; Total Employment 7,400.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:
Principal Shopping Centers : Port West (Sea Mart Super); Market Basket; Tatsuda's.
Principal Shopping Days : Thu., Fri.
Stores Open : Evenings and Sundays.

13 - RETAIL OUTLETS: Department Stores - Tongass Trading; Bon Marche; Sears (catalog); Montgomery Ward (catalog).
Variety Stores - Ben Frankin.
Chain Drug Stores : Race Downtown 2; Stenford's Rexall.
Chain Supermarkets : Market Basket; Sea Mart Super; Tatsuda's.

14 - NEWSPAPERS: NEWS (e) 4,135; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Carolyn Ehlers, Adv. Dir., NEWS, 501 Dock St., Ketchikan, AK 99901; Tel. (907) 225-3157.
National Representative : Branham.

KODIAK

1 - LOCATION: Third Judicial Div.; Kodiak Borough E&P Map B-3. On NE part of Kodiak Island on Gulf of Alaska. 250 mi. SW of Anchorge. U.S. Coast Guard Base; Fishing and canning center; stock farming and timber area.

2 - TRANSPORTATION: Boat and air only.

3 - POPULATION:
Corp. City 80 Cen. 4,756
Borough 80 Cen. 9,939

4 - HOUSEHOLDS:
City 80 Cen. 1,535
Borough 80 Cen. 3,027

5 - BANKS:	NUMBER	DEPOSITS
Commerical	3	N.A.

6 - PASSENGER AUTOS: 2,755

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Salmon Herring Canning; Fishing; Timber Working; Stock Farming.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center - Kodiak Mall, City Center; O'Kraft (Center St.); Waldo's Shopping Center.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: MIRROR (e-mon to fri) 2,000; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Jack C. Clark or Scott Webb, MIRROR, PO Box 1307, Kodiak, AK 99615; Tel. (907) 486-3227.
National Representative : None.

SITKA

1 - LOCATION: E&P Map D-3. On Baranoi Island. 90 airline mi. from Juneau and 900 mi. by steamship from Seattle. Outfitting point for 1,500 fishing boats; fish processing; lumbering center; pulp mill.

2 - TRANSPORTATION:
Airlines - Alaska Coastal; Ellis.
Steamships - Alaska Steamship; State Ferry.

3 - POPULATION:
Corp. City 80 Cen. 7,803
Borough 80 Cen. 7,803

4 - HOUSEHOLDS:
City 80 Cen. 2,440
Borough 80 Cen. 2,440

5 - BANKS: 2 Comm., deposits N.A.

6 - PASSENGER AUTOS: City 2,033

7 - ELECTRIC METERS: Res. 1,440

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners - Gov't., School & Hosp. 500; Fishing (seasonal) 2,000; Pulp Mill 450.
Principal Pay Days : Every other Thu.; 5th & 20th.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-61; Summer 45-85; Fall 32-60; Winter 0-50. First killing frost, Sept. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 8 blocks on 3 streets.
Stores Open Evenings : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Sitka Bazaar; Sitka Cold Storage; Market Center.
Variety Stores - Ben Franklin.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 2,645; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Thad & Sandy Poulson, Co-Pubs., SENTINEL, PO Box 799, Sitka, AK 99835; Tel. (907) 747-3219.
National Representative : Branham.

ARIZONA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Phoenix - Maricopa County.
Tucson - Pima County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	159	214
5-14 Years	380	431
15-24 Years	319	516
25-44 Years	413	742
45-64 Years	342	508
65 and Over	161	307
TOTAL	1,774	2,718

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	330	473	811
Genral Mdse	712	1,053	1,768
Food	1,028	1,893	3,584
Automotoles	967	1,707	2,645
Gasoline Statinns	357	652	1,527
Apparel	182	288	484
Furniture	234	419	734
Eat-Drink Places	394	775	1,469
Drugs	172	275	508
TOTAL	4,763	8,170	14,862

BISBEE

1 - LOCATION: Cochise County, E&P Map D-4. Military center, SW corner of state. Approx. 92 mi. SE of Tucson on Hwy. 90.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Motor Freight Carriers - 3 interstate; 2 intrastate; UPS.
Intercity Bus Lines - Greyhound; Nogales-Bisbee Stage.
Airlines - Cochise Airlines feeder flights to Tuscon & Phoenix.

3 - POPULATION:
Corp. City 80 Cen. 7,154
County 80 Cen. 86,717

4 - HOUSEHOLDS:
City 80 Cen. 2,883
County 80 Cen. 29,174

5 - BANKS:
Savings 1; Sav. & Loan 1; Commercial 2; Credit Union 1. Total Deposits $61,000,000.

6 - PASSENGER AUTOS: County 38,990

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Bisbee was formerly a mining town. Now it is primarily a tourist town and housing area for Fort Huachuca and Sierra Vista workers. There are many small arts and crafts shops.

10 - CLIMATE: Min. & Max. Temp. - Spring 46-74; Summer 64-89; Fall 51-78; Winter 34-59.

11 - TAP WATER: Wells from underground river.

12 - RETAILING: Principal Shopping Centers: N.A.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney.
Chain Food Supermarket : Safeway.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 1,809; sworn Sept. 9, 1980.
Local Contact for Advertising and Merchandising Data: Russell E. Wells, Gen. Mgr., REVIEW, Bisbee, AZ 85635; Tel. (602) 432-2231.
National Representative : None.

CASA GRANDE

1 - LOCATION: Pinal County, E&P Map C-3. S central part of state. 50 mi. SSE of Phoenix; 65 mi. NW of Tucson. On I-8 and 10, State Hwys. 84, 93 and 287.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Motor Freight Carriers - 10.
Intercity Bus Lines - Greyhound; Continental Trailways.
Airports - 1 municipal, 2 private.

3 - POPULATION:
Corp. City 80 Cen. 14,971
County 80 Cen. 90,918
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,719
County 80 Cen. 28,411

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	1	$20,000,000
Commercial	5	$80,000,000

6 - PASSENGER AUTOS: County 40,426

7 - ELECTRIC METERS: Residence 4,900

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Mining 1,000; Construction 800; Mfg. 911; Trans., Comm. & Pub. Util. 500; Whlse. & Retail 850; Fin., Insur. & Real Estate 225; Services 1,000; Gov't. 1,250; Agriculture 3,650; Other 425.

10 - CLIMATE: Min. & Max. Temp. - Spring 48-86; Summer 75-107; Fall 52-89; Winter 33-66. Humidity - less than 30% average.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Center - 40 blocks on Main; Florence Blvd.; 1st to 12th; Drylake; Picacho; Sacaton; W. Sec. Pinal Ave. and including Pinal Ave.
Neighborhood Shopping Centers : Basha's Plaza (150 parking spaces - Basha's and Cornet Store); Jack-in-the-Box; Casa Grande Mall (325 parking spaces - K mart; Safeway; SupeRx Drug; Fashion Conspiracy; Sears; Smart; Simon's Menswear; Casual Country; Dixie's Unique Fashions; Lee Optical; Straw Hat Pizza; Alec; Bessie's Tots to Teens; Sambo's; Mall Cinema; Tastee Freeze; C.C.'s Card & Gift Shop; Kinney Shoes; Household Finance.
Principal Shopping Days : Sat., Sun., Mon.
Stores Open Evenings : Most major stores Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; Henry's; Cornet; TG&Y; K mart.
Discount Stores - Yellow Front; Checker Auto; Gambles; K mart; TG&Y.
Variety Stores - Rasco's.
Chain Drug Stores - SupeRx; Revco; M-D Pharmacy.
Chain Supermarkets - Basha's 2; Safeway; Fry's.
Other Chain Stores - Western Auto; Firestone; O.S. Stapley; Foxworth Galbraith; Home Improvement Center; Montgomery Ward (catalog); Kinney Shoes; Fashion Conspiracy; Gambles.

14 - NEWSPAPERS: DISPATCH (e-mon to fri; m-sat) 5,912; sworn Sep. 1, 1980.
Local Contact for Advertising and Merchandising Data: Donovan M. Kramer, Pub., DISPATCH, 200 W. 2nd St., Casa Grande, AZ 85222; Tel. (602) 836-7461.
National Representative : None.

CHANDLER

1 - LOCATION: Maricopa County, (In Phoenix SMSA.) E&P Map C-3. 25 mi. SE of Phoenix. Manufactures fertilizer, electronics, cotton gins. Winter resort, agriculture & citrus fruits. 7 mi. E of I-10; served directly by Arizona Routes 87 & 93.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Motor Freight Carriers - 5 interstate; 3 intrastate; UPS.
Intercity Bus Lines - Greyhound; Continental Trailways.
Airlines - Phoenix Sky Harbor International Airport - 15 mi.; N.W. American; Continental; Delta; Frontier; Hughes Airwest; TWA; USAir; Western.

3 - POPULATION:
Corp. City 80 Cen. 29,673
County/SMSA 80 Cen. 1,508,030

4 - HOUSEHOLDS:
City 80 Cen. 9,455
County/SMSA 80 Cen. 544,252

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	1	$15,000,000
Commercial	5	$107,866,000

6 - PASSENGER AUTOS: County 752,800

7 - ELECTRIC METERS: Residence 9,650

8 - GAS METERS: Residence 6,634

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage) - Agricultural Agri. & Processing 825 ($225); Electronic Mfg. 4,125 ($291).
Principal Industrial Pay Days - 1st, 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-94; Summer 68-104; Fall 45-87; Winter 37-70.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - 5 blocks on Arizona Ave. (34 stores); North Park Plaza (15 stores); Chandler Center (8 stores).
Neighborhood Shopping Centers (No. of Stores) - Basha's Plaza (7); Granada Plaza (6).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fiesta Mall (93)	7	Sears, Diamonds, Broadway & Goldwaters

Principal Shopping Days : Wed., Fri. & Sat.
Stores Open Evenings : Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; C.R. Anthony; Saba's; Smitty's.
Discount Stores - Yellow Front; Cornet.
Variety Stores - Sprouse Reitz.
Chain Drug Stores - Revco; Thrifty; Arrow's United Drug.
Chain Food Supermarkets : Basha's; Bayless; Safeway.
Other Chain Stores - Big O Tires; Checker Auto; Firestone; Goodyear; Payless Shoes; Paul Sale Furniture; Serrano's; Tune-up Masters; Maverick Westernwear.

14 - NEWSPAPERS: ARIZONAN (e) 6,619; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: Dominick C. Magliaro, Adv. Dir., ARIZONAN, PO Box 368, Chandler, AZ 85224; Tel. (602) 963-6666.
National Representative : None.

DOUGLAS

1 - LOCATION: Cochise County, E&P Map D-4. Situated near the Mexican border, 117 mi. SE of Tucson. On U.S. Hwys. 80, 666.

2 - TRANSPORTATION: Railroads - Southern Pacific; Nacozari (S into Mexico).
Intercity Bus Lines - Greyhound Pacific.
Motor Freight Carriers - 4.
Airlines - Chandler Flyers; Cochise.

3 - POPULATION:
Corp. City 80 Cen. 13,058
NOTE: Douglas adjoins Aqua Prieta, Mexico, estimated population 60,008.
County 80 Cen. 86,717
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,031
County 80 Cen. 29,174

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	1	$23,000,000
Commercial	4	$43,500,000

6 - PASSENGER AUTOS: County 38,990

7 - ELECTRIC METERS: Residence 5,960

8 - GAS METERS: Residence 5,415

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Smelter 370 ($440); Dresses & Sport Shirts 400 ($150); Electronics 152 ($195); Vegetable Canning 380 (Seasonal) ($134); General Offices of Phelps Dodge 210, emp. over $10,000 ann.; Cochise College 100 ($150); Hospital 210; 23 Maquila industries.
Principal Industrial Pay Days - Fri., 1st, 15th. (Area economy includes industry in Agua Prieta, Mexico, with 4,500 workers.)

10 - CLIMATE: Min. & Max. Temp. - Spring 43-78; Summer 63-93; Fall 43-59; Winter 31-62. First killing frost, Oct. 28. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Area - 8th to 15th Sts. bet. F and Pan American Aves.; 8th to 10th Sts. bet. Cochise & Florida; Bayless Shpg. Ctr. (1800 block on 10th St. - 20 units); Safeway Shpg. Ctr. (San Antonio Dr. & 10th St. - 10 units). Douglas serves 185,000, including Sonora, Mexico. ($49,000,000 was spent by Mexican shoppers in area last year.)
Principal Shopping Days : Wed., Thu., Fri. & Sat.
Stores Open Sundays : Food, clothing, drug, & variety.

13 - RETAIL OUTLETS: Department Stores - Sears; J.C. Penney; Phelps Dodge Mercantile; Aaronson Bros.; Vernon's; Parisian; Lapin's Mercantile; Montgomery Ward.
Variety Stores - S.H. Kress; J.J. Newberry; Rasco.
Chain Drug Stores : Rexall; Revco.
Chain Food Supermarkets : Safeway; Bayless; Phelps-Dodge Mercantile Co. 9.
Other Chain Stores - Western Auto Supply; Charm; Sweetbriar (women's wear); The Shoe Salon; Complete Auto Supply; Gold Bond Redemption Center; Checker Auto; Phil's Shoes; Sears; Penney's; Yellow Front.

14 - NEWSPAPERS: DISPATCH (e) 3,319; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Aaron E. Loney, Pub., DISPATCH, Box H, Douglas, AZ 85607; Tel. (602) 364-3424.
National Representative : Thomson.

FLAGSTAFF

1 - LOCATION: Coconino County, E&P Map C-2, County Seat. 152 mi. N of Phoenix; 323 mi. W of Albuquerque; 525 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads - Amtrak.
Motor Freight Carriers - 10.
Intercity Bus Lines - Trailways; Greyhound; Nava-Hopi Tours.
Airlines - Desert Air; Skyway; Cochise.

3 - POPULATION:
Corp. City 80 Cen. 34,641
PMA-ABC: (70) 30,990; (81) 45,000
County 80 Cen. 74,947
RTZ-ABC: (70) 17,336; (81) 33,300
Total PMA & RTZ-ABC: (70) 48,326; (81) 78,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227
PMA-ABC: (70) 8,395; (81) 14,100
County 80 Cen. 21,904
RTZ-ABC: (70) 4,079; (81) 9,200
Total PMA & RTZ-ABC: (70) 12,474; (81) 23,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$15,000,000
Commercial	10	$110,000,000

6 - PASSENGER AUTOS: County 29,587

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Whly. Wage) - Saw-Mills 1,415 ($250); Ord. Plants 110 ($180); Steel Fabric 168 ($150); University 985 ($200); Also Northern Arizona Univ. (12,000 students, 800 faculty).
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 21-75; Summer 43-79; Fall 21-72; Winter 12-42. First killing frost, Nov. 6. Last killing frost, Apr. 8.

11 - TAP WATER: Soft, alkaline.

12 - RETAILING: Principal Shopping Center - 34 blocks on Aspen, Santa Fe, Leroux, Beaver, San Francisco, Birch & Cherry Sts.
Neighborhood Shopping Centers - Mt. Elden, East Flagstaff; K mart 4 stores; Flag Mall 20 stores; Park Santafe 15 stores; University Plaza 15 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenlaw (35)	NA	Montgomery Ward
Cedar Pines (10)	NA	A.J. Bayless
South Beaver (8)	NA	
Govway	NA	
Pinegrove (9)	NA	UPD
Flagstaff Pl. (13)	NA	TG&Y, Sears
University Pl. (15)	NA	Safeway, TG&Y
Flag Mall (20)	NA	Sears, J.C. Penney
Park Santa Fe (15)	NA	El Rancho, Yellow Front

Principal Shopping Days : Wed., Fri., Sat.; Many stores open evenings and Sundays.

13 - RETAIL OUTLETS: Department Stores - Sears; Babbitt's; J.C. Penney; Malcolm's.
Chain Drug Stores : Revco; SupeRx; Thrifty; TG&Y.
Discount Stores : Yellow Front 2; K mart.
Chain Drug Stores : Revco; SupeRx; Thrifty.
Chain Food Supermarkets : J&D; Food Town; Safeway 2; Bayless 2; El Rancho 2.
Other Chain Stores - Sweet Briar; Daniels; Rosenzweigs; Radio Shack; Hi Health; Fashion Conspiracy; Fashion Fabrics.

14 - NEWSPAPERS: ARIZONA DAILY SUN (e-mon to fri) 9,288; (S) 9,603; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Theresa Smith, Adv. Dir., ARIZONA DAILY SUN, 417 W. Santa Fe, Flagstaff, AZ 86002; Tel (602) 774-4545.
National Representative : Newspaper Adv. Ser.

KINGMAN

1 - LOCATION: Mohave County, E&P Map B-2. County Seat. Mining, manufacturing, ranching, tourism. NW corner of state. 100 mi. S of Las Vegas on U.S. 93; junction of U.S. 93 & I-40.

2 - TRANSPORTATION: Railroads - Santa Fe; Amtrak.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound; Trailways; Las Vegas-Tonopah-Reno Stageline.
Airlines - Cochise, plus charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257
County 80 Cen. 55,693
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,299
County 80 Cen. 21,074

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$84,000,000
Commercial	6	$141,656,000

6 - PASSENGER AUTOS: County 33,068

7 - ELECTRIC METERS: Residence 3,573

8 - GAS METERS: Residence 19,120

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage) - Mining 450 ($285); Mfg. 587 ($240).
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-90; Summer 60-105; Fall 40-85; Winter 20-75. First killing frost, Oct. 10. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - 5 blocks on Beale St. & Kingman Shopping Center on Stockton Hill Road, K mart Plaza on old 66.
Nearby Shopping Centers - Kingman; Safeway; K mart Plaza; Northern Avenue.
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping centers every evening to 8.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; Babbitt's; Montgomery Ward.
Discount Stores : Yellow Front 2; TG&Y; K mart.
Variety Stores : Sprouse Reitz;
Chain Drug Stores : Revco; Walgreen Agency.
Chain Food Stores : Safeway 2; Circle K 3; Bashas; El Rancho.
Other Chain Stores : Firestone; Sweetbriar; Western Auto; Mode O'Day.

14 - NEWSPAPERS: MINER (e-mon to fri) 6,974; (S) 6,735; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Herb Gollis, Pub., MINER, Box 3909, Kingman, AZ 86401; Tel. (602) 753-6397.
National Representative : Branham.

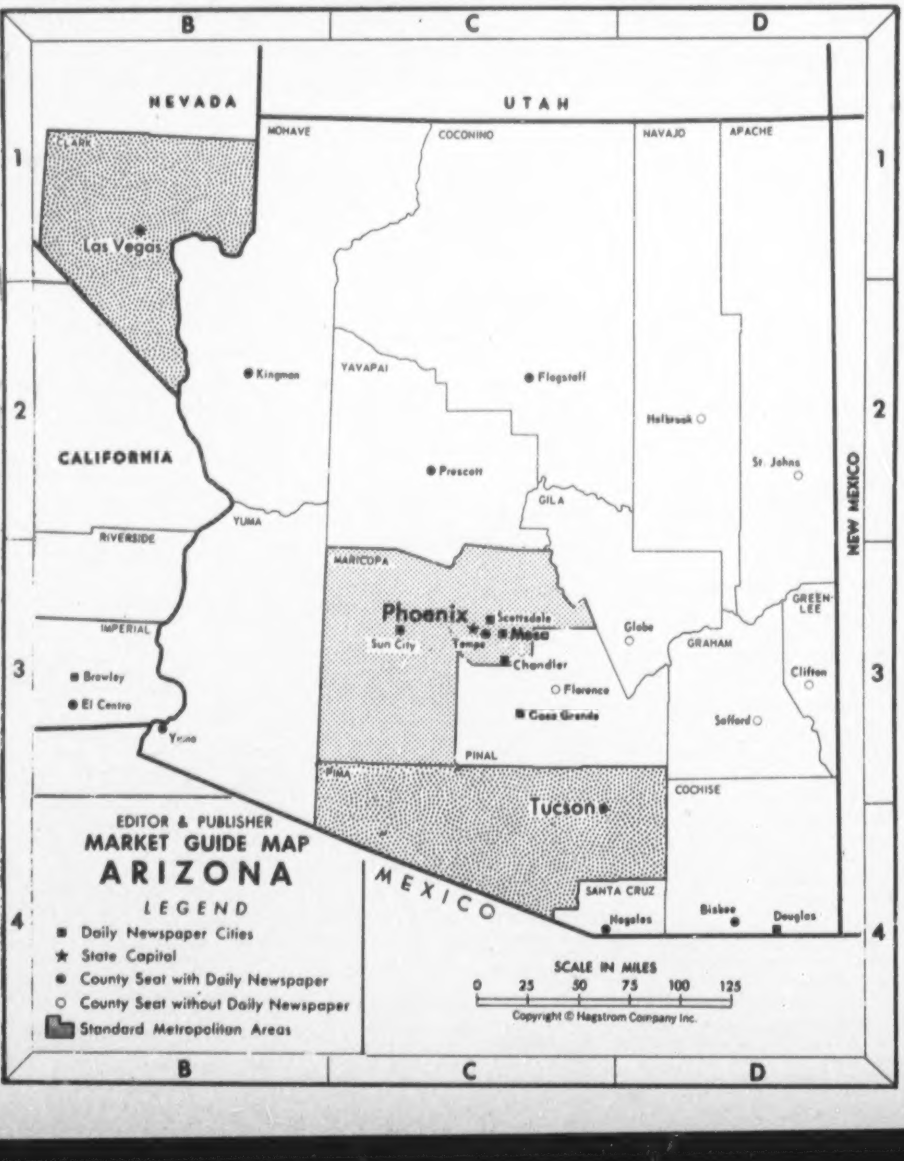
MESA

1 - LOCATION: Maricopa County, (In Phoenix SMSA) E&P Map C-3. S central part of state, 16 mi. SE of Phoenix. On U.S. Hwys. 60, 70, 80, 89; State Hwys. 87, 93.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Intercity Bus Lines - Greyhound; Continental Trailways; Sun Valley; Tonto Basin Stage.
Motor Freight Carriers - 6.
Airlines - At Sky Harbor Airport, 16 mi. W: TWA; Air West; American; Frontier; Western; Apache; Hughes Air West; Continental.

3 - POPULATION:
Corp. City 80 Cen. 152,453
City of Pub.-ABC: (70) 62,853; (81) 170,300
County/SMSA 80 Cen. 1,508,030

4 - HOUSEHOLDS:
City 80 Cen. 54,148
County/SMSA 80 Cen. 544,252
City of Pub.-ABC: (70) 19,183; (81) 59,800



5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$800,000,000
Sav. & Loan	5	$500,000,000

6 - PASSENGER AUTOS: County 752,800

7 - ELECTRIC METERS: Residence 59,436

8 - GAS METERS: Residence 20,162

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Mining 100; Construction 700; Mfg., Trans., Comm. & Pub. Utilities 500; Whse. & Retail 3,000; Fin., Ins. & Real Estate 400; Service 3,000; Government 1,200; Agriculture 8,700.

10 - CLIMATE: Min. & Max. Temp. – Spring 41-98; Summer 62-106; Fall 39-101; Winter 34-84. Little humidity year round except in July and Aug. Average rainfall 7.24.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Area** – 19 blocks on E. and W. Main St.; 2 on N. & S. MacDonald St.; 2 on First Ave.; 2 on S. Country Club.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Basha's(4)	NA	Basha's Mkt., SupeRx
Fiesta Mall(140)	NA	Diamonds, Sears, Broadway, Goldwaters
Lucky(10)	NA	Lucky Mkt.
Main/Lazona(14)	NA	El Rancho Mkt., Skagg's
Mesa(21)	NA	Woolco, Fry's Mkt.
Safeway(2)	NA	Safeway, Thrifty Drug
Smitty's(6)	NA	
Tri-City Mall(43)	NA	Basha's, Diamonds, Penney's
Velda Rose(11)	NA	Hancock Fabrics, Revco
Westwood Pl.(21)	NA	Bayless Mkt., TG&Y
Wright's(8)	NA	Wright's Mkt.
Sherwood Pl.(18)	NA	TG&Y, Sally's Fabrics

Principal Shopping Days : Mon., Sun.

13 - RETAIL OUTLETS: **Department Stores** – J.C. Penney; Sears; Hanny's; Switzer Diamonds; Goldwater's; Broadway; Montgomery Ward.
Variety Stores – J.J. Newberry; TG&Y.
Chain Drug Stores : Walgreen 3; Thrifty 2; SupeRx 3; Revco 3; Skagg's 4; Rexall 2; Long's 2.
Discount Stores : Woolco 3; Fed Mart 3; Gemco; Smitty's; K mart 2; Totem 8; Thrifty 2; Yellow Front 8.
Chain Food Supermarkets : Safeway 2; Basha's 5; Wright's; Bayless 2; Low Cost; Lucky; Smitty's; Big Town 3; Fry's 3; Alpha Beta 3.
Other Chain Stores – Firestone; Daniel's Jewelers; Singer; Barrow's; Lehart Hdwe.; Foxworth Lbr.; O'Malley Lumber; Lee Optical; Mesa Optical.

14 - NEWSPAPERS: TRIBUNE (m-mon to fri) 28,862; (S) 30,115; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Al Smith, Adv. Dir., TRIBUNE, 120 W. First Ave., Mesa, AZ 85202; Tel. (602) 833-1221.
National Representative : Branham.

NOGALES

1 - LOCATION: Santa Cruz County, E&P Map C-4, County Seat. Port of entry on Mexican border.

2 - TRANSPORTATION: **Railroads** – Southern Pacific; Pacifico de Mexico.

3 - POPULATION:
City 80 Cen. 15,683
County 80 Cen. 20,459

4 - HOUSEHOLDS:
City 80 Cen. 4,335
County 80 Cen. 5,999

5 - BANKS: 5; Deposits N.A.

6 - PASSENGER AUTOS: County 11,214

7 - ELECTRIC METERS: Residence 3,050

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipping point for winter vegetable crop grown on west coast of Mexico, marketed in U.S.; Silver, copper, lead mined in vicinity.

10 - CLIMATE: Min. & Max. Temps. – N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:
Shopping Center – K mart.
Principal Shopping Days : Fri., Sat., Thu.

13 - RETAIL OUTLETS: **Department Stores** – LaVille de Paris; Bracker's; El Paso; J.C. Penney; Capin Mercantile Corp.; Marcus.
Variety Stores – Kress; Woolworth.
Chain Drug Stores : M&M 5.
Chain Food Supermarkets Safeway; Puchi's Downtown Progressive 4.

14 - NEWSPAPERS: HERALD (e) 3,317; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Alvin Sisk, Pub., HERALD, 134 Grand Ave., Nogales, AZ 85621; Tel. (606) 287-3622.
National Representative : Ariz. News Assoc.

PHOENIX

1 - LOCATION: Maricopa County (SMSA). E&P Map C-3. Capital. County Seat. Packing, processing, shipping, transp., marketing, mfg. and whsl. center. S central part of state; about 398 mi. E of Los Angeles; 400 mi. W of El Paso, Texas.

2 - TRANSPORTATION: **Railroads** – SP; SF.
Motor Freight Carriers – 34.
Intercity Bus Lines – Continental Trailways; Greyhound.
Airlines – American; Braniff; Cochise; Continental; Delta; Eastern; Frontier; Northwest Orient; Pacific Southwest (PSA); Pan Am; Republic; TWA; United; USAir; Western.

3 - POPULATION:
Corp. City 80 Cen. 789,704
CZ-ABC: (70) 865,637; (81) 1,398,100
RTZ-ABC: (70) 260,804; (81) 414,400
County/SMSA 80 Cen. 1,508,030
City & RTZ-ABC: (70) 1,126,441; (81) 1,812,500
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 276,479
County/SMSA 80 Cen. 544,252
CZ-ABC: (70) 272,699; (81) 506,700
RTZ-ABC: (70) 76,135; (81) 142,000
City RTZ-ABC: (70) 348,834; (81) 648,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	7	$5,136,459,494
Commercial	19	$12,607,245,000

6 - PASSENGER AUTOS: County 752,800

7 - ELECTRIC METERS: Residence 566,961

8 - GAS METERS: Residence 281,619

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Mfg. 115,000 ($326); Construction 50,100 ($446); Retail & Wholesale 165,300 ($180 Ret.) ($283 Whl).

10 - CLIMATE: Min. & Max. Temp. – Spring 41-95; Summer 69-106; Fall 50-99; Winter 40-68.

11 - TAP WATER: Alkaline, 12 grains of hardness per gallon; not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center** – 56 sq. blocks bounded by Washington St.; Van Buren; 7th St.; and 7th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biltmore Fashion Park(46)	NA	Broadway, I. Magnin, Saks
Camelback Vlg. Sq.(16)	NA	Fed Mart, Luckys
Chris-Town(150)	NA	Broadway, Bullocks, Penneys, Wards
Colonnade(60)	NA	Sears, Joskes, Mervyns, Marshalls
Hayden Plaza Midtown(5)	NA	Woolco
Hayden Plaza No.(30)	NA	Frys, Woolco
Hayden Plaza W.(30)	NA	Frys, Woolco
Maryvale Mall(50)	NA	Wards, Mervyns, Capins
Metrocenter(249)	NA	Broadway, Diamonds, Goldwaters, Joskes, Sears
Olive Square(29)	NA	Bayless
Park Central(70)	NA	Diamonds, Goldwaters, Penneys
Smitty's SuperValue(2)	NA	Smitty's
Thomas Mall(83)	NA	Diamonds, Wards
Tower Plaza(59)	NA	Penneys, Capins, Low Cost
Town & Country(65)	NA	Smittys, Tangs Imports
Valley West(75)	NA	Wards, Penneys, Boston Store
Wagoner Plaza(41)	NA	Smitty's

Principal Shopping Days : Wed., Thurs., Fri., Sat. Groceries – Wed., Fri., Sat.
Stores Open Evenings : Mon., Wed., Thurs., Fri.

13 - RETAIL OUTLETS: **Department Stores** – Broadway; Bullocks; Diamonds; Goldwater's; Penney's; Montgomery Ward; Sears; Joske's; Mervyn's; Woolco.
Discount Stores – Yates; Yellow Front; Fed-Mart; Smitty's; K mart; Gemco; La Belle's; Lochmanns; Marshalls.
Variety Stores – Newberry; Woolworth; TG&Y; Sprouse Reitz; Goodyear; Goodrich; Western Auto; Pep Boys; Checker Auto; Bakers; Gallenkamp; Leed's; Lewis Salon; Thom McAn; David's; Goot; Chandler's; Ansonia; Kinney's; Joyce; Famous Brands; Payless; Shoe Rax; Zale's; Daniel's Jewelers; Kay Jewelers; Frederick's of Hollywood; Capin's; Serrano's; Starrett's; Lady Marden; I. Magnin; Saks 5th Ave.; Sakowitz; Hanny's; Jennifer's; Switzers; Lerner's; Angel's; Handyman; O' Malley's BMC; TV City; Home Appliance; Levitz; Lou Register; Mehagian's; Mayo's; M.D. Pruitt; Barrows; Breuner's; Radio Shack; Pier I Imports; S&H Green Stamps; Gold Bond Stamps.

14 - NEWSPAPERS: REPUBLIC (m) 272,173; (e) 113,329; Comb. (m&e) 385,502; (S) 411,156; sworn Mar. 29, 1981.
Local Contact for Advertising and Merchandising Data: Howard Ruby, Gen. Adv. Mgr., REPUBLIC, 120 E. Van Buren, Phoenix, AZ 85004; Tel. (602) 271-8000.
National Representative : Story & Kelly-Smith.

PRESCOTT

1 - LOCATION: Yevapai County, E&P Map C-2, County Seat. Shipping center for livestock and agricultural products. N central part of state. 394 mi. from Los Angeles; 989 mi. from Denver; 96 mi. from Phoenix; 817 mi. from San Francisco. Alt. 5,389 ft.

2 - TRANSPORTATION: **Railroads** – Santa Fe.
Motor Freight Carriers – 7.
Intercity Bus Lines – Greyhound; Continental.
Airlines – Cochise.

3 - POPULATION:
Corp. City 80 Cen. 20,055
CZ-ABC: (70) 13,030; (81) 21,000
RTZ-ABC: (70) 13,217; (81) 30,500
County 80 Cen. 68,145
City & RTZ-ABC: (70) 26,247; (81) 51,500

4 - HOUSEHOLDS:
City 80 Cen. 7,971
County 80 Cen. 26,599
CZ-ABC: (70) 4,748; (81) 8,700
RTZ-ABC: (70) 4,365; (81) 11,900
City & RTZ-ABC: (70) 9,113; (81) 20,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings	2	N.A.

6 - PASSENGER AUTOS: County 39,505

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 7,570

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – VH Hosp. 451; Utilities 302; Electric Goods 440; Clothing 260.
Principal Industrial Pay Day – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 45-77; Summer 53-87; Fall 40-72; Winter 27-52. First killing frost, Oct. 31. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center** – 2 blocks on Gurley St.; 3 on Montezuma; 2 on Cortez. Willow Creek Village (K mart & 12 stores); Miller Road (2 blocks); Marina St. (1 block); Ponderosa Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Culver TV(9)	NA	Singer Sewing Center
Park Plaza(10)	NA	SupeRx Drug, Safeway
Ponderosa(25)	NA	Bayless, Sears, TG&Y, Zales, SupeRx
Prescott(17)	NA	Rexall, Fry's Food Store
Prescott Vally	NA	Safeway, Revco Drugs
Iron Springs(9)	NA	

Principal Shopping Days : Sat., Thu.
Stores Open Evenings and Sundays : Grocery, drug & variety.

13 - RETAIL OUTLETS: **Department Stores** – J.C. Penney; Western Auto; Solt-Lauritsen; Pennington; Cornet; Sears; K mart.
Discount Stores : Yellow Front; Checker.
Variety Stores – Cornet; Sarco; Sprouse Reitz; TG&Y.
Chain Drug Stores – Rohrer-Bloom (Walgreen); Rexall; SupeRx; Key Rexall.
Chain Food Supermarkets : Safeway 2; Fry's; Food Basket 2; Bayless.
Other Chain Stores – Firestone; K mart; McMahns; Mode O'Day; Western Auto; Fashion Conspiracy.

14 - NEWSPAPERS: COURIER (e-mon to fri) 10,371; (S) 10,647; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bob Mansky, Display Adv. Mgr., COURIER, 147 N. Cortez, Prescott, AZ 86301; Tel. (602) 445-3333.
National Representative : Branham.

SCOTTSDALE

1 - LOCATION: Maricopa County (In Phoenix SMSA). E&P Map C-3.

All
Of
Western
Arizona
At A
10%
Discount

Nationally represented by
BRANHAM
Newspaper Sales

HAVE WE GOT
A BUY FOR YOU!

We'll give you The Sun and all of western Arizona at a 10% discount when you buy the Arizona West Group. A total of 52,526 circulation with one order, one bill.

The Yuma Daily Sun
Yuma, Az.

Mohave Valley News
Bullhead City, Az.

The Kingman Daily Miner
Kingman, Az.

The Daily Independent
Cottonwood, Az.

The Lake Havasu City Herald
Lake Havasu City, Az.

The Prescott Courier
Prescott, Az.

The Valley & Foothills News
Yuma, Az.

2 - TRANSPORTATION: Airlines - TWA; American; Frontier; Air West; Western; Continental; Delta; Aero Mexico; Pacific Southwest; USAir; United; Pan Am; Braniff; Eastern; Northwest Orient.
Railroads - Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers - 10.
Intercity Bus Lines - Greyhound; Continental; Tanner.

3 - POPULATION:
Corp. City 80 Cen. 88,364
PMA-ABC: (70) 107,784; (81) 160,700
County/SMSA 80 Cen. 1,508,030
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 34,295
County/SMSA 80 Cen. 544,252
PMA-ABC: (70) 31,984; (81) 54,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	9	$880,449,000
Commercial	7	$682,000,000

6 - PASSENGER AUTOS: County 752,800

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage) - Elec. 15,860 ($422); Tourists 13,000 ($220).

10 - CLIMATE: Min. & Max. Temp. - Spring 53-82; Summer 80-105; Fall 57-86; Winter 30-66.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - Scottsdale Rd.; and one block E. and W. from 2nd St. to Shea Blvd., corner of McDowell, Van Buren & Scotsdale Roads.
All Centers less than 2 1/2 mi. from center of town.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Camelback Mall (30)	NA	Safeway, Thrifty Drug
Camelback's Miller Plaza (28)	NA	Skagg's, Angel's
Camel View (20)	NA	Sakowitz, Bullock's
Frontier Town (18)	NA	SupeRx, Tang's
Lincoln Plaza (16)	NA	Bayless, SupeRx
Los Arcos (81)	NA	Sears, Broadway
Lucky (12)	NA	Lucky's, Thrifty Drug
McDowell Plz. (35)	NA	
Orange Tree (7)	NA	Safeway, SupeRx
Papago Plaza (33)	NA	Revco, Home TV & Appliances
Paradise Village (130)	NA	Penney's, Diamonds, Mervyn's, Goldwaters
Park Scottsdale (15)	NA	Basha's
Scottsdale Fashion Sq. (68)	NA	Diamond's, Revco, Goldwater's, Bayless
Scottsdale Village (24)	NA	Walgreen, Safeway
Shea Scottsdale Ctr. (42)	NA	Safeway
Shoppers Fair (22)	NA	Earl's Food, TG&Y
Smithy's Bigtown (8)	NA	Smithy's, Western Savings
Paseo Village (30)	NA	Alpha Beta, Town & Country
Stetson Sq. (31)	NA	
Indian School & Miller Plz. (14)	14	Fry's, SupeRx
Valley Plaza (9)	NA	Basha's, Skagg's Drug
Gold Dust Plz. (10)	NA	Bayless, Revco

Principal Shopping Days : Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores - Diamond's; Goldwater's; Hanny's; Smitty's; Sakowitz; Saba's; Woolco; Sears; Broadway; Bullock's; Mervyns.
Discount Stores : K mart; Smitty's 2; Yellow Front 3; TG&Y 2; LaBelle's Distributing; Appliance TV City.
Chain Food Supermarkets : Bashas 3; A.J. Bayless 5; Alpha Beta 5; Circle K 14; Fry's 3; Lucky Store Inc.; Safeway 2; Smitty's Town 3; U-Totem Mkt. 4; 7-Eleven 4.
Chain Drug Stores : Revco 3; Skagg's 4; SupeRx 4; Walgreens.
Other Chain Stores - Breuner's; Goodyear; Firestone; General Tire; R-B Furniture; Checker Auto; Zale's Jewelry; Pittsburgh Plate Glass; Uniroyal; Angel's; Colortice; Pier 1; Lawson Jewelry.

14 - NEWSPAPERS: PROGRESS (e) 20,152; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Hal Metcalf, Adv. Dir., PROGRESS, PO Box 1150, Scottsdale, AZ 85252; Tel. (602) 941-2300.
National Representative : Branham.

SIERRA VISTA

1 - LOCATION: Cochise County, E&P Map D-4. Military center, construction industry, retirement community. SE corner of state, 70 mi. SE of Tucson, on Hwys. 90 & 92, I-10 is 30 mi. N.

2 - TRANSPORTATION:
Motor Freight Carriers - 3 interstate; 2 intrastate; UPS.
Intercity Bus Lines - Greyhound; Nogales-Bisbee Stage.
Airlines - Cochise; Copper State.

3 - POPULATION:
Corp. City 80 Cen. 25,968
County 80 Cen. 86,717

4 - HOUSEHOLDS:
City 80 Cen. 7,708
County 80 Cen. 29,174

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$60,500,000
Commercial	3	$32,439,790

6 - PASSENGER AUTOS: County 38,990

7 - ELECTRIC METERS: City (Res.) 5,250

8 - GAS METERS: City (Res.) 6,500

9 - PRINCIPAL INDUSTRIES: Sierra Vista's economy and activity is closely related to the U.S. Army's Fort Huachuca. Current post population is 16,194 including 6,331 military and 4,885 civilian workers. Also included are vendors, their employees, auxiliary personnel and dependents. Major organizations at Ft. Huachuca include the U.S. Army Communications Command, the U.S. Army Intelligence Center and School, the U.S. Army Electronic Proving Ground, U.S. Army Communications Electronic Installation Agency, and the U.S. Army Security Agency Test and Evaluation Center. Fort Huachuca had a total import (wages, contracts, procurement) in Arizona of $4.9 million in fiscal year 1980.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-73; Summer 66-85; Fall 51-76; Winter 34-58.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Area - 3-mile strip along Fry Blvd. Chamber of Commerce lists 1,200 businesses in the city. All shopping ctrs. are located within one block on Fry Blvd. There are 10 major shopping centers grouping along Fry.
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : All shopping centers every night until 9.

13 - RETAIL OUTLETS: Department Stores - Sears; Montgomery Ward (catalog).
Discount Stores - K mart; Surplus City; Payless; Kinneys.
Variety Stores - McCrory's; Yellow Front.
Chain Drug Stores : Thrifty; Revco.
Chain Food Stores : Food Giant; Safeway; El Rancho; Bayless; Circle K; 7-Eleven.

14 - NEWSPAPERS: HERALD-DISPATCH (e-mon to fri) 8,061; sworn Sept. 30, 1980. **Local Contact** for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., HERALD-DISPATCH, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 458-9440.
National Representative : None.

SUN CITY

1 - LOCATION: Maricopa County. PMA includes town of Youngtown and unincorporated community of Sun City West. (In Phoenix SMSA) 15 mi. NW of Phoenix; 12 mi. W of I-17 & I-10; on U.S. Hwys. 60, 89, 93.

2 - TRANSPORTATION: Railroads - Santa Fe.
Intercity Bus Lines - Trailways; Greyhound; Grayline.

3 - POPULATION:
Corp. City 81 Local Est. 58,000
PMA-ABC: (70) Cen. 15 556; (81) 24,000
County/SMSA 80 Cen. 1,508,030

4 - HOUSEHOLDS:
Corp. City 81 Local Est. 32,000
PMA-ABC: (70) Cen. 8,456; (81) 15,000
County/SMSA 80 Cen. 544,252

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	9	$1,250,000,000

6 - PASSENGER AUTOS: County 1,141,572

7 - ELECTRIC METERS: Res. 29,007

8 - GAS METERS: Res. 11,167

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage) Majority Retail Services, Real Estate & Professionals ($175).

10 - CLIMATE: Min. & Max. Temp. - Spring 65-90; Summer 80-106; Fall 57-85; Winter 40-68. Av. Ann. 58-85.

11 - TAP WATER: Aklaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grand Ctr. (29)	NA	Safeway
La Ronde (36)	NA	Revco
Sun Bowl Plz. (34)	NA	Safeway
Thunderbird (17)	NA	Bayless
Greenway Ter. (31)	NA	Lucky's
Bell Camino (21)	NA	Safeway
Arrowhead Mall (41)	NA	Lucky's
Camino del Sol (9)	NA	Safeway
Plaza (12)	NA	King's Table

13 - RETAIL OUTLETS: Variety Stores - TG&Y; Sprouse Reitz; Yellow Front.
Chain Drug Stores : Walgreen; Revco; Value Drug; Long Drugs.

14 - NEWSPAPERS: NEWS-SUN (e) 14,725; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul Block, Display Adv. Mgr., NEWS-SUN, 10102 Santa Fe Dr., Sun City, AZ 85351; Tel. (602) 977-8351.
National Representative : Branham.

TEMPE

1 - LOCATION: Maricopa County. (In Phoenix SMSA). E&P Map C-3. On U.S. Hwys. 60, 70, 80, 89; I-10; 8 mi. E. of Phoenix.

2 - TRANSPORTATION: Railroads : So. Pacific.
Intercity Bus Lines : Greyhound; American; Continental.
Airlines : American; TWA; Frontier; PSA; Braniff; USAir; Cochise; Air West; Western; Continental; Delta; Aeronaves de Mexico.

3 - POPULATION:
Corp. City 80 Cen. 106,743
City of Pub.-ABC: (70) 62,907; (81) 125,500
County/SMSA 80 Cen. 1,508,030

4 - HOUSEHOLDS:
City 80 Cen. 37,277
City of Pub.-ABC: (70) Cen. 17,557; (81) 40,300
County/SMSA 80 Cen. 544,252

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	5	$101,000,000
Commercial	8	$248,400,000

6 - PASSENGER AUTOS: County 752,800

7 - ELECTRIC METERS: Res. 39,078

8 - GAS METERS: Res. 19,862

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Steel Casting 475; Rolling Mill 375; SRP Hqtrs. 910; Garments 400; Electronics 700; Insurance 450; Food Dist. 650; Misc. 1,000. Also Arizona State University (37,122 students, 4,750 faculty and staff).

10 - CLIMATE: Min. & Max. Temps. - N.A.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
McLintlock Dr. (2)	NA	Basha's Mkt., Walgreen
Baseline-McClintock (9)	NA	Safeway, SupeRx
Bayless (10)	NA	Bayless
Broadway (16)	NA	
Broadway Rural (13)	NA	SupeRx, Lucky's
Danelle (37)	NA	Western Auto, Hayden's
Tempe Center (32)	NA	Low Cost
Hayden E. (30)	NA	Woolco, Fry's, SupeRx
Lake Country (40)	NA	Safeway, Skagg's
Valley Plaza (13)	NA	TG&Y, Revco, Bayless

Principal Shopping Days : Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores : Woolco; Fed Mart; TG&Y Family Center; Smitty's; Mervyn's; Gemco; K mart.
Variety Stores : TG&Y.
Discount Stores : Fed-Mart; Woolco.
Chain Drug Stores : Skaggs; SupeRx 3; Fed-Mart; Smitty's; Revco 2; Thrifty; Walgreen.
Chain Food Supermarkets : Safeway 2; A.J. Bayless 2; Low Cost; Lucky; Fry's 2; Superette; Basha's; Alpha Beta; Smitty's; Gemco.

14 - NEWSPAPERS: NEWS (e) 10,425; (S) 10,494; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: D. B. Meininger, Adv. Dir., NEWS, 607 Mill Ave., Tempe, AZ 85282; Tel. (602) 967-3321.
National Representative : Branham.

TUCSON

1 - LOCATION: Pima County (SMSA). E&P Map C-4, County Seat. Shipping, agricultural, astronomy, financial, military (Fort Huachuca, DMAFB), educational, stock raising, film producing, mining area, electronic, aircraft, misc. mfg. & wholesale center. 125 mi. S of Phoenix; 512 mi. E of Los Angeles; 325 mi. W of El Paso; 68 mi. N of U.S.-Mexican Border at Nogales, Sonora.

2 - TRANSPORTATION: Railroads - Southern Pacific; Amtrak.
Motor Freight Carriers - 32.
Intercity Bus Lines - Continental; Greyhound; Citizens Auto Stage.
Airlines - Aeromexico; American; Braniff; Cochise; Continental; Copper State; Eastern; Frontier; Republic; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 330,537
CZ-ABC: (70) 329,054; (81) 496,100
RTZ-ABC: (70) 186,164; (81) 284,600
County/SMSA 80 Cen. 531,263
City & RTZ-ABC: (70) 515,218; (81) 780,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 125,266
County/SMSA 80 Cen. 195,460
CZ-ABC: (70) 104,688; (81) 182,500
RTZ-ABC: (70) 50,891; (81) 90,300
City & RTZ-ABC: (70) 155,579; (81) 272,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	10	N.A.
Commercial	7	$1,831,182,000

6 - PASSENGER AUTOS: County 252,921

7 - ELECTRIC METERS: City 179,973

8 - GAS METERS: City 141,223

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Manufacturing 22,900 ($274); Mining 7,200 ($435); Construction 13,800 ($361); Ret. & Whsle. Trade 41,500; Trans., Util. 8,600 ($370); Govt. 45,800.
Principal Pay Days - Fri., 1st, 15th, 5th & 25th.

10 - CLIMATE: Min. & Max. Temp. - Spring 44-90; Summer 66-98; Fall 45-93; Winter 38-67. First killing frost, Nov. 26. Last killing frost, Feb. 25.

11 - TAP WATER: South Side Reservoir No. 1; Alkaline, very hard. North Side Reservoir No. 3; Alkaline, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Area - 30 city blocks housing city and county government offices plus 155 retail stores. Bounded by Main Ave. and 3rd Ave.; 13th St. and Toole Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadway Pl. (28)	NA	
EL Con (119)	NA	
Flowing Wells (21)	NA	
Green Valley (81)	NA	
Park Mall (106)	NA	

Principal Shopping Days : Tues. thru Sat.
Stores Open Evenings : Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores - Broadway; Diamond's; Sears; Goldwater's; Levy's; J.C. Penney; Steinfeld's; Montgomery Ward; Korby's.
Discount Stores : Davis Monthan AFB PX; Fed Mart 3; Woolco 3; Yellow Front 6; Super City 9; K mart 4; TG&Y 2; Jewelcor 2; La Belle's 2; Zody's 2.
Variety Stores : Sprouse Reitz 5; McLellan's 4; Ben Franklin 2.
Chain Drug Stores : Walgreen 10; Revco 16; Skagg's 4; Thrifty 6; Defender 5; United 3.
Chain Supermarkets : Bayless 11; Circle K 96; El Grande 4; Food Giant 16; Gemco 2; Lucky 15; Low Cost 2; Safeway 13; Fry's 5; Del Monte 2; Quik Mart 18; 7-Eleven 28; U-Totem 24; Lavicios 7; E-Z Save; Bag & Save.
Other Chain Stores : Ace Hardware 5; Ann Mercer 2; Baker's Shoes 3; Barrow's Furniture; Baum & Adamson; Browse Around 3; Carpet Giant 2; Cele Peterson 4; Checker Auto Parts 8; Cloth World 2; College Shop; Complete Auto Supply ; Custom Hi-Fi Discount; Daniel's Jewelers 4; David's Shoes; Discount Nursery 4; Fashion Conspiracy 3; Firestone 4; Fitzgerald TV; Florsheim Shoes 2; Flash's TV 4; Franklin's Men's Store 2; Giberts 2; Gallenkamp's 3; Goldwyn's 2; Handy Andy 4; Handyman 2; Hirsh's Shoes 3; Kinney Shoes 4; Lady Marden's; Lee Optical 5; Sam Levitz Warehouse; Lerner's 3; Lewis Salon Shoes; May's 5; Mode O'Day 4; National Shirt Shop; Payless; Cashway Lumber 2; Plant World 5; Radio Shack 15; Regal Shoes 2; Lou Regester; Shoe Corral; Singer Co. 2; Size 5-7-9 2; Thom McAn 2; Standard Brands 2; Vicki Wayne 3; Western Auto 2; Wood Bros. 2; Zale's.

14 - NEWSPAPERS: STAR (m) 75,452; CITIZEN (e) 66,156; Comb. (m&e) 141,608; STAR (S) 138,094; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Quentin J. Robb, Gen. Adv. Dir., STAR AND CITIZEN, 4850 S. Park Ave., Tucson, AZ 85726; Tel. (602) 294-4433.
National Representative : Gannett.

YUMA

1 - LOCATION: Yuma County, E&P Map B-3. On Colorado River at junction with Gila River; 184 mi. SW of Phoenix; 244 mi. W of Tucson; 185 mi. E of San Diego, and 289 mi. SE of Los Angeles. On I-8 & U.S. Hwy. 95.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Intercity Bus Lines - Greyhound; Continental.
Motor Freight Carriers - 9 interstate.
Airlines - Cochise; Sunaire.

3 - POPULATION:
Corp. City 80 Cen. 42,433
PMA-ABC: (70) 56,142; (81) 85,200
County 80 Cen. 90,554
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,045
County 80 Cen. 29,848
PMA-ABC: (70) 16,099; (81) 28,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$257,905,000
Savings	2	N.A.

6 - PASSENGER AUTOS: County 43,520

7 - ELECTRIC METERS: Res. 36,000

8 - GAS METERS: Res. 12,939

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - RR 1,050 ($200); Agriculture 9,225 ($220); Aerospace 350 ($375); Clothing 1,000 ($150); Other Mfg. 500 ($225).

10 - CLIMATE: Min. & Max. Temp. - Spring 58-87; Summer 78-105; Fall 68-95; Winter 46-71.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers - Southgate Mall, 4th Ave. & 32nd St.; Yuma-Mesa, 16 St. and 4th Ave. (19 stores); 3 blocks on Main St. bet. 1st and 4th Sts.; 1 block off Main on 1st, 2nd and 3rd; Palm Plaza (21 stores), 24th St. & Ave. A; Westbluff Center (8 stores), 24th St. and Ave. A; Western Village (11 stores), 14th St. & 4th Ave.; Alpha Beta Center, 4th Ave. & Catalina.
Neighborhood Shopping Centers: 3 blocks on 4th Ave. on the mesa between 8th and 11th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
16th at 4th Ave.	3	El Rancho, TG&Y, Anthony's
A.J. Bayless 2	4	Bayless, Family Dept.
Westgate Mall	4	Walgreen, Safeway
Southgate Mall	4	Albertson's, Thrifty, J.C. Penney, McDonalds Dept., Sears
Territorial Mall	NA	Western Auto, Thrifty Drug
Alpha Beta	NA	Alph Beta, Long's Drug

Principal Shopping Days: Wed., Fri., Sat., Sun.
Stores Open Evenings & Sundays: All.

13 - RETAIL OUTLETS: Department Stores - J.M. McDonald; J.C. Penney; Family; C.R. Anthony; Ken Lewis Men's Wear; Sears; Harfield's; Mr. C's.
Variety Stores - Rasco; TG&Y.
Chain Drug Stores: Thrifty 2; Walgreen; Revco; United Drug 3; Yuma-Mesa Drug; Sants; Medical Arts; Long's.
Chain Food Supermarkets: Safeway 2; Bayless; Central Market; Olsens 3; Low Cost; Alpha Beta; Albertson's.
Discount Stores: Fed-Mart; Yellow Front; K mart; Pic & Save; Popular Surplus; LaBelles.
Other Chain Stores: Sweetbriar (women's clothing); Karl's (shoes); Western Auto; Singer Co.; Firestone; Sears; Goodyear; McMahans Furn.; S&H Green Stamps; Imperial Stores; Kinney's Shoe; Fashion Conspiracy; BF Goodrich; Daniel's Jewelers; House of Fabrics; Sherwin- Williams; Radio Shack; The Kloth Knight; O'Malley Lumber Co.

14 - NEWSPAPERS: SUN (e-mon to fri) 22,820; (S) 23,096; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Charles Craig, Mkt. Dir., SUN, PO Box 2710, Yuma, AZ 85364; Tel. (602) 783-3333.
National Representative: Branham.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	158	175
5-14 Years	383	366
15-24 Years	326	408
25-44 Years	411	583
45-64 Years	407	442
65 and Over	238	312
TOTAL	1,923	2,286

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	269	432	623
Genral Mdse	434	751	1,059
Food	880	1,453	2,311
Automobiles	939	1,539	2,002
Gasoline Stations	335	496	976
Apparel	215	326	462
Furniture	177	267	394
Eat-Drink Places	198	385	612
Drugs	122	193	300
TOTAL	3,912	6,383	9,689

ARKANSAS SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Fayetteville-Springdale - Washington and Benton Counties.
Fort Smith, Ark.-Okla. - Crawford and Sebastian Counties, Ark.; Leflore and Sequoyah Counties, Okla.
Little Rock-North Little Rock - Pulaski and Saline Counties.
Memphis, Tenn.-Ark.-Miss. - Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; DeSoto County, Miss.
Pine Bluff - Jefferson County.
Texarkana, Ark.-Tex. - Little River and Miller Counties, Ark.; Bowie County, Tex.

ARKADELPHIA

1 - LOCATION: Clark County, E&P Map B-3, County Seat. On the Ouachita River. 65 mi. SW of Little Rock. On U.S. Hwy. 67; I-30.

2 - TRANSPORTATION: Railroads - Mo. Pac.
Buslines - Continental Trailways.
Motor Freight Carriers - 5.

3 - POPULATION:
Corp. City 80 Cen. 10,005
County 80 Cen. 23,326

4 - HOUSEHOLDS:
City 80 Cen. 3,267
County 80 Cen. 8,134

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$70,188,000
Sav. & Loan	1	$28,000,000

6 - PASSENGER AUTOS: County 9,781

7 - ELECTRIC METERS: Res. 3,025

8 - GAS METERS: Res. 2,488

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Work Pants 350; Brassiere Plant 340; Aluminum 600; Sawmill 150; Marine 245; Gypsum Pdts. 130.
Principal Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-65; Summer 50-100; Fall 40-60; Winter 30-40. First killing frost, Nov. 7. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center - 10 blocks on 4 streets.
Shopping Centers - Pine Plaza (Safeway, West Dept., Magic Mart); Noel's.
Principal Shopping Days: Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - Dew-Orr; J. C. Penney; West's.
Variety Stores - Ben Franklin; Sterling; United Dollar.
Discount Stores: Howard-Gibco.
Chain Drug Stores: Walgreen (Fuller's) 2; Rexall (Phillips).
Chain Food Supermarkets: Safeway; Piggly Wiggly; Kroger.
Other Chain Stores - Otasco; Goodyear; Western Auto.

14 - NEWSPAPERS: SIFTINGS HERALD (e-mon to fri) 4,223; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: John Ragsdale, Gen. Mgr., SIFTINGS HERALD, 205 S. 26th St., Arkadelphia, AR 71923; Tel. (501) 246-5525.
National Representative: None.

BATESVILLE

1 - LOCATION: Independence County, E&P Map C-2, County Seat. On White River. 100 mi. N of Little Rock; 125 mi. W of Memphis, TN; 300 mi. S of St. Louis, MO; State Hwys. 25, 14, 69, 37, 87, 122, 106; U.S. Hwys. 167, 233, 394.

2 - TRANSPORTATION: Railroads - Mo. Pac.
Motor Freight Carriers - 5.
Intercity Bus Lines - Wells.

3 - POPULATION:
Corp. City 80 Cen. 8,263
County 80 Cen. 30,147

4 - HOUSEHOLDS:
City 80 Cen. 3,272
County 80 Cen. 10,901

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$133,371,825
Commercial	2	$136,371,587

6 - PASSENGER AUTOS: County 12,850

7 - ELECTRIC METERS: Res. 4,500

8 - GAS METERS: Res. 4,434

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Rubber Pdts. 206 ($75); Poultry Processing 202 ($160); Thermostats, Gas Burners 500 ($74); Lime Mfg. 327 ($75); Shoes 500 ($74); Egg Processing ($160); Banquet Frozen Foods ($160); Others ($120); Arkansas Eastman ($200); Independence Steam Generating Plant ($200).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-72; Summer 60-112; Fall 42-75; Winter 15-55. First killing frost, Nov. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days: Mon., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Catos; Barnett Bros.; Fitzhush's; Harris Style Shop; Miller's; Jr. Junction; The Specialty Shop; Van Atkins; Wells Style Shop; Furniture: Batesville, Bowling, Russ, Snapp, McSpadden, Skinner's; Fred's Dollar Store; Marshall Economy; Sterling Store; Firestone; Montgomery Ward; Sears; Woodson's; Wal-Mart; Magic Mart; Monday's Shoes; Hevers Shoes; Kay's Shoes; Tradewinds Dress Shop; She Shop.
Variety Stores - Sterling; TG&Y.
Chain Food Supermarkets: Kroger; Safeway; Thriftway; Town & Country.
Other Chain Stores - Okla. Tire-Supply; Sears (catalog); Western Auto; Goodyear; Van Atkins; Kroger; Town & Country; Montgomery Ward.

14 - NEWSPAPERS: GUARD (e-mon to fri) 8,750; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jim Kemp, Adv. Mgr., GUARD, 258 W. Main, Batesville, AR 72501; Tel. (501) 793-2383.
National Representative: Landon.

BENTON

1 - LOCATION: Saline County (In Little Rock-N. Little Rock SMSA). E&P Map B-3. County Seat. 23 mi. SW of Little Rock, U.S. Hwys. I-30, 67 & 70; State 35.

2 - TRANSPORTATION: Railroads - Mo. Pac.
Intercity Bus Lines - Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,438
County 80 Cen. 52,881
SMSA 80 Cen. 393,494
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,316
County 80 Cen. 17,477
SMSA 80 Cen. 141,993

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$108,220,000
Savings & Loan	3	$68,000,000

6 - PASSENGER AUTOS: County 22,529

7 - ELECTRIC METERS: Res. 6,165

8 - GAS METERS: Res. 7,034

9 - PRINCIPAL INDUSTRIES: Poultry; Beef & Dairy Farming; Lumber; Pulpwood, Furniture Mfg.; Aluminum Ore Mines; Primary & Secondary Aluminum Production; Corrugated Packaging; Chemicals; Truckbeds; Boat Trailers.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-80; Summer 65-95; Fall 50-85; Winter 32-56. First killing frost, Nov. 15. Last killing frost, Mar. 6.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center - Military Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Military Plaza (14)	NA	Wal-Mart
Niloak Square (12)	NA	Kroger, Magic Mart
Plaza Center	NA	Gibson's, Cinema
Lincoln Square (20)	NA	

13 - RETAIL OUTLETS: Department Stores - Gingle's; West's; Rephan's; Otasco.
Discount Stores: Gibson's; Wal-Mart; Magic Mart.
Chain Drug Stores: Petty's; Rexall; Medic; Revco.

14 - NEWSPAPERS: COURIER (e-mon to fri) 10,214; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Sam Hodges, Pub., COURIER, 322 Main St., Benton, AR 72015; Tel. (501) 847-0109.
National Representative: None.

BENTONVILLE

1 - LOCATION: Benton County, (In Fayettville-Springdale SMSA.) E&P Map 1-A, County Seat. NW portion of state. Livestock market. Hwy. 71.

2 - TRANSPORTATION:
Intercity Bus Lines - Jefferson Lines.

3 - POPULATION:
Corp. City 80 Cen. 8,756
County 80 Cen. 78,115
SMSA 80 Cen. 177,850

4 - HOUSEHOLDS:
City 80 Cen. 3,248
County 80 Cen. 28,622
SMSA 80 Cen. 64,447

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$97,358,000
Savings & Loan	4	$223,328,000

6 - PASSENGER AUTOS: County 39,387

7 - ELECTRIC METERS: Res. 4,176

8 - GAS METERS: Res. 3,560

9 - PRINCIPAL INDUSTRIES: Wal-Mart Stores, Inc.; Kraft Foods; CTS; Gold Kist; Wendt Sonis; Bentonville Casting; Tysons; Foam Moulding (Skelly Engr.).
Number of Wage Earners - County 6,888. Av. Wkly. Wage $219.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-85; Summer 55-90; Fall 20-75; Winter 0-55. Rainfall, 40-45 in. per year. First killing frost, Oct. 10. Last killing frost, April 10-15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Center - Downtown.
Neighborhood Shopping Center - Wal-Mart - Old Town Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwest Arkansas Mall	23	Sears, J.C. Penney
Dixieland Mall	8	Dillards, K mart
Bella Vista Town Ctr.	6	Phillips Foods, Cooper Communities (Retirement Commun.)

Principal Shopping Days: Wed., Fri.
Stores Open Evenings: Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Discount Stores: Wal-Mart 2.

14 - NEWSPAPERS: DEMOCRAT (e) 5,371; sworn Apr. 30, 1981.
Local Contact for Advertising and Merchandising Data: Bob Rendon, Adv. Mgr., DEMOCRAT, PO Box 150, Bentonville, AR 72712; Tel. (501) 273-7781.
National Representative: Landon.

BLYTHEVILLE

1 - LOCATION: Mississippi County, E&P Map D-1, County Seat. Cotton and soy bean shipping, wholesale center; NE corner of state; 70 mi. N of Memphis, TN; 230 mi. S of St. Louis, MO; 9 mi. W of Miss. River, U.S. Hwys. 61, I-55; State Hwy. 18.

2 - TRANSPORTATION: Railroads - Burlington Northern (freight only).
Motor Freight Carriers - 7.
Intercity Bus Lines - Dixie Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,314
County 80 Cen. 59,517

4 - HOUSEHOLDS:
City 80 Cen. 8,086
County 80 Cen. 19,757

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$108,000,000
Sav. & Loan	2	$28,700,000

6 - PASSENGER AUTOS: County 24,937

7 - ELECTRIC METERS: Res. 9,319

8 - GAS METERS: Res. 8,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Machinery & Metal 1,100 ($140); Carbon Paper & Ribbons 370 ($135); Food 340 ($125); Chemicals 325 ($130); Clothing 250; Baking 350; Air Force Installation, 3,500 military & civilian personnel.
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 48-72; Summer 65-93; Fall 50-71; Winter 45-52.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on 3 sts.; 3 blocks on 2 sts.
Neighborhood Shopping Centers -- Division at Main; 21st at Main; 6th & Chickasawba; Moultrie & N. 6th.

Arkansas

Shopping Center : West End, 20 blocks; Blytheville Plaza, N. 6th, 6 blocks; Day Shpg. Ctr., N. 6th, 7 blocks; I-55 at Hwy. 18; N. 6th at Moultrie.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
U.S. Hwy 61	NA	Safeway, Mont. Ward
Blytheville Plaza	NA	Walgreen, IGA
Town North	NA	Kroger, Magic Mart, J.C. Penney
Day	NA	Mont. Ward, Safeway

Principal Shopping Days : Sat. and Fri.
Stores Open Evenings : Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J.C. Penney; Sears (catalog); Oklahoma Tire; West's.
Discount Stores - Gibson; Fred's; Wal-Mart; K mart; Magic Mart.
Variety Stores - Sterling 2.
Chain Drug Stores - Pill Box; Plaza 2.
Chain Food Supermarkets - Kroger; Safeway; Hays 4; IGA; Piggly Wiggly 2.
Other Chain Stores - Goodyear; Goodrich; Firestone; Radio Shack; Hays; Sterling.

14 - NEWSPAPERS: COURIER-NEWS (e) 11,550; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Charles Berry, Bus. Mgr., COURIER-NEWS, PO Box 1108, Blytheville, AR 72315; Tel. (501) 763-4461.

National Representative : Landon.

CAMDEN

1 - LOCATION: Ouachita County, E&P Map B-4, County Seat. Residential center. S central Arkansas. 102 mi. S of Little Rock (capital). On Ouachita River. U.S. Hwys. 79 & 167, State Hwys. 4, 7 & 24.

2 - TRANSPORTATION: Railroads - Cotton Belt; Mo. Pac.; Rock Island.
Airlines - Jamaire.
Motor Freight Carriers - 3.
Intercity Bus Lines - Greyhound; Mo. Pacific Trans. Co.; Arkansas Motor Coaches.

3 - POPULATION:
Corp. City 80 Cen. 15,356
County 80 Cen. 30,541

4 - HOUSEHOLDS:
City 80 Cen. 5,883
County 80 Cen. 11,198

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$90,233,000
Savings	2	$77,340,000.00
Sav. & Loan	3	$60,464,507.10

6 - PASSENGER AUTOS: County 14,581

7 - ELECTRIC METERS: Res. 7,521

8 - GAS METERS: Res. 9,700

9 - PRINCIPAL INDUSTRIES: Ammunition; Paper Prod.; Furn.; Roofing; Air Condit. Mfg.; Pub. and Pottery; Electronics; Machy.; Printing Ink; Truck Trailers; Mobile Homes; Garment Mfg.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Days :Mon., Wed., Fri., Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardinal (12)	1	Piggly Wiggly
Garden Oaks (15)	4	Piggly Wiggly, Howard's
Wal-Mart	NA	Wal-Mart
West Gate (8)	NA	Handi Pack Grocery

13 - RETAIL OUTLETS: Department Stores - Watt's; J.C. Penney; Belk-Jones; Beall's Credit Shop; Freers.
Discount Stores - Gibson's; Howard's; Wal-Mart.
Variety Stores - Murphy's; Varieties; P.N. Hirsch; DeKar General.
Chain Food Supermarkets - Kroger; Safeway; Piggly Wiggly.
Other Chain Stores - Goodyear; Firestone; Oklahoma Tire; Western Auto; Singer Co.; Sears; Montgomery Ward.

14 - NEWSPAPERS: NEWS (e) 6,200; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Linda Cook, Adv. Dir., NEWS, PO Box 798, Camden, AR 71701; Tel. (501) 836-8192.
National Representative : Ark. Dailies.

CONWAY

1 - LOCATION: Faulkner County, E&P Map B-2, County Seat. 30 mi. NNW of Little Rock. On U.S. Hwys. 64, 65, 40.

2 - TRANSPORTATION: Railroads - Mo. Pac.
Bus Lines - Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,375
County 80 Cen. 46,192

4 - HOUSEHOLDS:
City 80 Cen. 6,798
County 80 Cen. 15,489

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$123,663,000
Sav. & Loan	3	$88,055,935

6 - PASSENGER AUTOS: County 18,827

7 - ELECTRIC METERS: Res. 6,208

8 - GAS METERS: Res. 6,208

9 - PRINCIPAL INDUSTRIES: Shoes; Food and Dairy Prod.; Bus Bodies; Fishing Tackle; Oars; Farm Machinery; School Furniture; Paper Boxes; Pianos; Furniture; Concrete Prod.; Refrigerated Cabinets; Mobile Homes; Licenses Tags; Vending Machines; Kotex Products; Wheel Alignment Products; Water Pumps; Horse Trailers.

10 - CLIMATE: Min. & Max. Temp. - N.A.

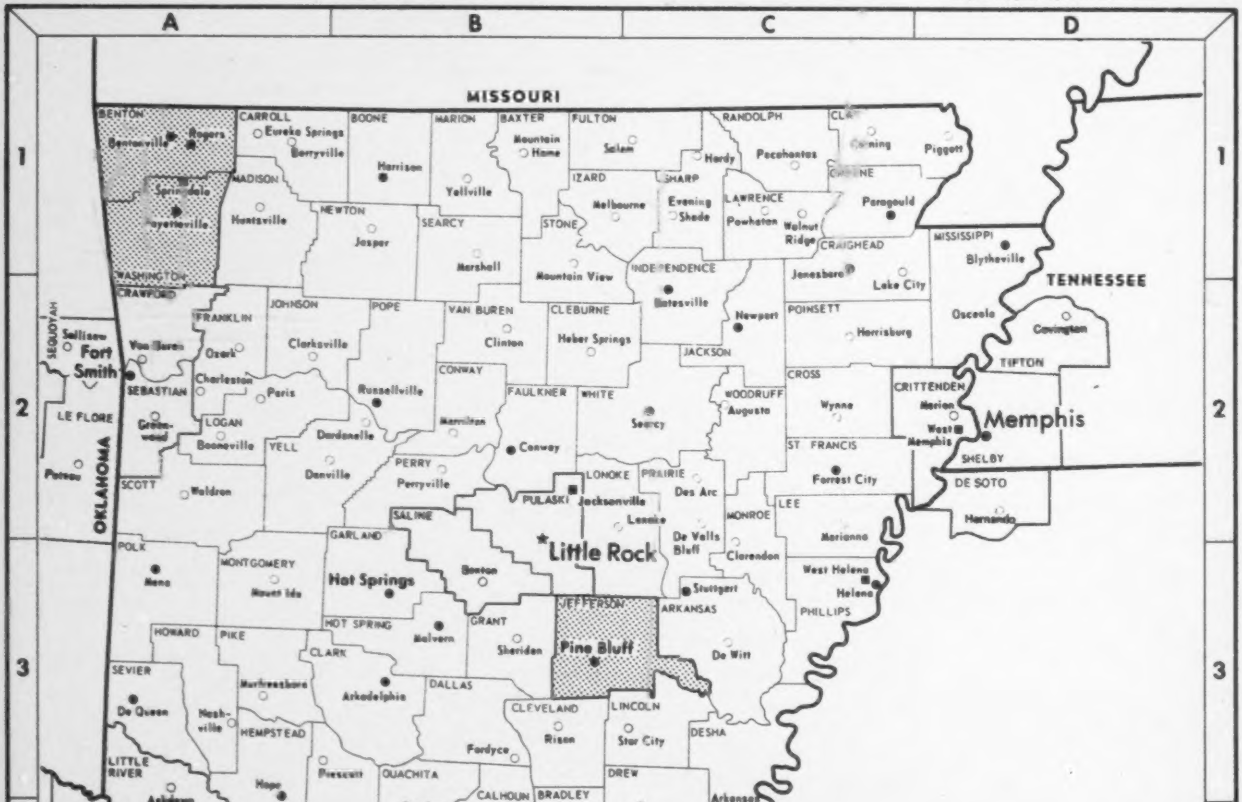
11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Con-Ark (10)	NA	Rexall Drugs
Mid-Town (2)	NA	
Faulkner Plaza (15)	NA	Krogers, SupeRx, Wal-Mart
North Plaza (12)	NA	Piggly Wiggly, Sentry Drug
Oak St. (2)	NA	

Principal Shopping Days : Wed., Fri., Sat.



13 - RETAIL OUTLETS: Department Stores - J.C. Penney; West's; Bumper's & Smith; Frank Rivers.
Discount Stores - Fred's; Wal-Mart; Gibson's; Ashleys; Magic Mart.
Chain Drug Stores - SupeRx; Village Rexall; Sentry Drug; Village Mart.
Chain Food Supermarkets - Kroger; Safeway; The Mad Butcher; Piggly Wiggly.

14 - NEWSPAPERS: LOG CABIN DEMOCRAT (e; S) 9,082; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Estel Jeffery, Jr., Adv. Mgr., LOG CABIN DEMOCRAT, 1058 Front St., Conway, AR 72032; Tel. (501) 327-6621.
National Representative : None.

DE QUEEN

1 - LOCATION: Sevier County, E&P Map A-3, County Seat. 53 mi. N of Texarkana; 143 mi. SW of Little Rock. On U.S. Hwys. 59, 70 and 71; State Hwy. 41.

2 - TRANSPORTATION: Railroads - Kansas City Southern; De Queen & Eastern; Texas, Oklahoma & Eastern.
Motor Freight Carries - 4.
Intercity Bus Lines - Jordan; Jefferson; Continental Trailways; Oklahoma Transportation.

3 - POPULATION:
Corp. City 80 Cen. 4,594
County 80 Cen. 14,060
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,746
County 80 Cen. 5,057

5 - BANKS: 2; Deposits $53,842,089

6 - PASSENGER AUTOS: County 5,850

7 - ELECTRIC METERS: Res. 1,921

8 - GAS METERS: Res. 1,884

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Timber Products 1,693 ($350); Poultry Processing 482 ($160); Shoe Mfg. 334 ($305); Electronic Organs 195 ($305).

10 - CLIMATE: Min. and Max. Temp. - N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Day - Sat.

13 - RETAIL OUTLETS: Department Stores - Rephan's; Knight's; Parker's; Gibson's; Mullin's; Wal-Mart.
Variety Stores - Ben Franklin; Fred's Discount Store.
Chain Food Supermarkets - Piggly Wiggly; Lewis Food Center.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 2,760; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Dave Walters, Gen. Mgr., CITIZEN, PO Box 1000, De Queen, AR 71832; Tel. (501) 642-2111.
National Representative : None.

EL DORADO

1 - LOCATION: Union County, E&P Map B-4. 119 mi. S of Little Rock; 90 mi. NE Shreveport, LA; 96 mi. E of Texarkana; 85 mi. SW of Pine Bluff. Federal Hwy., U.S. 82 & 167; on State Hwys. 15 & 7.

2 - TRANSPORTATION: Railroads - El Dorado & Wesson; Missouri Pacific; Rock Island.
Motor Freight Carriers - 6.
Intercity Bus Lines - Continental Trailways.
Airlines - Skyways.

3 - POPULATION:
Corp. City 80 Cen. 26,685
County 80 Cen. 49,988

4 - HOUSEHOLDS:
City 80 Cen. 10,309
County 80 Cen. 18,558

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$49,000,000
Commercial	3	$104,000,000

6 - PASSENGER AUTOS: County 23,294

7 - ELECTRIC METERS: Res. 14,329

8 - GAS METERS: Res. 9,834

9 - PRINCIPAL INDUSTRIES: Oil & Gas 1,144 ($134); Lumber 1,182 ($88); Chemical 149 ($100); Pet. Ref. 1,134 ($163); Const. 680 ($93); All Mfg. 12,147 ($99).
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 34-90; Summer 65-98; Fall 38-89; Winter 27-80. First killing frost, Nov. Last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - Mellor Park Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Dorado (6)	NA	TG&Y, Brookshire's, Mont. Ward
El Do (8)	8	Goodrich
Gibson Center (4)	NA	Gibson's
Mellor Park		Woolco, Kroger, SupeRx
Northwest Vlg.	NA	West's, Safeway, Walgreen

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Downtown Fri. to 8:30; Food nightly to 9; Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores - M.M. Cohn; Sterling; El Dorado House; B.W. Reeves; J.A. West.
Discount Stores - Howard Bros.; United; Dollar; Gibson's 2; Woolco; K mart.
Variety Stores - Sterling; TG&Y; P.N. Hirsch.
Chain Drug Stores - Rexall; Walgreen; SupeRx.
Chain Food Supermarkets - Safeway; Kroger; Brookshire's; Smitty's; Piggly Wiggly.
Other Chain Stores - Payless Shoes; Famous Brands Shoes; Firestone; Western Auto; Babcock Auto; Goodyear; Goodrich; Oklahoma Tire; Union Tire; Regent Clothing; Singer Co.; Sherwin Williams; Zale's Jewelry; Colonial Bakery; Sears; Montgomery Ward; S&H Green Stamps; Top Value; Gold Bond.

14 - NEWSPAPERS: NEWS-TIMES (m) 11,267; (S) 11,394; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ollie Bennett, Adv. Dir., NEWS-TIMES, PO Box 912, El Dorado, AR 71730; Tel. (501) 862-6611.
National Representative : Ark. Dailies.

FAYETTEVILLE

1 - LOCATION: Washington County (In Fayetteville-Springdale SMSA). E&P Map A-1, County Seat. Education, agriculture, poultry, dairy, beef cattle area; growing industrial area. On U.S. Hwys. 62 & 71; State Hwys. 16, 45, 112, 180 & 265.

2 - TRANSPORTATION: Railroads - St. Louis & San Francisco.
Motor Freight Carriers - 5.
Airlines - Frontier; Skyways; Royal American.
Bus Lines - Continental; Jefferson; KG Lines.

3 - POPULATION:
Corp. City 80 Cen. 36,604
CZ-ABC: (70) 30,729; (81) 36,800
RTZ-ABC: (70) 61,342; (81) 87,200
County 80 Cen. 99,735
SMSA 80 Cen. 177,850
City & RTZ-ABC: (70) 92,071; (81) 124,000

4 - HOUSEHOLDS:
City 80 Cen. 13,480
County 80 Cen. 35,825
SMSA 80 Cen. 64,447
CZ-ABC: (70) 9,779; (81) 13,600
RTZ-ABC: (70) 19,751; (81) 32,200
City & RTZ-ABC: (70) 29,530; (81) 45,800

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$157,020,688
Commercial	3	$226,313,584

6 - PASSENGER AUTOS: County 48,309

7 - ELECTRIC METERS: County 25,756

8 - GAS METERS: Res. 24,644

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Poultry Proc. 1,252; Clothing 300; Elec. 454; Woodworkers 200; Ptg. 493; Electronics 702; Light Metal 400; Golf Clubs & Fishing Reels 410; Tool & Die 134; Civilian Labor Force (Fayetteville-Springdale SMSA) 76,100.
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 55-75; Summer 61-98; Fall 36-60; Winter 32-54. First killing frost, Oct. 25. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - N.W. Arkansas Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate (5)	NA	Watson, Collier Drug
Evelyn Hills (29)	NA	Mont. Ward, IGA, Anthony's
N.W. Ark. Mall (82)	NA	Sears, Woolworth, Mode O'Day, Dillard, Kinney Shoe, Osco Drug, J.C. Penney
Oak Plaza (16)	NA	Dillon's, Ben Franklin
Southgate Park (4)	NA	Wal-Mart
Westgate (11)	NA	IGA, Wal-Mart, K mart, Triangle Bldgs., Ashley's
Downtown (45)	NA	Campbell Bell, Lewis Bros.

Principal Shopping Days : Wed., Thurs., Sat.; Food stores open Sunday.

13 - RETAIL OUTLETS: Department Stores - Campbell Bell; Montgomery Ward; J.C. Penney; Boston Store; C.R. Anthony; Sears; Dillard's.
Variety Stores - Woolworth's; Ben Franklin; Sterling.
Discount Stores - Wal-Mart; K mart; Woolworth; Otasco; Ashleys; Mathias.
Chain Drug Stores - Palace (Walgreen); Collier (Rexall) 3; Consumer's; Osco.
Chain Food Supermarkets - Consumers IGA 4; Safeway; Dillon's Thriftmart 2; Consumer's Discount Foods; Speedimart 2; 7-Eleven 2; Wilson Mini-Marts 5; Food 4 Less; Sav-Mor.

14 - NEWSPAPERS: NORTHWEST ARKANSAS TIMES (e-mon to fri) 11,114; (m-sat) 10,733; (S) 11,664; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Alden H. Spencer, Pub., NORTHWEST ARKANSAS TIMES, PO Box D, Fayetteville, AR 72701; Tel. (501) 442-6242.
National Representatives : Ark. Dailies; Thomson.

FORREST CITY

1 - LOCATION: St. Francis County, E&P Map C-2, County Seat. 45 mi. SW of Memphis.

2 - TRANSPORTATION: Railroads - CRI&P; Mo. Pac.
Motor Freight Carriers - 6.
Intercity Bus Lines - Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,803
County 80 Cen. 30,858

4 - HOUSEHOLDS:
City 80 Cen. 4,651
County 80 Cen. 9,930

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$85,044,000
Sav. & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 12,049

7 - ELECTRIC METERS: Res. 4,450

8 - GAS METERS: Res. 3,366

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Television Mfg. 1,800; Materials Handling Equip. 690; Elect. Motors 465; Textiles 280; Ind. Htg. & Air Cond. Equip. 150; Farm Machy. 150; Timber Planning Mills 155.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center 10 blocks in downtown area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forrest & City	NA	
Southgate (7)	NA	
Valli-Vista (25)	NA	Gibson, Kroger, SupeRx

Principal Shopping Days - Gen. Mdse. - Mon., Fri., Sat.; Food - Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Cohen's; Sears; Graber's; Fussell-Graham-Alderson Co.; Colony Shop; Phillips Ladies Apparel.
Variety Stores - Ben Franklin; Sterling.
Discount Stores - Gibson's.
Chain Food Supermarkets - Vandiver's 2; Lindsey Food Center; Kroger; Liberty; Big Star.
Other Chain Stores - Goodyear; Firestone; Western Auto.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 4,050; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Trent Bonner McCollum, Pub., TIMES-HERALD, 222 N. Izard St., Forrest City, AR 72335; Tel. (501) 633-3130.
National Representative : Landon.

FORT SMITH

1 - LOCATION: Sebastian County, (In Fort Smith AR-OK SMSA). E&P Map A-2. 134 mi. from Tulsa, OK; 417 mi. from St. Louis; 296 mi. W of Memphis; 300 mi. NE of Dallas. U.S. Hwys. 71, 271, 64; State Hwys. 9, 10, 22, 45, 59, 270.

2 - TRANSPORTATION: Railroads - KCS; Midland Valley; Missouri Pacific; Frisco.
Motor Freight Carriers - 26.
Intercity Bus Lines - Continental Trailways; Crown Coach; KCS; Okla. Trans.; Inter City Transit.
Airlines - Braniff International; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 71,384
CZ-ABC: (70) 75,834; (81) 90,300
RTZ-ABC: (70) 156,343; (81) 209,100
County 80 Cen. 94,930
SMSA 80 Cen. 203,269
City & RTZ-ABC: (70) 232,177; (81) 299,400
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 27,654
County 80 Cen. 35,686
SMSA 80 Cen. 73,209
CZ-ABC: (70) 25,564; (81) 35,000
RTZ-ABC: (70) 51,202; (81) 79,100
City & RTZ-ABC: (70) 76,766; (81) 114,100

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$175,000,000
Commercial	3	$401,775,000

6 - PASSENGER AUTOS: County 51,016

7 - ELECTRIC METERS: 21,457

8 - GAS METERS: 19,161

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.) - Food Products 2,600; Apparel 500; Lumber and Wood Products 400; Furniture and Fixtures 4,950 ; Printing Publishing 550; Stone, Clay and Glass Products 900; Metal Industries 5,200; Fabricated Metal Products 450 ; All Other Manufacturing 1,650; Non-manufacturing 28,750; Mining 450; Contract Construction 2,400; Wholesale Trade 2,150; Retail Trade 7,100; Financial, Insurance and Real Estate 1,450; Service Industries 6,950; Government 6,150; All other Non-agricultural employment 6,850; Agriculture 2,200; Totals: Durables 11,650 ; Non-Durables 6,250; Total Employment: (SMSA) 55,400; Civilian Work Force 58,950.
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-81; Summer 67-95; Fall 38-87; Winter 29-55. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center - 10 blocks on Garrison Ave. & same blocks on Rogers Ave.; Arcade Men's & Poise N Ivy; Dollar Saver; Dollar Saver Annex; Hunt's Warehouse Store; Day Discount; Elkins Antiques & Used Furniture; Tilles; Louann's; The Sample Seller; Eagle Store; Goins Statewide Furniture; The Leader; Aubrey Jewelry; Davis Furniture; McCann's Photo; China & Glass Co.; Butterfield Trails News Stand; Malco Theater; Go-Breaker Electronic; Midwest Hardware & Sporting Goods; Geno's Cafeteria; D&D Pharmacy; Fort Smith Gospel Book Store; Gene's; Buffet; Trophies Unlimited; Newton's Jewelers; Cowan Jewelry; Carpet World; Firestone Store; Arkansas Glass & Mirror; Snooper's Barn; Junior League Bargain Box; Oklahoma Tire & Supply; S&Q Clothiers; Discount Sew & Sound; Fort Smith Office Supply; Sigler Music; Newton's Jewelers.
Neighborhood Shopping Centers - Suburban & Grand; 21st & Midland Blvd.; Sunnymode & North O St.; Greenwood Village, Greenwood & Rogers Aves.; Park Plaza 3400 Rogers Ave.; Phoenix Village, Towson & Phoenix; K mart; Jenny Lind & South Zero; Central Mall, Rogers and Waldron Road; Waldron Square, 5300 Rogers Ave.; Towson Plaza, 3600 Towson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Plaza (8)	2	Ben Franklin
Midland & Division (5)	3	Midland Drugs
Central Mall (67)	NA	J.C. Penney, Sears, Boston Store
Green Wood Vlg.	NA	IGA, Otasco, Woolco
Park Plaza (8)	2	TG&Y
Phoenix Vlg. (52)	5	TGP, Woolco, Otasco
K mart (30)	6	IGA, K mart

Principal Shopping Days - Mon., Wed., Thurs.
Stores Open Evenings : Dept.-Thu.; Food-nightly; Central Mall & Phoenix Village-nightly.

13 - RETAIL OUTLETS: Department Stores - Boston Store 2; Sears; Tilles 2; Hunt's 6; J.C. Penney; Lou Ann's; Froug's-on-the-Mall; Buster Brown Family Center.
Discount Stores - K mart; Kroger; Woolco; Wal-Mart.
Variety Stores - TG&Y; Ben Franklin.
Chain Drug Stores - Law's 2; Osco 2.
Chain Supermarkets - Milgram's 6; Kroger 3; IGA Affiliates - Winton's IGA 3; IGA Thriftway; K mart; Safeway 3.

SOUTHWEST TIMES RECORD
Fort Smith, Arkansas

The largest daily newspaper in western Arkansas and eastern Oklahoma.

DONREY
MEDIA
GROUP

14 - NEWSPAPERS: SOUTHWEST-TIMES RECORD (all day-mon to fri) 40,125; (m-sat) 38,909; (S) 45,900; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Truman Beasley, Adv. Dir., SOUTHWEST-TIMES RECORD, 920 Rogers Ave., Fort Smith, AR 72901; Tel. (501) 785-7700.
National Representative : Ark. Dailies.

HARRISON

1 - LOCATION: Boone County, E&P Map B-1, County Seat. Industrial, agricultural, and recreational center. 92 mi. S of Springfield, MO; 140 mi. N of Little Rock. U.S. Hwys. 62 & 65.

2 - TRANSPORTATION:
Motor Freight Carriers – Garrison.
Intercity Bus Lines – Continental; Sunnyland.
Airline – Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,567
County 80 Cen. 26,067

4 - HOUSEHOLDS:
City 80 Cen. 3,931
County 80 Cen. 9,781

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$142,000,000
Commercial	3	$98,000,000

6 - PASSENGER AUTOS: County 12,759

7 - ELECTRIC METERS: Res. 4,216

8 - GAS METERS: Res. 3,784

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Woodworking 444; Tool & Die Casting 216; Garment 570; Chalk & Bulletin Boards 200; Handle Factory 100.

10 - CLIMATE: Min. & Max. Temp. – Spring 50-90; Summer 60-100; Fall 42-65; Winter 0-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Shopping Centers: (No. of Stores) : Northvale (4); Ozark Mall (10); Younes (4); Town & Country (4).
Principal Shopping Days : Tues. & Sat.

13 - RETAIL OUTLETS: Department Stores – Montgomery Ward; West's; Walters; Sears; J.C. Penney.
Discount Stores – Wal-Mart; Bee Discount; Magic Mart.
Variety Stores – Sterling; United; Crest Variety; Cost Plus.
Chain Food Supermarkets – Consumer's.
Other Chain Stores – Otasco; Coast-to-Coast; Mode O'Day; Goodyear.

14 - NEWSPAPERS: TIMES (e-mon to fri) 10,244; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: J.E. Dunlap, Jr., Bus. Mgr., TIMES, 111 W. Rush St., Harrison, AR 72601; Tel. (501) 741-2325.
National Representative : Ark. Dailies.

HELENA-WEST HELENA

1 - LOCATION: Phillips County, E&P Map C-3, County Seat. 125 mi. E of Little Rock; 90 mi. S of Memphis. On State Hwys. 1, 20, 44.

2 - TRANSPORTATION: Railroads – Mo. Pac.
Motor Freight Carriers – 2.
Intercity Bus Lines – Continental; Arrow.

3 - POPULATION:
Corp. Cities 80 Cen. 20,965
Helena 80 Cen. 9,598
West Helena 80 Cen. 11,367
County 80 Cen. 34,772

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,251
Helena 80 Cen. 3,371
West Helena 80 Cen. 3,880
County 80 Cen. 11,434

5 - BANKS: 4 Commercial, Est. Deposits $137,000,000

6 - PASSENGER AUTOS: County 12,676

7 - ELECTRIC METERS: Res., County 14,000

8 - GAS METERS: Res., County 12,000

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Cotton Seed Products; Meat Packing; Insecticides; Fertilizer; Plywood; Concrete Blocks; Luggage; Swimming Pools; Furniture; Shortening; Chemicals; Soy Bean Oil & Meal; Clothing.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Shopping Center – Twin City (12 stores-Gibson's, Safeway, McCrory). Tri County Plaza (6 stores).

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; C.E. Mayer; Boston; Stephens; Wall's; Cato; Kenwin; Smith's; Cost Plus.
Variety Stores – Sterling; Fred's; Bill's Dollar Store; Dollar General; Agee's; McCrory.
Discount Stores – Gibson's; Big K.
Chain Drug Stores – M-C 2; Economy 2.
Chain Food Supermarkets – Safeway 2; Best; Kroger; Big Star; Kelley's Thriftway 4; Food Giant.
Other Chain Stores – Goodyear; Firestone; Western Auto 2; Dixie; Sears.

14 - NEWSPAPERS: WORLD (e-mon to fri) 8,500; (S) 9,500; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Porter C. Young, Pub. & Gen. Mgr., WORLD, 417 York St., Helena, AR 72342; Tel. (501) 338-3493.
National Representative : Ark. Dailies.

HOPE

1 - LOCATION: Hempstead County, E&P Map A-3, County Seat. 120 mi. from Little Rock; 225 mi. NE of Dallas. On U.S. Hwys. 67 & I-30; State Hwys. 4 & 29.

2 - TRANSPORTATION: Railroads – Missouri Pacific; Louisiana & Arkansas; Frisco.
Motor Freight Carriers – 7.

3 - POPULATION:
Corp. City 80 Cen. 10,290
CZ-ABC: (70) 8,810; (81) 10,800
RTZ-ABC: (70) 18,047; (81) 21,800
County 80 Cen. 23,635
City & RTZ-ABC: (70) 26,857; (81) 32,600

4 - HOUSEHOLDS:
City 80 Cen. 3,882
County 80 Cen. 8,578
CZ-ABC: (70) 3,099; (81) 4,400
RTZ-ABC: (70) 5,972; (81) 8,300
City & RTZ-ABC: (70) 9,071; (81) 12,700

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$32,069,188
Commercial	2	$104,026,551

6 - PASSENGER AUTOS: County 9,309

7 - ELECTRIC METERS: Res. 5,866

8 - GAS METERS: Res. 5,201

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Wood Working 360; Textile 200; Others 1,798. Av. Wkly. Wage – $160-$165.
Principal Industrial Pay Day – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 30-76; Summer 65-103; Fall 18-90; Winter 8-72. First killing frost, Nov. 7. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, soft; fluoridated (natural).

12 - RETAILING: Principal Shopping Center – 18 blocks on five streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hope North	NA	Howard's
Hope Vlg. (13)	NA	Thriftway, Rexall, West's Dept., Sears
Hervey St. (2)	NA	TG&Y, Kroger

Stores Open Evenings – Sat.
Stores Open Sunday – One drug; all grocery.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; J.A. West; Rephan's; Lewis-McLarty.
Variety Stores – TG&Y; Fred's; Main Dollar Store.
Discount Stores – Howard's.
Chain Supermarkets – Smitty's; Safeway; Liberty Valu-Mkts. 10; Thriftway; Piggly Wiggly.
Other Chain Stores – Oklahoma Tire & Supply; Western Auto; Montgomery Ward (catalog); Sears (catalog); Fred's Dollar Store; Main Dollar Store; Cato's.

14 - NEWSPAPERS: STAR (e) 4,850; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Sibyl Parsons, Adv. Dir., STAR, W. 3rd & Grady Sts., Hope, AR 71801; Tel. (501) 777-8841.
National Representative : Ark. Dailies.

HOT SPRINGS

1 - LOCATION: Garland County. E&P Map B-3.

2 - TRANSPORTATION: Intercity Bus Lines – Trailways.
Motor Freight Carriers – 6.
Airlines – Rio.

3 - POPULATION:
Corp. City 80 Cen. 35,166
County 80 Cen. 69,916

4 - HOUSEHOLDS:
City 80 Cen. 15,200
County 80 Cen. 27,888

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$152,377,450
Commercial	3	$433,981,585

6 - PASSENGER AUTOS: County 37,121

7 - ELECTRIC METERS: Res. 20,549

8 - GAS METERS: Res. 17,946

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Aluminum Pigs, Ingots & Billets 1,000 ($250); Ladies' & Girls' Shoes 750 ($200); Coin Handling Eqpt. 500 ($200); Wood Proc. 675 ($200); Aluminum Extrusions & Doors 500 ($175); Vanadum 195; Alum. Wire & Cable 178.

10 - CLIMATE: Av. Temp. – Winter 47; Summer 72. First killing frost, Nov. 6. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center – 10 blocks Central Ave.; 7 Quachita; 8 Malvern; 10 Albert Pike; 1 block Freeman Center; 8 Albert Pike; 3 Oaklawn; 6 blocks South Central Ave.; 1 Park Ave.; 2 Indiandale; Malvern Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albert Pike (8)	NA	Rexall, Warehouse Grocery, Western Auto
Central City (18)	NA	Zale's, Robbins, K mart
Freeman	NA	
Hot Springs Mall	NA	
Rector Hts. (2)	NA	Piggly Wiggly, K mart
Mowery-Wyatt (10)	NA	Magic Mart, Walgreen, Otasco, Safeway

Principal Shopping Days – Mon., Wed., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Rephans 2; Gartenberg's; Dillard's; Kress.
Variety Stores – General Dollar Stores; TG&Y.
Discount Stores – K mart 2; Magic Mart 2; Wal-Mart.
Chain Drug Stores – Walgreen 2; Crawford 4; Medical Arts 2; Topmost; Revco.
Chain Food Supermarkets – Safeway 3; Kroger 2; Piggly Wiggly 3; Cooley's; Warehouse Grocery; Razorback 3; Budget Saver Foods; Food-4-Less.
Other Chain Stores – Mangels; Oklahoma Tire 3; Goodyear; Firestone; Fleet Tire; Singer Co.; Western Auto; S&H Green Stamps; Mode O'Day; Scotties.

14 - NEWSPAPERS: SENTINEL-RECORD (m) 20,584; (S) 21,736; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Floyd Emerson, Adv. Dir., SENTINEL-RECORD, 300 Spring St., Hot Springs, AR 71901; Tel. (501) 623-7711.
National Representative : Ark. Dailies.

JACKSONVILLE

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock SMSA). E&P Map B-2. 15 mi. NW of Little Rock on U.S. Hwy. 67.

2 - TRANSPORTATION: Railroads – Mo. Pac.

3 - POPULATION:
Corp. City 80 Cen. 27,589
SMSA 80 Cen. 393,494
County 80 Cen. 340,613

4 - HOUSEHOLDS:
City 80 Cen. 8,646
County 80 Cen. 124,516
SMSA 80 Cen. 141,993

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$57,589,000

6 - PASSENGER AUTOS: County 195,666

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Apparel Mfg.; Sheet Metal Mfg.; Lumber Working; Cotton and Rice Growing; Small Motor Mfg.

10 - CLIMATE: Min. & Max. Temp. – Spring 42-80; Summer 65-90; Fall 50-85; Winter 32-56. First killing frost, Nov. 15. Last killing frost, Mar. 6.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Heritage (7)	NA	7-Eleven
Jacksonville (13)	NA	Weingarten's, Sears, Sterling Store
Jackson Square (10)	NA	Magic Mart, TG&Y, Wal-Mart

13 - RETAIL OUTLETS: Discount Stores – Wal-Mart; Magic Mart; TG&Y.
Chain Drug Stores – Dotson 2.
Chain Supermarkets – Weingarden; Safeway; Thriftway; Piggly Wiggly.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,323; (S) 13,390; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: James T. Canfield, Pub., NEWS, 116 Hickory St., Jacksonville, AR 72076; Tel. (501) 982-6506.
National Representative : Landon.

JONESBORO

1 - LOCATION: Craighead County, E&P Map C-1, County Seat. 66 mi. NW of Memphis; 135 mi. NE of Little Rock; 253 mi. S of St. Louis.

2 - TRANSPORTATION: Railroads – St. Louis-Southwestern; St. Louis-San Francisco; Missouri Pacific.
Motor Freight Carriers – 10.
Air Travel – Jonesboro Municipal Airport.
Bus Lines – Union Bus Station.

3 - POPULATION:
Corp. City 80 Cen. 31,530
County 80 Cen. 63,218

4 - HOUSEHOLDS:
City 80 Cen. 11,405
County 80 Cen. 22,330

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	4	N.A.
Commercial	4	$435,139,250

6 - PASSENGER AUTOS: County 29,029

7 - ELECTRIC METERS: Res. 15,399

8 - GAS METERS: Res. 15,072

9 - PRINCIPAL INDUSTRIES: Industry and No. of Wage Earners – Electric Mts. Comm. 1,893; Materials Handling Eqpt. 378; Rice 400; Shoes 1,424; Plumbing Fixtures 450.
Principal Industrial Pay Day – Fri.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 17.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center – Indian Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Birchwood Sq. (6)	NA	Falk Footwear
Caraway Plaza (16)	NA	Broadway's, Tot-To-Teen, Skagg's, P.N. Hirsh, Grisham's
Eastwood (6)	NA	Colony Shop
Fountain Sq. (4)	NA	Green Leaf, Gold & Stone
Indian Mall (49)	NA	Dillard's, Sears, TG&Y, J.C. Penney, Stimson's
Jonesboro Plz. (2)	NA	Kroger, Wal-Mart
Southgate Plz. (5)	NA	Jonesboro Appliance
Southwest Vlg. (4)	NA	M.H. Kenward
Univ. Ctr. (10)	NA	Gibson's, Mont. Ward, Lucky Mkt.
West Mart Ctr. (15)	NA	Big Star Mkt.
Highland	NA	K mart

Principal Shopping Days – Weekends.

13 - RETAIL OUTLETS: Department Stores – Wall's; P.N. Hirsch; Broadway's; J.C. Penney; Dillard's; Sears; Grisham's.
Variety Stores – Sterling; TG&Y.
Discount Stores – Gibson's; Wall's Bargain Center; Wal-Mart; Fred's Dollar Store; K mart.
Chain Drug Stores – Crall's 2; Service 2; Skagg's.
Chain Food Supermarkets – Safeway 2; Kroger; Stimson's 2; Big Star; IGA; Lucky 3; Jr. Food Stores 5; Hays; Food Giant; Waremart.

14 - NEWSPAPERS: SUN (e) 18,851; (S) 19,403; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Jerry Donohue, Ret. Adv. Mgr., SUN, 518 Carson, Jonesboro, AR 72401; Tel. (501) 935-5525.
National Representative : Ark. Dailies.

LITTLE ROCK

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock SMSA). E&P Map B-2. County Seat. Geographical, economic and industrial center and the capital of state. Wholesale distribution center. 137 mi. to Memphis; 300 mi. to Tulsa; 425 mi. to Oklahoma City; 350 mi. to St. Louis.

2 - TRANSPORTATION: Railroads – Missouri Pacific; Cotton Belt (freight).
Motor Freight Carriers – 30.
Intercity Bus Lines – Arrow Coach; Continental Trailways; Greyhound; Inter City; Great Southern; Houston-Bigelow; Central Ark. Transit; Jefferson.
Airlines – American; British Caledonian; Delta; Frontier; Texas International; Skyways; Royal American; TWA.
Barge Lines – 14.

3 - POPULATION:
Corp. City 80 Cen. 158,461
CZ-ABC: (70) 271,724; (81) 329,300
RTZ-ABC: (70) 577,490; (81) 718,500
SMSA 80 Cen. 393,494
County 80 Cen. 340,613
City & RTZ-ABC: (70) 849,214; (81) 1,047,800
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,749
County 80 Cen. 124,516
SMSA 80 Cen. 141,993
CZ-ABC: (70) 87,273; (81) 121,900
RTZ-ABC: (70) 183,100; (81) 263,400
City & RTZ-ABC: (70) 270,373; (81) 385,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	12	$1,765,648,672
Sav. & Loan	6	$989,255,270

6 - PASSENGER AUTOS: County 195,666

7 - ELECTRIC METERS: Res. 118,384

8 - GAS METERS: Res. 99,032

9 - PRINCIPAL INDUSTRIES: Food 3,200 ($228); Lumber 1,400 ($201); Furn. & Fix. 600 ($159); Printing 2,500 ($283); Stone & Clay 1,000 ($330); Metals 12,100 ($259); Durables 15,400 ($254); Non-Durables 14,300 ($300); Other Non-Durables 7,500.
Principal Industrial Pay Days : Weekly, 1 & 15, Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 60-81; Summer 68-90; Fall 40-63; Winter 35-56. First killing frost, Nov. 15. Last killing frost, Mar. 6.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Center – 8 blocks on Main St. and 2 blocks on West Capitol Ave.; 4 blocks on Main St. in N. Little Rock.
Neighborhood Shopping Areas : Asher Ave. & University Ave.; Markham & University Ave.; Forest Heights; Rodney Parham area. Geyer Springs & Baseline; West 7th St. (600 to 1200 blocks); Park Hill (NLR); Indian Hills; McCain Mall; The Other Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Metrocentre (60)	NA	M.M. Cohn, Dillards, J.C. Penney, Osco, Kempner's
Heights Center (72)	NA	Safeway, Kroger
Tanglewood (12)	NA	Safeway, Otasco
Park Plaza (40)	NA	Dillard's, Kempner's, Otasco, Beall's
Colony West (10)	NA	Kroger, Osco Drug
Sturbridge (7)	NA	Custom Audio
Williamsburg Row (8)	NA	The Fifth Season
The Market Place	NA	Nettle Creek Shop, Jane's Hallmark Shop
Trellis Square (12)	NA	Radio Shack
University Mall (33)	NA	J.C. Penney, M.M. Cohn, Mont. Ward
Broadmoor (11)	NA	Arkansas Bookhouse, Safeway
Breckenridge (32)	NA	Merle Norman Cosmetics, The Stitchin Post
Town & Country (5)	NA	Otasco
K mart Plaza (8)	NA	K mart
Southwest City Mall (15)	NA	Woolco, Osco, Bealls, Otasco
Colony South (10)	NA	Kroger
Village Center (14)	NA	West's, Western Auto
University Pl. (10)	NA	Weingarten's, Service Merchandise, Radio Shack
Rose City (12)	NA	Safeway, P.N. Hirsch, Otasco
Lakehill Center (10)	NA	
McCain Mall (70)	NA	M.M. Cohn, Dillard's, J.C. Penney, Sears
The Other Ctr. (10)	NA	Woolco, Food Barn
Levy Center (8)	NA	
North Park Mall	NA	Otasco
Indian Hills (16)	NA	Kroger, Wal-Mart, Radio Shack
Pike Plaza (20)	NA	Weingarten's, West's, Magic Mart
Cantrell & Bryant (5)	NA	Stein Mart, Radio Shack
Geyer Springs (8)	NA	Weingarten's, Wal-Mart, Western Auto
Galleria Park (18)	NA	Irma Dumas
Cloverdale Fl. (10)	NA	
Baseline-Chicot (10)	NA	West's
Vali-Hi Center (15)	NA	Lou Hoffman's

Principal Shopping Days – Fri., Sat., Mon. Food – Wed., Thu., Fri., Sat.
Stores Open Evenings – Food chains; All shopping centers – Mon. & Fri.; University Mall, McCain Mall, Park Plaza & Breckenridge – 9:00 p.m. daily.

13 - RETAIL OUTLETS: Department Stores – Dillard's 3; M.M. Cohn 3; Sterling 3; J.C. Penney 3; Sears 2; West's 3; Kempner's 3; Montgomery Ward; Bealls 2.
Discount Stores – K mart 3; Magic Mart 5; Wal-Mart 4; Woolco 3; Skagg's 2.
Variety Stores – Sterlings 3; TG&Y.
Chain Drug Stores – Economy 2; Skagg's 2; Osco 5; Petty's 6; Consumers 2; Medic 4; Drug Mutual 33; Magic Mart 5.
Chain Food Supermarkets – Safeway 12; Kroger 8; IGA 4; Weingartens 8; Affiliated Foods 30 (4 Model Mkts., 8 Thriftway, 18 AG); 7-Eleven Food Stores 27; Majik Mkts. 23; Skagg's 2.
Other Chain Stores – National Shirt Shops; Dundee; Kinney Shoes 2; Baker's Shoes 3; Auto Supply; Otasco 10; Stinger Sam 5; Voss Hutton 3; Handy Dan's; Lowe's; Western Auto 7; Genuine Auto Parts 7; Goodyear 4; Firestone 3; B.F. Goodrich; Kelly-Springfield 2; Gordon's Jewelers 4; Jaccard's; Zale's 3; Haverty Furniture 2; Singer Co. 3; Pittsburgh Paints 2; Sherwin Williams 3; Cook Paints; Devoe & Reynolds; Mary Carter Paints 2; P.N. Hirsch 4; United Jewelers; Service Merchandise 2.

14 - NEWSPAPERS: ARKANSAS DEMOCRAT (m) 67,511; (S) 121,997; Mar 31, 1981 ABC. ARKANSAS GAZETTE (m) 128,740; (S) 154,875; Mar 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Sid Nichols, Nat. Adv. Mgr., DEMOCRAT, Capitol Ave. & Scott, Little Rock, AR 72203; Tel. (601) 378-3400. Wm. T. Moffitt, Nat. Adv. Mgr., GAZETTE, PO Box 1821, Little Rock, AR 72203; Tel. (501) 371-3966.
National Representatives : DEMOCRAT – Branham; GAZETTE – Sawyer-Ferguson-Walker.

MAGNOLIA

1 - LOCATION: Columbia County, E&P Map B-4, County Seat. 60 mi. E of Texarkana. State Hwys. 19, 132; U.S. Hwys. 79, 82.

2 - TRANSPORTATION: Railroads – L&NW; St. Louis Southwestern (Cotton Belt).
Motor Freight Carriers – 6.
Intercity Bus Lines – Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,909
County 80 Cen. 26,644

4 - HOUSEHOLDS:
City 80 Cen. 4,306
County 80 Cen. 9,535

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	1	$49,716,888
Commercial	4	$138,016,000

6 - PASSENGER AUTOS: County 11,504

7 - ELECTRIC METERS: Res. 4,620

8 - GAS METERS: Res. 4,386

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Lumber 850 ($175); Textile 495 ($175); Oil Prod. 2,300 ($300); Aluminum 500 ($220); Rubber Life Boats 730 ($220); Chemical 450 ($350).

10 - CLIMATE: Min. & Max. Temp. – Spring 45-74; Summer 65-98; Fall 50-70; Winter 20-65.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia	NA	Huckaby's Thriftway
North Park Plz.	NA	Wal-Mart
Peace	NA	Shock's, Dollar General
University	NA	K mart, Bealls, Revco, Kroger, Bojangles

Principal Shopping Days – Tues., Thur. & Sat.

13 - RETAIL OUTLETS: Department Stores – Talbot's; Anthony's; West's; Bealls.
Discount Stores – Gibson's; Wal-Mart; Fred's; Dollar General; K mart.
Chain Drug Stores – Gibson's Pharm.; Drug Mart; Medic-Aid; Revco.
Chain Food Supermarkets – Smitty's; Huckaby's Thrift- way; Kroger; Piggly Wiggly; E-Z Mart 2.
Other Chain Stores – Okla. Tire & Supply Co.; Western Auto; Sears; Montgomery Ward; S&H Green Stamps; Goodyear; Firestone.

14 - NEWSPAPERS: BANNER-NEWS (e) 4,381; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Haynie, Adv. Mgr., BANNER-NEWS, Box 100, Magnolia, AR 71753; Tel. (501) 234-5130.
National Representative : None.

MALVERN

1 - LOCATION: Hot Spring County, E&P Map B-3, County Seat. 43 mi. SW of Little Rock. On U.S. Hwys. 67 & 270; State Hwys. 9 & I-30.

2 - TRANSPORTATION: Railroads – M.P.; Chicago.
Motor Freight Carriers – 4.
Intercity Bus Lines – Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,163
County 80 Cen. 26,819

4 - HOUSEHOLDS:
City 80 Cen. 3,955
County 80 Cen. 9,683

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$73,157,998
Sav. & Loan	3	$52,674,252

6 - PASSENGER AUTOS: County 11,586

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,584

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.) – Aluminum 1,450; Brick & Tile 400; Mining 330; Lumber & Wood Products 490; Plastics 125.

10 - CLIMATE: Min. & Max. Temp. – Spring 32-83; Summer 60-98; Fall 38-88; Winter 18-64.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:
Principal Shopping Days : Sat., Mon., Wed., Fri.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; West Bros.; Wal-Mart; Gibson's; Leader; Samon's; Pearce; Lindvall's.
Discount Stores – Gibson's; Wal-Mart; Fred's.
Chain Drug Stores – Rexall 2; Walgreen; SupeRx.
Chain Supermarkets – Budget Saver; Smitty's; Safeway; Food Center; Huckaby Thriftway; Piggly Wiggly.
Other Chain Stores – Oklahoma Tire; Western Auto; Goodyear; Montgomery Ward; Sears.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,594; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ken Richardson, Adv. Dir., RECORD, PO Box 70, Malvern, AR 72104; Tel. (501) 337-7523.
National Representative : None.

MENA

1 - LOCATION: Polk County, E&P Map A-3, County Seat. 85 mi. S of Ft. Smith; 100 mi. N of Texarkana; 87 mi. W of Hot Springs. On U.S. Hwys. 59, 71 & 270; State Hwys. 8 & 88.

2 - TRANSPORTATION: Railroad – Kansas City Southern.
Intercity Bus Lines – Jefferson Lines; Continental Bus.
Motor Freight Carriers – 2.

3 - POPULATION:
Corp. City 80 Cen. 5,154
County 80 Cen. 17,007

4 - HOUSEHOLDS:
City 80 Cen. 2,068
County 80 Cen. 6,318

5 - BANKS: 2 Comm., Est. Dept. $73,000,000

6 - PASSENGER AUTOS: County 7,074

7 - ELECTRIC METERS: Residence 2,146

8 - GAS METERS: Residence 1,970

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.) – Woodworking 275; Textile 550; Leather Goods 50; Electric Motors 500.

10 - CLIMATE: Min. & Max. Temp. – Spring 30-100; Summer 49-100; Fall 18-79; Winter 11-94.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center – Northside Shopping Center – 5 blocks from center of town (Piggly Wiggly, Wal-Mart).

Principal Shopping Days – Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores – McMillan & Craig; Rephan's; Adam & Eve; Mickey's Fashions.
Discount Stores – Fred's; Ben Franklin; Cowden Factory Outlet; Hugh Lena's.
Chain Drug Stores – Rexall; Walgreen; Consumer's.
Chain Food Supermarket – Piggly Wiggly 2.
Other Chain Stores – Otasco; Firestone; Goodyear; Mode O'Day; Fred's United Dollar; Wal-Mart; Ben Franklin; Raphan's.

14 - NEWSPAPERS: STAR (e-mon to fri) 1,632; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Derwood Brett, Pub., STAR, 501-7 Mena St., Mena, AR 71953; Tel. (501) 394-1900.

National Representative : None.

NEWPORT

1 - LOCATION: Jackson County, E&P Map C-2. County Seat. 87 mi. NW of Little Rock; 85 mi. W of Memphis. On State Hwys. 14 & 17; U.S. Hwy. 67.

2 - TRANSPORTATION: Railroads – Amtrak; Mo. Pac.; Rock Island.
Intercity Bus Lines – Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,289
CZ-ABC: (70) 7,725; (81) 7,800
RTZ-ABC: (70) 18,045; (81) 20,600
County 80 Cen. 21,646
City & RTZ-ABC: (70) 25,770; (81) 28,400
Demographic Information available – Community Development Director, City of Newport, City Hall, Newport, AR 72112 and The White River Planning and Development District, Batesville, AR 72501 .

4 - HOUSEHOLDS:
City 80 Cen. 3,122
County 80 Cen. 7,786
CZ-ABC: (70) 2,613; (81) 3,000
RTZ-ABC: (70) 5,759; (81) 7,600
City & RTZ-ABC: (70) 8,372; (81) 10,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$33,000,000
Commercial	4	$81,775,000

6 - PASSENGER AUTOS: County 8,794

7 - ELECTRIC METERS: Residence 10,824

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Steel Mill; Timber; Metal Prod.; House Trailer Mfg.; Meat Packing; Concrete Prod.; Alum. Foil; Lighting Fixtures; Rice Milling; Steel Wire Mfg.; Leisure Furniture.

10 - CLIMATE: Ann. Average Temp. 65

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center – Village Mall.
Principal Shopping Days : Mon., Thurs. & Sat.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Gullic's; P.K. Holmes; Van-Atkins; Star.
Variety Stores – Dollar General; Fred's Dollar; Otasco.
Discount Stores – Wal-Mart.
Chain Drug Stores – Headlee's; Revco.
Chain Food Supermarkets – Kroger; Thriftway; Safeway; IGA.

14 - NEWSPAPERS: INDEPENDENT (e-mon to thur) 4,572; (S) 4,605; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edith Cook, Adv. Mgr., INDEPENDENT, 308 Second St., Newport, AR 72112; Tel. (501) 523-5855.
National Representative : Landon.

PARAGOULD

1 - LOCATION: Greene County, E&P Map C-1, County Seat. In NE corner of state; 215 mi. from St. Louis; 82 mi. from Memphis.

2 - TRANSPORTATION: Railroads – St. Louis Southwestern; Mo. Pac.; Paragould & Southeastern.
Intercity Bus Lines – Great Southern Coaches.
Motor Freight Carriers – 18.

3 - POPULATION:
Corp. City 80 Cen. 15,214
County 80 Cen. 30,774

4 - HOUSEHOLDS:
City 80 Cen. 5,928
County 80 Cen. 11,228

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$119,997,000
Sav. & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 12,997

7 - ELECTRIC METERS: Residence 6,725

8 - GAS METERS: Residence 5,560

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Electric Motors 1,750; Shirts 400; Milk Processing 125; Store Fixtures 700; Automobile Shock Absorbers 1,200; Sprockets & Gears 100; Bottling 180; Conveyor Belt Mfg. 150; Hospital 270; Gas Grills 1,100.

10 - CLIMATE: Min. & Max. Temp. – Spring 50-75; Summer 75-95; Fall 50-75; Winter 15-74.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Shopping Centers – Paragould Plaza; Paragould Park Plaza; Centre One.
Stores Open Evenings : Fri. to 7.

The Community
Information
Center In
Malvern,
Arkansas.

Malvern
Daily Record

A Harte-Hanks
NEWSPAPER

Rogers Daily News
We've got you covered.
Northwest Arkansas Morning News
The best news under the sun.
DONREY MEDIA GROUP

13 - RETAIL OUTLETS: Department Stores - Belk's.
Discount Stores - Gibson's; Wal-Mart; Magic Mart; Fred's.
Chain Food Supermarkets - Kroger; Food Giant; Big Star 3.
Other Chain Stores - Homestead; Otasco; Radio Shack; Super D Drugs; Revco.

14 - NEWSPAPERS: PRESS (e-mon to fri) 8,225; sworn Mar 31, 1981.
Local Contact for Advertising and Merchandising Data: Maurice King, Gen. Mgr., PRESS, PO Drawer 38, Paragould, AR 72450; Tel. (501) 239-8562.
National Representative : Landon.

PINE BLUFF

1 - LOCATION: Jefferson County (SMSA). E&P Map B-3, County Seat. 45 mi. from Little Rock; 155 mi. from Memphis.

2 - TRANSPORTATION: Railroads - St. Louis Southwestern; Mo. Pac.
Motor Freight Carriers - 13.
Intercity Bus Lines - Southeast Ark.; City Bus System; Greyhound; Midwest Trailways; Continental.
Airlines - Jamaire.

3 - POPULATION:
Corp. City 80 Cen. 56,576
CZ-ABC: (70) 57,389; (81) 56,800
RTZ-ABC: (70) 106,195; (81) 122,600
County/SMSA 80 Cen. 90,718
City & RTZ-ABC: (70) 163,584; (81) 179,400

4 - HOUSEHOLDS:
City 80 Cen. 19,928
County/SMSA 80 Cen. 30,588
CZ-ABC: (70) 17,919; (81) 20,400
RTZ-ABC: (70) 17,919; (81) 42,700
City & RTZ-ABC (70) 49,851; (81) 63,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$366,852,736
Sav. & Loan	3	$508,359,487

6 - PASSENGER AUTOS: County 41,488

7 - ELECTRIC METERS: Residence 30,143

8 - GAS METERS: Residence 20,295

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners - Lumber & Wood Pdts. 2,625; Other Durable Goods 650; Food Prod. 2,975; Other Nondurable Goods 500; Construction 18,625; Transp. & Utilities 925; Wholesale 4,650; Retail 675; Finance, Ins. & Real Estate 3,975; Services 900; Gov't. 3,150; Other Non Mfg. 5,750; Agriculture 4,700; Av. Wkly. Wage - Durable Goods $103; Lumber & Wood Prod. $94; Nondurable $173.
Principal Pay Days - RR 1st & 15th; Utilities 5th & 20th.

The Community Information Center In
Russellville, Arkansas.
Daily Courier-Democrat
A Harte-Hanks NEWSPAPER

10 - CLIMATE: Min. & Max. Temp. - Spring 14-96; Summer 52-106; Fall 10-104; Winter 12-87.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Main & Pine Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor (11)	NA	Magic Mart, Safeway
Jefferson Square (39)	NA	TG&Y, Kroger, Mangel's, Shainberg's, Kent Dollar Store
Magic Mart	NA	Magic Mart
West End	NA	
Dew Drop	NA	
Oak Park (15)	NA	Magic Mart, Safeway

Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : All stores Fri.

13 - RETAIL OUTLETS: Department Stores - Cohen's; Shainberg's; J.C. Penney; Stacy's; Sears; Baim's; Dillard's.
Discount Stores - Magic Mart 2; K mart; Wal-Mart.
Variety Stores - Woolworth; TG&Y; Sterling's; Kent's.
Chain Drug Stores - Conery's 2; Oak Park 2; Walgreen.
Chain Food Supermarkets - IGA 5; Safeway 6; Kroger 2; Weingarten; In & Out Convenience 22; Mad Butcher 10.
Other Chain Stores - Kinney Shoes; Mangel's; Majik Market; National Credit Clothiers; Haverty Furn.; Gordon's Jewelers; S&H Green Stamps.

14 - NEWSPAPERS: COMMERCIAL (e) 22,923; (S) 23,918; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Charles H. Barnes, Adv. Dir., COMMERCIAL, 300 Beech St., Pine Bluff, AR 71611; Tel. (501) 534-3400.
National Representative : Ark. Dailies.

ROGERS

1 - LOCATION: Benton County (In Fayetteville-Springdale SMSA). E&P Map A-1. Farm marketing and manufacturing. On U.S. Hwys. 71 & 62; State Hwys. 12 & 94.

2 - TRANSPORTATION: Railroad - Burlington-Northern.
Motor Freight Carriers - 8.
Intercity Bus Lines - Jefferson Lines; Arkoma.

3 - POPULATION:
Corp. City 80 Cen. 17,429
CZ-ABC: (70) 11,050; (81) 18,400
RTZ-ABC: (70) 63,717; (81) 94,800
County 80 Cen. 78,115
SMSA 80 Cen. 177,850
City & RTZ-ABC: (70) 74,767; (81) 113,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,554
County 80 Cen. 28,622
SMSA 80 Cen. 64,447
CZ-ABC: (70) 3,858; (81) 7,400
RTZ-ABC: (70) 21,179; (81) 36,200
City & RTZ-ABC: (70) 25,037; (81) 43,600

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$138,944,869
Sav. & Loan	5	$354,635,373

6 - PASSENGER AUTOS: County 39,387

7 - ELECTRIC METERS: 6,849

8 - GAS METERS: 7,141

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Manufacturing 7,486 ($103); Food Prod. 2,467 ($93); Machinery (except electrical) 949 ($121); *Other manufacturing 3,950 ($103).
*Includes toy guns; nylon hosiery, electric motors; carbide-tipped industrial tools; coated telephone wire; plastic pipe; vehicle wheels; corrugated board; broiler feed; pole line hardware; plastic household packaging produce; valves; non-woven fabrics, electronic components; school room furnishings.
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 37-77; Summer 60-92; Fall 35-84; Winter 15-50. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 6 blocks on Walnut St.; Cash Shpg. Ctr.; Southgate Shpg. Ctr.; Walnut Plaza; Dixieland Mall.
Neighborhood Shopping Centers - Hwy. 71 S.; Hwy. 71 W.; Hwy. 12 E.; Hwy. 62 N.
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Dixieland; Downtown -Thurs.
Stores Open Sundays : Food markets.

13 - RETAIL OUTLETS: Department Stores - Stroud Mercantile; Hunt's; Campbell; Bell-Lewis Bros.; Walshes; Branam's; Bealls.
Discount Stores - Wal-Mart; K mart.
Chain Drug Stores - Corner Rexall; Lewis; Rogers & Rose; Consumer; Rogers Phcy. 7; Freddie's Phcy.
Chain Food Supermarkets - Food Town 2; IGA 2; Phillips Food Ctr.; Safeway; Sav-Mor.
Other Chain Stores - Oklahoma Tire & Supply; Western Auto Supply; Mode O'Day; Sherwin Williams; Linkway.

14 - NEWSPAPERS: NEWS (m-mon to fri) 7,746; (e-mon to fri) 5,357; Comb. (m&e) 13,103; (S) 13,910; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Oscar Boyd, Gen. Mgr., NEWS, PO Box 718, Rogers, AR 72756; Tel. (501) 636-4411.
National Representative : Ark. Dailies.

RUSSELLVILLE

1 - LOCATION: Pope County, E&P Map B-2, County Seat. 78 mi. NW of Little Rock; 87 mi. E of Fort Smith. On U.S. Hwy. 65; State Hwy. 7; I-40.

2 - TRANSPORTATION: Railroads - Missouri-Pacific; Dardanelle-Russellville; Arkansas River Port.
Intercity Bus Lines - Trailways; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 14,000
County 80 Cen. 39,003

4 - HOUSEHOLDS:
City 80 Cen. 5,014
County 80 Cen. 13,612

5 - BANKS: 2 Commercial, Est. Dep. $120,000,000

6 - PASSENGER AUTOS: County 17,373

7 - ELECTRIC METERS: Res., County 9,100
Russellville, London, Dover & Pottsville 7,435; Atkins 1,665; Dardanelle 2,207.

8 - GAS METERS: Res., Russellville-Dover 5,754.

9 - PRINCIPAL INDUSTRIES: Shoes; Lumber Prod.; Coal; Poultry Processing; Ice Cream Mix; Butter; Walk-In Refrigerators; Furniture Plant; Parking Meters; Frozen Foods; Innertube Mfg.; Steel Fab.; Leather Mfg.; Metalworking; Aluminum Extrusion; Chemical Processing; Lumber; Corrugated Boxes.

10 - CLIMATE: Av. Temp. - Jan. 45; July 82.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Mall (14)	NA	J.C. Penney, Safeway
Plaza East (7)	NA	Wal-Mart, Piggly Wiggly
Main Plaza (2)	NA	K mart, TG&Y

13 - RETAIL OUTLETS: Department Stores - F.C. Peters; Van Atkins; J.C. Penney; Beall's.
Variety Stores - Magic Mart; TG&Y.
Discount Stores - Howard Bros.; Wal-Mart; Fred's West; Gibson's; Magic Mart; TG&Y; Dollar General; K mart.
Chain Food Supermarkets - Kroger; Safeway; IGA 3; Piggly Wiggly; Food-4-Less.
Other Chain Stores - S&H Green Stamps; Payless Shoes; Irma Dumas; Van Atkins; Colony Shop; Sears; Montgomery Ward; Otasco; Western Auto; Shelly Rand; Loefers.

14 - NEWSPAPERS: COURIER-DEMOCRAT (e-mon to fri) 10,470; (S) 11,357; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: James A. Mills, Mktg. Dir., COURIER DEMOCRAT, 201 E. Second, Russellville, AR 72801; Tel. (501) 968-5252.
National Representative : Harte-Hanks.

SEARCY

1 - LOCATION: White County, E&P Map C-2, County Seat. On U.S. Hwys. 67 & 64; State Hwys. 16 & 36; 1 mi. E of Little Red River; 54 mi. N of Little Rock; state capital.

2 - TRANSPORTATION: Railroads - Mo. Pac.
Motor Freight Carriers - 5.
Intercity Bus Lines - Mo. Pac.; Trailways; Continental Midwest.

3 - POPULATION:
Corp. City 80 Cen. 13,612
County 80 Cen. 50,835

4 - HOUSEHOLDS:
City 80 Cen. 4,478
County 80 Cen. 17,423

The Community Information Center In
Searcy, Arkansas.
Searcy Daily Citizen
A Harte-Hanks NEWSPAPER

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$80,961,982
Sav. & Loan	2	$100,461,273
Commercial	2	$38,632,538

6 - PASSENGER AUTOS: County 20,991

7 - ELECTRIC METERS: Residence 5,246

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Agriculture 1,750 ($220); Manufacturing 3,550 ($203).

10 - CLIMATE: Min. & Max. Temp. - Spring 35-75; Summer 60-105; Fall 35-85; Winter 10-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Days : Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - Smith-Vaughan.
Variety Stores - Sterling.
Discount Stores - Fred's; Magic Mart; Wal-Mart.
Chain Drug Stores - Rexall; Headlee 2; Topmost; Revco.
Chain Food Supermarkets - Kroger; Safeway; Associated Grocers; Piggly Wiggly 2; Warehouse Foods.
Other Chain Stores - Penney; Van-Atkins; Sears; Montgomery Ward; Goodyear; Cato's; Mode O'Day; Western Auto; Otasco; Hancock Fabrics.

14 - NEWSPAPERS: CITIZEN (e-mon to fri; S) 5,035; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: Perrin Jones, Editor, CITIZEN, PO Box 1379, Searcy, AR 72143; Tel. (501) 263-8621.
National Representative : Landon.

SPRINGDALE

1 - LOCATION: Washington County (In Fayetteville-Springdale SMSA). E&P Map A-1. NW corner of state. Agricultural market center. Manufacturing and canning industries. Birthplace of poultry industry in AR. 72 mi. N of Ft. Smith; 100 mi. E of Tulsa, OK.

2 - TRANSPORTATION: Railroads - Frisco.
Motor Freight Carriers - 4.
Bus Lines - Crown Coach Co.; Santa Fe Trailways; Arkoma; Continental Trailways; Jefferson.
Airlines - Skyways; Royal American.

Springdale News
Northwest Arkansas' largest circulated evening newspaper.
DONREY MEDIA GROUP

3 - POPULATION:
Corp. City 80 Cen. 23,458
CZ-ABC: (70) 16,783; (81) 23,500
RTZ-ABC: (70) 83,426; (81) 119,000
County 80 Cen. 99,735
SMSA 80 Cen. 177,850
City & RTZ-ABC: (70) 100,209; (81) 142,500
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 8,510
County 80 Cen. 35,825
SMSA 80 Cen. 64,447
CZ-ABC: (70) 5,443; (81) 8,800
RTZ-ABC: (70) 27,153; (81) 44,700
City & RTZ-ABC: (70) 32,596; (81) 53,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm.	2	$110,800,000
Sav. & Loan	2	$128,389,900

6 - PASSENGER AUTOS: County 48,309

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 10,974

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Canning 1,150; Feed Mfg. 850; Hatcheries 690; Trucking 1,200; Poultry Processing 4,000; Electrical 705; Tool Making 730; Alum. Fabrication 325.
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-85; Summer 60-95; Fall 45-80; Winter 0-65.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers - 7 blocks on Emma Ave.; 2 on Main; 1 on Mill; 1 on Holcomb & Block; 30 blocks on 68 West; 20 blocks on 68 East; 20 blocks on Hwy. 71.
Neighborhood Shopping Centers - 8 blocks on N. Thompson; 8 on S. Thompson; 1 on Caudle Ave.; 30 blocks on Hwy. 68 West;
Principal Shopping Days : Fri. & Mon.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elmdale (6)	NA	
Plaza (6)	NA	Wal-Mart, IGA
N.W. Ark. Mall (76)	NA	Sears, Osco Drug, Penney's, Dillard's
Sunset Center (3)	NA	Harp's IGA

Stores Open Evenings : Shopping centers every evening until 9:00.; Fri.

13 - RETAIL OUTLETS: Department Stores - Camps; Clarkson; Dwights; Cameron's; Anthony's; Sears; Penney's; Montgomery Ward; Ryan's.
Variety Stores - Woolworth.
Discount Stores - Wal-Mart; K mart.
Chain Drug Stores - Joyce's; McKinney's; Rexall; Sav-On; Osco; Consumer's; Coger; Sunset; Gilmore's; Holman's.
Chain Supermarkets - Harp's; Dwight's; IGA; Food-4-Less; Elmdale Market.
Other Chain Stores - Heritage Jewelry; Spee-Dee Mart; Wilson's; Layman's Furniture; Goodyear; Stroman's Stereo Center; Miller's Furniture.

14 - NEWSPAPERS: NEWS (e-mon to fri) 11,908; (S) 12,798; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Wes King, Adv. Mgr., NEWS, 514 E. Emma Ave., Springdale, AR 72764; Tel. (501) 751-6200.
National Representative : Ark. Dailies.

STUTTGART

1 - LOCATION: Arkansas County, E&P Map C-3, County Seat. 50 mi. SE of Little Rock.

The Community
Information
Center In
Stuttgart,
Arkansas.

The Daily Leader
A Harte-Hanks
NEWSPAPER

2 - TRANSPORTATION: Railroads - St. Louis Southwestern.
Motor Freight Carriers - 3.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,941
County 80 Cen. 24,175

4 - HOUSEHOLDS:
City 80 Cen. 4,111
County 80 Cen. 8,909

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$48,615,206
Commercial	2	$119,150,000

6 - PASSENGER AUTOS: County 11,193

7 - ELECTRIC METERS: Residence 4,276

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Rice Mills 1,200; Seed Processors 120; Metal Fabricators 110; Shoes 400; Soy Bean Plant 330; Well Drilling 100; Heating/Air Conditioning Mfg. 150.

10 - CLIMATE: Ann. Avg. 60-66; Rainfall 50 inches.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate (10)	NA	Kroger, Wal-Mart
Stuttgart Sq. (8)	NA	Piggly Wiggly, Gibson's, West's

Principal Shopping Days : Mon., Wed. & Sat.
Stores Open Evenings : Shopping centers to 8 & 9 ex. Sun.

13 - RETAIL OUTLETS: Department Stores - Belk-Jones; West's; Sears; Montgomery Ward (catalog).
Variety Stores - Dollar General; Fred's.
Discount Stores - Wal-Mart; Gibson's.
Chain Food Supermarkets - Piggly Wiggly; Safeway; Kroger; Food Palace 2.
Other Chain Stores - Western Auto; Okla. Tire; Singer Co.

14 - NEWSPAPERS: LEADER (e-mon to fri) 4,831; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Royce Haggard, Adv. Mgr., LEADER, PO Box 531, Stuttgart, AR 72160; Tel. (501) 673-8533.
National Representative : None.

TEXARKANA, AR

See TEXARKANA, TX

WEST MEMPHIS

1 - LOCATION: Crittenden County (In Memphis, TN-AR-MS SMSA). E&P Map D-2. Agricultural center, in NE portion of state. 6 mi. W of Memphis; 125 mi. E of Little Rock.

2 - TRANSPORTATION: Railroads - Chicago, Rock Island & Pacific; Frisco; Missouri Pacific.
Motor Freight Carriers - 4
Intercity Bus Lines - Trailways; Greyhound; West Memphis Transportation.

3 - POPULATION:
Corp. City 80 Cen. 28,138
CZ-ABC: (70) 25,892; (81) 26,800
Bal. in PMA-ABC: (70) 22,214; (81) 22,600
County 80 Cen. 49,097
SMSA 80 Cen. 912,887
Total PMA-ABC: (70) 48,106; (81) 49,400

4 - HOUSEHOLDS:
City 80 Cen. 9,250
County 80 Cen. 15,571
Bal in PMA-ABC: (70) 5,909; (81) 7,000
Total PMA-ABC: (70) 13,255; (81) 15,700
SMSA 80 Cen. 311,796

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$41,383,343
Commercial	3	$94,105,050

6 - PASSENGER AUTOS: County 20,226

7 - ELECTRIC METERS: Residence 9,133

8 - GAS METERS: Residence 8,549

9 - PRINCIPAL INDUSTRIES: Steel & foundries; Corragated Boxes; Refinery; Valves; Forklifts; Wooden Boxes; Trailers-Mobile Home; Soft Drink Cases; Concrete Slabs; Cotton Compresses; Household Bleach; Tank; Notebook Metal Parts; Bumper Refinishing Plant; Wood Glue; Cotton Seed Oil Processing; Pipe Fabricators; Oil Packaging; Farm Implements; Wood Paneling; Paper Bags; Styrofoam; Armored Trucks & Lift Bodies. Number of Wage Earners - 9,815 city; 23,525 county. Av. Hourly Wage - N.A.

10 - CLIMATE: Av. Ann. Min. & Max. Temp. - 30-95.

11 - TAP WATER: Soft, provided by 6 deep wells; pumping capacity of 4,824,000 gallons per 24 hours.

12 - RETAILING: Principal Shopping Center - 6 blocks on Broadway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Meadowbrook Sq. (20)	NA	Wal-Mart, Pic Pac, Shainberg's, Super Drug
Broadway Plz. (10)	NA	E-Z Foods, Lucky Goods
Holiday Plz. (26)	NA	Walgreen, Kroger, Zale's
Missouri Plz. (8)	NA	E-Z Foods

Principal Shopping Days : Fri., Sat. & Sun.
Stores Open Evenings : Holiday Plaza Mall; Wal-Mart; K mart.

13 - RETAIL OUTLETS: Department Stores - Hallum's; Salg's; Sears; Western Auto; Goodyear; Goodrich; Toggery; Jane Smith; Shainberg; Wal-Mart; Country Squire; Fred's; Zale's; Radio Shack; K mart; Lowes Lumber; Kelly Springfield; Fred P. Gattas.
Chain Drug Stores - Walgreen; Rexall; Super D Drug.
Chain Supermarkets - Kroger; Big Star; Safeway; Warehouse; Pic Pac; Marion Big Star; Nite 'N Day.

14 - NEWSPAPERS: TIMES (e-mon to fri) 8,237; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Loveless, Adv. Dir., TIMES, 111 E. Bond St., West Memphis, AR 72301; Tel. (501) 735-1010.
National Representative : Ark. Dailies.

CALIFORNIA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Anaheim-Santa Ana-Garden Grove - Orange County.
Bakersfield - Kern County.
Chico - Butte County.
Fresno - Fresno County.
Los Angeles-Long Beach - Los Angeles County.
Modesto - Stanislaus County.
Oxnard-Simi Valley-Ventura - Ventura County.
Redding - Shasta County.
Riverside-San Bernardino-Ontario - Riverside and San Bernardino Counties.
Sacramento - Placer, Sacramento and Yolo Counties.
Salinas-Seaside-Monterey - Monterey County.
San Diego - San Diego County.
San Francisco-Oakland - Alameda, Contra Costa, Marin, San Francisco and San Mateo Counties.
San Jose - Santa Clara County.
Santa Barbara-Santa Maria-Lompoc - Santa Barbara County.
Santa Cruz - Santa Cruz County.
Santa Rosa - Sonoma County.
Stockton - San Joaquin County.
Vallejo-Fairfield-Napa - Solano and Napa Counties.
Visalia-Tulare-Porterville - Tulare County.
Yuba City - Sutter and Yuba Counties.

STANDARD CONSOLIDATED STATISTICAL AREAS

Los Angeles-Long Beach-Anaheim - Includes Los Angeles- Long Beach SMSA; Anaheim-Santa Ana-Garden Grove SMSA; Oxnard-Simi Valley-Ventura SMSA; Riverside-San Bernardino- Ontario SMSA.
San Francisco-Oakland-San Jose - Includes San Francisco- Oakland SMSA; San Jose SMSA; Vallejo-Fairfield- Napa SMSA; Santa Rosa SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**
Under 5 Years	1,643	1,708
5-14 Years	3,886	3,446
15-24 Years	3,565	4,486
25-44 Years	5,044	7,058
45-64 Years	4,036	4,556
65 and Over	1,792	2,415
TOTAL	19,966	23,669

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1982 Estimate**
Bldg. Mat./Hdwr	2,171	4,328	6,564
Genral Mdse	6,905	10,554	15,669
Food	10,652	17,267	28,900
Automobiles	9,569	16,232	22,234
Gasoline Stations	3,444	5,733	11,878
Apparel	2,590	3,766	5,606
Furniture	2,439	4,341	6,727
Eat-Drink Places	4,588	8,052	15,669
Drugs	1,928	3,040	4,967
TOTAL	48,893	81,058	130,352

ALAMEDA

1 - LOCATION: Alameda County, E&P Map B-5 (In San Francisco-Oakland SMSA). On an island in San Francisco Bay, 12 mi. E of San Francisco, separated from Oakland by an estuary, and connected with the mainland by 5 bridges.

2 - TRANSPORTATION:
Railroads - SP; AT&SF; Almeda Belt Line; W.P.
Motor Freight Carriers - 15.
Passenger and Freight Steamship Lines - 46.
Intercity Bus Lines - A/C Transit District.
Airlines - Airlines using Oakland Airport.

3 - POPULATION:
Corp. City 80 Cen. 63,852
County 80 Cen. 1,105,379
SMSA 80 Cen. 3,252,721

4 - HOUSEHOLDS:
City 80 Cen. 26,517
County 80 Cen. 402,092
SMSA 80 Cen. 1,281,316

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav.	11	$284,646,000
Sav. & Loan	7	$215,000,000

6 - PASSENGER AUTOS: County 618,326

7 - ELECTRIC METERS: Residence 24,026

8 - GAS METERS: Residence 23,248

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-$296) - Aircraft Repair 8,000; Shipbuilding 1,000; Shipping Terminals 300-400; Steel Prods. 850.
Principal Industrial Pay Days - Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-65; Summer 55-72; Fall 50-71; Winter 39-56.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 4 blocks on Park St. (East End); and 4 blocks on Webster St. (West End); 65 acres on S. Shore, Retail Ctr. at ft. of Park St. with 53 stores; Fernside Shopping, Broadway & Blanding, 12 retail outlets.
Neighborhood Shopping Centers - 2 blocks on Encinal & Versailles; 1 on High & Fernside Blvd.; 1 on Morton & Encinal Ave.; 1 on Caroline & Central Ave.; 2 on Lincoln & Bay Sts.; 1 on Chestnut & Encinal Ave. Major commissary and base exchange facilities at Naval Air Station, Alameda.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Shore	61	Penney, Woolworth, Safeway, Mervyn's, Gallenkamp, Radio Shack, Miller's Outpost, Mervyn's
Fernside	16	Payless Drug, Alpha Beta

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Thurs. & Fri.

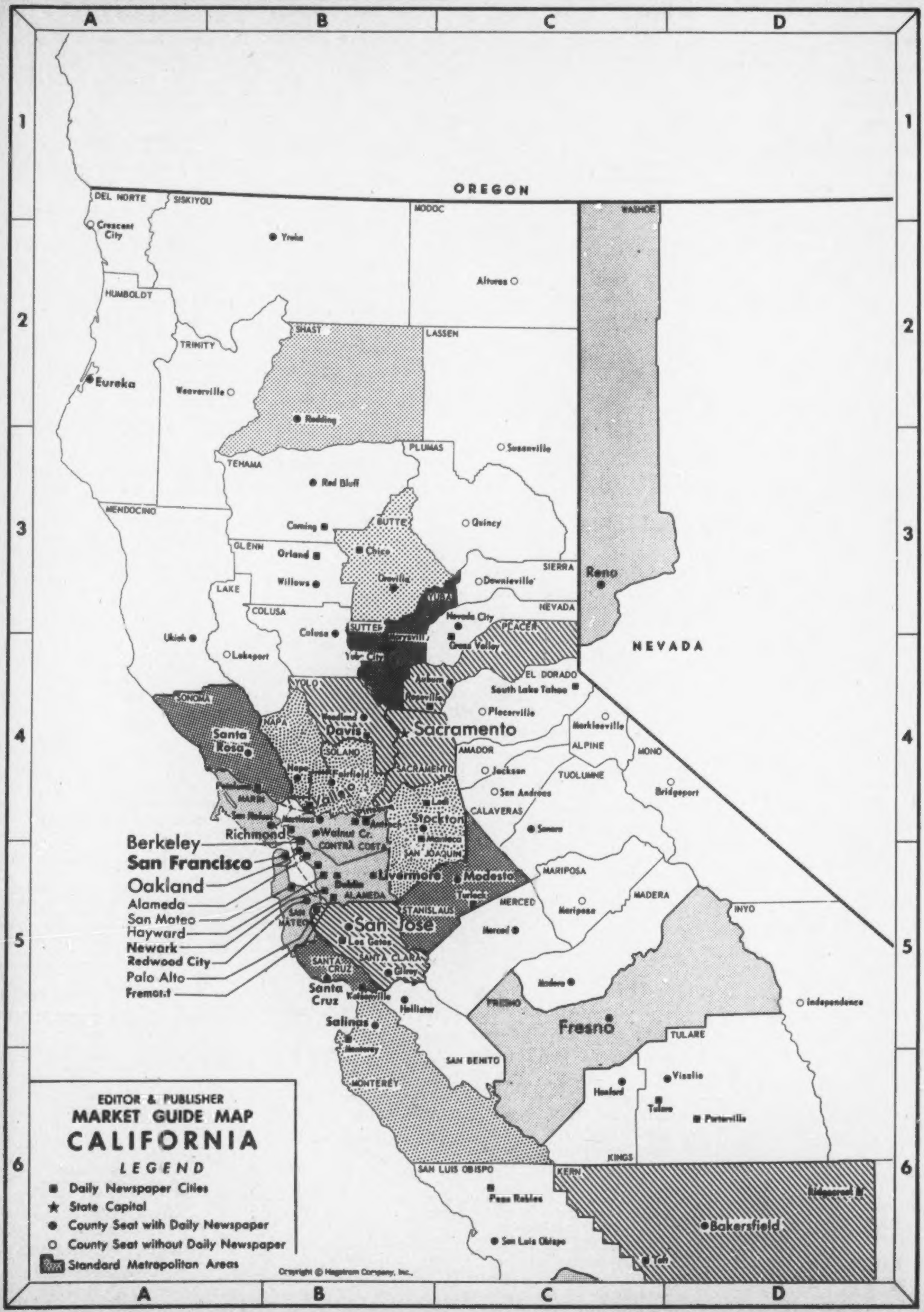
13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Mervyn's.
Variety Stores - Woolworth; Sprouse Reitz;
Chain Drug Stores - Long's; Walgreen; Nelson's 2; Pay Less.
Chain Food Supermarkets - Safeway 2; Lucky's 2; Encinal Mkts.; Super-S Mkts.; Central; New Island; William Bros.; Alpha Beta; Chestnut-Encinal.
Other Chain Stores - Goodyear; Gallenkamp; Grand Auto Supply; Anita Shops; Crescent Jewelers; Thom McAn; Goldman's; Grodin's; Alburt's Men's Shop; Dorothy's Apparel; Radio Shack; Merribee Needlecraft.

14 - NEWSPAPERS: TIMES-STAR (m) 8,912; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: Mort Kofman, Adv. Dir., TIMES-STAR, 1516 Oak St., Alameda, CA 94501; Tel. (415) 523-1200.
National Representatives : Branham; USSPI.

ANAHEIM

See ORANGE COUNTY

Late news about
NEWSPAPER
MARKETS
appears weekly in
Editor & Publisher
575 Lexington Avenue
New York, N.Y. 10022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OREGON
NEVADA
DEL NORTE
Crescent City
SISKIYOU
Yreka
MODOC
Alturas
WASHOE
HUMBOLDT
Eureka
TRINITY
Weaverville
SHASTA
Redding
LASSEN
Susanville
PLUMAS
Quincy
TEHAMA
Red Bluff
Corning
MENDOCINO
Ukiah
GLENN
Orland
Willows
BUTTE
Chico
Oroville
SIERRA
Downieville
Reno
LAKE
Lakeport
COLUSA
Colusa
YUBA
SUTTER
Marysville
Yuba City
NEVADA
Nevada City
Grass Valley
PLACER
Auburn
Roseville
EL DORADO
South Lake Tahoe
Placerville
YOLO
Woodland
Davis
SONOMA
Santa Rosa
Petaluma
NAPA
Napa
SOLANO
Fairfield
Vallejo
Sacramento
SACRAMENTO
AMADOR
Jackson
ALPINE
Markleeville
MONO
Bridgeport
TUOLUMNE
San Andreas
Sonora
CALAVERAS
MARIN
San Rafael
Martinez
Antioch
Lodi
Stockton
Manteca
SAN JOAQUIN
Richmond
Walnut Cr.
CONTRA COSTA
Berkeley
San Francisco
Oakland
Alameda
San Mateo
Hayward
Newark
Redwood City
Palo Alto
Fremont
Dublin
ALAMEDA
Livermore
Modesto
Turlock
STANISLAUS
MARIPOSA
Mariposa
MADERA
Madera
MERCED
Merced
SAN MATEO
San Jose
Los Gatos
SANTA CLARA
Gilroy
SANTA CRUZ
Santa Cruz
Watsonville
Hollister
Salinas
Monterey
MONTEREY
SAN BENITO
INYO
Independence
FRESNO
Fresno
TULARE
Visalia
Hanford
Tulare
Porterville
KINGS
SAN LUIS OBISPO
Paso Robles
San Luis Obispo
KERN
Ridgecrest
Bakersfield
Taft
EDITOR & PUBLISHER
MARKET GUIDE MAP
CALIFORNIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas

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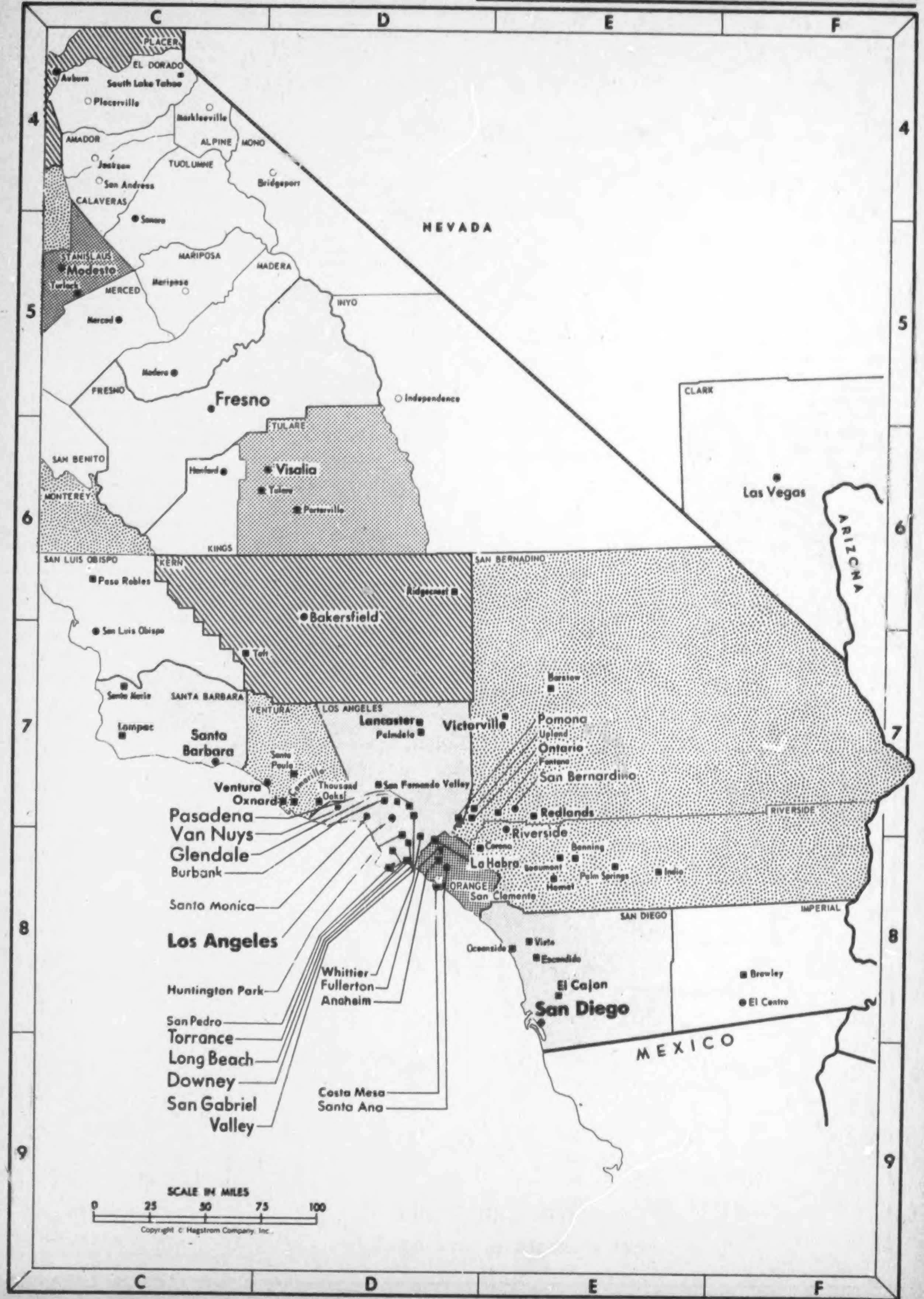
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PLACER
EL DORADO
Auburn
South Lake Tahoe
Placerville
Markleeville
AMADOR
ALPINE
MONO
Jackson
TUOLUMNE
San Andreas
Bridgeport
CALAVERAS
Sonora
NEVADA
STANISLAUS
Modesto
MARIPOSA
MADERA
Turlock
MERCED
Mariposa
Merced
INYO
Madera
FRESNO
Fresno
Independence
CLARK
TULARE
SAN BENITO
Hanford
Visalia
Tulare
Porterville
MONTEREY
Las Vegas
ARIZONA
KINGS
SAN LUIS OBISPO
KERN
SAN BERNADINO
Paso Robles
Ridgecrest
Bakersfield
San Luis Obispo
Taft
Barstow
Santa Maria
SANTA BARBARA
VENTURA
LOS ANGELES
Lancaster
Victorville
Pomona
Palmdale
Upland
Ontario
Lompoc
Santa Barbara
Santa Paula
Fontana
Camarillo
San Bernardino
Ventura
Thousand Oaks
San Fernando Valley
Oxnard
Redlands
RIVERSIDE
Pasadena
Van Nuys
Riverside
Glendale
Corona
Banning
La Habra
Beaumont
Palm Springs
Indio
Burbank
Hemet
ORANGE
San Clemente
Santa Monica
SAN DIEGO
IMPERIAL
Los Angeles
Oceanside
Vista
Escondido
Whittier
Brawley
Fullerton
Huntington Park
El Cajon
Anaheim
El Centro
San Diego
San Pedro
MEXICO
Torrance
Long Beach
Downey
Costa Mesa
San Gabriel Valley
Santa Ana
SCALE IN MILES
0
25
50
75
100
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C
D
E
F

ANTIOCH

1 - LOCATION: Contra Costa County (In San Francisco-Oakland SMSA), E&P Map B-4. 38 mi. from Stockton; 30 mi. from Oakland; 60 mi. from Sacramento; 40 mi. from San Francisco. On San Joaquin River. State Hwys. 4 & 24; U.S. Hwy. 40.

2 - TRANSPORTATION: Railroads - SP; Santa Fe; River Lines (boat, freight).
Intercity Bus Lines - Greyhound; MTA.

3 - POPULATION:
Corp. City 80 Cen. 43,559
CZ-ABC: (70) 28,060; (81) 42,900
RTZ-ABC: (70) 19,261; (81) 13,600
County 80 Cen. 657,252
SMSA 80 Cen. 3,252,721
City & RTZ-ABC: (70) 47,321; (81) 56,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,227
County 80 Cen. 241,805
SMSA 80 Cen. 1,281,316
CZ-ABC: (70) 8,593; (81) 15,100
RTZ-ABC: (70) 5,890; (81) 4,800
City & RTZ-ABC: (70) 14,483; (81) 19,900

5 - BANKS:	NUMBER	DEPOSITS
Savings	6	$75,000,000
Sav. & Loan	6	$75,000,000

6 - PASSENGER AUTOS: County 400,372

7 - ELECTRIC METERS: Residence 18,020

8 - GAS METERS: Residence 13,592

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (No. of plants) - Paper Prods. 1,000 (1); Heavy Prods. 1,100 (2); Chemicals 385 (2); Gypsum Prods. 150 (1); Gas. Electric Power 100 (1); Fruit-vegetable Canneries 600 to 1,600 seasonal (2); Glass Containers 300 (1); (Av. Wkly. Wage - $240).

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Alkaline, soft, from San Joaquin River; flouridated.

12 - RETAILING: Neighborhood Shopping Centers - Downtown area, 45 in 4-block trading area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antioch (23)	NA	Lucky Stores, Ben Franklin
Antioch Square (20)	NA	Hilson's
County East (50)	NA	Sears, Safeway, Penney's, Mervyn's, Wards
Lone Tree (8)	NA	Savings Center, Rexall
K mart (8)	NA	K mart, Albertson's
Raleys (12)	NA	Raleys, Metro Hdwe., Walker Bros.

Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: Wed. & Fri.

13 - RETAIL OUTLETS: Department Stores - Famous Fashions; Sears; Hilson's; Wards; Mervyn's; Hartfield's; Penney's.
Variety Stores - Ben Franklin.
Discount Stores - Payless; K mart; Handyman.
Chain Food Supermarkets - Safeway 2; Lucky Stores 2; Savings Center; Mt. View 2; Keller Foods; Dutch Pride; Albertson's; Raley's.
Chain Drug Stores - McKell Rexall 3; Long's; Raley's; Payless.
Other Chain Stores - Firestone; Grand Auto; Goodyear; Karl's Shop; Payless Paint; Kinney Shoes.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 13,997; (S) 14,074; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Nick Whitlatch, Gen. Mgr., LEDGER, 1700 Cavallo Rd., Antioch, CA 94509; Tel. (415) 757-2525.
National Representatives: CWO&O; USSPI

AUBURN

1 - LOCATION: Placer County, E&P Map C-4 (In Sacramento SMSA), County Seat. Mountain resort. Gold mines, fruits, poultry prods. 35 mi. NE of Sacramento on I-80.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Intercity Bus Lines - Greyhound; Continental Trailways.
Airlines - Served by all major airlines through Sacramento Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,540
County 80 Cen. 117,247
SMSA 80 Cen. 1,014,002

4 - HOUSEHOLDS:
City 80 Cen. 3,188
County 80 Cen. 42,732
SMSA 80 Cen. 383,841

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	N.A.

6 - PASSENGER AUTOS: County 71,467

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Agriculture; Forestry; Farming; Computer.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-70; Summer 55-105; Fall 45-90; Winter 30-65.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers - Hwy. 80, Interchange Rd. Harrison & Elm Sts.; Hwy. 49 & Atwood, Palm Ave.; Hwy. 49 & Fulweiler; Grass Valley Hwy. & Palm Ave.; Auburn-Folsom Rd. & Douglas; Bell Rd. & Hwy. 49; I-80 at Foresthill exit.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Ravine (18)	NA	Raley's Drug & Mkt.
Cardinal Square	NA	Lucky's Mkt.
N. Auburn Plz. (35)	NA	J.C. Penney
Palm Center (10)	NA	Lumber Jack
Sierra Elm Ctr. (9)	NA	Mode O'Day
Topohil Ctr. (19)	NA	
Granite Bay Vlg. (18)	NA	Fleming Foods, Thrifty Drug
Rock Creek (29)	NA	K mart, Payless
Elm Town (23)	NA	Long's

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Daughtery's; Lumberjack; Thrifty.
Discount Stores - Pay Less; K mart.
Variety Stores - Coronet; Sprouse Reitz.
Chain Drug Stores - Sierra Drug; Raley's; Long's.
Chain Food Supermarkets - Lucky's; Raley's; Alberton's; Safeway.
Other Chain Stores - Maurins; Shoes N' Things; Baskin Robbins; Fashionable Flea; Radio Shack; Beno's.

14 - NEWSPAPERS: JOURNAL (m-mon to fri: S) 13,270; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jayne Sanchez, Adv. Mgr., JOURNAL, 1030 High St., Auburn, CA 95603; Tel. (916) 885-5656.
National Representative: USSPI.

BAKERSFIELD

1 - LOCATION: Kern County, (In Bakersfield SMSA).

E&P Map D-6, County Seat. 113 mi. N of Los Angeles; 291 mi. S of San Francisco; on Hwy. 99.

2 - TRANSPORTATION: Railroads - Southern Pacific; Santa Fe; Amtrak; junction for use of single track over Tehachapi Mountains to Los Angeles.
Motor Freight Carriers - 37.

Intercity Bus Lines - Greyhound; Continental Trailways; Orange Belt Stages; Kernville Stage and Freight; Golden Empire Transit System; Kern County Trans.
Airlines - Swift Aire; Golden Gate; Cal Central; Apollo.

3 - POPULATION:
Corp. City 80 Cen. 105,611
CZ-ABC: (70) 186,556; (81) 251,400
RTZ-ABC: (70) 142,606; (81) 162,000
County/SMSA 80 Cen. 403,089
City & RTZ-ABC: (70) 329,162; (81) 413,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,602
County/SMSA 80 Cen. 139,811
CZ-ABC: (70) 59,956; (81) 93,500
RTZ-ABC: (70) 41,694; (81) 53,900
City & RTZ-ABC: (70) 101,650; (81) 147,400

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	20	$415,249,000
Commercial	39	$875,327,000

6 - PASSENGER AUTOS: County 211,373

7 - ELECTRIC METERS: Residence 138,900

8 - GAS METERS: Residence 61,517

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Food & Beverages 1,590 ($182); Apparel & Textiles 355 ($158); Lumber & Wood Prod. 275 ($162); Printing & Publishing 503 ($184); Chemicals 335 ($223); Primary Metal 378 ($184); Metal Products 703 ($187); Cement Products 220 ($272); Refinery 704 ($294); Rubber & Plastics 423 ($163).

10 - CLIMATE: Min. & Max. Temp. - Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1. Last killing frost, Feb. 21.

11 - TAP WATER: Alkaline; city wells vary, but water is generally hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers 20 blocks on Chester Ave.; 8 on Nineteenth St.; 5 on Baker St.; 5 on F St.; 8 on Ming Ave.; 4 on Stockage Hwy. & California Ave.
Neighborhood Shopping Centers - 5 blocks on N. Chester; 4 on E. Niles; 2 on S. H; 3 on Columbus; 5 on Brundage; 2 blocks on California; 4 blocks S.W. on California; 2 blocks on W. Stockdale Hwy.; 2 on New Stine Rd.; 2 on Wilson & Wible.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown (40)	NA	J.C. Penney, Korb's, Brock's
Benton Pk. (14)	NA	Thrifty Drug, Mayfair
Brundage (14)	NA	Thrifty Drug, Alpha Beta
College Center (12)	NA	J.C. Penney, Dunlaps
Hillcrest (10)	NA	Thrifty Drug, Western Auto
Stockdale Vlg. (22)	NA	Von's, Sav-On, Hallmark
Stockdale West (22)	NA	Martin's Pharmacy
Valley Plaza (75)	NA	Sears, Brock's, Broadway, Payless
Westchester (14)	NA	Montgomery Ward, Thrifty Drug
Ming Plaza (15)	NA	Ardan's, Picadilly's
Mervyn's Plaza (10)	NA	Mervyn's, Builders Emporium

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Dept. - Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores - Brocks 2; Sears; Montgomery Ward; J.C. Penney 2; Dunlap of Calif.; Broadway; Akron; Casper's Men's Stores 3; Mervyn's.
Discount Stores - K mart 2; Zody's; Builder's Emporium; Pay Less; Sackett & Peters; Pic 'N Save; Ardan; Dahnken.
Variety Stores - Cornet 2; Newberry 2; Sprouse Reitz 4; TG&Y 2; Akron's; Ted's.
Chain Drug Stores - Thrifty 5; Drug King; Sav-On 2; El Tejon 4; Rufener's 4; Pay Less; Skagg's 2.
Chain Food Supermarkets - Safeway 3; Mayfair 7; Thrift-mart 3; Sears Mkts. 2; Vincent's; Simmon's 3; Young's 2; Speede; 7-Eleven 19; Alpha Beta 3; Farmer's Mkt. 2; Denney's 2; Food Town 3; Martin's 2; Stop & Shop 2; Green Frog; Vons 3; Albertson's 2; Disco; 11-C 4; Vern's; Lucky; Circle K 8.
Other Chain Stores - Pep Boys; Western Auto; Lucky Auto; Barker Bros.; Leed's Shoes; McMahan's; Mode O'Day; Firestone; Gensler Lee; Fuller Paints; Standard Brands Paints; Harris & Frank; Anita Shops; Carpet Town; Gallenkamp; Gordon's Jewelry; House of Fabrics; Kinney Shoes; Pickwick Bookshop; National Shirt Shops; Thom McAn; Wise Shop; Wickes Lumber; Hub Furniture; Coast-to-Coast 3; Big Five Sporting Goods; Furrow's Bldg. Materials; Radio Shack; Cal Auto Stores; Designer Fabrics; Petrie's Sun Stereo; Carpeteria; Korb's; R.B. Furniture; Diamond Lumber; Koby's Shoes.

14 - NEWSPAPERS: CALIFORNIAN (m) 70,178; (S) 78,497; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Lynn Bryan, Adv. Dir., CALIFORNIAN, 1707 Eye St. Bakersfield, CA 93301; Tel. (805) 395-7283.
National Representative: Sawyer-Ferguson-Walker.

Kern is Key ....

CALIFORNIA
KERN COUNTY
BAKERSFIELD

In your So. California media buy

SOURCE: The Bakersfield Californian Research Dept. S&MM, July 1981.

THE MARKET
- 100th SMSA
- 3rd fastest in income growth
- 13th fastest growing city in U.S.
- U.S. leading petroleum county
- $1.6 billion agri-business per year

THE NEWSPAPER
- 50% SMSA household penetration
- 65.8% household penetration PMA
- Newspaper proven test market
- Award winning newspaper
- Daily - 70,178 Sunday - 78, 497

The Bakersfield Californian
1707 EYE STREET, BAKERSFIELD, CALIF. 93302
Represented by Sawyer, Ferguson & Walker • Nat'l Mgr. Holly Chavez - (805) 395-7249

BANNING

1 - LOCATION: Riverside County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-7, in San Gorgonio Pass.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 80 Cen. 14,020
County 80 Cen. 663,923
SMSA 80 Cen. 1,557,080
Demographic information for county available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,356
County 80 Cen. 243,019
SMSA 80 Cen. 551,081

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Sav. & Loan	4	N.A.

6 - PASSENGER AUTOS: 352,464

7 - ELECTRIC METERS: (3 Cities) 6,145

8 - GAS METERS: (3 Cities) 8,468

9 - PRINCIPAL INDUSTRIES: Milling; Electronics; Shirt Making; Poultry Processing; Ceramics; Motor Homes; Copper Foil Mfg.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Natural fluorides.

12 - RETAILING: Shopping Centers - Plaza; Stagecoach Plaza; Beaumont Plaza Center.
Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: Fri.

13 - RETAIL OUTLETS: Variety Stores - Coronet; TG&Y; K mart.
Chain Drug Stores - Thrifty; O'Briens; Beaumont Rexall.
Other Chain Stores - J.C. Penney; Alpha Beta; Safeway; Sears; Western Auto; The Chief; Mode O'Day; Goodyear; McMahan's; Beno's; Stater Bros.

14 - NEWSPAPERS: RECORD-GAZETTE (e-mon to fri) 3,665; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jeanne Heidepriem, Adv. Mgr., RECORD-GAZETTE, 218 N. Murray St., Banning, CA 92220; Tel. (714) 849-4586.
National Representative: None.

BARSTOW

1 - LOCATION: San Bernardino County, E&P Map E-7 (In Riverside-San Bernardino-Ontario SMSA). In heart of high desert, Mojave Desert region; hub of U.S. Hwys. 66, 91, I-15, I-40; State Hwy. 58; 150 mi. NE of San Pedro (Seaport Term.); 130 mi. NE of Los Angeles; 434 mi. SE of San Francisco; San Bernardino 75 mi.; Las Vegas 156 mi.

2 - TRANSPORTATION: Railroads - Atchison, Topeka & Sante Fe; Union Pacific; Amtrak.
Motor Freight Carriers - 6. Overnight delivery to Los Angeles.
Intercity Bus Lines - Greyhound; Orange Belt; Continental Trailways.
Airlines - Charter; commercial links to L.A.

3 - POPULATION:
Corp. City 80 Cen. 17,690
County 80 Cen. 893,157
SMSA 80 Cen. 1,557,080

4 - HOUSEHOLDS:
City 80 Cen. 6,174
County 80 Cen. 308,062
SMSA 80 Cen. 551,081

5 - BANKS: 4 Commercial, Dep. N.A.

6 - PASSENGER AUTOS: County 457,624

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 8,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Annual Payroll) - Railroad Diesel Repair Shops 1,450 ($36,000,000); USMC Supply Depot 3,000 ($37,600,000); Motels 250 ($480,000); Restaurants 720 ($1,800,000); Gas Stations 250 ($90,000); Fort Irwin 3,400 ($40,000,000); Goldstone Tracking Facility ($11,000,000); Yellow Freight 400 (N.A.); Barstow Unified School Dist. 817 (N.A.).
Principal Industrial Pay Days - Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-81; Summer 69-103; Winter 30-59. Prevailing winds from west; smogfree; humidity 25 (yearly average).

11 - TAP WATER: Hardness, 175 p.p.m.; not fluoridated.

12 - RETAILING: Principal Shopping Centers: Between 1st St. & Barstow Rd.; 4 blocks from Main on E. Williams; Barstow Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barstow Mall (34)	NA	Sears, K mart, Rude's Dept.
Yucca/Main (24)	NA	Von's Super Mkt., Thrifty Drug, Safeway
Desert Plaza (12)	NA	Alpha Beta, TG&Y
East Main (8)	NA	Sears
Williams St.	NA	

Principal Shopping Days: Thurs., Fri. & Mon.
Stores Open Evenings: Fri. to 9.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Rude's; Sears; David's; Montgomery Ward (catalog); K mart.
Variety Stores - Sprouse Reitz; TG&Y.
Discount Stores - H&E Home Builders City; K mart.
Chain Drug Stores - Safeway; Thrifty.
Chain Supermarkets - Safeway; Von's; Alpha Beta.
Other Chain Stores - Karl's (shoes); Burgermeister Desert Dist. Co.; Lucky Lager Dist. Co.; Goodyear; Singer Co.; Howard Johnson; Top Deck; Jack in the Box; Naugle's; Rodman Home Furn.; Lee's Furn.; Video Electronics; Arby's; Bob's Big Boy; McDonald's Carpet Corral; Carls Jr.; Pioneer Chicken; Sizzler; Miller's Outpost; Kinney's; Zale's; Barry's Jewelers; Modern Woman; Chief Auto Parts; Radio Shack; Mode O'Day; Winston Tire.

14 - NEWSPAPERS: DESERT DISPATCH (e) 7,142; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Bob Ring, Adv. Mgr., DESERT DISPATCH, 130 Coolwater Lane, Barstow, CA 92311; Tel. (714) 256-6479.
National Representative: Thomson.

BELL

See HUNTINGTON PARK

BRAWLEY

1 - LOCATION: Imperial County, E&P Map F-8. Junction of State Hwys. 111 & 86. 2[illegible] mi. N of Mexican border; 14 mi. N of El Centro; geographic and road network center, Imperial Valley; 2[illegible]0 mi. SE of Los Angeles; 120 mi. E of San Diego.

2 - TRANSPORTATION: Railroads - SP.
Motor Freight Carriers - 16.
Intercity Bus Lines - Greyhound.
Airlines - Imperial; Cochise; Swift Air; Air Bahia (Commuters).

3 - POPULATION:
Corp. City 80 Cen. 14,946
PMA-ABC: (70) 20,715; (81) 23,400
County 80 Cen. 92,110
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,659
County 80 Cen. 28,157
PMA-ABC: (70) 5,662; (81) 7,300

5 - BANKS: 4 Commercial, 2 Savings & Loan, 1 Thrift.

6 - PASSENGER AUTOS: County 43,696

7 - ELECTRIC METERS: County 30,710

8 - GAS METERS: County 15,700

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage) - Agriculture is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Field Packing 650; Comm. Harvesting 600; Imperial Irrigation: District 960 ($275); Sugar 600 ($350 to $400). Geothermal resources are presently being developed in Brawley trade area by Magma Power for San Diego Gas & Electric Co. (Southern Pacific Land Co., Southern California Edison Co., McCulloch Oil Co., State Dept. of Energy, and others also working in the area.) County Geothermal Potential Est. 4,000 M.W.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15. Last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 10 blocks on Main; E St.; B St.; City Plaza; Rio Vista Center, W. Main & Rio Vista Ave.; Main Street has been designated as a Community Development Project, as well as the downtown area.
Shopping Centers - Rio Vista Plaza (8 stores - Arden, Maytair Mkt., Thrifty Drug); Westgate; Downtown area.
Principal Shopping Days - Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - J.M. McDonald; National Stores; McMahan's; Imperial Hdwr.
Variety Stores - J.J. Newberry; Rasco.
Drug Stores - Brawley Drug; Henry's Pharmacy; Adams Drug; Thrifty Drug; White Cross Pharmacy.
Chain Food Supermarkets - Safeway; Cook's; Mayfair; Rancho; Westmoreland 2.
Other Chain Stores - Fir[illegible]; Kenn[illegible]'s Firestone; Karl's Shoes; Western [illegible]; Goodyear; Valley Auto Supply.

14 - NEWSPAPERS: NEW[illegible]) 4,952; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Alex Gay, Mkt. Con., [illegible], 135 S. Plaza, Brawley, CA 92227; Tel. (714) [illegible]4-1220.
National Representative: Bran[illegible].

BURBANK

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles SMSA). Residential and industrial center. 11 mi. from Los Angeles; on U.S. Hwys. 6 & 101; State Hwy. 134; I-5.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Intercity Bus Lines - Santa Fe Trailways.
Airlines - Pacific Southwest; Air West; Cable Commuter; Holiday; Golden West; Air California; Northeast; Continental.

3 - POPULATION:
Corp. City 80 Cen. 84,625
County/SMSA 80 Cen. 7,477,657
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,880
County/SMSA 80 Cen. 2,730,674

5 - BANKS: Commercial & Savings 8; Sav. & Loan 5; Estimated total deposits $150,000,000

6 - PASSENGER AUTOS: County 4,048,996

7 - ELECTRIC METERS: Residence 34,911

8 - GAS METERS: Residence 36,109

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: First killing frost, Dec. 30. Last killing frost, Jan. 3.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 8 blocks, Verdugo to Burbank Blvd.
Neighborhood Shopping Centers - Hollywood Way and Magnolia; Verdugo and Sparks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burbank Mall (28)	NA	Montgomery Ward, Bullums, Robinson, Penney's, Burcal's
Rancho Plaza (10)	NA	Thom McAn, Thrifty Drug

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Dept.: Mon., Sat.; Food daily.

13 - RETAIL OUTLETS: Department Stores - Penney's; Burcal's; Zody's; Green's.
Discount Stores - Zody's; K mart; Akron.
Variety Stores - Gilberts; J.J. Newberry.
Chain Drug Stores - SupeRx; Thrifty 3; Sav-on.
Chain Supermarkets - Safeway; Ralph's; Von's 2; Thriftmart 2; Market Basket; Fazio's; Continental; Lucky 2; Marvin's 5.
Other Chain Stores - Pep Boys; Mark C. Bloome.

14 - NEWSPAPERS: REVIEW (e) 8,574; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Robert Hunter, Adv. Dir., REVIEW, 111 N. Isabel St., Glendale, CA 91209; Tel. (213) 241-4141.
National Representative: Landon.

CAMARILLO

1 - LOCATION: Ventura County (In Oxnard-Simi Valley-Ventura SMSA). E&P Map D-7. On U.S. Hwy. 101; 45 mi. S of Santa Barbara; 45 mi. N of Los Angeles; 9 mi. from Pacific Ocean. Principal city of Pleasant, Santa Rosa and Las Posas Valleys.

2 - TRANSPORTATION: Railroads - So. Pac.; Amtrak.
Intercity Bus Lines - Greyhound.
Motor Freight Carriers - 13.
Airlines - Hughes Air West; Golden West.

3 - POPULATION:
Corp. City 80 Cen. 37,732
PMA-ABC: (70) 32,664; (81) 48,200
County/SMSA 80 Cen. 529,899
Demographic information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,298
County/SMSA 80 Cen. 173,254
PMA-ABC: (70) 8,164; (81) 13,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.
Sav. & Loan	6	N.A.

6 - PASSENGER AUTOS: County 295,212

7 - ELECTRIC METERS: Residence 7,151

8 - GAS METERS: Residence 5,934

9 - PRINCIPAL INDUSTRIES: Electronics; Citrus Prod.; Rock Prod.; Vegetables; Cattle.

10 - CLIMATE: Min. & Max. Temp. - Spring 54-77; Summer 62-83; Fall 57-82; Winter 50-62.

11 - TAP WATER: Alkaline, neutral, hard; 16 grains per gal.; not fluoridated.

12 - RETAILING: Neighborhood Shopping Center: Ventura Blvd., 5 blocks, N. & S. sides (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponderosa (29)	0	Von's, Sears, Thrifty
Camarillo Vlg. (16)	0	Alpha Beta
Los Posas Plz. (30)	0	Safeway
Carmen Plaza (20)	0	Sav-On Drug, Lucky's, Builder's Emporium, Miller's Outpost
Central Plaza	0	K mart, Market Basket, Long's Drug
Conejo Village (13)	7	Von's Mkt.
Pleasant Valley	8	Safeway
Hughes	9	Hughes Mkt.
The Esplanade (80)	7	Sears, May Co.
The Oaks (140)	7	Robinsons, Broadway, May Co.
Oxnard Super	10	Maytair, Thrifty
Fremont Sq. (30)	12	Food Giant
Buenaventura (54)	13	Mont. Ward, Von's, Broadway
Plaza	13	Von's, Safeway

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Fri.

13 - RETAIL OUTLETS: Department Stores - Sears; Montgomery Ward; Broadway-Hale; Akron; J.C. Penney; K mart; May Co.; Newberry's; Mervyn's; Broadway; Robinson's.
Discount Stores - K mart.
Variety Stores - TG&Y; Sprouse Reitz.
Chain Drug Stores - Thrifty; Sav-On; Long's.
Chain Supermarkets - Von's; Safeway; Lucky's; Market Basket; Alpha Beta; B&D; Hughes; Food Giant; Food Fair; Mayfair Perla.

14 - NEWSPAPERS: NEWS (m-mon to fri) 9,054; (S) 9,105; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Hank Crockett, Pub., NEWS, 99 S. Glen Dr., Camarillo, CA 93010; Tel. (805) 987-5001.
National Representative: Western Dailies.

CHICO

1 - LOCATION: Butte County (SMSA), E&P Map B-3. In N California, on U.S. Hwy. 99; approx. 90 mi. N of Sacramento.

2 - TRANSPORTATION: Railroads - Southern Pacific; Sacramento Northern.
Motor Freight Carriers - 8.
Intercity Bus Lines - Greyhound.
Airlines - West Air.

3 - POPULATION:
Corp. City 80 Cen. 26,601
PMA-ABC: (70) 121,185; (81) 173,600
County/SMSA 80 Cen. 143,851

4 - HOUSEHOLDS:
City 80 Cen. 10,524
County/SMSA 80 Cen. 56,904
PMA-ABC: (70) 41,362; (81) 68,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	6	$220,000,000
Commercial	12	$208,000,000

6 - PASSENGER AUTOS: County 77,916

7 - ELECTRIC METERS: Chico Div. 32,514

8 - GAS METERS: Chico Div. 23,559

9 - PRINCIPAL INDUSTRIES: (Butte County) Industry, Number of Wage Earners - Agriculture 3,125; Food Processing 975; Retail Trade 10,050; Education 9,825; Hospitals 975; Construction & Mining 2,200; State & Federal Government 11,325.
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Av. Ann. Temp. - 63. Summer high - 105; Winter low - 20; Max. humidity - 54%; Rainy season - Dec. to Apr., 24 inches annually.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 7 blocks on Broadway; 8 on Main St.; 3 on 1st, 2nd, 3rd & 4th, plus auto row on Park Ave.
Neighborhood Shopping Centers - Esplanade & 3rd Ave.; 15th & Park Ave.; Longfellow at 1st Ave.; Nord & Sacramento Aves.; East Ave. & Cohassett; Esplanade and Cohassett Rd.; 5th & Mangrove; Esplanade & Eaton Rd.; Skyway Park.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almond Orchard (29)	NA	Int'l Imports, Radio Shack
Park Plaza (13)	NA	Safeway, Thrifty Drug, Payless, Consumer's, Radio Shack
Mangrove Plaza (7)	NA	Shop 'N Save
North Valley Plaza (56)	NA	K mart, Lucky Mkt., Shop 'N Save, Long's, Mervyn's, Mont. Ward, Penney's

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Mon. thru Fri.
Stores Open Sundays: Supermarkets; all major chain stores.

13 - RETAIL OUTLETS: Department Stores – M. Oser; J.C. Penney; Montgomery Ward; Sears; K mart; Ben Franklin; Mervyn's.
Chain Drug Stores) – Lee (Rexall); Long's; Payless; Thrifty.
Chain Supermarkets – Safeway 3; Holiday 3; Lucky Mkt.; Shop 'N Save 3.
Other Chain Stores – Firestone; McMahan's (furniture); Sherwin Williams; Gallenkamp's Shoes; The Fashion; Grand Auto; Goodyear; Hickory Farms; Weisfield's Jewelers; Mode O'Day; Johnson Shoes; FISCO Farm Store; Kauffman's; Handyman; Anita Shops; Xragen Auto Stores; Grossman's; Color Tile; Bistrin's; McCurry Camera; Ardan; Consumer's.

14 - NEWSPAPERS: ENTERPRISE-RECORD (e) 25,926; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dana Anderson, Adv. Dir., ENTERPRISE-RECORD, 700 Broadway, Chico, CA 95927; Tel. (916) 891-1234.
National Representative : Branham.

COLUSA

1 - LOCATION: Colusa County, E&P Map B-3, County Seat. On Sacramento River. 80 mi. NW of Sacramento; 29 mi. W of Marysville.

2 - TRANSPORTATION: Railroads – Southern Pacific; Delta Freight Line.
Motor Freight Carriers – 3.

3 - POPULATION:
Corp. City 80 Cen. 4,075
County 80 Cen. 12,791

4 - HOUSEHOLDS:
City 80 Cen. 1,528
County 80 Cen. 4,690

5 - BANKS:	NUMBER	DEPOSITS
Savings	5	$15,000,000
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 7,239

7 - ELECTRIC METERS: County 6,850

8 - GAS METERS: County 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Food (Seasonal) 150-2,000 ($60-140); Cable Eqpt. 300 ($60-160).
Principal Pay Days – 1st and 15th; Sat.

10 - CLIMATE: Min. & Max. Temp. – Spring 45-86; Summer 55-108; Fall 41-84; Winter 40-78.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers – 4 blocks on Market; 3 on Fifth; 2 on Sixth.
Neighborhood Shopping Centers – Two blocks on Fremont St.; Country Plaza, 1/2 mile, 4 units.
Principal Shopping Days : Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Worsley's.
Variety Stores – Rasco's.
Chain Supermarkets – Ranch Market; Shop 'N Save; Chung Sun Grocery; Frank's Market.
Other Chain Stores – Western Auto; Diamond National; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: SUN-HERALD (e-mon to fri) 3,202; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: David L. Johnson, Pub., SUN-HERALD, 210 Sixth St., Colusa, CA 95932; Tel. (916) 458-2121.
National Representative : Branham.

CORNING

1 - LOCATION: Tehama County, E&P Map B-3. Residential center, 120 mi. NNW of Sacramento; 187 mi. N of San Francisco; 5 mi. W of Sacramento River. On U.S. Hwy. 99W.

2 - TRANSPORTATION: Railroad – Southern Pacific.
Bus Lines – Greyhound.
Airlines – Air West.

3 - POPULATION:
Corp. City 80 Cen. 4,745
County 80 Cen. 38,888
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 1,850
County 80 Cen. 14,538

5 - BANKS:	NUMBER	DEPOSITS
Commercial	1	N.A.
Sav. & Loan	1	N.A.

6 - PASSENGER AUTOS: County 19,479

7 - ELECTRIC METERS: Residence 1,563

8 - GAS METERS: Residence 1,515

9 - PRINCIPAL INDUSTRIES: Olive Packing; Lumbering; Wood Working.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: Principal Shopping Center : Solano Street.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Sundays : Grocery; drug; restaurants.

13 - RETAIL OUTLETS: Department Stores – Million's; Mari's; Letza's; The Shoe Tree; D&L Hangups; Clothes Encounters; R. Barc.
Variety Stores – Sprouse Reitz; Babb's Variety; Coronet.
Chain Supermarkets – Safeway; Holiday; Nu-way.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 2,068; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Mari Petty Barrill, Pub., OBSERVER, 710 Fifth St., Corning, CA 96021; Tel. (916) 824-5464.
National Representative : None.

CORONA

1 - LOCATION: Riverside County, E&P Map D-7 (In Riverside-San Bernardino-Ontario SMSA). Citrus center with allied industries. Mining, agricultural, dairy and misc. mfg. 50 mi. SE of Los Angeles; 119 mi. N of San Diego. 15 mi. SW of Riverside. Intersection of Freeways 18, 91 & 71; I-15.

2 - TRANSPORTATION: Railroads – Santa Fe.
Motor Freight Carriers – 75.
Intercity Bus Lines – Greyhound; RTD; Dial-A-Ride.

3 - POPULATION:
Corp. City 80 Cen. 37,791
County 80 Cen. 663,923
SMSA 80 Cen. 1,557,080

4 - HOUSEHOLDS:
City 80 Cen. 11,964
County 80 Cen. 243,019
SMSA 80 Cen. 551,081

5 - BANKS: 8, Deposits $300,000,000

6 - PASSENGER AUTOS: County 352,464

7 - ELECTRIC METERS: Res. 12,836

8 - GAS METERS: Res. 12,875

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Citrus 2,300 ($175); Ceramics 425 ($200); Raw Mined Materials 225 ($200); Manufacturing 1,500 ($300).
Principal Pay Day – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 48-80; Summer 56-91; Fall 45-73; Winter 40-67.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers – 5 blocks on Main St.; 5 blocks on 6th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyler Mall (83)	NA	Broadway, J.C. Penney, May Co.
Butterfield Stage (35)	NA	Alpha Beta, Wineman's, Mervyn's
Corona Plaza (13)	NA	Von's Mkt., Gaines Dept., Thrifty Drug, Western Auto, TG&Y, Builder's Emp.
Corona Mall	NA	Emerson Pauly, Vasels Stockwell Binney
North Mall	NA	Albertson's, Sav-On Drugs
Town & Country (9)	NA	Drug King, Alpha Beta

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores – K mart; Crees of Corona; Gaines; Mervyn's; Wineman's.
Variety Stores – Sprouse Reitz; TG&Y.
Discount Stores – Builder's Emporium; TG&Y.
Chain Supermarkets – Food Barn (Safeway); Alpha Beta 3; Von's; Stater Bros. 3; Ranchland; Phil's Courtesy 2; Hanover's Rancho Mkt.; Albertson's.
Other Chain Stores – Karl's Shoes; McMahan's (furn.); Thrifty Drug; Goodyear; Western Auto; Firestone; Security Tire; Goslin Tire; Chief Auto Supply; Winston Delta Tire.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 6,576; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Robert S. Magee, Pub., INDEPENDENT, 823 S. Main, Corona, CA 91720; Tel. (714) 737-1234.
National Representative : None.

COSTA MESA

See ORANGE COUNTY

DAVIS

1 - LOCATION: Yolo County (In Sacramento SMSA). E&P Map B-4. 14 mi. W of Sacramento. On I-80, California 113, near I-15.

2 - TRANSPORTATION: Railroads – Southern Pacific; Amtrak; Transcontinental.
Intercity Bus Lines – Greyhound; UCD London Bus System.
Airlines – All major airlines at Sacramento Metro Airport (20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 36,640
County 80 Cen. 113,374
SMSA 80 Cen. 1,014,002

4 - HOUSEHOLDS:
City 80 Cen. 14,041
County 80 Cen. 41,304
SMSA 80 Cen. 383,841

5 - BANKS: Sav. & Loan 2; Commercial 5

6 - PASSENGER AUTOS: County 57,516

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min & Max. Temp. – N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lucky Center (10)	NA	Lucky Grocery Store
Davis Manor (8)	NA	Albertson's, Grand Auto
G Street Mall (7)	NA	Radio Shack
University Mall (22)	NA	Pay 'N Save, Safeway
Oak Tree Plaza (11)	NA	Long's Drug, Safeway
South Davis (7)	NA	Nugget Market

13 - RETAIL OUTLETS: Department Stores – Winger's; Lawrence's; Sears; Montgomery Ward (catalog).
Chain Drug Stores – Pay 'N Save; Long's.
Chain Supermarkets – Safeway 2; Albertson's; Lucky; State Mkt. 2; Nugget Mkt.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 7,371; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: Chuck Riggs, Adv. Mgr., ENTERPRISE, PO Box 10[illegible]8, Davis, CA 95617; Tel (916) 756-0800.
National Representative : USSPI.

DOWNEY

1 - LOCATION: Los Angeles County, E&P Map D-8 (In Los Angeles-Long Beach SMSA). Served by Santa Ana Freeway (U.S. Hwy. 101), Long Beach Fwy., San Gabriel Fwy.

2 - TRANSPORTATION: Railroads – Southern Pacific; Santa Fe.
Airports – Long Beach (9 mi.); LA International (15 mi.); Orange County (20 mi.).
Intercity Bus Lines – 6.
Water – Long Beach and Los Angeles Harbors.

3 - POPULATION:
Corp. City 80 Cen. 82,602
CZ-ABC: (70) 88,445; (81) 88,800
RTZ-ABC: (70) 143,281; (81) 139,200
City & RTZ-ABC: (70) 231,726; (81) 228,000
County/SMSA 80 Cen. 7,477,657

4 - HOUSEHOLDS:
City 80 Cen. 32,667
CZ-ABC: (70) 30,844; (81) 35,700
RTZ-ABC: (70) 42,539; (81) 48,000
City & RTZ-ABC: (70) 73,383; (81) 83,700
County/SMSA 80 Cen. 2,730,674

5 - BANKS: 24 Comm.; 10 Sav. & Loan; Dep. $650,000,000

6 - PASSENGER AUTOS: County 4,048,996

7 - ELECTRIC METERS: 33,599

8 - GAS METERS: 29,300

9 - PRINCIPAL INDUSTRIES: Aerospace; Electronics; Steel Fabricating; Food Processing; Graphic Arts; Oil Tool Mfg.; Industrial Firms: Norwalk 67; Pico Rivera 150; Santa Fe Springs 900; Downey 380.

10 - CLIMATE: Min. & Max. Temp. – Spring 52-69; Summer 62-79; Fall 56-75; Winter 45-65. Annual rainfall 14 in. Elevation 120 feet.

11 - TAP WATER: Metropolitan Water District.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downey Sq. (17)	NA	Sizzler Steak House
Stonewood (84)	NA	Broadway Dept., Penney, Albertson's, Jewelcor
Villa Sq. (20)	NA	Sunderland's
Del Rio (17)	NA	Safeway

Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores – Broadway; J.C. Penney; Montgomery Ward; Wineman's; Mervyn's.
Discount Stores – Gemco; K mart; Fed Mart; Zody's; All American Home Center.
Variety Stores – S.H. Kress; Newberry's; Woolworth.
Chain Drug Stores – Sav-On; Thrifty; Best Buy.
Chain Supermarkets – Albertson; Alpha Beta; Food Fair; Food Giant; Lucky; McCoy; Safeway; Von's; Ralph's.
Other Chain Stores – Firestone; Goodyear; Goodrich; Harris & Frank; Lerner Shops; Mode O'Day; Miller's Outpost; Standard Brands.

14 - NEWSPAPERS: SOUTHEAST NEWS & DOWNEY CHAMPION (e-mon to fri) 5,444; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Pete Leonard, Adv. Mgr., SOUTHEAST NEWS & DOWNEY CHAMPION, 12130 Paramount Blvd., Downey, CA 90242; Tel. (213) 862-1645.
National Representative : Branham.

EL CAJON

1 - LOCATION: San Diego County (In San Diego SMSA), E&P Map E-8. SW corner of state.

2 - TRANSPORTATION: Railroads – So. Pac.
Motor Freight Lines – 14.
Intercity Bus Lines – San Diego Transit System; Trailways; Greyhound.
Airlines – American; Continental; Delta; Golden West; Hughes AirWest; National; PSA; Sun-Aire; United; Western.

3 - POPULATION:
Corp. City 80 Cen. 73,892
CZ-ABC: (70) 67,133; (81) 99,600
RTZ-ABC: (70) 131,422; (81) 183,300
County/SMSA 80 Cen. 1,861,846
City & RTZ-ABC: (70) 198,555; (81) 282,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 28,464
County/SMSA 80 Cen. 670,094
CZ-ABC: (70) 21,375; (81) 36,700
RTZ-ABC: (70) 40,120; (81) 64,400
City & RTZ-ABC: (70) 61,495; (81) 101,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	N.A.
Sav. & Loan	12	N.A.

6 - PASSENGER AUTOS: County 1,022,778

7 - ELECTRIC METERS: 125,983

8 - GAS METERS: 86,968

9 - PRINCIPAL INDUSTRIES: Light to medium manufacturing, industrial. 20.8% residents work in El Cajon; 34% in San Diego (aircraft, shipbuilding); balance work in county area; Av. Wkly. Wage $259.

10 - CLIMATE: Av. Ann. Temp. – 62.4. Mild climate year round.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days : Thurs., Fri. & Sat. **Stores Open Evenings** : Mon., Thurs. & Fri. to 9.
Principal Shopping Centers (No. Stores) – El Cajon (11); 2 blocks on Main St. (13); El Cajon Plaza on E. Main (8); Parkway Plaza (115); Town & Country (15); Fletcher Hills (42); Grossmont Center (107).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bostonia (9)	NA	
El Cajon (18)	NA	Von's, Walker-Scott, Fed-Mart
El Cajon II (8)	NA	Safeway, Thrifty Drug, Fed-Mart
Fletcher Hills (42)	NA	Discount Fabrics, Checker Auto
Madison Plaza (10)	NA	Alpha Beta, TG&Y
Parkway Plaza (115)	NA	Sears, Woolworth, May Co.
Town & Country (15)	NA	Von's
Valley Chase	NA	TG&Y
1st & Main	NA	Food Basket, Sav-On
Grossmont (107)	NA	Broadway, Mont. Ward, Food Basket
College Grove	NA	Walker-Scott, Long's, Safeway, Penney's
E. Main Plaza	NA	Food Basket, Rexall

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Montgomery Ward; Broadway; Sears; Walker Scott; May Co.; Akron; Fed-Mart; Richman Bros.; Bill Gamble's; Coopers; Anita's; C&R Clothiers; Jeans West; The Gap; Lane Bryant; Marsi's Rebel Shop.
Discount Stores – Ardan-Royal; Gemco; K mart; Fed-Mart.
Variety Stores – Kress; TG&Y; Woolworth.
Chain Drug Stores – Thrifty; Long's; Sav-On; Fed-Mart.
Chain Supermarkets – Alpha Beta; Safeway; Food Basket; Big Bear; Von's.
Other Chain Stores – Auto Accessories: Firestone, Western Auto, Goodyear, Checker Auto; Jewelry: Koven's, Lawson; Shoes: Kinney, Thom McAn, Karl's, Gallenkamps; Furniture: McMahan's, United, R.B. Furniture, Wickes; Home Improvement: Handyman, Dixieline, Builder's Emporium, Westy's, Hazard.

14 - NEWSPAPERS: CALIFORNIAN (e-mon to fri; m-sat) 19,423; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William P. Wineska, Mktg. Mgr., CALIFORNIAN, 1000 Pioneer Way, El Cajon, CA 92020; Tel. (714) 442-4404.

National Representatives: USSPt: Western Dailies.

EL CENTRO

1 - LOCATION: Imperial County, E&P Map F-8. 115 mi. E of San Diego, 220 mi. SE of Los Angeles. U.S. Hwy. 86; State Hwys. 78, I-8, 79 & 111; 60 mi. W of Yuma, AZ; 10 mi. N of Mexicali, Baja Cal., Mexico population 600,000.

2 - TRANSPORTATION: Railroads – SP; San Diego & Arizona Eastern (freight only).
Motor Freight Carriers – 16.
Intercity Bus Lines – Greyhound; Continental Trailways.
Airlines – Imperial; Swift Air; Cochise (commuter).

3 - POPULATION:
Corp. City 80 Cen. 23,996
PMA-ABC: (70) 47,597; (81) 61,700
County 80 Cen. 92,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,783
County 80 Cen. 28,157
PMA-ABC: (70) 13,165; (81) 19,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	N.A.
Commercial	6	$208,629,354

6 - PASSENGER AUTOS: County 43,696

7 - ELECTRIC METERS: County 30,710

8 - GAS METERS: County 15,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage) – Agriculture is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($290); County Employees 840 ($285); Fruit & Veg. Packers 3,000 ($450 to $600); Sugar 450 ($350); Gypsum 275 ($325); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elec., So. Cal. Edison, State Dept. of Resources and a number of major oil compaines. The city is experimenting with non-electrical geothermal applications.
Principal Industrial Pay Days – 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 47-86, Summer 70-115; Fall 57-89; Winter 23-86.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center – 4 blocks on Main St. plus 5 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
El Centro (22)	NA	Sears
Valley Plaza (50)	NA	Mont. Ward (catalog), Woolworth, Penney's

Principal Shopping Days: Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores – J.M. McDonald; Penney; Sears; Montgomery Ward (catalog); Yellow Mart; K mart; Mervyn's.
Variety Stores – Woolworth.
Chain Drug Stores – Thrifty; Rexall; El Centro 2; Clements 2; Long's.
Chain Supermarkets – Safeway; Cook's 2; Maytair.
Other Chain Stores – Town Shop; Kinney's; Koby Shoe; McMahan; Valley Furniture Warehouse; Dorman's; Imperial Stores 2; Goodyear; Checker Auto; Valley Auto Supply; Winston's; Singer Co.; Fashion Fabrics; Brooks; Henry's; George's; Smith's; S&H Green Stamps; Radio Shack.

14 - NEWSPAPERS: IMPERIAL VALLEY PRESS (e) 10,910; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Alex Gay, Mkt. Con./P.R. Dir., IMPERIAL VALLEY PRESS, 205 N. 8th St., El Centro, CA 92244; Tel. (714) 352-2211.
National Representative: Branham.

ESCONDIDO

1 - LOCATION: San Diego County (In San Diego SMSA). E&P Map E-8. Light industrial, agricultural and dairy center. SW part of state. 110 mi. SE of Los Angeles; 30 mi. N of San Diego. Junction of U.S. I-15 and State Hwy. 78.

2 - TRANSPORTATION: Railroads – AT & Santa Fe.
Motor Freight Carriers – 9.
Intercity Bus Lines – Greyhound; Palomar-Oceanside; San Diego-Escondido and North County Transit.

3 - POPULATION:
Corp. City 80 Cen. 62,480
CZ-ABC: (70) 54,193; (81) 109,900
RTZ-ABC: (70) 65,198; (81) 52,000
County/SMSA 80 Cen. 1,861,846
City & RTZ-ABC: (70) 119,391; (81) 171,900
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,501
County/SMSA 80 Cen. 670,094
CZ-ABC: (70) 17,916; (81) 42,100
RTZ-ABC: (70) 21,279; (81) 23,000
City & RTZ-ABC: (70) 39,195; (81) 65,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	53	N.A.
Sav. & Loan	55	N.A.

6 - PASSENGER AUTOS: County 1,022,778

7 - ELECTRIC METERS: Res. 24,100

8 - GAS METERS: Res. 17,062

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Aircraft Tools 139; Building Materials Mfg. 107; Clothing Mfg. 360; Electronics 3,951; Fabricating 133; Food Processing 242; Golf Equipment 115; Machine Products 185; Medical & Dental Supplies 717; Plating 206; Radio/TV Mfg. 1,005; Marine Prod. Res. 115; Misc. 282. Total 107 Industrial Plants.
Principal Industrial Pay Days – Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 47-71; Summer 52-88; Fall 46-76; Winter 38-68.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers – 12 blocks on Grand Ave.; 6 on Second Ave.; 14 on E. Valley Parkway So.; 15 on Escondido Blvd.; 4 on Broadway; 2 on laterals leading into above streets; 16 on Valley Parkway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Escondido (12)	NA	Thrifty Drug, Alpha Beta
Escondido Sq.	NA	Thrifty Drug
Escondido Mall (72)	NA	Sears, Walker-Scott
Felicita Plaza (17)	NA	
Felicita Vig. (40)	NA	Safeway
Town & Country	NA	Safeway, Long's Drugs
Midtown Plaza (16)	NA	Montgomery Ward
Valley Plaza (48)	NA	Big Bear
The Vineyard (65)	NA	
Washington Sq. (14)	NA	

Principal Shopping Days: Sun., Fri. & Sat.
Stores Open Evenings: Largest – every week night.

13 - RETAIL OUTLETS: Department Stores – Sears; J.C. Penney; Walker Scott; K mart, Montgomery Ward; Gemco.
Variety Stores – Royal Distributors; TG&Y; F.S. Rasco.
Discount Stores – Fed-Mart; Pic 'N Save.
Chain Drug Stores – Fiesta (Rexall); Thrifty; Sav-On; Long's.
Chain Supermarkets – Safeway 2; 7-Eleven 5; Food Basket; Big Bear 2; Von's 2; Alpha Beta; Lavicio's 2.
Other Chain Stores – Western Auto Supply; Frazee's Paint; McMahan's Furn.; San Diego Glass & Paint; Fashion Conspiracy; United Furn.; S&H Green Stamps; Kinney Shoes; Singer; Handyman; House of Fabrics; Golden State Fabrics; Hickory Farms of Ohio; Builder's Emporium; Embassy Fabrics; Goodrich Surplus; Le Roy's Jewelers; Jessop's Jeweler; Motherhood Maternity; Sally's (apparel); Steicher's Shoes; Pine Tree Lumber; Drue's; Mr. Dependable; Dixieline Lumber; Lawson's; Thearle's Music; Ortho Mattress; Radio Shack; Royal Highlander; General Nutrition; Checker Auto Stores; Harris & Frank Men's Clothing; Moskatels; Nahas-Rathbuns; Sprouse Reitz; Wickes Lumber; Standard Brands Paint; Sinclair Paint; Kennedy Tire; Firestone; L&M Goodyear; Winston Tire; Trainer Tire; Dorman's; Thom McAn; Zale's Jewelers; Larson Jeweler; The Bedroom; Orange Julius.

14 - NEWSPAPERS: TIMES-ADVOCATE (e-mon to fri) 32,444; (S) 34,049; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Fogerty, Gen. Adv. Mgr., TIMES-ADVOCATE, 207 E. Pennsylvania Ave., Escondido, CA 92025; Tel. (714) 745-6611.
National Representative: CWO&O.

EUREKA

1 - LOCATION: Humboldt County, E&P Map A-2, County Seat. On E side of Humboldt Bay, 284 mi. N of San Francisco. Redwood Hwy. U.S. 101; Fortuna-Redbluff Hwy.; Trinity Hwy. 299. Lumber, tourism, commercial fishing, dairy, agriculture, Humboldt State University, local junior college.

2 - TRANSPORTATION:
Motor Freight Carriers – 10.
Intercity Bus Lines – Greyhound; Eureka Transit.
Airlines – Republic; West Air.

3 - POPULATION:
Corp. City 80 Cen. 24,153
CZ-ABC: (70) 36,463; (81) 38,400
RTZ-ABC: (70) 77,809; (81) 90,800
County 80 Cen. 108,024
City & RTZ-ABC: (70) 114,272; (81) 129,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,121
County 80 Cen. 41,383
CZ-ABC: (70) 12,802; (81) 15,600
RTZ-ABC: (70) 24,288; (81) 32,800
City & RTZ-ABC: (70) 37,090; (81) 48,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav.	22	$275,000,000
Sav. & Loan	4	$85,000,000

6 - PASSENGER AUTOS: County 55,805

7 - ELECTRIC METERS: Residence 37,480

8 - GAS METERS: Residence 25,421

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Lumber 5,550 ($145); Comm. Fishing 1,775 ($137); Construction 1,150 ($215); Mfg. 3,525 ($126).
Principal Pay Days – Fri.; Lumber & Mfg. – 10th & 25th; Dairy – 15th; Construction – Mon; Commercial Fishing – Wed.; County – 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 44-56; Summer 51-61; Fall 48-60; Winter 42-54.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers – 5 blocks on 5th; 5 blocks on 4th; 4 blocks on F; 3 blocks on 3rd and 4 blocks on 2nd.
Neighborhood Shopping Center – 6 blocks at Henderson and F Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Henderson	2	Schafer's Hdw., Food Mart
Myrtle Towne	2	Coast-to-Coast, Myrtletown Pharmacy
Broadway	1	Eureka Mkt., Pay 'N Pak
The Mall	2	Sears, Payless Drug, Safeway, S.H. Kress
Burre Center	1	Long's Drug
McKinleyville	15	Food Mart, Safeway, Sprouse Reitz
Uniontown	7	Value Giant, Safeway
Valley West	13	Sprouse Reitz, Thrifty Drugs, Beno's, Sentry Mkt.
Redwood Village	15	Safeway, Thrifty Drug, Beno's, Sprouse Reitz
Mall 101	2	Payless, Beno's, Mark & Save

Principal Shopping Days: Thur., Fri. & Sat.
Stores Open Evenings: Dept.-Fri.; Food-nightly.

13 - RETAIL OUTLETS: Department Stores – Montgomery Ward; J.C. Penney; White House; Bistrin's; Sears; Daly's; Beno's.
Variety Stores – S.H. Kress; Woolworth; Jones; Sprouse Reitz; Shafer's; Ace Hardware.
Discount Stores – Pay'n Pak.
Chain Drug Stores – Rexall; Long's; Red Cross 2; Ritchie Wood Rx 3; Pay Less; Thrifty.
Chain Supermarkets – Safeway 6; Food Mart 3; Kacys 2; Eureka Mkt.; Sentry Mkt.; Mark & Save.
Other Chain Stores – Firestone; W.P. Fuller (paint); Sherwin Williams; Jenkel & Davidson (optical); Singer Co.; Mode O'Day; Weisfield's (jewelry and home appl.); Kinney Shoes; McMahan's Furniture; S&H Green Stamps; Coast-to-Coast; Karl's Shoes; Leeds Shoes; Blue Chip Stamps.

14 - NEWSPAPERS: TIMES-STANDARD (e) 21,284; (S) 23,233; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Clifford Condy, Adv. Sales Mgr., TIMES-STANDARD, PO Box 3580, Eureka, CA 95501; Tel. (707) 442-1711.
National Representatives: Western Dailies; Thomson.

FAIRFIELD

1 - LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa SMSA), County Seat. Agriculture, industry & Travis AFB. 47 mi. NE of San Francisco; 50 mi. SW of Sacramento; U.S. Hwy. 80; State Hwy. 12.

2 - TRANSPORTATION: Railroads – Southern Pacific.
Motor Freight Carriers – 8.
Intercity Bus Lines – Greyhound; Trailways; Vaca Valley; Dart.

3 - POPULATION:
Corp. City 80 Cen. 58,099
County 80 Cen. 235,203
SMSA 80 Cen. 334,402

4 - HOUSEHOLDS:
City 80 Cen. 18,406
County 80 Cen. 80,426
SMSA 80 Cen. 117,050

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Sav. & Loan	8	$53,000,000

6 - PASSENGER AUTOS: County 124,639

7 - ELECTRIC METERS: Residence 18,610

8 - GAS METERS: Residence 18,940

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage) – County 515 ($195); Travis AFB 3,328 Civilians ($215); Explosives 135; Agriculture 500; Misc. Industry 300; Beer 500; Metal Cans 200; Plastic Bottles & Cans 500; Industrial Pumps 260; Electronic Equip. 260; Explosive Division 200.
Principal Industrial Pay Days – 1st and 15th.

10 - CLIMATE: Summer high – 86; Winter low – 36.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers – 4 blocks on W. Texas and 12 blocks on N. Texas; K mart Shopping Center; Solano Super Mall; Raley Shopping Center on Holiday Lane and Travis Blvd.; Mission Village, N. Texas; Solano Mall.
Principal Shopping Days: Thu., Fri., Sat., Sun. & Mon.
Stores Open Evenings: Nightly ex. Sun.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Hydes; Mervyn's; Ross.
Discount Stores – Warehouse; WOW; K mart; Food and Hardware; Ardans; Consumers; Ole's Building & Home Center.
Chain Drug Stores – Longs; Thrifty; Raley.
Chain Supermarkets – Safeway; Lucky 3; Campos Food Fair 2; Fairfield Grocery; Travis; Farmer's Mkt. 2; Wow Mkt.; Raley; Albertson's.
Other Chain Stores – Sears; Montgomery Ward; Gensler-Lee; Goodyear; Diamond National; Grossman's; Wicke's Lbr.; Radio Shack; Consumers Distributors; Grand Auto; Firestone; MCO Discount Stores; Ardans; Warehouse Records; Kragan Auto; Smith's; Miller's Outpost; Zales; Granat Bros.; Gloria Marshall; Samuels.

14 - NEWSPAPERS: REPUBLIC (e-mon to fri) 15,893; (S) 16,057; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Keith Resnick, Adv. Dir., REPUBLIC, 1250 Texas St., Fairfield, CA 94533; Tel. (707) 425-4646.
National Representative: Branham.

FONTANA

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-7. Steel production center. 8 mi. W of San Bernardino; 13 mi. E of Ontario; 45 mi. E of Los Angeles. On U.S. Hwys. 10, 66, 99 & 70; State Hwy. 26.

2 - TRANSPORTATION: Railroads – AT&SF; Pac. Elec.; SP; Union Pacific.
Motor Freight Carriers – 15.
Intercity Bus Lines – Greyhound; Southern California Rapid Transit District.

3 - POPULATION:
Corp. City 80 Cen. 37,109
County 80 Cen. 893,157
SMSA 80 Cen. 1,557,080
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,388
County 80 Cen. 308,062
SMSA 80 Cen. 551,081

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$72,000,000
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 457,624

7 - ELECTRIC METERS: Res. 9,100

8 - GAS METERS: Res. 9,911

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Mfg. 14,000; Agriculture 250; Construction 1,200; Transp., Comm. & Util. 1,000; Whol. & Retail 2,500; Fin., Insur. & Real Estate 500; Services & Hospitals 1,040; Misc. 400.

10 - CLIMATE: Av. Temp. – Spring 60; Summer 75; Fall 67; Winter 52. First killing frost, Nov. 23. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, med. hardness.

12 - RETAILING: Principal Shopping Districts – Sierra, 6 blocks N. from Merrill; Arrow, 4 blocks W. from Sierra; Foothill, 8 blocks E. and W. from Sierra; Sierra & Valley Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fontana Square	0	Penney, Woolworth, Thrifty Drug
Inland Center	9	Sears, May Co., Broadway
Central City Mall	9	Montgomery Ward, Penney, Harris Co.
Tyler Mall	15	Penney, Sears, May Co.
South Sierra	1	Rasco, Stater Bros., Thrifty Drug
Fontana Plaza	1	Lucky's, Sav-On Drug, Miller's Outpost

Principal Shopping Days: Wed., Thu., Fri. & Sat.
Stores Open Evenings: Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; TG&Y.
Discount Stores - Pic 'N Save.
Variety Stores - Rasco; Woolworth; Rexall; Finley 2.
Chain Drug Stores - Thrifty 2; Rexall; Finley 2; Sav-On.
Chain Supermarkets - Safeway; Stater Bros. 2; Alpha Beta; Lucky; Market Basket.
Other Chain Stores - Goodyear; Firestone; McMahan's Furniture; Ole's Hdwr.; Chief Auto; Radio Shack; Thom McAn; Goodman Jewelers; Miller's Outpost.

14 - NEWSPAPERS: HERALD-NEWS (e) 4,054; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Stephen D. Good, Adv. Dir., HERALD-NEWS, 16920 Spring, Fontana, CA 92335; Tel. (714) 822-2231.
National Representative : None.

FREMONT-NEWARK

1 - LOCATION: Alameda County (In San Francisco-Oakland SMSA). E&P Map B-5. Manufacturing, agricultural, residential. In San Francisco Bay area, 25 mi. S of Oakland; 15 mi. N of San Jose.

2 - TRANSPORTATION: Railroads - Southern Pacific; Western Pacific.
Motor Freight Carriers - 50 common carriers; over 250 radial carriers.
Intercity Bus Lines - Greyhound; Peerless; Bay Area Rapid Transit Terminal.
Nearby Airports - Metropolitan Oakland Intl. (22 mi.); San Jose Municipal (16 mi.); San Francisco Intl. (35 mi.); Hayward (12 mi.); Fremont; Sky Sailing.

3 - POPULATION:
Corp. Cities 80 Cen. 164,071
Fremont 80 Cen. 131,945
Newark 80 Cen. 32,126
County 80 Cen. 1,105,379
SMSA 80 Cen. 3,252,721
Cities of Pub.-ABC: (70) 128,022; (81) 164,900
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 53,341
Fremont 80 Cen. 44,125
Newark 80 Cen. 9,216
County 80 Con. 426,092
SMSA 80 Cen. 1,281,316
Cities of Pub.-ABC: (70) 33,297; (81) 49,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	13	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 618,326

7 - ELECTRIC METERS: 59,668

8 - GAS METERS: 52,608

9 - PRINCIPAL INDUSTRIES: Fremont - Auto Assembly Plant 3,700; Food Distrib. 1,260; Salt Mfg. 435; Misc. Mfg. 1,025; Paper Mfg. 500; Electronic Equip; Gas and Electric Meters.

10 - CLIMATE: Min. & Max. Temp. - Spring 46-67; Summer 54-75; Fall 49-73; Winter 38-58.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookvale Ctr. (24)	NA	Long's Drug, Lucky, Safeway
Cabrillo Pk. (13)	NA	Kragen Auto
Center Sq.	NA	Dale Hardware
Paseo Padre (10)	NA	Fry's Foods
Franciscan Pk. (12)	NA	Flair Foods
Fremont Plaza (21)	NA	Payless
Fremont Fashion Ctr. (34)	NA	Safeway, Capwell's
Fremont Hub (96)	NA	Mont. Ward, Mervyn's, Fremont Mkt.
Glenmoor Ctr. (47)	NA	
Meadow Sq. (13)	NA	Fry's Foods
Mission Ranch Ctr. (11)	NA	
Mission Valley (6)	NA	Lucky Mkt.
Monument (9)	NA	
Century Plaza	NA	
Union Square	NA	Safeway, Orchard Supply
El Mercado	NA	Alpha Beta
Sundale Ctr. (13)	NA	Lucky
Town Fair Ctr.	NA	
Rosemont Sq.	NA	Lucky, Payless
Lido Faire (30)	NA	Thrifty Drugs, Safeway
Newark Sq. (12)	NA	
K mart Ctr.	NA	K mart, Alpha Beta
Fry's Plaza (13)	NA	Fry's, Sarco
New Park Mall (130)	NA	Sears, Macy's

Stores Open Evenings : Shopping centers, Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores - Capwell's; Sears; Montgomery Ward; Mervyn's; Macy's.
Variety Stores - Woolworth; Ben Franklin.
Discount Stores - K mart; Gemco.
Chain Drug Stores - Long's 2; Pay Less 2; Thrifty 2.
Chain Supermarkets - Alpha Beta 2; Fremont Market; Lucky 4; Flair Market; Safeway 4; Fry's 4; Rebello's 3; Charlie's Markets 2.
Other Chain Stores - Clothing: Smith's, Gredin's, Grutman's, Goldman's, Jay- Vee, Hartfield's, Frederick's, Marlene's, Foxmoor, Topps 'N Trowsers, Picadilly, Casual Corner, Miller's Outpost, Clothes Barn, Contempo, Richman's, Wild West; Jewelry: Crescent, Milen's, Davidson & Licht, J. Herbert Hall, Gordon's, Weisfield's; Tire & Auto: Goodyear, Firestone, Gerard, Grand Auto, Kragen Auto, Winston Tires, Wholesale Distributors; Shoes: Kinney, Kushin's, Allen's, Hardy; Home Furnishings: R.B. Furniture, Connolly's, Abbey Carpet, Carpeteria, Conklin Bros.; Misc.: Wickes Lumber, Orchard Supply, Four Star Bldg. Materials, Brennan's Magnavox, Big '5', Sportina Goods, House of Fabrics, Fabric Lane, Singer Sewing Center.

14 - NEWSPAPERS: THE ARGUS (m) 20,022; (S) 20,362; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Hollingshead, Adv. Mgr., THE ARGUS, 37427 Centralmont Pl., Fremont, CA 94536; Tel. (415) 794-0111.
National Representatives : Cal. Newspaper Serv.; Western Dailies.

FRESNO

1 - LOCATION: Fresno County (SMSA). E&P Map C-5, County Seat. Agricultural, industrial, wholesale center. 189 mi. from San Francisco; 221 mi. from Los Angeles. On U.S. Hwy. 99.

2 - TRANSPORTATION: Railroads - Southern Pacific; Atchison, Topeka & Sante Fe.
Motor Freight Carriers - 30.
Intercity Bus Lines - Pac Greyhound; Continental Trailways.
Airlines - United; Hughes Air West; Pacific Southwest; Swift Aire; Golden Gate; Inland Empire; Air California.

3 - POPULATION:
Corp. City 80 Cen. 218,202
CZ-ABC: (70) 286,945; (81) 375.900
RTZ-ABC: (70) 420,559; (81) 541,300
County/SMSA 80 Cen. 515,013
City & RTZ-ABC: (70) 707,504; (81) 917,200
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 81,996
County/SMSA 80 Cen. 178,624
CZ-ABC: (70) 91,461; (81) 137,600
RTZ-ABC: (70) 122,830; (81) 182,400
City & RTZ-ABC: (70) 214,291; (81) 320,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	14	$1,472,115,000
Commercial	16	$1,876,550,000

6 - PASSENGER AUTOS: County 258,096

7 - ELECTRIC METERS: County 182,147

8 - GAS METERS: County 137,940

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - All Mfg. 23,000: Nondurable Goods 12,100, Durables 10,900; Foods 8,100; Transp. & Public Utilities 10,900; Fin., Insur. & Real Estate 10,900; Government 40,800; Retail Trade 35,300; Wholesale Trade 13,600; Services 36,200; Agriculture, Forestry & Fisheries 48,200; Construction 11,000.
Principal Pay Days - Thurs., Fri., 1 & 15.

10 - CLIMATE: Min. & Max. Temp. - Winter 32-65; Spring 40-94; Summer 59-111; Fall 40-104. First killing frost, Nov. 26. Last killing frost, Feb. 27.

11 - TAP WATER: Med. hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 24-block core area - Van Ness, H St., Inyo and Tuolumne (Includes Fulton Mall); Manchester Ctr.; Fig Garden Village; West Fresno, Ashlan Park, Eastgate; Northgate; Fashion Fair, Chestnut, Clovis & Shaw; West & Bullard; Shaw & West.
Neighborhood Shopping Centers - N. First & McKinley; Wishon & Olive; N. Cedar & Shields; N. First & Ashlan; N. Fruit & W. McKinley; Blackstone & Clinton; E. Tulare & N. Cedar; W. Shields & West; Blackstone & Shaw; Kings Canyon Rd. & Clovis Ave.; West & Ashlan; First & Shaw; First & Barstow; First & Bullard; Cedar & Herndon; Blackstone & Herndon; Willow & Shaw; Peach & Shaw; Pain & Bullard; Minnewawa & Shaw; Marks & Bullard; Marks & Shaw; First & Shields.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fashion Fair	5	Weinstock's, Penney's, Gottschalk's
Fig Garden	7	McDonald's, Food World
N. Gate Strip	8	K mart, Safeway, Ward's, Thrifty Mart
Payless	7	Payless
Manchester	4	Sears, Liberty House, Gottschalks, Long's Drugs
Eastgate	5	K mart, Thrifty Drugs, Mayfair Mkt.
Sunnyside Plaza	6	Payless, Safeway

Principal Shopping Days : Thu., Fri., Sat. & Sun.
Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores - Gottschalk's 3; J.C. Penney 2; Montgomery Ward; Sears Roebuck; Ollenberger's 4; Liberty House; McDonalds; Weinstock's.
Discount Stores - K mart 3; Payless 3; Handyman; Zody's; Mervyn's; Gemco: Ardan's; Best; Consumers.
Variety Stores - Woolworth 2; J.J. Newberry; Sprouse Reitz 4.
Chain Drug Stores - Long's 7; Thrifty 6; Payless 3; Drug Fair; Family Phmcy. 2.
Chain Supermarkets - Mayfair 4; Safeway 8; Continental; Country Boy 2; Save Mart 7; Thriftmart 2; Foodland 10; Hanoian's; Alpha Beta 4; Young's 2; Bad Boy 2; Gong's 2.
Other Chain Stores - Apparel: Ward's, Sears, Roos-Atkins, Lerner Shops, Rodder's-Goldring 2, Berkeley's, Flagg Bros., Topps & Trousers, Coffees 2, Walter Smith 2, Hodge & Son 2, Trend O'Fashion, Tall Fashions, Miller's Outpost; Shoes: Asher Bros. 2, Gallenkamp's 4, Kinney 3, Karl's, Burt's, Leeds, Koby's 3, Queen's, Red Cross, S&K Allen's, C.H. Baker, Jarman's, Kushin; Automotive: Firestone, Goodrich, Lucky, Pep Boys, Penney's, Weinstock's, Gottschalk's, Goodyear, Kragen's 4, Grand Auto; Furniture: R.B. Furniture, McMahan's, Levitz, Breuner's; Yardage: House of Fabrics, Fashion Fabrics, Fabrics West: Candy: See's 3; Hardware: Fresno Ag; Agriculture: Food Machy. & Chem., Quinn Co., Homelite, Grange.

14 - NEWSPAPERS: BEE (m) 134,777; (S) 152,993; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dick Cruse, Nat. Adv. Spv., BEE, 1626 E St., Fresno, CA 93786; Tel. (209) 441-6111.
National Representative : CWO&O.

FULLERTON
See ORANGE COUNTY

GLENDALE

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles SMSA). 9 mi. NE of Los Angeles.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Motor Freight Carriers - 15.
Intercity Bus Lines - Metro; Continental-Santa Fe Trailways; Greyhound; Tanner Grey Lines.
Airlines - Pacific Southwest; Air West; Air California; Continental; Hollywood-Burbank. Plus 11 major airlines into L.A. Int'l Airport.

3 - POPULATION:
Corp. City 80 Cen. 139,060
CZ-ABC: (70) 132,752; (80) 132,200
RTZ-ABC: (70) 238,959; (80) 232,700
County/SMSA 80 Cen. 7,477,657
City & RTZ-ABC: (70) 371,711; (80) 364,000
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 59,339
County/SMSA 80 Cen. 2,730,674
CZ-ABC: (70) 54,454; (80) 62,000
RTZ-ABC: (70) 85,740; (80) 95,500
City & RTZ-ABC: (70) 140,194; (80) 157,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav.	18	$567,676,000
Sav. & Loan	17	$2,033,335,000

6 - PASSENGER AUTOS: County 4,048,996

7 - ELECTRIC METERS: Residence 57,067

8 - GAS METERS: 55,756

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Agriculture, Forestry, and Fisheries 200; Construct. 5,200; Food Pdts. 2,100; Fabric. Metals 3,300; Elec. Machy. 1,700; Transp. Equip. 1,350; Instruments 2,600; Other Manufacturing 14,900; Transp., Commun. and Util. 1,900; Whole. and Ret. Trade 17,200; Fin., Ins. and Real Estate 3,300; Service 14,200; Govt. 5,600. **Principal Pay Days** - Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 43-98; Summer 52-105; Fall 37-101; Winter 38-88. No killing frosts.

11 - TAP WATER: Neutral medium hard. Dec. 60 analysis shows 11,542 grains per gal. - 199 parts per million gal.

12 - RETAILING: Principal Shopping Centers - 8 blocks on Brand; 5 blocks on Broadway; 6 blocks on Central; 2 blocks on Wilson; 4 blocks on Colorado & Broadway.
Neighborhood Shopping Centers - 8 blocks on Glendale Ave.; Adams Sq. Area; 3 blocks on N. Pacific from Glenoaks N.; Kenneth Rd. & Grandview; Chevy Chase & Verdugo; Cracker Barrel Shopping Center, 1200 S. Glendale Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Montrose	4	Hale's, Safeway
Atwater	3	Beech's
Chaseway	2	Alpha Beta
Eagle Rock	2	May Co., Montgomery Ward
Galleria	NA	Broadway, J.C. Penney, Ohrbach's, Buffum's
Glendale Fashion	NA	J.W. Robinson's, Webbs
Glendale Plaza	NA	Thrifty Drug
Glendale Galleria (158)	NA	Orbach's, J.C. Penney

Principal Shopping Days : Wed., Thu. & Fri.
Stores Open Evenings : Dept.: 6 nights; Food: Every night; Others: Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores - Webbs; Sears; J.C. Penney; Reinie's; Robinson's; May Co.; Montgomery Ward; Broadway; Orbach's; Buffum's.
Discount Stores - Lucky Stores; Value Center; K mart.
Variety Stores - Woolworth; Kress.
Chain Drug Stores - Thrifty 2; Sav-On; Safeway.
Chain Supermarkets - Thriftmart 4; Safeway 6; Albertson's 3; Ralph's 2; Jim & Gil's; Von's 2; Alpha Beta; Lucky Markets 2; Market Basket 3; Phils.
Other Chain Stores - Auto Supply: Firestone, Goodyear, General, Pep Boys; Paint: Dunn-Edwards, Fuller Paints, General Paints, Pittsburgh Paints, Sherwin-Williams; Candy: Curries, See's; Men's and Women's Clothing: Judy's, Baxter Bros., Bruno's, Eagleson's, C&R Clothiers, Miller's Outpost, Clothes for Eve, Joseph Magnin, The Gap, Harris & Frank, Hartfields, Modern Women, Zeeman's; Furniture: Barker Bros., Levitz, Riviera Convertible Sofas, RB, Maple Shops, McMahan's; Jewelers: Brand, J. Herbert Hall, Zale's, Slavick's; Misc.: Hickory Farms, Singer Co.; Shoes: C.H. Baker, Bernett's, Karl's, Leed's, Thom McAn, Roe, Mandel's, Kinney's, Robinson's, Ryan Buster Brown, Desmond's, Draper's, Wetherby Kayser, Waltah Clark, J. Magnin.

14 - NEWSPAPERS: NEWS-PRESS (e) 13,888; Sept. 30, 1980 ABC (latest statement available).
Local Contact for Advertising and Merchandising Data: Walter Roach, Gen. Mgr., NEWS-PRESS, 111 N. Isabel, Glendale, CA 91206; Tel. (213) 241-4141.
National Representative : Landon.

GRASS VALLEY

1 - LOCATION: Nevada County, E&P Map C-4. Lumber mfg., ranching, recreation, historic gold area. E central part of state; Sierra Nevada foothills. 60 mi. N of Sacramento; 37 mi. E of Marysville. At junction of State Hwys. 20 & 49; about 12 mi. N of I-80.

2 - TRANSPORTATION: Airlines - Nevada County Airpark.
Motor Freight Carriers - 6.
Intercity Bus Lines - Gold County Stage; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,697
PMA-ABC: (70) 23,818; (81) 49,500
County 80 Cen. 51,645

4 - HOUSEHOLDS:
City 80 Cen. 3,037
County 80 Cen. 20,350
PMA-ABC: (70) 8,767; (81) 21,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	8	N.A.
Sav. & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 29,350

7 - ELECTRIC METERS: Residence 14,841

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Lumbering 1,200; Agriculture 1,200; Manufacturing 1,000; Mining 100; Utilities 400; Construction 1,000; Electronic Mfg. 600.
Principal Pay Days - Mon.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 43-75; Summer 55-88; Fall 39-67; Winter 33-60. First killing frost, Oct. 16. Last killing frost, Apr. 15.

11 - TAP WATER: Not fluoridated; chlorinated.

12 - RETAILING: Principal Shopping Centers - Main & Mill Sts.; Neal St.; Spring Hill; Colfax Ave.; Grass Valley; Broad St.; Zion St.; Nevada City; Glenbrook; Gold Country Mall.
Neighborhood Shopping Centers - Oaks Subdivision; Cedar Ridge; Alta Hill; Town Talk; Sunset; Penn Valley; Rough and Ready; Combie.
Principal Shopping Days : Wed., Thu., Fri. & Sat.
Stores Open Sundays : Some.

13 - RETAIL OUTLETS: Department Stores - Penney; Montgomery Ward; Sears; Rasco's; Ben Franklin.
Variety Stores - Sprouse Reitz; Rasco's; Smith's; Henderson Hardware; Alpha 2; Cornet.
Chain Supermarkets - Safeway 2; Shop N' Save; Farmers Mkt.; SPD Mkt.; Oak Mkt.; Busy Bee; Lucky.
Chain Drug Stores - DeMartini Rexall 2; Thrifty Drug.
Other Chain Stores - Anita's Apparel; Mode O'Day; Western Auto 2; Pacific Dollar; Firestone 2.

14 - NEWSPAPERS: UNION (e) 12,339; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Pete Pederson, Adv. Dir., UNION, 11464 Sutton Way, Grass Valley, CA 95945; Tel. (916) 273-9561.
National Representative : None.

HANFORD

1 - LOCATION: Kings County, E&P Map C-6, County Seat. Midway bet. Los Angeles & San Francisco.

2 - TRANSPORTATION: Railroads - Santa Fe; Southern Pacific.
Airlines - United (Visalia Airport).
Motor Freight Carriers - 5.
Intercity Bus Lines - Greyhound; Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 20,958
CZ-ABC: (70) 22,188; (81) 28,500
RTZ-ABC: (70) 48,325; (81) 54,500
County 80 Cen. 73,738
City & RTZ-ABC: (70) 70,513; (81) 83,000
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen 7,364
County 80 Cen. 23,499
CZ-ABC: (70) 13,027; (81) 10,300
RTZ-ABC: (70) 13,027; (81) 16,800
City & RTZ-ABC: (70) 20,002; (81) 27,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$217,503,000
Sav. & Loan	10	$45,000,000

6 - PASSENGER AUTOS: County 31,982

7 - ELECTRIC METERS: Residence 10,817

8 - GAS METERS: Residence 6,812

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Refinery 215 ($205); Tire Mfg. 750 ($250); Cannery.
Principal Industrial Pay Days - 1st and 16th.

10 - CLIMATE: Min. & Max. Temp. - Spring 46-75; Summer 60-110; Fall 46-79; Winter 29-70. First killing frost, Dec. 1. Last killing frost, Feb. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - Six blocks, Kings Mall (25 stores).
Neighborhood Shopping Centers - Grangeville Blvd. & 11th Ave.; Irwin & Ivy Sts.; 11th Ave. & 5th St.
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores - Sears; J.C. Penney; Case's; Nahas; Montgomery Ward.
Variety Stores - Woolworth; Cornet.
Chain Drug Stores - Thrifty; Tomer's 3; Long's.
Chain Supermarkets - Safeway; State; Superway; Prairie Mkts.
Other Chain Stores - Firestone; Cal Auto Supply; Automotive Supply Co.; Anita Dress Shop; The Vogue; Kirby's; Remar's Dress Shop; Mode O'Day; McMahan's; Kinney Shoes; Singer; House of Fabrics; Bonanza 88 Store; Pep Boys; Sprouse Reitz; Grand Auto.

14 - NEWSPAPERS: SENTINEL (e) 11,768; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Derral Hawkins, Adv. Mgr., SENTINEL, 418 W. 8th, Hanford, CA 93232; Tel. (209) 582-0471.
National Representative : Nat. Adv. Serv.

HAYWARD

1 - LOCATION: Alameda County (In San Francisco-Oakland SMSA). E&P Map B-5. Industry, government, agriculture center. 14 mi. S of Oakland San Francisco Bay region. 26 mi. N of San Jose 25 airline mi. SE of San Francisco; 385 mi. N of Los Angeles.

2 - TRANSPORTATION: Railroads - Southern Pacific (2 lines); Western Pacific.
Intercity Bus Lines - Greyhound; Peerless Stages; Santa Fe Trailways; AC Transit; Bay Area Rapid Transit (Fremont to Oakland, San Francisco, Richmond, Concord).
Airlines - Hayward Air Terminal, 10 mi. to Oakland Int'l. Airport; 23 mi. to San Francisco Int'l. Airport; 28 mi. to San Jose Municipal Airport.
Motor Freight Carriers - Over 150 truck lines and carriers.

3 - POPULATION:
Corp. City 80 Cen. 94,167
CZ-ABC: (70) 203,307; (81) 235,800
RTZ-ABC: (70) 213,706; (81) 213,800
County 80 Cen. 1,105,379
SMSA 80 Cen. 3,252,721
City & RTZ-ABC: (70) 417,013; (81) 449,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,600
County 80 Cen. 426,092
SMSA 80 Cen. 1,281,316
CZ-ABC: (70) 61,743; (81) 81,300
RTZ-ABC: (70) 72,600; (81) 73,300
City & RTZ-ABC: (70) 124,942; (81) 154,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	14	N.A.
Sav. & Loan	24	N.A.

6 - PASSENGER AUTOS: County 618,326

7 - ELECTRIC METERS: 79,612

8 - GAS METERS: 70,456

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Total Employment 54,900; Agriculture, Forestry and Fishing 500; Construction 3,800; Manufacturing 9,200; Transportation, Communication, Utilities 3,000; Retail, Wholesale 12,800; Finance, Real Est., Ins. 1,600; Services 14,400; Gov. 9,500; Other 100.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-65; Summer 55-71; Fall 49-71; Winter 39-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas :
Downtown Hayward - 4 blocks each on A, B, Foothill & Mission Blvd.; 3 each on C & Main Sts.; 2 each on Watkins & D Sts.
Downtown San Leandro - E. 14th St. & Bancroft Ave. from 105th Ave. to 150th Ave.
Shopping Centers : **San Leandro** - Estudillo; Washington/Juana; Pelton; Palma Plaza; Eden; Bayfair; Manor.
San Lorenzo - San Lorenzo Village; San Lorenzo Manor.
Castro Valley - Castro Village; Lucky Center.
Hayward - Creekside; Southland; Haymont; Shafer; Park; Huntwood Manor; Oliver Corner; Tennyson East; Bedford Square; Fairway Park.
Union City - Town & Country Center; Union Square; El Mercado.
Newark - Lewis Center; Lido Faire; Newark Square; K mart Center; New Park Regional Center.
Fremont - Brookvale Center; Cabrillo Park; Center Square; Franciscan Park; Fremont Center; Fremont Hub; Fremont Fashion Center; Fremont Plaza; Glenmoor Center; Irvington Square; Meadow Square; Mission Ranch; Mission Valley; Monument Center; Peralta Plaza; Sundale Center.
Principal Shopping Days : Thurs., Fri. & weekends. Most centers open evenings until 9; daily ex. Sat. & Sun.
Stores Open Evenings : Shopping Centers Mon., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores - Capwell's 2; Macy's 2; J.C. Penney; Montgomery Ward 2; Sears 2; Mervyn's 3; Daughtrey's; Liberty House; Ross.
Variety Stores - Woolworth 3; Toys 'R' Us 2.
Discount Stores - Gemco 2; K mart 3.
Chain Supermarkets - Alpha Beta 6; Co-op; Russell's 6; Flair 2; Fry's 5; Lucky's 15; Safeway 16; Thriftway 2; Romley's 2; Tony's 2.
Chain Drug Stores - Walgreen 3; Thrifty 7; Pay Less 5; Long's 6; Bill's Drug.
Other Chain Stores - Automotive: Coast-to-Coast, Grand Auto, Kragen Auto, Firestone, B.F. Goodrich, Goodyear, Big 'O' Tire, Gerard Tire, Winston Tires, Four Wheel Brake; Apparel: Anita Shops, Grutman's, Marlege's, Gold Hanger, Male Box, Nobby, Miller's Outpost, Lane Bryant, Grodin's, Frederick's of Hollywood, Casual Corner, Foxmoor, Goldman's, I. Magnin, Roos Bros., Smiths Richman's; Candies: MacFarlane's, See's; Furniture & Household: Abbey Carpet, Conklin Bros., Sleepaire, Levitz, Colonial Village, Crossroads, Carpeteria, R B Furniture; Fabrics & Sewing Centers: House of Fabrics, Yardage Fair, New York Fabric, Singer Sewing Center; Jewelers: Baron's, Crescent, Granat Bros., Gordon's, J. Herbert Hall, Weisfield's, Millen's, Zales's; Shoes: Allen's, Florsheim, Gallenkamp, Kinney, Leeds, Thom McAn, Red Wing, Regal, Sommer & Kaufman, Kushins; Home Improvement & Building Supplies: Grossman's, Handyman, 84 Lumber, 4 Star Bldg. Mat., Wickes, Orchard Supply; Miscellaneous: Sherwin Williams, Color Tile, Standard Brands, Ardan's, Best Products, Service Merchandise, Alco Electronics, Pacific Stereo, Big '5' Sporting Goods, Oshman's Sporting Goods.

14 - NEWSPAPERS: REVIEW (e) 43,306; (S) 44,113; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gene Grant, Adv. Dir., REVIEW, 116 W. Winton Ave., Hayward, CA 94544; Tel. (415) 783-6111.
National Representatives : Cal. Newspaper Mkts.; Western Dailies.

HEMET

1 - LOCATION: Riverside County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-8. On Hwys. 74 & 79.

2 - TRANSPORTATION: Railroads - Santa Fe.

3 - POPULATION:
Corp. City 80 Cen. 23,211
SMSA 80 Cen. 1,557,080
County 80 Cen. 663,923

4 - HOUSEHOLDS:
City 80 Cen. 11,477
County 80 Cen. 243,019
SMSA 80 Cen. 551,081

5 - BANKS: 34 Commercial; Deposits N.A.

6 - PASSENGER AUTOS: County 352,464

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mobile Homes & Trailers; Aircraft Parts; Agriculture & Canning Center.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sears Plaza (15)	NA	K mart, Sears
Hemet Plaza (40)	NA	Alpha Beta
Hemet Mall (22)	NA	Penney's, Harris

13 - RETAIL OUTLETS: Department Stores - Penney's; Sears; Harris. 21 **Discount Store** - K mart. 21 **Chain Supermarket** - Alpha Beta.

14 - NEWSPAPERS: NEWS (e) 12,856; sworn Feb. 4, 1981.
Local Contact for Advertising and Merchandising Data: James W. Gill, Jr., Pub., NEWS, 123 S. Carmalita St., Hemet, CA 92343; Tel. (714) 925-0555.
National Representative : None.

HOLLISTER

1 - LOCATION: San Benito County, E&P Map B-5, County Seat. Shipping center. On coast center of state. 90 mi. S of San Francisco.

2 - TRANSPORTATION: Railroads - So. Pac.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,488
County 80 Cen. 25,005
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,716
County 80 Cen. 7,882

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$125,000,000
Sav. & Loan	3	$41,250,000

6 - PASSENGER AUTOS: County 11,714

7 - ELECTRIC METERS: Residence 4,865 (Rural 2,674)

8 - GAS METERS: Residence 5,792

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Food Processing 1,400 ($250); Explosive Ordnance 550 ($300); Agriculture 2,500 ($150); Miscellaneous 210 ($150).
Principal Industrial Pay Days - 10th and 25th.

10 - CLIMATE: Min. & Max. Temp. - Spring 43-78; Summer 49-90; Fall 40-75; Winter 36-65.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Centers - 8 blocks on San Benito St.; 2 blocks on Fifth St.; 2 blocks on Fourth St.; 3 outlying shopping ctrs.
Principal Shopping Days : Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores - Ford's; J.C. Penney.
Variety Stores - Cornet's.
Chain Supermarkets - Alpha Beta; Nob Hill; K&S (Independent); Gonzalez Mkt.

14 - NEWSPAPERS: FREE LANCE (e-mon to fri) 5,080; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Harry Hunter, Adv. Mgr., FREE LANCE, 360 Sixth St., Hollister, CA 95023; Tel. (408) 637-5566.
National Representative : Branham.

HUNTINGTON PARK-SOUTH GATE-BELL-MAYWOOD

1 - LOCATION: Los Angeles Co. (In Los Angeles-Long Beach SMSA) E&P Map D-7.

2 - TRANSPORTATION: Railroads - Atchison, Topeka & Santa Fe; Southern Pacific; Union Pacific.
Motor Freight Carriers - 22.
Intercity Bus Lines - Pacific Greyhound; So. Calif. Rapid Transit; Continental.
Airlines - All lines at Los Angeles Int'l Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 160,267
South Gate 80 Cen. 66,784
Huntington Park 80 Cen. 46,223
Bell 80 Cen. 25,450
Maywood 80 Cen. 21,810
CZ-ABC: (70) 184,716; (81) 214,000
RTZ-ABC: (70) 205,867; (81) 209,400
County/SMSA 80 Cen. 7,477,657
City & RTZ-ABC: (70) 390,583; (81) 423,400

4 - HOUSEHOLDS:
Cities 80 Cen. 53,276
South Gate 80 Cen. 22,883
Huntington Park 80 Cen. 15,015
Bell 80 Cen. 8,855
Maywood 80 Cen. 6,523
County/SMSA 80 Cen. 2,730,674
CZ-ABC: (70) 70,556; (81) 94,500
RTZ-ABC: (70) 66,828; (81) 78,000
City & RTZ-ABC: (70) 137,384; (81) 172,500

5 - BANKS: 17 Comm.; 7 Sav. & Loan.

6 - PASSENGER AUTOS: County 4,048,996

7 - ELECTRIC METERS: Huntington Pk. 34,355

8 - GAS METERS: Huntington Pk. 14,095

9 - PRINCIPAL INDUSTRIES: Steel Mfg. & Fabrication; Aircraft Parts; Rubber Mfg.; Oil Well Supplies; Glass Mfg.; Plastics; Electro-Plating.
Principal Pay Days - Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 49-72; Summer 57-82; Fall 51-81; Winter 46-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - 8 blocks on Pacific Blvd.
Neighborhood Shopping Centers - Approx. 5 block shopping centers in neighboring towns of Bell, Maywood, South Gate, Lynwood, Bell Gardens & Downey, Stonewood (in Downey), Cudahy Plaza.
Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Wineman's; Broadway.
Variety Stores - Kress; Woolworth; Newberry; Sprouse Reitz.
Discount Stores - Fed Mart; Zody's; K mart.
Chain Drug Stores - Thrifty 5; Sav-On 3; Drug King; MDX; House of Vitamins; White Cross.
Chain Supermarkets - Alpha Beta 3; Boys 3; Super-A; Food King 4; Lucky 4; Ralph's 2; Market Basket 2; Safeway 4; Albertson's 2; Von's 3; McCoy's 3.
Other Chain Stores - Shoes: Karl's, Thom McAn, Flagg Bros., Leed's, Canada, C.H. Baker, Holiday, Stride Rite, Geo. Allen; Clothes: Chandler's, Foreman & Clark, Harris & Frank, Lerner's, House of Nine, Hartfield's Mode O'Day, Lynns, Sally's, Modern Woman; Furniture: McMahan's, Kay-Phillips, Santa Fe, Sims, D.F.C.; Auto Supplies: Pep Boys, Cal Auto, Western Auto.

14 - NEWSPAPERS: SIGNAL (e-mon to fri) 9,126; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Peter T. Leonard, Adv. Dir., SIGNAL, 12130 Paramount Blvd., Downey, CA 90242; Tel. (213) 862-1656.
National Representative : Branham.

INDIO

1 - LOCATION: Riverside County, (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-7.

2 - TRANSPORTATION: Railroads - So. Pac.
Intercity Bus Lines - Greyhound; Trailways.
Motor Freight Carriers - 6.

3 - POPULATION:
Corp. City 80 Cen. 21,611
CZ-ABC: (70) 28,739; (81) 40,700
RTZ-ABC: (70) 29,548; (81) 42,900
County 80 Cen. 663,923
SMSA 80 Cen. 1,557,080
City & RTZ-ABC: (70) 58,287; (81) 83,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,626
County 80 Cen. 243,019
SMSA 80 Cen. 551,081
CZ-ABC: (70) 7,789; (81) 12,900
RTZ-ABC: (70) 10,135; (81) 17,100
City & RTZ-ABC: (70) 17,942; (81) 30,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.
Sav. & Loan	4	N.A.

6 - PASSENGER AUTOS: County 352,464

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: 11,750

9 - PRINCIPAL INDUSTRIES: Agriculture-$130 million gross sales.
Principal Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: Naturally fluoridated.

12 - RETAILING:
Principal Shopping Days : Wed., Thurs., Fri. & Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indio Heights	3	Retail-Independents
Tipeling Ctr.	3	Jack Kelly Electronic
Indio Fashion Mall	NA	Sears, Harris
Town & Country	3	Alpha Beta
Market Basket	10	Market Basket
Fed Mart	3	Fed Mart
Indio Plaza	2	Von's, Pick'n Save
Palm Desert Country	10	Welty's Mkt., Stater Bros.
Valley Mall	2	Rite T.V.
Coachella	2	Thrifty
Golden Triangle	NA	Triangle Pharmacy
Coachella Ctr.	2	Safeway

Stores Open Evenings : Discount & markets open evgs. & Sun.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; McMahan's; Olsan's; Imperial Hdwr.; Sprouse Reitz; Rascoe's; Sears; Fed Mart; Harris; Yellow Mart; Wise Shop; Clothesline; Zody's; Sunshine Lumber.
Chain Drug Stores – Thrifty; Fed Mart; Gemco.
Chain Supermarkets – Safeway; Alpha Beta; Market Basket; Circle K; Von's; Gemco; Stater Bros.
Discount Stores – Fed Mart; Wise Shops; Pic N' Save.
Other Chain Stores – Western Auto; Firestone; Stockwell & Binney; Gemco; Goodyear; Chief Auto Parts; Imperial Furniture; Winston Tire; High Performance.

14 - NEWSPAPERS: DAILY NEWS (e) 8,938; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Mary Hutchinson, Adv. Mgr., DAILY NEWS, 45-140 Towne St., Indio, CA 92201; Tel. (714) 347-3313.
National Representative : CWO&O.

LA HABRA

See ORANGE COUNTY

LAKE TAHOE

See SOUTH LAKE TAHOE

LANCASTER

1 - LOCATION: Los Angeles Co. (In Los Angeles-Long Beach SMSA). E&P Map D-7.

2 - TRANSPORTATION: Railroads : Southern Pacific.
Airlines : Air West.
Intercity Bus Line : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 48,027
CZ-ABC: (70) 45,958; (81) 49,400
RTZ-ABC: (70) 25,635; (81) 28,000
County/SMSA 80 Cen. 7,477,657
City & RTZ-ABC: (70) 71,593; (81) 77,400
Demographic Information available from Newspaper. See Paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 17,312
County/SMSA 80 Cen. 2,730,674
CZ-ABC: (70) 13,602; (81) 16,800
RTZ-ABC: (70) 8,101; (81) 10,200
City & RTZ-ABC: (70) 21,703; (81) 27,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	12	$85,000,000
Sav. & Loan	3	$50,000,000

6 - PASSENGER AUTOS: County 4,048,996

7 - ELECTRIC METERS: Residence 16,613

8 - GAS METERS: Residence 16,480

9 - PRINCIPAL INDUSTRIES: USAF Production Test Facility (Plant 42) 2,000 emp., produces and tests military aircraft; Lockheed Assembly Plant Commercial Airliners (2,500 emp.); Edwards Air Base (9,600 emp.) tests military aircraft and rockets (NASA and USAF). Total payroll $79,000,000. Agriculture & Livestock $26,500,000; Cattle Sheep Feeding, Alfalfa, Sugar Beets, Turkeys, Almonds, Peaches, Pears, Honey.

10 - CLIMATE: Arid., Av. Rainfall 7.5 in., Av. Temp. Summer 94-110; Winter 60-75. Winds prevailing from the west.

11 - TAP WATER: Wells, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : Six blocks on Lancaster Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ave. K & 10th	NA	
Ave. K & 20th	NA	Mervyns
Ave. S & 10th	NA	Lucky Foods
Antelope Vly. (30)	4	Mervyns, Long Drug
Desert Fair (15)	10	Food Farm Mkt.
Lancaster Sq. (13)	12	Alpha Beta
Lancaster	12	Fazio's

13 - RETAIL OUTLETS: Department Stores : Sears; J.C. Penney; Nonda's; Builders Emporium.
Discount Stores : Fed Mart; Gemco; K mart.
Variety Stores : Lan & Palm; Woolworth 2; Coronet 2; Sprouse Reitz 2.
Chain Drug Stores : Savon; White Cross; Thrifty; Skaggs; Longs.
Chain Food Stores : Lan-Palm; Safeway 2; Albertson 2; Alpha Beta 3; Market Basket 2; Vons; Lucky; Gemco; Fed Mart.
Other Chain Stores : Barry's Jewelers; Kinney Shoes; Nahas; Mervyns; L&G Sports; Lawsons Jewelers; MacMahan's; Goodyear; Western Auto; Wards; Mode O'Day; Sprouse Reitz; Wicks Lumber.

14 - NEWSPAPERS: ANTELOPE VALLEY DAILY LEDGER-GAZETTE (e) 7,970; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard Barret, Adv. Mgr., ANTELOPE VALLEY LEDGER-GAZETTE, 4415 Fig Ave., Lancaster, CA 93534; Tel. (805) 948-4701.
National Representatives : Branham; Thomson.

LOMPOC RECORD

70% Coverage of the Lompoc Valley

Mesa Missilier

The official Vandenberg Air Force Base weekly newspaper.

DONREY MEDIA GROUP

LIVERMORE

1 - LOCATION: Alameda County, E&P Map B-5. (In San Francisco- Oakland SMSA). Research and development, manufacturing, agriculture.

2 - TRANSPORTATION: Railroads – Southern Pacific; Western Pacific; AC Transit connector to BART.
Motor Freight Carriers – 27.
Intercity Bus Lines – Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 48,349
County 80 Cen. 1,105,379
SMSA 80 Cen. 3,252,721
HERALD:
PMA-ABC: (70) 74,306; (81) 114,600
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 16,637
County 80 Cen. 426,092
SMSA 80 Cen. 1,281,316
HERALD:
PMA-ABC: (70) 20,397; (81) 36,600

5 - BANKS: Commercial 9; Sav. & Loan 11. Dep. N.A.

6 - PASSENGER AUTOS: County 618,326

7 - ELECTRIC METERS: 39,175

8 - GAS METERS: 37,066

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Research & Development 9,000; Chemical Co. Headquarters 400; Electronic Products 450; Miscellaneous Small Mfg. 450; Retail Store Distribution Centers 250.
Principal Pay Days : Every other Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 43-95; Summer 60-106; Fall 48-97; Winter 25-75.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Area : Downtown Livermore-seven blocks on First & Second Sts.; abutting side streets between Livermore Ave. & P Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta (18)	NA	Alpha Beta, TG&Y
Amador Center (21)	NA	Safeway
Granada Center (15)	NA	Lucky, Sprouse Reitz
Granada Vlg. (16)	NA	Lloyd's Bank
Lincoln	NA	Louis Stores
Livermore Arcade (18)	NA	Osh Hdwe., Safeway, Long's
Livermore Ctr. (21)	NA	PX Markets
Mission Plaza (22)	NA	Sears
Stoneridge (170)	NA	Capwell's, Penney's, Macy's
Vineyard (17)	NA	Lucky, Sprouse Reitz

Stores Open Evenings – Many on Mon. & Thurs.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Liberty House; Mervyn's; Macy's; Capwell's; Montgomery Ward.
Discount Stores – TG&Y; Sprouse Reitz 2; K mart; Gemco.
Variety Stores – Handyman; Romley's; Lucky.
Chain Drug Stores – Price-Rite; Carl's; Thrifty 2; Long's Drug; Pay Less 2.
Chain Supermarkets – Albertson's; Alpha Beta 3; Flair Market 2; Lucky 4; Safeway 2; Romley's.
Other Chain Stores – Firestone; Grossman's; Handyman; Kinney's; Grand Auto; Sears (catalog); Goodyear; Gerard Tires; Kragen Auto Supply; Orchard Supply; Big 'O' Tires; Oshman's Sporting Goods; Richman's; Milen's; Grodat Bros.; Kushins; Malings; Casual Corner; Lerners; Shreve's; Thom McAn; Zales; Florsheim.

14 - NEWSPAPERS: TRI-VALLEY HERALD (m) 14,655; (S) 14,460; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Larry Taylor, Adv. Dir., TRI-VALLEY HERALD, 325 South I St., Livermore, CA 94550; Tel. (415) 447-2111.
VALLEY TIMES (m-tues to fri; S) Paid 6,388; Controlled 27,372; Sept. 30, 1980 VAC.
Local Contact for Advertising and Merchandising Data: Karen Hanes, Adv. Mgr., VALLEY TIMES, 2640 Shadelands Dr., Walnut Creek, CA 94598; Tel. (415) 942-8202.
National Representatives : TRI-VALLEY HERALD: Cal. Newspaper Mkt., Western Dailies; VALLEY TIMES: CWO&O, USSPI.

LODI

1 - LOCATION: San Joaquin County (In Stockton SMSA). E&P Map B-4. Residential center 34 mi. S of Sacramento; 14 mi. N of Stockton; 90 mi. E of San Francisco; on U.S. Hwys. 99 & 50; State Hwy 12.

2 - TRANSPORTATION: Railroads – SP; California Traction Co.
Motor Freight Carriers – 15.
Intercity Bus Lines – Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 35,221
County/SMSA 80 Cen. 347,342

4 - HOUSEHOLDS:
City 80 Cen. 14,015
County 80 Cen. 124,626

5 - BANKS:	NUMBER	DEPOSITS
Commercial	10	$365,916,000
Sav. & Loan	7	$137,916,000

6 - PASSENGER AUTOS: County 180,049

7 - ELECTRIC METERS: Residence 16,500

8 - GAS METERS: Residence 14,763

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Packaged & Canned Goods 865 ($275); Fab. Metal Products 700 ($265); Aggregates 175 ($385); Sportswear 125 ($195); Iron Casting (145) ($260); Cast Concrete Prod. 200 ($255); Wineries 370 ($255); Rubber Prod. 290 ($275); Meat Packing 230 ($260).
Principal Industrial Pay Days – Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 42-71; Summer 52-96; Fall 41-78; Winter 42-58; Ann. av. temp. 60; Ann. rainfall 18.28 inches.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Main Shopping District – 4 blocks on School & Sacramento Sts.; 2 blks. on Pine, Oak, Elm.
Neighborhood Shopping Centers : Albertson's 8; Lakewood 24; Westgate 2; Long's 2; Payless; Top Value 4; Vineyard 7; Arbor Square 12.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Top Value	1	Top Value Store
Lakewood (36)	1	Sellrite
Albertson's (6)	2	Albertson's
Westgate (6)	2	Lodi Super Market
Lucky-Payless	1	Lucky Stores
Fry's (22)	NA	

Principal Shopping Days : Mon., Thu. & Fri.
Stores Open Evenings : Thurs.; market & discount every evg.

13 - RETAIL OUTLETS: Department Stores – Newfield's; J. C. Penney; National Dollar Store; Westgate; Mervyn's.
Variety Stores – Woolworth's.
Discount Stores – Long's Drugs; Payless Drug; Westgate.
Chain Drug Stores – Long's; Payless.
Chain Supermarkets – Safeway; Top Value; Sellrite; Albertson's; Lucky Stores; Save-Mart; Payless Market; Lodi Supermarkets 2; Fry's.
Other Chain Stores – Turner Hdwe.; Gensler Lee Diamonds; McMahan Furniture; Firestone; Burton's; Singer; Goodyear; Diamond National; Grand Auto; Grossman's; Kragen Auto.

14 - NEWSPAPERS: NEWS-SENTINEL (m) 13,746; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Don Battilana, Adv. Mgr., NEWS-SENTINEL, 155 Montgomery St., San Francisco, CA 94104; Tel. (415) 982-3947.
National Representative : Western Dailies.

LOMPOC

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc SMSA). E&P Map C-7. Vandenberg Air Force Base.

2 - TRANSPORTATION: Railroads – So. Pac.
Motor Freight Carriers – 4.
Intercity Bus Lines – Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,267
PMA-ABC: (70) 45,852; (81) 49,900
County/SMSA 80 Cen. 298,660

Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 9,380
County/SMSA 80 Cen. 109,343
PMA-ABC: (70) 12,144; (81) 15,100

5 - BANKS: 4 Comm. Branches, 2 Independent, 2 Savings & Loan; Deposits N.A.

6 - PASSENGER AUTOS: County 173,073

7 - ELECTRIC METERS: 9,127

8 - GAS METERS: 11,300

9 - PRINCIPAL INDUSTRIES: Aerospace 9,862; Diatomaceous Earth Mining 672; Agriculture.

Principal Industrial Pay Days – Fri, 5th, 15th, 20th, last day of month.

10 - CLIMATE: Ann. Min. & Max. Temp. – 48-63; 13.20 inches of rain per yr.

11 - TAP WATER: Hard; non-fluoridated.

12 - RETAILING: Principal Shopping Centers – Four blocks center of town (22 stores); three blocks 1/2 mi. N. of center of town on N. H St. (26 stores).
Neighborhood Shopping Centers – Williams Bros. 3 blocks on West Ocean (5 units); Northside (14 units); K mart (5 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Broadway	NA	Montgomery Ward
Santa Maria Town Center (87)	NA	Gottschalk's, Sears
Lompoc Shopping Ctr. (23)	NA	J.C. Penney

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Rasco every night; J.C. Penney-Mon., Thu., Fri.; Lucky's & K mart to 9; All stores Fri. night.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Moore's; Sears (catalog); Ward's (catalog).
Variety Stores – Woolworth; Rasco; K mart.
Chain Drug Stores – Thrifty.
Discount Stores – K mart.
Chain Supermarkets – Williams Bros. 2; Lucky's 2.
Other Chain Stores – Remar's; Sears; Montgomery Ward; Kinney Shoes; McMahan's; Korbs.

14 - NEWSPAPERS: RECORD (e-mon to fri) 9,280; (S) 9,183; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Art Sims, Adv. Dir., RECORD, 115 North H St., Lompoc, CA 91436; Tel. (805) 736-2313.
National Representative : Western Dailies.

LONG BEACH

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach SMSA). E&P Map D-8. Harbor on Pacific Ocean. 22 mi. from Los Angeles on U.S. Hwy. 101.

2 - TRANSPORTATION: Railroads – Union Pacific; Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers – There are 4,550 common, contract and radial highway carriers registered in Los

The Register

Orange County MetroGroup

Represented nationally by Story & Kelly-Smith
SMSA Orange County, California • 17th in population • 12th in buying power

Are we ever! If Orange County, California were a nation, we'd have a Gross National Product of $25 billion! Our residents have $20 billion in buying power. Taxable retail sales in Orange County were $12.7 billion in 1980. And Orange County banks and savings & loan associations have more than $14.3 billion on deposit.

How can you shake the leaves from the Orange County money tree? Well, no one medium reaches all 709,000 of its households. But one delivers more than any other. The Register's Orange County Metro Group. Every day our papers reach 42 percent of Orange County adult spenders. And a five-issue buy in The Metro Group will reach 67% of Orange County adults.

The Orange County Metro Group. We deliver 256,700 Orange County households. 192,500 of them take no other paper.

Sources: Security Pacific Bank estimate of Gross Regional Product; S&MM Survey of Buying Power, 1981; State of California Board of Equalization; FDIC; FSLIC; Scarborough Research Corporation, 1981; ABC Publisher's Statement, 3/31/81.

We're in the money!

ORANGE COUNTY SAVINGS
The Register

See complete listing under Orange County, California (Santa Ana)

Angeles County, serving Southern California with joint service throughout the U.S.

Freight Steamship Lines - 46.

Airlines - Pacific Southwest; Catalina Scenic Airlines. (from LB Municipal Airport)

Intercity Bus Lines - Greyhound; Continental; American Trailways; RTD; Orange County Transit.

3 - POPULATION:
Corp. City 80 Cen. 361,334
CZ-ABC: (70) 639,717; (81) 642,800
RTZ-ABC: (70) 308,080; (81) 349,500
County/SMSA 80 Cen. 7,477,657
City & RTZ-ABC: (70) 947,797; (81) 992,300

Demographic information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 151,611
County/SMSA 80 Cen. 2,730,674
CZ-ABC: (70) 233,731; (81) 270,000
RTZ-ABC: (70) 84,687; (81) 110,200
City & RTZ-ABC: (70) 318,418; (81) 380,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	125	N.A.
Sav. & Loan	80	N.A.

6 - PASSENGER AUTOS: County 4,048,996

7 - ELECTRIC METERS: Residence 146,517

8 - GAS METERS: Residence 146,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners - Professionals; Technicians; Managers; Proprietors (202,200); Clerical; Sales (106,300); Craftsmen; Foremen; Operators; Laborers (138,500).

10 - CLIMATE: Min. & Max. Temp. - Spring 50-72; Summer 56-82; Fall 56-76; Winter 47-72.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers** - 8 blocks on Pine Ave.; 6 on Locust Ave.; 20 on Long Beach Blvd., (Long Beach Plaza Mall to open downtown in Spring, 1982).

Regional Shopping Centers - Belmont Shore; Lakewood; North Long Beach; Los Altos; Bixby Knolls; Los Cerritos Center; Carson Mall; Westminster Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lakewood	7	May Co., Mont. Ward, J.C. Penney, Bullock's, Buffums, Boy's Market, Lucky's, Akron
Los Cerritos	9	Robinson's, Broadway, Ohrbach, Sears, Nordstrom, May Co.
Carson	8	Broadway, Penney, Sears
Los Altos	6	Broadway, Penney, Sav-On, Thriftimart, Thrifty
Westminster	12	Buffums, May Co., Robinson's, Sears
Rossmoor	10	Boston Stores, Smith's Food King
Bixby Knolls	4	Von's, Safeway, Sav-On, Thrifty
Belmont Shore	3	TG&Y, Market Basket
Marina Pacifica	4	Lucky Store, Buffum's
Marketplace	4	Food & Drug
Norwalk Square	16	J.C. Penney, Market Basket, Sav-On
Stonewood	14	Broadway, J.C. Penney, Thrifty Drug
Huntington	14	Broadway, J.C. Penney, Thrifty Drug, Montgomery Ward

Principal Shopping Days : Wed. thru Sun.

Stores Open Evenings : All dept. stores & most stores in regional centers.

13 - RETAIL OUTLETS: **Department Stores** - May Co.; Sears; Buffums; Broadway; J.C. Penney; Bullocks; Robinson's; Ohrbach's; Montgomery Ward; Mervyn's; Nordstrom; Best Stores.

Variety Stores - Woolworth; Newberry; TG&Y.

Discount Stores - Fed Mart; Fed. Co.; Zody's; Gemco; K mart; Dooley's.

Chain Drug Stores - Thrifty 21; Sav-On 10; Skaggs 2.

Chain Supermarkets - Albertson's 6; Alpha Beta 13; Big D Ranch Markets; Boys Markets 4; Fedco 2; Fed Mart 4; Food Barn; Foods Co. 3; Gemco 4; Grocery Warehouse; Jewel T 2; Lucky 13; Market Basket 10; Market Place Food & Drug; McCoy's Markets 5; Ralph's 5; Safeway 7; Sav-Mor 2; Smith's Food King 2; Stater Bros. 3; Super A Foods; Thriftimart 4; Von's 10.

Other Chain Stores - Firestone; Florsheim; Grayson's Goodrich; Leed's; W.P. Fuller (paints); Harris & Frank Clothing; Standard Brands Paint; Kay Jewelers; See's (candy); Singer Co.; Bond's Clothes; Lerner's; S&H Green Stamps; Silverwoods; Helen Grace Candy; Akron; Kinney Shoes; Gallenkamp Shoes; Chandler's Shoes; Standard Brand Shoes; The Gap; Judy's; Hickory Farms; Lane Bryant; C&R Clothier; Pacific Stereo; Radio Shack; Thom McAn; University Stereo; Innes; Miller's Outpost; Federated Group; Lafayette Electronics; Wild West Stores; Goodyear; Pep Boys; The Man's Shop; Karl's Shoes; Regal Shoes; Gordon's Jewelers; Slavicks; Weisfield's; Zales; Chandel's; Baskin Robbins; Richmond Bros.; Gene's Clothes; National Lumber; Angel's Home Center; Ole's Home Improvement Centers; Builder's Emporium; Handyman.

14 - NEWSPAPERS: INDEPENDENT (m-mon to fri) 68,652; PRESS-TELEGRAM (e-mon to fri) 68,481; comb. (m&e) 137,133; (sat) 125,959; (S) 138,336; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Harvey Hopkins, Gen. Adv. Mgr., PRESS-TELEGRAM, 604 Pine Ave., Long Beach, CA 90844; Tel. (213) 435-1161.

National Representative : Knight-Ridder.

LOS ANGELES

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach, SMSA). E&P Map D-7, County Seat. Pacific coast harbor; industrial, agricultural & tourist center. City 463.7 sq. mi.

2 - TRANSPORTATION: **Railroads** - SF; SP; UP; Amtrak.

Motor Freight Carriers - 5,786 primary market.

Passenger & Freight Steamship Lines - (Los Angeles & Long Beach harbors) 72.

Intercity Bus Lines - Continental Trailways; Greyhound.

Airlines - Aerolineas Argentinas; Aeromexico; Aero Peru; Air Canada; Air France; Air New Zealand; Air Panama; American; Avianca; Braniff International; British Airways; Canadian Pacific Air; China; Continental; Delta; Eastern; Equatoriana; Hughes Airwest; Japan; Korean; Lufthansa; National; Northwest Orient; Pacific Southwest; Pan American; Scandinavian; Texas International; Trans World; United; U.T.A. French; Varig; Western; AerLingus; Air Calif.; Air India; Air Jamaica; Air Manila; Air Niugini; Alaska Airlines; Alia; Alitalia; All Nippon; Baja Cortez; Bonanza; British Caledonian; British West Indian; Costa Rica; ELAL Israel; Ethiopean; Finnair; Golden West; Iberia; Icelandic; Iran Air; KLM; Kuwait; Laker; Lan-Chile; Lancia; Mexico Air; Phillippine Air; Quantas; Sabena; Saudi Arabian; Seaboard; South African; Swissair; Taca Int'l; World; JAT; Holiday; Sierra Pacific.

3 - POPULATION:
Corp. City 80 Cen. 2,966,763
County/SMSA 80 Cen. 7,477,657

Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,135,184
County/SMSA 80 Cen. 2,730,674

5 - BANKS:	NUMBER	DEPOSITS
Comm.	153	$48,769,454,000
Sav. & Loan	963	$43,032,642,000

6 - PASSENGER AUTOS: 4,048,996

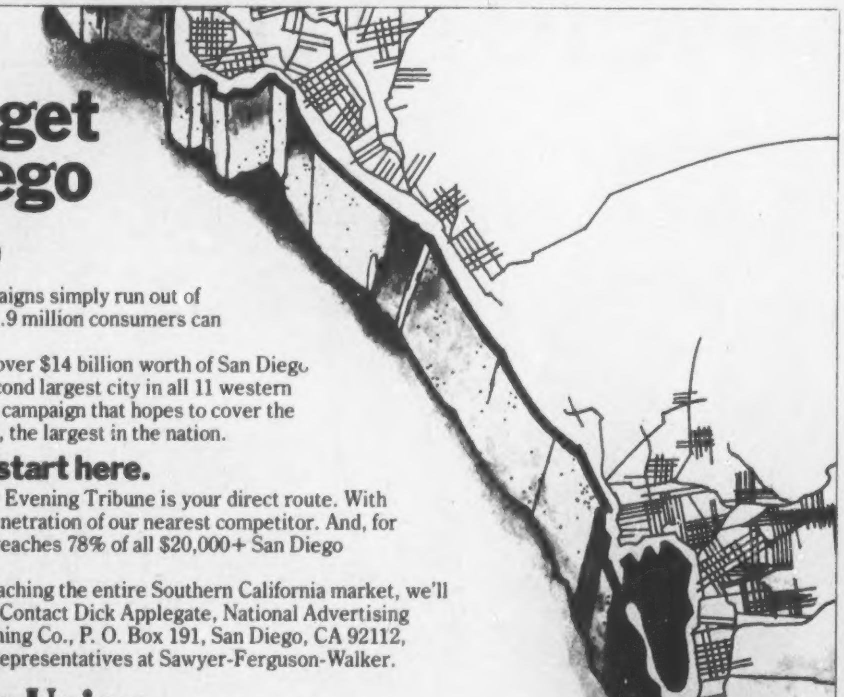
7 - ELECTRIC METERS: Res. 3,063,653

8 - GAS METERS: Res. 3,113,016

9 - PRINCIPAL INDUSTRIES: (L.A. County): Industry, Number of Wage Earners (Av. Wkly. Wage) - Food & Kindred Products 51,400 ($327); Textile Mill Products 9,000 ($228); Apparel & Other Textile Products 77,200 ($183); Paper & Allied Products 17,000 ($376); Printing & Publishing 56,000 ($343); Chemicals & Allied Products 28,600 ($361); Petroleum & Coal Products 14,000 ($516); Rubber & Plastics Products 33,700 ($265); Leather & Leather Products 8,900 ($200); Lumber & Wood Products 12,900 ($321); Furniture & Fixtures 37,600 ($251); Stone, Clay & Glass Products 22,700 ($379); Primary Metal Industries 24,800 ($377); Fabricated Metal Products 79,700 ($334); Machinery (Except Electrical) 92,800 ($358); Electric & Electronic Equipment 136,200 ($314); Transportation Equipment 164,000 ($403); Instruments & Related Products 30,800 ($323); Miscellaneous Manufacturing Industries 20,400 ($234). Source: 'California Labor Market Bulletin; Statistical Supplement'; Health & Welfare Agency; Employment Development Department, April 1981.

10 - CLIMATE: Los Angeles Civic Center: Min. & Max. Temp. - Spring 52-70; Summer 60-80; Fall 56-77; Winter 48-66.

11 - TAP WATER: Moderately soft 4.1 grains per gallon. Slightly alkaline, 6.2 grains per gallon. Aqueduct water varies somewhat from area to area but between 80%-90% is moderately soft, 87 mg/1 and slightly alkaline, 117 mg/1.



You can't get to San Diego from L.A.

Los Angeles newspaper campaigns simply run out of gas before most of San Diego's 1.9 million consumers can even say hello.

And that's waving bye-bye to over $14 billion worth of San Diego buying power . . . and, to the second largest city in all 11 western states—an essential buy for any campaign that hopes to cover the total Southern California market, the largest in the nation.

To reach San Diego, start here.

The San Diego Union and The Evening Tribune is your direct route. With more than 7 times the Sunday penetration of our nearest competitor. And, for example, a five-issue campaign reaches 78% of all $20,000+ San Diego households.

If your strategy is based on reaching the entire Southern California market, we'll help you map out a big part of it. Contact Dick Applegate, National Advertising Manager, Union-Tribune Publishing Co., P. O. Box 191, San Diego, CA 92112, (714) 299-3131, or our national representatives at Sawyer-Ferguson-Walker.

The San Diego Union
The Evening Tribune
Member of Newsplan

12 - RETAILING: Los Angeles is unique in that shopping centers are spread throughout the market and each represents a major shopping center for that area. Downtown Los Angeles thus represents one of many. It extends eight blocks N. & S. from 1st St. to 9th St. & 7 blocks E. & W. from Spring St. to Figueroa. In discussing the retailing structure of Los Angeles, Orange County, which is part of the marketing area and part of the primary market or city and retail trading zone of Los Angeles metropolitan newspapers, becomes an integral part. All following figures are, therefore, for Los Angeles and Orange Counties.
Neighborhood Shopping Centers - In the Los Angeles Marketing Area there are 107 incorporated cities with their central shopping districts and community shopping centers. In addition there are 56 spacious regional centers, which include department stores, supermarkets, shops, restaurants and parking areas.
Principal Shopping Days : Dept. - Mon., Thu., Fri. & Sat. Food - Thu., Fri., Sat. & Sun.
Stores Open Evenings : Dept. staggered by shopping center, many open every night. Food - every night and Sun.

13 - RETAIL OUTLETS:
Department Stores (L.A. and Orange Counties) - Broadway 29; Bullock's 13; May Co. 21; Montgomery Ward 17; J.C. Penney 49; Robinsons 14; Sears 27.
Variety Stores (L.A. and Orange Counties) - The Akron 13; Cornet Variety Store 17; Freeway Stores 8; National Dollar Stores 14; Newberry 42; Pick N' Save 28; Rasco Stores 17; S.H. Kress 7; Sprouse Reitz 24; Sunset House/Gadget Tree 15; Surprise Stores 4; Woolworth 31.
Discount Stores (L.A. and Orange Counties) - Cal Fed; Fedco 5; Fed Mart 18; Gemco 26; K mart 38; Leonards; The Treasury 7; Value Fair; Woolco 3; Zody's 28.
Chain Supermarkets (L.A. and Orange Counties) - ABC 6; Albertson's 56; Alpha Beta 129; Big D Ranch Markets 6; Boys Markets 34; Dale's 12; Fedco 5; Fed Mart 15; Food Barn 7; Foods Co. 10; Gelson's 7; Gemco 25; Grocery Warehouse 4; Hughes 26; Hughes El Rancho 8; Jewel T 13; Jonsons 5; Jurgensen's 6; Lucky 80; Market Basket 59; Mayfair 11; McCoy's 20; The Pantry 12; Phil's 5; Ralphs 86; Safeway 92; Smith's Food King 25; Stater Bros. 33; Super A Foods 7; Thriftimart 26; Von's 90; Westward Ho 4.
Chain Drug Stores (L.A. and Orange Counties) - Best Buy Drugs 4; Circle Pharmacies 4; Clark 14; Danber Drugs 4; Disco 12; Drug King 9; Exclusive 4; Garfield 4; Guild 8; Hill 5; Hy-Lo 8; Horton & Converse 12; Leader 4; Longs 10; Mascarin 5; Sav-On 87; Shapiro 6; Skaggs 12; Thrifty 189; White Front 4.
Supermarket Chains With Pharmacies - Albertsons 8; Fedco 5; Fed Mart 17; Gemco 25; HPI 10; Lucky 25; Safeway 7; Jay Scott 4.

14 - NEWSPAPERS: HERALD-EXAMINER (e-mon to fri) 285,099; (m-sat) 220,533; (S) 303,724; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: O.Q. DiMaria, Nat. Adv. Mgr., HERALD-EXAMINER, 1111 S. Broadway, Los Angeles, CA 90051; Tel. (213) 744-8000.
National Representative : Hearst.
TIMES (m-mon to fri) 1,026,092; (m-sat) 942,185; (S) 1,271,603; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: W. Sinkking, Nat. Adv. Mgr., TIMES, Times Mirror Square, Los Angeles, CA 90053; Tel. (213) 972-5000.
National Representatives : Los Angeles Times offices in New York, Chicago, Detroit & San Francisco.
DAILY NEWS (m-mon to fri) 114,099; (m-sat) 105,303; (S) 125,867; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ted Henry, Nat. Adv. Mgr., DAILY NEWS, 14539 Sylvan St., Van Nuys, CA 91411; Tel. (213) 997-4276.
National Representative : Sawyer-Ferguson-Walker.

MADERA

1 - LOCATION: Madera County, E&P Map C-5. 22 mi. N of Fresno; 250 mi. N of Los Angeles; 160 mi. S of San Francisco. In the heart of San Joaquin Valley, geographical center of California.

2 - TRANSPORTATION: Railroads - SP; SF.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound; Continental.
Airlines - United; Pacific Air (thru Fresno).

3 - POPULATION:
Corp. City 80 Cen. 21,732
CZ-ABC: (70) 16,044; (81) 22,900
RTZ-ABC: (70) 25,475; (81) 43,300
County 80 Cen. 63,116
City & RTZ-ABC: (70) 41,519; (81) 66,200

4 - HOUSEHOLDS:
City 80 Cen. 7,359
County 80 Cen. 20,950
CZ-ABC: (70) 4,959; (81) 8,100
RTZ-ABC: (70) 7,797; (81) 15,300
City & RTZ-ABC: (70) 12,756; (81) 23,400

5 - BANKS: 5 Comm. Dep. $92,400,000

6 - PASSENGER AUTOS: County 30,271

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 10,000

9 - PRINCIPAL INDUSTRIES: Cotton Ginning; Cotton Seed Oil; Wineries; Olives & Olive Oil; Lumber; Meat Packing; Concrete Pipe; Farm Mach.; Chip Plant; Air Conditioning Mfg.; Rubber Products; Glass Mfg.; Carton Mfg.; Plastic; Wrought Iron; Campers; Armco Steel; Corn Prods.; Almond Processing; Raisin Packing; Fiberglass Insulation.
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: First killing frost, Dec. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 20 blocks on 4 Sts.
Neighborhood Shopping Center - Bridge's Store.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley W. Plz. (10)	NA	K mart, Sav-Mart
Bethard Sq. (14)	NA	Thrifty Drug, Mayfair
Sure Save (5)	NA	Sure Save
Country Club Plz.	NA	Long's Drug, Lucky's

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Fri.
Stores Open Sundays : Grocery & most stores in shopping centers; J.C. Penney's.

13 - RETAIL OUTLETS: Department Stores - James; Cerioni's; J.C. Penney; Money Back Sam; Vizcarra's.
Variety Stores - Rasco's; Coronet.
Chain Supermarkets - Safeway; Sierra Foodland 2; Sure-Save; Madera Mkt.; Mayfair; Sav-Mart; Prairie Mkt.; Parkwood Food Center.
Other Chain Stores - McMahan's; Sears; Penney's; Rasco; Cornet; Montgomery Ward (catalog); Thrifty Drug; Radio Shack; Coast-to-Coast Hardware; K mart.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 7,740; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Les Hayes, Gen. Mgr., TRIBUNE, 7th & E Sts., Madera, CA 93637; Tel. (209) 674-2424.
National Representative : None.

MANTECA

1 - LOCATION: San Joaquin County, (In Stockton SMSA). E&P Map B-5. 320 mi. N of Los Angeles; 76 mi. E of San Francisco; 62 mi. S of Sacramento.

2 - TRANSPORTATION: Railroads : Southern Pacific; Tidewater Southern; Western Pacific.
Motor Freight Carriers : 7.
Intercity Bus Lines : Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,925
County/SMSA 80 Cen. 347,342

4 - HOUSEHOLDS:
City 80 Cen. 8,592
County/SMSA 80 Cen. 124,626

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$1,060,793,000
Sav & Loan	4	1,231,860,000

6 - PASSENGER AUTOS: County 180,649

7 - ELECTRIC METERS: Res. 11,855

8 - GAS METERS: Res. 12,978

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Sharpe Army Depot 1,489; Libbey Owens Ford 700; Occidental Chemical 700; Franzia Bros. Winery 500; Spreckels Sugar 306; Eckert Cold Storage 250; Boschert 225.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-71; Summer 59-90; Fall 50-75; Winter 37-53. First killing frost, Nov 14. Last killing frost, Feb. 1.

11 - TAP WATER: Municipal system.

12 - RETAILING: Principal Shopping Center : Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	1	K mart, Thrifty, Sav-Mart
Lincoln	1	Hafer's Furniture
Cardosa (11)		Payless, Safeway, Sprouse Reitz
Koftinow	1	Big Boy Mkt.
TG&Y	1	TG&Y, Alpha Beta
Town Sq.	1	Country Gourmet, Sport Shoes

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores : Manteca; Mors; Brown Mahin.
Discount Stores : TG&Y; K mart.
Variety Stores : Sprouse Reitz.
Chain Drug Stores : Thrifty; Payless.
Chain Supermarkets : Safeway; Alpha Beta; Save-Mart; New Deal.

14 - NEWSPAPERS: BULLETIN (m-tues to fri) 5,495; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Polly Wright, BULLETIN, PO Box 912, Manteca, CA 95336; Tel. (209) 239-3535.
National Representative : Morris.

MARIN COUNTY

1 - LOCATION: (In San Francisco-Oakland SMSA), E&P Map B-4, County Seat is San Rafael. Light manufacturing & residential community. N of San Francisco, connected by Golden Gate Bridge. Richmond-San Rafael Bridge linking Marin County at San Rafael to Contra Costa County and the East Bay U.S. Hwy. 101; State Hwys. 9, 1, 17, 37.

2 - TRANSPORTATION: Railroads - Northwestern Pacific. Ferries to San Francisco.
Intercity Bus Lines - Golden Gate Transit; Marin County Transit and commuter buses; Greyhound.

3 - POPULATION:
CZ-ABC: (70) 158,241; (81) 168,700
RTZ-ABC: (70) 47,797; (81) 52,500
City & RTZ-ABC: (70) 206,038; (81) 221,200
SMSA 80 Cen. 3,252,721
County 80 Cen. 222,952

4 - HOUSEHOLDS:
County 80 Cen. 88,983
SMSA 80 Cen. 1,281,316
CZ-ABC: (70) 54,197; (81) 66,600
RTZ-ABC: (70) 13,409; (81) 17,100
City & RTZ-ABC: (70) 67,606; (81) 83,700

Demographic Information available from Newspaper. See paragraph 14 .

5 - BANKS:	NUMBER	DEPOSITS
Comm. & Sav.	57	$951,404,000
Sav. & Loan	39	$840,174,000

6 - PASSENGER AUTOS: County 142,934

7 - ELECTRIC METERS: County 96,204

8 - GAS METERS: Residence, County 78,472

9 - PRINCIPAL INDUSTRIES: Industry and No. of Wage Earners - Agriculture 1,800; Contract Construction 4,400; Manufacturing 4,300; Transportation, Communications and Utilities 2,600; Wholesale and Retail Trade 20,200; Finance, Insurance and Real Estate 6,700; Services 16,600; Government 13,500. (Total 70,100).

10 - CLIMATE: Min. & Max. Temp. - Spring 46-69; Summer 52-80; Fall 50-74; Winter 38-56. First killing frost, Nov. 20. Last killing frost, Jan. 2.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: Principal Shopping Center - Fourth, Third & Second Sts., about 18 blocks. Northgate Regional Shopping Center, Corte Madera Center.
Neighborhood Shopping Centers - San Anselmo, Northgate, Fairfax, Ross, Kentfield, Corte Madera, Larkspur, Novato.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country (90)	8	Safeway
Northgate (60)	4	Emporium, Sears
Pacheco Plaza (26)	5	Safeway
Corte Madera (40)	5	Montgomery Ward, Penney
Larkspur Landing (60)	2	Fry's Food & Drugs
Marin Central	3	Cost Plus
Montecito (30)		Thrifty, Standard Brands
San Anselmo	1	Kaufman's, Guasco Super
Bon Air (23)	2	Petrini's Super
The Boardwalk	8	Boardwalk Foods
Kentfield	5	Jim Corbet's Hdwe.
The Square	10	Pay 'N Save
Nave Center (19)	10	Alpha Beta, Thrifty
Novato Fair (15)	10	Carithers
Novato Center (4)	10	Lucky, Long's Drugs
Red Hill (24)	2	Safeway, Long's Drugs

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Dept. - Mon., Wed. & Fri.; most grocery & drug - every evening.
Stores Open Sundays : Grocers; Bldg. Materials; Drugs; Montgomery Ward; Young Bros. Furn.; Emporium; Penney's; Sears; Macy's.

13 - RETAIL OUTLETS: Department Stores - Macy's; Emporium; J.C. Penney; Montgomery Ward; Kaufman's; Ross; Sears; Carithers.
Discount Stores - Consumers Co-Op Foods; Dahnken; Consumers Distributing 2; Cost Plus.
Variety Stores - Woolworth; Bennetts; TG&Y; Glen's 2.
Chain Drug Stores - Payless; Thrifty 4; Longs 3; Merrill's; Pay'N Save.
Chain Supermarkets - Safeway 9; Cala/QFI 5; United 2; Lucky 3; Alpha Beta 4; Flair; Fry's Food & Drug.
Other Chain Stores - Singer; Cost Plus; Florsheim Shoes; Granat Bros. Jewelry; Hastings; Leed's (Shoes); Roos Bros.; Sommer & Kaufmann; See's Candies; Goodman's (Gen. Mdse. 3); Santa's Toys; Super Auto; Grand Auto; Young Bros. Furn.; Goodyear 2; Gensler-Lee Jewelry; Abbey Carpets; Kinney Shoes 2; W&J Sloane; Standard Brands Paint; Firestone; General Tires; Goodyear 2; Handyman; Pacific Stereo 2; Kaufman's Fabric-Land; Big 5 Sports 2; Foxmoor Casuals; Livingston's; R. B. Furniture; Abbey/Hallmark; Brentano's; American Express; General Nutrition; Walden Books; Parklane Hosiery; Consumers Distributing Corp. 2; Conklin Bros.; Grossman's; Yaeger's Carriage House; Dahnken; Record Factory; N.Y. Fabric; Carpeteria; Grodin's 2; Wherehouse Records 2; Good Vis 2; Musicland; Wall-Paper-To-Go; House of Fabrics; Gallenkamp 2; Zale's Jewelers; The Limited.

14 - NEWSPAPERS: INDEPENDENT-JOURNAL (e) 45,558, Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Carl Lehman, Adv. Dir., INDEPENDENT-JOURNAL, PO Box 330, San Rafael, CA 94915; Tel. (415) 883-8600.
National Representatives : Cal. Newspaper Mkts.; Western Dailies.

MARTINEZ

1 - LOCATION: Contra Costa County (In San Francisco-Oakland SMSA). E&P Map B-4, County Seat. Residential and industrial center. 30 mi. E of San Francisco; 25 mi. E of Oakland & Berkeley.

2 - TRANSPORTATION: Railroads - Southern Pacific; Santa Fe.
Motor Freight Carriers - 9.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 22,582
County 80 Cen. 657,252
SMSA 80 Cen. 3,252,721

4 - HOUSEHOLDS:
City 80 Cen. 8,437
County 80 Cen. 241,805
SMSA 80 Cen. 1,281,316

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$52,731,409
Sav. & Loan	2	$16,193,466

6 - PASSENGER AUTOS: County 400,372

7 - ELECTRIC METERS: Res. 9,190

8 - GAS METERS: Res. 9,047

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Oil Refining 2,500 ($210); Chemical 600 ($171); Government 5,100 ($165); VA Hosp. 800 ($178).
Principal Pay Days - 1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp. - Spring 65-75; Summer 70-90; Fall 65-85; Winter 29-75. First killing frost, Nov. 28. Last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 6 blocks on Main St.; 4 on Ferry St.; 1 on Las Juntas St.; 2 on Castro; 1 on Estudillo; 3 on Escobar; 4 on Ward; 4 on Alhambra.
Shopping Centers - Gregson's; L&L U-Save; Virginia Hills.
Principal Shopping Days : Thurs. & Fri.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Hilsons.
Chain Drug Stores - Rexall 3; Thrifty Drug.
Chain Supermarkets - Larid's; Gregson's; Safeway.
Other Chain Stores - Goodyear; Big O Tires; Montgomery Ward (catalog); Mode O'Day; Foster's Freeze; Grande's Shoes.

14 - NEWSPAPERS: NEWS-GAZETTE (m-tues to sat) 3,601; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Luther E. Gibson, Pub., NEWS-GAZETTE, 615 Estudillo, Martinez, CA 94554; Tel. (415) 228-6400.
National Representatives : Western Dailies; USSPI.

MARYSVILLE-YUBA CITY

1 - LOCATION: Yuba and Sutter Counties (In Yuba City SMSA). E&P Map B-4. Both cities are County Seats. Agricultural center. 125 mi. NE of San Francisco. On U.S. Hwy. 99E; State Hwys. 20, 65 & 70.

2 - TRANSPORTATION: Railroads - Southern Pacific; Western Pacific; Sacramento Northern.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 28,634
Marysville 80 Cen. 9,898
Yuba City 80 Cen. 18,736
PMA-ABC: (70) 95,594; (81) 117,800
Counties/SMSA 80 Cen. 101,979
Yuba 80 Cen. 49,733
Sutter 80 Cen. 52,246

4 - HOUSEHOLDS:
Cities 80 Cen. 11,982
Marysville 80 Cen. 4,183
Yuba City 80 Cen. 7,799
Counties/SMSA 80 Cen. 36,313
Yuba 80 Cen. 17,504
Sutter 80 Cen. 18,809
PMA-ABC: (70) 29,080; (81) 41,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	17	N.A.
Sav. & Loan	7	N.A.

6 - PASSENGER AUTOS: Yuba County 24,217; Sutter 27,902

7 - ELECTRIC METERS: Residence 47,150

8 - GAS METERS: Residence 28,641

9 - PRINCIPAL INDUSTRIES: Food; Lumber; Plastics; Mobile Homes; Trailers.
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-70; Summer 50-107; Fall 45-80; Winter 20-70. First killing frost, Nov. 15. Last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 6 blocks on D Street, Marysville; 12 blocks Side St.; 7 blocks Plumas St., Yuba City.
Neighborhood Shopping Centers - 12th and Ramirez, Marysville; 19th and Covillaud, Marysville; Marysville Square; College Center, Marysville; Carriage Square, Yuba City; Yuba Plaza, Yuba City; The Mall; Linda.
Principal Shopping Days : The Mall, Linda - Westbridge Shopping, Yuba City, Fri., Sat. & Mon.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Big R Ctr.	NA	Big R, Bargain Barn, All-Right Mkt.
College Ctr. (2)	NA	Sprouse Reitz, Holiday
Colusa Ave. (15)	NA	Sprouse Reitz, Safesave Drug
Hillcrest Plz. (27)	NA	Outfitter, Jane's, Main St., Continental Galleries, Just Kid'n, Schroeder & Schroeder, The Gathering, New Dimensions, Smokin'T's, Smith's Jewelry, Clocksmith's
K mart Center	NA	K mart, Albertson's, Happy Steak, Van's Bicycle Shop, Eucalyptus, Garment Factory
Marysville Sq. (5)	NA	Mont. Ward, Lucky, Long's
Linda	NA	
The Mall (20)	NA	Penney, Pay'n Save, Radio Shack
Value Giant	NA	Value Giant, House of Fabrics, Fireplace Outlet
Village Ctr. (7)	NA	
Westbridge (15)	NA	Bradley's, Lucky, Payless, Radio Shack, Sherwin-Williams, Coast-to-Coast
Yuba Plaza (5)	NA	Sears, Thrifty Drug, Holiday Mkt., Handyman
Heritage Oak (8)	NA	Safeway
Gridley (8)	NA	Thrifty Drug

Stores Open Evenings : Wed. & Fri.
Stores Open Sundays : Food, Drug, Clothing, Appliances.

13 - RETAIL OUTLETS: Department Stores - Penney; Montgomery Ward; Sears; Bradley; Jay's; National Dollar.
Discount Stores - Value Grant; K mart; Big R.
Variety Stores - Woolworth; Sprouse Reitz; Cornet.
Chain Drug Stores - Payless 2; Thrifty; Safe-save 2; Walgreen; Pay'n Save; Long's.
Chain Supermarkets - Safeway 2; Rancy/Yuba Munger; Lucky 2; Cloverleaf; Holiday 3; Farmers 2; Albertson's; Prairie Market.
Other Chain Stores - Singer; Firestone; Goodrich. Shoe Stores: Shannon's; Kinney's 2; Dave Kahn's 1. Men's Stores: Kauffman's; Schneider's 2; Susan's; Dunne's; Others: Radio Shack; House of Fabric; Fabric West; McMahan's Furniture; Bresler's Ice Cream; College-Hi; Brass Ear; General Nutrition; Jay Vee; Mode O'Day; Pied Piper; Bedazzled; Lafayette Stereo; Wherehouse; Craig's Discount Auto; Bargain Bar; Handyman; Prairie Market.

14 - NEWSPAPERS: APPEAL-DEMOCRAT (e) 21,112; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. May, Adv. Dir., APPEAL-DEMOCRAT, 319 G St., Marysville, CA 95902; Tel. (916) 742-6491.
National Representative : Branham.

MAYWOOD

See HUNTINGTON PARK

MERCED

1 - LOCATION: Merced County, E&P Map C-5, County Seat. Livestock, fruits, agricultural, canning, dairy & small mfg. center, heart of San Joaquin Valley. 127 mi. SE of San Francisco; 63 mi. S of nearest seaport terminal (Stockton); 55 mi. N of Fresno. Gateway to Yosemite Nat'l. Park. On State Hwys. 140, 99 & 59.

2 - TRANSPORTATION: Railroads - Amtrak; AT&SF; So. Pac.
Intercity Bus Lines - Greyhound; Continental Trailway; Yosemite Transp.
Airlines - Golden Gate.

3 - POPULATION:
Corp. City 80 Cen. 36,499
CZ-ABC: (70) 29,872; (81) 47,800
RTZ-ABC: (70) 78,633; (81) 98,700
County 80 Cen. 134,560
City & RTZ-ABC: (70) 108,505; (81) 146,500
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 13,381
County 80 Cen. 44,539
CZ-ABC: (70) 9,341; (81) 17,300
RTZ-ABC: (70) 22,549; (81) 32,400
City & RTZ-ABC: (70) 31,890; (81) 49,700

5 - BANKS: Commercial 10; Sav. & Loan 7; Combined Deposits $400,000,000

6 - PASSENGER AUTOS: County 62,912

7 - ELECTRIC METERS: Res. 12,833

8 - GAS METERS: Res. 11,481

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Food, Processing & Packing 2,300; Insurance 500; Lumber 300; Aluminum Products 150; Health Care Products 100; Printing & Publishing 180; Drapery Mfg. 150; Trucking 200; Air Force Base 7,000 - ($28 million annual payroll); Metal Electrical Contractors 140.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-90; Summer 43-106; Fall 32-88; Winter 28-80. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers : Downtown; 15 blocks on Main St.; 5 on 18th St.; 2 on Canal St.; 2 on M St.; Merced Mall Regional Shopping Center 1000 W. Olive Ave., 56 stores.
Neighborhood Shopping Centers : Westgate Center, W. Main St.; Save Mart Center, G. St., & North Bear Creek Dr.; College Green Center, Olive Ave. & G. Sts.; Yosemite Parkway 21 St.; Bear Creek Shopping Center, Alexander Ave. & G. Sts.; Payless Plaza Merced, Olive & G Sts.
Principal Shopping Days : Thur., Fri. & Sat.
Stores Open Evenings : Thu.; Food, Drug & Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores - Sears Roebuck; Montgomery Ward; Gottschalk's; Mervyn's; Newberry's; Stefani's; J.C. Penney; Tall's; K mart.
Chain Drug Stores - Thrifty 2; Long's; Pay'n Save; Payless.
Chain Supermarkets - Safeway 2; Save Mart 3; Prairie Markets; Alpha Beta; New Deal Markets.
Other Chain Stores - Toppers Jewelry; Anita's; Mode O'Day; Gallenkamp's; Karl's; Shoe Palace; House of Fabrics; Elaine Powers; Musicland; Kinney Shoes; Singer; Goodyear; Goodrich; Firestone; Western Auto; Cal-Auto; Pep Boys Auto; McMahan Furniture; Slater's Furniture; Diamond National; Sherwin-Williams; Kerr Rug; Baskin Robbins; General Nutrition; Topps & Trousers; Asher Bros. Shoes; Coronet; Beverly Fabrics; Grand Auto; Pic-A-Dilly; Kragen Auto; Grossman's; Handyman; Lerner Shops.

14 - NEWSPAPERS: SUN-STAR (e) 22,626; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Zack Horrell, Adv. Dir., SUN-STAR, 3033 N. G St., Merced, CA 95340; Tel. (209) 722-1511.
National Representative : Cal. Newspaper Mkts.

MODESTO

1 - LOCATION: Stanislaus County (SMSA). E&P Map C-5, County Seat. Livestock, fruits and agricultural center. 94 mi. SE of San Francisco; 348 mi. N of Los Angeles; 29 mi. S of nearest seaport terminal (Stockton). Food processing center. On U.S. Hwy. 99; State Hwys. 132 & 108.

2 - TRANSPORTATION: Railroads - Southern Pacific; Tidewater Southern (subsidiary of Western Pacific); Santa Fe connected by Modesto & Empire Traction.
Motor Freight Carriers - 122.
Intercity Bus Lines - Pacific Greyhound; Modesto Transit; Continental Trailways.
Airlines - Golden Gate.

3 - POPULATION:
Corp. City 80 Cen. 106,105
PMA-ABC: (70) 194,506; (81) 276,300
County/SMSA 80 Cen. 265,902
Demographic information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 39,127
PMA-ABC: (70) 62,100; (81) 101,700
County/SMSA 80 Cen. 94,675

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	16	$969,321,000
Sav. & Loan	16	$576,440,000

6 - PASSENGER AUTOS: County 138,854

7 - ELECTRIC METERS: City Res. 40,046

8 - GAS METERS: City Res. 38,113

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - All Mfg. 17,800; Nondurable Goods 12,400; Durables 5,400; Food Processing 10,000; Retail Trade 18,000; Wholesale Trade 18,000; Government 17,000; Construction 6,400; Transportation and Utilities 3,800; Services 16,600.

10 - CLIMATE: Min. & Max. Temp. - Winter 36- 54; Spring 45-73; Summer 58-94; Fall 48-77. First killing frost, Nov. 28. Last killing frost, Mar. 3.

11 - TAP WATER: Alkaline; not fluoridated.

12 - RETAILING: Principal Shopping Centers - Five mi. of McHenry Ave. (from Needham North) & Downtown; 8 blocks on 10th St.; 4 on 11th St.; 6 on I St.; 8 on J St.; No. Freeway 99 at Dale Rd.
Neighborhood Shopping Centers - McHenry Village, 1700 McHenry Ave.; Roosevelt Center, College & Orangeburg; Yosemite, Santa Cruz & Yosemite Blvd.; Caruso, 2 mi. S. on Crows Landing Road; Paradise Plaza, Paradise Rd. & Sutter St.; Gregory Gardens, 2000 Tully Rd.; Ulrich, Orangeburg & Virginia Ave.; Briggsmore Sq., McHenry & Briggsmore; McHenry Sq., McHenry & Bowen; Scenic, Old Oakdale Rd. at Scenic Dr.; Ceres Plaza; Coffee Plaza, Coffee Rd. at Floyd; Mervyns, McHenry at Leveland; Briggsmore Plaza, Briggsmore & Prescott; Lloyds Sq., McHenry near Leveland; Bowen; Coffee & Orangeburg Center; Tully Manor, Tully at Standiford; Century Center, Oakdale at Orangeburg; Frontier Town, Tully at Standiford; Northgate Village, McHenry at Rumble; Western Plaza, Coffee at Floyd.
Regional Shopping Center - Vintage Faire, No. Freeway 99 at Dale Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Vintage Faire	4	Sears, Penney's, Gottschalk's, Weinstock's
McHenry Vlg.	2	Dunlap's, Lucky, Keller's
Yosemite	2	Farr's, New Deal
Caruso	2	Landon's, Jumbo
Roosevelt	2	Paul's, O'Brien's
Paradise Plaza	1	Sprouse Reitz
Sisk Road Center	4	Federated Group, Sofa Factory, Aaron Bros.
Gregory Gardens	2	Save Mart
Ulrich	2	Save Mart
Lloyds Square	2	Handyman
Mervyn's	3	Mervyn's
Briggsmore Sq.	2	Ward's, Thrifty
Briggsmore Plz.	2	Alpha Beta
McHenry Sq.	2	Payless
Scenic	2	Angelo's
Coffee Plaza	2	Save Mart
Ceres Plaza	3	Lucky Stores, TG&Y
Tully Manor	3	Raley's
Standiford Ctr.	4	Lucky's, Long's, Pier 1
Century Center	3	Gray's, Raley's
Frontier Town	3	Clockwise
Northgate Village	3	Ken's Camera
Western Plaza	3	Bebe's
Whitmore	4	Save Mart
Dale Road	4	Handy Andy, Tower Corp.

Principal Shopping Days : Thurs., Fri., Sat. & Sun.
Stores Open Evenings : Department Stores - Mon. & Thurs.; Food - every night except Sunday; Vintage Faire - Mon. thru Fri. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores - Sears Roebuck; Montgomery Ward; Dunlaps; K mart; Penney; Loebs; Farr's; Colburns; Mervyn's; TG&Y; Gottschalk's; Weinstock's; Gray's; Macy's.
Variety Stores - Woolworth; Sprouse Reitz 4.
Chain Drug Stores) - Payless; Long's 2; Paul's Rexall 3; Thrifty 6; Raley's 2.
Chain Supermarkets - Safeway 3; Lucky- Gemco 4; Sam's Food City; Angelo's 2; Save Mart 8; Richland 2; New Deal 8; Jumbo Foods; Ray's; Sav Mor 5; Alpha Beta 3; Prairie Markets 2; Raley's 2.
Discount Stores - Beno's; K mart 2; Payless; Long's; TG&Y; Gemco.
Other Chain Stores - Anita Shops; Aaron Bros.; Asher Bros.; Baker's; Beno's; Blue Chip Stamps; Brownie Muffler; Mary Carter Paint; Copeland Lumber; Diamond National; Dorothy's; Dutch Boy Paint; Dunlap's; Expectation Shop; Federated Group; Firestone; Fuller Paints; Handyman; Hartfield's; House of Carpets; House of Fabrics; Landons; Leed's; Levitts; Thom McAn; McMahan's; J. Magnin; Midas Muffler; Miller-Stockman; Mode O'Day; Moss Stores; Pep Boys; Pittsburgh Paint; Roger's Jewelry; See's; Self-Service Furn.; Sherwin-Williams; Singer Co.; Simpson's; Topper's; Turner's; Western Auto; Wicke's Lumber; Payless; Grand Auto; Mervyn's; Ardan's; Bedazzled; County Seat; Ernie's Liquors; Furrow Lumber; 84 Lumber; Gallenkamp's; Hatfield Jewelers; Huston Shoes; Radio Shack; Rodda Lee; The Swiss Colony; National Uniform; Kinder Foto; Mailing's Shoes; Miller's Outpost; Naturalizer Shoes; Gray's; Grossman's; Sofa Factory; Standard Brands; B.A.D. Goods; Orchard Supply Hardware; Simco Corp; Rasco Toys; Video Concepts.

14 - NEWSPAPERS: BEE (m) 69,511; (S) 75,008; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Craig A. Moen, Adv. Dir., BEE, PO Box 3928 Modesto, CA 95355; Tel. (209) 526-8312.
National Representative : CWO&O.

MONTEREY

1 - LOCATION: Monterey County (In Salinas- Seaside-Monterey SMSA). E&P Map B-5. Tourist center. Vacation area and fishing. Fort Ord (Army) ; Navy Post Graduate School; Defense Language Institute. 125 mi. or 17 min. air time from San Francisco.

2 - TRANSPORTATION:
Motor Freight Carriers - 1.
Intercity Bus Lines - Monterey Peninsula Transit; Greyhound.
Airlines - United; Golden Gate; Apollo; Pacific Cal. Air; Air California.

3 - POPULATION:
Corp. City 80 Cen. 27,558
CZ-ABC: (70) 94,306; (81) 99,100
Bal. in PMA-ABC: (70) 39,675; (81) 56,400
County/SMSA 80 Cen. 290,444
Total PMA-ABC: (70) 133,981; (81) 155,500

4 - HOUSEHOLDS:
City 80 Cen. 11,208
County/SMSA 80 Cen. 95,734
CZ-ABC: (70) 30,436; (81) 37,900
Bal. in PMA-ABC: (70) 8,150; (81) 13,900
Total PMA-ABC: (70) 38,586; (81) 51,800

5 - BANKS: Corp. City 9; Dep. N.A.

6 - PASSENGER AUTOS: County 149,646

7 - ELECTRIC METERS: Residence 42,768

8 - GAS METERS: Residence 36,929

9 - PRINCIPAL INDUSTRIES: Industry, Annual Payroll - Military $422,300,000; Tourist $278,900,000; Manufacturing $5,375,000.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-65; Summer 52-70; Fall 48-66; Winter 43-61. First killing frost, Dec. 4. Last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - Del Monte Shopping Center in Monterey; 6 blocks on Alvarado and Monterey; 4 on Ocean, Carmel; 4 on Lighthouse, Pac. Grove.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Del Monte (90)	NA	Macy's, Lucky, Thrifty Drugs, Saks
Highlands (20)	NA	
The Barnyard (60)	NA	Thunderbird Book Store
Carmel Rancho	NA	Monte Mart
Carmel Center (13)	NA	Safeway, Long's
Olympia Plaza (22)	NA	
Carmel Plaza	NA	J. Magnin
Country Club	NA	Alpha Beta, Thrifty Drug

Neighborhood Shopping Centers - Fremont & Broadway; Seaside; Monte Vista Ctr.; Monterey; Forest Hill Ctr.; Fairway Ctr.; Pacific Grove; Village Ctr.; Carmel Valley; Country Club.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Dept. - Thu. & Fri.; Food - daily.

13 - RETAIL OUTLETS: Department Stores - Holman's; Macy's; J.C. Penney.
Discount Stores - Monte Mart; K mart.
Variety Stores - Woolworth; Sprouse Reitz 3.
Chain Drug Stores - Long's 2; Thrifty 2.
Chain Supermarkets - Safeway 6; Nob Hill; Lucky; Alpha Beta.
Other Chain Stores - Western Auto; Firestone 2; Singer Co.; Hastings; Leed's; Gallenkamp's; Petrie's; Peck & Peck; I. Magnin; Saks Fifth Avenue; Joseph Magnin.

14 - NEWSPAPERS: PENINSULA HERALD (e) 31,929; (S) 33,525; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James Rutledge, Adv. Mgr., PENINSULA HERALD, Pacific & Jefferson Sts., Monterey, CA 93950; Tel. (408) 646-4301. **National Representative** : Branham.

NAPA

1 - LOCATION: Napa County, (In Vallejo-Fairfield-Napa SMSA). E&P Map B-4, County Seat. 50 mi. N of San Francisco; 35 mi. N of Oakland. Off I-80 & State Hwys. 12, 29 & 121.

2 - TRANSPORTATION: Railroads - So. Pacific.
Motor Freight Carriers - 2.
Intercity Bus Lines - Greyhound.
Airlines - Bridgeford Flying Service.

3 - POPULATION:
Corp. City 80 Cen. 50,879
CZ-ABC: (70) 45,845; (81) 55,700
RTZ-ABC: (70) 33,295; (81) 43,600
County 80 Cen. 99,199
SMSA 80 Cen. 334,402
City & RTZ-ABC: (70) 79,140; (81) 99,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,714
County 80 Cen. 36,624
SMSA 80 Cen. 117,050
CZ-ABC: (70) 14,719; (81) 20,600
RTZ-ABC: (70) 10,379; (81) 16,100
City & RTZ-ABC: (70) 25,098; (81) 36,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$260,200,000
Sav. & Loan	9	$290,000,000

6 - PASSENGER AUTOS: County 55,541

7 - ELECTRIC METERS: 28,459

8 - GAS METERS: 28,459

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees - Leather Goods 425; Clothing 150; Tractor 90; Steel Pipe 1,200; Grape & Wine 1,266; Napa State Hospital 2,100; Calif. Veteran's Home 1,018; Building Materials 562; Aircraft Maintenance 110; Dairy 65.

10 - CLIMATE: Min. & Max. Temp. - Spring 43-70; Summer 52-[illegible]; Fall 46-77; Winter 37-57. First killing frost, Oct. 23. Last killing frost, Mar. 26.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers : (No. of Stores) - Napa Valley 18; River Park 13; K mart; Bel Aire Plaza 15; Grape Yard 15; Silverado Plaza 6; Redwood Plaza 10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sun Valley	24	Macy's
Larwin Plaza	11	K mart, Sears
Hilltop	24	Capwells
Cottingtown	32	Emporium, K mart
Solano Mall	20	Penney's, Mervyn's

Principal Shopping Days : Thurs., Fri. & Sat. Stores open Thursday evenings.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J.C. Penney; Carithers; Mervyn's; K mart; Kinney Shoes; Gensler-Lee; Singer Co.; Sears; Woolworth; Goodyear; Grand Auto; Grossman's; Wickes; Woolworth; Garden Center; Sherwin-Williams; Radio Shack; Handyman; Kragen Auto; Bistrin's; Payless; Thrifty.
Variety Stores - Woolworth; Darr's; Roberts.
Discount Stores - K mart; TG&Y.
Chain Drug Stores - Rexall 2; Payless; Merrill's; Thrifty 2.
Chain Supermarkets - Safeway 3; Food Fair; Food City; Vallerga's 3; Lucky; Alpha Beta; Giovannon's; Fiesta Markets; Albertson's.

14 - NEWSPAPERS: REGISTER (e) 20,592; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jess Hasty, Adv. Dir., REGISTER, 1615 Second St., Napa, CA 94558; Tel. (707) 226-3711.
National Representative : None.

NEWARK

See FREMONT

OAKLAND

1 - LOCATION: Alameda County (In San Francisco, Oakland SMSA). E&P Map B-5, County Seat. Terminus of three transcontinental railroads. Largest port in San Francisco Bay. Center of air routes. Education center.

2 - TRANSPORTATION: Railroads - SP; AT&SF; UP; WP.
Motor Freight Carriers - 1,651.
Passenger & Freight Steamship Lines - 70.
Rapid Transit : Bay Area Rapid Transit (BART).
Intercity Bus Lines - Continental; Greyhound; Peerless; Alameda-Contra Costa Transit.
Airlines - Air Canada; Alaska; American; Braniff; British Air; Continental; Delta; Eastern; Japan; Mexicana; Northwest; Pan Am/National; TWA; Republic; Frontier; Air California; Apollo; PSA; United; Western; Supplemental-World Airways; Trans International Airlines; Laker Airlines; Philippine Air; Singapore Air.

3 - POPULATION:
Corp. City 80 Cen. 339,288
PMA-ABC: (70) 1,631,573; (81) 1,780,000
County 80 Cen. 1,105,379
SMSA 80 Cen. 3,252,721
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 141,640
PMA-ABC: (70) 538,044; (81) 673,500
County 80 Cen. 426,092
SMSA 80 Cen. 1,281,316

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	318	$7,164,450,000
Sav. & Loan	191	$5,255,331,000

6 - PASSENGER AUTOS: County 618,326

7 - ELECTRIC METERS: Res. 638,932

8 - GAS METERS: Res. 600,731

9 - PRINCIPAL INDUSTRIES: (County): Industry, Number of Wage Earners (Av. Wkly. Wage) - Food 29,100 ($313); Fab. Metal Prods. 12,300 ($354); Machinery 11,000 ($358); Tran. Equip. 11,000 ($358); Primary Metals 6,100 ($350); Chemicals 11,000 ($342); Petroleum & Coal Prods. 5,000 ($417); Printing & Publishing 6,200 ($351); Paper Prods. 5,400 ($306); Stone, Clay & Glass Prods. 5,100 ($319).

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers : Downtown - 15 blocks on Broadway; 4 on Telegraph Ave.; Broadway & MacArthur Blvd.
Neighborhood Shopping Centers - 8 blocks on 7th St.; 8 at Park Blvd. & 18th St.; 5 at 23rd Ave. & E. 14th St.; 65 along E. 14th St.; 4 at Seminary Ave. & MacArthur Blvd.; 4 at Foothill Blvd. & Seminary Ave.; 6 at 73rd Ave. & MacArthur Blvd.; 10 at Fruitvale Ave. & MacArthur Blvd.; 10 at Grand Lake Ave. & MacArthur Blvd.; 10 at Moraga Ave. & LaSalle St.; 6 at San Pablo Ave. & Powell St.; 9 at College Ave. & Alcatraz Ave.; 12 at Telegraph Ave. & 51st St.; 4 at 53rd St. & Grove St.; Foothill Sq., Foothill Blvd. & 108 Ave.; MacArthur Blvd. & B'way., Rockridge Center; Eastmont Mall, 73rd & Foothill. **Regional Shopping Centers** : Bayfair; San Leandro; El Cerrito Plaza; El Cerrito; Fremont Hub, Fremont; Fashion Center, Fremont; Sun Valley, Concord; Southland Hayward; Broadway Plaza, Walnut Creek; Hilltop, Richmond; New Park, Newark; Stoneridge, Pleasanton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acorn Comm. (28)	NA	
Chabot Park (5)	NA	Safeway
College Square (9)	NA	
Eastmont Mall (82)	NA	J.C. Penney, Mervyn's, Safeway
Foot Hill Sq. (30)	NA	Thrifty Drug, Radio Shack
Highland Sq. (9)	NA	
Jack London Vlg. (54)	NA	
Lincoln Sq. (17)	NA	Safeway
MacArthur (50)	NA	Woolworth's
Oakland City Center (120)	NA	Bullock's, Liberty House, J.C. Penney

Stores Open Evenings : Mon. & Thurs. Many food stores open every evening and Sun.

13 - RETAIL OUTLETS: Department Stores - Emporium; Capwell's 7; Macy's 5; Mervyn's 7; Montgomery Ward 6; J. C. Penney 10; Liberty House 4; Sears 5; Gabardine's 2; Sherwood Swan & Co.; McCaulou's 8; Bullock's.
Discount Stores - Gemco 3; K mart 7.
Variety Stores - Newberry 3; Sprouse Reitz 13; Woolworth 9.
Chain Drug Stores - Drug King 2; Guy's 13; Long's 16; Domar's; Kerstein's 2; Payless 12; Pay 'n Save 6; Thrifty 14; Walgreen 5; Day & Night 2; Leo's 3; Abreu's; Bill's Drugs 4.
Chain Supermarkets - Safeway 61; Food Farm 2; Albertson's 5; Fry's 10; Park & Shop 3; Lucky 51, Cooperative of Berkeley 9; Alpha Beta 11; 7-Eleven 69; Big T Supermarket 11; Farmer's Markets 4; Romley's Markets 4; Russells Markets 5; Diablo Foods 4; Flair Mkt. 9.
Other Chain Stores - Abbey Carpets 5; Abbey Rents 2; Arden's 5; Big 3 Tires 13; Bond's 3; Breuner's 2; C.B.S. Plywood 6; Crescent Jewelers 5; Davidson & Licht 5; Edison Bros. 12; Firestone 18; Florsheim 3; Foreman & Clark 2; Gallenkamp's 17; Goodyear 17; Goodrich 4; Grand Auto 17; W.T. Grand 4; Grodin's 5; Hartfield's 7; Hastings 4; Zale's Jewelers 5; Kinney Shoes 8; Kragen Auto 5; Lerner's 2; Levitz 2; I. Magnin 2; Joseph Magnin 4; Thom McAn; Milen's 6; Mode O'Day 10; Ortho Mattress 4; R.B. Furniture 2; Regal Shoes 4; Roos/Atkins 10; S&H Green Stamps 2; Dr. Scholl's; Singer 10; Sleep Aire 4; Smith's 11; Western Auto 2; Kress 3; Goldmans 8.

14 - NEWSPAPERS: EASTBAY TODAY (m-mon to fri) 71,432; TRIBUNE (e-mon to fri) 134,489; (m-sat) 163,553; (S) 179,206; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Fred O. Wetton, Adv. Dir., TRIBUNE, PO Box 24304, Oakland, CA 94623; Tel. (415) 645-2528.
National Representative : Gannett.

OCEANSIDE

1 - LOCATION: San Diego County, (In San Diego SMSA), E&P Map E-8. 85 mi. S of Los Angeles on I-5. Adjoins Camp Pendleton of the U.S. Marine Corps.

2 - TRANSPORTATION: Railroads - Santa Fe.
Motor Freight Carriers - 3.
Intercity Bus Lines - Greyhound; Santa Fe; Trailways; Oceanside Transit.

3 - POPULATION:
Corp. City 80 Cen. 76,698
CZ-ABC: (70) 55,438; (81) 120,900
RTZ-ABC: (70) 106,888; (81) 151,800
County/SMSA 80 Cen. 1,861,846
City & RTZ-ABC: (70) 162,326; (81) 272,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,022
County/SMSA: 80 Cen. 670,094
CZ-ABC: (70) 18,362; (81) 46,000
RTZ-ABC: (70) 28,057; (81) 46,200
City & RTZ-ABC: (70) 46,419; (81) 92,200

5 - BANKS: 19 Banks & Sav. & Loan, Deposits N.A.

6 - PASSENGER AUTOS: County 1,022,778

7 - ELECTRIC METERS: Res. (Tri City) 22,148

8 - GAS METERS: Res. (Tri City) 16,508

9 - PRINCIPAL INDUSTRIES: (Number of Employees) - Electrical Connectors (500); D C Power Supplies/Transformers (380); Electronic Components/Systems (250); Agriculture (Bulb Growing, etc.) (200); Electronic Equip. (126); Crystal & Electronic Mfg. (100).
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-64; Summer 62-72; Fall 54-70; Winter 43-61.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 16 blocks on Hill St.; 6 on Mission Ave.; 3 on Freeman St.
Neighborhood Shopping Centers : 1700 block Mission Ave.; 3100 block on Carlsbad Blvd.; 1600 block on South Hill; 2000 block on Mission; 300 block on Vista Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mission Sq. (23)	1	Von's, Thrifty
Long's	2	Safeway, Long's
Plaza Camina Real (129)	4	Penney, May Co., Sears, Woolworth, Bullock's, Broadway
Poinsettia (14)	NA	Big Bear, TG&Y
Oceanside Plz. (21)	2	Alpha Beta, Value Fair
Tamarack East	5	Thrifty, Safeway
Fed Mart	NA	Fed Mart
Mesa Marguirita (3)	NA	Express Lane Foods
Mercado De Oceana (17)	NA	Market Place, Price Drug
College Plz. (20)	NA	Sprouse Reitz, Safeway, Thrifty
Cape Code Vlg. (13)	NA	
Medical Park (3)	NA	Gordon Tait Phcy.
Baskin Robbins (9)	NA	Baskin Robbins
Oceanside (15)	NA	Safeway, Long's Drug

Principal Shopping Days : Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Huckaby's; May Co.
Variety Stores - Sprouse Reitz; Woolworth; Long's; Pay Less.
Discount Stores - Fed-Mart; Value-Fair; K mart.
Chain Drug Stores - Mission Park 2; Fed Mart; Long's.
Chain Food Supermarkets - Safeway 2; Von's; Shop Smart; Alpha Beta; Red & White 2; Albertson's.
Other Chain Stores - Singer Co.; Sears Roebuck; Elms; Southern California; Thrifty Drug; Kirby Shoes; Mode O'Day; Berner-Judd Fashions; Salms; Ortho; Dormans; Hickory Farms; Checker Auto.

14 - NEWSPAPERS: BLADE-TRIBUNE (e-mon to fri) 28,579; (S) 29,929; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Scott Little, Adv. Dir., BLADE-TRIBUNE, 1722 S. Hill, Oceanside, CA 92054; Tel. (714) 433-7333.
National Representative : CWO&O.

ONTARIO- UPLAND

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino-Ontario SMSA). E&P Map D-7. 35 mi. E of Los Angeles; On U.S. Hwy. 66; State Hwys. 30, 71 & 83; I-10, 15 & 60.

2 - TRANSPORTATION: Railroads - Southern Pacific; Santa Fe; Union Pacific; Pacific Electric.
Intercity Bus Lines - Greyhound; So. Cal. Rapid Transit; Continental Trailways; Omnitrans.
Airlines - Air Calif.; Alaska; American; Continental; Golden West (commuter); Republic; Pacific Southwest; United; Western; TWA; Air Cortez; Inland Empire.

3 - POPULATION:
Corp. Cities 80 Cen. 136,467
Ontario 80 Cen. 88,820
Upland 80 Cen. 47,647
SMSA 80 Cen. 1,557,080
PMA-ABC: (70) 178,349; (81) 235,800
County 80 Cen. 893,157
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 46,397
Ontario 80 Cen. 29,376
Upland 80 Cen. 17,561
County 80 Cen. 308,062
SMSA 80 Cen. 551,081
PMA-ABC: (70) 52,119; (81) 79,400

5 - BANKS: Comm. 18; Sav. & Loan 11.

6 - PASSENGER AUTOS: County 457,624

7 - ELECTRIC METERS: Residence 52,809

8 - GAS METERS: Residence 44,504

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Aircraft 1,475; Electrical Appliances 1,000; Citrus Processing 794; Mach. Works 570; Truck Mfg. 800; Plastics 260; Misc. Mfg. 1,282.

10 - CLIMATE: Min. & Max. Temp. - Spring 44-72; Summer 58-92; Fall 50-80; Winter 39-66.

11 - TAP WATER: Slightly alkaline, moderate; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 5 blocks on Euclid Ave.; 5 on Holt Blvd., Ontario; 2 blocks on 2nd & 2 blocks on 9th, Upland.
Neighborhood Shopping Centers - 4 blocks at 9th St. & 2nd Ave., Upland; 2nd St. & 3rd Ave. - Upland; 2 blocks at Foothill Blvd. & Euclid Ave., Upland; Galvin Park, 3 blocks at 4th St. & Grove Ave., Ontario; Mountain View, 2 blocks at Mountain Ave. & D St., Ontario; Montclair, 2 blocks at Mountain & Foothill, Upland; 2 blocks at 7th & Mountain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	3	Lou Millers, K mart
Indian Hill Vlg.	6	Sears, Zody's, Newberry's, Long's Drugs
Montclair Plaza	5	Broadway, May Co., Penney, Mont. Ward
Ontario Plaza	NA	J.M. McDonald's, Market Basket, Thrifty Drug
Mountaingreen	NA	Mervyn's, Long's
Town Center	NA	
Upland	NA	Thrifty Drug, Vons, Sav-On Drug
Upland Center	NA	Stater Bros., Pic 'n' Save
Upland Square	NA	Alpha Beta, Gemmel's Drugs

Principal Shopping Days : Wed., Fri. & Sat.
Stores Open Evenings : Dept. & discount - Fri.; Supermarkets - nightly.
Stores Open Sundays : Discount, major mkts.

13 - RETAIL OUTLETS: Department Stores - Falks; J.C. Penney; J.M. McDonald; Miller's Outpost; Mervyn's; May Co.; Broadway; Best Products; Lou Miller's; Montgomery Ward; Gemco; Zody's.
Discount Stores - K mart; Fed Mart; Pic 'N Save.
Variety Stores - Coronet; Rascos; Sprouse Reitz; TG&Y.
Chain Drug Stores - Thrifty 4; Owl Lucky; Gemmel 2; Sav-On; Long's.
Chain Supermarkets - Vons 2; Alpha Beta 4; Market Basket; Stater Bros. 4; Ralphs; Albertson's.
Other Chain Stores - Western Auto Supply; Firestone; Pep Boys; General Tire; Winston Tire; F&H Tire; Chief Auto; McMahan's Furniture; Armstrong Nurseries; Lerners; Gallenkamps; House of Fabrics; Cloth World; Ole's Hardware; Builder's Emporium; Radio Shack; Singer; It's A Dilly; Olympic Sales; B.C. Shoes; Clothestime.

14 - NEWSPAPERS: DAILY REPORT (e) 33,403; (S) 34,422; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Toebe Bush, Adv. Mgr., DAILY REPORT, PO Box 4000, Ontario, CA 91761; Tel. (714) 983-3511.
National Representative : Western Dailies.

ORANGE COUNTY
(Anaheim)

1 - LOCATION: Orange County, (In Anaheim-Santa Ana- Garden Grove SMSA), E&P Map D-7. Anaheim is in center of Orange Co., adjoining Santa Ana, County Seat. Manufacturing and tourist center. On I-5; Calif. Hwys. 29, 55, 57, 72, 90, 91 & 250; 8 mi. NW of Santa Ana.

2 - TRANSPORTATION: Railroads - AT&SF; SP; UP.
Motor Freight Carriers - 6.
Intercity Bus Lines - Continental Trailways; Greyhound; Orange County Transit; Southern Calif. Rapid Transit.

3 - POPULATION:
Corp. City 80 Cen. 221,847
County/SMSA 80 Cen. 1,931,570
PMA-ABC: (70) 239,321; (81) 293,100
Demographic information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 80,628
County/SMSA 80 Cen. 685,815
PMA-ABC: (70) 72,662; (81) 103,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm.	38	$2,011,933,550
Sav. & Loan	20	$555,277,470

6 - PASSENGER AUTOS: County 1,181,374

7 - ELECTRIC METERS: Residence 73,571

8 - GAS METERS: Residence 60,363

9 - PRINCIPAL INDUSTRIES: (Number of wage earners) - Electronic Equipment 7,700; Entertainment 7,600; Electro-mechanical Prods. 2,865; Data Processing Equipment 2,100; Electronic Prods. for Armed Forces 1,600; Lock Sets 1,450; Minicomputers 1,200; Sound Prods. & Telephone Equipment 900.
Principal Pay Days: 15th & 31st.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-89; Summer 55-92; Fall 49-94; Winter 35-83.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Canyon Plaza (70)	NA	Singe. Albertson's
Anaheim Plaza (62)	NA	Mervyn's, Robinson's
Brookhurst (51)	NA	Goodyear, Alpha Beta
E. Anaheim (50)	NA	Sav-on Drug, Thriftimart

Principal Shopping Centers: Plaza de Oro, 41 stores; Anaheim Hills 34; Ball-Euclid Plaza 32; Disneyland Hotel Plaza 30; Plaza de Seville 30; The Village 28; Canyon Village 26; La Palma-Imperial 30.
City Neighborhood Shopping Centers - Anaheim Hills Center 18; Euclid-Crescent Square 17; Granda Square 23; Madison Square 18; Magnolia- Broadway Center 15; Magnolia-La Palma Center 16; Mayfair Plaza 20; Wonderland Center 15.
Principal Shopping Days: Fri., Sat. & Sun.
Stores Open Evenings: Most stores throughout the week.
Stores Open Sundays: Food, drug, discount, furniture, hardware, appliance, specialty stores.

13 - RETAIL OUTLETS: Department Stores - The Akron; Anthony's; Boston Stores; Broadway; Gemco; Robinson's; Mervyn's.
Discount Stores - Lucky; Zody's; Fed-Mart; K mart.
Variety Stores - Sprouse Reitz; TG&Y.
Chain Drug Stores - Payless; Rexall; Sav-On; Thrifty; Skaggs.
Chain Supermarkets - Albertson's; Alpha Beta; Fed-Mart; Gemco; Lucky; Market Basket; McCoy's; Ralph's; Satellite; Stater Bros.; Thriftimart; Von's.
Other Chain Stores - Bond Clothes; C&R Clothiers; Color Tile Supermarkets; Dorman's Tire and Auto Supply; Florsheim Shoes; Firestone Tire; Goodyear Tire; Goodrich Tire; Grant Boys; Hartfield's; Hickory Farms; House of Tailoring; Judy's Lido Fashions; Mark C. Bloome Tires; McMahan Furn.; Midas Muffler; Nurseryland; Radio Shack; Rayco Car Service; See's Candy Shops; Sherwin- Williams; Silverwoods; Singer Co.; The Clothes Horse; Toy City; Toys R Us; Uniroyal Tires.

14 - NEWSPAPERS: ANAHEIM BULLETIN (e) 13,897; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data; Karl Wray, Pub., ANAHEIM BULLETIN, PO Box 351, Anaheim, CA 92805; Tel. (714) 634-1567.
National Representative: Story & Kelly-Smith.

ORANGE COUNTY
(Costa Mesa)

1 - LOCATION: Orange County, (In Anaheim-Santa Ana-Garden Grove SMSA), E&P Map D-8. Residential, industrial and resort communities. 40 mi. SE of Los Angeles. On State Hwy. 55; U.S. Hwy. 101 & I-405.

2 - TRANSPORTATION: Railroads - So. Pac. (freight).
Motor Freight Carriers - 22.
Bus Lines - Greyhound; Laguna Beach-Santa Ana; Huntington Beach; Continental Trailways; Santa Ana, Orange County Transit District.
Airlines - Hughes Air West; Air California; Golden West; Trans Catalina.

3 - POPULATION:
Corp. City 80 Cen. 82,291
CZ-ABC: (70) 122,082; (81) 155,100
RTZ-ABC: (70) 253,092; (81) 414,400
County/SMSA 80 Cen. 1,931,570
City & RTZ-ABC: (70) 367,028; (81) 569,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,487
County/SMSA 80 Cen. 685,815
CZ-ABC: (70) 43,184; (81) 64,200
RTZ-ABC: (70) 79,956; (81) 152,200
City & RTZ-ABC: (70) 123,140; (81) 216,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	96	$2,185,596,000
Comb. Banks, S&L	217	$4,478,997,000

6 - PASSENGER AUTOS: County 1,181,374

7 - ELECTRIC METERS: 263,398

8 - GAS METERS: 244,335

9 - PRINCIPAL INDUSTRIES: Electronic Components; Space Research & Development; Guidance Control Systems; Precision Tools; Sprinkler Controls; Valves; Thermal Insulation; Acoustical Pdts.; Structural Adhesives; Lamination Material; Fiberglass Pdts.; Boats & Boating Equip.; Univ. of Calif.; Irvine Campus; Sproting Goods; Oil Wells; El Toro Marine Air Station; Computer Technology; Medical Supplies; Tourism; Agriculture.

10 - CLIMATE: Ann. Min. and Max. Temp. - Costa Mesa: 43-74. Newport Beach: 53-67.

11 - TAP WATER: Colorado River softness, 125 parts per million; not fluoridated.

12 - RETAILING: Principal Shopping Centers -
Costa Mesa: South Coast Plaza; Harbor Center; Mesa Plaza; Mesa Center; Hillgren Square; Downtown Costa Mesa.
Newport Beach: Fashion Island; Westcliff Plaza; Bayside Center; Eastbluff Center; Downtown Newport; Lido; Balboa; Balboa Island; Corona del Mar; Mariners' Mile; Harbor View Center; Newport Hills Center and Old Newport Beach.
Nearby Shopping Centers: Huntington Center eight mi. from city zone retail center. (Broadway, Montgomery Ward, J.C. Penney); Westminster Mall (Sears, Broadway, Buffums, May Co., J.W. Robinson); Laguna Hills Mall (Sears, Buffums, Penney, Broadway); Woodbridge Center; Irvine.
Principal Shopping Days: Mon., Thu., Fri. & Sat.
Stores Open Evenings: Supermarkets; May Co.; Sears; J.C. Penney; The Broadway. All stores in South Coast Plaza - Mon. through Fri. Other Center - Mon., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores - Costa Mesa: May Co.; Sears; J.C. Penney; Montgomery Ward; Bullock's; Nordstrom's; Saks 5th Ave.; Mark Cross; I. Magnin; Woolworth; Reinert's.
Newport Beach: Broadway; J.W. Robinson; J.C. Penney; Buffum's; Bullock's-Wilshire; Neiman-Marcus; Silverwoods; Broods Bros.
Discount Stores - Costa Mesa: Builder's Emporium; K mart; Treasury Stores; Fedco.
Variety Stores - Woolworth; Gilbert's.
Chain Drug Stores - Thrifty; Sav-On; Rexall; Owl; Gulid.
Chain Supermarkets - Costa Mesa: Alpha Beta; Albertson's; Bargain Basket; Stater Bros.; Safeway; Lucky Stores; Market Basket; Von's; Pantry Markets; Tic Toc; 7-Eleven; Ralph's.
Newport Beach: Market Basket; Albertson's; Safeway; El Rancho; Gelson's; Tic Toc; Hughes; Ralph's.
Other Chain Stores - Harris & Frank; Brooks Bros.; Joseph Magnin; Silverwood's; Mandel's; Slavick; Singer Co.; B.D. Howes; Brentano's; House of Nine; Lane Bryant; C.H. Baker; Cabot's Gudes Barnett; Leed's; Thom McAn; Pickwick; Wetherby-Kayser; Kinney's; Anita Shops; Baskin-Robbins; Speedee Marts; Firestone; B. Dalton Books; Big Five Stores; Kirk Jewelers; Vendome Liquors; Imperial Hardware; See's Candies; Home Silk Shop; Pep Boys; Gold Key Furniture; Weisfield Jewelers; Courreges; The Gap; J.K. Gill; Western's; Color Tile; The Grant Boys; F.A.O. Schwarz.

14 - NEWSPAPERS: PILOT (e) 41,409; (S) 41,416; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Michael Harvey, Mktg. Dir., PILOT, 33 S. Bay, Costa Mesa, CA 92626; Tel. (714) 642-4321.
National Representative: CWO&O.

ORANGE COUNTY
(Fullerton)

1 - LOCATION: Orange County (In Anaheim-Santa Ana-Garden Grove SMSA), E&P Map D-7. 35 mi. from Los Angeles; 5 mi. N of Disneyland; 100 mi. N of San Diego.

2 - TRANSPORTATION: Railroads - SF; UP; Amtrak.
Motor Freight Carriers - 2.
Intercity Bus Lines - Metropolitan Rapid Transit; Orange Co. Transit; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 102,034
CZ-ABC: (70) 107,774; (81) 145,300
RTZ-ABC: (70) 139,470; (81) 189,600
City & RTZ-ABC: (70) 247,244; (81) 334,900
County/SMSA 80 Cen. 1,931,570
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,869
County/SMSA 80 Cen. 685,815
CZ-ABC: (70) 32,666; (81) 50,200
RTZ-ABC: (70) 39,434; (81) 62,400
City & RTZ-ABC: (70) 72,100; (81) 112,600

5 - BANKS: 21 Commercial, 30 Sav. & Loan.

6 - PASSENGER AUTOS: County 1,181,374

7 - ELECTRIC METERS: 37,400

8 - GAS METERS: 29,813

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Agriculture 322; Mining 800; Construction 792; Manufacturing 21,058; Durable Goods 15,894; Aerospace 8,300; Nondurable Goods 5,164; Trans/Comm/Utilities 851; Trade 7,991; Fin./Ins./Real Estate 1,982; Services 7,600; Government 8,953.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-87; Summer 52-98; Fall 49-92; Winter 31-77. First killing frost, Dec. 3. Last killing frost, Feb. 6.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Downtown Center - 16 blocks on 5 sts.
Neighborhood Shopping Centers - N. Harbor 900-1400; S. Harbor 400-500; W. Commonwealth 400-500, 1600-1700; Raymond Ave. 100-400; Harbor & Orangethorpe (50 stores); Chapman & Raymond (29 stores); Orangethorpe & Brookhurst (30 stores); Brea Blvd. (15 stores); Yorba Linda Blvd. & Bradford (33 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brea Mall (185)	NA	May Co., Sears, B'way, Nordstrom's
Lucky Square (8)	NA	Lucky Stores, Rexall Drug
College Plaza (14)	NA	TG&Y, McCoy Mkt., Sav-On Drug
College Square (10)	NA	Thrifty Drug, Builder's Emporium
East Fullerton (18)	NA	Alpha Beta, Super Valu Drug
Crossroads (33)	NA	Ralph's Groc., Thrifty Drug, Mervyn's
Sunny Hills Plz. (34)	NA	Sunny Crest Mkt., Loehmann's
Orangefair (42)	NA	Boston Store, Woolworth, Penney, A&M Mkt., Long's
Sunrise Vlg. (25)	NA	Sav-On Drug, Von's Mkt.
W. Fullerton (23)	NA	Albertson's, Alpha Beta, Sprouse Reitz, Owl Drug, Thrifty Drug
La Mancha Ctr. (11)	NA	Ralph's, Thrifty Drug

Principal Shopping Days: Mon., Thu., Fri. & Sat.
Stores Open Evenings: Mon. & Fri.; Most food & drug open every night.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Montgomery Ward; Boston Stores; Wineman's; Mervyn's; Sears; May Co.; Robinson's; Nordstrom's; Broadway.
Variety Stores - TG&Y; Woolworth's; Sprouse Reitz.
Discount Stores - Ole's; Builder's Emporium; Zody's; Gemco 2; K mart 2; Handyman; Pic 'n Save; Ward Harrington; Best Products.
Chain Supermarkets - Safeway; Alpha Beta 11; A&M; Lucky Stores 5; Ralph's 2; Pantry Mkt. 2; McCoy Mkts. 2; Von's 4; Albertson's 5.
Chain Drug Stores - Thrifty 4; Long's; Sav-On 2; Supervalu; Owl Rexall; Skagg's.
Other Chain Stores - Goodyear; Firestone; Pep Boys Auto; Chief Auto Supply 2; Carpet Town; Thompson Furniture; Lawson's Jewelry; Gallenkamp Shoes; Berland's Shoes; Radio Shack 3; Big 5 Sporting Goods; Newberry Fabric; Boston Store; Color Tile.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 22,665; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ned Costa, Jr., Adv. Dir., NEWS TRIBUNE, 655 W. Valencia Dr., Fullerton, CA 92632; Tel. (714) 871-2345.
National Representative: Branham.

ORANGE COUNTY
(La Habra)

1 - LOCATION: Orange County (In Anaheim-Santa Ana-Garden Grove SMSA). E&P Map D-8. 14 mi. N of Santa Ana; 28 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads - La Habra: Southern Pacific; Union Pacific. Brea: Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 45,232
PMA-ABC: (70) 59,797; (81) 73,900
County/SMSA 80 Cen. 1,931,470
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,538
PMA-ABC: (70) 17,847; (81) 25,200
County/SMSA 80 Cen. 685,815

5 - BANKS: (La Habra & Brea):
Commercial 16; Sav. & Loan 11; Dep. N.A.

6 - PASSENGER AUTOS: County 1,181,374

7 - ELECTRIC METERS: 27,568

8 - GAS METERS: 20,584

9 - PRINCIPAL INDUSTRIES: (Number of employees). La Habra - Food 1,900; Oil Field Research 950; Photochemicals & Camera Parts 375; Department Stores 650; Hospital 285.
Brea - Mechanical Rubber Goods 950; Industrial Protective Coatings 352; Ball Bearings & Swivel Joints 300; Utility Products 300; Industrial & Agricultural Chemicals 175.

10 - CLIMATE: Min. & Max. Temp. - N.A. Ann. Av. Temp. - 62.

11 - TAP WATER: La Habra: Alkaline, hard; not fluoridated. Brea: Alkaline, medium soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
La Habra:		
Fashion Sq. (50)	NA	Bullock's, Buffums
La Habra Sq. (22)	NA	Ralph's Mkt., Builder's Emporium
La Habra Circle (20)	NA	Jackson Bros.
La Habra Mall (20)	NA	Lowe's for Men
Hacienda Plaza (16)	NA	Albertson's
Brea:		
Brea Mall (100)	NA	Sears, May Co.
Brea Plaza (30)	NA	Thrifty Drug, Albertson's
Brea Heights (18)	NA	Ray's Mkt.
Imperial Plaza (16)	NA	Alpha Beta

Other Shopping Centers: (No. of Stores) - La Habra: Highland Center (15); La Habra Plaza (14); Imperial Beach Center (14); Beach Plaza (12); Town & Country (12); Harbor Square (12); Spadra Square (10); North Hills Plaza (10); Harbor Central Plaza (10); Central Plaza (10); Chantry Square (10); Beach Plaza (9).
Brea: Brea Center (14); Brea West (14); 770 Center (10); Olinda Village (10).

13 - RETAIL OUTLETS: Department Stores - Builder's Emporium; Buffum's; Bullocks; Sears; May Co.; Broadway.
Discount Stores - Fed Mart; K mart; Gemco.
Variety Stores - Pic 'n' Save; Sprouse Reitz.
Chain Drug Stores - Thrifty 4; Long's.
Chain Supermarkets - Albertson's; Alpha Beta; Ralph's; Market Basket; Safeway; Fed Mart.
Other Chain Stores - Mark C. Bloome Tires; Chief Auto Supply; Daniels Tire Centers; Firestone; Florsheim Shoes; Hickory Farms; Innes Shoes; Leed's Shoe Store; 7-Eleven Food Stores; Shoe Market; Silverwoods; Singer Co.; Sears Roebuck Service Center; Slavick's Jewelry; Standard Brands Paint; C.H. Baker; Gallenkamp; Harris & Frank; House of Fabrics; Kinney Shoes; Radio Shack; Thom McAn; Zale's Jewelers.

14 - NEWSPAPERS: STAR-PROGRESS (e-mon to fri) 4,027; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Graham, Pub., STAR-PROGRESS, PO Box 2040, La Habra, CA 90631; Tel. (714) 529-2144.
National Representative: Story & Kelly-Smith.

ORANGE COUNTY
(Santa Ana)

1 - LOCATION: Orange County (In Anaheim-Santa Ana-Garden Grove SMSA). E&P Map D-7, County Seat. 35 mi. SE of Los Angeles; 95 mi. N of San Diego on Santa Ana Fwy. (I-5); San Diego Fwy. (I-405); Garden Grove Fwy. (22) Riverside Artesia Fwy. (91); Newport Fwy. (55); Orange Fwy. (57); R.M. Nixon Fwy. (90); Laguna Fwy. (133); State Hwys. 1, 39, 72, 214 & 250.

2 - TRANSPORTATION: Railroads - Santa Fe; So. Pac. (freight); Union Pacific (freight); Amtrak.
Motor Freight Carriers - 137.
Intercity Bus Lines - Greyhound; Continental Trailways; So. Calif. Rapid Transit; Orange County Transit (OCTD); Airport Service, Inc.; Laguna Beach Municipal Transit; Tustin Nichol Bus; Town Tours; Grayline Tours; Orange Coast Sightseeing. Charter Lines - Aardvarck; Four Winds; Pacific Scenic; Taylor Gus; Thompson Transp.; Western Stages.
Airlines - Air California; Golden West; Hughes Airwest; PSA at John Wayne Airport. Commuter Service also to all airlines at L.A. Int's (LAX) and Long Beach.

3 - POPULATION:
Corp. City 80 Cen. 203,713

PMA-ABC: (70) 1,420,386; (81) 2,002,000
County/SMSA 80 Cen. 1,931,570
Demographic information available from Newspaper. See paragraph 14 .

LOS ANGELES CO.
SAN BERNARDINO CO.
RIVERSIDE CO.
Fullerton
Anaheim
Garden Grove
SANTA ANA
Irvine
ORANGE CO.
Newport Beach
San Juan Capistrano
Pacific Ocean
SAN DIEGO CO.

The Register (all day mon.-fri.) 238,133 (sat. m) 233,909 (S) 271,003 ABC 9/30/81

4 - HOUSEHOLDS:
City 80 Cen. 64,038
County/SMSA 80 Cen. 685,815
PMA-ABC: (70) 436,120; (81) 707,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	63	$7,190,606,000
Commercial	63	$7,104,763,000

6 - PASSENGER AUTOS: County 1,181,374

7 - ELECTRIC METERS: County 768,782

8 - GAS METERS: 591,950

9 - PRINCIPAL INDUSTRIES: (Number of Employees) - Agriculture 6,900; Construction 46,800; Manufacturing 222,500; Transportation, Communic. & Utilities 26,900; Wholesale Trade 43,300; Finance, Insurance & Real Estate 56,500; Services 172,200; Government 104,300.
Principal Industrial Pay Days - Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 43-80; Summer 57-90; Fall 43-85; Winter 35-82. First killing frost, Dec. 7. Last killing frost, Feb. 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers - In the Orange County Metropolitan Area there are 26 incorporated cities with central shopping districts and community shopping centers; also 20 major regional centers which include dept. stores, individual shops, restaurants, drug stores, supermarkets and large parking areas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Anaheim Plaza (75)	NA	Broadway, Mervyn's, Robinsons
Brea Mall (140)	NA	Sears, May Co., Nordstrom
Buena Park (81)	NA	Sears, May Co.
City, The (85)	NA	May Co., J.C. Penney
Fashion Island (76)	NA	Robinson's, Broadway
Fashion Sq. (La Habra) (43)	NA	Buffum's, Bullock's
Fashion Sq. (Santa Ana) (36)	NA	I. Magnin, Bullock's
Honer Plaza (28)	NA	Montgomery Ward
Huntington (60)	NA	J.C. Penney, Broadway
Laguna Hills (80)	NA	J.C. Penney, Broadway
Mall of Orange (93)	NA	Broadway, J.C. Penney, Sears
Orangefair (42)	NA	J.C. Penney, Boston
S. Coast Plaza (75)	NA	Saks, Sears, May Co.
Westminster (180)	NA	Sears, May Co., Robinson's
Mission Viejo (141)	NA	Robinson's, Montgomery Ward

Principal Shopping Days : Fri., Sat. & Mon.
Stores Open Evenings : Mon. thru Fri.
Stores Open Sundays : Food, drug, discount, furniture, hardware, appliance & all dept. stores.

13 - RETAIL OUTLETS: Department Stores - Boston; Broadway; Buffums; Bullock's; May Co.; Penney's; Robinson's; Sears; Montgomery Ward; Woolworth; I. Magnin; Joseph Magnin; Nahas; Mervyn's; Neiman-Marcus; Nordstrom; Saks Fifth Avenue.
Discount Stores - The Akron; Fedco; Fed-Mart; Gemco; K mart; Woolco; Zody's.
Variety Stores - Cornet; Gilbert; Kresge's; Kress; Newberry's; Pic 'n Save; Sprouse Reitz; Sunset House; TG&Y; Woolworth.
Chain Drug Stores - Danber 5; Fed-Mart Pharm. 5; Gemco Pharm. 7; Hill Drugs 4; Rexall 12; Sav-On 23; Super Valu 4; Skagg's 12; Thrifty 32; Lucky's Pharm. 8; Vista Drugs 3.
Chain Supermarkets - Albertson's 30; Alpha Beta 51; A & M Markets 3; El Rancho 5; Fed-Mart Foods 5; Gemco Foods 6; Lucky 19; Market Basket 15; McCoy's 2; Pantry 5; Ralph's 19; Safeway 18; Smith's Food King 3; Stater Bros. 18; Thriftimart 8; Von's 20.
Other Chain Stores - Men's Wear: Harris & Frank, Desmond's, Chasens, Foreman & Clark, House of Tailoring, Rebel Shops, Silverwood's; M/W Wear: Bond's, The Gap, Lou Millers, Wild West; Women's Apparel: Anita Shop, Hartfield's, Mode O'Day, Judy's, Lane Bryant, Show Off, Draper's, Sally Shops, Wet Seal; Auto Supply: Pep Boys, Western Auto, Goodyear, Firestone, Security Tire, Mark C. Bloome, Chief Auto Supply; Footwear: Cover Girl Shoes, Leed's, Wetherby-Kayser, Kirby's, Thom McAn, Shoe Market, Standard Shoes, Kinney's, Gallenkamp, Enna Jettick, C.H. Baker; Jewelers: Rupert's, Hatfield-Neiman, J. Herbert Hall, Zale's, Hudson's; Furniture: Barker Bros., National Furniture, J.H. Biggar, Riveria, McMahan's, Gold Key, Levitz, R.B., Simmons, Sleepeze Beds, Schaefer's; Fabrics: Fabrific, Solomon, Fabric City, Singer, Uniform Shop, Surefit Seat Cover; Beauty & Health Salons: Permatress, Crowning Glory, Magic Mirror, Gloria Marshall Salons, Holiday Health Spa, Jack LaLanne, Tiffany's Feminine Way; Paint: Dutch Boy, Sherwin-Williams, Pittsburgh Paint, Standard Brands, Sinclair; Trading Stamps: S&H Green Stamps, Blue Chip Stamps; Hardware: Ole's, Builders Emporium, Angel's Home Improvement Centers, Handyman Store, Linbrook Hardware, Ward & Harrington, Wickes Lumber; Misc.: Thrif-d-lux Cleaners, Abby Rents, Jurgensen's Gourmet.

14 - NEWSPAPERS: REGISTER (all day-mon to fri) 238,757; (m-sat) 234,541; (S) 272,369; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Howard Grothe, V.P./Adv., REGISTER, 625 N. Grand Ave., Santa Ana, CA 92711; Tel. (714) 953-7963.
National Representative : Story & Kelly-Smith.

ORLAND

1 - LOCATION: Glenn County, E&P Map B-2. Fruit, olive and nut packing center; nurseries; fish hatcheries; farming (fruit, poultry and dairy); almonds; oranges; milk products. On I-5; State Hwy. 32.

2 - TRANSPORTATION: Railroads - Southern; Southern Pacific.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,976
County 80 Cen. 21,350

4 - HOUSEHOLDS:
City 80 Cen. 1,549
County 80 Cen. 7,707

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	1	N.A.

6 - PASSENGER AUTOS: County 11,450

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Ann. Min. & Max. Temp. - 27-110.

11 - TAP WATER: Alkaline, hardness varies; not fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: UNIT-REGISTER (e-mon to fri) 1,298; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Pat Begrin, Adv. Dir., UNIT-REGISTER, 729 Fourth St., Orland, CA 95963; Tel. (916) 865-4433.
National Representative : None.

OROVILLE

1 - LOCATION: Butte County, E&P Map B-3, County Seat. Agriculture, horticulture, lumber, mining, fruit processing, livestock, tourist center. On Feather River 28 mi. N of Marysville; 22 mi SE of Chico; 85 mi. from Sacramento. On State Hwy. 70.

2 - TRANSPORTATION: Railroads - Western Pacific (main line); Southern Pacific (branch).
Motor Freight Carriers - 2.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,450
PMA-ABC: (70) 30,471; (81) 42,600
County 80 Cen. 143,851
Demographic information available from newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,753
PMA-ABC: (70) 10,434; (81) 16,700
County 80 Cen. 56,904

5 - BANKS:
Commercial 7; Sav. & Loan 5.

6 - PASSENGER AUTOS: County 77,916

7 - ELECTRIC METERS: Residence 13,512

8 - GAS METERS: Residence 7,266

9 - PRINCIPAL INDUSTRIES: (County): Industry, Number of Wage Earners (Av. Wkly. Wage), Woodworking 1,120 ($205); Food Processing 1,410 ($195); Mfg. (Lumber & Other) 175 ($180); Comm. & Util. 1,535 ($160); Timber; Ag. Products.

10 - CLIMATE: Min. & Max. Temp. - Spring 39-90; Summer 51-108; Fall 32-92; Winter 28-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; K mart; J.C. Penney; Western Auto; City of Paris; Firestone; Grand Auto.
Variety Stores - Woolworth; Beno's.
Chain Drug Stores - Thrifty; Raley's; Long's.
Chain Supermarkets - Raley's; Safeway; Farmers; Albertson's; Holiday.
Other Chain Stores - Kinney Shoes; Payless Shoes.

14 - NEWSPAPERS: MERCURY-REGISTER (e) 11,308; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Gentry, Adv. Dir., MERCURY-REGISTER, 1740 Bird St., Oroville, CA 95965; Tel. (916) 633-3131.
National Representative : Branham.

OXNARD

1 - LOCATION: Ventura County (In Oxnard-Simi Valley-Ventura SMSA). E&P Map D-7. On U.S. Hwy. 101A, midway between Santa Monica & Santa Barbara; 62 mi. from Los Angeles; 2 mi. from U.S. Hwy. 101 (inland route); 3 mi. from Pacific Ocean.

2 - TRANSPORTATION: Railroads - So. Pac.
Intercity Bus Lines - Greyhound.
Airlines - Golden West; Apollo.
Shipping - Oxnard Harbor District, Port Hueneme.

3 - POPULATION:
Corp. City 80 Cen. 108,195
CZ-ABC: (70) 89,294; (81) 139,000
RTZ-ABC: (70) 47,246; (81) 62,400
County/SMSA 80 Cen. 529,899
City & RTZ-ABC: (70) 136,540; (81) 201,400
Demographic information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 33,087
County/SMSA 80 Cen. 173,254
CZ-ABC: (70) 25,370; (81) 45,500
RTZ-ABC: (70) 11,760; (81) 17,600
City & RTZ-ABC: (70) 37,130; (81) 63,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	15	$1,275,909,000
Sav. & Loan	30	$1,463,553,000

6 - PASSENGER AUTOS: County 295,212

7 - ELECTRIC METERS: Res. 30,557

8 - GAS METERS: Res. 26,814

9 - PRINCIPAL INDUSTRIES: Blood Bank Reagents; Boat Mfg. & Sales; Bldg. & Construction Materials; Chemical Mfg.; Electronics; Farm Implements; Flowers; Food Processing; Forging; Frozen Foods; Fruit & Vegetable Packing; Glass Products; Marina Facilities; Medical Instruments; Mobile Home Mfg. & Sales; Office Supplies; Oil Refining; Garment Mfg.; Paper Products; Plastics; Precision Hydraulics; Precision Machining; Printing & Publishing; Steel Fabrication; Traders.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Slightly alkaline, moderately hard.

12 - RETAILING:
Shopping Centers : 24 shopping centers with 580 stores.
Stores Open Evenings : Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores - Akron; Broadway; May Co.; Mont. Ward; Penney; Sears; Mervyn's.
Variety Stores - TG&Y 2; Sprouse Reitz 2; Woolworth 2.
Discount Stores - K mart; Fed-Mart; Gemco; Zody's.
Chain Drug Stores - Key Rexall; Laubacher's 3; Sav-On; Thrifty 3.
Chain Supermarkets - K&G 3; Alpha Beta 2; Albertson's; Hughes; Lucky's; Mayfair 2; Safeway 4; Santa Cruz 2; Smith's Food King 3; Von's.
Other Chain Stores - Blue Chip Stamps; Hickory Farms; Petrie's; Dalton Books; S&H Green Stamps; 7-Eleven; See's Candies; Stop 'n Go 5; Stride-Rite.

14 - NEWSPAPERS: PRESS-COURIER (e) 19,536; (S) 20,303; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. LaMacchia, Adv. Dir., PRESS-COURIER, 300 W. Ninth St., Oxnard, CA 93030; Tel. (805) 483-1101.
National Representatives : Thomson; Landon.

PALM SPRINGS-PALM DESERT

1 - LOCATION: Riverside County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-8. Desert resort, 105 mi. SE of Los Angeles. On State Hwy. 111, off I-10; U.S. Hwys. 62 & 74.

2 - TRANSPORTATION: Intercity Bus Lines - Greyhound.
Motor Freight Carriers - 9.
Airlines - American; Western; Republic; Air California; TWA; Alaska; Swift-Aire; Sun Aire.

3 - POPULATION:
Corp. City 80 Cen. 32,271
CZ-ABC: (70) 42,661; (81) 69,200
PMA-ABC: (70) 48,588; (81) 69,200
Bal. in PMA-ABC: (70) 5,927; (81) 11,400
SMSA 80 Cen. 1,557,080
County 80 Cen. 663,923
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 20,384
County 80 Cen. 243,019
SMSA 80 Cen. 551,081
CZ-ABC: (70) 17,709; (81) 32,700
Bal. in PMA-ABC: (70) 2,926; (81) 6,300
PMA-ABC: (70) 20,635; (81) 39,000

5 - BANKS: Commercial 24; Sav. & Loan 13.

6 - PASSENGER AUTOS: County 352,464

7 - ELECTRIC METERS: Desert, Hot Springs, Cathedral City, Palm Desert 51,000

8 - GAS METERS: 32,450

9 - PRINCIPAL INDUSTRIES: Tourism. 53 golf courses; 27 clubs; 9 major, 300 smaller hotels; spring training home of California Angels; Bob Hope Golf Classic; Colgate Dinah Shore Golf Classic; James Franciscus Tennis Tournament; National Collegiate Tennis Classic; World's Largest Passenger- carrying aerial tramway.

10 - CLIMATE: Unusually dry throughout the year. Rainfall, annual average 2.40 inches. Min. & Max. Temp. - Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

11 - TAP WATER: Relatively soft, abundant supply; not fluoridated.

12 - RETAILING: Principal Shopping Area : along Palm Canyon Dr. and in 11 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cameron Ctr. (3)	NA	Woolworth's
Desert Inn	NA	I. Magnin, J. Magnin
Fashion Plaza	NA	Silverwood's
Indian Palms	NA	Smith's Food King, K mart
Market Basket Center (20)	NA	Sprouse Reitz
Palm Springs Mall (41)	NA	Penney, Walker-Scott
Plaza	NA	Desmond's
Palms to Pines III (20)	NA	Safeway, McDonald's
Rancho Las Palmas	NA	Long's, Von's
Smoke Tree Vlg.	NA	Rexall, Von's, Long's Drug
Sun Center	NA	Sears Catalog
Sunrise	NA	Smith's Food King
The Vineyard (27)	NA	

13 - RETAIL OUTLETS: Department & Specialty Stores - Bullocks Wilshire; Saks Fifth Ave.; Robinsons; Desmond's; W.J. Sloane; J.C. Penney; I. Magnin; Silverwoods; J. Magnin; Walker Scott; Leed's Jewelers; Berner Judd; Big Five; K mart; Gemco; Fed-Mart.
Chain Variety Stores - Woolworth.
Chain Drug Stores - Thrifty 2; Drug King; MDX; Long's 2.
Chain Supermarkets - Safeway 2; Market Basket 2; Alpha Beta 2; Von's 3; Smith's Food King 3.
Other Chain Stores - Sears (catalog); Singer Co.; Hickory Farms; Kinney Shoes; Lumberman's.

14 - NEWSPAPERS: DESERT SUN (e) 24,510; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Kelly, Adv. Mgr., DESERT SUN, PO Box 190, Palm Springs, CA 92263; Tel. (714) 325-8665.
National Representative : CWO&O.

PALO ALTO

1 - LOCATION: Santa Clara County (In San Jose SMSA). E&P Map B-5. University center. Central San Francisco Peninsula location; 32 mi. S of San Francisco; 17 mi. N of San Jose. Primarily residential with electronics mfg. & research, missile development & research, financial & medical center.

2 - TRANSPORTATION: Railroads - SP.
Motor Freight Carriers - 45.
Intercity Bus Lines - Greyhound; Santa Clara County Transit; Peerless Stages; Barrett Airport Bus.

Airlines - At San Francisco Airport (15 mi. N): TWA; British Airways; West Coast; Lufthansa; Golden Carriage; Golden Gate; CAAC; Mexicana; Federal Express; Air Trails; Evergreen; Alaska; Apollo; CP Air; Aspen; Braniff; Branco; Singapore; China Airlines; Eastern; Republic; Northwest Orient; Air Canada; Swift Air; West Air; Air Alaska; Yosemite; Pan American; United; American; Western; Flying Tigers; Japan; Quantas; Empire; Pacific Southwest; Delta; Philippines; Canadian Pacific; Air Cal; Continental. At San Jose Airport (15 mi. S): PSA; Republic; American; Apollo; Golden Gate; TWA; Aspen; United; Western; Air California; Continental.

3 - POPULATION:
Corp. City 80 Cen. 55,142
CZ-ABC: (70) 337,789; (81) 354,100
RTZ-ABC: (70) 121,313; (81) 140,400
County/SMSA 80 Cen. 1,295,071
City & RTZ-ABC: (70) 459,102; (81) 494,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,041
County/SMSA 80 Cen. 458,519
CZ-ABC: (70) 116,904; (81) 140,380
RTZ-ABC: (70) 38,581; (81) 51,400
City & RTZ-ABC: (70) 155,485; (81) 191,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	26	$729,732,000
Sav. & Loan	15	$561,067,000

6 - PASSENGER AUTOS: County 795,348

7 - ELECTRIC METERS: Residence 25,738

8 - GAS METERS: Residence 22,845

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Electronics 30,000 ($195); Education 5,800 ($185); Print. & Pub. 950 ($165); Manufacturing 238,200 ($345); Services 160,400 (N.A.); Retail Trade 100,500 (N.A.).
Principal Industrial Pay Days - Electronics Plants, Wed. or Fri.; Education, 1st & 16th.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-68; Summer 54-77; Fall 48-72; Winter 39-58. Killing frosts very rarely.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Downtown Shopping District - 8 blocks on University Ave. and 1, 2, or 3 on 7 cross sts.
Neighborhood Shopping Centers - 7 blocks at California Ave. at El Camino Real; 2 at Middlefield Rd. & Colorado Ave.; 15 on El Camino Real S. of California Ave.; 8 on S. Cruz Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town & Country	1	Town & Country Mkt.
Sunnyvale Town & Country	9	
Sunnyvale Town Center	10	Ward's, Macy's
Peninsula Boardwalk	9	K mart, Aaron Bros., Big 5, Mervyn's
Alma Plaza	1	Lucky Market
Edgewood	1	Lucky Mkt.
Midtown	2	Bergmann's, Safeway, Co-Op, Midtown Mkt.
San Antonio	2	Liberty House, Sears, Mervyn's, Grodin's, Thrifty, Gemco, Oshman's, Best, Woolworth, Co-Op
Old Mill	2	
Mayfield Mall	2	Penney, Cost Plus, Consumer Distributors
Stanford Villa	1	Lucky Mkt.
Menlo Park	2	Dreagers, Safeway
Los Altos	7	Safeway
Charleston	2	Brentwood, Coast-to-Coast
Mountain View	4	Lucky
Los Altos Rancho	8	Rancho Mkt.
Vallco Fashion Park	14	J.C. Penney, Smith's, Bullock's, Sears, I. Magnin
Stanford Regional	0	Emporium, Macy's, Saks Fifth Ave., I. Magnin, J. Magnin, Shreve Nivens, Bullock's

Principal Shopping Days : Every day.
Stores Open Evenings : Weekdays.
Open Sundays : Food, department, drug, discount, lumber, nursery.

13 - RETAIL OUTLETS: Department Stores - The Emporium 2; Saks Fifth Ave.; Jos. Magnin; I. Magnin 2; J.C. Penney 3; Sears 2; Bergmann's; Macy's 2; Liberty House; Bullock's 2; Mervyn's 3.
Discount Stores - Gemco; K mart; Gold Circle.
Variety Stores - Woolworth 3; Sprouse Reitz 2; TG&Y; Coast-to-Coast.
Chain Drug Stores - Rexall 7; Walgreen's 2; Thrifty Drug 3; Payless 3; California Ave. Phcy. 5; Palo Alto Drug 2; Long's 3.
Chain Supermarkets - All American; Littleman's; Lucky Stores 4; Safeway 9; Brentwood 3; Albertson's; Continental 2; Consumer's Co-Op 5; Alpha Beta; Fry's; Q.F.I.
Other Chain Stores - Firestone; Western Auto; Hastings's (apparel); Blum's; See's; Edy's; Kinney; Sommer & Kaufman (shoes); Florsheim; Leeds Shoes; Grodin's; S&H Green Stamps; Thom McAn; Woolworth Garden Center; Montgomery Ward (auto); Grand Auto; Van Ness Auto; Goodyear; Shreve; Kragen's (auto); The Akron; Scherba's Auto; Bullock's.

14 - NEWSPAPERS: PENINSULA TIMES /TRIBUNE (e) 62,574; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Al Foissotte, Nat. Adv. Mgr., PENINSULA TIMES TRIBUNE, 245 Lytton Ave., Palo Alto, CA 94302; Tel. (415) 326-1200.
National Representatives : CWO&O; Western Dailies.

PASADENA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach SMSA). E&P Map D-7. In San Gabriel Valley; 10 mi. NE of Los Angeles business district.

2 - TRANSPORTATION: Railroads - Santa Fe; Union Pacific.
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound; Continental Trailways; Los Angeles Rapid Transit; Airport Service Inc; Santa Fe.

3 - POPULATION:
City 80 Cen. 119,374
CZ-ABC: (70) 187,127; (81) 187,800
RTZ-ABC: (70) 181,028; (81) 194,400
County/SMSA 80 Cen. 7,477,657
City & RTZ-ABC: (70) 368,155; (81) 382,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 47,470
County/SMSA 80 Cen. 2,730,674
CZ-ABC: (70) 68,345; (81) 78,700
RTZ-ABC: (70) 65,108; (81) 80,500
City & RTZ-ABC: (70) 133,453; (81) 159,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	18	N.A.
Commercial	31	N.A.

6 - PASSENGER AUTOS: County 4,048,996

7 - ELECTRIC METERS: Residence 44,642

8 - GAS METERS: Residence 43,113

9 - PRINCIPAL INDUSTRIES: (Area includes Pasadena, La Canada/Flintridge, San Marino, South Pasadena, Altadena.) Agriculture 200; Construction 4,200; Manufacturing 19,000; Trans/ Comm/Utilities 6,000; Retail Trade 28,000; Wholesale Trade 4,000; Finance/Real Estate/ Insurance 8,000; Services 47,000; Government 16,000.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-80; Summer 57-90; Fall 50-85; Winter 39-90.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - Plaza Pasadena, 12 blocks on Colorado Blvd. and 5 on South Lake; Foothill-Rosemead Shopping Center.
Neighborhood Shopping Centers - Lake & Washington; Santa Anita & Colorado; La Canada.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
W. Arcadia	NA	May Co., Hinshaw's
Santa Anita (120)	NA	The Broadway
Fashion Pk.	NA	Buffum's, J.C. Penney, J.W. Robinson
F. Pasadena	NA	Fedco, Akron
South Lake (44)	NA	Bullock, I. Magnin
Roremead	NA	Sears
Foothill (9)	NA	Market Basket
Colorado & Lake (50)	NA	
Pasadena (13)	NA	
C.B. (4)	NA	
Fairgrove (10)	NA	Thrifty Drug
Hastings Ranch (21)	NA	Woolworth's, Sears
Orange Grove (10)	NA	Pantry Mkt.
Washington East (7)	NA	Alpha Beta
Eagle Rock	NA	May Co., Ward's

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Dept. Stores - Mon., Wed., Thu., Fri., some Sundays; Food - Daily & Sunday.

13 - RETAIL OUTLETS: Department Stores - Bullock's; Broadway; Sears Roebuck; J.C. Penney; J. W. Robinson; Iver's; Magnin; Buffum's.
Discount Stores : Big 5; Fedco; Akron; Lucky; Ole's; K mart.
Variety Stores - Woolworth; Cornet.
Chain Drug Stores : Thrifty 4; Safeway; McCracken's; Rexall 2; The Apothecary Shop; Berry & Sweeny Rx 2; Chandler's 2; Little Giant 3; Power Vitamin & Cosmetic Center 2; Vernon's; Exclusive Prescription; Sav-On 2.
Chain Food Stores : Market Basket 4; Albertson's 3; Alpha Beta 2; Safeway 4; Ralph's 3; Pantry 4; Von's 2; Boys 3; Jurgensen's 3; El Rancho 3; Lucky 2.
Other Chain Stores - Auto Supplies: Pep Boys, Western Auto, Allied Auto, Goodrich, Firestone, Midas Muffler, Royco Seat Covers, National; Furniture: Barker Bros., Superior, Jamestown, McMahan's, Biggar's, Riviera Sofa; Women's Apparel: Sivorwood's, Philip's Meager, Harris & Frank, Lane Bryant, I. Magnin; Women's Shoes: C. H. Baker, Chandler's, Leed's, Mandel's, Wetherby Kayser; Paint: Sherwin Williams, Dutchboy, Mathews, Standard Brands; General: W. P. Fuller, Pittsburgh Plate Glass; Trading Stamps: S&H Green Stamps, Blue Chip Stamps; Electronics: Pacific Stereo, Dow-Mln, Wesco, Empire, Radio Shack.

14 - NEWSPAPERS: STAR-NEWS (all day-mon to fri) 48,952; (S) 44,654; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Walt Stiles, Adv. Dir., STAR-NEWS, 525 E. Colorado Blvd., Pasadena, CA 91109; Tel. (213) 355-0865.
National Representative : Knight-Ridder.

PASO ROBLES

1 - LOCATION: San Luis Obispo County, E&P Map C-6. Midway bet. San Francisco and Los Angeles on Hwy. 101. Agricultural, cattle cntr., light mfg., recreation (Lake Nacimiento & The Mission).

2 - TRANSPORTATION: Railroads - So. Pac.
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound; Orange Belt.
Airlines - Golden Carriage.

3 - POPULATION:
Corp. City 80 Cen. 9,163
County 80 Cen. 155,345
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,631
County 80 Cen. 58,171

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	4	$27,300,000
Commercial	5	$104,600,000

6 - PASSENGER AUTOS: County 84,102

7 - ELECTRIC METERS: Res. 4,457

8 - GAS METERS: Res. 3,713

9 - PRINCIPAL INDUSTRIES: There are several manufacturing, assembly and sales plants in the community. Leading group classes of products are: Electronic Components; Printed Business Forms; Metal Fabrication; Boat Fabrication; Greeting Card Printing; Food Products; Fruit and Nut Processing; 4 Wheel Drive Adapters; Modular Homes; Almond Processing; Correctional Institution; Plastic Tools; Feed Machinery; Farm Machinery; Printing Components; Portable Airline Hangers; Feed and Grain; Fiberglass Pleasure Boats; Regulators; Machine Work & Welding.

10 - CLIMATE: Av. Temp. - Spring 38-56; Summer 50-74; Fall 38-60; Winter 39-52.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center - Downtown, 5 blocks on Park Ave.; 3 on 12th St.; 4 on Pine St.; 7 on Spring St.
Principal Shopping Days : Dept. - Wed., Thurs., Fri., Sat.; Food - Wed., Thurs., Fri., Sat.; Stores open Fri. night.

13 - RETAIL OUTLETS: Department Stores - Paso Robles Mercantile; R.C. Heaton; Redi-Western.
Variety Stores - F.S. Rasco; Cornet Stores.
Chain Drug Stores - ADX; Rexall; Thrifty.
Chain Supermarkets - Safeway; Williams; Lucky's.
Other Chain Stores - J.C. Penney; Western Auto; Firestone; Mode O'Day; Montgomery Ward; Sears (catalog); TV & Appliance; Radio Shack; Coast-to-Coast; Hayward Lumber; Diamond Intnat'l.

14 - NEWSPAPERS: PRESS (e-mon to fri) 4,559; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: R.D. Reddich, Prom. Dir., PRESS, 1050 Park St., Paso Robles, CA 93446; Tel. (805) 238-0330.
National Representative : None.

PETALUMA

1 - LOCATION: Sonoma County (In Santa Rosa SMSA). E&P Map B-4. 38 mi. N of San Francisco on U.S. Hwy. 101; 20 mi. E of Pacific Ocean, at headwaters of Petaluma River.

2 - TRANSPORTATION: Railroads - Northwestern Pac.; Petaluma & Santa Rosa; Southern Pacific.
Intercity Bus Lines - Greyhound; Golden Gate Transit.
Motor Freight Carriers - 7.

3 - POPULATION:
Corp. City 80 Cen. 33,834
CZ-ABC: (70) 24,870; (81) 35,600
RTZ-ABC: (70) 85,384; (81) 110,200
County/SMSA 80 Cen. 299,827
City & RTZ-ABC: (70) 110,254; (81) 145,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,122
County/SMSA 80 Cen. 114,523
CZ-ABC: (70) 7,795; (81) 12,900
RTZ-ABC: (70) 25,063; (81) 37,600
City & RTZ-ABC: (70) 32,858; (81) 50,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Sav. & Loan	5	N.A.

6 - PASSENGER AUTOS: County 172,020

7 - ELECTRIC METERS: Residence 11,326

8 - GAS METERS: Residence 10,976

9 - PRINCIPAL INDUSTRIES: There are 52 manufacturing plants in the community area. Leading group classes of products are: Dairy, poultry, electronics and optics. The largest manufacturing firms in the community area are: (Firm, No. of Wage Earners) - Sola Optical, USA (270); Poly-Vue Plastics, Plastic bottles (150); Petaluma Poultry Processors (150); O'Brien-Sportorno-Mitchell, Frozen Food Products (150); California Cooperative Creamery, Butter, Milk and Related Products (106). Facilities include 11 machine shops, 1 grey iron foundry, 1 non-ferrous metal foundry, and 3 public warehouses. Major raw material resources include: Native stone and adobe.

10 - CLIMATE: Av. Daily Temp. - 44 to 70.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
The Plaza	1	Albertson's, Thrifty Drug, J.C. Penney, Radio Shack, True Value Hdwe., K mart
Washington Square	1	Safeway, Mervyn's, Pay'n Save
Golden Eagle	NA	Alpha Beta

Principal Shopping Days : Fri., Sat., Sun.
Stores Open Evenings : Mon., Thu., Fri.; nurseries open Sun.

13 - RETAIL OUTLETS: Department Stores - Mervyn's; J. C. Penney; Carithers; Montgomery Ward (catalog); Sears (catalog).
Variety Stores : Albertson's; Alpha Beta; Lucky Stores; Safeway; Food City; Hagstrom's; Prairie Market; Carl's Mkt.
Other Chain Stores - Firestone; Triple S Tire; Mode O'Day; Kinney Shoe; Smith Shoe; Marlene's; Modern Eve; Meyers Jewelers; Kragen Auto; Grand Auto; McPhail's Appliances; Wilson Furniture; Self Service Furniture; Ernie's Liquors; Baskin Robbins; Diamond International; Wickes Lumber; True Value Hardware; Shaw's Candies; Surplus Store; Radio Shack; Picadilly; Good Vi's Big R Stores; Wendy's; Sambo's; McDonald's; Taco Bell; Round Table Pizza; Red Boy Pizza; Shakey's Pizza; Straw Hat Pizza; Burger King; Happy Steak; Kentucky Fried Chicken; Jack in the Box; Payless Drug; Longs Drug; K mart; TG&Y; Sports-a-foot; Oceans Apparel; International Imports; Payless Shoes; Beauty Store & More; Hardistys; Shutterbug; Winchells Donuts; Mosher's Shoes; Hungry Bear; Command Performance; Clothes Direct; Boot Station; Shoe Factory.

14 - NEWSPAPERS: ARGUS-COURIER (e) 8,349; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dorothy Herdt, Adv. Dir., ARGUS-COURIER, 830 Petaluma Blvd. N, Petaluma, CA 94952; Tel. (707) 762-4541.
National Representative : Newspaper Adv. Serv.

PITTSBURG

1 - LOCATION: Contra Costa County (In San Francisco-Oakland SMSA) E&P Map B-4. Industrial and residential center. On State Hwys. 4, 24; 32 mi. from Oakland.

2 - TRANSPORTATION: Railroads - Southern Pacific; Santa Fe; Sacramento Northern.
Intercity Bus Lines - Greyhound; Bart Feeder; AC Transit.

3 - POPULATION:
Corp. City 80 Cen. 33,034
SMSA 80 Cen. 3,252,721
County 80 Cen. 657,252
Demographic information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,087
County 80 Cen. 241,805
SMSA 80 Cen. 1,281,316

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$45,000,000
Sav. & Loan	2	$15,900,000

6 - PASSENGER AUTOS: County 400,372

7 - ELECTRIC METERS: Residence 9,480

8 - GAS METERS: Residence 9,359

9 - PRINCIPAL INDUSTRIES: Steel; Chemicals; Roofing; Ceramics; Rubber; Power plant.

10 - CLIMATE: Min. & Max. Temp. – Spring 46-78; Summer 61-90; Fall 50-63; Winter 43-55.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers – County East; Sun Valley; Heights; Lido Square; Shoreacres; Pittsburg Towne Center; Highland Square; Atlantic Plaza.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores – Mervyn's; Sears; K mart; Sprouse Reitz; J.C. Penney; Montgomery Ward.
Chain Drug Stores : Thrifty; McKeil; Regal; Evola; Long's; Pay 'N Save; Raley's.
Chain Food Supermarkets : Big T; Safeway; Lucky; Ken's Quality Mkt.; Albertson's; Raley's.
Other Chain Stores – Ace Hardware; Radio Shack; National Dollar; Goodyear; Firestone; Big O Tires.

14 - NEWSPAPERS: POST-DISPATCH (e-mon to fri; S) paid 5,595; controlled 8,109; Mar. 31, 1981 VAC.
Local Contact for Advertising and Merchandising Data: Keith Warren, Sales Mgr., POST-DISPATCH, 515 Railroad Ave., Pittsburg, CA 94565; Tel. (415) 432-7336.
National Representatives : CWO&O; USSPI.

POMONA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach SMSA), E&P Map D-7, 28 mi. E of Los Angeles. On U.S. Hwy. 66; State Hwys. 57, 60, 71; Interstates 10 and 210.

2 - TRANSPORTATION: Railroads – Main lines of S.P., U.P., Santa Fe, and Amtrak.
Motor Freight Carriers – 5.
Intercity Bus Lines – Los Angeles Rapid Transit District; Greyhound; Continental.
Airlines – Air California; Alaska; Republic; Pacific Southwest; Western; American; Continental; Golden West; United; TWA.

3 - POPULATION:
Corp. City 80 Cen. 92,742
PMA-ABC: (70) 220,747; (81) 272,700
County/SMSA 80 Cen. 7,477,657
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,322
County/SMSA 80 Cen. 2,730,674
PMA-ABC: (70) 63,196; (81) 88,700

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5 - BANKS: Comm. 14, Sav. & Loan 6. Dep. N.A.

6 - PASSENGER AUTOS: County 4,048,996

7 - ELECTRIC METERS: Res. 29,427

8 - GAS METERS: 29,917

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Agriculture 7,000; Forestry & Fisheries 2,000; Construction 6,000; Manufac. 40,000 (guided missiles 7,800; tech. prod. 935; paper prod. 500; street sweeping machinery 643; misc. 1,000); Trans. Commun. Util. 4,000; Whol. & Ret. [illegible],000; Fin. Ins., Real Estate 3,500; Services 23,[illegible]00; Govt. 20,000.

10 - CLIMATE: Min. & Max. Temp. – Spring 48-71; Summer 60-89; Fall 53-79; Winter 40-64. First killing frost, Nov. 30. Last killing frost, April 1.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: Major Shopping Centers: Indian Hill Village, Pomona (50 stores under construction); Montclair Plaza, Montclair (90 stores); Diamond Bar Blvd. Center, Diamond Bar (55 stores); Puente Hills Mall, Puente (165 stores); Mountain Green Center, Upland (25 stores).
Neighborhood Shopping Areas – 6 neighborhood shopping areas at East Holt, North Garey, West Holt, West Mission Ave. and East, North Towne, Foothill and Garey.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montclair	6	May, Broadway, J.C. Penney, Wards, Akron, Best
Indian Hill	3	Sears, Newberry, Zody's, Long's Drugs
Mountain Green	5	Long's Drugs, Mervyn's
Garey	3	McCoys, Radio Shack
K mart	4	Lou Millers, K mart
Fed Mart	5	Fed Mart
Downtown Mall	NA	Buffum's

Principal Shopping Days : 7 days a week.
Stores Open Evenings : Food & dept.

13 - RETAIL OUTLETS: Department Stores – Brands; Buffum's; Roberts; Sears 2; Millers Outpost; J.C. Penney; Best Products; May Co.; Mervyn's; Wards; Lou Miller; Broadway; Boston; K mart 3.
Discount Stores : Gemco; Zody's.
Variety Stores – Cornet 3; Newberry's; Owl Rexall 2; Sprouse Reitz; TG&Y 3.
Chain Drug Stores : Owl Rexall; Cave Prescription 4; Hamilton 3; Long's 2; Sav-On 3; Thrifty 12; Clark's.
Chain Food Supermarkets : Albertson's; Alpha Beta 3; Boys; Budget Ranch 2; Gemco; Hughes; Market Basket 1; Stater Bros. 2; McCoys.
Other Chain Stores – Pep Boys; Mark C. Bloome; F&H Tire; Firestone; Winston Tire; Big O Tire; Lucky Auto; Chief Auto; Thom McAn; Red Wing Shoes; Moran Draperies; J.H. Biggar; RB Furniture; Radio Shack; House of Fabrics; McMahan's Furniture; National Lumber.

14 - NEWSPAPERS: PROGRESS-BULLETIN (e) 34,576; (S) 42,586; (m) 7,420; comb.(m&e) 41,996; (m-sat) 40,632; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Mike Ferguson, Adv. Mgr., or Don Russell, Adv. Dir., PROGRESS-BULLETIN, PO Box 2708, Pomona, CA 91766; Tel. (714) 622-1201.
National Representative : Western Dailies.

PORTERVILLE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville SMSA). E&P Map D-6. Situated 71 mi. SE of Fresno; 170 mi. N of Los Angeles; State Hwy. 65.

2 - TRANSPORTATION: Railroads – Sou. Pacific; Santa Fe.
Intercity Bus Lines : Orange Belt.
Motor Freight Carriers – 8.

3 - POPULATION:
Corp. City 80 Cen. 19,707
County/SMSA 80 Cen. 245,751

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,605
County/SMSA 80 Cen. 80,659

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$78,850,125
Commercial	5	$155,220,000

6 - PASSENGER AUTOS: County 113,057

7 - ELECTRIC METERS: 8,540

8 - GAS METERS: Res. 7,094

9 - PRINCIPAL INDUSTRIES: Yarn Mfg.; Machine Shops; Marine Steering systems; Electronics; 24 Packing Plants; Nuts; Poultry; Cotton; Cattle; Wheat; Hay; Dairying; Lumbering; Fruits; Vegetables; Bakery; Poultry; Concrete; Helicopter Maintenance Service; Commercial Printing; Hospital 1,850 emp.; Textile Plant.

10 - CLIMATE: Min. & Max. Temp. – Spring 43-62; Summer 62-99; Fall 48-81; Winter 36-47.

11 - TAP WATER: Alkaline, med. hard; not fluoridated.

12 - RETAILING:
Principal Shopping Days : Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores – Montgomery Ward; Western Auto; J.C. Penney; K mart; Bullard's; Grossmans.
Variety Stores : Sprouse Reitz; Rasco.
Chain Drug Stores : Thrifty 2; Town & Country.
Chain Food Supermarkets : Safeway; Town & Country 3; Smith's; Food King; Alpha Beta Mkt.
Other Chain Stores – Sears (catalog); Reinig's Shoes; Kirby Shoe; Romar's; The Vogue; Jay-Vee; Topper's; Bonanza 88 Store; Embassy Fabrics; Rasco; Coast-to-Coast; Benn's.

14 - NEWSPAPERS: RECORDER (e) 12,763; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ken Betry, Adv. Mgr., RECORDER, 115 E. Ave., Porterville, CA 93257; Tel. (209) 784-5000.
National Representative : Branham.

RED BLUFF

1 - LOCATION: Tehama County, E&P Map B-3, County Seat. Situated at head of navigation on Sacramento River. On State Hwy. 36; U.S. 99; I-5. City is 200 mi. from San Francisco.

2 - TRANSPORTATION: Railroads – S.P.
Intercity Bus Lines – Pacific Greyhound; Continental Trailways; Mt. Lassen Transit.
Motor Freight – 5.
Airlines -Republic; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,490
PMA-ABC: (70) 29,517; (81) 40,300
County 80 Cen. 38,888
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,684
County 80 Cen. 14,538
PMA-ABC: (70) 9,567; (81) 15,100

5 - BANKS: Savings 4; Sav. & Loan 3; Est. Deposits $128,326,868

6 - PASSENGER AUTOS: County 19,479

7 - ELECTRIC METERS: (Res. City) 5,365

8 - GAS METERS: (Res. City) 4,814

9 - PRINCIPAL INDUSTRIES: Lumber and by-products; Molded Pulp; Gov't. Agencies; Cattle; Orchards; State Agencies.

10 - CLIMATE: Min. & Max. Temp. – Spring 48-71; Summer 65-105; Fall 51-77; Winter 37-53.

11 - TAP WATER: Moderate, hardness 92, chlorinated

12 - RETAILING: Principal Shopping Area – 3 by 5 Blk. Downtown Area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverside Plaza	1	Mont. Ward, Raley's
Adobe Plaza	1	Western Farm, Frosile & [illegible], Rose Realty
K mart Ctr.	1	K mart
Antelope Ctr.	2	Holiday Mkt., Sprouse Reitz, Paint Mart, T&P Liquors
Old Cowtown	3	Camper's Corral, M'Lady Boutique
Big R Center	3	Big R, Prairie Mkt., Triple S Tires

Principal Shopping Days : Thurs., Fri.
Stores Open Evenings : Genl. Mdse., Fri.; Food, every night and Sun.
Stores Open Sundays : Food.

13 - RETAIL OUTLETS: Department Stores – D.R. Mann's; Montgomery Ward; J.C. Penney; Army-Navy; Big R Ranch & Home Supply.
Discount Stores – K mart; W. Mines; Pay 'N Save.
Variety Stores – Sprouse Reitz; Ben Franklin.
Chain Drug Stores – Raley's Drug Center.
Chain Food Supermarkets : Safeway; Prairie Mkt.; Holiday 2; Raley's; Antelope Mkt.
Other Chain Stores – Mode O'Day; Western Auto; Coast-to-Coast; Sears (Catalog); Diamond Natl.; Triple S Tires; Paint Mart.

14 - NEWSPAPERS: DAILY NEWS (e) 8,228; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jean Hendricks, Adv. Mgr., NEWS, PO Box 220, Red Bluff, CA 96080; Tel. (916) 527-2151.
National Representative : Western Dailies.

REDDING

1 - LOCATION: Shasta County, (SMSA) E&P Map B-2. Situated 222 mi. N of San Francisco and 161 mi. N of Sacramento. At extreme north end of Sacramento Valley on Sacramento River, County Seat; Jr. College Center.

2 - TRANSPORTATION: Railroads – Amtrak.
Motor Freight Carriers – 17.
Intercity Bus Lines – Greyhound; Trailways; Inter Mountain Stage; Redwood Empire Lines.
Airlines – Hughes Air West; Frontier; West Air; Republic.

3 - POPULATION:
Corp. City 80 Cen. 41,995
PMA-ABC: (70) 89,884; (81) 137,800
County/SMSA 80 Cen. 115,715

4 - HOUSEHOLDS:
City 80 Cen. 16,786
PMA-ABC: (70) 29,581; (81) 52,100
County/SMSA 80 Cen. 43,014

5 - BANKS:
Comm 15; S&L 15; $520,000,000

6 - PASSENGER AUTOS: County 63,175

7 - ELECTRIC METERS: 13,454

8 - GAS METERS: 14,224

9 - PRINCIPAL INDUSTRIES: Cabinet Works; Foundry; Lumber Prods.; Dairy; Trucking; Cement; Boats; Electronic Equip.; Recreation; Metal Fabrication; Cosmetics; Campers; Plastics.

10 - CLIMATE: Min. & Max. Temp. – Spring 40-82; Summer 58-110; Fall 39-81; Winter 26-69. First killing frost, Nov. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers – 6 blocks on Market St., including 3-block air-conditioned mall; 2 on Placer St.; 2 on Yuba St.; 2 on Butte St.; 2 on Pine St.
Neighborhood Shopping Centers : Village Plaza; No. Market St.; So. Market St.; Country Club; Enterprise; Pine Street School; Hartnell.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cypress(5)	2	Albertsons, Long's, K mart, Grand Auto, Carpeteria, Consumer Distributing
Cypress Square	1	Baskin-Robbins, Bonanza, Prince James
Village Plaza	1	Montgomery Ward, Thrifty Drug, Farmers Mkt., Coast-to-Coast Hdwe., McMahan's Furniture, Ole's Designer Fabrics
N. Market St.	1	Farmers Mkt.
S. Market St.	3	Farmers Mkt.
Enterprise	4	Holiday Mkt., Western Auto
Country Club(20)	3	
Redding Mall(105)	NA	
Mount Shasta Mall(58)	2	
Town & Country(18)	2	
Mission Square	2	
4-Corners(35)	4	Safeway, Sprouse Reitz

Principal Shopping Days : Wed. thru Sat.
Stores Open Evenings : Mon. & Fri.; Mt. Shasta Mall, Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores – Montgomery Ward; J.C. Penney; C. M. Dicker; Sears.
Discount Stores : K mart.
Variety Stores : Sprouse Reitz; Bonanza.
Chain Drug Stores : Thrifty; Pay Less; Pay 'N Save 2; Owen's 3; Longs Drug.
Chain Food Supermarkets : Safeway 4; Farmers Mkt.

DAILY NEWS
Red Bluff, California

Serving all of Tehama County.

DONREY MEDIA GROUP

5, Holiday Markets 5; Albertson's; MRS 5; United Grocers 3.
Other Chain Stores - Apparel: Anita Shop, Bistrin's, College-Hi, Hartfield's, Mode O'Day, Oser's, Piccadilly, The Fashion, Topps & Trousers, Young Country, Sun West, Carriage House, Prince James, Kauffman's; Auto Supply: Western Auto, Goodyear, Goodrich, OK Rubber Welders, Grand Auto, Calif. Parts & Equip., Diamond National, C. C. Meek Lbr. 2; Candy: MacFarlane's, Rafferty's, Van Duyn's; Furniture: McMahan's, Roy Brown, Mama Papa; Jewelry: Beadazzled, Gensler-Lee, Tiffan's, Weisfield's; Shoes: Brown's, Kinney's 2, Karl's, Huston's, Johnson Shoes, Buster Brown, Guild House; Misc.: Baskin-Robbins, Bresler's Ice Cream 2, Carousel Snack Bars, Coast-to-Coast Hdwr., B. Dalton Booksellers, House of Fabrics 2, Merle Norman, Pay 'N Pak, Pay 'N Save Home Center, Radio Shack, Singer Co., Wherehouse, Jax Music, Ardens.

14 - NEWSPAPERS: RECORD SEARCHLIGHT (e) 35,010; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: H.C. (Bob) Stovel, Adv. Dir., RECORD SEARCHLIGHT, PO Box 2397, Redding, CA 96003; Tel. (916) 243-2424.
National Representative : Branham.

REDLANDS

1 - LOCATION: San Bernadino County, E&P Map E-7 (In Riverside-San Bernardino-Ontario SMSA). 68 mi. E of Los Angeles; 14 mi. NE of Riverside. On I-10 and U.S. Hwy. 70.

2 - TRANSPORTATION: Railroads - SF, SP.
Motor Freight Carriers - 12.
Intercity Bus Lines - Santa Fe; Greyhound, Omnitrans.

3 - POPULATION:
City 80 Cen. 43,619
County 80 Cen. 893,157
SMSA 80 Cen. 1,557,080
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 15,759
County 80 Cen. 308,062
SMSA 80 Cen. 551,081

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	N.A.
Sav. & Loan	6	N.A.

6 - PASSENGER AUTOS: County 457,624

7 - ELECTRIC METERS: Residence 17,093

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Chair Mfg. 289; Aircraft Batteries 200; Packing & Lamination 167; Electric Vehicles 135; Rock, Sand, Redi-Mix 135; China Plumbing Fixtures 125; Air Force Base 13,223 (Civilian).
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 46-71; Summer 57-88; Fall 46-75; Winter 38-62.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on State St., 6 on Orange; 6 on Citrus.
Neighborhood Shopping Centers : Orange & Colton Ave., Redlands Blvd. & Cypress Ave., Brookside Ave. & San Mateo, Lugonia & Church, Orange & San Bernardino Ave, Alabama & I-10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Citrus Village (32)	1	Lucky-Webb's
Cypress Center	1	Gerrard's
University Plaza (10)	2	Thrifty, Alpha Beta
South Redlands (2)	2	K mart, Gerrard's, Mkt. Basket
North Redlands	NA	Stater Bros.
Redlands Oasis	NA	7-Eleven
Redlands Mall (41)	NA	Harris, Von's

Buying
San Bernardino
County?
Reach the affluent
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Daily Facts
P.O. Box 191
Redlands, California 92373
Represented by Western Dailies
DONREY
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GROUP

Principal Shopping Days : Thurs., Fri.
Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores - Harris; J.C. Penney; Webb's; Mervyn's.
Variety Stores - Rasco; TG&Y.
Discount Stores : K mart.
Chain Drug Stores : Prescription City; Thrifty; Keystone; Cunningham's 2; Long's Drug.
Chain Food Supermarkets : (Corp. Limits) - Lucky; Stater Bros. 3; Market Basket 2; Alpha Beta; Von's.
Other Chain Stores - Remars; Maggi's; McMahan's; Sally Shops; Sears (catalog); Penney; Firestone; Goodyear; Blue Chip Stamps; House of Fabrics; Mode O'Day; Radio Shack.

14 - NEWSPAPERS: FACTS (e) 8,432; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: James C. Webb, Adv. Dir., FACTS, 700 Brookside, Redlands, CA 92373; Tel. (714) 793-3221.
National Representative : None.

RICHMOND-BERKELEY

1 - LOCATION: Richmond - Contra Costa County (In San Francisco-Oakland SMSA). E&P Map B-4. Residential and industrial. NE across bay from San Francisco on the Bay. 15 mi. over Bay Bridge. On U.S. Hwy. 80; State Hwy. 17; I-80.
Berkeley - Alameda County (In San Francisco-Oakland SMSA). E&P Map B-4. 10 mi. E of San Francisco; 4 1/2 mi. N of Oakland University Center. Univ. of California (83,500 students) - Berkeley Campus (26,000 students). On I-80 and State Hwy. 24.

2 - TRANSPORTATION: Railroads - Santa Fe; Southern Pacific; Public Trans.; BART.
Motor Freight Carriers - Richmond 265; Berkeley 56.
Intercity Bus Lines - Greyhound; Alameda-Contra Costa Transit; Continental Trailways.
Freight Steamship Lines - 26.
Airlines - (At Oakland-15 mi.) United; Western; TWA; American; PSA; Air West; Eastern; (S. F. International 25 miles).

3 - POPULATION:
Corp. Cities 80 Cen. 178,004
Richmond 80 Cen. 74,676
Berkeley 80 Cen. 103,328
CZ-ABC: (70) 159,040; (81) 159,200
RTZ-ABC: (70) 26,297; (81) 33,700
Counties 80 Cen. 1,762,361
Contra Costa 80 Cen. 657,252
Alameda 80 Cen. 1,105,379
SMSA 80 Cen. 3,252,721
City & RTZ-ABC: (70) 185,337; (81) 192,900
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 72,811
Richmond 80 Cen. 28,107
Berkeley 80 Cen. 44,704
Counties 80 Cen. 667,897
Contra Costa 80 Cen. 241,805
Alameda 80 Cen. 426,092
SMSA 80 Cen. 1,281,316
CZ-ABC: (70) 52,321; (81) 59,900
RTZ-ABC: (70) 7,967; (81) 12,300
City & RTZ-ABC: (70) 60,288; (81) 72,200

5 - BANKS:
Richmond: Comm. & Sav. 9; Sav. & Loan 11
Berkeley: Commercial 14; Sav. & Loan 8

6 - PASSENGER AUTOS: Counties: Contra Costa 400,372; Alameda 618,326

7 - ELECTRIC METERS: West Contra Costa County 63,699; Berkeley (Residence) 51,298

8 - GAS METERS: West Contra Costa County 61,871; Berkeley (Residence) 47,211

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - **Richmond** : Construction 4,300 ($281); Food 1,800 ($202); Whls. & Ret. Trade 10,300 ($187); Electronics 640 ($192); Chemicals 463 ($211); Petroleum 4,913 ($222); Metal Fabrication 755 ($231); Tile 836 ($222); Ship Repair 400 ($206); Railroad 500 ($231).
Principal Pay Days - Thurs. and Fri.
Berkeley : Drugs 702 ($150); Soap, Toilet Articles 550 ($151); Baking 450 ($145); Inks & Colors 265 ($150); Embossing Tapes 200 ($153); Construction 2,500 ($215); Other Mfg. 8,600; Govt 31,800; Wholesale Trade & Retail 9,200 ($112-$148); Finance Ins. & Real Estate 3,100; Total Est. Employment 72,400.
Principal Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 48-63; Summer 54-70; Fall 51-69; Winter 42-55; Av. An. Rain - 23.6 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - **Richmond** : Hilltop Regional Shpg. Ctr. (130 stores); 15 blocks on Macdonald Ave., El Cerrito Plaza (60 stores); El Portal Shopping Center (33 stores).
Neighborhood Shopping Centers - Pinole Valley 16 stores; Fairmeade 14 stores; Appian 80-11 stores; Tara Hills 10 stores; Valley View 8 stores.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open : Mon. and Fri. nights.
Berkeley : 10 blocks on Shattuck Ave. and 14 blocks on University Ave.
Neighborhood Shopping Center : 4 blocks on Telegraph Ave.; 2 on Bancroft Way; 4 on College Ave.; 1 on Ashby Ave.; 3 on Adeline St.; 2 on Alcatraz Ave.; 10 on San Pablo Ave.; 4 on University Ave.; 6 on Solano Ave.; 4 on Shattuck Ave.; 1 on Vine St.; 3 on Gilman St.; 2 on Hopkins St.; 2 on Euclid Ave.; 1 on Hearst Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Abbey Mall (6)	NA	Pier 1 Import
Bancroft (3)	NA	Joseph Magnin
Walnut Square (10)	NA	Bill's Drugs

Principal Shopping Days : Dept. - Thu., Fri. and Sat.; Food - Wed., Thu., Fri., Sat.
Stores Open Evenings : Dept.: Thu.; Food: every night.

13 - RETAIL OUTLETS: Department Stores - **Richmond** : J.C. Penney; Blumenfeld's; Capwell's; El Cerrito & Richmond; National Dollar; Montgomery Ward; Newberry; Mervyn's; Macy's; Smith's; Grodin's; Roos/Atkins.
Berkeley : J.F. Hink & Sons; J.C. Penney Co.
Discount Stores: Richmond - Discount Mart; Tenner Assn; K mart; Consumers Distributing.
Variety Stores: Berkeley - Kress.
Chain Drug Stores: Richmond - Thrifty; Long's 2; Payless; Consumer Co-op of Berkeley 8; Pay 'N Save.
Berkeley - Owl-Rexall 2; Pay and Save; Consumer Co-op 4; Guy's; Bill's Drugs.
Chain Food Supermarkets: Richmond - Big T; Safeway 7; Lucky 6; Fry's 2; Ralph's; P & X; Albertson's; Alpha Beta; Consumer Co-op 8; Rancho 2.
Berkeley - Safeway 5; Park & Shop 4; Louis 2; Lucky 2; Key; Co-op 4; Penny Saver; Pic 'N Pac 3.
Other Chain Stores: Richmond - Woolworth; Firestone; Goodyear; Singer; Grand Auto; Marlene's; Breuner's; Baskin-Robbins; Conn Drug; Ben Franklin; Fuller Paint; Gallenkamp; Goldman's; Kinney's; Leed's; Burt's; Wolf's Jewelers; Milen's.
Berkeley - General Paint; Pittsburgh Paints; W. P. Fuller (paints); Dutch Boy; Firestone; Moss (women's accessories); Austin Studios (photography); Edy's (candy, fountain) 2; See's (candy); MacFarlane's (candy); Roos-Atkins (men's, women's apparel); Gallenkamp's; Leed's (shoes); Singer Co.; Smith's (men's wear); Grand Auto; Grodin's (men's wear); Joseph Magnin (women's apparel); Hastings (men's wear); Radio Shack; Pacific Stereo; Cal-Hi Fi; Kelley Moore Paints.

14 - NEWSPAPERS: INDEPENDENT & GAZETTE (e-mon to fri) 48,157; (S) 48,264; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William Siler, Nat'l. Adv. Mgr., INDEPENDENT & GAZETTE, 164 Harbor Wy., Richmond, CA 94801; Tel. (415) 234-6262.
National Representatives : Landon; USSPI.

RIDGECREST

1 - LOCATION: Kern County, E&P Map D-6 (In Bakersfield SMSA). 125 mi. E of Bakersfield. Logging Lumber Mill. On U.S. Hwy. 395; State 178.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Airlines - Golden West.
Motor Freight Carriers - 2.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
City 80 Cen. 15,924
County/SMSA 80 Cen. 403,089

4 - HOUSEHOLDS:
City 80 Cen. 5,762
County/SMSA 80 Cen. 139,811

5 - BANKS:	NUMBER	DEPOSITS
Credit Unions	2	$26,767,641
Sav. & Loan	1	$9,200,000
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 211,373

7 - ELECTRIC METERS: Residence 5,960

8 - GAS METERS: Residence 5,820

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Annual Payroll) - Chemical 600 ($20,000,000); Naval Research 6,000 ($100,000); Lumber 210 ($1,127,000).

10 - CLIMATE: Min. & Max. Temp. - Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1. Last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers - Ridgecrest Plaza, China Lake Blvd. & Ridgecrest (12 stores); Sierra Vista Shopping Center (10 stores).
Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Thrifty Drugs; Safeway; Fazio; Sprouse Reitz (Mon. to Fri.).

13 - RETAIL OUTLETS: Chain Stores - Western Auto; K mart; Sprouse Reitz; Coast-to-Coast; Thrifty Drug; Goodrich; Safeway; Fazio's; Sears; Wards; Anita's; Mode O'Day.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 6,775; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Cliff Urseth, Pub., INDEPENDENT, 739 N. China Lake Blvd., Ridgecrest, CA 93555; Tel. (714) 375-4481.
National Representative : Amer. Newspaper Reps.

RIVERSIDE

1 - LOCATION: Riverside County (In Riverside. San Bernardino-Ontario SMSA). E&P Map E-7. Situated 53 mi. E of Los Angeles; 10 1/2 mi. SW of San Bernardino; 50 mi. E of Pasadena; 57 mi. E of Long Beach; 54 mi. NW of Palm Springs; 16 mi. E of Ontario International Airport.

2 - TRANSPORTATION: Railroads - Union Pacific; Santa Fe; Southern Pacific.
Motor Freight Carriers - 68.
Intercity Bus Lines - Rapid Transit; Pacific Greyhound; Overland Continental; Hemet; Riverside Transit Agency.
Airlines - Air California; Hughes Air West; Golden West; American; Continental; Western; United; Eastern; PSA; TWA; Imperial.

3 - POPULATION:
Corp. City 80 Cen. 170,876
PMA-ABC: (70) 325,788; (81) 470,400
County 80 Cen. 663,923
SMSA 80 Cen. 1,557,080
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 60,964
County 80 Cen. 243,019
SMSA 80 Cen. 551,081
PMA-ABC: (70) 104,252; (81) 174,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	33	$528,000,000
Sav. & Loan	22	$626,109,000

6 - PASSENGER AUTOS: County 352,464

7 - ELECTRIC METERS: Residence 62,695

8 - GAS METERS: 57,500

9 - PRINCIPAL INDUSTRIES: Industry Number of Wage Earners (quarterly payroll) - Agriculture 14,645 ($34,958,959); Mining 1,285 ($8,434,893); Construction 11,207 ($522,800,941); Manufacturing 25,452 ($108,914,230); Transportation 7,862 ($36,173,667); Wholesale Trade 6,311 ($26,639,161); Retail Trade 39,992 ($90,049,610); Finance 8,740 ($31,598,554); Services 37,151 ($109,369,445); Government 44,931 ($162,001,125).

10 - CLIMATE: Min. & Max. Temp. - Spring 45-75; Summer 57-93; Fall 48-83; Winter 37-65.

11 - TAP WATER: Alkaline, medium soft; naturally fluoridated.

12 - RETAILING: Major Shopping Centers:
Regional Centers : Riverside Plaza; Tyler Mall; Riverside Auto Center, Riverside; Inland Center and Central City Mall, San Bernardino; Palm Springs Mall, Palm Springs; Indio Fashion Mall, Indio; Hemet Valley Mall, Hemet.
Area Centers : Downtown Riverside Mall; Hardman Center; Brockton Arcade; Town Square Center; Canyon Crest Towne Center; K mart Shopping Center; Arlington Plaza; Arlington Square-Arlington; Madington Square; Adams Plaza; Gemco Center; La Sierra Plaza; Sunnymead Shopping Center-Riverside. Corona Mall; Corona Plaza; Butterfield Stage; Village Grove; Lincoln West Shopping Center; Parkridge Plaza-Corona. Lake Elsinore Plaza-Elsinore. Sun City Shopping Center-Sun City. Perris Plaza-Perris. Stage Coach Plaza-Banning. Beaumont Village Shopping Center-Beaumont. Vons East Shopping Center; Hemet Plaza; Stater Bros. Shopping Center; Sears Plaza; Ramona Plaza; Vons West Shopping Center; Alpha Beta Shopping Center; Diamon Valley Plaza-Hemet. Desert Inn Fashion Plaza; Palm Springs Downtown Plaza; Palm Springs Mall; Smoke Tree Shopping Center; Sunrise Plaza; Vineyard-Palm Springs. Palms to Pines Plaza; El Paseo Square-Palm Desert. Indio Fashion Mall; Town & Country Center; Indio Plaza-Indio. Some 20 centers distributed throughout the cities and 17 in other areas of Riverside County.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverside	2	Harris, Mont. Ward, Vons
K mart	2	K mart, Albertson
Town Square	2	Mkt. Basket, Thrifty Drug

THE BEE is the KEY to the Sacramento Market

The Sacramento Bee is the growing paper in a growing market.

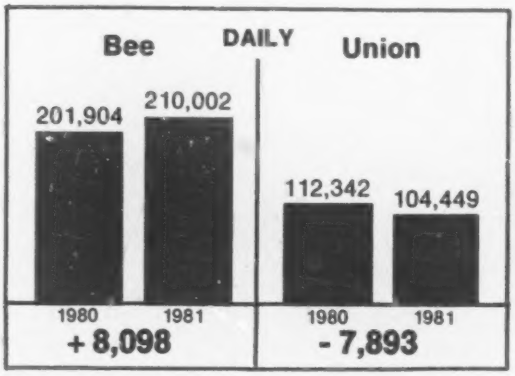
Our circulation has increased over 8,000 Daily and Sunday for the year ending September 30, 1981. In fact we're presently selling over twice as many papers as The Sacramento Union, thus offering 101% more penetration in total market area.

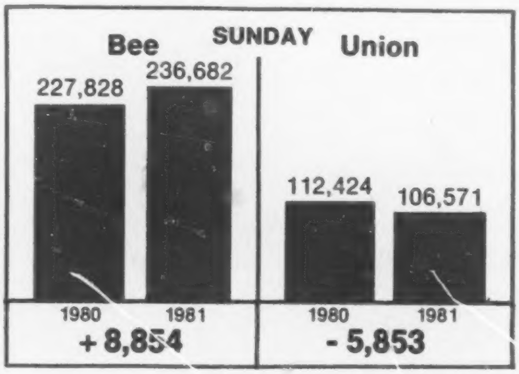
Sacramento ranks 39th in population and 37th in total retail sales for the nation's top 100 markets.

Sacramento's importance cannot be measured by statistics alone. It is the capital of the nation's most populous state. It is the regional center for business, distribution, transportation, communications and retailing.

What it all really adds up to is that The Sacramento Bee is the way to unlock the door to one of the nation's best markets. .

For the complete story call 916/446-9325 or your CWO & O representative and ask for The Sacramento Bee's lastest Circulation Analysis.





Source: Circulation comparison for The Sacramento Bee/Sacramento Union from Audit Bureau of Circulations' FAS-FAX Report - September 30, 1981. Computations by Sacramento Bee Marketing Dept.

The Sacramento Bee

#1 and Growing with Sacramento

Cresmer, Woodward, O'Mara & Ormsby, Inc. National Representative

Canyon Crest Towne Center	2	Thrifty, Total, Alpha Beta, Coast-to-Coast
Pine	2	Alpha Beta
University	3	Alpha Beta
Brockton Arcade	2	Uli's
Madington Sq.	3	Vons, Sav-On Drugs
Hardman	3	Sears
Arlington Sq.	3	Genco
Victoria Vlg.	4	Stater Bros.
California Sq.	5	Alpha Beta
Adams Plaza	5	Albertson's
Arlington Plz.	5	Thriftymart, Ole's
Tyler Mall	7	Penney's, Broadway, May Co.
La Sierra	9	Stater Bros.

Principal Shopping Days : Thu., Fri., Sat. & Sun.
Stores Open Evenings : Food and Drug every evening. Many retail stores five nights wkly.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney 2; Mont. Ward; Sears 2; Carpenter's; Broadway; Harris 2; May Co.; Mervyn's; Gaines; Nahas; Winemans.
Discount Stores : Gemco 2; K mart 5; Zody's; Fedmart.
Variety Stores : TG&Y 4; Sprouse Reitz 6; Woolworth 2; Cornet 2.
Chain Drug Stores : Thrifty 13; Sav-On 4; Sail Drugs; Long's.
Chain Food Supermarkets : Alpha Beta 15; Stater Bros. 24; Vons 8; Market Basket 2; Safeway 6; Albertson's 3; Thriftimart; Gemco 2.
Other Chain Stores : Adler Shoes; Aaron Bros.; Aamco; Angel's Anita; Airstop; Barker Bros.; Bernice White; Best Products; Builders Emporium; Boardwalk; Big 5; Carpeteria; Chess King; Chief Auto Supply; Cline Stationery; Cloth World; Color Tile; Clothes Time; Car Parts Inc.; C&R Clothiers; Cal Sterco Contempo Casuals; Cookie Company; Docktor's Pet Center; Dorothe's Maternity; Dutch Boy Paints; B. Dalton Booksellers; Dormans Tires; Eagleson's Mens Wear; Earthcraft; Earl Scheib; Ellanors Half Size; Farrell's; Fashion Conspiracy; Fashion Barn; Fashion Crossroads; Firestone; Florsheim Shoes; Foxmore Casuals; Fuller O'Brien Paints; Flagg Bros.; Footlocker; Gallenkamp's Shoes; General Nutrition; Gene's Smart Shop; Goodyear; Goldmine; House of Fabrics; It's-A-Dilly; Jr. Shoetown; Key Carpets; Kinney Shoes; Kirk's Jeweler's; Leed's; Lerner Shops; Leroy Jewelers; Licorice Pizza; Little Folk Shop; Marling's Shoes; Mervyn's; Mark C. Bloom; McMahan's; Merle Norman; Modern Women; Miller's Outpost; Lou Miller's; Mission Electronics; Marrow's Nut House; Moran Draperies; Musicland; Motherhood Maternity; National Shirt; Ole's; Ol-san's Furn.; Pacific Stereo; Pams; Pep Boys; Park Lane Hosiery; Pic 'n Save; Pittsburgh Plate Glass; Plaza Shoetown; Plum Tree; R&B Furniture; Radio Shack; Raven's Hallmark; Richman Bros.; Richlen S&W Plastics, Stag Shop; S&G Carpets; Sweetbrair Shops; See's Candy; Sherwin-Williams; Shoe Market; Show Off; Singer; Sleepshop; Standard Brands Paint; Stationer's Corp.; Stockwell & Binnery; Swiss Colony; Swensens Ice Cream; Sun Boss; Thom McAn; Toys R Us; Tinderbox; Things to Remember; Toy World; University Stereo; Weisfields; Western Auto; Wherehouse; Winston Tires; Zales; Zip's Ice Cream.

14 - NEWSPAPERS: ENTERPRISE (m-mon to fri) 72,396; PRESS (e-mon to fri) 34,166; Comb. (m&e) 106,562; PRESS-ENTERPRISE (sat) 105,593; (S) 112,468; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ray Hammond, Jr., Gen. Adv. Mgr., PRESS-ENTERPRISE, PO Box 792, Riverside, CA 92502; Tel. (714) 684-1200.
National Representative : Sawyer-Ferguson-Walker.

ROSEVILLE

1 - LOCATION: Placer County (In Sacramento SMSA). E&P Map B-4, Sacramento, State Capital, 18 mi. SW; San Francisco, 108 mi. SW; Lake Tahoe, 95 mi. E; Reno, NV, 112 mi. E.

2 - TRANSPORTATION: Railroads - So. Pac.; Amtrak; Union Pac.; Western Pac.
Motor Freight Carriers - ABF Freight Systems Mc Laughlin Draying; Nikkel; Peters Truck Lines; Rice Transportation; Wells Cargo.
Intercity Bus Lines - Greyhound; Continental Trailways.

3 - POPULATION:
City 80 Cen. 24,210
PMA-ABC: (70) 41,543; (81) 64,800
County 80 Cen. 117,247
SMSA 80 Cen. 1,014,002
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 9,164
County 80 Cen. 42,732
SMSA 80 Cen. 383,341
PMA-ABC: (70) 11,072; (81) 23,100

5 - BANKS: 16 Commercial; Est. Deposits $182,000,000

6 - PASSENGER AUTOS: County 71,467

7 - ELECTRIC METERS: Residence 23,400

8 - GAS METERS: Residence 20,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - R.R. Car Maint.; Marshalling Yard 2,100 ($300); Cement & Clay Pdts. 925 ($240); Electronics 1,040 ($285); Medical Services 875 ($500); Wood Products 259 ($312); Higher Education 127 ($400).

10 - CLIMATE: Min. & Max. Temp. - Spring 52-70; Summer 57-106; Fall 40-90; Winter 31-61.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers - Vernon St.; Roseville Square; Grand Oaks; Sunset Plaza; Harding Plz.; Historic Old Town, Roseville; Lincoln; Loomis; Granite Bay; Antelope; Placer Center; South Harding; Rose Villa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn (74)	18	K mart
Birdcage Walk (27)	10	Macy's
Sunrise Mall (107)	10	Weinstocks

Principal Shopping Days : Mon. thru Sat.
Stores Open Evenings : Dept.-Mon. & Fri.; Food-Nightly.

13 - RETAIL OUTLETS: Department Stores - Penneys; K mart; Payless; J.M. McDonalds; Demas; Raley's.

Chain Drug Stores - Rexall 4; Raley's; Payless 3; Thrifty 4.

Chain Food Supermarkets : Safeway 2; Raley's 2; Farmer's Mkt.; Lucky Stores; Albertson's; Alpha Beta; Jumbo; Compton's.

Other Chain Stores - Firestone; Grand Auto; Sears; Kragen Auto; Diamond International; Furrow's; Pay 'n Pak; Pay 'n Save; Woolworth's; Consumers.

14 - NEWSPAPERS: PRESS-TRIBUNE (e-mon to fri) 11,087; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bostick, Ret. Adv. Mgr., PRESS-TRIBUNE, 314 N. Lincoln, Roseville, CA 95661; Tel. (916) 783-0451.
National Representatives : USSPI; Western Daines.

SACRAMENTO

1 - LOCATION: Sacramento County (SMSA), E&P Map B-4, State Capital and County Seat. State Gov't; U.S. aircraft repair & modification; farming; manufacturing; aerospace; food processing; lumber products; mobile home manufacturing and wholesale center. Army depot and technical training center; electronics; Calif. Expo. 89 mi. E. of San Francisco.

2 - TRANSPORTATION: Railroads - Southern Pacific; Santa Fe; Western Pacific; Sacramento Northern; Central California Traction; overnight freight service on Sacramento R.R. between S.F. Bay and Sacramento; Sea Port (deepwater channel to San Francisco Bay; and Pacific Ocean; River Container Barge System).

Motor Freight Carriers - 16 interstate common carriers with local terminals; 542 total carriers (the majority of which have p.u.c. permits).

Intercity Bus Lines - Greyhound; Continental Trailways.

Airlines - United; Western; P.S.A.; Air California; Frontier; West Air; Apollo; Golden Carriage; Republic; American; AirChico; Golden Gate; Inland Empire; PacificCal; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 275,741
PMA-ABC: (70) 800,592; (81) 1,044,500
County 80 Cen. 783,381
SMSA 80 Cen. 1,014,002
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City (80) 112,859
PMA-ABC: (70) 255,826; (81) 384,400
County (80) Cen. 299,805
SMSA 80 Cen. 383,841

5 - BANKS:	NUMBER	DEPOSITS
Commercial	43	$4,057,787,000
Sav. & Loan	27	$2,577,740,000

6 - PASSENGER AUTOS: County 446,305

7 - ELECTRIC METERS: County 306,842

8 - GAS METERS: County 241,353

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Retail Trade 80,700; Wholesale Trade 18,000; All Mfg. 26,700; Nondurable Goods 12,500; Durables 14,200; Food Products 6,100; Fed. Govt. 25,500; State & Local Govt. 116,700; Construction 18,200; Transportation & Public Utilities 21,900; Fin., Insurance & Real Estate 22,900; Services 75,100.

10 - CLIMATE: Min. & Max. Temp. - Winter 39-53; Spring 48-71; Summer 59-93; Fall 52-77. First killing frost, Dec. 8. Last killing frost, Feb. 2.

11 - TAP WATER: Varies, soft to hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - Sunrise Mall (107 stores) 5900-6100 Sunrise Blvd.; Florin Mall (93 stores) 5901 Florin Road; Country Club Plaza (50 stores) 2300 Watt Avenue; Country Club Centre (65 stores) 3300 El Camino; Arden Fair Mall (74 stores) 1601 Arden Way; Downtown Plaza (40 stores) Downtown Plaza; Birdcage Walk (65 stores) 5901-6197 Sunrise Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arcade Square (18)	NA	Raley's Mkt.
Arden Fair (74)	NA	Woolworth's, Sears, Thrifty Drug, Weinstock's
Arden Plaza (17)	NA	Lucky Mkt, Manor Drug, Valley Hardware
Arden Town (16)	NA	Holiday Mkt.
Birdcage Walk (65)	NA	Long's, Wards, Corti Bros, Macy's
Camellia City (9)	NA	Lucky Mkt., TG&Y
College Greens (8)	NA	Raley's Mkt.
Country Club Ctr. (65)	NA	Liberty House, Wards
Country Club Plz. (50)	NA	Weinstock's, Penney's
Cordova (30)	NA	Lucky Mkt., Thrifty
Crestview (27)	NA	Lucky Mkt., Thrifty, Lawrences
Crossroads (10)	NA	Corti Bros.
Downtown Plaza (40)	NA	Macy's, Weinstock's, Liberty House
Florin Plaza	NA	Jumbo Mkt.
Florin Square (23)	NA	
Florin Mall (93)	NA	Weinstock's, Sears, Penney's, Wards
Fort Sutter (11)	NA	Raley's
Fruitridge (29)	NA	Holiday Mkt., Manor Drug
Grand Oaks (23)	NA	Lucky Mkt., Hancock Fabrics
Grant Plaza (Citrus Hgts.)	NA	Thrifty, Alpha Beta
Hollywood Plaza (6)	NA	Raley's, Lawrence's
Lanai (38)	NA	
Madison Mall (35)	NA	Raley's
Midway (El Camino) (14)	12	Jumbo Mkt.
Mills (18)	NA	Raley's Mkt., McDonalds
Northridge (17)	NA	Raley's Mkt.
N. Sacramento (4)	NA	Safeway
Point West (20)	NA	Mervyn's, Woolco, Consumers Distributing
River Park (13)	NA	Pantry
Roseville Sq. (37)	NA	Thrifty, Safeway, McDonalds
Southgate (27)	NA	Lucky Mkt., Liberty House, Thrifty Drug
South Hills (31)	NA	Sprouse Reitz, Jumbo
Sunrise Mall (107)	NA	Liberty House, Weinstock's, Sears, Penney's
Sunrise Oaks (21)	NA	Thrifty, Alpha Beta
Tallac Vlg. (14)	NA	Vans
Taylor's (23)	NA	Lucky Mkt.
Town & Country (55)	NA	William Glen
University Vlg. (23)	NA	Safeway
Almond Orchard (20)	NA	
Country West (15)	NA	Big R
Elkhorn/Watt (11)	NA	Thrifty, Albertson's, K mart
Manzanita/ Madison (12)	NA	Cloth World, Raley's, Woolco

Principal Shopping Days : Department Stores - Thu., Fri., Sat. Grocery Stores - Wed., Thurs., Fri., Sat. & Sun.
Stores Open Evenings : Department Stores - Mon. thru Fri. Food every night.
Stores Open Sundays : Grocery; Super Drugs; Discount; Dep't.; Automotive.

13 - RETAIL OUTLETS: Department Stores - Lawrence's 2; Weinstock's 5; Macy's 2; Sears 3; Montgomery Wards 3; J.C. Penney 3; Liberty House 4; Mervyn's 3; McDonald 2.
Discount Stores : K mart 5; Gemco 4; Best Products 3; Consumer Dist. 3; Ardan 1; Woolco 3.
Variety Stores - Woolworth 5; Ben Franklin 2; Sprouse Reitz 7; TG&Y 1.
Chain Drug Stores : Payless 8; Manor 3; Rexall 5; Raley's 9; Thrifty 18; Pay 'N Save 3; Long's 6.
Chain Food Supermarkets : Compton's 6; Safeway 17; Pantry 3; Prairie 2; 7-Eleven 42; Corti Bros. 4; Bel Air 6; Lucky 18; Farmer's 17; Raley's 10; Van's 8; Jumbo 10; Albertson's 6; Alpha Beta 10; Circle H 3; Circle K 43; Big Boy 3.
Other Chain Stores - Firestone; Goodyear; Goodrich; See's; Zale's Jewelry; Fuller Paints; Mister G; Mary Carter Paints; Pittsburgh Paints; Sherwin-Williams Paints; Thom McAn; Gallenkamps; Kirby's; Chandler's; Florsheim; Leeds; Lerner; Sherman Clay; Breuners; Grodins; Kinney Shoes; Dalton Books; J. Magnin; Ransohoff's; Hastings; Smith's Men's Wear; Gloria Marshall; Singer Co; Lane Bryant; Mode O'Day; Baskin Robbins; Levitz Furniture; Oshman's; Walden Books; Merribee Needlearts and Crafts; Big 5; United Sporting Goods; Furrow Bldg; 84 Lumber; Pay N Pak; Athletic Shoe Factory; Koby's Shoes; Knapp Shoes; Fleet Feet; Cousins; The Gap; Wherehouse Records; Sun Stereo; Pacific Stereo; Fashion Conspiracy; College-Hi; Lumberjack; Granat Bros.; Rogers Jewelers; Gran Tree; Mother-to-Be; Merle Norman; Radio Shack; McCurry's; Fotomat; Bedazzled; Groths Shoes; Huston Shoes; Hickory Farms; Marlenes; Devon Jewelers; Richman Bros.; Foxy Lady; KinderFoto; Marshalls; Pic-A-Dilly; Toys R Us; Handyman; Fox Photo; Cost Plus Imports; Pier 1 Imports; Tower Records; Tower Books; Tower of Shoes & Clothing.

14 - NEWSPAPERS: BEE (m) 214,021; (S) 238,854; Mar. 31, 1981 ABC. UNION (m) 103,701; (S) 105,220; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Clifford Chapman, Nat'l. Adv. Mgr., BEE; PO Box 15779 Sacramento, CA 95813; Tel. (916) 446-9211. Larry Murray, Nat'l, Adv. Mgr., UNION, 301 Capitol Mall, Sacramento, CA 95812; Tel. (916) 442-7811.
National Representatives : BEE - CWO&O; UNION - Branham.

SALINAS

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey SMSA), E&P Map B-5, County Seat. Agricultural, industrial, commercial, financial center. 106 mi. S of San Francisco; 333 mi. N of Los Angeles.

2 - TRANSPORTATION: Railroads - Amtrak; Southern Pacific.
Motor Freight Carriers - 9.
Intercity Bus Lines - Greyhound.
Airlines : Air California; United; Yosemite; Apollo; Golden Gate.

3 - POPULATION:
Corp. City 80 Cen. 80,479
CZ-ABC: (70) 60,173; (81) 84,800
RTZ-ABC: (70) 62,673 (81) 70,600
County/SMSA: (80) 290,444
City & RTZ-ABC: (70) 122,846; (81) 155,400

4 - HOUSEHOLDS:
City 80 Cen. 26,857
County/SMSA (80) 95,734
CZ-ABC: (70) 18,631; (81) 20,100
RTZ-ABC: (70) 15,969; (81) 20,700
City & RTZ-ABC: (70) 34,600; (81) 49,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	18	$346,929,000
Sav. & Loan	11	$373,600,000

6 - PASSENGER AUTOS: County 149,646

7 - ELECTRIC METERS: City 29,377

8 - GAS METERS: City 26,190

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Agriculture, Forestry & Fisheries 3,600; Construction 1,800; Manufacturing 7,800; Transportation, Communication & Utilities 2,200; Wholesale & Retail Trade 11,900; Finance Insurance & Real Estate 1,400; Services 6,800; Gov't 8,800.
Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 44-67; Summer 52-71; Fall 47-74; Winter 38-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers Northridge - 3 mi. on Highway 101 - 3 blocks on downtown Main St.; 4 blocks on S. Main St. area (Valley Center); 3 blocks on N. Main (Sherwood Gardens); Star Center (2 blocks So. Main St.); 2 blocks E. Alisal St. (Monte Mart); 2 blocks E. Alisal St. (mid-City Center); South Salinas Plaza, 2 blocks on S. Main St.; Hartnell Plaza, 1 block on W. Alisal.
Neighborhood Shopping Districts : 2 blocks on N. Main St.; 3 blocks on E. Alisal St.; 1 block San Juan Road; 1 block on S. Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northridge	3	Emporium, Safeway, Sears, J.C. Penney, Mervyn's, Payless Drug
Valley Center	1	Woolworth, Carpeteria
Sherwood Gdns.	2	Basic Foods, Malnicks, Handyman
Alisal	2	Monte Mart, Safeway
Mid City Ctr.	1	Longs Drugs, Albertson's
Star Center	NA	Star Market
S. Salinas Plaza	1	Thrifty Drug, Nob Hill Mkt.
Monte Mart	NA	Monte Mart
No. Salinas	NA	Thrifty Drug
Hartnell Plaza	1	Alpha Beta
Main Street	1	Lucky Stores
Laurel	3	K mart, Nob Hill

Principal Shopping Days : Thurs., Fri. & Sat.

Stores Open Evenings : Department Stores – Mon., Thu. and Fri.; Northridge Shpg. Ctr. Daily; other Shopping Centers; Mon., Thurs., and Fri.; Chain Food & Chain Drug; Daily.

13 - **RETAIL OUTLETS: Department Stores** – Emporium; Sears; J.C. Penney; Ford's; Mervy's; Malnicks; Monte Mart; Mervins; K mart.
Variety Stores – Woolworth; Bonanza 88.
Chain Drug Stores : Thrifty; Long's; Star 2; Payless.
Chain Food Supermarkets : Purity; Safeway 3; Lucky 2; Star Mkt.; Monte Mart; Albertson's; Alpha Beta 2; Nob Hill 2.
Other Chain Stores Auto Supplies: Firestone, Goodyear, Kragen; Furniture: McMahan's, Empire 2; Garden Supplies: Monte Mart, Handyman; Paint: Sherwin-Williams, Pittsburgh Paint, Standard Brand Paints; Mary Carter; Shoes: Daley's Bootery, Leeds, Kinney's; Women's Apparel: Hartfield's, Mode O'Day; Other: S. & H. Green Stamps, Blue Chip Stamp Redemption Center, Carpeteria.

14 - **NEWSPAPERS**: CALIFORNIAN (e) 24,617; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Rogers, Adv. Dir., CALIFORNIAN, 123 W. Alisal St., Salinas, CA 93901; Tel. (408) 424-2221.
National Representative : Gannett.

SAN BERNARDINO

1 - **LOCATION**: San Bernardino County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-7, County Seat. Misc. Mfg., Kaiser Steel and subsidiary companies. Distribution; Military and Space Complex; Rail Transportation Center; 60 mi. E. of Los Angeles.

2 - **TRANSPORTATION: Railroads** – AT&SF; U.P. and S.P. Mainline; Amtrak.
Motor Freight Carriers – 29.
Intercity Bus Lines – Municipal Transit; Greyhound; Rapid Transit; Continental Trailways; Roesch.
Airlines – Western; Golden West; Air Calif.; Continental; PSA; Hughes Airwest; American; United; Air Cortez; TWA.

3 - **POPULATION**:
Corp. City 80 Cen. 118,057
PMA-ABC: (70) 394,422; (81) 478,500
County 80 Cen. 893,157
SMSA 80 Cen. 1,557,080
Demographic Information is available from Newspaper. See paragraph 14 .

4 - **HOUSEHOLDS**:
City 80 Cen. 42,929
County 80 Cen. 308,062
SMSA 80 Cen. 551,081
PMA-ABC: (70) 125,603; (81) 182,600

5 - **BANKS**:	**NUMBER**	**DEPOSITS**
Commercial	19	N.A.
Sav. & Loan	23	N.A.

6 - **PASSENGER AUTOS**: County 457,624

7 - **ELECTRIC METERS**: City Res. 44,000

8 - **GAS METERS**: City Res. 37,237

9 - **PRINCIPAL INDUSTRIES**: Industry, Number of Wage Earners – Manufacturing 63,100; Construction 25,200; Mining 2,300; Trans. Comm. Util. 25,700; Fin. Ins., R.E. 18,600 Serv. 92,200; Gov. 102,500 Agric. 17,300 Total 543,400.
Principal Industrial Pay Days : 1st, 10th, 15th, 25th.

10 - **CLIMATE**: (Avg. Temperature) Spring 61; Summer 76; Fall 70; Winter 55.

11 - **TAP WATER**: Neutral, hard; not fluoridated.

12 - **RETAILING: Neighborhood Shopping Centers at** : Base Line; Highland Ave.; Mt. Vernon Ave.; Marshall Blvd.; 40th & Sierra Way; Del Rosa; Palm Highland; Arrowhead Ave. & Orange Show Road; Downtown.
Regional Shopping Center : Inland Center with 3 major dept. stores, air conditioned mall, 70 stores south part of city limits, 1 mi. from downtown; Central City Mall, with 3 major dept. stores, air conditioned, 100 stores, downtown.

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Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marshall Blvd. & E St. (8)	NA	Alpha Beta
Central City (103)	NA	Woolworth, Harris, Mont. Ward, Penney
Crossroads (9)	NA	Market Basket
Del Rosa (40)	NA	Stater Bros., Long's Drug
Inland Center (75)	NA	Sears, May Co., Broadway, Hale's
Sterling (21)	NA	Gemco, TG&Y, Von's Mkt.
Wildwood Plaza (18)	NA	Alpha Beta, Stater's, TG&Y, Thrifty Drug
Fontana Square (30)	NA	J.C. Penney, Woolworth
N. Rialto (20)	NA	Alpha Beta, Stater's
Mt. Vernon (15)	NA	Thrifty Drug
Palm & Highland (12)	NA	Sprouse Reitz, Stater's
Redlands (25)	NA	Von's Mkt.

Principal Shopping Days : Sat., Fri., Mon.
Stores Open Evenings : Dept.; Downtown and Shopping Center – Mon. thru Sun. Food every night.

13 - **RETAIL OUTLETS: Department Stores** – Harris Co.; Sears; Penney; May Co.; Broadway; Montgomery Ward; Mervyns.
Discount Stores : Fedco; Fed Mart; Norton AFB PC; K mart; Lucky's; Zody's; Gemco.
Variety Stores : Woolworth; TG&Y 4; Akron; Pic 'N Save; Sprouse Reitz.
Chain Drug Stores : Thrifty 5; Long's 3; Drug King; Sav-On Drug.
Chain Food Supermarkets : Safeway 5; Stater Bros. 18; Alpha Beta 7; Von's 1; Market Basket 3; Lucky Stores 3; Fed Mart 3.
Other Chain Stores : McMahan (furn.) 5; R&B Furn.; Mark C. Bloome; U.S. Royal; General Tile; Richman Bros.; Silverwoods; Weisfield Jewelry; Zale's-Slavick's; Goodyear (auto supplies) 3; House of Fabrics; Fashion Fabrics; Karl's Shoes; Kinney's Shoes 2; Riviera Sofa; Singer Co.; Sally Shops; Soda Factory; Thom McAn; Mode O'Day; Leeds; Gallenkamp; Fredericks; Anita Shops; Levitz Furn.; Builder's Emporium; Earl Schieb; Standard Brands; Angel's Home Center; Changing Times; Chess King; Hardy Shoes; Parklane Hosiery; Lane Bryant; Walden Books; Hickory Farms; Oles; Record Bar; Music Land; Sunset House; Stride-Rite; Maggie's; Gene's; Petries; ABC Kiddie Shops; Hartfields; Nobby; Foxmore Casuals; Penny Owsely; Master's Candy; See's Candies; Goodman Jewelry; Rebel Shop; Irv Silvers; Oshman's Sporting Goods; Big 5 Sporting Goods; Akron; Winston Tire; Pep Boys.

14 - **NEWSPAPERS**: SUN (m) 79,420; (S) 83,455; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Orage Quarles, Nat. Ad. Mgr., SUN, 399 D St., San Bernardino, CA 92401; Tel. (714) 889-9666.
National Representative : Gannett.

SAN CLEMENTE

1 - **LOCATION**: Orange County, E&P Map D-8 (In Anaheim-Santa Ana-Garden Grove SMSA). Tourist resort, light industry, military center. On Pacific Coast Hwy.; 75 mi. S of Los Angeles; 75 mi. N of San Diego.

2 - **TRANSPORTATION: Railroads**: Santa Fe.
Motor Freight Carriers: 4.
Intercity Bus Lines: Continental Trailways; San Clemente Stage Lines.

3 - **POPULATION**:
Corp. City 80 Cen. 27,325
CZ-ABC: (70) 21,213; (81) 35,500
RTZ-ABC: (70) 15,736; (81) 40,500
County/SMSA 80 Cen. 1,931,570
City & RTZ-ABC: (70) 36,949; (81) 76,000

4 - **HOUSEHOLDS**:
City 80 Cen. 11,764
County/SMSA 80 Cen. 685,815
CZ-ABC: (70) 7,811; (81) 15,200
RTZ-ABC: (70) 5,476; (81) 15,800
City & RTZ-ABC: (70) 13,287; (81) 31,300

5 - **BANKS**: 13 Comm.; 10 Sav. & Loan Dep. N.A.

6 - **PASSENGER AUTOS**: County 1,181,374

7 - **ELECTRIC METERS**: Corp. City 8,743

8 - **GAS METERS**: Corp. City 8,149

9 - **PRINCIPAL INDUSTRIES**: Rubber Prod.; Aerospace; Light Aggregate; Copper Prod.; Plastic Plates; Cabinets; Musical Instruments; Ceramics; Pub. & Ptg. Ave. Wkly. Wage $140.

10 - **CLIMATE**: Min. & Max. Temp. – Spring 51-67; Winter 45-64; Summer 61-74; Fall 56-73.

11 - **TAP WATER**: Saline, hard.

12 - **RETAILING: Principal Shopping Center** – Del Mar and environs.
Neighborhood Shopping Center : Alpha Beta-El Camino Plaza, 800 block; South El Camino Real and San Diego Freeway at Estrella exit; Thrifty Drug, 700-800 block North El Camino Real; San Clemente, Capistrano Valley-Von's Market; Thrifty Drug, Doheny Park Rd, and Victoria Ave., Capistrano Beach; La Plaza, Dana Point; El Adobe Plaza, San Juan Capistrano; Monarch Bay Plaza; Laguna Niguel; Ralph's/SavOn; Pico Plaza.

13 - **RETAIL OUTLETS: Department Stores** – Sears; Montgomery Ward.
Variety Stores : Thrifty Drug; Gilbert; Cornet.
Chain Drug Store : Thrifty; SavOn.
Chain Food Supermarkets : Safeway 2; Alpha Beta 2; Albertson's; Ralph's; Von's; Lucky Stores.

14 - **NEWSPAPERS**: SUN-POST (e-mon to fri) 7,416; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Stanford Manning, Pub., SUN-POST, 1542 N. El Camino Real, San Clemente, CA 92672; Tel. (714) 492-5121.
National Representatives : Landon; USSPI.

SAN DIEGO

1 - **LOCATION**: San Diego County (SMSA). E&P Map E-8, County Seat. Tourist center. Ocean-based industry & biochemical center. Agriculture county 132 mi. S. of Los Angeles. Interstate 5, 8, 163 and 805.

2 - **TRANSPORTATION: Railroads** – Santa Fe; San Diego & Arizona and Southern Pacific; Amtrak.
Motor Freight Carrier – 42.
Intercity Bus Lines – Continental Trailways; Greyhound.
Airlines – American; Pacific Southwest; United; Western; National; Delta; Republic; Pan Am; TWA.

3 - **POPULATION**:
Corp. City 80 Cen. 875,504
CZ-ABC: (70) 1,136,046; (81) 1,542,700
RTZ-ABC: (70) 221,808; (81) 392,100
County/SMSA 80 Cen. 1,861,846
City & RTZ-ABC: (70) 1,357,854; (81) 1,934,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - **HOUSEHOLDS**:
City 80 Cen. 321,039
County/SMSA 80 Cen. 670,094
CZ-ABC: (70) 358,271; (81) 561,600
RTZ-ABC: (70) 65,242; (81) 134,900
City & RTZ-ABC: (70) 423,513; (81) 696,500

5 - **BANKS**:	**NUMBER**	**DEPOSITS**
Sav. & Loan	30	N.A.
Commercial	33	N.A.

6 - **PASSENGER AUTOS**: County 1,022,778

7 - **ELECTRIC METERS**: County, Res. 722,019

8 - **GAS METERS**: County, Res. 540,076

9 - **PRINCIPAL INDUSTRIES**: Industry, Number of Wage Earners (Av. Wkly. Wage) – Govt. 141,000 (N.A.); Service 148,600 (N.A.); Trade 147,700 (N.A.); Mfg. 108,000 ($248).

10 - **CLIMATE**: Min. & Max. Temp. – Spring 48-75; Summer 85-80; Fall 50-90; Winter 42-81.

11 - **TAP WATER**: Alkaline, hard; Nor fluoridated.

12 - **RETAILING: Principal Shopping Centers** – Number of Stores – 76 blocks on Broadway and A, B, C, E, Sta. 900 stores; Mission Valley 94; Fashion Valley 133; College Grove 79; Grossmont 125; South Bay Plaza 52; Chula Vista 27; Plaza Camino Real 139; Escondido Village 70; University Towne Center 150; Mira Mesa 80; La Jolla Village Square 68; Clarmont Quad 52; Claremont Square 86; Parkway Plaza.
Neighborhood Shopping Centers (No. of Stores) – El Cajon Shopping 19; Fletcher Hills 35; Loma Square 19; Metropolitan 12; Mission Square 23; Pacific Plaza 40; Serra Mesa 23; Spring Valley 27; Escondido Square 19; Midtown Plaza 16; Oceanside Shopping 21; Plaza of The Four Flags 20.
Neighborhood Shopping Areas – Along length of El Cajon Blvd.; Hillcrest; North Park; Pacific Beach; La Jolla; Ocean Beach; National City; Chula Vista; La Mesa; El Cojon; Del Mar; Cardiff; Encinitas; Coronado.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mission Valley	5	Montgomery Ward, May Co., Walker Scott, Bullock's
College Grove Ctr.	8	Walker Scott, Penney, Safeway, Mervyn's
Clairmont Sq.	NA	Walker Scott, Marshall's
Grossmont Ctr.	14	Broadway, Mont. Ward, Penney, Buffums
Chula Vista	10	Broadway, Penney, Von's
Parkway Plaza	17	Sears, May Co.
Mira Mesa Mall	NA	Walker Scott, Newberry's, Von's
Fashion Valley	5	Robinson's, Broadway, J.C. Penney, Buffum's, Neiman Marcus, Nordstrom
Escondido Vil.	30	Walker Scott, Mayfair, Sears
Plaza Camino Real	30	May Co., Penney, Broadway, Sears, Bullocks
University Towne Center	15	Broadway, Robinsons, Sears
La Jolla Village Sq.	NA	Bullocks Wishire, May Co., I. Magnin

Principal Shopping Days : Fri. & Sat.

Stores Open Evenings : Nightly & Sun. Aft.

13 - **RETAIL OUTLETS: Department Stores** – Broadway 4; Walker Scott 11; Sears 6; Montgomery Ward 4; J.C. Penney 9; May Co. 5; Robinson's 2; Buffum's 2; Bullock's; Bullocks Wilshire 2; Mervyn's 3.
Discount Stores : Fedmart 13; Fedco; Gemco 6; Jetco; K mart 9; Price Club 2.
Variety Stores – Woolworth 6; Cornet 10; Rasco 8; Newberry 4; TG&Y 14.
Chain Drug Stores : Drug King 2; Thrifty 32; Long's 14; Drug Mart 2; SavOn 19.
Chain Food Stores : Safeway 45; Mayfair 5; Lucky (dba Food Basket & Gemco) 26; Alpha Beta 29; Big Bear 26; Von's 29; Jurgensen's 4; 7-Eleven Stores 199; Corner Foods 3; Circle K 2; The Market Place 1; U-Tot-Em 38; Laviclo's Deli-Mkt. 15; Ralph's 3.
Other Chain Stores – Harris & Frank 4; Mode O'Day 4; Adorable Dress Shop 1; Anita Shops 3; National Dollar; Eastman Kodak; Standard Brand Paints 3; Lerner's 4; Thom McAn 7; Firestone 11; Goodrich Pep Boys 4; Singer Co. 7; Glidden 1; Kinney's Shoes 11; Goodyear 12; Karl's Shoes 4; Hartfield 5; Zale Jewelers 6; S&H Green Stamps; C. H. Baker (shoes); Dorman's (auto supplies) 16; Flagg Bros. 3; Frazee's Paints 13; Gallenkamp 7; Golden State Fabrics 6; Handyman (lawn & garden) 9; Highlander (men's) 7; J. Jessop Jewelers 8; Lane Bryant 2; Lawson Jewelers 6; Leeds (shoes) 8; Marsis (women's) 7; McMahan's Furn. 5; Sak's Fifth Ave.; San Diego Glass & Paint 17; Schiller Jewelers 3; Scotty's TV 1; Streicher's Shoes 11; United Furn. 5; Universal Boot 11; Western Auto 4; Boise Cascade (lumber & supplies) 8; Joseph Magnin; Radio Shack 31; Ortho Mattress 5; Checker Auto 16; Builder's Emporium 5; Oshman's 3.

14 - **NEWSPAPERS**: TRIBUNE (e) 127,271; UNION (m) 207,171; (S) 329,820; Mar. 31, 1981 ABC. TRANSCRIPT (m-mon. to fri.) 7,024; sworn Mar. 30, 1981.
Local Contact for Advertising and Merchandising Data: Bert Winrow, Display Mgr., UNION and TRIBUNE, 350 Camino de la Reina San Diego, CA 92108; Tel. (714) 299-3131. D.R. Detjen, Dir. Mktg., TRANSCRIPT, 861 Sixth Ave, San Diego, CA 92101; Tel. (714) 232-4381.
National Representative : UNION and TRIBUNE: Sawyer-Ferguson-Walker. TRANSCRIPT: None.

SAN FERNANDO VALLEY

See LOS ANGELES

SAN FRANCISCO

1 - **LOCATION**: San Francisco County and the City of San Francisco are co-extensive (In San Francisco-Oakland SMSA). On the Pacific Coast E&P Map B-5, 340 mi. N of Los Angeles; 687 air mi. S of Seattle. West Coast Pacific port. Financial and insurance, mining, agriculture, electronics and wholesale center.

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2 - **TRANSPORTATION: Railroads** - Amtrak (59 offices US. R.R.): Bay Area Rapid Transit (Subway); Southern Pacific; Sante Fe; Western Pacific; Northwestern Pacific.
Motor Freight Carriers - 100.
Steamship Lines - 200.
Intercity Bus Lines - AC Transit; Calif-Nevada Golden Tours; Trailways; Eastshore; Falcon; Franciscal; Gateway; Golden Gate Transit; Greyhound; Northgate Transit, Suntrans.
Airlines - Air California; Airlift International; American; Braniff Int'l.; Canadian Pacific; China; Continental Delta; Flying Tiger; Air Canada; Air Charter West; Hughes Airwest; Japan; National; Northwest; Overseas National Airways; Pacific Southwest; Pan Am; Pacific Phillippine; Qantas; SFO Helicopter; Seaboard World; Stol Air; Swift Aire; TWA; United; Western.

3 - **POPULATION:**
City/County 80 Cen. 678,974
PMA-ABC: (70) 782,596; (81) 744,800
Bal. in PMA-ABC: (70) 3,896,704; (81) 4,558,100
Total PMA-ABC: (70) 4,679,300; (81) 5,302,900
SMSA 80 Cen. 3,252,721
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City/County 80 Cen. 298,957
PMA-ABC: (70) 316,681; (81) 346,300
Bal. in PMA-ABC: (70) 1,252,658; (81) 1,681,000
Total PMA-ABC: (70) 1,569,339; (81) 2,027,300
SMSA 80 Cen. 1,281,316

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	62	$22,536,109,000
Sav. & Loan	24	$4,347,586,000

6 - **PASSENGER AUTOS:** City & County 289,816

7 - **ELECTRIC METERS:** Res. (SMSA) 1,625,935

8 - **GAS METERS:** Residence 238,447

9 - **PRINCIPAL INDUSTRIES:** Industry, Number Wage Earners - Construction 64,300; Manufacturing 196,200; Food Products 30,000; Textile Products 6,000; Apparel 11,300; Paper 8,300; Printing & Publishing 19,100; Chemical Products 13,600; Petroleum 8,700; Rubber & Plastics 3,600; Leather 600; Lumber 1,500; Furniture 3,700; Stone 6,300; Metal, Inc. Fabrication 33,800; Machinery 18,300; Electrical 17,100; Transportation Equipment 600; Instruments 2,900; Utilities & Transportation 125,700; Wholesale & Retail Trade 379,200; Finance, Insurance & Real Estate 110,200; Services 260,000; Government - Federa 65,600; State & Local 210,700.

10 - **CLIMATE:** Min. & Max. Temp. - Spring 49-62; Summer 52-65; Fall 53-66; Winter 47-56.

11 - **TAP WATER:** Alkaline, very soft; fluoridated.

12 - **RETAILING:** Central Business District boundaries established in 1955; bounded on the north by a zig-zag line starting at Van Ness Avenue and Ellis Street; thence to Leavenworth, Bush, Stockton, California, Kearny & Pacific; on the east by the Embarcadero; on the south by Howard Street, and the west by 11th Street, Market and Van Ness.
Principal Shopping Center - 9 blocks on Market St.; 1st to 9th Sts.; and a triangle, Sutter and Market, to Sutter and Mason, to Mason and Market; area fifteen blocks of stores, shops and office buildings.
Stores Open Sundays : Macy's; Emporium (downtown); some specialty shops; Emporium (Stonestown); Sears; Westlake; Stonestown; Serramonte; Food (most stores).
Neighborhood Shopping Centers : Balboa St.; Bayview; The Cannery; Chinatown; Clement St.; Divisadero; Embarcadero Ctr.; Eureka; Excelsior; Fillmore; Fisherman's Wharf; Geneva-Mission; Geary Blvd.; Ghirardelli Square; Haight-Ashbury; Haight- Fillmore; Irving St.; Japanese Cultural Center; Lakeside Village; Lakeshore Plaza; Marina; Mission; Noe Valley; Noreiga; North Beach; Northpoint; Ocean Ave.-Ingleside; Parkmerced; Petrini Plaza; Polk St.; Portola Valley; Serramonte; South of Army-Mission; Stonestown; Sunset-Irving St.; Taraval-Parkside; Union St.; Upper Clement; Upper Fillmore; Westlake; Daly City; West Portal.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Diamond Hts. (17)	NA	Safeway, Pay 'N Save
Embarcadero (35)	NA	J.Magnin, Hastings
Ghirardelli (85)	NA	
Northpoint (22)	NA	Co-op Mkt, Sound Work
Parkmerced	NA	Safeway
Stonestown (76)	NA	Quality Foods, Roos-Atkins, Woolworth's, J. Magnin, Emporium, Bullock's

Principal Shopping Days : Mon., Thurs., Sat. Evenings. Sears - Wed., Thur., & Fri.; Stonestown - Mon., Wed., Fri.; Serramonte-Mon., thru Fri.; Westlake - Wed. & Fri.; Dept. Stores - Mon., Thu. & Fri. (downtown).

13 - **RETAIL OUTLETS: Department Stores** - Liberty House; The Emporium 2; Macy's 2; Sears; Montgomery Ward; Specialty Shops; Livingstons 2; Joseph Magnin 4; Roos/Atkins 5; Saks Fifth Avenue; I. Magnin; Brooks Bros.; Hastings 4; Grodin's 23; Alfred Dunhill; Bullock & Jones; Schwartz.
Discount Stores : Cost Plus; G.E.M.; Gemco; Colma; Top; Valve Giant 3; Payless; Val-U-Center.
Variety Stores - Woolworth 10; National Dollar 4; Sprouse Reitz 3; Newberry; Bon Ami 3; Glen 5 & 10-2; Standard 5 & 10-3; Daly City.
Chain Drug Stores : Conlon's 3, Bowerman's 6; Brommel's; Long's; Merrill's 5; Payless; Walgreen's 6; Alhambra 2, Anchor 2; B&M 3; Caesar 3; Central 3; China 2; Clay-Grant 3; Green's 3; Kasten's 2; Model 3; Park-Presidio 2; Physician's Phcy. 2; Portal-Wood 4; Rossi 2; St. Mary's 5; Skully-Rexall 3; Shumante's 2; Wesley Johnson's.
Chain Food Supermarkets : Safeway 31; Cala-Littleman 10; Quality Foods Inc. 5; Big John; Lucky 2; Bell 2; Big Bonus 5; Big Save 2; Food Center 4; Food Villa 2; Giannini 2; Go Getters 2; Golden State 2; Jacks 3; Lodi 5; Lucky Star 2; McCambridge 3; Mirabelli 5; Corbella 3; Mission 2; Petrini Plaza 6; Star 2; Super Save 2; Surf Super 3; Sutro Super 2; Terrace 2; U-Save 2; R.J. Whitman 2; Wings 3; Broaderick & Hayes 2; Byrnes 3.
Other Chain Stores - Women's Shoes: Burt's, Chandler's 2, Leed's 5, Frank More 2, Andrew Geller 2, Thayer MacNeil 2, Kushin's, McS's; Men's Shoes: Regal 3, Florsheim 4, Thom McAn, Nunn-Bush 3, French Shriner & Urner, Netteton, Walk-Over 5; Men's & Women's Shoes: Bally, Kinney Shoe, Kal's 4, Gallenkamps 4, Sommer & Kaufman; Apparel: Bond's 2, Lerner Shops (women's) 2, Jay Vee Stores of Calif. (women's) 3, Little Daisy (women's), House of Nine (women's) 2, Lanz (women's), J. Press (men's).

14 - **NEWSPAPERS:** CHRONICLE (m-mon to fri) 515,453; EXAMINER (e-mon to fri) 154,099; Comb. (m&e) 669,552; EXAMINER & CHRONICLE (S) 665,887; (m-sat) 472,303; (e-sat) 119,154; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Weakley, Adv. Dir., EXAMINER and CHRONICLE, 925 Mission St., San Francisco, CA 94103; Tel (415) 777-5700.
National Representative : Sawyer-Ferguson-Walker.

SAN GABRIEL VALLEY

1 - **LOCATION:** Los Angeles County (In Los Angeles-Long Beach SMSA). E&P Map D-7. The heart (City Zone) of San Gabriel Valley consists of 10 cities (Azusa, Irwindale, San Dimas, Baldwin Park, Covina, Glendora, Industry, La Puente, Walnut and West Covina); 20 mi. E of Los Angeles.

2 - **TRANSPORTATION: Railroads** - Southern Pacific; Santa Fe; Union Pacific.
Intercity Bus Lines - Continental Trailways; Greyhound; Southern Calif. Rapid Transit.
Airlines -Ontario Int'l Airport, 20 mi. E of San Gabriel Valley, has 9 major Carriers: American, Air Calif., Continental, PSA, TWA, United, Western, Republic & Alaska Airlines.

3 - **POPULATION:**
Cities 80 Cen. 299,001
CZ-ABC: (70) 431,537; (81) 484,700
RTZ-ABC: (70) 242,976; (81) 240,300
County/SMSA: 80 Cen. 7,477,657
City & RTZ-ABC: (70) 674,513; (81) 725,000
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
Cities 80 Cen. 94,805
County/SMSA 80 Cen. 2,730,674
CZ-ABC: (70) 114,676; (81) 148,900
RTZ-ABC: (70) 73,690; (81) 84,100
City RTZ-ABC: (70) 188,366; (81) 233,000

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Sav. & Comm.	37	N.A.
Sav. & Loan	34	N.A.

6 - **PASSENGER AUTOS:** County 4,048,996

7 - **ELECTRIC METERS:** Residence 233,000

8 - **GAS METERS:** Residence 232,200

9 - **PRINCIPAL INDUSTRIES:** Brewing; Dairy Processing, Rock and Sand; Electronics; Plastics Mfg.; Boat Building; Fab. Metal Prod.; Airplane Parts; Air & Space Electronics; Bicycle Mfg.; Heating & Air. Cond.; Food Processors; Ladies Apparel & Lingerie; Mobile Home Builders.
Principal Industrial Pay Days : Thurs. and Fri.

10 - **CLIMATE:** Min. & Max. Temp. - Spring 44-74; Summer 54-89; Fall 50-79; Winter 37-66.

11 - **TAP WATER:** Alkaline, hard; not fluoridated.

12 - **RETAILING:** Major city selling downtowns; Azusa; Baldwin Park; Covina; Glendora; La Puente.
Major Shopping Centers : Eastland; Fashion Plaza; West Covina; Foothill Center; Azusa; South Hills; LaPuente; Sunkist; Gale Square; Edgewood Center; Sen Fran; El Monte 1; Mayflower, Puente Hills Mall; Five Points.
Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Most Shopping Ctr. stores Mon.-Fri., 9:00 p.m.; Sat. & Sun., 7:00 p.m.

13 - **RETAIL OUTLETS: Department Stores** - May Co.; Broadway 2; Sears 3; J.C. Penney 6; Akron; Montgomery Ward 2; J.W. Robinson; Bullock's; Mervyn's. Discount Stores: Oles; Gemco; LaPuente; Zody's 3; K mart 3; Roberts; Fed Mart.
Variety Stores Woolworth 2; Newberry; Sprouse Reitz 2; Cornet 3; Kresge; TG&Y 8.
Chain Drug Stores : Thrifty 10; Sav-On 10;-Long's 3; Owl Rexall 4; Clarks 3; Rose 2; San Gabriel Phcy.; SupeRx.
Chain Food Supermarkets : Alpha Beta 18; Lucky 5; Market Basket 3; Gemco 2; Ralph's 5; Safeway 2; Albertsons 2; Thriftimart 2; Boys Mkt.; Vons 10; Covina Farms; McCoys 2; Stater Bro. 3; Fed Mart.
Other Chain Stores - Auto: Firestone, General Tire, Goodyear, Pep Boys, U.S. Royal, Western Auto, Mark C. Bloom; Furniture: Barker Bros., Beals, Wickes, Carpet Town, Levitz McMahan; Jewelry: Gaylord, Kay's, Lawson's, Le Roys; Lbr. Hdw.: Angels, Bielees, Builder's Emporium, Ole's Supply, Pick's, Standard Brand Paints; Mens & Women's Apparel: Desmond's, Harris & Frank, Hartfield's, Richmond Bros.; Shoes: C.H. Baker, Innes Shoes, Gallenkamps, Karl's, Leed's, Thom McAn, Weatherby Kayser Lees, Golds.

14 - **NEWSPAPERS:** TRIBUNE (m-mon to fri) 13,573; (e-mon to fri) 52,373; Comb. (m&e) 65,946; (sat) 64,368; (S) 66,825; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Lee Jackson, Adv. Mgr., TRIBUNE, PO Box 1259, Covina, CA 91722; Tel. (213) 962-8811.
National Representatives : CWO&O; Thomson; USSPI.

SAN JOSE

1 - **LOCATION:** Santa Clara County (SMSA), E&P Map B-5, County Seat. Manufacturing, research and development, and agricultural center. At Southeast of San Francisco Bay, 45 mi. from San Francisco and 39 mi. from Oakland.

2 - **TRANSPORTATION: Railroads** - Southern Pacific; Western Pacific (freight only).
Motor Freight Carriers - 1,008.
Intercity Bus Lines - Greyhound; Peerless.
Airlines Air California; Aspen Airways; Golden Gate Airlines; Republic; Continental; PSA; United; Western; American; Swift Aire; TWA; Apollo Airways.

3 - **POPULATION:**
Corp. City 80 Cen. 636,550
PMA-ABC: (70) 862,883; (81) 1,110,500
Bal. in PMA-ABC: (70) 201,831; (81) 217,300
County/SMSA 80 Cen. 1,295,071
Total PMA-ABC: (70) 1,064,714; (81) 1,327,800
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 211,935
County/SMSA 80 Cen. 458,519
PMA-ABC: (70) 255,790; (81) 379,800
Bal.in PMA-ABC: (70) 67,080; (81) 84,000
Total PMA-ABC: (70) 322,870; (81) 463,800

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	242	$4,943,308,000
Sav. & Loan	174	$3,991,325,000

6 - **PASSENGER AUTOS:** County 795,348

7 - **ELECTRIC METERS:** Co./Res. 393,201

8 - **GAS METERS:** Co./Res. 370,620

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners - Manufacturing 237,500 (Durable 212,800; Non-durable 24,700); Trade 130,000; Services 157,800; Government 83,400; Construction 22,200.

10 - **CLIMATE:** Min. & Max. Temp. - Spring 39-87; Summer 49-93; Fall 34-81; Winter 31-70.

11 - **TAP WATER:** Alkaline, very hard; not fluoridated.

12 - **RETAILING:**

Principal Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Almaden Plaza (16)	NA	Service Merchandise Co., Emporium
Capitol Sq. (44)	NA	Walgreen Co., Montgomery Ward
Eastridge (150)	NA	Emporium, Macys, J.C. Penney, Sears
Mayfield Mall	NA	J.C. Penney
Oakridge Mall (115)	NA	Bullocks, Macys, Montgomery Ward
Princeton Plz. (41)	NA	BrentWood Mkt, Mervyns
Prune Yard (71)	NA	All Specialty
San Antonio	NA	Liberty House, Mervyns, Sears
Stanford	NA	Bullock's, Emporium, Macys
Stevens Creek Plz.	NA	I. Magnin, Emporium
Sunnyvale Town Ctr.	NA	Macy's, Montgomery Ward
Town & Country Village (131)	NA	All Specialty
Vallco Fashion Park	NA	J.C. Penney, Sears, Bullocks
Valley Fair (53)	NA	Macys, Payless
Westgate (18)	NA	Harts, J.C. Penney, Montgomery Ward

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Dept. - Mon. thru Fri.

13 - **RETAIL OUTLETS: Department Stores** J.C. Penney; Montgomery Ward; Macy's; Emporium; Sears; J.M. McDonald; Liberty House; Mervyn's; Bullocks; Catalogue Sales: Best Products; Consumers Dist. Co.; Service Merchandise Co; Kessler.
Discount Stores : Gemco; K mart.
Variety Stores Jolly 5-10; TG&Y; Rasco; Kress; Woolworth.
Chain Drug Stores Payless 7; Thrifty 14; Drug King 2; Walgreen's 7; Sav-On 6; Bill's Drugs 4; Longs 12.
Chain Food Supermarkets Safeway 32; Lucky 25; Fry's 11; Dick's 3; PW Supermarkets 6; 7-Eleven 98; Food Fair 4; Alberson's 7; Food Villa 6; Brentwood 6; Nob Hill 9; Alpha Beta 24; Lincoln Lane 2; Manor Market 3.
Other Chain Stores Firestone; Grand Auto; Kragen Auto; Western Auto; Breslers 33 Flavors; Farrells Ice Cream; See's; Baskin-Robbins; Swenson's; Dairy Belle; Foster Freeze; Shaw's; (confection); Gensler-Lee; Zale jewelry; Shrever Co.; Proctor's; Crescent Jewelers; Fuller Paints; Pittsburgh Paints; Sherwin-Williams Paint; Morwear Paint; Kelly-Moore Paint; Glidden (paints); Thom McAn; Thayer McNeil; Gallenkamps; Kinney's; Leed's; C.H. Baker; Sommer & Kaufmann; Buster Brown; Florsheim (shoes); Nat'l. Shirt Shops; Grodin's; Smith's (men's wear); Bond's; Shirt Works; Richman's (men's wear); Roos Bros.; Hastings (men's & women's wear); Arden's; Hartfield's; Lerner Shops; Mode O'Day; House of Nine; Anita's; Saks Fifth Avenue; I. Magnin; Jos. Magnin; Livingston's; Frederick's of Hollywood; Lane Bryant; Foxmoor Casuals (women's wear); Sherman Clay (music); Breuner's; W. J. Sloane; Levitz Ortho Mattress; S. Christian of Copenhagen; Gold Key; RB Furniture; House of Fabrics; S&H Green Stamps; Blue Chip Stamps; Singer Co.; Marshall's.

14 - **NEWSPAPERS:** MERCURY (m) 154,750; (e-mon to fri) 65,772; Comb. (m&e) 220,522; MERCURY NEWS (m-sat) 211,094; MERCURY NEWS (S) 269,351; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert C. Williamson, Display Adv. Dir., Tom Hausler, Nat'l Adv. Sales Mgr., MERCURY/NEWS, 750 Ridder Park Dr., San Jose, CA 95190; Tel. (408) 289-5666.
National Representative : Knight-Ridder.

SAN LUIS OBISPO

1 - **LOCATION:** San Luis Obispo County, E&P Map C-6, County Seat. Located halfway between Los Angeles and San Francisco, 8 mi. from Pacific Ocean. Railroad division point. On U.S. Hwy. 101 and State Hwy. 1. Trading center for agricultural area.

2 - **TRANSPORTATION: Railroads** - Southern Pacific.
Intercity Bus Lines - Greyhound.
Motor Freight Carriers - 2.
Airlines - Swift-Aire.

3 - **POPULATION:**
Corp. City 80 Cen. 34,252
CZ-ABC: (70) 28,036; (81) 37,300
RTZ-ABC: (70) 77,654; (81) 124,600
County 80 Cen. 155,345
City & RTZ-ABC: (70) 105,690; (81) 161,900

4 - **HOUSEHOLDS:**
City 80 Cen. 13,670
County 80 Cen. 58,171
CZ-ABC: (70) 9,643; (81) 14,800
RTZ-ABC: (70) 24,283; (81) 45,000
City & RTZ-ABC: (70) 33,926; (81) 59,800

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Sav. & Comm.	9	$251,000,000
Sav. & Loan	8	$235,000,000

6 - **PASSENGER AUTOS:** County 84,102

7 - **ELECTRIC METERS:** Residence 52,400

8 - **GAS METERS:** Residence, Active 39,735

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners - Agriculture, Forestry, Fishing 2,300; Construction 4,350; Manufacturing 3,500; Government 13,450; Colleges 2,100; Trans., Communications, Utilities 3,000; Trade 12,550; Services 9,250; Financial, Real Estate, Insurance 1,750; Total employment (county) 63,000.
Principal Industrial Pay Days - Railroad, 10th & 25th; Hwy. Dept & Oil, 1st of month.

10 - **CLIMATE:** Min. & Max. Temp. - Spring 41-93; Summer 47-93; Fall 34-95; Winter 27-81. First killing frost, Jan. 3. Last killing frost, Feb. 18.

11 - **TAP WATER:** Alkaline, hard; fluoridated.

12 - **RETAILING:** Retail trade area San Luis Obispo County and environs.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
University Sq.	1	William's Bros. Mkt., Rileys, McMahans Furn.
Foothill Plaza	1	Thrifty Drug, Lucky
Madonna Plaza	1	Beno's, Sears, Lucky, Thrifty Drug, Radio Shack

Santa Maria Town Ctr.	NA	Sears, Thom McAn, Radio Shack, Gottschalks
Santa Maria Shpng. Ctr.	NA	Penney, Pic N'Save, Cornet
Broadway Plaza	NA	Montgomery Ward, Safeway
Pepper Tree Plaza	NA	Thrifty, Grand Auto
Stowell Ctr.	NA	McMahan's Furn.
Atascadero	NA	Sprouse Reitz, Rasco's
Paso Robles	NA	Sears (catalog), Coast-to-Coast
Morro Bay	NA	Williams Bros., Western Auto, Montgomery Ward (catalog)
Arroyo Grande	NA	Rasco, Lucky Mkt., Thrifty Drug
Pismo Beach	NA	Walgreen Drug, Safeway
Los Osos	NA	Williams Bros., Thrifty Drug

Principal Shopping Days : Thurs. & Sat.
Stores Open Evenings : Thurs.; Food-every night.

13 - RETAIL OUTLETS: Department Stores Rileys; J.C. Penney; Sears Roebuck; Beno's; Montgomery Ward Catalog; Gottschalks.
Variety Stores Coast-to-Coast; Cook's; F.S. Rasco; TG&Y; Sprouse Reitz; Cornet.
Discount Stores : Beno's; Pic 'N Save; Carpeteria.
Chain Drug Stores : Carpenter's (Rexall); Thrifty Drug 2; ADX.
Chain Supermarkets : Safeway 5; Williams Bros. 7; Lucky Mkts. 5; Jiff 10.
Other Chain Stores – Firestone; Frazee Paints; Singer Co.; McMahan (furniture); Fuller Paint & Glass; Mode O'Day; Sherwin-Williams; Kinney Shoes; Carpet Town; Pacific Stereo; Radio Shack.

14 - NEWSPAPERS: TELEGRAM-TRIBUNE (e) 24,981; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Howard J. Higgins, Gen. Adv., TELEGRAM-TRIBUNE, 1321 Johnson Ave., San Luis Obispo, CA 93401; Tel. (805) 543-1901.
National Representative : Western Dailies.

SAN MATEO

1 - LOCATION: San Mateo County, (In San Francisco-Oakland SMSA), E&P Map B-5, 18 mi. S of San Francisco at center of San Francisco Peninsula.

2 - TRANSPORTATION: Railroads - So. Pac.
Motor Freight Carriers - 60.
Intercity Bus Lines - Pacific Greyhound; Sam Trans.
Airlines - Served by San Francisco Airport (7 mi. N)

3 - POPULATION:
Corp. City 80 Cen. 77,56[illegible]
CZ-ABC (70) 168,839; (81) 170,400
RTZ-ABC: (70) 198,398; (81) 220,400
County 80 Cen. 588,164
SMSA: 80 Cen. 3,252,721
City & RTZ-ABC: (70) 367,[illegible]37; (81) 390,800
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City: 80 Cen. 32,855
County: 80 Cen. 225,479
SMSA: 80 Cen. 1,281,316 .
CZ-ABC: (70) 59,733; (81) 69,200
RTZ-ABC: (70) 65,360; (81) 84,000
City & RTZ-ABC (70) 125,093; (81) 153,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	20	$2,367,373,000
Sav. & Loan	27	$2,976,949,000

6 - PASSENGER AUTOS: County 403,267

7 - ELECTRIC METERS: 33,597

8 - GAS METERS: 28,707

9 - PRINCIPAL INDUSTRIES: Flower Growing & Shipping; Printing; Feed; Precision Instruments; Transportation - Airlines; Tourism; Lumber & Lumber Prod.; Manufacturing Plants; Producing Furniture; Chemicals & Maintenance Supplies; Bldg. & Constr.; Research Ctrs.; Exec. Admin. offices of Major U.S. Corps; Hotels-Motels; Sales offices & warehousing (distr. ctrs.); Light Industry; Racing; Retailing; Components; Marine Prods.; Glue & By-Prods.; Rubber Prods.; Steel Prod.; Drugs; Paint; Wine; Clothing; Food; Utilities & Sanitary Services.
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 33-93; Summer 43-103; Fall 34-95; Winter 30-75; First killing frost, Dec. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 16 blocks on 1st Ave. to 5th Ave.; B St. to El Camino Real; Hillsdale Shpg. Center, El Camino to Edison St.; 33rd to 36th Ave.; Concar Center, 19th & Delaware; Borel Square, 19th & El Camino; Fashion Island Center, Mariners Island Blvd. & Hwy. 92.
Neighborhood Shopping Centers - 25th Ave. and El Camino Real; Hillsdale and El Camino; Norfolk & 19th Ave.; Monterey Blvd. & Polhemus; Laurelwood Center; Hillsdale Bld. & Highway 92.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Mon., Thu. & Fri., Some open 6 nights and Sundays.

13 - RETAIL OUTLETS: Department Stores - Levy Bros.; Sears Roebuck; J.C. Penney; Macy's; Emporium; Montgomery Ward; Consumer Distribution; Bullocks; Liberty House.
Discount Stores : Cost Plus; Payless.
Variety Stores - Newberry; Woolworth; Sprouse Reitz; Ben Franklin.
Chain Drug Stores : Walgreen; Thrifty; Drug King; Long's; Payless; Bill's Drugs.
Chain Food Supermarkets : Safeway 15; Lucky 6; Alpha Beta 2; QFI 5; Petrinis 4; Albertson's.
Other Chain Stores – Clothing: Roos-Atkins, Hastings, Schneider's; Women's Apparel: Joseph Magnin, Stuart's, Dixon's, Ann Lee, House of 9, Reed's Millinery, I. Magnin, Livingston's, Casual Corner; Auto Supplies: Macy's, Firestone, Goodrich, Goodyear, General Tire, Sears Auto Stores, Grand Auto Stores, Montgomery Ward Auto Store, Scherba Auto, J.C. Penney, U.S. Royal; Shoes: Gallenkamp, Thom McAn, Leeds, Thayer McNiel, C.H. Baker, Sommer & Kaufmann, Florsheim, Chandler's, Taylor's Red Cross; Others: Frank Newman, Pic-A-Dilly, Sherman-Clay, Baldwin Piano, Zale, Kay Jewelers, Ellingson's, Darcy's, House of Fabrics, Granat Bros., Breuner's Furn., Sloan's, Handyman, R. & B. Furn., Brooks Cameras, Grodins, Rochester Big & Tall.

14 - NEWSPAPERS: TIMES and NEWS LEADER (e) 49,793; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Harold Badgett, Nat. Adv. Mgr., TIMES and NEWS LEADER, 1080 S. Amphlett Blvd., San Mateo, CA 94402; Tel. (415) 348-4437.
National Representatives : Cal. Newspaper Mkts. (West Coast); Western Dailies.

SAN PEDRO

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach SMSA), E&P Map D-7. 25 mi. S of Los Angeles, on Pacific Ocean. Not a part of Los Angeles politically. One of the largest man-made harbors in the world; San Pedro Harbor is also known as Los Angeles Harbor.

2 - TRANSPORTATION: Railroads - Santa Fe; So. Pacific Ry.; U.P. Ry.; Harbor Beltline.
Motor Freight - 176 (cargos for ships).
Steamship Lines - 53 Pass.; 121 Freight. (All Major Lines).
Intercity Bus Lines - Rapid Transit.
Airlines Served by Los Angeles International, Long Beach and Torrance Municipal Airports.

3 - POPULATION:
Community Loc. Est. 70,249
CZ-ABC: (70) 62,108; (81) 66,800
RTZ-ABC: (70) 260,727; (81) 271,600
County/SMSA 80 Cen. 7,477,657
City & RTZ-ABC: (70) 322,835; (81) 338,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Community Loc. Est. 25,785
County/SMSA 80 Cen. 2,730,674
CZ-ABC: (70) 21,342; (81) 26,400
RTZ-ABC: (70) 82,203; (81) 98,400
City & RTZ-ABC: (70) 103,545; (81) 124,800

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Comm.	10	$279,552,000
Sav. & Loan	9	$539,700,000

6 - PASSENGER AUTOS: County 4,048,996

7 - ELECTRIC METERS: Residence 32,930

8 - GAS METERS: Residence 27,429

9 - PRINCIPAL INDUSTRIES: Shipping & Allied Businesses; Wholesale Bakeries; Petroleum; Fishing & Fish Canning; Fresh Fish Markets; Shipbuilding; Lumber; Manufactured Kelp Prod.; Rock Prod.; Can Factories.
Principal Pay Days - Fri. and 1st of the month.

10 - CLIMATE: Min. & Max. Temp. - Spring 53-59; Summer 62-74; Fall 58-71; Winter 48-62; Smog free.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center - 2 blocks on 6th St.; 23 on Pacific Ave.; 17 on Gaffey St.; 18 blocks on Western Ave.; 6 blocks at South Shores.
Neighborhood Shopping Centers - 8th & Weymouth; Southshores; Western Plaza; Harbor Heights; Park Plaza; Western Ave. & Westmont Plaza; Tarragona Plaza Garden Shopping Center; Pacific View Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weymouth Corner	2	Pirozzi's
2nd & Bandini	2	McCowans
South Shores	3	Lucky Market
Harbor Hts.	3	Sears Surplus
Park Plaza	3	Newberry, Von's, Sav-On
Harbor Village (32)	NA	
Ports 'O Call Village (75)	NA	
Whaler's Wharf	NA	Hickory Farms
Western Plaza	NA	
Westmont Plaza	NA	Lucky Market
Garden Ctr.	NA	Thrifty Drugs
Tarragona Plaza	NA	Market Basket
Pacific View	NA	Vons

Principal Shopping Days : Dept. Stores – Mon., Fri., Sat. Food – Thurs., Fri., Sat.
Stores Open Evenings : Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores - Newberry's; Sears Roebuck.
Variety Stores - J.J. Newberry 2.
Chain Food Supermarkets : Safeway; Pacific; Central; McCowan's 3; Pirozzi's Market; Von's 2; Lucky 2; Market Basket; 7-Eleven 3.
Other Chain Stores - Gallenkamps (Shoes); Western Auto; Goodyear; Fuller Paints; Singer Co.; Hartfield's Ladies' Wear; Newberry's; Kinney Shoes; Firestone.

14 - NEWSPAPERS: NEWS-PILOT (e) 14,293; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ted Kenessey, Adv. Mgr., NEWS-PILOT, PO Box 191, San Pedro, CA 90733; Tel. (213) 832-0221.
National Representative : Sawyer-Ferguson-Walker.

SAN RAFAEL

See MARIN COUNTY

SANTA ANA

See ORANGE COUNTY

SANTA BARBARA

1 - LOCATION: Santa Barbara County (In Santa Barbara- Santa Maria-Lompoc SMSA). E&P Map C-7, County Seat. Residential; educational; design & research; medical center; resort. NW Southern California; 98 hwy. mi. N of Los Angeles; 345 hwy. mi. S of San Fransisco. Univ. of California (Santa Barbara campus-14,473 students).

2 - TRANSPORTATION: Railroads - S.P.
Motor Freight Carriers - 7.
Intercity Bus Lines - Greyhound.
Airlines - United; Golden West; Apollo.

3 - POPULATION:
Corp. City 80 Cen. 74,452
CZ-ABC: (70) 144,376; (81) 162,700
RTZ-ABC: (70) 119,948; (81) 141,400
County/SMSA 80 Cen. 298,660
City & RTZ-ABC: (70) 264,324; (81) 304,100
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City: 80 Cen. 32,578
County/SMSA: 80 Cen. 109,343
CZ-ABC: (70) 50,035; (81) 64,900
RTZ-ABC: (70) 33,894; (81) 46,600
City & RTZ-ABC: (70) 83,929; (81) 110,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial (SMSA)	77	$1,279,528,000
(Corp. City)	26	$689,501,000
Sav. & Loan (SMSA)	46	$1,202,534,000
(Corp. City)	21	$746,317,000

6 - PASSENGER AUTOS: County 173,073

7 - ELECTRIC METERS: (Corp. City) 36,574

8 - GAS METERS: (Corp. City) 27,404

9 - PRINCIPAL INDUSTRIES: (Metro-County) Industry, No of Wage Earners - Agriculture 7,600; Mining 1,500; Construction 4,900; Manufacturing 16,400; Transp., Comm. and Util. 5,100; Whole and Ret. Trade 30,000; Fin. Ins. and Real Est. 5,700 ; Services 24,400; Government 25,300.

10 - CLIMATE: Min. & Max. Temp. - Spring 46-76; Summer 54-74; Fall 49-75; Winter 40-63.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 7 blocks on State St. and LaCumbre Plaza
Neighborhood Shopping Centers - 6 blocks on Milpas between De la Guerra and Yanonali Sts.; 5 blocks on No. State, San Roque Area; Mesa Area: 5 Points, north edge of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Calle Real (58)	NA	Smith's Food King
Cliff Drive (19)	NA	Smith's Food King
Fairview	NA	Safeway, Thrifty
Five Pts. (27)	NA	Thrifty Drug, Kinney's, Smith's Food King
Coast Village	NA	Von's
La Cumbre Pl. (64)	NA	Robinson's, Sears
Loreta Plaza (25)	NA	Albertson's
Magnolia (30)	NA	Sav-On-Drug, Smith's Food King
Milpas (7)	NA	Smith's Food King
Mission-Creek (23)	NA	Alpha Beta
Montecito Vlg. (50)	NA	Isaia Bros.
Montecito Vlg. S. (14)	NA	Tweeds & Weeds
Plaza del Sol	NA	Pierre La Fond
Turnpike (13)	NA	Payless, Von's
University Vlg.	NA	Thrifty, Smith's Food King

Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Andera's; Akron; Fed Mart; Penney's; Robinson's; Sears; Trenwiths; I. Magnin's.
Discount Stores : Fed-Mart 2; PayLess.
Variety Stores : Cornet; Newberry; TG&Y 4; Woolworth.
Chain Drug Stores : PayLess; Rexall 8; Sav-On; Thrifty 5; Long's 2.
Chain Food Supermarkets : Alpha Beta; Fed Mart; Smith's Food King 7; Safeway 3; Santa Cruz 3; Albertson's; Von's 3.
Other Leading Chain Stores : Clothing: Harris & Frank, Lerners, I. Magnin, Silverwood's; Jewelry: B.D. Howes, Slavicks; Shoes: Florsheim, Thayer McNeil, Jarman, Kinney, Leeds, Mandel's, Thom McAn; Auto and Tires: Firestone, Goodrich, Goodyear, Pep Boys, Western Auto.

14 - NEWSPAPERS: NEWS-PRESS (e) 46,807; (S) 52,346; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard Thornton, Gen. Adv. Mgr., NEWS-PRESS, Drawer NN, Santa Barbara, CA 93102; Tel. (805) 966-3911.
National Representative : CWO&O.

SANTA CRUZ

1 - LOCATION: Santa Cruz County (SMSA). E&P Map B-5, County Seat. Residential, educational center, light industry, truck farming, vacation resort. 73 mi. S of San Francisco, 361 mi. N of Los Angeles. On State Hwys. 1, 9, 17.

2 - TRANSPORTATION: Railroads - S. Pac. RR (Freight).
Motor Freight Carriers - 6.
Intercity Bus Lines - Peerless; Pacific Greyhound; California Tours; Santa Cruz Metro.

3 - POPULATION:
Corp. City 80 Cen. 41,483
CZ-ABC: (70) 57,831; (81) 84,600
RTZ-ABC: (70) 35,919; (81) 60,700
County/SMSA: 80 Cen. 188,141
City & RTZ-ABC: (70) 93,750; (81) 145,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 16,617
County/SMSA 80 Cen. 71,793
CZ-ABC: (70) 22,684; (81) 38,500
RTZ-ABC: (70) 12,168; (81) 23,800
City & RTZ-ABC: (70) 34,852; (81) 62,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$938,187,000
Sav. & Loan	15	$612,270,000

6 - PASSENGER AUTOS: County 107,134

7 - ELECTRIC METERS: County 80,182

8 - GAS METERS: County 55,451

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage) - Farm, Food 1,600 ($200); Lumber 350 ($250); Gum Mfg. 225 ($260); Electronics 1,000 ($300); Concrete Bldg. 270 ($270).
Principal Pay Days - Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-78; Summer 40-97; Fall 39-88; Winter 22-80. First killing frost, Nov. 6. Last killing frost, Feb 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 12 blocks on Pacific Garden Mall; 1 on Locust; 1 on Cathcart; 1 on Walnut; 6 on Front; Regional Shopping Center; Capitola Mall-Kings; Plaza-41st Avenue.
Neighborhood Shopping Centers - Linda Vista Subd.; Mission St.; Almar Shpg. Ctr.; E. Santa Cruz; Seabright Ave. & Soquel Ave.; Seabright; Opal Cliffs; El Rancho; 38th Ave. & Portola; Rancho Del Mar; Aptos; Kings Plaza; 41st and Capitola Ave.; Kings Village; Scotts Valley; Felton Fair; Deerpark Center, Aptos.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Opal Cliffs	3	Opal Cliffs, Food Cntr.
Linda Vista	1	Linda Vista Mkt.
East Santa Cruz	1	Eberts
King's Plaza	5	Alpha Beta, Thrifty
Rancho Del Mar	8	Safeway
King's Village	6	MacDonald's Foods
East Cliff Village	2	DeLuxe Foods, Crown Drug
San Lorenzo Pk. Plz.	NA	Albertson Foods, Long's Drug
Capitola Mall	5	Sears, Mervyn's
Soquel Ave.	NA	Thrifty Drug, Alpha Beta Mkt.
Felton Fair	6	Safeway, Thrifty Drug

Deer Park Center	8	DeLuxe Foods

Principal Shopping Days : Dept. Stores – Mon., Fri., Sat.; Food – Thu., Fri., Sat.
Stores Open Evenings : Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores – Leesk's; Penneys; Sears; Ebert's; K mart; Mervyn's.
Variety Stores – Woolworth's; Ben Franklin; Palm; Sprouse Reitz; TG&Y.
Discount Stores : Super Auto Store; Consumers Distributing; Kragen's.
Chain Drug Stores : Horsnyder Rexall; Palm Rexall; Long's 2; Thrifty 3; Village Rexall.
Chain Food Supermarkets : Safeway 5; Red & White 4; Lucky; Albertson's 2; Alpha Beta 2; Nob Hill.
Other Chain Stores : MacFarlane's (candy); Singer Co.; Karl's Shoes; Gensler-Lee; Western Auto; Trend O'Fashion; Montgomery Ward (catalog); Sears; Firestone; Goodyear; McMahon's Furniture; Coast-to-Coast; B. Dalton, Bookseller; Foxmoor; Hartfield's; Hickory Farms; House Fabrics; Kinney's Shoes; Keepsake Diamonds; Radio Shack; Thom McAn; Zale's Jewelers; Color Tile.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 26,621; (S) 30,229; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Norman L. Powell, Adv. Dir., SENTINEL, 207 Church St., Santa Cruz, CA 95060; Tel. (408) 423-4242.
National Representative : Branham.

SANTA MARIA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc SMSA), E&P Map C-7. Manufacturing, agriculture and military NASA Space Center; in NW part of Los Angeles, 271 mi. S. of San Francisco.

2 - TRANSPORTATION: Railroads – Santa Maria Valley connecting with main coast line of SP at Guadalupe, 8 mi. west.
Motor Freight Carriers – 4.
Intercity Bus Lines – Pacific Greyhound; Central Coast Bus Lines.
Airlines – Swift Aire.

3 - POPULATION:
Corp. City 80 Cen. 39,685
County/SMSA 80 Cen. 298,660
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,040
County/SMSA 80 Cen. 109,343

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.
Sav. & Loan	5	N.A.

6 - PASSENGER AUTOS: County 173,073

7 - ELECTRIC METERS: Residence 19,639

8 - GAS METERS: Residence 27,079

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Sugar 330 ($150); Oil 699 ($175); Food Processing 2,205 ($105); Prod. Mfg. 725 ($175); Defense Installation 10,201 ($200); Record Mfg. 750 ($175); Cable Mfg. 200 ($175); Electrical Sub Station & Components 150 ($175); Aircraft Mfg. 225 ($200).
Principal Pay Days – Fri., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp. – Spring 46-72; Summer 51-76; Fall 41-85; Winter 36-68. First killing frost, Nov. 26. Last killing frost, Jan. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center – 7 blocks on Broadway; 8 on Main; 5 on Church; 1 on Cypress; 2 on Chapel; 6 on S. Broadway; 1 on Orcutt Rd.; 4 on E. Main; 3 on Blosser; 3 in Oak Knolls.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Santa Maria (3)	NA	Lucky Market, Penney, Thrifty Drug
Williams Ctr. (2)	NA	Williams Bros. Mkt., Parson's Drug
Broadway Pl. (2)	NA	Safeway, Sav-On, Montgomery Ward
Oak Knolls (8)	NA	Safeway, Coronet
Blosser Strip (3)	NA	Riviera, Londons Furn., Wellenkamp Furn.
Afco Ctr. (2)	NA	Handyman, Williams Bros. Mkt.
K mart (2)	NA	K mart
Santa Maria Town Center Mall (72)	NA	Gottschalk's, Sears
Stowell Center (1)	NA	McMahon's

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : J.C. Penney; Montgomery Ward; K mart; Sears; Sav-On Drugs; Long's Drugs; Handyman (5 nights); Downtown Thur.

13 - RETAIL OUTLETS: Department Stores – Sears; J.C. Penney; Haslams; Cornet 2; Bryant & Trott; Fashion Center; Montgomery Ward; K mart; Builder's Emporium; Gottschalk's.
Variety Stores – Cornet 2; Sprouse Reitz.
Chain Drug Stores : Gardner-Wheaton (Rexall) 2; Thrifty 2; K mart; Parsons; Sav-On; Valley Medical Phcy. 2; Medicine Shoppe; Long's Drug.
Chain Food Supermarkets : Safeway 3; Williams Bros. 10; Lucky 3.
Other Chain Stores – Firestone; Goodyear; McMahon's (furniture); Remar's; Mode O'Day; Trend-O- Fashion; Karl's Shoes; Holser & Bailey; Riviera Sofa-Bed; Singer Co.; Firestone; Goodrich; Grand Auto; Thom McAn; Kinney Shoes; Anita Shops; Foxmoor, Kauffman's; Jorgensen Jewelers; International Imports; All American Sports; Motherhood Maternity Shops; Party Time; Casual Corner; Hartfield's; Musicland; Korb's; Bobbie West; Village East; Zale's; Tiffin's Jewelers; Ringmaker's; Gallenkamp; Haslam's; B. Dalton; Grossman's; Handyman; Ardan Catalog; Consumers Distributing.

14 - NEWSPAPERS: TIMES (e) 18,534; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Gil Phelps, Adv. Dir., TIMES, PO Box 400, Santa Maria, CA 93546; Tel. (805) 925-2691.
National Representative : None.

SANTA MONICA

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles-Long Beach SMSA). On Santa Monica Bay. 17 mi. from Los Angeles. Terminus of Santa Monica Freeway and Pacific Coast Hwy.

2 - TRANSPORTATION:
Motor Freight Carriers – 300.
Intercity Bus Lines – Santa Monica Municipal; So. Cal. Rapid Transit District; Greyhound.
Airlines – United; American; TWA; Pan Am; Continental; Bonanza; Western. All major carriers & local Commuter lines.

3 - POPULATION:
Corp. City 80 Cen. 88,314
CZ-ABC: (70) 88,289; (81) 94,500
RTZ-ABC: (70) 198,857; (81) 213,800
County/SMSA 80 Cen. 7,477,657
City & RTZ-ABC: (70) 287,146 (81) 308,300
Demographic information is available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,912
County/SMSA 80 Cen. 2,730,674
CZ-ABC: (70) 40,374; (81) 49,700
RTZ-ABC: (70) 77,906; (81) 96,400
City & RTZ-ABC: (70) 118,280 (81) 146,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	55	N.A.
Sav. & Loan	61	NA

6 - PASSENGER AUTOS: County 4,048,996

7 - ELECTRIC METERS: Residence 38,675

8 - GAS METERS: Residence 34,119

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners – Manufacturing 30,400; Service 34,400; Gov't. 29,500; Others 21,000; Trade (wholesale & retail) 26,200.
Principal Industrial Pay Pay Days – Fri.

10 - CLIMATE: Avg. Temps. – Summer 60-68; Winter 49-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center – Santa Monica Place 1 blk, 3 levels, 160 stores- Broadway, Robinson's.
Neighborhood Shopping Centers – 14th & Wilshire; Lincoln & Ocean Park Blvd.; Montana Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
14th & Wilshire	1	Vons
Lincoln & Ocean Pk.	2	Luckys
Rancho Park	4	May Co.
Century City (80)	7	Broadway, I.Magnin, Gelsons Mkt., Bullocks
Fox Hills (135)	6	Broadway, May Co., J.C. Penney
Marina (42)	4	Boys, Safeway, Vons
Brentwood (34)	2	
Westland (12)	4	May Co., Vons, Drug King
Santa Monica (130)	0	Broadway, Robinson
Culver Center	5	J.C. Penney, Market Basket, Thrifty Drugs, Riviera

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Department Stores – Every night; Food – Most stores open every night.
Stores Open Sundays : Food, Sears, Penneys, Broadway, May Co.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Sears; Henshey's; Campbells; May Co; Broadway; Bullocks; Robinsons.
Variety Stores – Woolworth; Newberry's 2; Mall Mart.
Chain Drug Stores : Drug King; Thrifty 2; Savon Drugs 2; Horton & Converse; Reager's Bay Cities 2; Bi-Rite 3; Medicine Shoppe.
Chain Food Supermarkets : Alpha Beta 2; Boys Mkt. 2; Albertsons; Food King 3; Hughes 5; Lucky's 3; Market Basket 4; Ralphs 3; Royal; Safeway 11; Thriftimart 4; Von's 3; Westward Ho 3; V&S 2; Grocery Warehouse.
Other Chain Stores – Barker Bros.; Leeds; Thom McAn; Karl's; Moss; National Shirt; See's Candies 3; McMahan; Pep Boys; House of Nine; Standard Brands Paint; Kinney Shoes; Hartfield; Lerners; Carlson's 4.

14 - NEWSPAPERS: EVENING OUTLOOK (e) 35,561; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Larry Harrison, Display Adv. Mgr., EVENING OUTLOOK, 1920 Colorado Ave., Santa Monica, CA 90404; Tel. (213) 829-6811.
National Representatives : CWO&O; USSPI.

SANTA PAULA

1 - LOCATION: Ventura County, (In Oxnard-Simi Valley-Ventura SMSA). E&P Map D-7. Residential and Agricultural Center. 85 mi. N of Los Angeles; 45 mi. S of Santa Barbara; 15 mi. from seashore. On Santa Paula Freeway and Hwy. 150.

2 - TRANSPORTATION: Railroads – S.P.; Pacific Freight Line.
Motor Freight Carriers – 6.
Intercity Bus Lines – Greyhound.
Airlines – Charter Service. Scheduled commercial service at Oxnard, 17 miles.

3 - POPULATION:
City 80 Cen. 20,552
County/SMSA 80 Cen. 529,899
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,849
County/SMSA 80 Cen. 173,254

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$68,000,000
Sav. & Loan	2	$62,000,000

6 - PASSENGER AUTOS: County 295,212

7 - ELECTRIC METERS: Residence 5,922

8 - GAS METERS: Residence 6,104

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Agriculture 6,420 ($168); Oil Drilling, Pumping and Processing 1,120 ($244); Small Mfg. 820 ($175); Food Packing; Citrus Fruit Packing and Processing; Oil Refining; Plastics; Walnut Pkg.; Paper Box Mfg.; Machine Works; Controls; Paper and Plastic Cups; Frozen Foods.

10 - CLIMATE: Min. & Max. Temp. – Spring 60-79; Summer 72-85; Fall 61-74; Winter 58-68.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Shopping Centers (30 stores).
Principal Shopping Days : Thur., Fri., Sat., Sun.
Stores Open Evenings : Fri.; Shopping Centers, every evg. & Sun.

13 - RETAIL OUTLETS: Department Stores – Santa Paula Store.
Variety Stores – Coronet; Gilbert's; Beno's; Sears (catalog).
Chain Drug Stores : Thrifty; Cauch's 3.
Chain Food Supermarkets : Alpha Beta; Safeway; Santa Paula Sprmkt.; Stop'N Shop.
Other Chain Stores – Western Auto; Firestone; McMahan's Furniture; Mode O'Day; Chief Auto; Sambo's; Colonel Sanders; McDonald's; Winehills; Pizza Hut; Payless Shoes; Radio Shack.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 3,081; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Don Johnson, Pub., CHRONICLE, 116 N. 10th St., Santa Paula, CA 93060; Tel. (805) 525-5555.
National Representative : None.

SANTA ROSA

1 - LOCATION: Sonoma County, (SMSA) E&P Map B-4, County Seat. Agriculture, Poultry, Dairy Center. Manufacturing, Food Processing and Distributing center. 52 mi. N of San Francisco; 240 mi. S of Eureka. On U.S. Hwy. 101 and two State Hwys.

2 - TRANSPORTATION: Railroads – Northwestern Pacific; Petaluma-Santa Rosa R.R.
Motor Freight Carriers 38.
Intercity Bus Lines – Greyhound; Golden Gate.
Airlines – West Air Commuter.

3 - POPULATION:
Corp. City 80 Cen. 83,205
CZ-ABC: (70) 77,450; (81) 123,500
RTZ-ABC: (70) 211,980; (81) 307,200
County/SMSA 80 Cen. 299,827
City & RTZ-ABC: (70) 289,430; (81) 430,700

4 - HOUSEHOLDS:
City: 80 Cen. 33,800
County/SMSA: 80 Cen. 114,523
CZ-ABC: (70) 27,135; (81) 50,100
RTZ-ABC: (70) 69,739; (81) 116,800
City & RTZ-ABC: (70) 96,874; (81) 166,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	25	N.A.

6 - PASSENGER AUTOS: County 172,020

7 - ELECTRIC METERS: Co. Residence 123,884

8 - GAS METERS: Co. Residence 89,050

9 - PRINCIPAL INDUSTRIES: County – Mining 400; Construction 5,600; Manufacturing: Durable 9,800, Non-Durable 4,400; Transportation & Utilities 4,500; Trade: Retail 18,400, Wholesale 3,600; Finance, Ins., Real Estate 5,600; Services 17,300; Government 20,300; Other Non-Agricultural 10,500; Agriculture 3,800.
Principal Pay Days : Fri., 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 28-96; Summer 38-100; Fall 40-103; Winter 28-82. First killing frost, Nov. 23. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center – 7 blocks on Fourth St.; 4 on Fifth St.; 3 on Third St.; 4 on Mendocino Ave.; 3 on B St.
Neighborhood Shopping Center : Large centers, about 180 stores: Montgomery Village; Montgomery Drive and Farmers Lane, 80 Stores: Town & Country, 15 stores at end of McDonald Ave.; Roseland; about 10 stores on Sebastopol Road; Santa Rosa Plaza, about 8 stores; Farmers Lane at Fourth; Mayette, Yulupa and Mayetta, about 15 stores; Larkfield, on Highway 101-N., about 10 stores; St. Francis Sonoma Hwy., at Calistoga Rd., 12 stores; Vistadel Valle Plaza, Farmers Lane at Bennett Valley Rd., 23 stores.
Regional Shopping Center : Coddington, Hwy 101 at Steele Lane, 86 tenants.
Principal Shopping Days : Wed., Thurs., Fri., Sat.
Stores Open Evenings : Department Stores. Food about 50% open every night.
Open Sunday : Discount, Department and most Food Stores.

13 - RETAIL OUTLETS: Department Stores – Sears Roebuck; Rosenbergs; White House; Montgomery Ward; Penneys; The Emporium; Joseph Magnin; Ross-Atkins; Mervyn's; Liberty House.
Discount Stores : K mart.
Variety Stores : Sprouse Reitz; TG&Y.
Chain Drug Stores : Thrifty 2; Tomasco 3; Long's 2; Medico 3; Payless; Pay & Save.
Chain Food Supermarkets : Safeway 4; Lucky 2; Albertson's 1; A&B 3; Alpha Beta 2; Mohar 4; Farmer's Market 1; Petrini 1; Raley's.
Other Chain Stores: Jewel Box; General Tire; Goodrich; Singer Co.; Smith's Shoes 3; Kinney Shoes; Leeds Shoes; McPhail Appliances; Sherwin-Williams; Gensler-Lee (jewelry); Firestone; Crescent Jewelers; See's Candies 3; Jay Vee Stores; Hickory Farms; Breuners Home Furnishings; R B Furniture; New York Fabrics; Standard Brand Paint.

14 - NEWSPAPERS: PRESS-DEMOCRAT (e-mon to fri) 65,894; (S) 65,894; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James Sontag, Natl. Adv. Mgr., PRESS-DEMOCRAT, 427 Mendocino Ave., Santa Rosa, CA 95402; Tel. (707) 546-2020.
National Representative : Landon.

SIMI VALLEY

1 - LOCATION: Ventura County (In Oxnard-Simi Valley-Ventura SMSA); E&P Map D-7. 30 mi. from Los Angeles, 10 mi. from San Fernando Valley

2 - TRANSPORTATION: Railroads – Southern Pacific (freight only).
Motor Freight Carriers – 11; 1 local.
Bus Lines – Local system with a connection to Los Angeles.

3 - POPULATION:
Corp. City 80 Cen. 77,500
County/SMSA 80 Cen. 529,899
City of Pub.-ABC: (70) 56,464; (81) 85,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,036
County/SMSA 80 Cen. 173,254
City of Pub. ABC: (70) 13,554; (81) 23,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	N.A.
Sav. & Loan	10	N.A.

6 - PASSENGER AUTOS: County 295,212

7 - ELECTRIC METERS: Residence 34,746

8 - GAS METERS: 21,475

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Clothing 200.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-70; Summer 62-81; Fall 52-74; Winter 42-57.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers** : Number of stores, Location - Larwin Square 34, Los Angeles Ave.; Mervyn's Center 23; Cochran (1 block off Los Angeles Ave.); Cedar Plaza 12, Los Angeles Ave.; Alpine Village 27, Tapo, between Cochran & Alpine; La Fiesta Center 14, Cochran & Erringer; Bellwood Center 18, Alamo & Tapo; Santa Susana Plaza 10, Tapo, between Cochran & Eileen; Von's and Thrifty Center 9, Los Angeles & Sycamore; Ralphs Center 13, Los Angeles Ave. & Erringer; Valley Center 10, Los Angeles Ave. & Erringer; Alpha Beta Center 23, Cochran & Sycamore.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Larwin Square (23)	3	Builders Emporium, Thriftymart
Alpine Vlg. (29)	2	Von's, Pic & Save, Big 5 Stores, Sears Discount
Cedar Plaza	2	General Store, Baskin Robbins
Mervyn's	1	Mervyn's, Sav-On
Gemco (21)	1	Gemco
Oaks	10	Broadway, Robinsons, J.C. Penney, May Co., Bullocks
Mall	10	Sears, Von's

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores** - Mervyn's.
Variety Stores - K mart; Gemco.
Chain Drug Stores - Sav-On; Thrifty Drug.
Chain Food Stores - Ralph's; Safeway; Thriftmart; Von's.
Other Chain Stores - Firestone; Mark C. Bloome; Naha's; Builders Emporium; Lumber City.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 12,199; (S) 12,375; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Monroe Curtis, Adv. Mgr., ENTERPRISE, 888 Easy St., Simi Valley, CA 93065; Tel. (805) 526-6211.
National Representative: None.

SONORA

1 - LOCATION: Tuolumne County, E&P Map C-4, County Seat. 40 mi. N of Yosemite; 120 mi. E of San Francisco on State Hwys. 108, 120 & 149.

2 - TRANSPORTATION: **Railroads** : Sierra.
Intercity Bus Lines : Greyhound.
Airlines : Yosemite.
Motor Freight Carriers : 5.

3 - POPULATION:
City 80 Cen. 3,239
County 80 Cen. 33,920

4 - HOUSEHOLDS:
City 80 Cen. 1,292
County 80 Cen. 12,668

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$120,021,000
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 18,953

7 - ELECTRIC METERS: Res. 7,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage) - Lumber 2,000 ($350); Trade 530 ($250); Government ($280); Mining 209 ($220); Service 329 ($240); Utilities 150 ($200).
Principal Industrial Pay Days : 5th and 25th.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-80; Summer 40-106; Fall 40-76; Winter 19-70. First killing frost, Oct 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers** : 6 blocks on Washington and Steward Sts.; Several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Foster Bros. (9)	NA	Montgomery Ward, Savemart Mkt.
Hales & Symons (8)	NA	Sears, Safeway
Sierra (3)	NA	Con Quick Mkt., Coast-to-Coast
Sonora (19)	NA	Thrifty Drug, Save Mart

Neighborhood Shopping Centers : Mono Highway E. of Sonora; Stockton Rd. W. of Sonora; Groveland; Jamestown; Twain Harte; Columbia; Tuolumne; Pinecrest; Willow Springs.
Principal Shopping Days : Mon., Fri.
Stores Open Evenings : Some stores Fri.; Food every evening and Sundays.

13 - RETAIL OUTLETS: **Department Stores** : Knox's; J.C. Penney; Sears; Montgomery Ward; Nine; Value Giant; Mark Twain.
Variety Stores : Sprouse Reitz.
Discount Stores : Value Giant.
Chain Drug Stores : Savemart 3; Safeway; Super Save; EZ Mart 2; Don Quick 2.
Other Chain Stores : Foster Freeze; Red & White 3; Western Auto; Value Giant; Thrift; Kentucky Fried Chicken; Swensen's.

14 - NEWSPAPERS: UNION DEMOCRAT (e-mon to fri) 8,576; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Harvey C. McGee, Pub., UNION DEMOCRAT, 84 S. Washington St., Sonora, CA 95370; Tel. (209) 532-7151.
National Representative : None.

SOUTH BAY

See TORRANCE

SOUTH GATE

See HUNTINGTON PARK

SOUTH LAKE TAHOE

1 - LOCATION: El Dorado County, E&P Map C-4, Lake Tahoe on Highway 50, 110 miles from Sacramento at Nevada-California Stateline.

2 - TRANSPORTATION: **Intercity Bus Lines** - Greyhound; Graylines; L. T. R. Stage Lines.
Scheduled Airlines : Aspen Airways; Wings West Airlines. Scenic Flying Services; Norcal.
Motor Freight : Delta Lines; Western Gillette; Arrow Mayflower; South Tahoe Moving and Storage (Bekins).

3 - POPULATION:
Corp. City 80 Cen. 20,681
County 80 Cen. 85,812

4 - HOUSEHOLDS:
City 80 Cen. 9,004
County 80 Cen. 32,505

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Comm.	7	$81,795,000
Sav. & Loan	5	$590,000,000

6 - PASSENGER AUTOS: County 48,171

7 - ELECTRIC METERS: (City) 9,527

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Tourism, year-around recreation, 5 major ski areas, 309 motels & hotels (6,529 units); Gaming. Nevada area; construction, real estate, mining.

10 - CLIMATE: Avg. Temp. - Summer 65; Winter 26-40. Snow, Dec. thru April.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers** : Lampson Plaza 22 stores; Ski Run 8 stores; Al-phine; Bijou; Mell's; Schnidts; Ski Run; Town & Country; Round Hill Pines; Zephyr Cove, Nevada; Incline Village, Nev.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Al Tahoe (10)	NA	Pay Less Drug, Lucky Mkt.
Tahoe Crescent (24)	NA	Mitchells Jewelers, Wrangler Ranch
Tahoe South Y (25)	NA	K mart, Raleys Drug

13 - RETAIL OUTLETS: **Department Stores** - Lawrence's; Joseph Magnin; Carson Furniture; Raley's 2; K mart; The Outdoorsman; Outfitter.
Variety Stores - Sprouse Reitz 2.
Chain Drug Stores : Shelley's 3; Payless; Thrifty Drug; Raleys 3.
Chain Food Stores : Safeway 7; Inks Markets 1; Raley's 4; Lucky Stores 2.
Other Chain Stores : Montgomery Ward (TBA, Appliance); Sears (TBA, Appliance); Grand Auto; Firestone; Handy Andy.

14 - NEWSPAPERS: TAHOE TRIBUNE (e-mon to fri) 9,256; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: D.W. Wright, Pub., TAHOE TRIBUNE, 3079 Harrison Ave., South Lake Tahoe, CA 95705; Tel. (916) 541-3880.
National Representative: None.

STOCKTON

1 - LOCATION: San Joaquin County (SMSA). E&P Map B-4. Deep water port. Shipping center for Sacramento and San Joaquin Valleys. County Seat. 78 mi. from San Francisco on I-5; 345 mi. from Los Angeles.

2 - TRANSPORTATION: **Railroads** - Southern Pacific; Western Pacific; AT&SF; Center California Traction Co. (freight); Tidewater Southern (freight); Port of Stockton Belt Line (freight); Stockton Terminal & Eastern (freight).
Motor Freight Carriers - 38 Common; 90 Contract.
Freight Steamship Lines - 23.
Intercity Bus Lines - Greyhound; Continental Trailways.
Airlines - Air Pacific; Yosemite; P.S.A.; Golden Gate; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 149,779
CZ-ABC: (70) 161,206; (81) 207,400
Bal. in PMA-ABC: (70) 129,002; (81) 149,500
County/SMSA 80 Cen. 347,342
Total PMA-ABC: (70) 290,208; (81) 356,900
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 55,335
County/SMSA 80 Cen. 124,626
CZ-ABC: (70) 53,249; (81) 78,900
Bal. in PMA-ABC: (70) 39,123; (81) 51,800
Total PMA-ABC: (70) 92,372; (81) 130,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	35	$1,060,793,000
Sav. & Loan	27	$1,231,860,000

6 - PASSENGER AUTOS: County 180,049

7 - ELECTRIC METERS: Res. (CZ) 62,760

8 - GAS METERS: Res. (CZ) 56,821

9 - PRINCIPAL INDUSTRIES: Manufacturing 20,700 ($291); Food Products 6,700 ($295); Paper, printing & Pub. 8,100 (NA); Lumber & Wood Products 2,400 (NA); Machinery 1,300 ($394); Trans. & Utilities 1,700 (NA); Trade 27,400 (NA); Finance Ins. & Real Estate 4,900 (NA); Services 23,800 (NA); Gov't. 26,900 (NA); Construction 5,700 (NA); Mining 100 (NA).
Principal Pay Days : Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. Spring 35-99; Summer 48-111; Fall 30-101; Winter 25-73. First killing frost, Nov. 14. Last killing frost, Feb. 1.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: Downtown Shopping Area, consists of 24 square blocks bounded by Market St., Miner Ave., El Dorado St., Stanislaus St.
Neighborhood Shopping Centers : Pacific Ave. from Harding to Alpine; Wilson Way from Market St. to Harding Way; Charter Way from El Dorado to Grant; Marnego Ctr., Pacific Ave. at Swain Rd.; Lincoln Ctr.; Benjamin Holt Drive from Pacific Ave. to Gettysburg Pl.; Mayfair, El Dorado from Swain Rd. to Duncan; Weberstown-Sherwood Manor, (Regional Shopping Center); Pacific Ave. from March Lane to Robinhood; Waterloo Rd. from Wilson Way to Diverting Canal; Parkwoods, Hammer Lane from Alexandria to Brentwood; Hammer Lane at El Dorado; Yosemite Ave., from Poplar to Acacia; Quail Lakes, I-5 & March Lane; Venetian Gardens, March Lane & Pershing; Venetian Sq., March Lane & Pershing; College Sq., March Lane & Pershing; Hammer Ranch, Pacific & Hammer Lane; Hammertown, Hammer Ln. & West Ln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pacific Ave.	2	Lucky Store
Charter Way	2	Safeway
Wilson Way	2	Albertson's, Payless
Lincoln Center	5	Don Quick, Campbell's, Albertson's, Payless
Lincoln Village West	5	Don Quick
Mayfair	4	Savemart
Weberstown	4	Sears, Weinstock's
Sherwood Manor	4	Macy's, Ward's
Sherwood Plaza	5	K mart
Parkwoods	6	Sibs Mkt.
Hammer Lane	6	Alpha Beta
Venetian Square	NA	Frys
Yosemite	2	Troglias Dept., A&L Mkt.
Waterloo Rd.	NA	Rasco-Tempo, Giant Food, Don Quick
Venetian Gardens	3	Alpha Beta
College Sq.	5	Mervyn's
Hammer Ranch	5	Long's
Hammertown	7	Zody's, Ole's

Principal Shopping Days: Department Stores - Thurs., Fri., Sat. & Sun.
Stores Open Evenings : Downtown - Thu., Fri.; Weberstown-Sherwood Manor - Mon. thru Fri.; Pacific Ave. - Mon., Thurs.; Lincoln Village - Mon. and Thurs.
Stores Open Sundays : Major Grocers; Dept. & Discount: Macy's, Weinstock's, Ward's, Sears, Breuner's, Payless, K mart, Penney's, Angel's, Mervyn's.

13 - RETAIL OUTLETS: **Department Stores** - J.C. Penney 2; Macy's; Weinstock's; Montgomery Ward; Sears; Dry Goods Stores; Rosenthal's; Brown & Mahin 2; Troglia's 2; Furniture Stores; Breuner's; Cousin's; N. Sweet; Acme; Capital; Great Western; Georgetown Manor; R B Furn.; Town & Country; Thornton House.
Discount Stores : K mart 2; Gemco; Pay Less 2; Angel's; Long's; Zody's; Marshall's.
Variety Stores : Kress; Newberry.
Chain Drug Stores : Thrifty 3; Pay Less 2; Green Bros. 3; Long's 2; Ethical Pharmacy.
Chain Food Supermarkets : Alpha Beta 2; Centro Mart 10; Quik Stop 4; Sib's 3; Lucky; Save-mart 3; Safeway 5; Segarini's 5; Gemco 1; 7-Eleven 3; Don Quick 9; K mart 2; Albertson's 3; Fry Markets 2; New Deal 2.
Other Chain Stores Shoes: Gallenkamp, Karl's, Leed's 2; Women's Wear: Lerner's, Park Lane Hosiery; Auto Supply: Goodyear 2, Firestone 2, Western Auto, Grand Auto 2, Big Brake, Roddy's, Kragen Auto, Mervyn's, Best Dept. Store, Winston Tire, Big-O Tires.

14 - NEWSPAPERS: RECORD (e-mon to fri) 55,174; (m-sat) 53,911; (S) 55,975; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bob West, Nat'l. Adv. Mgr., RECORD, 530 E. Market St., Stockton, CA 95202; Tel. (209) 466-2652.
National Representative : Gannett.

TAFT

1 - LOCATION: Kern County (In Bakersfield SMSA): E&P Map C-6. 133 mi. NW of Los Angeles; 290 mi. SE of San Francisco. On U.S. Hwy. 33.

2 - TRANSPORTATION: **Railroads** - Sunset.
Bus Line - Foster Transp. to Bakersfield.
Motor Freight Carriers - 5.

3 - POPULATION:
Corp. City 80 Cen. 5,316
County/SMSA 80 Cen. 403,089

4 - HOUSEHOLDS:
City 80 Cen. 2,096
County/SMSA 80 Cen. 139,811

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$78,000,000
Sav. & Loan	2	$32,500,000

6 - PASSENGER AUTOS: County 211,373

7 - ELECTRIC METERS: Total 5,447

8 - GAS METERS: Total 5,040

9 - PRINCIPAL INDUSTRIES: Oil Industry 4,950 Emp. Av. weekly wage $250.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-80; Summer 75-108; Fall 65-80; Winter 32-60. First killing frost, Dec. 28. Last killing frost, Jan. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shpg. Ctr. & some Downtown.

13 - RETAIL OUTLETS: **Department Stores** - J.C. Penney; Sugar 'n Spice; Lack's for Guys and Gals; Vic's; Weldons; Marty's; Helen's Shoppe; Lee's Shoe Palace; The Boat Shop; Word of Faith Book Store.
Variety Stores - TG&Y; Kirkpatrick Bros.; Bonanza; 88 Discount Mart.
Chain Drug Stores : Safeway 1.
Chain Food Supermarkets : West Side; Safeway; 11-C; Hali Mart.
Other Chain Stores - Mode O'Day; Goodyear; TG&Y; Safeway Drug Center; Sears (Catalog); Wards (Catalog); Beno's; Coast to Coast Stores.

14 - NEWSPAPERS: MIDWAY DRILLER (e-mon to fri) 4,142; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Don Durham, Adv. Dir., MIDWAY DRILLER, 800 Center, Taft, CA 93268; Tel. (805) 763-3171.
National Representative : None.

THOUSAND OAKS

1 - LOCATION: Ventura County, E&P Map D-7 (In Oxnard-Simi Valley-Ventura SMSA). 40 mi. W of Los Angeles, 396 mi. S of San Francisco; On U.S. Hwy. 101, State Highway 23; Hq. for Northrop - Ventura Science Mfg.; and North American Aviation Science Center. Home of California Lutheran College; Summer training camp for Dallas Cowboys.

2 - TRANSPORTATION: Airlines - Golden West Airlines in Oxnard (21 mi.); Ventura County Airport, complete facilities for private aircraft; Los Angeles International Airport (55 mi.); Camarillo Airport in Camarillo (8 mi.).
Bus Lines - Greyhound; Great American Stageline to Los Angeles International Airport, and local city bus.
Railroads - Southern Pacific and Santa Fe in Camarillo (8 mi.).
Shipping Ports Deep Water, Hueneme (24 mi.) service to coastal and foreign ports.
Truckline California Motor Express; Consolidated

Freightways; United Parcel; Pacific Motor Trucking; Leeway Motor Freight, and other major trucklines.

3 - POPULATION:
Corp. City 80 Cen. 77,797
PMA-ABC: (70) 60,921; (81) 86,500
County/SMSA 80 Cen. 529,899
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 26,112
County/SMSA 80 Cen. 173,254
PMA-ABC: (70) 16,163; (81) 26,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	23	$160,000,000
Sav. & Loan	18	$230,000,000

6 - PASSENGER AUTOS: County 295,212

7 - ELECTRIC METERS: Residence 33,555

8 - GAS METERS: Residence 33,300

9 - PRINCIPAL INDUSTRIES: There are approximately 127 industrial firms in the Conejo Valley. Leading group classes of products are electronic components, aircraft and missile components, defense systems and plastic products. The largest industrial firms and employment in the area are: Northrop Corp. 890; Burroughs Corp. 1050; Bunker Ramo 900; Semtech Corp. 625; Autologic Corp. 400; Raypal Co., Inc. 300; Fansteel Corp. 230; State Farm Insurance 720; Los Robles Reg. Med. Center 800; Conejo Valley Unified School District 1500; Westlake Com. Hosp. 423; IBM Corp. 250; California Lutheran College 275; Rockwell Int'l Science Center 420; News-Chronicle 172; TRW 125; McDonald Enterprises 100; Trailer Life Pub. 130; Prudential Ins. Co. (home office 1980) 800; Lexitron Corp. (operational 1980) 800. Number of Wage Earners: 237,200.

10 - CLIMATE: Min. & Max. Temp. Spring 53-81; Summer 69-90; Fall 59-84; Winter 42-71.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Center** - The Oaks Mall.

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Albertson's Plz. (10)	NA	
Big Oak (17)	NA	
Casa Conejo (14)	NA	
Conejo Plaza (17)	NA	
Conejo Valley (10)	NA	Sav-on Drug, Ralph's
County Line Ctr.	NA	
E and K Center	NA	
El Cid (40)	NA	
Evergreen Plaza (9)	NA	
Glen Oaks (10)	NA	
Heritage Plz. (80)	NA	
Janss Mall (8)	NA	
K mart Ctr. (20)	NA	K mart
Kanan Plz. (20)	NA	
Kanan Village	NA	
L and K Ctr. (15)	NA	
La Siesta (13)	NA	
Newbury Park	NA	Newbury Hdwe.
Newbury Square (10)	NA	
North Oaks Pl. (18)	NA	Dairy Queen, B&D Mkts.
Oak View Plaza (20)	NA	
Old Town (22)	NA	
Palm Plaza (27)	NA	
Park Oaks (36)	NA	TG&Y, Radio Shack
Park Plaza (24)	NA	
Skyline Plz. (10)	NA	
Sun Plaza (135)	NA	
The Oaks (135)	NA	Broadway, Bullocks, J.C. Penney, May Co.
Olive Grove (40)	NA	
Twin Oaks Plz. (12)	NA	
Village Ct. (20)	NA	
Village Glen (23)	NA	
Village Sq. (7)	NA	Safeway
Vogue Plaza	NA	
Wendy-Kimber Plz. (20)	NA	
Westlake Business Park	NA	
Westlake Hills Plaza (40)	NA	
Westlake Plz. (35)	NA	Thriftimart

Principal Shopping Days : Fri., Sat. & Sun.
Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores - Sears; Broadway; May Co.; Robinson's; J.C. Penney; Nahas.
Variety Stores - Newberry's; Sprouse Reitz.
Discount Stores : K mart.
Chain Drug Stores : Thrifty; Safeway; Guild; Sav-on, All Med.; Clark's; Rexall; CVS.
Chain Food Stores - Albertson's; Alpha Beta; Von's; Safeway; Thriftmart; K&G Mkts.; Ralphs.
Other Chain Stores - Rug Crafters; Hairstyling & Nail Co.; Le Monaco's; Hansel and Gretel; Earthcraft; Expanding Wall; Paintings of the World; Sunset House; Wallpapers To Go; Wood Factory; Gordon's; J. Herbert Hall; Jade House; Kirk's Jewelers; Murata Pearl; Slavick's; Zales; Barney's; The Brick Shirt House; Chess King; Gingiss Formalwear; Silverwood's; Zeiler & Zeiler; The Gap; Harris & Frank; Jacke Wolfe; Jeans West; Miller's Outpost; Creative Stereo; Gould Music; Musicland; Organ Exchange; Radio Shack; The Wherehouse; Airstep West; Athlete's Foot; Bell Bros. Shoes; Berman Corson Shoes; Buster Brown; Connie's Shoes; Foot Locker; Gallenkamp; Hanover Shoes; Hardy Shoes; Kinney; Leed's; Maling's; Florsheim; Red Cross Shoes; Regal Shoes; The Shoe Affair; Thom McAn; The Wild Pair; B. Dalton Bookseller; The Game Keeper; Hoffman Barber/Beauty Supply; House of Fabrics; I Natural Cosmetics; Merlo's Cutlery; Michael's Toys; Moran Drapery; Nails Etc.; National Uniforms; Parklane Hosiery; Pipe Pourri; The Sunglass; Texas Instruments; Vince's Pet Center; Walden Books; Casual Corner; Contempo Casuals; Fashion Conspiracy; Foxmoor; KoKo's Fashions; Lanz of Calif.; Lerner's; Motherhood Maternity; Pigeon's; Poppy Seed; Rix Rack; Sandy Lane; Show Off; Size 5-7-9; Susie's Casuals; Windsor Fashions; RB Furniture; Builder's Emporium; Lumber City; Mart Furniture; Mervyn's; Nurseryland; Ethan Allen-Traister's; Wetherby Kayser; Red Wing Shoes; Merle Norman; Carpeteria; Stretch & Sew; Cloth World; Singer.

14 - NEWSPAPERS: NEWS-CHRONICLE (e-mon to fri) 20,232; (S) 20,617; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Larry Boline, Adv. Dir., NEWS-CHRONICLE, PO Box 3129, Thousand Oaks, CA 91359; Tel. (805) 496-3211.
National Representative : Western Dailies.

Southwest Los Angeles County . . . is

THE AFFLUENT MARKET.

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FOR MANY REASONS . . .
The Daily Breeze

The Daily Breeze market area is the fastest growing, most affluent portion of Los Angeles County.

- AGGREGATE INCOME: $9,589,060,000
- TOTAL RETAIL SALES $4,093,420,000
- MEDIAN INCOME: $27,337
- HOUSEHOLDS: 337,300
- POPULATION: 1,050,515

You can reach it all with
The Daily Breeze

- CIRCULATION: 101,645
- PENETRATION: 34%
- CIRCULATION GROWTH: 227% (1961-1981)

Copley Newspapers

Los Angeles Sales Office
(213) 850-0777

Source: ABC 3-31-81 ABC 1961-1981
1981 SM&M Survey of Buying Power

Represented by
SAWYER-FERGUSON-WALKER CO. INC.

TORRANCE

1 - LOCATION: In Los Angeles County (In Los Angeles-Long Beach SMSA), E&P Map D-7; PMA includes divisions of Torrance and South Bay Cities - Carson; El Segundo; Gardena; Hawthorne; Hermosa Beach; Lawndale; Lomita; Manhattan Beach; Palos Verdes Estates; Rolling Hills Estates, and Redondo Beach. 19 mi. SW of Los Angeles; 15 mi. NW of Long Beach, Hwy. 101.

2 - TRANSPORTATION: Railroads - Pass.-Amtrak; Freight-So. Pac., Union Pac., Santa Fe.
Motor Freight Carriers - 13.
Intercity Bus Lines - Rapid Transit; Greyhound; Torrance and Gardena Municipal.
Airlines - L. A. Intl. Arpt. within PMA. All major lines, domestic & foreign.

3 - POPULATION:
Corp. City 80 Cen. 131,497
PMA-ABC: (70) 620,992; (81) 672,800
County/SMSA 80 Cen. 7,477,657
Demographic information available from Newspapers. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 50,410
County/SMSA 80 Cen. 2,730,674
PMA-ABC: (70) 200,148; (81) 249,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	143	$3,089,626,000
Sav. & Loan	86	$3,111,548,000

6 - PASSENGER AUTOS: County 4,048,996

7 - ELECTRIC METERS: Res. 142,943

8 - GAS METERS: Res. 154,400

9 - PRINCIPAL INDUSTRIES: 432 manufacturing plants. Leading products are: steel, electronics, plastics, aircraft assemblies, missiles, oil, oil field equipment, drilling equipment, rubber products, chemicals, aluminum products, research electronics, steel fabrication, home building products and engineering, paint mfg., aluminum mfg., bathroom fixtures. Est. Emp. 144,282; Est. Wkly Wage $299.

10 - CLIMATE: Min. & Max. Temp. - Spring 49-67; Summer 58-74; Fall 56-73; Winter 45-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Downtown Shopping Areas - Redondo, 8 blocks on 4 Sts.; Hermosa, 5 on 3 Sts.; Manhattan, 6 on 2 Sts.; Torrance, 14 on 4 Sts.; Riviera Village, 8 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
In Redondo Beach:		
Redondo Vlg. (15)	NA	Sears, SupeRx Drugs
Redondo Shpng. Ctr. (15)	NA	SupeRx Drugs
South Bay Ctr. (57)	NA	May, Thrifty Drug
King Harbor Plz. (15)	NA	Lucky Stores
The Pier (65)	NA	Sears, Gallenkamps
In Torrance:		
Del Amo Fashion Ctr. (275)	NA	Sears, Broadway, Penney, Robinson's, Bullocks, Mont. Ward, Ohrbachs
Old Towne Mall (117)	NA	Fayva Shoes, Radio Shack, Best, K mart
Pacific Plaza (15)	NA	
Rolling Hills (64)	NA	Thrifty Drug, Newberrys
In Palos Verdes:		
Palos Verdes Ctr.	NA	Buffum's, May Co., Bullocks Wilshire, Vons, Safeway, Thrifty Drug
In Manhattan Beach:		
Manhattan Village	NA	Buffum's, Bullock's, Wilshire, Ralph's, Sav-On Drug
Fisherman's Vlg. (40)	NA	
Marina Ctr. (42)	NA	
Washington Sq. (22)	NA	
In Carson:		
Carson Mall (90)	NA	Broadway, Sears, Penney
In Inglewood:		
Crenshaw-Imperial Plaza (45)	NA	Woolworth
Crenshaw-Imperial (32)	NA	Smiths Food, Thrifty Drugs, Boston Stores

Neighborhood Shopping Centers : South Redondo; Hollywood Riviera & South Pacific Coast Hwy. 10 blocks; N. Redondo; Artesia Blvd. 6 blocks; E. Hermosa; Pacific Coast Hwy., 5 blocks; E. Manhattan; Pacific Coast Hwy., 4 blocks; Walteria: Hawthorne Ave., 4 blocks; N. Torrance; 190th St., 3 blocks; Southwood; Palos Verdes Blvd., 2 blocks; King Harbor, 4 blocks; Lomita, Pac. Coast Hwy., 9 blocks; Lomita Blvd., 6 blocks; Carson, Avalon Blvd., 10 blocks; Carson Blvd. to Sepulveda, Lunada Bay, PV.
Principal Shopping Days : Sun., Fri., Sat.
Stores Open Evenings : Department and Food - 7 days a week.

13 - RETAIL OUTLETS: Department Stores - May Co. (Redondo Beach,Palos Verdes); The Broadway 5; Bullocks; Montgomery Ward 2; Ohrbach's (Torrance); Sears 3; Penney's 6; Buffum's 2 (Palos Verdes, Manhattan Beach); Robinson's (Torrance); Bullock's Wilshire 2; Boston Stores 3.
Discount Stores : The Akron; Zodys 4; ATA; K mart 3; Try-It-Store; Angel's; Fed Mart 2; Simon's; Gemco 3.
Variety Stores - J. J. Newberry 6; Woolworth 1; Cornet Stores 1; Kress; Kresge; TG&Y 3; Hermosa 5-10-25 .
Chain Drug Stores : Thrifty Drug 10; Sav-On 10; Drug King; Clark Drug 3; The Guild 3; Walters 1; Long's 1.
Chain Food Supermarkets : Safeway 18; Lucky 10; Thriftmart 2; Ralph's 7; Market Basket 5; Foods Co. 5; Von's 7; Mayfair 3; Royal Food; Boy's Market 6; Alpha Beta 10; Better Foods 2; Hughes 3; Food King 2; Top Valu 4; McCoys 2; Albertson's; Jewel T.
Other Chain Stores - Automotive: Firestone 8, Pep Boys 3, Rayco, Surefit, Aamco, Midas, Big Brake, Mobis, Goodyear 6, General Tire, Mark C. Bloome 4, Wynn Bros., Lucky Auto, Nationwide Safety Brake, Western Auto, Muntz, Auto Man, Hertz, Avis; Women's: Sally Shop, Mode O'Day, Hartfield, I. Magnin Lerners, Judy's, Chic Accessories, Bentley's, Gladys Fowler, Gigi Fashions, Lynn's, Helen Morgan, Modern Woman, Nobby, Polka Dot, Tall Girl, Wet Seal, Lane Bryant, Susie Q, House of Nine, Wilson House of Suede, Gale's, Alroe, The Gap, Miss Lori; Men's: Harris & Frank, Silverwoods, Surprise Store, Richman Bros. 2, C&R Clothiers 3, Big N Tall, Eaglesons; Shoes: Gallenkamp's 3, Flagg Bros., Wetherby Kayser, Mandel's, Air Step 2, Naturalizer, C. H. Baker 3, Leed's 4, Chandler's, Shoe Stop 2, Innes 2, Kirby's, Berland's, Hudson's 3, Cabot's, Children's Shoeland 3, Comars, Alpert's, Kinney's 3, Knapp, Red Wing, Thom McAn 2, Gudes Barnett, Florsheim, Hardy, Jarman, Regal; Paint & Hardware: Ole's 2, National Lumber 2, Hughes Paint, Standard Brand Paint 3, Sherwin-Williams, United Hardware, Rea's 2, Homeowners Emporiam 2; Furniture & Carpeting: McMahan's 4, Barker Bros, Moran Draperies, Carpetown Carpeteria 2, Hub, R-B Furniture 3, Danica, Lee's Bars & Stools, Friendly Furniture, Modern Way 2, Ortho 2, Riviera Sofa 3, Upright Draperies, Carriage House, Levitz Furniture; Jewelers: Hudson, Zale's, Slavicks, Lawsohns 2, Murata Pearls 2, Star of Siam 3, Weisfields; Miscellaneous: See's Candies 3, Big-5 Sporting Goods, Oshman's 2, Air Vent Awnings, Tandycraft, Ken Crane Magnavox 2, International House of Pancakes 2, Gloria Marshall Reducing, Jack La Lanne Salons 2, Abbey Rents, Bekin's Van & Storage, Singer Co., NIKL Music, Pier 1 Imports, Van de Kamp Bakery 12, Cost Plus Imports.

14 - NEWSPAPERS: THE DAILY BREEZE (e) 86,198; (S) 101,748; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Harpster, Ad. Dir., THE DAILY BREEZE, 5215 Torrance Blvd., Torrance, CA 90509; Tel. (213) 540-5511.
National Representative : Sawyer-Ferguson-Walker.

Editor & Publisher

NEWS OF NEWSPAPERS
52 WEEKS A YEAR

TULARE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville SMSA). E&P Map D-6. Centrally located on US Hwys. 99, 63 and State Hwy. 137 in Central San Joaquin Valley. 45 Hwy. mi. S of Fresno; 63 Hwy. mi. N of Bakersfield. Dairying and farming center, with some light manufacturing.

2 - TRANSPORTATION: Railroads - Southern Pacific; Santa Fe (freight only).
Motor Freight Carriers - 18 Local; 20 Major.
Intercity Bus Lines - Continental Trailways; Greyhound; Orange Belt.
Airlines - Inland; Swift.

3 - POPULATION:
Corp. City 80 Cen. 22,475
CZ-ABC: (70) 21,485; (81) 29,900
RTZ-ABC: (70) 18,551; (81) 23,900
County/SMSA 80 Cen. 245,751
City & RTZ-ABC: (70) 40,036; (81) 53,800

4 - HOUSEHOLDS:
City 80 Cen. 7,755
County/SMSA 80 Cen. 80,659
CZ-ABC: (70) 6,623; (81) 10,700
RTZ-ABC: (70) 4,986; (81) 7,300
City & RTZ-ABC: (70) 11,609; (81) 18,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Sav. & Loan	7	N.A.

6 - PASSENGER AUTOS: County 113,057

7 - ELECTRIC METERS: Residence 6,519

8 - GAS METERS: Residence 7,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Constr. 800 ($200-350); Mfg. 900 ($125-250); Agriculture 800 to 3,000 (unskilled) $125-$225; (seasonal, skilled) $125-300; Ag(seas.) ($125 to $300); Ag(year) ($125-300).
Principal Industrial Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 46-84; Summer 62-93; Fall 48-69; Winter 36-57. First killing frost, Nov. Last killing frost, Feb.

11 - TAP WATER: Neutral, very soft, pure; not fluoridated.

12 - RETAILING: Principal Shopping Center : 10 blocks on K St.; 5 on Tulare St.; 5 on Kern St.
Neighborhood Shopping Centers : Miracle Mile (E. Tulare Ave.); West Inyo St.; Business Route 99; Tower Square, downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town & Country Village	2	Thrifty Drug, K mart, Alpha Beta

Principal Shopping Days : Thurs., Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Leggett's; Montgomery Ward (catalog); K mart; Sears (catalog); Men's Stores - Cave's; Bob Myers; McCourt's; Safarjan; Menaboys; Women's Stores - Vogue; Mari D's.
Variety Stores - Rasco.
Discount Stores : Surplus City.
Chain Drug Stores - Thrifty Drug; Sweet's Drug (McKesson); Hamilton Pharm. (McKesson).
Chain Food Supermarkets : Safeway; Alpha Beta.
Other Chain Stores : Western Auto; Goodrich; Ace Hardware; Remar's; Trend O'Fashion; Mode O'Day; McMahan Furniture; Mathis & Bollinger; Bino's; Fisco; Radio Shack; Ernie's Liquor.

14 - NEWSPAPERS: ADVANCE-REGISTER & TIMES (e) 8,537; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Nelson, Adv. Dir., ADVANCE-REGISTER, 388 E. Cross Ave., Tulare, CA 93274; Tel. (209) 688-0521.
National Representative : Branham.

TURLOCK

1 - LOCATION: Stanislaus County (In Modesto SMSA) E&P Map C-5. In San Joaquin Valley on U.S. Hwy. 99; 40 mi. S. of Stockton; 300 mi. N. of Los Angeles; 100 mi. S.E. of San Francisco.

2 - TRANSPORTATION: Railroads - So. Pac.; Tidewater Southern; Santa-Fe.
Intercity Bus Lines Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,291
CZ-ABC: (70) 15,754; (81) 29,400
RTZ-ABC: (70) 26,395; (81) 35,500
County/SMSA 80 Cen. 265,902
City & RTZ-ABC: (70) 42,149; (81) 64,900

4 - HOUSEHOLDS:
City 80 Cen. 9,932
Co./SMSA 80 Cen. 94,674
CZ-ABC: (70) 5,369; (81) 11,300
RTZ-ABC: (70) 7,723; (81) 12,300
City & RTZ-ABC: (70) 13,092; (81) 23,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commerical	9	$220,000,000
Sav. & Loan	6	$120,000,000

6 - PASSENGER AUTOS: County 138,854

7 - ELECTRIC METERS: 13,100

8 - GAS METERS: 11,718

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Food 1,419 (Jan.)-2,833 (Sept.); Gov't. 1,512; Const. 504; Mfg. 934; Transp. 543; Services 1,787; Whls. & Retail Trade 1,841.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-76; Summer 57-95; Fall 44-77; Winter 32-54.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on Main from Lander on the west to Palm on the east, plus one block each way north and south of Main. 120 stores.
Neighborhood Shopping Center : Canal Center, 6 stores. 1 blk. on E. Canal at Johnson. Valley View Shopping Center; 1 Block on Geer Rd., 12 Units; Geer Gardens Center 2 blocks on Geer at Minnesota, 25 units.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thu., some on Fri.

13 - RETAIL OUTLETS: Department Stores - Turlock Mercantile; J.C. Penney; Montgomery Ward; McMahan's; Beno's.
Variety Stores - Woolworth; Sprouse Reitz; Bonanza 88.
Chain Drug Stores - Boie's 3; Sav-Mor; Thrifty; Long's Drugs.
Food Supermarkets : Safeway; Liberty 2; National; Rudy's Mkt.; Richland Mkt.; Buy Way Mkt.; Save Mart; Neal Deal; Lucky Mkt; Turlock Super.
Other Chain Stores - Women's Wear; Mode O'Day; House of Fabrics; Radio Shack; Kragen Auto Supply.

14 - NEWSPAPERS: JOURNAL (e) 8,914; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Vern DeBolt, Adv. Dir., JOURNAL, 138 S. Center, Turlock, CA 95380; Tel. (209) 634-9141.
National Representative : Branham.

UKIAH

1 - LOCATION: Mendocino County, County Seat. 117 mi. N of San Francisco; E&P Map A-4.

2 - TRANSPORTATION: Northwestern Pacific RR; Greyhound Bus; Hertz.
Motor Freight Carriers 4.
Airlines - (Charter): Smith's; Ace; Hires; Ukiah; Triple A; Stol Air.

3 - POPULATION:
City 80 Cen. 12,035
County 80 Cen. 66,738
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,668
County 80 Cen. 25,072

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Sav. & Loan	4	NA

6 - PASSENGER AUTOS: County 34,746

7 - ELECTRIC METERS: Res. Co. 24,644

8 - GAS METERS: Res. County 5,970

9 - PRINCIPAL INDUSTRIES: Industry, Number of employees (Av. Weekly Wage): Lumbering 1,650 ($140); Particle Board 145 ($180); Tourism; Recreation.

10 - CLIMATE: Min. & Max. Temp. - Spring 24-98; Summer 39-113; Fall 24-103; Winter 12-81. First killing frost, end of Oct. Last killing frost, mid-March.

11 - TAP WATER: Neutral, soft; not fluoridated

12 - RETAILING: Principal Shopping Centers - Downtown area; Peartree; Deep Valley; Orchard Plaza.
Principal Shopping days : Thurs., Fri.
Nearby Shopping Centers : Yokayo (6 blocks) North State (3 mi.) Food Depot, Wilson Furniture, Mendo Mill & Lbr.; Deep Valley Shpg. Ctr.
Stores Open Evenings : Dept. - Thu.; Food - Nightly.

13 - RETAIL OUTLETS:
Variety Stores : Rasco's; Sprouse Reitz; Cal's Variety; Ben Franklin.
Discount Stores : Value Giant; Thrifty;
Chain Drug Stores : Rexall; Medico 2; Thrifty 2; Value Giant; Long's.
Chain Food Supermarkets : Shop & Save; Farmers; Albertson's; Safeway.
Other Chain Stores : J.C. Penney; Montgomery Ward; Sears (catalog); Sprouse Reitz; Rasco's; Ben Franklin; K mart; Coast to Coast Hdwr.

14 - NEWSPAPERS: JOURNAL (e-mon to fri; S) 8,778; sworn Sept. 9, 1980.
Local Contact for Advertising and Merchandising Data: Gary L. Fawson, Adv. Dir., JOURNAL, PO Box 749, Ukiah, CA 95482; Tel. (707) 468-0123.
National Representative : Western Dailies.

UPLAND
See ONTARIO

VALLEJO

1 - LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa SMSA); 25 mi. N of Oakland, 35 mi. N of San Francisco; 59 mi. W of Sacramento. On I-80.

2 - TRANSPORTATION: Railroads - So. Pacific (freight).
Motor Freight Carriers - 9.
Intercity Bus Lines - Vallejo Transit; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 80,188
PMA-ABC: (80) 169,941; (81) 246,500
County 80 Cen. 235,203
SMSA 80 Cen. 334,402
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 28,969
County 80 Cen. 80,426
SMSA 80 Cen. 117,050
PMA-ABC: (70) 51,120; (81) 85,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	20	$229,153,208

6 - PASSENGER AUTOS: County 172,020

7 - ELECTRIC METERS: Residence 32,541

8 - GAS METERS: Residence 29,777

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Shipyard 11,000 ($375); General Mills 130 ($325); Syar Construction 150 ($425); Kaiser Ind. 200 ($375).

10 - CLIMATE: Min. & Max. Temp. - Spring 49-80; Summer 56-80; Fall 44-78; Winter 39-63.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Georgia St.; 8 on Tennessee St.; 3 on Virginia St.; 5 on Broadway; 5 on Marin St.; 6 on Springs Road; 5 on Sonoma; 2 on Sacramento; 3 on Solano; 3 on Sonoma and Mini Drive.
Regional Shopping Center - 40 Stores - Sonoma, Idaho, Sacramento and Redwood Streets.
Neighborhood Shopping Center : 2 blocks at Sacramento & Gardner; Nebraska and Broadway; Broadway & Tennessee; 2 blocks at Springs Rd. and Maple; Tuolumne and Tennessee; Tuolumne and Redwood; Springs Rd. & Oakwood; Springs Rd. & 180.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Flemingtowne (10)	NA	Vallergas Market
Larwin Plaza (40)	NA	Thrifty Drug, Sears, Consumers Dist., Smith's
Rancho Square (6)	NA	Safeway
Hilltop (49)	NA	Macy's, Capwells, Penney's
Solano/80 (10)	NA	Payless, Lucky Store
Bway/Tenn.	NA	Smiling Sam's Drugs
Tuolumne & Tenn.	NA	Market Basket
Springtowne	NA	Farmers Mkt.
Solano Mall	NA	Penney, Mervyn's, Payless
Sonoma & Serano	NA	Longs Drug, Fry's, Mervyn's

Principal Shopping Days : Sat., Mon., Wed., Fri.
Stores Open Evenings : Food & drug - every night.
Shopping Center - Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores : Sears; Levee's; Wards.
Discount Stores : Discount Furniture; Thrifty Drug; K mart; Payless; Victory; Self-Service Furn. Co.; Lucky Yard Bird; Mervyn's; Grossmans; Wickes; Color Tile; Rainbow Furn.
Variety Stores : Sprouse Reitz; Smiling Sam's; Kresge; Longs Drugs; Kragens; Grand Auto; Pic'n Save; Carpeteria; Grossmans.
Chain Drug Stores : Merrill's; Thrifty; Payless; Smiling Sam's; Longs Drugs.
Chain Food Supermarkets : Safeway 4; Vallerga's; Lucky; Farmer's Mkt.; Abeyta Village Super Market 2; Fry's.
Other Chain Stores - Grand Auto; Breuner's (furn.); Mode O'Day; Singer Co.; Sherwin-Williams; Firestone; Goodyear; Jay Vee; Cresent Jewelers; Meyers (jewelry); Smith (men's wear); Hartfields (women's); Allen's (shoes); Hardy Shoes; Reeves Shoes; Save-on-Fashions (women's); Baskin-Robbins (ice cream); Hancock Fabric; Volume Shoes.

14 - NEWSPAPERS: TIMES-HERALD (m) 25,988; (S) 26,083; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dave Bous, Gen. Mgr., TIMES-HERALD and NEWS-CHRONICLE, 500 Maryland St., Vallejo, CA 94590; Tel. (707) 644-4121.
National Representatives : Western Dailies; USSPI.

VENTURA

1 - LOCATION: Ventura County (In Oxnard-Simi Valley-Ventura SMSA). E&P Map D-7, County Seat. Oil processing field. Agricultural year-round harvest area. Miscellaneous light manufacturing. Seaport on coast, 70 mi. NW of Los Angeles.

2 - TRANSPORTATION: Railroads - So. Pac.
Motor Freight Carriers - 6.
Airlines - Golden West & Desert Pacific.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
San Buenaventura 80 Cen. 74,474
PMA-ABC: (70) 164,472; (81) 240,100
Total PMA-ABC: (70) 211,958; (81) 315,100
Total PMA & RTZ-ABC: (70) 376,430; (81) 555,200
County/SMSA 80 Cen. 529,899
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
San Buenaventura 80 Cen. 29,197
County/SMSA 80 Cen. 173,254
PMA-ABC: (70) 50,452; (81) 84,300
Total PMA-ABC: (70) 56,017; (81) 96,500
Total PMA & RTZ-ABC: (70) 106,469; (81) 180,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings (City)	9	N.A.
Sav. & Loan (Co.)	12	$1,523,386,000

6 - PASSENGER AUTOS: County 295,212

7 - ELECTRIC METERS: Residence 28,401

8 - GAS METERS: Res. & Com'l. 24,528

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Oil Production & Affiliated 2,000; Food Processing 80-150; Garment Mfg. 100.
Principal Industrial Pay Days - Oil Industry, 10th & 25th; Banks, 1st & 15th; Naval Bases, Fri.; County of Ventura, 5th; City of Ventura, 5th & 20th.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-92; Summer 51-81; Fall 38-79; Winter 35-80.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - Buenaventura Center.
Neighborhood Shopping Centers - 6 blocks on N. Ventura Ave.; 5 blocks on Main St.; East End, 6 on Buena Center (5 Points); 15 on Thompson Blvd.; 3 on Ashwood Telegraph; 4 on Buenaventura Ctr.; 2 on Victoria Telegraph; 2 on Victoria Telephone; 1 on Kimball Telegraph.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Buenaventura	2	Broadway, Penney's, Wards
East Ventura	2	Sears, Akron, Von's, Newberry's
College Square	3	Mayfair, Sunburst
Victoria	4	Safeway, Sav-On, Lumber City, K mart
Kimball	4	Albertson's
Esplanade	9	May Co., Sears

Principal Shopping Days : Mon., Thu., Fri. & Sat.
Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores - Broadway; Sears; Montgomery Ward; J.C. Penney; Ventura; Scott's; Great Eastern; Pic 'N Save; Mervyn's.
Discount Stores - The Akron; Fed Mart; K mart; Zody's; Gemco.
Variety Stores - Woolworth; J.J. Newberry.
Chain Drug Stores - Thrifty 2; Drug King; Sav-On; College Phcy.; Brand's Buena 2; Midway.
Chain Supermarkets - Safeway; Mayfair; Von's 2; Thriftimart 2; Alpha Beta; Albertson's.

Times-Herald
Vallejo, California

Solano and Napa counties' morning newspaper.

DONREY MEDIA GROUP

Other Chain Stores - Furniture: Barker Bros., Levitz, R.B.; Ortho Mattress, Hub Furniture, McMahan's, Riviera Sofa; Firestone; Western Auto; Goodrich; Singer Co.; Sherwin-Williams; Fuller Paints; Lawson Jewelry; Mills Jewelers; See's Candies; Stationer's Corporation; Desmond's; Pic-A-Dilly; Lerner's; Karl's; Gallenkamp; Weatherby Kayser; Leed's; Kinney; Radio Shack; Harris & Frank; Silverwoods.

14 - NEWSPAPERS: STAR-FREE PRESS (e) 40,126; (S) 42,200; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Spawn, Adv. Dir., STAR-FREE PRESS, 5250 Ralston, Ventura, CA 93006; Tel. (805) 656-4111.
National Representative : Western Dailies.

VICTORVILLE

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino-Ontario SMSA), E&P Map E-7.

2 - TRANSPORTATION: Railroads - Sante Fe; Union Pacific.
Intercity Bus Lines - Greyhound; Continental Trailways.
Air Service : Apple Valley Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,220
CZ-ABC: (70) 11,545; (81) 15,500
RTZ-ABC: (70) 32,945; (81) 34,400
SMSA: 80 Cen. 1,557,080
County 80 Cen. 893,157
City & RTZ-ABC: (70) 44,490; (81) 49,900

4 - HOUSEHOLDS:
City: 80 Cen. 5,338
County: 80 Cen. 308,062
SMSA: 80 Cen. 551,081
CZ-ABC: (70) 3,561; (81) 5,500
RTZ-ABC: (70) 10,054; (81) 12,000
City & RTZ-ABC: (70) 13,615; (81) 17,500

5 - BANKS: Commercial 5; Sav. & Loan 5.

6 - PASSENGER AUTOS: County 457,624

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp. - Spring 44-71; Summer 67-96; Fall 50-78; Winter 33-57.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center - Downtown, 4 blocks on 7th St.; Victor Plaza (22 stores).

13 - RETAIL OUTLETS: Department Stores - J.C.Penney; Sears; TG&Y; K mart.
Variety Stores : Gilbert; Sprouse Reitz; Cornet Stores.
Chain Drug Stores : Thrifty.
Chain Food Stores : Safeway; Thriftimart; Von's; Alpha Beta; Stater Bros.
Other Chain Stores : Goodyear; Montgomery Ward; Singer; Western Auto; Monsoon; Anita's; Mode O'Day; Gallenkamp's; Karl's; Builder's Emporium; Pic'n Save; Mark C. Bloom; Winston Tires.

14 - NEWSPAPERS: PRESS (e-mon to fri) 15,276; (S) 15,631; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gene Gregory, Adv. Mgr., PRESS, PO Drawer AC, Victorville, CA 92392; Tel. (714) 245-7744.
National Representative : Western Dailies.

VISALIA

1 - LOCATION: Tulare County, (In Visalia-Tulare-Porterville, CA SMSA). E&P Map D-6, County Seat. Agricultural, manufacturing, and livestock shipping center. On Hwy. 198; 187 mi. to Los Angeles; 245 mi. to San Francisco. In San Joaquin Valley, 20 mi. W of Sierra foothills. 130 mi. E of Pacific Ocean.

2 - TRANSPORTATION: Railroads - Freight on S.P., & S.F.; Buses connect.
Intercity Bus Lines - Greyhound; Continental Trailways; Orange Belt Stages.
Motor Freight Carriers - 34.
Airlines - Inland Empire Airlines.

3 - POPULATION:
Corp. City 80 Cen. 49,729
CZ-ABC: (70) 27,268; (81) 51,000
RTZ-ABC: (70) 39,696; (81) 51,400
County/SMSA 80 Cen. 245,751
City & RTZ-ABC: (70) 66,964; (81) 102,400

4 - HOUSEHOLDS:
City 80 Cen. 18,190
County/SMSA 80 Cen. 80,659
CZ-ABC: (70) 9,080; (81) 19,600
RTZ-ABC: (70) 11,984; (81) 17,700
City & RTZ-ABC: (70) 21,064; (81) 37,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$418,864,000
Sav. & Loan	9	(incl. above)

6 - PASSENGER AUTOS: County 113,057

7 - ELECTRIC METERS: Residence 17,659

8 - GAS METERS: Residence 16,951

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Hourly Wage) - Garment 370 ($6.50); Electronics 530 ($12.04); Woodworking 150 ($5.90); Canning and Processing 620 ($4.80); Printing 750 ($7.19); Baking 115 ($6.74); Air Conditioning 150 ($8.15); Batteries 140 ($7.84).

10 - CLIMATE: Min. & Max. Temp. - Summer 59-107; Winter 41-68.

11 - TAP WATER: Neutral, ranges from soft to medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 15 blocks on Main St.; 6 on Center; 5 on Acequia; 4 on Locust; 5 on Court; 3 on Church St.; Visalia Fair Ctr.; County Center Shopping Center; Sequoia Mall Ctr.
Neighborhood Shopping Centers : Mooney Blvd., Houston Ave.; East Mineral King and West Mineral King Ave.; Walnut Plaza; Lincoln Oval; Olive Plaza; Kaweah Center; Towne & Country; Tower Plaza; Colonial Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Visalia Fair Mall (43)	5	Penney's, Longs Drugs, Gottschalk's
County Ctr. Plaza	4	K mart, Ward's, Payless Drug, Albertson Mkt.
Sequoia Mall (43)	7	McDonalds Dept., Sears, Mervyn's
Walnut Plaza	5	Grand Auto, Builders Emporium, Consumers Dist.

Stores Open Evenings : Visalia Fair, 6 nights; Downtown Thurs.; Food - Super Mkts. every evening; Sequoia Mall and County Center 6 nights.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J.C. Penney; Sears; Don McWilliams 2; Gottschalks; Mervyn's; J.M. McDonalds.
Variety Stores - Woolworth.
Discount Stores : K mart; Gemco.
Chain Drug Stores : Long's; Thrifty; Payless; Gemco.
Chain Food Supermarkets : Safeway; Youngs 2; Fairway; Best Buy Mkt.; Alpha Beta; Albertsons.
Other Chain Stores - Karl's Shoe; Anita Shops (women's); Cal Auto; Crescent Jewelers; Goodyear; Western Auto; Blue Chip Stamps; See's Candy; Remar's; Trend O'Fashion; Motherhood Maternity; Leed's Shoes; Singer Co.; Carpet Town; Carpeteria; House of Fabrics; Standard Brands Paints; Gallenkamp; Kinney Shoes 2; Builders Emporium; Fashion Fabrics; Pep Boys; McMahan's; Sherwin Williams; S&H Green Stamps; Rogers Jewelers; Zales; Topps & Trousers; Wherehouse; Bobby West; Borman Hallmark; Dreyers; William Carol; Arden's Womens; Designer Fabrics; Handyman; Coast to Coast; Simon Sez Toys; Ardans; Firestone; Wilshire Paint; Color Tile; Grand Auto; Kragen.

14 - NEWSPAPERS: TIMES-DELTA (e) 19,789; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul R. Cislini, Adv. Dir., TIMES-DELTA, PO Box 31, Visalia, CA 93279; Tel. (209) 734-5821.
National Representative : Gannett.

VISTA

1 - LOCATION: San Diego County (In San Diego SMSA). E&P Map E-8, 32 mi. N of San Diego; Agricultural area. On State Hwy. 76 & 78; Interstate 15 & 5.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Motor Freight Carriers - 1.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 35,834
County/SMSA 80 Cen. 1,861,846

4 - HOUSEHOLDS:
City 80 Cen. 13,690
County/SMSA 80 Cen 670,094

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial (Local)	1	N.A.
Commercial (Br.)	15	N.A.

6 - PASSENGER AUTOS: County 1,022,778

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck; Fruit and Poultry Farming.

10 - CLIMATE: Min. & Max. Temp. - Spring 44-72; Summer 55-90; Fall 50-77; Winter 35-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Vista Broadway	0	Thrifty Drug, Safeway
Vista Plaza I	0	Coronet, Sears, Alpha Beta
Vista Plaza II	0	Sail Drug, Big Bear
Vista Plaza III		Vons, Sayon Drugs
College Blvd.	1	Sprouse Reitz, Thrifty Drug, Safeway
Plaza Camino Real	8	Sears, The Broadway J.C. Penney, May Co., Bullocks, Woolworth
Vista Plaza IV	NA	K mart
Village Mall	11	Sears, Walker Scott

Principal Shopping Days : Thu. Fri. & Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: PRESS (e-mon to fri) 7,696; (S) 7,987; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Stanley Mass, Pub., PRESS, 425 Vista Way, Vista, CA 92083; Tel. (714) 724-7161.
National Representative : USSPI.

WALNUT CREEK

1 - LOCATION: Contra Costa County (In San Francisco-Oakland SMSA). E&P Map B-5. Suburban retail trade area. 25 miles E of San Francisco. 17 miles E of Oakland.

2 - TRANSPORTATION: Southern Pacific R.R.; Bay Area-Rapid (BART) Transit; Greyhound Bus; A.C. Transit

3 - POPULATION:
Corp. City 80 Cen. 53,643
SMSA 80 Cen. 3,252,721
County 80 Cen. 657,252
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 23,387
County 80 Cen. 241,805
SMSA 80 Cen. 1,281,316

5 - BANKS: 126 Total; 90 Sav. & Loan

6 - PASSENGER AUTOS: County 400,372

7 - ELECTRIC METERS: Residence 27,431

8 - GAS METERS: Residence 22,564

9 - PRINCIPAL INDUSTRIES: Standard Oil; U.S. Steel; Dow Chemical; Johns Manville; Del Monte; Safeway; Wards; Varian Instrument; Zehntel; Bechtel; C&H Sugar; Bank of America.

10 - CLIMATE: Ann. Max. Temp. 72; Min. 44; Rainfall 15 inches annual average.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park & Shop	7	Liberty House, Thrifty Drug, Woolworth's
Contra Costa	4	Montgomery Ward, Home Yardage, Thrifty Drug
Sun Valley	6	Macy, Penney, Sears, Hastings, Zales, Capwell's
Clayton Valley	10	Safeway, Lucky, Long's Drugs
Countrywood	NA	McCaulou's Dept. Store, Long's Drugs
Willows	6	Livingston's
Vineyard	7	Fry's, K mart
Encina Grande	NA	Safeway
Broadway	NA	Penney, Woolworth, Capwell's, Bullock's

Principal Shopping Days : Wed., Fri., Sat., Sun.
Stores Open Evenings : Mon., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Liberty House; Macy's; Sears; Capwell's; Montgomery Ward; Bullock's; Mervyn's.
Discount Stores - K mart, Treasury.
Variety Stores - Woolworth.
Chain Drug Stores - Guys; Longs; Payless; Pay 'n Save; Thrifty; Walgreen.
Chain Food and Independent Stores - Albertson's; Farmers; Lucky; Louis; Ralph's; Alpha Beta; P&X; Safeway; Park & Shop; Frys; 7-11.
Other Chain Stores - Automobile Accessories: Goodyear, Grand Auto, Firestone; Ladies Apparel: Goldman's, Lane Bryant, Clothes Barn, Anita, Mode O'Day, Sandra Joy, Clothes Herse, Little Daisy, Casual Corner, Marlene's; Men's Apparel: Smith's, Hastings; Ladies' & Men's Apparel: Grodins, Roos/Atkins; Shoes: Weston's, Leeds, Kushins, Grandes, Sommer & Kaufman, Florsheim, Gallenkamp, Seniors, Watkins, Kinney, Burts, Smith & Foley, Allens, Hardy, Thom McAn; Candy: McFarlands, Edys, Hooper Lawrence Sees; Paint: Standard Brands, Kelly-Moore, W.P. Fuller, Payless, Professional, Sherwin-Williams; Furniture: Breuners, R & B Furniture, Levitz, Travalini, W.J. Sloane, Nor-Cal; Jewelry: Davidson/Licht, Granat Bros., Zales, Shreves, Weisfields, Milens, Wolff's; Music: Sherman & Clay, Music Box; Optical: Jenkel-Davidson, Franklin Phoenix.

14 - NEWSPAPERS: CONTRA COSTA TIMES (m-mon to fri; S) Paid 51,152; (Controlled) 54,118; sworn Sept 30, 1980 V.A.C.
Local Contact for Advertising and Merchandising Data: Jim Davis, Adv. Dir., CONTRA COSTA TIMES, 2640 Shadelands Drive, Walnut Creek, CA 94609; Tel. (415) 943-8202.
National Representatives : CWC&O; USSPI.

WATSONVILLE

1 - LOCATION: Santa Cruz County SMSA. E&P Map B-5. Hub of Pajaro Valley. Agriculture and dairying. 17 mi. from County Seat. 90 mi. from San Francisco.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Motor Freight Carriers - 5.
Intercity Bus Lines - Watsonville; Greyhound; Santa Cruz Transit; Salinas Transit.

3 - POPULATION:
Corp. City 80 Cen. 23,543
CZ-ABC: (70) 21,539; (81) 33,600
RTZ-ABC: (70) 16,116; (81) 23,000
County/SMSA 80 Cen.188,141
City & RTZ-ABC: (70) 37,655; (80) 56,600

Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 8,172
County/SMSA 80 Cen. 71,793
CZ-ABC: (70) 7,130; (81) 12,800
RTZ-ABC: (70) 4,443; (81) 7,400
City & RTZ-ABC: (70) 11,573 (81) 20,200

5 - BANKS: Commercial 8; Sav. & Loan 4.

6 - PASSENGER AUTOS: County 107,134

7 - ELECTRIC METERS: Residence 11,775

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage) - Food Processing and Packing 5,300 ($180 to $325); Trucking 1,000 ($344); Electronics 250 ($225); Flower Growing 1,200 ($200).

Principal Industrial Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-80; Summer 44-86; Fall 41-90; Winter 30-69. First killing frost, Nov 22. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not flouridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
May Way	2	Freedom Food Ctr.
Town & Country	4	Happy Burro Mkt.
Alta-Vista	3	Happy Burro Mkt.
Eastlake Vlg.	6	Lambert's
Crestview	1	Lucky Store
Pajaro Valley	2	Albertson's, K mart
Rancho Del Mar	8	Safeway
Capitola Mall	17	Mervyn's, Sears
Deer Park	14	Deluxe Foods

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Thu.
Neighborhood Shopping Centers : No. Main St.; E. Lake Area; Freedom; Pajaro.

13 - RETAIL OUTLETS: Department Stores - Ford's; J.C. Penney.
Variety Stores - Rasco's; Woolworth.
Discount Stores - Payless; K mart.
Chain Drug Stores : May Way; Longs; Thrifty.
Chain Supermarkets : Lucky Stores; Albertsons.
Catalog Sales Stores : Montgomery Ward.
Other Chain Stores : Western Auto; Grand Auto.

14 - NEWSPAPERS: REGISTER-PAJARONIAN (e) 12,535; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wilson, Adv. Dir., REGISTER-PAJARONIAN, 1000 Main St., Watsonville, CA 95076; Tel. (408) 724-0611.
National Representative : Branham.

WHITTIER

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach SMSA). E&P Map D-7. 14 mi. E of Los Angeles; on Whittier Blvd. at Washington Blvd., E of Rosemead Blvd., extending to Orange County line, & adjoining La Habra; I-605, Freeway N & S at city's westerly line.

2 - TRANSPORTATION: Railroads - Union Pacific and Southern Pacific; Santa Fe.
Motor Freight Carriers - 7.
Intercity Bus Lines - Cross-Town Suburban; Greyhound; Southern California Rapid Transit District (RTD).
Airlines - At Los Angeles, Long Beach, Ontario and Orange County Airport. Airport Service Transportation to L.A. Int. Airport.

3 - POPULATION:
Corp. City 80 Cen. 68,872
CZ-ABC: (70) 86,364; (81) 86,500
RTZ-ABC: (70) 285,492; (81) 313,900
County/SMSA 80 Cen. 7,477,657
City & RTZ-ABC: (70) 371,856; (81) 400,400

4 - HOUSEHOLDS:
City 80 Cen. 26,712
County/SMSA 80 Cen. 2,730,674
CZ-ABC: (70) 29,416; (81) 33,800
RTZ-ABC: (70) 76,967; (81) 98,000
City & RTZ-ABC: (70) 106,383; (81) 131,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	15	N.A.
Sav. & Loan	8	$400,000,000

6 - PASSENGER AUTOS: County 4,048,996

7 - ELECTRIC METERS: Residence 26,020

8 - GAS METERS: Residence 23,258

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Agriculture 400; Mining (Oil mainly) 500; Contract Construction 4,000; Mfg. 21,700; Transp., Comm., Utilities 7,500; Whsl. & Retail 18,500; Finance, Real Estate & Related 2,800; Service 14,300; Government 9,500; Total employment 79,200.
Principal Pay Days : Fri. & Sat.; 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 52-75; Summer 65-95; Fall 60-88; Winter 32-75.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 7 blocks on Philadelphia St.; 9 blocks on Greenleaf Ave.
Other Shopping Centers (No. of Stores) : Hadley & Whittier Blvd. 10; Whittier Quad at Whittier Blvd. & Laurel Ave. 36; Whittier Downs Mall, Washington Blvd. at Broadway 18; Whittwood at Whittier Blvd. & Santa Gertrudes Ave. 85; La Mirada, Rosecrans & Luitweiler 15; La Habra Plaza; Central & Hwy. 15; Fashion Square, Imperial & Hwy. 42; Puente Hills Mall 76.
Principal Shopping Days : Mon., Thu., Fri., Sat. & Sun.
Stores Open Evenings : Dept. - Mon., Thurs. & Fri. Food - every evg.

13 - RETAIL OUTLETS: Department Stores - Boston Stores 2; Sears; J.C. Penney 4; Hinshaw's; Broadway Whittier; May Co.; Bullock's; Buffum's; Montgomery Ward; Zody's; K mart; Jewelcor; Robinson's; Akron.
Discount Stores - SaveCo; Freight Outlet; Fedmart; Woolco.
Variety Stores - Woolworth 2; Newberry's 2; Sprouse Reitz; Pick and Save 2.
Chain Drug Stores - Owl Rexall 5; Thrifty 4; Save-On; Serve Rite; Robbin's 2; Mascarin; Barrows; Barron's.
Chain Supermarkets - King Cole; Market Basket 4; Von's 4; Safeway; Alpha Beta 6; McCoy's 4; Lucky; Stater Bros.; Boy's Mkt.; Albertson's 2; Ralph's 3; S&A Mkts.
Other Chain Stores - LeRoy's (jewelers); Gallenkamps Shoes; Firestone; King's (jewelry); Desmond's (clothing); Barker Bros. (furniture); Harris & Frank (clothing); Zales (jewelry); McMahon's (furniture); C.H. Barker; Leed's; Alroe; Western Auto; Robert Hall 2; Lawson Jewelers; Georgetown Manor (furniture).

14 - NEWSPAPERS: NEWS (e) 17,095; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dwight King, Adv. Dir., NEWS, 7037 S. Comstock Ave., Whittier, CA 90608; Tel. (213) 698-2571.
National Representative : Branham.

WILLOWS

1 - LOCATION: Glenn County, E&P Map B-3, County Seat. Agricultural center, 140 mi. NE of San Francisco; 87 mi. N of Sacramento. On I-5.

2 - TRANSPORTATION: Railroads - So. Pac.
Motor Freight Carriers - 8.
Intercity Bus Lines - Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,777
County 80 Cen. 21,350

4 - HOUSEHOLDS:
City 80 Cen. 1,834
County 80 Cen. 7,707

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 11,450

7 - ELECTRIC METERS: Residence 12,424

8 - GAS METERS: Residence 5,596

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Lumber Mill 450 ($175); Rice Proc. 135 ($150); Fiberglass Plant 400 ($200).
Principal Pay Days - 15th & 31st.

10 - CLIMATE: Ann. Min. & Max. Temp. - 25-112.

11 - TAP WATER: Alkaine, hardness varies; not fluoridated.

12 - RETAILING: Principal Shopping Centers - Willows Mall; 7 blocks on Tehama Ave., 3 blocks on Butte St., 1 block on Walnut & 4 on W. Sycamore St.
Principal Shopping Days : Mon., Thurs. & Fri.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Doughtrey's.
Variety Stores - Ben Franklin.
Chain Drug Stores - Ray's; Walgreen; Rexall; Clark; Willows Pharmacy.
Chain Supermarkets - Holiday; Sani-Food; Safeway.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 1,780; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Patricia Begrin, Adv. Mgr., JOURNAL, 101 Airport Rd., Willows, CA 95988; Tel. (916) 934-5411.
National Representative : NASCO.

WOODLAND

1 - LOCATION: Yolo County (In Sacramento SMSA), E&P Map B-4, County Seat. 20 mi. W of Sacramento (State Capitol) and 97 mi. N of San Francisco; Sacramento River 2 mi N at its nearest point. On U.S. Hwys 9 & 1-5, State Hwys. 113 & 16; fringed by Interstate 80, 880 & 505.

2 - TRANSPORTATION: Railroads - Sacramento-Northern (Western Pacific) & Southern Pacific.
Motor Freight Lines - 8.
Intercity Bus Lines - Greyhound.
Airports : 8 mi. E. Sacramento, Metro Airport; 5 mi. W Executive Airport.
Water - Yolo-Sacramento deepwater port, 17 mi. SE.

3 - POPULATION:
Corp. City 80 Cen. 30,235
CZ-ABC: (70) 20,677; (81) 31,200
RTZ-ABC: (70) 42,134; (81) 48,900
City & RTZ-ABC: (70) 62,811; (81) 80,100
SMSA 80 Cen. 1,014,002
County 80 Cen. 113,374
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 10,740
County 80 Cen. 41,304
SMSA 80 Cen. 383,841
CZ-ABC: (70) 6,533; (81) 11,400
RTZ-ABC: (70) 12,237; (81) 16,200
City & RTZ-ABC: (70) 18,770; (81) 27,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	6	N.A.
Sav. & Loan	5	N.A.
Commerical	5	N.A.

6 - PASSENGER AUTOS: County 57,516

7 - ELECTRIC METERS: Residence 11,210

8 - GAS METERS: Resident 10,840

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Canning 1,000; Sugar Refining 410; Plastics 300; Mobile Homes 773; Farm Machy. 135; Trucking 400; Hosp. & Medical 498; Newspaper 112.

10 - CLIMATE: Min. & Max. Temp. - Spring 37-96; Summer 47-108; Fall 34-99; Winter 29-75.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Purity (10)	0	Sears
Ky. Village	1	Kentucky Mkt.
Southland Park	1	Raly's Mkt.
Woodland Ctr. (13)	0	Penney, Woolworth Arden's, Devon's Jwlrs.
Court Plaza	0	TG&Y, Thrifty Drug, House of Fabrics
West & Court St.	0	TG&Y, Lucky
Shade Tree	NA	Value Giant, Alpha Beta
Cottonwood Plz. (12)	NA	Farmers Market, Colonial Drug
Southland Park	1	Bender TV, Raley's
Town & Country Village (10)	NA	Safeway

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Fri.; Shopping ctrs. nightly.
Stores Open Sundays : Food, drug, discount stores.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J.C. Penney; Breit's; Sears.
Variety Stores - Woolworth.
Discount Stores - Value Giant; TG&Y.
Chain Drug Store : Thrifty; Walgreen; Rexall.
Chain Food Supermarkets : Safeway; Lucky; Alpha Beta; Raley's; Farmers; Nugget;
Other Chain Stores : Western Stores; Mode O'Day; Grand Auto; Big O Tires; Diamond International; Goodyear; Firestone; McMahan Furniture.

14 - NEWSPAPERS: DEMOCRAT (e) 12,793; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gene Lofton, Adv. Dir., DEMOCRAT, Court & Second Sts., Woodland, CA 95696; Tel. (916) 662-5421.
National Representative : Western Dailies.

Colorado

YREKA

1 - LOCATION: Siskiyou County, E&P Map B-2, County Seat. Cattle, agriculture, lumbering, mining, wholesale, hunting and fishing center. 265 mi. N of Sacramento. State Hwy. 96 & I-5.

2 - TRANSPORTATION: Railroads - Yreka Western; Southern Pacific.
Motor Freight Carriers - 2.
Intercity Bus Lines - Greyhound; Continental Pacific Trailways.
Airports - 6.

3 - POPULATION:
Corp. City 80 Cen. 5,916
County 80 Cen. 39,732

4 - HOUSEHOLDS:
City 80 Cen. 2,378
County 80 Cen. 15,115

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$30,000,000
Sav. & Loan	2	N.A.

6 - PASSENGER AUTOS: County 20,664

7 - ELECTRIC METERS: Residence 1,471

8 - GAS METERS: Residence 970

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Agriculture & Forestry 3,889 ($250); Mining 200 ($200); Mfg. 1,350 ($200); Lumber & Wood Pdts. 1,150 ($200).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-96; Summer 37-101; Fall 20-97; Winter 1-75. First killing frost, late Oct. Last killing frost, late April.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 4 blocks on Miner; 4 blocks on Broadway; 5 blocks on Main. Two shopping centers on north and south end of Main St.
Nearby Shopping Centers : Montague (6 mi.); Montague Drive in Mkt.
Principal Shopping Days : Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Penney; Coast-to-Coast; Sears.
Discount Stores - Value Giant; Rasco; Thrifty Drug.
Chain Drug Stores - Cummings; Walgreen.
Chain Supermarkets - Safeway; Drive 'N Save; Sentry.
Other Chain Stores - Shasta Auto; Littrell Parts.

14 - NEWSPAPERS: SISKIYOU NEWS (e-mon to fri) 5,327; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Edgar J. Foss, Pub., SISKIYOU NEWS, 309 S. Broadway, Yreka, CA 96097; Tel. (916) 842-5777.
National Representative : Branham.

YUBA CITY

See MARYSVILLE

COLORADO SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Colorado Springs - El Paso and Teller Counties.
Denver-Boulder - Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin and Jefferson Counties.
Fort Collins - Larimer County.
Greeley - Weld County.
Pueblo - Pueblo County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**
Under 5 Years	186	217
5-14 Years	459	439
15-24 Years	422	571
25-44 Years	548	916
45-64 Years	407	499
65 and Over	187	247
TOTAL	2,209	2,889

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1982 Estimate**
Bldg. Mat./Hdwr	450	675	1,107
Genral Mdse	815	1,204	1,933
Food	1,150	2,008	3,634
Automobiles	1,222	2,081	3,082
Gasoline Stations	416	708	1,586
Apparel	263	438	705
Furniture	297	480	804
Eat-Drink Places	492	966	1,750
Drugs	179	248	438
TOTAL	5,869	9,825	17,072

ALAMOSA

1 - LOCATION: Alamosa County, E&P Map B-3. County Seat. 230 mi. from Denver; 120 mi. from Pueblo; 179 mi. from Colorado Springs. Shopping Ctr. for 6-county area. On U.S. Hwys. 285, 160; State Hwys. 17, 163, 10.

2 - TRANSPORTATION: Railroads - Denver & Rio Grande Western; Cumbres and Toltec Scenic.
Motor Freight Carriers - 5.
Intercity Bus Lines - Continental Trailways.
Airlines - Frontier; Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 6,830
County 80 Cen. 11,799

4 - HOUSEHOLDS:
City 80 Cen. 2,314
County 80 Cen. 3,921

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	1	$20,000,000
Commercial	2	$26,000,000
Industrial	1	N.A.

6 - PASSENGER AUTOS: County 5,671

7 - ELECTRIC METERS: Residence 4,317

8 - GAS METERS: Res. N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Railroad 250; Garments 200.

10 - CLIMATE: Min. & Max. Temp. - Spring 0-82; Summer 45-95; Fall 0-86; Winter 35-50. First killing frost, Oct. 6. Last killing frost, May 6.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping District - 23 blocks on Main and State Sts.
Neighborhood Shopping Centers - Near College, and east side area.
Principal Shopping Days : Mon., Fri. and Sat.
Stores Open Sundays : Supermarkets, Discount stores.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Montgomery Ward; Kavely's; Acheson's; Sears (catalog).
Variety Stores : Woolworth.
Discount Stores : K mart.
Chain Drug Stores : Rexall; Merit Drug; Associated Druggist.

14 - NEWSPAPERS: VALLEY COURIER (e-mon to fri) 5,972; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: John M. Sheldon, Pub., VALLEY COURIER, 401 State Ave., Alamosa, CO 81101; Tel. (303) 589-6661.
National Representative : None.

BOULDER

1 - LOCATION: Boulder County (In Denver-Boulder SMSA). E&P Map C-1. County Seat. 24 mi. NW of Denver on Highways 7, 119 and US 36.

2 - TRANSPORTATION: Railroads : Colorado & Southern; Union Pacific.
Motor Freight Carriers : 2.
Intercity Bus Lines : Rocky Mountain Transp. - summer only; Regional Transportation District.

3 - POPULATION:
Corp. City 80 Cen. 76,685
CZ-ABC: (70) 66,935; (81) 77,800
RTZ-ABC: (70) 35,961; (81) 59,400
County 80 Cen. 189,625
SMSA 80 Cen. 1,619,921
City & RTZ-ABC: (70) 102,896; (81) 137,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 28,674
County 80 Cen. 68,964
SMSA 80 Cen. 609,005
CZ-ABC: (70) 21,030; (81) 28,300
RTZ-ABC: (70) 10,674; (81) 20,600
City & RTZ-ABC: (70) 31,704; (81) 48,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	8	$199,000,000
Commercial	9	$374,800,000

6 - PASSENGER AUTOS: County 109,905

7 - ELECTRIC METERS: Residence 32,390

8 - GAS METERS: Residence 23,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Univ. of Colo. 9,800; Research 6,843; Electronics 4,752; Manufacturing 2,179; Service Industries 7,611; Food Industries 1,245.

10 - CLIMATE: Min. & Max. Temp. - Spring 8-83; Summer 40-100; Fall 16-84; Winter 9-67. First killing frost, Oct. 11. Last killing frost, May 2.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - Downtown Boulder Mall - 30 blocks on Pearl, Broadway, Spruce, Walnut; Crossroads, Peak to Arapahoe, 28th to 30th St., 10 square blocks, 45 stores; Table Mesa, Broadway and Table Mesa Drive, 9 blocks, 20 stores.

Neighborhood Shopping Centers - Thirteenth St., University to College (University Hill); Arapahoe Village, 28th and Arapahoe about 6 blocks; BaseMar, 24th and Baseline about 4 blocks; N. Bway., Broadway, Alpine to Balsam 4 blocks; Community Plaza, North to Alpine 1 block; Williams Village, Baseline at 30th, 1 block; Tebo Square, 28th South of Glenwood, 1 block; Palmer Gardens, 30th & Walnut; The Village, about 6 square blocks.

Principal Shopping Days : Wed., Fri., Sat. & Sun.
Stores Open Evenings : Some Downtown open Thur. evgs.; Some shopping centers open Mon. through Fri. evgs. Some food, discount & hardware open Sun.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Neustaters; Montgomery Ward; Fashion Bar; Denver Dry.
Variety Stores : Ben Franklin; Woolworth's.
Chain Drug Stores : Walgreen; Skagg's.
Discount Stores : K mart; Woolco; Target.
Chain Food Supermarkets : Safeway 2; Ideal; King's Soopers 3; Miller's Supers; Albertson's 2.
Other Chain Stores : Firestone; Sears (catalog); Singer Co.; Sherwin-Williams Paint; Cook Paint & Varnish; Homestead House (furn.); Fontius Shoes; Goodyear; Richman Bros.; Eakers; Fred Schmid Appliances; Zale's; Downing's Appliances; Radio Shack; Team Electronics.

14 - NEWSPAPERS: CAMERA (m) 28,396; (S) 33,670; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Douglas J. Barnett, Nat'l. Mgr., CAMERA, 1048 Pearl St., Boulder, CO 80306; Tel. (303) 442-1202.
National Representative : Knight-Ridder.

CANON CITY

1 - LOCATION: Fremont County, E&P Map C-2, 36 mi. W of Pueblo; 47 mi. SW of Colorado Springs. 125 mi. S SW of Denver.

2 - TRANSPORTATION: Railroads : D&RG; SF.
Motor Freight Carriers : 4.
Intercity Bus Lines : Continental.
Airlines : Shavano Air.

3 - POPULATION:
Corp. City 80 Cen. 13,037
CZ-ABC: (70) 14,206; (81) 20,300
RTZ-ABC: (70) 8,856; (81) 10,800
County 80 Cen. 28,676
City RTZ-ABC: (70) 23,062; (81) 31,100
Demographic information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,746
CZ-ABC: (70) 4,571; (81) 7,500
RTZ-ABC: (70) 2,846; (81) 4,000
County 80 Cen. 10,058
City RTZ-ABC: (70) 7,417; (81) 11,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	N.A.
Commercial	3	$83,920,000
Industrial	2	N.A.

6 - PASSENGER AUTOS: County 14,710

7 - ELECTRIC METERS: Residence 10,206

8 - GAS METERS: Residence 8,228

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Colo. State Prison 500 ($195); Light Mfg. 1,000 ($170).
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 46-76; Summer 57-87; Fall 31-61; Winter 25-54.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 11 blocks on 3 sts.
Principal Shopping Days : Sat., Fri., Mon.
Stores Open Evenings : Grocery, 2 discount & 5 drug.
Stores Open Sundays : Grocery & 4 drug & 2 discount.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Eisenhowers.
Variety Stores : Ben Franklin.
Discount Stores : Gibson; Alco.
Chain Drug Stores : Palace Drug; Rexall.
Chain Supermarkets : 7-Eleven Store; Safeway; Canon Mkt.; Sunnyside Ranch Mkt.; Rosedale Mkt.; Hilltop Mkt.; Kwik-Way 6; City Market.
Other Chain Stores : Coast-to-Coast; Sears; Montgomery Ward.

14 - NEWSPAPERS: RECORD (e-mon to fri) 7,841; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jay Frizzo, Adv. Dir., RECORD, 523 Main St., Canon City, CO 81212; Tel. (303) 275-4121.
National Representative : Branham.

COLORADO SPRINGS

1 - LOCATION: El Paso County (Colorado Springs SMSA). E&P Map C-2, County Seat, 68 mi. S of Denver. Tourist (Pikes Peak), convention, military, cultural and educational center. 5 colleges. U.S. Air Force Academy. Also, HQ North American Air Defense Command; HQ Army Air Defense Command; HQ Continental Air Defense Command, Fort Carson. On State Hwys. 115 & 83; I-25; U.S. Hwys. 85, 87, 24.

2 - TRANSPORTATION: Railroads - RI; D&RG; SF.
Motor Freight Carriers - 18.
Intercity Bus Lines - Greyhound; Continental Trailways.
Airlines - Continental; TWA; Frontier; Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 215,150
PMA-ABC: (70) 239,288; (81) 327,700
County 80 Cen. 309,424
SMSA 80 Cen. 317,458.
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 81,241
County 80 Cen. 107,791
SMSA 80 Cen. 110,673
PMA-ABC: (70) 68,708; (81) 108,800

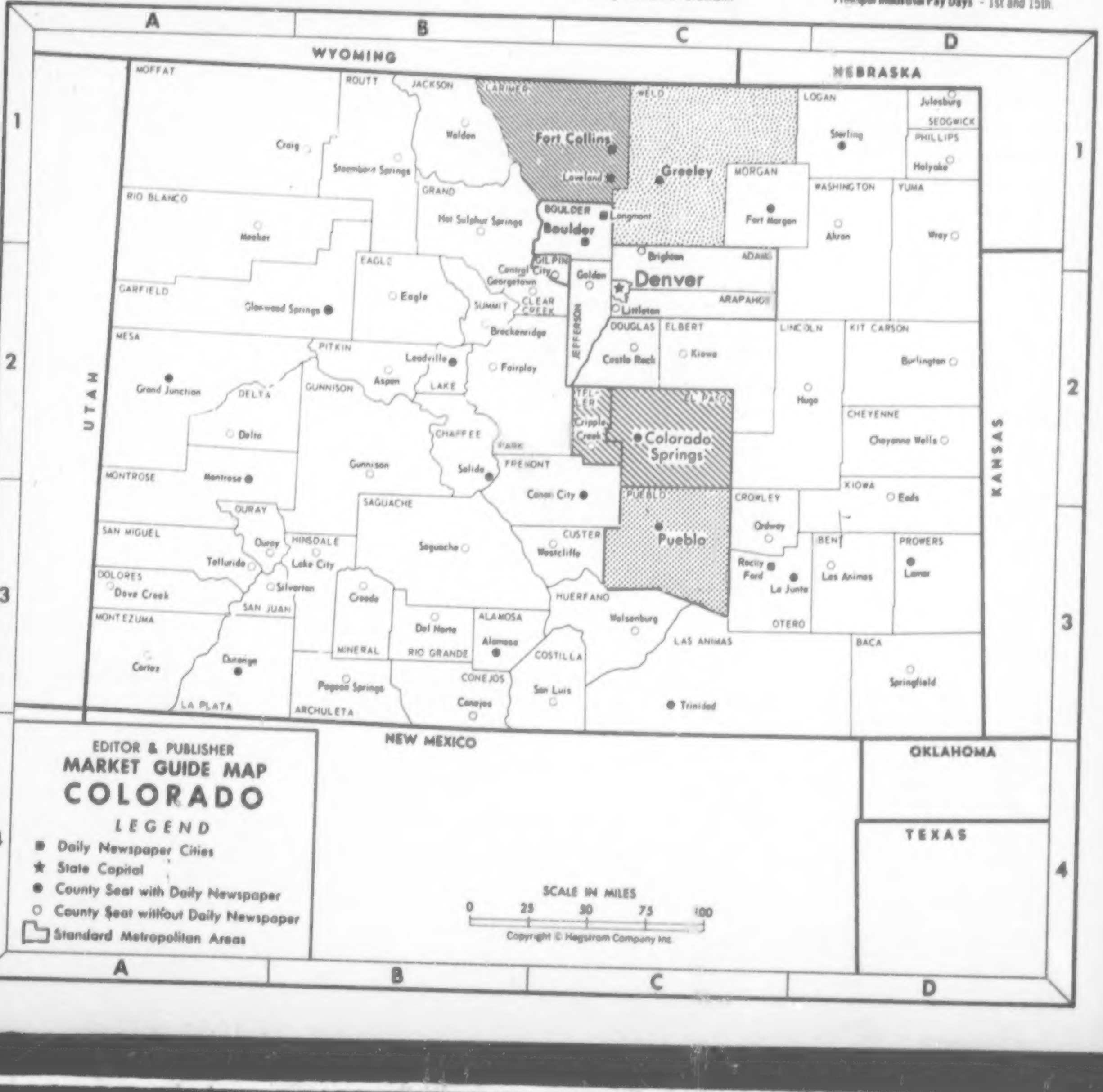
5 - BANKS: Savings & Commercial 23; Sav. & Loan 10; Total Deposits $895,268,000

6 - PASSENGER AUTOS: County 180,656

7 - ELECTRIC METERS: 101,975

8 - GAS METERS: 82,407

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage) - Military 30,279 ($295); Whol. & Ret. 24,950 ($310); Service Industries 25,020 ($320).
Principal Industrial Pay Days - 1st and 15th.


A
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WYOMING
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JACKSON
LARIMER
WELD
LOGAN
SEDGWICK
PHILLIPS
Julesburg
Sterling
Holyoke
Craig
Steamboat Springs
Walden
Fort Collins
Loveland
Greeley
MORGAN
Fort Morgan
WASHINGTON
YUMA
Akron
Wray
RIO BLANCO
Meeker
GRAND
Hot Sulphur Springs
BOULDER
Boulder
Longmont
Brighton
ADAMS
GILPIN
Central City
Georgetown
Golden
Denver
Littleton
ARAPAHOE
EAGLE
Eagle
GARFIELD
Glenwood Springs
SUMMIT
CLEAR CREEK
Breckenridge
JEFFERSON
DOUGLAS
Castle Rock
ELBERT
Kiowa
LINCOLN
KIT CARSON
Burlington
MESA
Grand Junction
PITKIN
Aspen
Leadville
LAKE
Fairplay
DELTA
Delta
GUNNISON
Gunnison
TELLER
Cripple Creek
EL PASO
Colorado Springs
Hugo
CHEYENNE
Cheyenne Wells
CHAFFEE
PARK
Salida
FREMONT
Canon City
MONTROSE
Montrose
OURAY
Ouray
SAGUACHE
Saguache
PUEBLO
Pueblo
CROWLEY
Ordway
KIOWA
Eads
SAN MIGUEL
Telluride
HINSDALE
Lake City
CUSTER
Westcliffe
BENT
PROWERS
Rocky Ford
La Junta
Las Animas
Lamar
OTERO
DOLORES
Dove Creek
Silverton
SAN JUAN
Creede
Del Norte
ALAMOSA
Alamosa
HUERFANO
Walsenburg
LAS ANIMAS
BACA
Springfield
MONTEZUMA
Cortez
Durango
MINERAL
RIO GRANDE
COSTILLA
CONEJOS
Conejos
San Luis
Pagosa Springs
LA PLATA
ARCHULETA
Trinidad
EDITOR & PUBLISHER
MARKET GUIDE MAP
COLORADO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
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A NEW EXCITEMENT UNFOLDS IN DENVER: THE DENVER POST

There's something new for everyone in The Denver Post! We've introduced five exciting sections devoted entirely to Travel, Entertainment, TV, Autos and Fashion. Now, when readers open the paper to what interests them most — there's your ad, showcased in an exclusive environment. Along with the features they want, our readers also get the latest news when they need it. We're now an all-day paper, with morning, noon and evening editions. Keep your eye on us. There's more excitement to come!

FASHIONWEST: a weekly section devoted to fashion, fitness and the Colorado lifestyle for men and women.

TRAVEL: a total travel section with columns and feature reports from the nation's top travel writers.

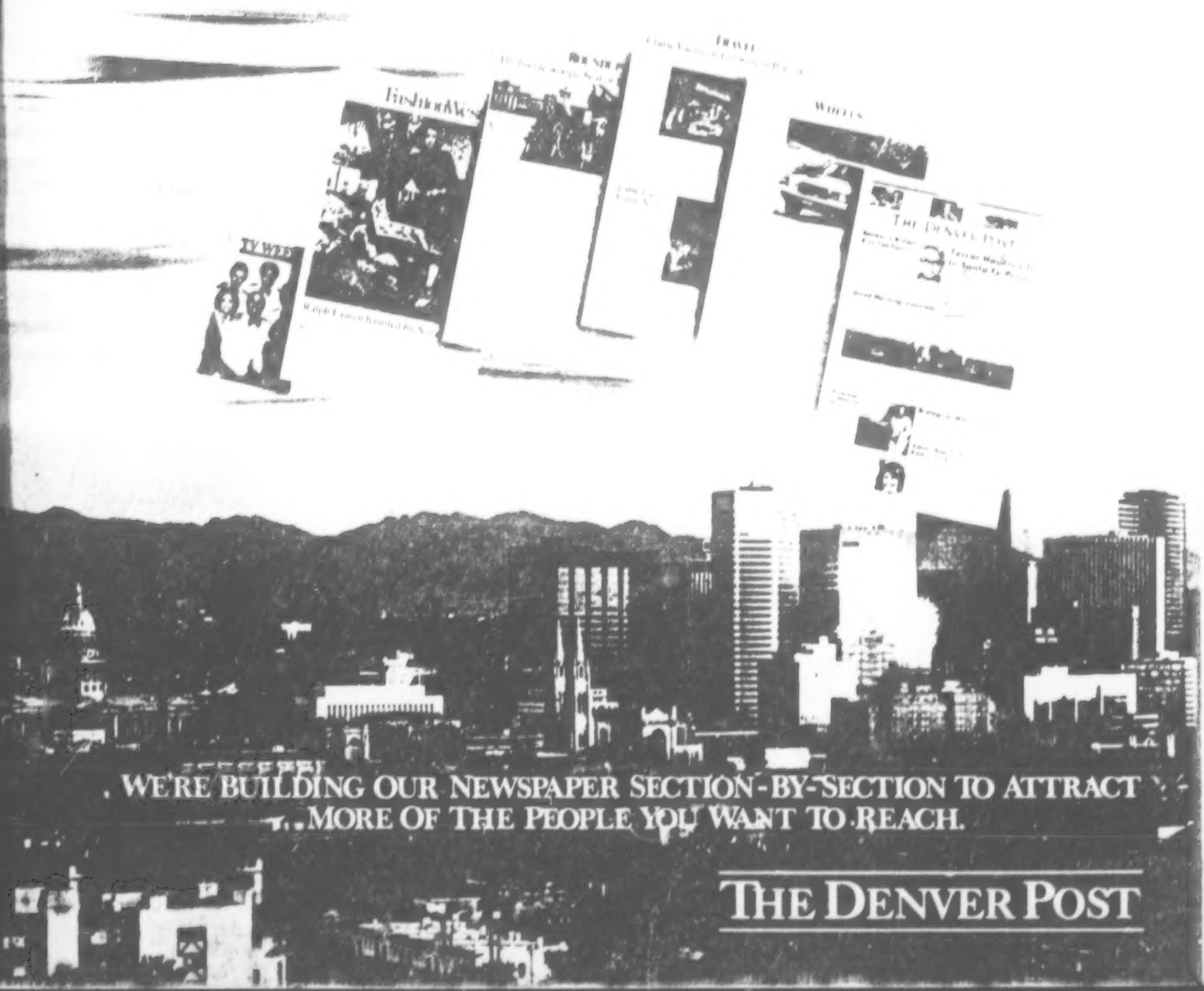
TV WEEK: a handy-size TV magazine that's much more than a guide to programming.

ROUNDUP: our Sunday entertainment section, with updates on the arts, including information on books, music, theatre, film and dining.

WHEELS: a full-size auto section, including car care advice, test drive reports and news from Detroit.

THE MORNING EDITION makes The Denver Post an all-encompassing, all-day paper.

For more information on The Denver Post and the Denver market, call us direct, collect (303) 820-1421 or contact Sawyer-Ferguson-Walker.



WE'RE BUILDING OUR NEWSPAPER SECTION-BY-SECTION TO ATTRACT MORE OF THE PEOPLE YOU WANT TO REACH.

THE DENVER POST

10 - CLIMATE: Min. & Max. Temp. - Spring 22-68; Summer 51-85; Fall 24-76; Winter 16-47. First killing frost, Oct. 2. Last killing frost, May 7.

11 - TAP WATER: Water from watershed on Pikes Peak and Continental Divide; pure, filtered, flouridated.

12 - RETAILING: Downtown Shopping Centers - 8 blocks on East Pikes Peak; 17 on Tejon; 16 on Nevada; 8 on Cascade; 12 on Colorado.

Neighborhood Shopping Centers - 2500 W Colorado; 1504 N Hancock; 1800 N Union; 2700-3000 N Nevada; 2300 N Wahsatch; 2400 N Union Blvd.; 1700 S 8th St.; 2300 E Pikes Peak. Security; 2500 Airport Rd.; Palmer Park & Circle Dr.; Academy Blvd. & Palmer Park; Widefield; 750 Citadel Dr.; 4055 Templeton Gap; 400 W Filmore; Academy at Flintridge, 300 N Academy; Union at Van Buren; King Soopers Centers, Circle at Airport.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
The Citadel (80)	4	Penney, The Denver
Bon (17)	3	Safeway
Golf Club Acres	2	Simms
Three Eagles (2)	3	Safeway
Audobon Gdns.	2	Cost Plus
Venetian Vlg. (15)	3	Albertson's
Security (30)	NA	Albertson's
Skyway Park	3	Coyle
Redrock Canyon (24)	4	No Frills
Chapel Hills	9	Sears
Circle Fair	3	Albertson's
Circle East (60)	2	Woolco
Fountain Vly. (13)	8	Safeway
Broadmarket (35)	2	Safeway
Widefield Mall	8	Safeway
Rustic Hills	4	Hatch's
Rustic Hills North (24)	4	Albertson's, Skaggs
Southgate (29)	3	Sears
Mall of the Bluffs (62)	7	Alco
Academy Mart (15)	4	Target
Central Bank Plaza (17)	3	Wards
Chase Stone	0	May, D&F
N. Circle Plz. (20)	3	Cloth World
Uintah Gardens	3	King Soopers

Also Knob Hill; Circle Drive; Woodmoor; K mart Plaza; Woolco Plaza; County Club; Maizeland Moors Ranch Center; Woodland Park; Corners.

Principal Shopping Days : Department stores - Mon., Thurs., Fri. & Sat. Food stores - Wed., Fri., Sat. & Sun.

Stores Open Evenings : All major supermarkets, discount drug & department stores.

13 - RETAIL OUTLETS: Department Stores - Hibbard; Perkins Shearer; May D&F; Sears; J.C. Penney; Montgomery Ward; Fashion Bar; The Denver; Odds & Ends; Alco; K mart; O.G. Wilson; Labelle's; Target; Woolco; Yellow Front; H.J. Wilson's.

Discount Stores - King's; K mart 3; Woolco 4; Target 2; Alco 2.

Variety Stores - Woolworths; Duckwall's.

Chain Drug Stores - Walgreen's 5; Rexall; Safeway Drug; Skagg's; Kohler; Target; King Soopers.

Chain Food Supermarkets - Safeway 9; Albertson's 6; City Supers; King's 7; Simm's; 7-Eleven; Frontier Farm; Kwik Way; Cost Plus.

Other Chain Stores - Florsheim; Sherwin-Williams; Firestone; Goodyear; B.F. Goodrich, Pittsburgh Paint & Glass; Fashion Bar; Thom McAn; Baker's Shoes; Kinney; Kwal Paint; Mary Carter; Helzberg Jewelers; Edison Bro.; Eakers; Dave Cook; Downings; Motherhood Maternity; Burnstein-Applebee; Evenson's; Richman Bros.; Spencer's; Walden Books; Singer Co.; Jean's West; Radio Shack; Color Tile; Payless Shoes; Douglas Optical; Gates Tires; General Nutrition; Hardy Shoes; Vorhes Shoes; Stover Candies; Mr. C. Fashion; So-Fro Fabrics; Zales; Zerbes; Sutherland Lumber; Weberg's; Handy Dan; Pay 'n Pak; Fred Schmid; Famous Footwear; Montaldo's; Red Wing Shoes; Homestead House; Payless Cashways; Park Lane; Merle Norman; K-G Men's; National Shirt; Docktor Pet; Royal Optical; B. Dalton; Bohm Allen; Knapp Shoes.

14 - NEWSPAPERS: GAZETTE TELEGRAPH (m) 28,924; (e) 50,624; Comb. (m&e) 79,548; (m-sat) 78,671; (S) 84,134; Mar. 31, 1981 ABC.
THE SUN (m-mon to fri) 30,607; (m-sat) 30,324; (S) 31,732; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Russ Cannon, Retail Adv. Mgr., GAZETTE TELEGRAPH, 30 S. Prospect, Colorado Springs, CO 80906; Tel. (303) 636-0331. David Thompson, Adv. Dir., SUN, PO Box 130, Colorado Springs, CO 80901; Tel. (303) 633-3881.
National Representatives : GAZETTE TELEGRAPH - CWO&O; SUN - Sawyer-Ferguson-Walker.

CRAIG

1 - LOCATION: Moffat County, E&P Map B-1, County Seat. NW part of state. On Hwys. 40 & 13.

2 - TRANSPORTATION: Railroads - Denver & Rio Grande; Western.
Intercity Bus Lines - Continental Trailways.
Airlines - Frontier; Rocky Mountain Airways.

3 - POPULATION:
Corp. City 80 Cen. 8,133
County 80 Cen. 13,133

4 - HOUSEHOLDS:
City 80 Cen. 2,947
County 80 Cen. 4,578

5 - BANKS: N.A.

6 - PASSENGER AUTOS: County 6,520

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center - N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NORTHWEST COLORADO PRESS (e-mon to fri) 3,684; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Carol Brett, Adv. Mgr., NORTHWEST COLORADO PRESS, PO Box 5, Craig, CO 81625; Tel. (303) 824-7031.
National Representative : Branham.

DENVER

1 - LOCATION: Co-extensive with Denver County, (Denver-Boulder SMSA). E&P Map C-2. On virtually level terrain one mile above sea level, 10 mi. E of juncture of plains and Rocky Mountains; 1,048 mi. from Chicago; 640 mi. from Kansas City; 570 mi. from Salt Lake City; 500 mi. from Omaha.

2 - TRANSPORTATION: Railroads - Union Pacific; Denver & Rio Grande Western; Burlington Northern; Santa Fe; Rock Island; Colorado & Southern; Amtrak.
Motor Freight Carriers - 96.
Intercity Bus Lines - Greyhound; Continental Trailways; Gray Line; RTD.
Airlines - Braniff; Continental; Delta; Frontier; United; Western; TWA; Ozark; Texas International; Aspen Airways; Mexicana; Rocky Mountain Airways; Air Midwest; Eastern; Hughes Air West; Piedmont; Republic.

3 - POPULATION:
Corp. City/County 80 Cen. 491,396
CZ-ABC: (70) 1,044,931; (81) 1,362,600
Bal. in PMA-ABC: (70) 407,073 (81) 644,900
Total PMA-ABC: (70) 1,452,004 (81) 2,007,500
SMSA 80 Cen. 1,619,921
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 211,220
CZ-ABC: (70) 336,651; (81) 491,100
Bal. in PMA-ABC: (70) 124,582; (81) 227,500
Total PMA-ABC: (70) 461,233; (81) 718,600
SMSA 80 Cen. 609,005

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	16	$5,370,431,000
Commercial (SMSA)	107	$8,368,599,000

6 - PASSENGER AUTOS: County 250,930

7 - ELECTRIC METERS: All Classes SMSA 657,627

8 - GAS METERS: All Classes SMSA 518,554

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Construction 43,900 ($399); Manufacturing 125,700 ($312); Nondurable Goods 48,100 ($319); Durable Goods 77,600 ($306).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-80; Summer 51-92; Fall 18-68; Winter 13-56. First killing frost, Oct. 17. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, 53% of supply hard, 47% of supply soft; West Slope, fluoridated; East Slope, not fluoridated.

12 - RETAILING: Principal Shopping Area : 44 sq. blocks downtown on 15, 16 and 17 Sts. bet. Larimer and Broadway.
Neighborhood Shopping Areas - W. Alameda & S. Sheridan; W. 20 & Youngfield; 3400 Youngfield; 3100 S. Sheridan; 795 S. Colo. Blvd.; 6500 S. Bdwy.; 5050 S. Federal; W. 48 & Pecos; E. 3rd Ave. & Hudson; 3300 Dahlia; 3575 S. Logan; 3300 S. Bdwy.; E. Hampden & S. Fairfax; E. 22nd Ave. & Kearney; W. Colfax & Carr; 600 S. Holly; E. 14th Ave. & Kearney; W. 6th & Garrison; 601 S. Bdwy.; 9305 Mntw. Blvd.; 7150 Federal; E. 23rd & Oneida; E. 33rd & Holly; W. 72nd & Pecos; W. 38th & Ames; 9000 N. Wash.; E. Fla. & Holly; W. 38th & Wadsworth; W. Littleton Blvd. & S. Windermere; 7200 W. Alameda; S. Colorado Blvd. & Yale; 5801 W. 44th Ave.; 10405 W. Colfax; 1st Ave. & University Blvd.; 6th & Peoria; W. Miss. & Quivas; 6455 W. Colfax; So. Fed. & W. Evans; 2200 W. Alameda.
Principal Shopping Days : Mon., Fri. and Sat.
Stores Open Evenings : Mon. & Thurs.; Food Markets - Daily to 9 p.m. & Sun. to 6 p.m.; Shopping Ctrs. - Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores - The Denver; Joslins; May-D&F; Montgomery Ward; J.C. Penney; Sears.
Men's and Women's Clothing Stores - Amters; Aspen Leaf; Clint Fabions; Cottrell's; Eakers; Fashion Bar; Grassfield Gano Downs; Howells; Joseph Magnin; KG Mens Store; Ladybee Fashions; Lane Bryant; Margo's; McDonalds Clothing; Mens Fashion Warehouse; Miller Stockman; Montaldos; Neusteters; Perkins Shearer; PMM Western Wear; Richman Bros.; Sheplers, Inc.; The Clothing Center.
Discount Stores Target; K mart; Woolco; LaBelle's; O. G. Wilson; J Branham.
Variety Stores - Woolworth; White; Duckwall; TG&Y.
Chain Drug Stores - Walgreen 15; Skaggs 19; King Soopers 36; Merit 3; Econo 3; K mart 3.
Chain Supermarkets - Safeway 56; Albertsons 18; Friendly Cash & Carry 4; Assoc. Food Markets 6; Colorado Soopers 2; King Soopers 41; Super Foods 13; Shoppin' Bag 2.
Cooperative-Buying Groups - Associated Grocers of Colorado 430.
Nearby Shopping Centers (Number of Stores) : Alameda & Garrison, 9200 W. Alameda Ave. (9); Alameda Square, 2200 W. Alameda Ave. (35); Alameda Village, 7075 W. Alameda; Applewood Grove, W. 20th Ave. and Youngfield (17); Applewood Village, 3320 Youngfield St. (30); Arapahoe, 5100 S. Lowell Blvd., Littleton (9); Arapahoe Village, 2400 Arapahoe Ave., Boulder (14); Arvada Plaza, 58th & Independence St., Arvada (63); Arvada Sooperland, 9661 W. 58th Ave., Arvada (8); Arvada Square, 9215-9585 Ralston Rd., Arvada (21); Arvada Villa, 9609 W. 57th Place, Arvada (3); Athmar Park, 1900 W. Mississippi Ave. (14); Aurora Mall, I-225 & Alameda Ave., Aurora (124); Aurora Plaza, 690 Peoria St., Aurora (12); Avondale Village, 3200 W. Colfax Ave. (17); Base-Mar, 2600 Baseline Rd., Boulder (29); Bear Valley, 3100 S. Sheridan Blvd. (50); Belcaro, E. Exposition at Colorado Blvd. (21); Berkeley Village, 5400 N. Sheridan Blvd. (12); Blue Spruce Shoppette, 7400 W. 38th Ave., Wheat Ridge (6); Boulevard, 1625 S. Colorado Blvd.; Brentwood, 1900-2000 S. Federal Blvd. (34); Broadridge, 109-199 Ridge Road (13); Broadway Estates, 6512-60 S. Broadway, Littleton (11); Brookridge, Broadway at Belleview, Englewood (32); Broomfield, 390 Opal St., Broomfield (20); Broomfield Retail Center, Midway Blvd. & Hwy. 287; Buckingham Square, 1306 S. Havana Ave., Aurora (110); Caeser's Shoppette 9500 E. Montview Blvd., Aurora (5); Centennial, 5050 S. Federal Blvd., Englewood (19); Central Lakewood Shoppette, 995 Wadsworth Blvd., Lakewood (18); Chafee Park, W. 48th Ave. and Pecos St. (19); Cherry Creek, 1st Ave. & University Blvd. (52); Cherry Crest, 5455 S. University Blvd., Cinderella City, 701 E. Hampden Ave., Englewood (250); Colfax-Kipling, 9797 W. Colfax Ave., Lakewood (30); College View, E. 23rd Ave. & Oneida St. (16); Community Plaza, Alpine & Broadway, Boulder; Country Club, 1864 S. Wadsworth Blvd., Littleton (10); Crestmoore, 3rd and Hudson St. (13); Crossroads, 1600 28th Ave., Boulder (50); Crossroads North, 29th & Peak Ave., Boulder; Dahlia, 3300 Dahlia St. (25); Denver Square, 555 17th St. (15); Dry Creek, 3575 S. Logan St. (10); Eastland Plaza, E. Alameda & Potomac Ave.; Englewood Park'n Shop, 3300 S. Broadway, Englewood (13); Fitzsimmons Plaza, E. Colfax & Peoria St.; Garland, N. Washington & Garland Sts. (18); Goldsmith Ctr. 8000 E. Quincy Ave. (23); Green Mountain Plaza, 12270 W. Alameda Pkwy.; Gunbarrel, 6560-70 Lookout Road, Boulder (7); Hampden & Shoshone, 1860-1894 W. Hamilton Place, Englewood (9); Happy Canyon, 5000 E. Hampden Ave. (22); Heritage Square, Golden (42); Hoffman Heights, 6th Ave. & Peoria St. (36); Holly Shops, 1950 S. Holly; Huron Plaza, 710 W. 84th Ave., Thornton (15); Iliff, 2200 S. Colorado Blvd. (9); Ivy-K, E. 64th Ave. & Kearney St.; J.C.R.S., 6401 W. Colfax Ave., Lakewood (27); Jersey Shoppette, E. 9th & Jersey St. (10); Jewell Square, 7817 W. Jewell Ave. (17); Kings Soopers, 9th Ave. and Corona (6); 104th Ave. and Washington St., Northglenn, (7); Mississippi at Havana Ave., Aurora (26); Leetsdale and Monaco (14); 84th & Pecos St. (18); Jewell & Wadsworth Blvd., Lakewood (15); Arapahoe Road & South Glencoe St., Littleton (27); 100 W. Littleton Ave., Littleton (9); 80th & Wadsworth Blvd., Arvada (33); 1410 S. Sheridan Blvd. (9); Alameda Pkwy & Union Blvd; Lakewood (31); Kipling Plaza, 37th & Kipling St., Wheat Ridge (18); Krameria, E. Colfax & Krameria St. (5); L & H, S. Logan St. & E. Hampden Ave.; La Conte, 7200 N. Federal Blvd., Westminister (13); Lake Arbor, W. 80th & Wadsworth Blvd., Arvada (17); Lakeside, 5801 W. 44th Ave., Wheat Ridge (59); Lakewood, W. Colfax & Carr St.; Leetsdale, 600 S. Holly St. (10); Larimer Square, 1228 15th St. (36); Lincoln, 2345 S. Federal Blvd. (7); Mapleton, 5799 N. Washington St. (4); Mar Lee Manor, Florida at Tennyson St. (22); Mayfair, 1360 Kearney St. (8); Mayfair North, 6201-45 E. 14th Ave. (10); Meadowlark, W. 6th Ave. & Garrison St., Lakewood (12); Merchants Park, 601 S. Broadway; Mission Viejo, E. Hampden & Chambers Road, Aurora (19); Montbello Plaza, 4690 Peoria St. (10); Monaco Square, 900 block of S. Monaco (13); Montview, Montview Blvd. & Dayton St., Aurora; Montview Plaza, Montview Blvd. & Clinton St., Aurora (16); North Boulevard, 1545 S. Colorado Blvd.; North Park, W. 64th Ave. & Wadsworth Blvd., Arvada; North Broadway, 2700 N. Broadway, Boulder (8); North Valley Plaza, 72nd Ave. & Sims Sts., Arvada; Northgate, 7150 N. Federal Blvd., Westminster (19); Northglenn Mall, 104th Ave. & I-25, Northglenn (110); North Valley, 500 E. 84th Ave., Thornton (94); Northland Plaza, 870 E. 88th Ave.; Old South Gaylord Street Shops, 1000 S. Gaylord St. (54); Orchard Plaza, 5910 S. University Blvd., Littleton (20); Paramount Heights, W. 26th Ave. & Kipling St., Wheat Ridge (19); Park Hill, E. 35th Ave. & Holly St. (14); Peri-Mack, W. 72nd Ave. & Pecos St. (21); Peoria Plaza, E. 16th Ave. & Peoria St., Aurora; Plaza De Monaco, 6460 E. Yale Ave. (15); Ralston, W. 60th Ave. & Ralston Rd., Arvada; Regal Shoppes, 1440 S. Colorado Blvd. (9); Ridge Village, 38th & Ames St., Wheat Ridge (8); Ridgeview Shoppette, 9005 W. 44th Ave., Wheat Ridge (9); Sakura Square, Lawrence to Larimer on 19th St. (12); Shaw Heights, W. 88th Ave. & Lowell Blvd., Westminster (15); Sheridan Acres, 64th Ave. & Sheridan Blvd., Littleton (116); Southmoor Park, 6470 E. Hampden Ave. (11); Southwest, W. Evans Ave. & S. Sheridan Blvd.; Stockdale Shops, 2648 S. Parker Road, Aurora (14); Table Mesa Village, 600 S. Broadway, Boulder (30); Tamarac Square, E. Hampden & S. Tamarac St. (92); Third Ave./Jones Place, N. Cherry Creek, 3rd & Detroit St. (10); Thornton, E. 88th Ave. & N. Washington St., Thornton; Thunderbird Square, 4700 Baseline Road, Boulder (8); University Hills, 2700 S. Colorado Blvd. (34); University Hills Plaza, 2500 S. Colorado Blvd. (29); University Hills South, 2800 S. Colorado Blvd. (18); Valleyview Plaza, W. 104th Ave. & Federal Blvd.; Valmont, 28th & Valmont Rd., Boulder (4); Villa Italia, 7200 W. Alameda Ave., Lakewood (133); The Village, 2525 Arapahoe Road, Boulder (23); Village Mall, 7300 W. 44th Ave. Wheat Ridge (4); Virginia Village, E. Florida Ave. & Holly St.; Wadsworth Plaza, S. Wadsworth Blvd. & W. Jewell Ave.; Wilshire Plaza, 2300 S. Colorado Blvd., (13); Westland, 10405 W. Colfax Ave., Lakewood (45); Westminster Mall, 88th & Sheridan, Westminster (110); Westminster Plaza, 7301 N. Federal Blvd., Westminster (41); Wheat Ridge, 5810 W. 38th Ave., Wheat Ridge (13); Wheat Ridge Park 'N Shop, 38th & Wadsworth Blvd., Wheat Ridge (16); Williams Village, 2990 Baseline Rd., Boulder (15); Woodlawn, 1400 W. Littleton Blvd., Littleton (32); Woodlawn Plaza, 1200 W. Littleton Blvd., Littleton (9).

14 - NEWSPAPERS: POST (e-mon to fri) 276,389; (sat) 254,484; (S) 357,157; Mar. 31, 1981 ABC. (Post morning edition started Sept. 14, 1981).
ROCKY MOUNTAIN NEWS (m) 288,410; (S) 306,627; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Lucas, Mgr. Gen. Adv., POST, PO Box 1709, Denver, CO 80201; Tel. (303) 820-1420. Henry A. Howe, Jr., Mgr. Gen. Adv., ROCKY MOUNTAIN NEWS, PO Box 719, Denver, CO 80201; Tel. (303) 892-5151.
National Representatives : POST - Sawyer-Ferguson-Walker; ROCKY MOUNTAIN NEWS - Story & Kelly-Smith.

DURANGO

1 - LOCATION: La Plata County, E&P Map A-3, County Seat. Shipping and wholesale center for five counties in the San Juan Basin, SW Colorado and N New Mexico. Agricultural, mining, industrial center. Grand Junction, 167 mi. N; 340 mi. from Denver; 220 from Albuquerque, NM.

2 - TRANSPORTATION: Railroads - Durango-Silverton narrow gauge.
Motor Freight Carriers - 3.
Bus Lines - Continental Trailways.
Airlines - Frontier; Sun West.

3 - POPULATION:
Corp. City 80 Cen. 11,426
County 80 Cen. 27,424

4 - HOUSEHOLDS:
City 80 Cen. 4,120
County 80 Cen. 9,746

5 - BANKS:
Savings 1; Sav. & Loan 2; Comm. 3. Total Deposits $161,574,000.

6 - PASSENGER AUTOS: County 14,135

7 - ELECTRIC METERS: Residence 6,542

8 - GAS METERS: Residence 3,152

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Lumber Processing 125 ($120); Iron and Sheet Metal 13 ($105); Oil & Natural Gas 150 ($110); Bottling Plants 70 ($100).
Principal Pay Days - 10th, 20th.

10 - CLIMATE: First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers - 19 blocks on Main Ave.; 5 on Second Ave.; 8 on Sixth St.; 16 Unit Town Plaza; 8 unit College Plaza.
Neighborhood Shopping Center - In Animas City (North Main Ave.).
Principal Shopping Days : Mon., Thu., Sat. Grocery Stores are open Sundays.

13 - RETAIL OUTLETS: Department Stores - Graden Mercantile; J.C. Penney; Montgomery Ward; Sears (catalog); TG&Y Family Center.
Discount Stores - Gibson's; Yellow Front.
Variety Stores - Woolworths.
Chain Drug Stores - Basin Rexall; Professional; Plaza.
Chain Food Supermarkets - Safeway; Sure Value 2; City 2; Peoples 2.
Other Chain Stores - Sweetbriar; Mode O'Day.

14 - NEWSPAPERS: HERALD (e-mon. to fri.) 6,263; (S) 8,016; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Don Schlichting, Assoc. Pub., HERALD, 1275 Main Ave., Durango, CO 81301; Tel. (303) 247-3504.
National Representative : Branham.

FORT COLLINS

1 - LOCATION: Larimer County, (SMSA). E&P Map C-1, County Seat. Colorado State University (20,000); tourist gateway. 65 mi. N of Denver, 45 mi. SW of Cheyenne.

2 - TRANSPORTATION: Railroads - Union Pacific; Colorado and Southern.
Motor Freight Carriers - 8.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 64,632
CZ-ABC: (70) 43,337; (81) 68,200
RTZ-ABC: (70) 16,826; (81) 29,000
County/SMSA 80 Cen. 149,184
City & RTZ-ABC: (70) 60,163; (81) 97,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,320
County 80 Cen. 54,086
CZ-ABC: (70) 13,106; (81) 23,800
RTZ-ABC: (70) 5,157; (81) 10,200
City & RTZ-ABC: (70) 18,263; (81) 34,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$332,000,000
Sav. & Loan	7	N.A.
Industrials	4	N.A.

6 - PASSENGER AUTOS: County 89,298

7 - ELECTRIC METERS: Res. City/County 63,483

8 - GAS METERS: Res. County 41,392

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Machine Parts 760 ($250); Welders 160 ($270); Plastics 380 ($228); Concrete Pdts. 250($270); 96 Manufacturing industries employ 4,725.
Principal Industrial Pay Days - 15th and 31st.

10 - CLIMATE: Min. & Max. Temp. - Spring 41-68; Summer 52-82; Fall 22-52; Winter 13-42. First killing frost, Sept. 8. Last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers - Foothills Fashion Mall, Foothills Square.
Neighborhood Shopping Centers - Laurel and College; College and Prospect; North College, 700-1100 blocks; West Elizabeth and Shields; South College, 2000-6500 blocks; South College, 3000-4000 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Campus West (33)	3	Campus Merit Drugs
Cedarwood Plz.	NA	King Soopers
Foothills Fashion Mall (50)	3	May D&F, Safeway, Denver Dept., Sears, J.C. Penney, Skaggs
Foothills Sq.	NA	Fashion Bar, I.M. McDonalds
South College	2	Western Camera
Century Mall (25)	1	King Sooper, Mont. Ward

Principal Shopping Days : Thurs., Fri., Sat., Sun., Wed.
Stores Open Evenings : Food and most major retailers.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Penney; J.M. McDonalds; Sears; The Denver; May D&F; Eakers; Fashion Bar.
Variety Stores - Woolworth.
Discount Stores - K mart; Target LaBelle's.
Chain Drug Stores - Walgreen 2; Rexall; Skaggs; Merit.
Chain Food Supermarkets - Safeway 2; Toddy's Markets; King Soopers 2; Steele's 2; Beavers 3.

14 - NEWSPAPERS: COLORADOAN (e-mon to fri) 19,439; (S) 21,660; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Joelene S. Carson, Adv. Dir., COLORADOAN, 1212 Riverside Ave., Fort Collins, CO 80824; Tel. (303) 453-6397.
National Represantative : Gannett.

FORT MORGAN

1 - LOCATION: Morgan County, E&P Map C-1. 80 mi. NE Denver on U.S. Hwys. 6, 34 and 198; State Hwy. 52; I-76.

2 - TRANSPORTATION: Railroads - Burlington; Union Pacific.
Motor Freight Carriers - 2.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,768
County 80 Cen. 22,513
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,366
County 80 Cen. 7,981

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$74,732,907
Sav. & Loan	4	$48,378,541

6 - PASSENGER AUTOS: County 12,647

7 - ELECTRIC METERS: Residence 4,118

8 - GAS METERS: Residence 3,162

9 - PRINCIPAL INDUSTRIES: Sugar; Tools; Grain; Seeds; Electric Generators; Fertilizer; Beef Packers; Modular Homes.

10 - CLIMATE: First killing frost, Oct. 17. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 5 blocks on Main St.; 3 on Ensign St.; 3 on State St.; 5 on Railroad Ave.; 12 on Platte Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
E. Railroad Ave. (10)	NA	Big T Mkt.

Principal Shopping Days : Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; A. G. Eaker.
Discount Stores - Alco; Gibson; K mart.
Chain Drug Stores - Walgreen; Macy's; Rexall.
Chain Supermarkets - Johnson's Supper; Green Acres AG Mkt.; Big T Super; Edwards Mkt.; Safeway Stores, Inc.
Other Chain Stores - Coast-to-Coast; Brown's Shoe Fit.

14 - NEWSPAPERS: TIMES (e) 6,260; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Harold E. Bohm, Adv. Mgr., TIMES, 329 Main St., Fort Morgan, CO 80701; Tel. (303) 867-5651.
National Representative : Branham.

GLENWOOD SPRINGS

1 - LOCATION: Garfield County, E&P Map B-2, County Seat. Agricultural, logging, resort area. 75 mi. NE of Grand Junction. On State Hwy. 82, 133; U.S. Hwy. 6, 24; I-70.

2 - TRANSPORTATION: Railroads - Denver & Rio Grande Western.
Motor Freight Carriers - 2.
Intercity Bus Lines - Continental Trailways; Glenwood-Aspen Stages; Mid-Continental Coaches; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,637
County 80 Cen. 22,514

4 - HOUSEHOLDS:
City 80 Cen. 1,930
County 80 Cen. 8,131

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$102,000,000

6 - PASSENGER AUTOS: County 13,354

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Dairying; Logging; Resort (Hot Springs); Mining (coal).

10 - CLIMATE: Min. & Max. Temp. - Spring 30-87; Summer 55-92; Fall 36-80; Winter 18-54. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Neighborhood Shopping Centers - City Market Plaza; Van Rand Center.
Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: GLENWOOD POST (e-mon to fri) 4,873; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Paul A. Smardo, Adv. Mgr., GLENWOOD POST, 201 Eighth St., Glenwood Springs, CO 81610; Tel. (303) 945-8515.
National Representative : Branham.

GRAND JUNCTION

1 - LOCATION: Mesa County, E&P Map A-2, County Seat. Shipping, wholesale & retail, mining, industrial, recreation center. 250 mi. from Denver; 300 mi. from Salt Lake City.

2 - TRANSPORTATION: Railroads - Denver & Rio Grande Western.
Motor Freight Carriers - 17.
Transcontinental Bus Lines - Continental.
Airlines - Frontier; United; Continental.

3 - POPULATION:
Corp. City 80 Cen. 28,144
County 80 Cen. 81,530
CZ-ABC: (70)47,203; (81)73,600
Bal. in PMA-ABC: (70)55,644; (81)81,900
Total PMA-ABC: (70)102,847; (81)155,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,766
County 80 Cen. 29,668
CZ-ABC: (70)15,474; (81)24,000
Bal. in PMA: (70)17,999; (81)28,000
Total PMA-ABC: (70)33,473; (81)52,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	4	$280,033,554
Commercial	7	$303,702,867

6 - PASSENGER AUTOS: County 47,500

7 - ELECTRIC METERS: 32,096

8 - GAS METERS: 24,858

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Public Utilities 1,244 ($314); Trade 9,450 ($264); Mining 4,069 ($325); Electronics 1,680 ($231); Ceramics 473 ($209); Insulation 488 ($297).
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-88; Summer 55-93; Fall 37-80; Winter 18-53. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 4 blocks on Main St.; Teller Arms, North Ave. and 23rd; Brach's Village; Albertson's, 12th and Orchard (43 stores); Eastgate; K mart Plaza; Mesa Mall, Hwys. 6 & 50 (80 stores); Coronado Plaza (18 stores); Monument Village (15 stores).
Neighborhood Shopping Centers - 2 blocks on North Ave.; 2 on Grand Ave.; 4 on Orchard Mesa.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Teller Arms (23)	3	Tempo, Safeway
North 7th St.	2	Gibson Phcy., Mesa Phcy.
North Ave.	1	City Mkt., Woolco, K mart, Gibson
Grand Ave.	NA	Grand Ave. City Mkt.
Orchard Mesa		7-Eleven, Safeway
Pioneer Village (6)	2	Brach's Mkt., Western Auto

Principal Shopping Days : Fri., Sat. & Sun.
Stores Open Evenings and Sundays : Grocery, drug, shopping center, discount stores.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Montgomery Ward; Keith O'Brien; Bullock's; Sears.
Variety Stores : Woolworth; Western Auto.
Discount Stores : Gibson's; Surplus City; Tempo; K mart; Woolco.
Chain Drug Stores : Mesa 3; Walgreen 3; Campus Rexall 2; Skagg's Walker 2; Gibson's.
Chain Food Supermarkets : Safeway 4; City Market 5; Thriftway 2; Waddel's; Albertson's.
Other Chain Stores - Singer Co.; Fashion Bar; Sweetbriar; Mode O'Day; Pay'n Pak; Radio Shack; Nautilus; Baskin Robbins; Wendys; McDonalds.

14 - NEWSPAPERS: SENTINEL (e) 30,647; (S) 33,372; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ralph R. Powers, Adv. Sales Mgr., SENTINEL, 730 S. 7th St., Grand Junction, CO 81501; Tel. (303) 242-5050.
National Representative : Branham.

GREELEY

1 - LOCATION: Weld County, (SMSA). E&P Map C-1, County Seat. NE part of state, midway between the capital cities of Colorado and Wyoming, 52 mi. N of Denver, 51 mi. S of Cheyenne. Altitude 4,637 feet. At intersection of U.S. Hwys. 85 & 34. College center. Shipping point for livestock and farm products.

2 - TRANSPORTATION: Railroads - Union Pacific; Colorado & Southern; Amtrak.
Motor Freight Carriers - 5.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 53,006
CZ-ABC: (70) 38,902; (81) 57,900
RTZ-ABC: (70) 50,395; (81) 69,400
County/SMSA 80 Cen. 123,438
City & RTZ-ABC: (70) 89,297; (81) 127,300

4 - HOUSEHOLDS:
City 80 Cen. 19,351
County/SMSA 80 Cen. 42,749
CZ-ABC: (70) 11,858; (81) 20,300
RTZ-ABC: (70) 14,806; (81) 23,500
City & RTZ-ABC: (70) 26,664; (81) 43,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Industrial	2	N.A.
Sav. & Loan	4	N.A.
Commercial	7	$301,731,000

6 - PASSENGER AUTOS: County 66,347

7 - ELECTRIC METERS: Residence 16,300

8 - GAS METERS: Residence 15,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Sugar Ref. 100 ($120); Food Proc. 100 ($105); Farm Equip. 50 ([illegible]); Motor Rebuild. 30 ($120); Overall Factory 120 ($104); Packing Plant 540 ($180).
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-90; Summer 50-100; Fall 20-80; Winter 15-70. First killing frost, Sept. 30. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 7th St. to 11th St. and 6th Ave. to 9th Ave., approximately 15 square blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greeley Mall (75)	NA	Montgomery Ward, Joslins, Safeway, Zales, McDonald's
Hillside Center (14)	NA	
Hillside Mall (24)	NA	Woolco, King Soopers
Wilshire (7)	NA	Sears, Eaker's

Stores Open Evenings : Food and Discount - Mon. through Sat. All Stores open Thur. eve's.

13 - RETAIL OUTLETS: Department Stores - Joslin's; J.C. Penney; Montgomery Ward; Denver Dry Goods; Eaker's; Hesteds; J.V. Smith; Big R; McDonalds.
Discount Stores - Gibsons; K mart; Woolco.
Variety Stores - Woolworth.
Chain Drug Stores - Merit 4; Skagg's 2.
Chain Food Supermarkets - Safeway 2; Albertson 2; King Soopers.
Other Chain Stores - Auto Supplies: K mart, Gambles, Gibson's; Sears (catalog); Dairies: Meadow Gold, Carlson-Frink; Finance Companies: Dial, General, Associates, Avco, Aetna, Pacific, Security Credit, Household Finance, Beneficial, G.A.C.; Ice Cream: Bresler's, Baskin-Robbins, Dairy Queen; Jewelry: Grayheal, Weiss, Zale; Men's Wear: Otis Bros., Mike's, Gregory's; Paint: KWAL, Valspar, Pittsburgh, Sherwin-Williams, Komac, Cooks; Sewing Centers: Viking, Bernina, Necchi-Elva, Pfaff, Singer; Shoes: Kinney, Brown's Shoe Fit, Foot-So-Port, Red Wing, Pay Less, Fashion Bar Shoe, Karl's; Women's Apparel: Fashion Bar, Mode O'Day; McDonald's.

14 - NEWSPAPERS: TRIBUNE & REPUBLICAN (e-S) 22,407; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James D. McGlasson, Adv. Dir., TRIBUNE, 714 8th St., Greeley, CO 80631; Tel. (303) 352-0211.
National Representative : NASCO.

LA JUNTA

1 - LOCATION: Otero County, E&P Map C-3, County Seat.

2 - TRANSPORTATION: Railroads - Atchison, Topeka and Santa Fe.
Motor Freight Carriers - 5.
Intercity Bus Lines - Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,338
County 80 Cen. 22,567

4 - HOUSEHOLDS:
City 80 Cen. 3,007
County 80 Cen. 7,937

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$41,572,000
Industrial	1	$3,249,625
Sav. & Loan	2	$200,000,000

6 - PASSENGER AUTOS: County 12,074

7 - ELECTRIC METERS: Residence 3,566

8 - GAS METERS: Residence 4,003

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.) - RR Shops 580; Food Prods. 375; Radar 200; Brass Mfg. 92.
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-50; Summer 60-77; Fall 41-57; Winter 19-35. First killing frost, Oct. 8. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Dept. Sat.; Food Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J.C. Penney; Gambles; Sears; Coast-to-Coast.
Variety Stores : Woolworth.
Discount Stores : Gibson's, TG&Y.
Chain Food Supermarkets : Safeway.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (e-mon to fri) 4,220; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: Spencer Burtis, Pub., TRIBUNE-DEMOCRAT, PO Box 480, La Junta, CO 81050; Tel. (303) 384-4475.
National Representative : Branham.

LAMAR

1 - LOCATION: Prowers County, E&P Map D-3. 30 mi. W of Kansas State line; 120 mi. E of Pueblo; 200 mi. SE of Denver. On State Hwys. 6, 119, 192, 196; U.S. Hwys. 50, 287 and 385.

2 - TRANSPORTATION: Railroads - Santa Fe.
Motor Freight Carriers - 3.
Intercity Bus Lines - Trailways.
Airline - Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 7,713
County 80 Cen. 31,070
Demographic Information (Limited) is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,842
County 80 Cen. 4,658

5 - BANKS:
3 Banks; 2 Sav. & Loan; Dep. $120,422,658

6 - PASSENGER AUTOS: County 6,925

7 - ELECTRIC METERS: Residence 4,937

8 - GAS METERS: Residence 3,915

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Bus Manufacturing 200; Cattle Feed Yards 100.

10 - CLIMATE: Min. & Max. Temp. - Spring 36-70; Summer 60-92; Fall 37-73; Winter 16-48. First killing frost, Oct. 18. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers - 10 blocks Main St.; 20 stores on adjacent streets; Orchard Plaza Shopping center, 9 outlets; Village Shopping Center, 10 outlets; K mart shopping center, 6 outlets.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Eisenhauer's; Montgomery Ward (catalog); Montgomery Ward; TBA; Sears (catalog); Big R; Farm and Ranch General Store; Coast-to-Coast.
Variety Stores - Duckwall.
Discount Stores : Gibson; Tempo; K mart.
Chain Drug : Flora; Coles; Gibson's Phcy.; Corner Phcy.; Jim's Phcy.
Chain Food Supermarkets : Safeway; IGA; 7-Eleven; Love's; Orchard Plaza Foodliner.
Other Chain Stores - Sweetbriar's; Conrad's; Mademoiselle; The Pizza Hut; Kentucky Fried Chicken; Sonic Drive-In; Burger King.

14 - NEWSPAPERS: TRI-STATE NEWS (e-mon to fri) 3,416; sworn March 31, 1981.
Local Contact for Advertising and Merchandising Data: Ted Searl, Adv. Dir., TRI-STATE NEWS, 310 S. 5th, Lamar, CO 81052; Tel. (303) 336-2266.
National Representative : Branham.

LEADVILLE

1 - LOCATION: Lake County, E&P Map B-2, County Seat. Residential and industrial center. 121 mi. from Canon City, 162 mi. from Pueblo, 185 mi. from Grand Junction, 112 mi. from Denver. On U.S. Hwy. 24; State Hwy. 91.

2 - TRANSPORTATION: Railroads - Denver & Rio Grande.
Motor Freight Carriers - Ephraim Frt.; Rio Grande Frt.
Intercity Bus Lines - Continental; Rio Grande.

3 - POPULATION:
Corp. City 80 Cen. 3,879
County 80 Cen. 8,830

4 - HOUSEHOLDS:
City 80 Cen. 1,437
County 80 Cen. 3,000

5 - BANKS: 1 Comm. Est. Dep. $30,000,000

6 - PASSENGER AUTOS: County 4,744

7 - ELECTRIC METERS: Residence 3,480

8 - GAS METERS: Residence 1,800

9 - PRINCIPAL INDUSTRIES: Ore Mining; Smelting; Milling & tourism. Mining, 2150 emp., $210 Wkly.; Other Industry, 700 emp., $110 Wkly.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Neutral.

12 - RETAILING:
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Sun. - Safeway; Super Foods; Skaggs.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Crews-Beggs; Sears; Montgomery Ward.
Chain Food Supermarkets : Safeway; Super Foods 3; Mini-Mkt.; Skaggs; 7-Eleven.

14 - NEWSPAPERS: HERALD DEMOCRAT (e-mon to fri) 2,100; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: F. R. Bochatey, Pub., HERALD-DEMOCRAT, Box 980, Leadville, CO 80461; Tel. (303) 486-0461.
National Representative : Branham.

LONGMONT

1 - LOCATION: Boulder County, (Denver-Boulder SMSA). E&P Map C-1. Residential, agriculture and industrial center 37 mi. N of Denver. On State Hwys. 66, 119; U.S. Hwy. 287, 7 mi. W of I-25.

2 - TRANSPORTATION: Railroads - Burlington Route; Colo. & Southern; Great Western.
Motor Freight Carriers - 4.
Intercity Bus Lines - Colorado Motor Way; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 42,942
CZ-ABC: (70) 23,209; (81) 46,000
RTZ-ABC: (70) 27,173; (81) 41,800
SMSA 80 Cen. 1,619,921
County 80 Cen. 189,625
City & RTZ-ABC: (70) 50,382; (81) 87,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,483
County 80 Cen. 68,964
SMSA 80 Cen. 609,005
CZ-ABC: (70) 7,557; (81) 17,000
RTZ-ABC: (70) 8,228; (81) 14,900
City & RTZ-ABC: (70) 15,785; (81) 31,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$146,791,421
Savings & Loan	6	$2,899,596,232

6 - PASSENGER AUTOS: County 109,905

7 - ELECTRIC METERS: Residence 18,522

8 - GAS METERS: Residence 17,473

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Oil & Air Filters 400; Turkey Process 750; Foundries 125; Camp Trailers 130; FAA Unit 400; IBM 5,000; Cement 100; Electronics 500; Heavy Duty Tractors; 4-WD Acces. 100

10 - CLIMATE: Min. & Max. Temp. - Spring 41-68; Summer 50-81; Fall 22-52; Winter 16-44. First killing frost, Sept. 8. Last killing frost, May 7.

11 - TAP WATER: Fluoridated.

12 - RETAILING:
Principal Shopping Days : Fri., Sat., Sun.
Stores Open Evenings : Week nights.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Firestone; J.C. Penney; Sears; M & O Tire; A B Tire City; TG&Y; Skaggs; Goodyear Service Store; Bob's Toy Chest; Shoe Fair; Pic-A-dilly; Shoe Den; Starrs.
Variety Stores - Howell's; K mart; Eakers; Zale's Jewelry.
Discount Stores : Bi-Rite; K mart.
Chain Drug Stores : Walgreen; Rexall; Sullivan's 4; Skagg's.
Chain Food Supermarkets : Safeway 2; Ideal; Albertson's; King Sooper; Shoppin' Bag.

14 - NEWSPAPERS: TIMES-CALL (e-mon to fri) 17,427; (sat;S) 17,914; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William L. Johnson, Vice Pres., TIMES-CALL, 717 4th Ave., Longmont, CO 80501; Tel. (303) 776-2244.
National Representative : Branham.

LOVELAND

1 - LOCATION: Larimer County, (In Fort Collins SMSA). E&P Map C-1 20 mi. W of Greeley. On U.S. Hwys 34, 87, 287.

2 - TRANSPORTATION: Railroads - Colo. & Southern; Great Western.
Intercity Bus Lines - Trailways.

3 - POPULATION:
Corp. City 80 Cen. 30,244
CZ-ABC: (70) 16,220; (81) 32,800
RTZ-ABC: (70) 21,246; (81) 30,100
City & RTZ-ABC: (70) 37,466; (81) 62,900
County/SMSA 80 Cen. 149,184

4 - HOUSEHOLDS:
City 80 Cen. 11,429
County/SMSA 80 Cen. 54,086
CZ-ABC: (70) 5,547; (81) 12,600
RTZ-ABC: (70) 6,705; (81) 11,200
City & RTZ-ABC: (70) 12,252; (81) 23,800

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	6	$100,000,000
Commercial	5	$117,743,427

6 - PASSENGER AUTOS: County 89,298

7 - ELECTRIC METERS: Residence 13,977

8 - GAS METERS: Residence 14,153

9 - PRINCIPAL INDUSTRIES: - (Number of Workers) Sugar; Potteries; Meat Packing; Furniture; Pre-Fab & Mobile Homes 125; Electronics 3,500; Jewelry; Photographic Papers 3,000; Offset Printing Plates; Oral Hygiene Prod.; Shower Massagers; Water testing equipment.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Orchard (23)	2	King Soopers, Eakers
Westlake	2	West Lake Mkt., Ben Franklin, West Lake Pharmacy
Century Mall (25)	12	Wards, King's Sooper
K mart (Ft Collins) (16)	11	K mart
K mart (Greeley)	20	K mart
Hillside (Greeley) (24)	20	Woolco, Kings Sooper
Foothills Mall	11	Sears, Skaggs, Safeway, JC Penney
Foothills Square	11	J. M. McDonald, Fashion Bar
Greeley Mall (90)	20	Joslin, Wards, Safeway, Sears, McDonald
Horizon Park	17	K mart, Skaggs, Eakers, King Sooper

Principal Shopping Days : Sat., Mon., Thu. Supermarkets open Sundays.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Montgomery Ward; J.M. McDonald; Whites; Sears; Westermann's; Furgeson Hdw. Center.
Discount Stores : Alco; Loveland; K mart; Wheelers.
Variety Stores - Woolworth; Ben Franklin.
Chain Drug Stores : Dan-Y; Rexall; Draper; Walgreen; Loveland Drug.
Chain Supermarkets : Safeway; King Soopers; AG.
Other Chain Stores : Goodyear; Firestone; Hibbs Clothing; Kinney Shoes; Eakers.

14 - NEWSPAPERS: REPORTER-HERALD (e-mon to fri) 14,805; (sat; S) 14,988; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Harold Landon, Adv. Dir., REPORTER-HERALD, 450 Cleveland, Loveland, CO 80537; Tel. (303) 669-5050.
National Representative : Branham.

MONTROSE

1 - LOCATION: Montrose County, E&P Map A-2, County Seat. Agricultural center, 300 mi. W of Denver; 350 mi. from Salt Lake City. On U.S. Hwys. 50 and 550; State Hwy. 90.

2 - TRANSPORTATION: Railroads - Denver & Rio Grande Western.
Motor Freight Carriers - 2.
Intercity Bus Lines - Continental Trailways.
Airlines - Frontier.

3 - POPULATION:
Corp. City 80 Cen. 8,722
County 80 Cen. 24,352
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,254
County 80 Cen. 8,428

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$823,756
Savings & Loan	3	$854,790,893
Commercial	3	$81,486,885

6 - PASSENGER AUTOS: County 11,900

7 - ELECTRIC METERS: Res. 3,693

8 - GAS METERS: 3,546

9 - PRINCIPAL INDUSTRIES: Agriculture; Livestock; Mining (gold, silver, lead, zinc, uranium, radium); Lumbering; Candies.

10 - CLIMATE: Min. & Max. Temp. - Spring 34-62; Summer 52-86; Fall 36-65; Winter 16-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: J.C. Penney; Conrad's; Mode O'Day; Montgomery Ward.
Discount Stores : Gibson; K mart; Yellow Front.
Variety Stores : Ben Franklin.
Chain Drug Stores : Anderson; Merit.
Chain Food Supermarkets : City 2; Safeway; City Market.
Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: PRESS (e-mon to fri) 6,300; sworn Mar 31,1981.
Local Contact for Advertising and Merchandising Data: H. James Crouse, Gen. Mgr., PRESS, 535 S. 1st St., Montrose, CO 81401; Tel. (303) 249-3444.
National Representative : Branham.

PUEBLO

1 - LOCATION: Pueblo County (Pueblo SMSA). E&P Map C-3. County Seat. Manufacturing; Agriculture; Wholesale and distributing center for S Colorado, N New Mexico, W Kansas; 112 mi. S of Denver.

2 - TRANSPORTATION: Railroads - Santa Fe; Missouri Pacific; Denver & Rio Grande Western; Colorado and Southern; Burlington; Colorado & Wyoming CF&I freight.
Motor Freight Carriers - 8.
Intercity Bus Lines - Denver-Colorado Springs-Pueblo Trailways; Continental Trailways; Greyhound; 24 Taxi Cabs.
Airlines - Rocky Mt. Airways; Charter Service; Pan Ark Aviation; Pueblo Aircraft Service; Federal Express (freight).

3 - POPULATION:
Corp. City 80 Cen. 101,686
CZ-ABC: (70) 108,248; (81) 115,300
Bal. in PMA-ABC: (70) 139,069; (81) 143,700
Total PMA-ABC: (70) 247,317; (81) 259,000
County/SMSA 80 Cen. 125,972

4 - HOUSEHOLDS:
City 80 Cen. 37,240
Counrty/SMSA 80 Cen. 45,095
CZ-ABC: (70) 32,849; (81) 40,300
Bal. in PMA-ABC: (70) 42,875; (81) 51,100
Total PMA-ABC: (70) 75,724; (81) 91,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	9	$299,632,697
Sav. & Loan	8	N.A.

6 - PASSENGER AUTOS: County 66,862

7 - ELECTRIC METERS: Residence 48,201

8 - GAS METERS: Residence 39,994

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Manufacturing 8,860; Mining- Trade (Retail & Wholesale) 9,370; Government 10,210; Transportation, Utilities & Communications 6,820; Finance, Insurance, Real Estate 1,720; Service 9,350; Contract Construction 1,940. Largest Manufacturing Employers CF&I 5,878; Dana Corp. 450; Rockwool Insulating 160; Abex Corp 152; Pepsi Cola 200; Largest Government, Commercial, or Service employers Pueblo Army Depot 875; Local Hospitals 1,760; Colo. State Hospital 1,418; Univ. of S.L.C. CO 684; School District (2) 2,750; Dept. of Transp. 600; U.S. Government Printing Office 148.
Principal Industrial Pay Days : Steel Mill-Mon., Tues., Wed.; Ordnance Depot - Every other Fri.; Railroads - 1st and 15th; Government - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-75; Summer 55-91; Fall 25-81; Winter 14-49. First killing frost, Sept. 19. Last killing frost, May 19.

11 - TAP WATER: Alkaline, hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Area - 9 blocks on Santa Fe; 11 on Main; 5 on Court; 6 on Union.
Neighborhood Shopping Areas - Abriendo, Broadway to Quincy, 3 blocks; Northern Ave., Elm to Spruce, 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belmont (27)	1	Eaker's, Alco, Blende Super
Arapahoe	2	Blende Super
Treasure Island	2	Western Auto
Midtown (25)	0	Sears, Safeway
Sunset Plaza (33)	2	Alco, Skagg's, Safeway
King Sooper	2	King's Sooper, Eaker's

Pueblo Mall (87)	1	Montgomery Ward, The Denver, HG Wilsons, Joslin's
Regency Sq. (32)	2	J.C. Penney, Albertson, Skagg's

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Food - Mon. to Fri. to 8. Some Grocery, Drug open Sun.

13 - RETAIL OUTLETS: Department Stores - Joslin's; Denver & Wilsons; Montgomery Ward; Sears; J.C. Penney; Eakers 2.
Discount Stores : Germen's; So-Lo Food; Alco 2; Gibson; King Soopers 2; K mart 2.
Variety Stores - Woolworth; Ben Franklin.
Chain Drug : Skaggs; Grove (Merit) 5; Alamo 2; Associated Druggists 10.
Chain Food Supermarkets : Safeway 4; Blende Super; Chets Food Center 4; King Soopers 2; Super Foods 6; 7-Eleven 21; Kwik Way 17; Shoppin Bag.
Other Chain Stores - B. F. Goodrich; Goodyear; Lerner's; Karl's Shoes; Fashion Bar; Kinney Shoes; Leeds Shoes; Lerner Stores; Baker Shoes; Martin Clothiers; Arden's; Singer Co.; Allas Sewing Center; Zale Jewelers; Western Auto 2; Alco 2; Sherwin-Williams Paints 2; McMurty Paint; Diana Shops; Pittsburgh Paint & Glass; Mary Carter (Paints) 2; S&H Green Stamps; Franklin Optical; Douglas Optical; Zale Optical; Dunbar LPG; Remington Rand; Meadow Gold Dairy Pdts.; Sidles Co.; Baskin-Robbins Ice Cream; Miller Tire; McCoy Co.; Mor-Valu Stamps; O-K Tire; IBM; Mode O'Day; NAPA Auto Parts; Electronics Diagnostic Center; AC Transmission Center; Kwal Paints; Team Electronics; Sutherland Lumber Co.; Aetna Mobile Home Sales.

14 - NEWSPAPERS: CHIEFTAIN (m-mon to fri) 39,115; STAR-JOURNAL (e-mon to fri) 13,822; (m-sat) 52,341; Comb (m&e) 52,937; STAR-JOURNAL & CHIEFTAIN (S) 51,781; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth T. Carlson, Adv. Dir., STAR-JOURNAL & CHIEFTAIN, PO Box 36, Pueblo, CO 81002; Tel. (303) 544-3520.
National Representative : Branham.

ROCKY FORD

1 - LOCATION: Otero County, E&P Map C-3. 11 mi. W of La Junta. On Fed. Hwy. 50; State Hwy. 71.

2 - TRANSPORTATION: Railroads - Santa Fe.
Bus Lines - Continental Trailways.
Motor Freight Carriers - 4.

3 - POPULATION:
Corp. City 80 Cen. 4,804
County 80 Cen. 22,567

4 - HOUSEHOLDS:
City 80 Cen. 1,706
County 80 Cen. 7,937

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	1	$12,906,000
Commercial	4	$27,951,000

6 - PASSENGER AUTOS: County 12,074

7 - ELECTRIC METERS: Residence 1,700

8 - GAS METERS: Residence 2,350

9 - PRINCIPAL INDUSTRIES: Pumps; Seeds; Frozen Foods (Onion & Vegetable Processing); Barbed Wire Mfg; Sports Clothing.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Alkaline; hard; not fluoridated.

12 - RETAILING:
Principal Shopping Days : Fri. and Sat.
Stores Open Evenings : Saturday evgs.; some on Sun.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney.
Variety Stores - Carousel.
Discount Stores : Gibson's; TG&Y.
Chain Drug Stores : Walgreen.
Chain Supermarkets : Safeway; 7-Eleven; Loaf'N Jug; Love's Country Store.
Other Chain Stores : Western Auto; Gambles.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,062; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ross Thompson, Pub., GAZETTE, PO Box 430, Rocky Ford, CO 81067; Tel. (303) 254-3351
National Representative : Branham.

SALIDA

1 - LOCATION: Chaffee County, E&P Map B-2. Industrial, agricultural, residential center and vacation resort; Monarch ski area and major subdivision development. 60 mi. W of Canon City; 100 mi. W of Pueblo. On U.S. Hwys. 50, 285 and 291.

2 - TRANSPORTATION: Railroads - Division point for D&RGW R.R.
Intercity Bus Lines - Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,870
County 80 Cen. 13,229
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,975
County 80 Cen. 4,758

5 - BANKS:	NUMBER	DEPOSITS
County	1	$12,000,000
Bldg. & Loan	1	$29,000,000
Commercial	2	$40,000,000

6 - PASSENGER AUTOS: County 7,932

7 - ELECTRIC METERS: Residence 4,750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: D&RGW RR Division Point; Limestone Quarry and Screening Plant; Granite Quarries; Lbr.; Feldspar; Fluorspar; Beryllium; Copper; Soil Conditioning Agent; Tourist; Bentonite; Livestock Auctioning Center; Poultry; Granite Grit Mfg.; Beryl; Terrazo; Agricultural; Cattle; Skiing.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-74; Summer 44-82; Fall 19-73; Winter 8-46.

11 - TAP WATER: Alkaline 112 PPM, medium hard (136 PPM).

12 - RETAILING:
Principal Shopping Days :Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Crews-Beggs; Sharpes.
Discount Stores - Gibson.
Variety Store - Woolworth.
Chain Food Supermarkets :Safeway; AG 4.

14 - NEWSPAPERS: MOUNTAIN MAIL (m-mon to fri) 2,436; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Merle Baranczyk, Pub., MOUNTAIN MAIL, 125 E. 2nd St., Salida, CO 81201; Tel. (303) 539-6691.
National Representative : Branham.

STERLING

1 - LOCATION: Logan County, E&P Map D-1, County Seat. Wholesale and shipping center for grain, cattle, sugar and oil in 5-county area of NE corner of Colorado. On South Platte River, 125 mi. NE of Denver; 430 mi. W of Omaha; 100 mi. SE of Cheyenne, WY. On I-76; U.S. Hwys. 6, 138 (main Denver-Chicago route), and State Hwys. 14 and 154.

2 - TRANSPORTATION: Railroads - Union Pacific; Burlington Frt.
Motor Freight Carriers - 7.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,385
CZ-ABC: (70) 10,636; (81) 11,600
RTZ-ABC: (70) 24,300; (81) 25,100
County 80 Cen. 19,800
City & RTZ-ABC: (70) 34,936; (81) 36,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,392
County 80 Cen. 7,146
CZ-ABC: (70) 3,467; (81) 4,400
RTZ-ABC: (70) 7,927; (81) 9,500
City & RTZ-ABC: (70) 11,394; (81) 13,900

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$125,000,000
Commercial	5	$113,000,000

6 - PASSENGER AUTOS: County 11,713

7 - ELECTRIC METERS: Res. 4,860

8 - GAS METERS: Residence 5,114

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage) - Railroad Shops & Offices 215 ($360); Sugar Refining 60 ($240); Grain Elevators 30 ($240); Cattle Feeding 150 ($180); Oil Pipelines 65 ($270); Beef Slaughter Plant 400 ($280); Miller Western Wear 124 ($135).
Principal Industrial Pay Days - 5th & 20th.

10 - CLIMATE: Min. & Max. Temp. - Spring 33-56; Summer 55-85; Fall 33-61; Winter 16-48. First killing frost, Oct. 9. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 30 blocks on 11 streets.
Neighborhood Shopping Centers - Fair Shopping Center; U.S. Hwy. 138, N. edge of city; High Plains Center; West Main Street.
Principal Shopping Days : Wed., Thu., Fri.
Stores Open Evenings : Food - Thu. Fri.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; C. R. Anthony; Montgomery Ward; Sears; Mr. D's; Bostwicks; Watkins.
Variety Stores - Woolworth's.
Discount Stores : Gibson's; K mart; Ranch Wholesale.
Chain Food Supermarkets : Safeway; U-Save Supers 2; Bauer's.
Other Chain Stores - Coast-to-Coast; Brown Shoe-Fit; Mode O'Day; Conrad's; Sherwin-Williams; Komac; Mead Lumber; Checker Auto; Payless Shoes.

14 - NEWSPAPERS: JOURNAL-ADVOCATE (e) 7,233; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Myron D. House, Adv. Dir., JOURNAL-ADVOCATE, PO Box 1272, Sterling, CO 80751; Tel. (303) 522-1990.
National Representative : Branham.

TRINIDAD

1 - LOCATION: Las Animas County, E&P Map C-3, County Seat. S. central part of state.

2 - TRANSPORTATION: Railroads - AT&SF; C&S (frgt.); C&W (frgt.)
Motor Freight Carriers - 2.
Intercity Bus Lines - Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 9,663
CZ-ABC: (70) 9,901; (81) 9,300
RTZ-ABC: (70) 5,843; (81) 5,500
County 80 Cen. 14,897
City & RTZ-ABC: (70) 15,744; (81) 14,800

4 - HOUSEHOLDS:
City 80 Cen. 3,516
County 80 Cen. 5,367
CZ-ABC: (70) 3,239; (81) 3,500
RTZ-ABC: (70) 1,845; (81) 2,000
City & RTZ-ABC: (70) 5,084; (81) 5,500

5 - BANKS: 3 Commercial, Dep. $30,623,275

6 - PASSENGER AUTOS: County 7,080

7 - ELECTRIC METERS: City 3,366

8 - GAS METERS: City 3,002

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Mines (Coal) 675 ($160); Cattle Industry $3,000,000 yearly.
Principal Industrial Pay Days - 5th & 20th.

10 - CLIMATE: Min. & Max. Temp. - Spring 8-85; Summer 33-100; Fall 8-88; Winter 24-76. First killing frost, Oct. 6. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft, chlorinated; not fluoridated.

12 - RETAILING: Principal Shopping Center - Six blocks on Main and Commercial Streets.
Neighborhood Shopping Centers - Arizona and Colorado Aves.; University St. Pine & State Sts.
Principal Shopping Days : Mon., Wed. and Sat.
Stores Open Sundays : Grocery, drug and discount.

13 - RETAIL OUTLETS: Department Stores - Jamieson's.
Variety Stores - Ahlschwede Variety (Ben Franklin).
Discount Stores : Pixie.
Chain Drug Stores : Rexall 2.
Chain Food Supermarkets : Safeway 2; Ringo Bros. 3.
Other Chain Stores : Gamble's; Mode O'Day.

14 - NEWSPAPERS: CHRONICLE-NEWS (e-mon to fri) 3,520; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Maio, Adv. Mgr., CHRONICLE-NEWS, PO Box 763, Trinidad, CO 81082; Tel. (303) 846-3311.
National Representative : None.

CONNECTICUT SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Bridgeport - Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns in Fairfield County; Derby and Milford cities in New Haven County.
Bristol - Bristol city; Burlington town in Hartford County; Plymouth town in Litchfield County.
Danbury - Danbury city; Bethel, Brookfield, New Fairfield, Newton and Redding towns in Fairfield County; New Milford town in Litchfield County.
Hartford - Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Gastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton and Portland towns in Middlesex County; Colchester town in New London County; Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Stafford, Tolland, Vernon and Willington towns in Tolland County.
Meriden - Meriden city in New Haven County.
New Britain - New Britain city; Berlin, Plainville and Southington towns in Hartford County.
New Haven-West Haven - New Haven and West Haven cities; Clinton town in Middlesex County; Bethany, Branford, East Haven, Guilford, Hamden, North Branford, Madison, North Haven, Orange, Wallingford and Woodbridge towns in New Haven County.
New London-Norwich, Conn.-R.I. - New London and Norwich cities; Bozrah, East Lyme, Griswold, Groton, Ledyard, Lisbon, Montville, Old Lyme, Preston, Sprague, Stonington and Waterford towns in New London County, Conn.; Old Saybrook town in Middlesex County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.
Norwalk - Norwalk city; Weston, Westport and Wilton towns in Fairfield County.
Springfield-Chicopee-Holyoke, Mass.-Conn. - Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield and Wilbraham towns in Hampden County, Mass.; Northampton city; Belchertown, Easthampton, Granby, Hadley, Hatfield, South Hadley and Southampton towns in Hampshire County, Mass.; Warren town in Worcester County, Mass.; Somers town in Tolland County, Conn.
Stamford - Stamford city; Darien, Greenwich and New Canaan towns in Fairfield County.
Waterbury - Waterbury city; Naugatuck borough; Beacon Falls, Cheshire, Middlebury, Prospect, Southbury and Wolcott towns in New Haven County; Thomastown, Watertown and Woodbury towns in Litchfield County.

STANDARD CONSOLIDATED

STATISTICAL AREA

New York-Newark-Jersey City, N.Y.-N.J.-Conn. - Includes New York, N.Y.-N.J. SMSA; Nassau-Suffolk, N.Y. SMSA; Newark, N.J. SMSA; Jersey City, N.J. SMSA; Long Branch- Asbury Park, N.J. SMSA; Paterson-Clifton-Passaic, N.J. SMSA; New Brunswick-Perth Amboy-Sayerville, N.J. SMSA; Norwalk and Stamford, Conn. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	253	185
5-14 Years	601	462
15-24 Years	494	561
25-44 Years	731	861
45-64 Years	665	674
65 and Over	288	365
TOTAL	3,032	3,108

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	334	475	678
Genral Mdse	989	1,262	1,762
Food	1,640	2,387	3,758
Automobiles	1,220	1,782	2,295
Gasoline Stations	505	805	1,569
Apparel	436	558	781
Furniture	364	451	658
Eat-Drink Places	533	889	1,401
Drugs	236	310	476
TOTAL	7,217	10,428	15,844

ANSONIA

1 - LOCATION: New Haven County, E&P Map B-3. Residential and industrial center on Naugatuck River. 10 mi. NW of New Haven; 14 mi. NE of Bridgeport; 16 mi. S of Waterbury; 68 mi. NE of New York. On State Hwy. 8.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 7.
Intercity Bus Lines - CR&L; Intercity; Berkshire.

3 - POPULATION:
Corp. City 80 Cen. 19,039
CZ-ABC: (70) 73,700; (81) 78,200
County 80 Cen. 761,337

4 - HOUSEHOLDS:
City 80 Cen. 7,035
County 80 Cen. 271,542
CZ-ABC: (70) 22,285; (81) 27,100

5 - BANKS:	NUMBER	DEPOSITS
Savings	7	$341,298,000
Sav. & Loan	2	$31,144,000
Commercial	8	$102,700,000

6 - PASSENGER AUTOS: Co. 381,315

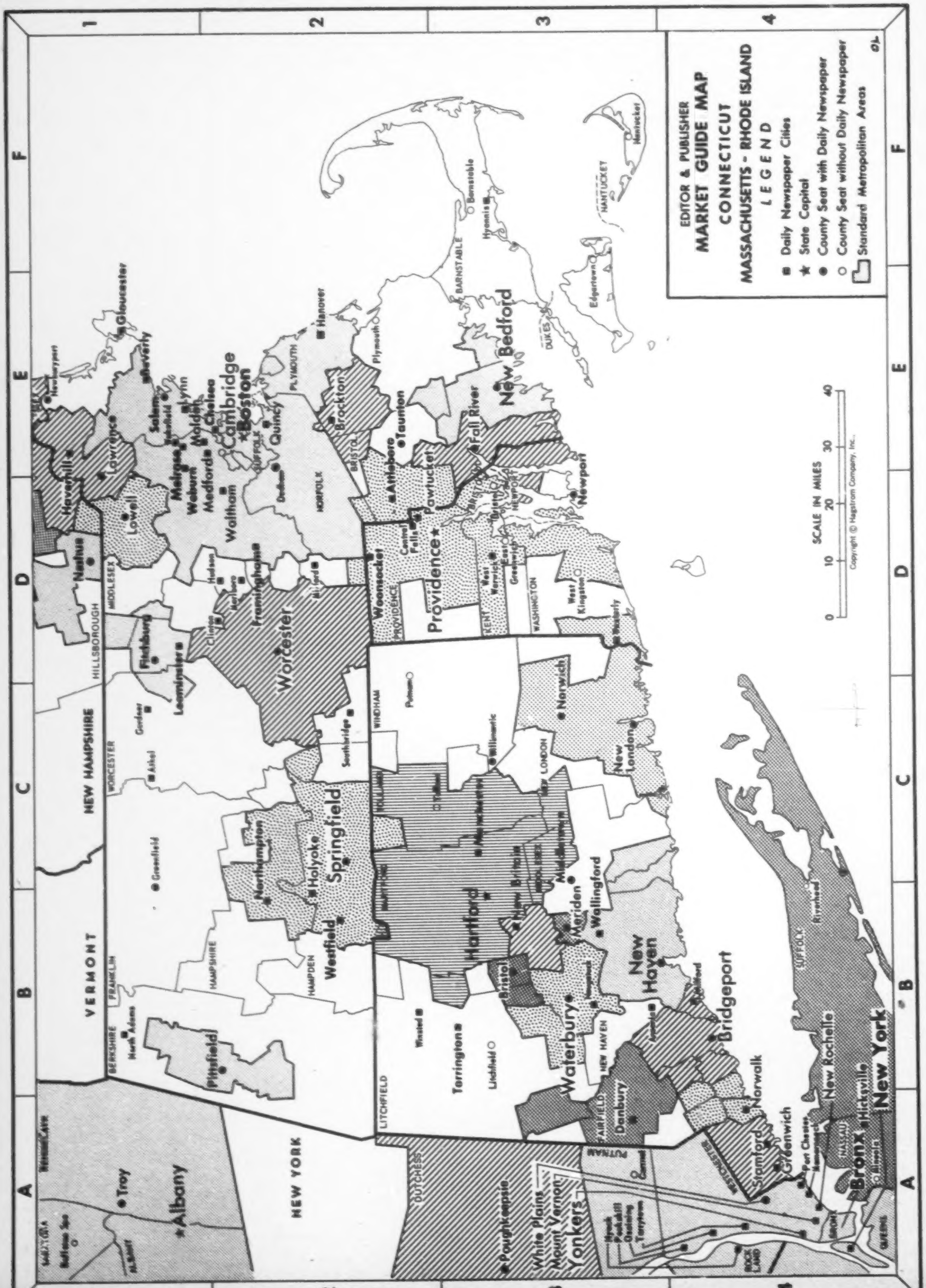
7 - ELECTRIC METERS: Residence 30,347

8 - GAS METERS: Residence 10,577

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): All Mfg. 6,060 ($198); Primary Metals 1,510 ($239); Fabricated Metals and Machinery 2,550; other Mfg. 2,000 ($183); Total Emp. 14,610.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-66; Summer 57-80; Fall 34-52; Winter 21-37. First killing frost, Oct. 27. Last killing frost, Apr. 16.

11 - TAP WATER: Acid, very soft.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 10 20 30 40
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A
B
C
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E
F
1
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3
4
VERMONT
NEW HAMPSHIRE
NEW YORK
Albany
Troy
Pittsfield
North Adams
Greenfield
Northampton
Holyoke
Springfield
Westfield
Fitchburg
Leominster
Gardner
Athol
Worcester
Framingham
Southbridge
Nashua
Lowell
Haverhill
Lawrence
Salem
Lynn
Gloucester
Beverly
Newburyport
Malden
Melrose
Woburn
Medford
Chelsea
Cambridge
Boston
Waltham
Quincy
Dedham
Brockton
Plymouth
Hanover
Taunton
Attleboro
Pawtucket
Woonsocket
Central Falls
Providence
West Warwick
East Greenwich
Bristol
Newport
Fall River
New Bedford
Barnstable
Hyannis
Edgartown
Nantucket
West Kingston
Westerly
Putnam
Willimantic
Norwich
New London
Hartford
New Britain
Bristol
Middletown
Meriden
Wallingford
New Haven
Milford
Waterbury
Torrington
Winsted
Litchfield
Danbury
Bridgeport
Norwalk
Stamford
Greenwich
Port Chester
New Rochelle
White Plains
Mount Vernon
Yonkers
Poughkeepsie
Bronx
New York
Hicksville
Riverhead
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
NEW LONDON
MIDDLESEX
NEW HAVEN
FAIRFIELD
BERKSHIRE
FRANKLIN
HAMPSHIRE
HAMPDEN
WORCESTER
MIDDLESEX
ESSEX
SUFFOLK
NORFOLK
PLYMOUTH
BRISTOL
BARNSTABLE
DUKES
NANTUCKET
PROVIDENCE
KENT
WASHINGTON
NEWPORT
HILLSBOROUGH
DUTCHESS
PUTNAM
WESTCHESTER
NASSAU
SUFFOLK
QUEENS
ROCKLAND

12 - RETAILING: Principal Shopping Centers - 8 blocks on Ansonia; 2 on Shelton; 4 on Derby; 2 on Seymour; Route 8, Derby-Ansonia Line; Route 8, Ansonia- Seymour; Downtown Ansonia Mall; Route 34, Derby; Route 110, Shelton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ansonia Mall (36)	NA	K mart, First Nat'l
Ansonia Plaza (16)	NA	Jerry's Mkt.
Westside (13)	NA	Pilgrim Barbeque
Seymour Plaza (6)	NA	Seymour Foodland
Orange/Derby (20)	NA	Klarides, DM Reed
Valley (5)	NA	Bradlees, Stop & Shop
Plaza On The Green (8)	NA	Fair Shoppe
Tri-Town Plz. (17)	NA	King's, Warehouse Foods
Caldor Ctr. (4)	NA	Caldor, Shop-Rite
Southside (7)	NA	A&P
Klarides Vlg. (6)	NA	Klarides Market

Nearby Shopping Center - East Derby (Derby); Huntington (Shelton); Oxford Center (Oxford); Seymour Center (Seymour).
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri.; Mkts. - Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores - A. Krieger; Bradlee's; Isaacson's; Kings; J.C. Penney.
Variety Stores - Woolworth; May's.
Discount Stores : Bradlee's; King's; Caldor; Best Buy Appliances; K mart.
Chain Drug Stores : Rexall 2; Rite Aid; Lear's 3; Whalen's 2; C.V.S.
Chain Food Supermarkets : A&P; First National; Stop and Shop; Warehouse Foods; Shop-Rite; Klarides; Seymour Foodland.
Other Chain Stores - Thom McAn; Firestone; J.C. Penney; Radio Shack; Morse Shoes; Shoe Town; Value House; Friendly Ice Cream; McDonald's; Dunkin Donuts; Kentucky Fried Chicken; Big L; Bonanza; Hardees; Burger King; Long John Silver.

14 - NEWSPAPERS: SENTINEL (e) 18,696; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert J. Laskowski, Adv. Dir., SENTINEL, 241 Main St., Ansonia, CT 06401; Tel. (203) 734-2546.
National Representative : Thomson.

BRIDGEPORT

1 - LOCATION: Fairfield County (In Bridgeport SMSA). E&P Map B-4, County Seat. 56 mi. NE of NYC on main line of Northeast Rail Corridor and Connecticut Tpk.

2 - TRANSPORTATION: Railroads - Conrail; Amtrak; Tri State Authority.
Steamships - Freight and passenger on Long Island Sound; Bridgeport-Port Jefferson (NY) Ferry.
Motor Freight Carriers - 80.
Intercity Bus Lines - Greyhound; Trailways; Stratford Bus; Greater Bridgeport Transit Authority.
Airlines - Business Commute.

Danbury
Milford
Bridgeport
New York
Stamford
Norwalk
Greenwich
Long Island Sound
Mileage From Bridgeport To: New York City 56 Hartford 53
CONNECTICUT
BRIDGEPORT

Bridgeport Post-Telegram
Comb. (m&e) 90,971
The Sunday Post (S)
94,301 ABC 3/31/81

3 - POPULATION:
Corp. City 80 Cen. 142,546
CZ-ABC: (70) 294,198; (81) 270,200
RTZ-ABC: (70) 234,974; (81) 246,100
County 80 Cen. 807,143
SMSA 80 Cen. 395,455
City & RTZ-ABC: (70) 529,172; (81) 516,300

4 - HOUSEHOLDS:
City 80 Cen. 52,026
County 80 Cen. 280,597
SMSA 80 Cen.
CZ-ABC: (70) 93,478; (81) 97,700
RTZ-ABC: (70) 69,560; (81) 83,400
City & RTZ-ABC: (70) 163,038; (81) 181,100

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	$3,238,837,000
Sav. & Loan	4	(incl. above)
Commercial	8	(incl. above)

6 - PASSENGER AUTOS: County 456,724

7 - ELECTRIC METERS: Residence 109,551

8 - GAS METERS: 58,742

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage) - Machinery 9,100 ($267); Transportation Equip. 13,650 ($269); Electrical Equip. 8,450 ($182); Fabricated Metals 9,220 ($202); Primary Metals 3,850 ($278).

10 - CLIMATE: Min. & Max. Temp. - Spring 47-68; Summer 59-79; Fall 33-51; Winter 23-40. First killing frost, Oct. 18. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Downtown Shopping Center . 5 blocks on Main St.; 1 on Fairfield Ave.; 4 on Broad St.; Lafayette Plaza - Junction Rt. 25 and Conn. Turnpike; Boston Ave. Plz.; Brookside Shop; Plaza 4500-4600 Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay View (7)	NA	Howard Johnson, A&P, Bradlee's
Brookside (16)	NA	Liggett, McCrorys, First Nat'l.
Connecticut Post (70)	NA	Alexanders, Caldor
Lafayette (75)	NA	Gimbel, Wallach, Sears
Shop-Rite	NA	Shop-Rite Mkt.
Hawley Lane	NA	Waldbaum's, Caldor
Trumbull (110)	NA	G.Fox, Waldbaum's, Read's
The Dock	NA	Bradlees, Stop & Shop
Univ. Square (10)	NA	Warnaco

Principal Shopping Days : Thur., Sat.
Stores Open Evenings : Dept. - Mon. & Thu. Food - Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores - Read's; Howland's; Kays'; Alexander's; Sears; Gimbel's; Fairfield Stove; Skydel's; Kennedy's; G. Fox.
Discount Stores : Stratford Town Fair; Bradlee's; King's; Caldor.
Variety Stores - Woolworth's; H.L. Green; McCrorys.
Chain Drug Stores : Walgreen; SupeRx; K mart 2; Rite-Aid 1; Medi-Mart 2; CVS.
Chain Food Supermarkets : A&P 5; First National 4; Grand Union 5; Stop & Shop 6; Beechwood 2; Crown Budget 2; Sunshine 2; Waldbaum's 6; Pathmark 2; Grand Central 3; Shop-Rite 2.
Other Chain Stores - Wallach's; Thom McAn; Goodyear; Roamans; Firestone; Channel.

14 - NEWSPAPERS: TELEGRAM (m-mon to fri) 17,714; POST (e-mon to fri) 73,257; (S) 94,301; comb.(m&e) 90,971; (sat) 81,926; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul J. Ward, Dir. Mktg. & Sales, POST & TELEGRAM, 410 State St., Bridgeport, CT 06602; Tel. (203) 333-0161
National Representative : Landon.

BRISTOL

1 - LOCATION: Hartford County, (In Bristol SMSA). E&P Map B-3. Manufacturing center in central Connecticut; SW corner of county, on direct route between Hartford (18 mi. SW) and Waterbury (12 mi. NE).

2 - TRANSPORTATION: Amtrak; Conrail.
Motor Freight Carriers - 35.
Intercity Bus Lines - Corbin Coach Line.

3 - POPULATION:
Corp. City 80 Cen. 57,370
CZ-ABC: (70) 60,596; (81) 63,500
RTZ-ABC: (70) 28,178; (81) 27,900
County 80 Cen. 807,766
SMSA 80 Cen. 73,762
City & RTZ-ABC: (70) 88,774; (81) 90,400
Demographic Information available from Newspaper. See Paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 20,510
County 80 Cen. 289,658
SMSA 80 Cen. 25,945
CZ-ABC: (70) 18,621; (81) 22,500
RTZ-ABC: (70) 8,470; (81) 9,600
City & RTZ-ABC: (70) 27,091; (81) 32,100

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$304,456,670
Sav. & Loan	1	$86,000,000
Commercial	5	$1,089,375,510

6 - PASSENGER AUTOS: County 431,589

7 - ELECTRIC METERS: Residence 20,303

8 - GAS METERS: Residence 5,973

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Machinery & Electrical Equip. 5,700; Primary & Fab. Metals and Instruments 3,000; Mfg. 1,470; Services 3,000; Govt. 2,700; Whse./Retail 4,200. All other 1,790. (Av. Wkly. Wage - $335).
Principal Industrial Pay Days : Thurs.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-70; Summer 55-95; Fall 28-70; Winter 10-50. First killing frost, Oct. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Slightly acid, very soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers : North Side, Forestville - Pine St.; W. Side - 4 along Farmington Ave., Route 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bristol Centre Mall	0	Sage-Allen, Finast
Pine Plaza (28)	3	Western Auto, A&P
Bristol Plaza	2	Bradlees, Stop & Shop
Hub 6 Plz.	2	Caldor, Basics
Woolco Plz. (10)	3	Woolco, Food Mart
Shopper's Jctn. (10)	3	Kings, Market Place

Principal Shopping Days : Wed., Thu., Fri. and Sat.
Stores Open Evenings : Downtown Dept., Thu.; Bristol Centre Mall, Thu. & Fri.; Food, Mon. thru Sat.; Shopping Plaza, Shoppers Junction, The Hub and Woolco Plaza, Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Davidson & Leventhal's; Sage Allen.
Variety Stores - Woolworth.
Discount Stores : Bradlee's; Woolco; Zayre; Kings; Caldor.
Chain Drug Stores : Pelchar's (Rexall-Terryville); L&L (Rexall-Forestville); Family Drug (Shop Rite-Bristol); Pine Plaza; Amity Drug; Harolds; Arrow Drug; CVS; Brook's.
Chain Food Supermarkets : A&P 2; First National 1; Basics; Stop & Shop; Food Mart 2; Ferraro's; Waz's IGA.
Other Chain Stores - Friendly Ice Cream; Singer; Western Auto; Farm Shop; McDonalds; Burger King; Shoe Towne; Uniroyal; Firestone Stores; Bonanza; Wickes; Grossman's; Inside Outlet; Bess Eaton; Dunkin Donuts; Michaels Jewelers; Kentucky Fried Chicken; Fayva Shoes; So Fro Fabrics; Playtown; Dairy Queen; Chubbs Pier; Baskin Robbins; Pop Shoppe; Roy Rogers; Youth Centre.

14 - NEWSPAPERS: PRESS (e) 22,685; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Thomas J. Kelley, Mkt. Dir., PRESS, 99 Main St., Bristol, CT 06010; Tel. (203) 584-0501.
National Representative : Landon.

DANBURY

1 - LOCATION: Fairfield County (In Danbury SMSA). E&P Map A-3, County Seat. Industrial center. On U.S. Hwys. 6, 7, 202; State Hwys. 37, 38, 58; I-84.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 26.
Intercity Bus Lines - Bonanza; Trailways; Chieppo; Chartered Lines; Leprechaun; Short Line; Greyhound.
Airlines - Danbury Airways (commuter service to NY airports).

3 - POPULATION:
Corp. City 80 Cen. 60,470
CZ-ABC: (70) 61,726; (81) 75,300
RTZ-ABC: (70) 136,994; (81) 186,300
County 80 Cen. 807,143
SMSA 80 Cen. 146,405
City & RTZ-ABC: (70) 198,720; (81) 261,600
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 21,079
County 80 Cen. 280,597
SMSA 80 Cen. 48,418
CZ-ABC: (70) 18,781; (81) 26,400
RTZ-ABC: (70) 38,316; (81) 60,300
City & RTZ-ABC: (70) 57,097; (81) 86,700

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	$881,620,068
Sav. & Loan	2	$290,662,889
Commercial	7	$4,728,458,000

6 - PASSENGER AUTOS: County 456,724; Danbury 39,078

7 - ELECTRIC METERS: Residence 11,400

8 - GAS METERS: Residence 8,111

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Machinery 2,880 ($270); Elec. Equip. 4,580 ($269); Metals 1,460 ($339); Precision Instruments 4,820 ($283); Furn. & Paper 1,960 ($404); Corporate Headquarters 2,450 ($405).
Principal Industrial Pay Days : Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-58; Summer 62-84; Fall 41-64; Winter 18-35. First killing frost, Oct. 5. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers -- 6 blocks on Main St.; 6 on White St.; 2 on West, Elm & Liberty Sts.; North St.; Berkshire; Plumtrees Plaza.
Neighborhood Shopping Centers : White St. & Locust Ave.; Wooster Village; Lake Ave. at Lawncrest; Danbury, North St. & Padanaram; Berkshire; Beaver Brook.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkshire	2	Kresge, Bradlee's, CVS, Stop'n Shop, Marshall's, Service Merch., Radio Shack
Bethel Ctr.	2	First National, Agway
Brookfield Ctr.	3	Caldor, Anderson-Little, Shopwell, Radio Shack
Copp's Hill Plz.	5	Stop'n Shop, Genovese, Caldor
New Milford Plz.	10	Bradlee's, Grand Union, Diamond Int'l
Newtown	8	A&P, Grand Union
North St. Ctr.	2	Mont. Ward, J.C. Penney, Nat'l. Cat., Brooks Drug
Putnam Plz.	12	King's, Radio Shack
Ridgefield	8	Grand Union, A&P
White Turkey Plz.	3	Woolco, Waldbaum's, 1st Federal Sav., CVS
Kings Plaza	17	Kings, First Nat'l
Plumtrees Plz.	2	Sterling Optical, Fred Locke Stereo

Principal Shopping Days : Thu., Fri., Sat. & Sun.
Stores Open Evenings : Dept. Stores, Main St. Fri.

13 - RETAIL OUTLETS: Department Stores - Howland's; D.M. Read's; Sears; Caldor; Bradlee's; Marshall's; J.C. Penney.
Discount Stores : Bradlee's; Bargain World; Barker's; CVS.
Variety Stores - Woolworth; Kresge; McCrory.
Chain Drug Stores : Whelan; Liggett 2; Rite Aid; Consumer Value; Brooks Drug.
Chain Food Supermarkets : A&P 4; First National 4; Grand Union 5; Daitch Shopwell; Pathmark; Stop'n Shop 2; Waldbaum; Grand Central; Basics; IGA 5.
Other Chain Stores - Radio Shack; Anderson-Little; Grossman's; Wickes Lumber; Lloyd Lumber; Shoe Town; Fayva; Inside Outlet; Paint Prods.; Color Your World; Tano Shoes; Sterling Optical; Fred Locke Stereo.

"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County...a top market; 2nd in the continental United States in Median Household Effective Buying Income. (S&MM)

BRIDGEPORT
CONNECTICUT
POST TELEGRAM

Nationally Marketed By
LANDON ASSOCIATES,INC.

14 - NEWSPAPERS: NEWS-TIMES (e) 39,564; (S) 43,051; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Marty Hughes, Adv. Dir., NEWS-TIMES, 333 Main St., Danbury, CT 06810; Tel. (203) 744-5100.
National Representative : Branham.

GREENWICH

1 - LOCATION: Fairfield County, E&P Map A-4 (In Stamford SMSA). SW part of CT; 27 mi. from NYC.

2 - TRANSPORTATION: Railroads - New Haven Div. Conrail.
Intercity Bus Lines - Valley Transportation Co.; Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 59,578
PMA-ABC: (70) 59,755; (81) 60,400
County 80 Cen. 807,143
SMSA 80 Cen. 198,854
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,520
PMA-ABC: (70) 18,859; (81) 22,000
County 80 Cen. 280,597
SMSA 80 Cen. 72,157

5 - BANKS: 4 Commercial; 4 Savings; 1 Sav. & Loan

6 - PASSENGER AUTOS: County 456,724

7 - ELECTRIC METERS: Residence 21,865

8 - GAS METERS: Residence 13,955

9 - PRINCIPAL INDUSTRIES: Publishing; Electronic Controls; Research Engineering; Industrial & Nuclear Experimental Research; Hdqtrs. for numerous major corporations.

10 - CLIMATE: Min. & Max. Temp. - Summer 35-91; Fall 51-89; Winter 3-74; Spring 37-74. First killing frost, Dec. 21. Last killing frost, Apr. 5.

11 - TAP WATER: Highly filtered, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 8 blocks on Greenwich Ave. & Putnam Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thru-Way (20)	NA	Woolworth, Rexall, A&P

Nearby Shopping Centers : Sound Beach Ave., Old Greenwich; Post Rd., Cos Cob; Byram; Riverside, W. Putnam Ave.; Putnam Plaza, E. Putnam Ave.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores D.W. Rogers.
Discount Stores : Caldor.
Variety Stores - Woolworth's.
Chain Drug Stores - Liggett's; CVS; Archer; Kent.
Chain Food Supermarkets : A&P 2; Grand Union 2; First National; Gristede's; Food Mart 3; Grand Central.

14 - NEWSPAPERS: TIME (e-mon to fri) 15,784; (m-sat) 14,944; Mar. 31, 1981 ABC. (Sunday edition started 9/13/81).
Local Contact for Advertising and Merchandising Data: Robert Ungemack, Adv. Dir.; for market data, Sandra Guss, Mkt. Research Mgr., Connecticut Newspapers, Inc., 75 Tresser Blvd., Stamford, CT 06901; Tel. (203) 964-2200.
National Representative : Landon.

HARTFORD

1 - LOCATION: Hartford County (In Hartford SMSA). E&P Map B-3, Capitol. Midway between New York and Boston. At head of navigation on Connecticut River. Insurance and industrial center.

2 - TRANSPORTATION: Railroads - Conrail (freight); Amtrak (passengers).
Motor Freight Carriers - 82.
Intercity Bus Lines - Short Line; Arrow, Inc.; Bonanza Bus; Connecticut Co.; Post Road Stage; Greyhound; Trailways of N.E., Inc.; Longweil.
Airlines - Air New England; USAir; Alleghany Commuter; American; Braniff; Delta; Eastern; Avianca; Bar Harbor; Flying Tiger; United; Air-France; Alitalia; British Airways; KLM Royal Dutch; Pan American; Sabena; Trans World; Swissair; Iberia; Altair; Pilgrim; Conn Air; Corporate Air; Texas International.

3 - POPULATION:
Corp. City 80 Cen. 136,392
CZ-ABC: (70) 332,795; (81) 328,000
RTZ-ABC: (70) 549,406; (81) 572,400
County 80 Cen. 807,766
SMSA 80 Cen. 726,114
City & RTZ-ABC: (70) 882,201; (81) 900,400
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 51,026
County 80 Cen. 289,658
SMSA 80 Cen. 258,030
CZ-ABC: (70) 111,448; (81) 126,400
RTZ-ABC: (70) 165,208; (81) 197,500
City & RTZ-ABC: (70) 276,656; (81) 323,900

5 - BANKS:	NUMBER	DEPOSITS
Savings	111	$3,917,290,000
Savings & Loan	41	$1,088,576,000
Commercial	239	$5,486,221,000

6 - PASSENGER AUTOS: City Est. 41,973; County 431,589; Three-County Metro 559,252.

7 - ELECTRIC METERS: Residence 50,597

8 - GAS METERS: Residence 36,416

9 - PRINCIPAL INDUSTRIES: Number of Employees (Av. Salary) Insurance 48,750 (NA); Fabricated Metals & Aircraft 50,380 ($374); Retail 61,400 (NA); Machinery (exc. elec.) 14,860 ($334); Food 4,500 ($276). Principal Pay Days: Mfg.- Thurs.; Insurance- 15th & 30th; Trade- Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 31-95; Summer 50-101; Fall 9-93; Winter 7-67. First killing frost, Nov. 3. Last killing frost, Apr. 17.

11 - TAP WATER: Acid very soft; fluoridated.

12 - RETAILING: Downtown Hartford (G. Fox & Co.; Sage-Allen; Luettgens Ltd; Lane Bryant) 5 blocks on Main St.; 1 on State St.; 1 on Pratt St.; 1 on Church St.; 3 on Asylum St.; 2 on Trumbull St.; 1 on Allyn St.; Constitution Plaza; Civic Center Shopping Mall.

Name (No. of stores)	Miles from Downtown	Principal Stores
Bishop's Corner	4	Lord & Taylor, First National
Bloomfield Wintonbury Mall	4	Florence Travis, Youth Center
Bristol Plaza	11	Bradlee's, Stop & Shop, Youth Ctr.
Burr Corners (Manchester)	10	A&P, Caldor, Inside Outlet
Charter Oak Mall	4	Stop & Shop, Medi Mart, Bradlee's, Radio Shack
Copaco	3	Zayre, Genovese, Copaco, Thom McAn
Corbin's Corner	4	Sears, Stop & Shop
Crossroads Plaza	4	Foodmart
Drake Hill Mall (Simsbury)	15	Fitzgerald's, Carroll Reed
East Brook Mall (Mansfield)	24	Sage Allen, Caldor, A&
East Hartford	2	Sage Allen
Elmwood	4	First National
Enfield Mall	14	Sage Allen, Woolco, Finast
Enfield Square	15	Penney, Steiger's, G. Fox
Farmington Valley Mall	10	Sage Allen, D&L, Stop & Shop, Youth Centre, Medi Mart
Fox Run Mall	4	Top Notch Mkts., Radio Shack
Glen Lochen (Glastonbury)	4	
K mart Plaza	5	K mart, Finast
Manchester Parkade	7	Sears, D&L, King's, Food Mart, Stop & Shop, Youth Ctr., Anderson-Little
Mott's Ctr (Wethersfield)	3	K mart, Mott's Super Mkt.
Newington	10	Two Guys, Warehouse Foods
Old Avon Village	15	Thrifty Yankee, Arrowhead Specialty Shops
Prospect Plaza	3	King's, Finast
Putnam Bridge	3	Zayre, Andy's Food Town
Silver Lane	3	Top Notch Super, Woolworth
State Line	15	Zayre, Levitz, Shoprite, Genovese Drug
Suffield Village	25	A&P
Town Line	6	Caldor, Food Mart
Tri City	11	Sage Allen, First National, D&L, Regal's, Caldor
West Farms (105)	4	G. Fox, Sage Allen, J.C. Penney, Herman's, Roaman's
West Hartford/K mart Plz.	NA	K mart, Food Mart
West Hartford	4	Sage Allen
Wetherfield	5	Sage Allen, A&P, Youth Ctr.
Windsor	3	Sage Allen, K mart, A&P, Radio Shack

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; K mart; Marshall's; G. Fox; Sage & Allen; Sears; Lord & Taylor; Roaman's; Herman's; Luettgen's; D&L. Several stores have branches in West Hartford, East Hartford, Wethersfield, Old Saybrook, Hartford, Enfield, Naugatuck.
Discount Stores : Kings; K mart; Caldor; Two Guys; Zayre; Bradlee's.
Variety Stores : Woolco; K mart 5; Newberry 3; Fairway; Jupiter.
Chain Drug Stores : Walgreen; Maxwell 2; Medi-Mart 4; Genovese 4; Modern 3; Liggett 2; Consumer Value 10; Apothocary 3; Rite Aid 3; Brook's; Arthur's 2; Kazarian 3.
Chain Food Supermarkets : First Nat'l 21; A&P 17; Stop & Shop 15; Mott's Shoprite 12; Food Marts 5; Stop & Save 5; Frank's 3; Top Notch 4.
Other Chain Stores - Sherwin-Williams 10; Thom McAn 9; Anderson-Little 5; Singer Co. 9; Firestone 4; Western Auto 15; Lord & Taylor; Moore's 2; Grossman's 6; Wicke's 2; Brewster's; Lane Bryant; Youth Centre 8; Namco 6; Thayer-McNeil 3; Hickory Farms 3; Radio Shack 16; Susan Terry; Kaufman Carpet; Casual Corner 4; Kay Jewelers; Lorner; Ormond's 3; Michael's; Baker Shoes 3; Child World 5; So-Fro 5; Helen Gallagher 3; Kinney Shoes 10.

14 - NEWSPAPERS: COURANT (m) 212,032; (S) 290,167; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jim Robertson, Nat'l Adv. Mgr., COURANT, 285 Broad St., Hartford, CT 06115; Tel. (203) 241-6200.
National Representatives : Million Mkt. Newspapers; Amer. Pub. Rep.

MANCHESTER

1 - LOCATION: Hartford County (Hartford SMSA). E&P Map C-3. Residential center, 8 mi. from Hartford. On U.S. Hwys. 6, 15, 44.

2 - TRANSPORTATION: Railroads : Amtrak; Conrail.
Motor Freight Carriers - 3.
Intercity Bus Lines - Arrow; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,761
SMSA 80 Cen. 726,114
County 80 Cen. 807,766
HERALD:
CZ-ABC: (70) 52,643; (81) 56,100
RTZ-ABC: (70) 134,120; (81) 140,300
City & RTZ-ABC: (70) 186,763; (81) 196,400
JOURNAL INQUIRER:
PMA-ABC: (70) 225,526; (81) 233,600

Springfield
MASSACHUSETTS
HARTFORD CO.
TOLLAND CO.
Enfield
Somers
Stafford
Suffield
Windsor Locks
Ellington
E.Windsor
Tolland
S.Windsor
Vernon
Hartford
MANCHESTER
E.Hartford
Bolton

Journal Inquirer (e)
38,393 ABC 3/31/81

4 - HOUSEHOLDS:
City 80 Cen. 18,459
County 80 Cen. 289,658
SMSA 80 Cen. 258,030
HERALD:
CZ-ABC: (70) 16,661; (81) 20,500
RTZ-ABC: (70) 40,650; (81) 48,500
City & RTZ-ABC: (70) 57,311; (81) 69,000
JOURNAL INQUIRER:
PMA-ABC: (70) 66,554: (81) 79,000

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$166,297,000
Commercial	8	3,235,998

6 - PASSENGER AUTOS: County 431,589

7 - ELECTRIC METERS: 16,484

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Textiles; Parachutes; Reamers; Women's garments; Electrical instruments; Clutches; Paper board; Insulating paper and paper specialties: Toys; Tools.
Principal Industrial Pay Days - Wed.; 1 & 15.

10 - CLIMATE: Min. & Max. Temp. - Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center - Main St. and Depot Sq.; Manchester Shopping Parkade.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broad St. Parkade (32)	NA	Kings, Marshall's
Burr Corners (20)	NA	A&P, Channel Lumber, Caldor, Inside Outlet
Charter Oak (E.Hartford)	NA	Bradlees, Stop & Shop, Medi Mart, Radio Shack
E. Hartford Plaza (7)	NA	Sage-Allen
Elm Plz. (Enfield) (10)	NA	Caldor, Finast
Enfield Mall (30)	NA	Sage-Allen, Woolco
Enfield Sq. (56)	NA	G. Fox, Steigers, J.C. Penney
K mart Plz. (Vernon) (15)	NA	K mart, First National
Manchester (Parkade) (56)	NA	Sears, D&L
Putnam Bdge. Plz. (E.Hartford) (4)	NA	Andy's Food Town, Zayre's
Shop Rite Plz. (10)	NA	Shop Rite, Radio Shack
Stateline Plz. (Enfield) (18)	NA	Channel Lumber, Zayres, J. Homestock/Levitz
Suffield Vlg. (20)	NA	A&P
Tri-City Plz. (31)	NA	Caldor, D&L, Finast, Sage-Allen

Nearby Shopping Centers : Corner McKee St. & Hartford Rd.; Center St. at Adams St.; W. Middle Trpk. & E. Center St.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Dept. Stores-Thu.; Food-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores - House & Hale; Marlow's; Worth's 2; Sears.
Discount Stores : King's; Caldor; Bradlee's; Marshall's; K mart.
Variety Stores - Fairway.
Chain Drug Stores - Arthur's.
Chain Food Supermarkets - A&P 2; First National; Stop & Shop; Food Mart; Frank's; Top Notch; Shoprite; Highland Park; Supreme Foods.
Other Chain Stores - Goodyear; S&H Green Stamps.

14 - NEWSPAPERS: HERALD (e) 10,804; Mar. 28, 1981 ABC. JOURNAL INQUIRER (e) 38,393; Mar.31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tom Hooper, Adv. & Mktg. Dir., HERALD, Herald Square, Manchester, CT 06040; Tel (203) 643-2711. Kenneth Grogan, Adv. Dir., JOURNAL INQUIRER, 306 Progress Drive Manchester, CT 06040; Tel. (203) 646-0500.
National Representative : Landon (HERALD AND JOURNAL INQUIRER).

MERIDEN-WALLINGFORD

1 - LOCATION: New Haven County (Meriden SMSA), E&P Map B-3. Industrial center. Meriden City is an SMSA. Wallingford City is part of New Haven- West Haven SMSA.

2 - TRANSPORTATION: Railroads - Conrail; Amtrak.
Motor Freight Carriers - 5.
Intercity Bus Lines - Greyhound; Traitways.
Airlines - Eastern; American; Pan American; Delta; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 94,392
Meriden/SMSA 80 Cen. 57,118
Wallingford 80 Cen. 37,274
CZ-ABC: (70) 91,673; (81) 95,000
RTZ-ABC: (70) 54,129; (81) 66,900
County 80 Cen. 761,337
New Haven-West Haven SMSA 80 Cen. 417,592
City & RTZ-ABC: (70) 145,802; (81) 162,400

4 - HOUSEHOLDS:
Corp Cities 80 Cen. 33,857
Meriden/SMSA 80 Cen. 21,051
Wallingford 80 Cen. 12,806
County 80 Cen. 271,542
New Haven-West Haven SMSA 80 Cen. 149,574
CZ-ABC: (70) 28,245; (81) 33,900
RTZ-ABC: (70) 15,293; (81) 21,700
City & RTZ-ABC: (70) 43,538; (81) 55,600

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Comm.	9	$612,219,825

6 - PASSENGER AUTOS: County 381,315

7 - ELECTRIC METERS: Residence 29,425

8 - GAS METERS: Residence 10,695

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Silverware 7,300; Intercom. System 300; Hardware, etc. 700; Plastics 1,300; Steel 700; Utilities 900; Paper Boxes 350; Lighting Equip. 600; Whly. Industrial Payroll (16 firms) $672,324 (Avg. $298)
Principal Industrial Pay Days - Thurs. and Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-75; Summer 55-85; Fall 40-70; Winter 30-52. First killing frost, Oct. 31. Last killing frost, Apr. 29.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** - 10 blocks on W. Main; Colony, E. Main & Pratt; Wallingford, 6 on Center St. from Fair to Cherry; 1 on Main St. at Simpson Court.
Neighborhood Shopping Centers - Broad & E. Main; Village of South Meriden, Yalesville; Colony Shopping Plaza, Route 5, Wallingford; Centennial Plaza, Meriden; Lincoln Plaza, Meriden; Barkers Parkade; Meriden Mall (downtown); Meriden Square, Kensington & Lewis Aves.; Caldor Shpg. Plaza, Rt. 5 & Broad St; The Clock Factory; Parker Mills Shops; Tower Square; Rt. 5.
Principal Shopping Days : Thurs., Fri., Sat., Sun.
Stores Open Evenings : Downtown Thu.; Shpg. Ctrs. nightly.

13 - RETAIL OUTLETS: **Department Stores** - Nu-Stars; G. Fox & Co.; Worth's; J.C. Penney; D&L.
Discount Stores : King's 2; Caldor 2; Zayre's; K mart 3.
Chain Drug Stores : Courtesy; Stimpson 2; Rite-Aid C.V.S.; Walgreen.
Chain Food Supermarkets :Fines 2; Barker's; Caplan's; Grand Union; Basics; Food Mart 2; Shop-Rite; Everybody's; Stop & Shop; Towne & County; Guido's; Pik Quik.
Other Chain Stores - Thom McAn; Singer Co.; Firestone Walgreen Drug; Baker's Shoes; Chess King; Florsheim Shoes; Kinney Shoes; Lerner Shops; Miles Shoes; Gordon's; Hickory Farms; Kay Jeweler; Regal Shoes; Radio Shack; So-Fro Fabrics; Spencer Gifts; Helen Gallagher; Waldenbooks; Perkins Tobacco; Ormond's; Michaels Jewelers; Youth Center; Vision Centre; Morrisons; Great Expectations; MotherCape; Prague Shoes; A.S. Beck; Nature Foods; Life Uniform; Barricini; Pet Towne; Faynoor; Arthur's; Casual Corner; D. Rigging's; The Gap; Growth Company; Susie's Casual; Weathervane; Grossman's; Inside-Outlet; Channel.

14 - NEWSPAPERS: RECORD & JOURNAL (m) 29,305; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Perry J. Spinelli, Adv. Dir., RECORD & JOURNAL, Crown Street Sq., Meriden, CT 06450; Tel. (203) 235-1661.
National Representative : Landon.

MIDDLETOWN

1 - LOCATION: Middlesex County, E&P Map B-3, County Seat. Industrial, agricultural and educational center. About halfway between New York and Boston on Connecticut River, 15 mi. from Hartford. On U.S. Hwy. 66; State Hwys. 9, 14, 17, 19, 72 and 157.

2 - TRANSPORTATION: **Railroads** - Valley Division of N.Y.; N.H.&H.
Motor Freight Carriers - 5.
Intercity Bus Lines - Connecticut Co.; Interstate; Greyhound; Trailways of New England.

3 - POPULATION:
Corp. City 80 Cen. 39,040
CZ-ABC: (70) 53,136; (81) 56,300
RTZ-ABC: (70) 87,878; (81) 110,100
County 80 Cen. 129,017
City & RTZ-ABC: (70) 141,014; (81) 166,400

4 - HOUSEHOLDS:
City 80 Cen. 14,130
County 80 Cen. 45,922
CZ-ABC: (70) 15,736; (81) 19,200
RTZ-ABC: (70) 26,437; (81) 38,100
City & RTZ-ABC: (70) 42,173; (81) 57,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	N.A.
Sav. & Loan	1	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: City 24,968; County 70,584

7 - ELECTRIC METERS: Residence 26,134

8 - GAS METERS: Residence 2,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Total Non-Agricultural Employment 47,080; Manufacturing 15,800; Paper, Printing & Publishing 1,950; Chemicals, Rubbers & Plastics 720; Fabricated Metals 1,600; Machinery 1,680; Electrical Equipment 1,980; Other Manufacturing 7,670; Non-manufacturing 31,280; Construction 1,380; Transportation (incl. RR) 680; Communications & Utilities 1,200; Trade 10,080; Wholesale 1,210; Retail 8,870; Finance, Insurance & Real Estate 1,320; Service 9,280; Government 7,340.
Principal Pay Days - Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 3. Last killing frost, Apr. 4.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers** - 9 blocks on Main St.; 2 on Washington St.; 2 on Court St.; 2 on William St.; 2 on College St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Metro Square	0	Waldbaum's, Food Mart, CVS Pharmacy, Fayva Shoes, Raymond's
Riverview Ctr.	0	Sears
South End	2	Bradlees, Stop & Shop, Grand Union
Middletown	3	Radio Shack, King's Discount, Top Notch Foods, Shoe Town
Washington	3	Mott's Shop-Rite Mkt., Caldor, Genovese Drugs
Cromwell	4	K mart, Grand Union, Village Fashions, Peaches, Pappagallo Shop

Principal Shopping Days : Wed., Fri., Sat.
Stores Close : About 10% on Mon.
Stores Open Evenings : All Fri., some Tue. & Thu.; Sears Thurs. & Fri.

13 - RETAIL OUTLETS: **Department Stores** - Shapiro's; Kabachnick; Sears; J.C. Penney.
Discount Stores : Bradlees; King's; K mart.
Variety Stores : Woolworth's.
Chain Drug Stores : Genovese; CVS Pharmacy.
Chain Food Supermarkets : First National; Stop & Shop; Grand Union; Top Notch Foods; Mott's Shop-Rite.
Other Chain Stores : Thom McAn; Kabel's; Amato's; Prague Shoes.

14 - NEWSPAPERS: PRESS (e) 20,763; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Sam Tierney, Adv. Dir., PRESS, 2 Main St., Middletown, CT 06457; Tel. (203) 347-3331.
National Representative : Landon.

MILFORD

1 - LOCATION: New Haven County, (In Bridgeport SMSA); E&P Map B-4. Hwys. 1A, 122.

2 - TRANSPORTATION: **Railroads** - Conrail.
Intercity Bus Lines - Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,101
PMA-ABC: (70) 50,858; (81) 50,700
County 80 Cen. 761,337
SMSA 80 Cen. 395,455
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,526
PMA-ABC: (70) 14,581; (81) 16,700
County 80 Cen. 271,542
SMSA 80 Cen. 136,127

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$71,618,000
Commercial	9	N.A.

6 - PASSENGER AUTOS: County 381,315

7 - ELECTRIC METERS: 19,774

8 - GAS METERS: 9,191

9 - PRINCIPAL INDUSTRIES: Locks; Razors; Rivets; Machine Tools and Parts; Hardware; Ball Point Pens; Electric Motors.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-68; Summer 59-80; Fall 33-51; Winter 23-40. First killing frost, Oct. 18. Last killing frost, Apr. 25.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conn. Post (63)	NA	Kresge, Whelans, Caldors, Stop & Shop, Alexander's
Milford Plaza (14)	NA	King's Dept., First National
Pond Point	NA	Gromat Mkt.
Shop-Rite (10)	NA	Shop-Rite
Stockade-Shoppes (15)	NA	DiMeola Phcy.
Melba (3)	NA	Melba Phcy.
Devon Plaza (14)	NA	K mart, Waldbaum
Loehmann's Plaza	NA	Loehmann's, Baskin Robbins
One Milford Sq.	NA	Waldbaum

13 - RETAIL OUTLETS: **Department Stores** - Alexander's.
Discount Stores :Alexander's; King's; Caldors.
Chain Drug Stores : Courtesy; Whelans; Brooks.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,413; (S) 8,379; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edward M. Smith, Pub., CITIZEN, 349 New Haven Ave., Milford, CT 06460; Tel. (203) 874-1691.
National Representatives : Landon; USSPI.

NAUGATUCK

1 - LOCATION: New Haven County, (In Waterbury SMSA). E&P Map B-3; About midway in the Naugatuck Valley. State Hwys. 8, 63, 68, I-84.

2 - TRANSPORTATION: **Railroads** - Amtrak; Conrail.
Motor Freight Carriers - 2.
Intercity Bus Lines - New England Transp.; Connecticut Ry. Ltg. Co.; Interstate Coach; Northeast Transportation; Murphy Transportation Co.

3 - POPULATION:
Corp. City 80 Cen. 26,456
PMA-ABC: (70)33,123; (81)38,600
SMSA 80 Cen. 228,178
County 80 Cen. 761,337

4 - HOUSEHOLDS:
City 80 Cen. 9,345
County 80 Cen. 271,542
SMSA 80 Cen. 79,947
Total PMA-ABC: (70)10,089; (81)13,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$9,236,060
Sav. & Loan	1	$48,294,689
Savings	1	$92,483,240

6 - PASSENGER AUTOS: County 381,315

7 - ELECTRIC METERS: Residence 11,814

8 - GAS METERS: Residence 3,811

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Chemicals 1,180; Candy 400; Iron Works 350.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 23. Last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center** - 3 blocks on Church St.; 1 on Main St.; 2 on Maple St.; Mountview Plaza.
Neighborhood Shopping Centers - Union City; Glenridge; Rubber Ave.; Naug.
Principal Shopping Days : Thur. & Fri.
Stores Close : Mondays during summer months.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: **Department Stores** - Rubin's; Raphael's; Rosenblatt's; Breen's; Carlson's; King's; Worth's.
Variety Stores - G. C. Murphy; Kings.
Chain Drug Stores - Whalen; C.V.S.
Chain Food Supermarkets : First National; Stop-N-Shop.

14 - NEWSPAPERS: NEWS (e) 4,695; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Frank Richters, Jr., Adv. Dir., NEWS, 195 Water St., Naugatuck, CT 06770; Tel. (203) 729-2228.
National Representative : Landon.

NEW BRITAIN

1 - LOCATION: Hartford County, E&P Map B-3 (In New Britain SMSA). Adjacent to U.S. Routes 5, 6, I-84 and I-91. State Hwys. 10, 71, 72. Central Connecticut Mfg. Hardware, Machine Tools, Chucks, Hand Tools, Ball Bearings, Plumbing, Heating and Air Conditioning Equipment Locks, Electrical Appliances. 10 mi. SW of Hartford.

2 - TRANSPORTATION: **Railroads** - Amtrak; Conrail.
Motor Freight Carriers - 8.
Intercity Bus Lines - Greyhound; Vermont Transit.
Airlines - 25 miles from Bradley International Airport.

3 - POPULATION:
Corp. City 80 Cen. 73,840
CZ-ABC: (70) 111,874; (81) 98,500
RTZ-ABC: (70) 73,822; (81) 92,100
County 80 Cen. 807,766
SMSA 80 Cen. 142,241
City and RTZ-ABC: (70) 185,696; (81) 190,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,539
County 80 Cen. 289,658
SMSA 80 Cen. 51,916
CZ-ABC: (70) 36,263; (81) 36,700
RTZ-ABC: (70) 21,433; (81) 30,800
City & RTZ-ABC: (70) 57,696; (81) 67,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$761,507,415
Sav. & Loan	1	$89,913,322
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 431,589

7 - ELECTRIC METERS: Residence 28,352

8 - GAS METERS: Residence 19,941

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners, and (Av. Wkly. Wage) - Manufacturing 31,320 ($330); Primary and Fabricated Metals 11,870 ($299); Hardware 5,570 ($314); Machinery 7,630 ($359); Electrical and Transp. Equipment 6,740 ($378); Other Manufacturing 3,750 ($238); Total non-agriculture wage and salary workers 65,330.
Principal Pay Days - Tues., Wed., Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-57; Summer 60-80; Fall 43-62; Winter 21-36. First Killing frost, Oct. 17. Last Killing frost, Apr. 19.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** - 7 blocks on Main St.; 2 on West Main; 1 on Arch St.; 4 on Broad St.; 2 on East Main.

Neighborhood Shopping Centers - Farmingdale Shopping Plaza, 8 stores on Farmington Ave.; Le-Ada Shopping Plaza, 11 stores on Allen St.; Stanley Shopping Plaza, 13 stores on Slater Rd.; Newbrite Shopping Plaza, 18 stores on East Main St.; Columbus Plaza, 5 stores on Columbus Blvd.; Plaza Shopping Center, 2 stores on West Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
WebsterSq.	5	Woolworths, Food Mart
Corbins Corner	5	Sears, D&L, Stop & Shop
Twin City Plaza	2	Finast, Twin City Drug
K mart Plaza	5	K mart, Food Mart
Farmingdale Plz.	2	Sussman's, Giant Food, Caldor
Newbrite Plaza		IGA Food, Radio Shack
Stanley Plaza	3	Bradlee's, Shop Rite
Ferndale Plaza	3	Sussman's, Giant Food, Ferndale Drug
Meriden Sq. Mall	8	JC Penney, G. Fox & Co.
West Farms Mall (100)	5	J.C. Penney, G. Fox & Co., Sage Allen, Herman's
Plainville	3	King's, Sussman's Food
Queen Plaza	9	Zayre, Shop Rite
Caldor/Village	10	Caldor, Food Mart
Newington	7	Two Guys, Stop N'Save
Town Line	10	Food Mart, Caldor
Northwood Shpg. Plz.	5	Food Mart
Southington Shopade	8	Carpet Factory
Prospect Plaza	10	Finast, Kings

Principal Shopping Days : Thurs., Fri., and Sat.
Stores Close : Mon. (partial).
Stores Open Evenings : Food - Wed., Thurs., Fri. Others Thurs. and Fri. Most malls and plazas open every evening except Sunday.

13 - RETAIL OUTLETS: **Department Stores** - Davidson and Leventhal; J.C. Penney; Sage-Allen; G. Fox & Co.; Sears; K mart.
Discount Stores : Two Guys; Bradlee's; Zayre; Caldor; K mart; Kings.
Variety Stores : Woolworth; Daffodil Inc.; Showcase; B and D.
Chain Drug Stores : Rite Aid; Arrow Drug 3; Central Rexall 2; Shop-Rite; Belvidere; CVS 2; Mall Drug.
Chain Food Supermarkets : Finast 4; Food Mart 6; Shop Rite 3; Stop N'Save 3; Stop & Shop 2; IGA; A&P; Sussman's Giant Food 4; Heartland Food; Pik-Kwik.
Other Chain Stores : Sherwin Williams; Firestone; Thom McAn; Anderson-Little; Sears; Singer Co.; Wicke's Lumber; Marshall's; Hickory Farms; Radio Shack; Michael's Jewelers; Goodyear; Big L Discounts; Shoe Town; Grossman's.

14 - NEWSPAPERS: THE HERALD (e) 39,838; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Netupski, Mktg. Dir., THE HERALD, 1 Herald Square, New Britain, CT 06050; Tel. (203) 225-4601.
National Representative : Landon.

NEW HAVEN

1 - LOCATION: New Haven County (In New Haven-West Haven SMSA); E&P Map B-4. In South Central part of state. Harbor on L.I. Sound. At the intersection of the New England Thruway (I-95), I-91 and Route 34, providing access to markets in Boston, Montreal, New York, Washington, Miami and points west.

2 - TRANSPORTATION: **Railroads** - Conrail-Amtrak; Fifth most active Amtrak station in the nation. A key stop on the Boston-to-Washington corridor.
Motor Freight Carriers - 117.
Intercity Bus Lines - Arrow; Connecticut Greyhound; Trailways; Chieppo.
Freight Steamship Lines - 20.
Airlines - Astec; New Air; Pilgrim.

3 - POPULATION:
City 80 Cen. 126,109
CZ-ABC: (70) 312,458; (81) 297,200
RTZ-ABC: (70) 260,942; (81) 297,900
County 80 Cen. 761,337
SMSA 80 Cen. 417,592
City & RTZ-ABC: (70) 573,400; (80) 595,100

4 - HOUSEHOLDS:
City 80 Cen: 46,880
County 80 Cen: 271,542
SMSA 80 Cen 149,574
CZ-ABC: (70) 100,856; (81) 110,000
RTZ-ABC: (70) 76,304; (81) 100,300
City & RTZ-ABC: (70) 177,160; (81) 210,350

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	34	$3,557,000,000
Sav. & Loan	17	$725,000,000
Commercial	59	$6,482,800,000

6 - PASSENGER AUTOS: County 381,315

7 - ELECTRIC METERS: City 53,539

8 - GAS METERS: City 65,995

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners. (Avg. Weekly Wage - Total Non-Agricultural Employment 187,600; Manufacturing 45,260; Apparel & Leather 3,830 ($146); Printing & Publishing 3,350 ($213); Chemicals 3,520 ($293); Rubber & Misc. Plastic Products 2,170 ($334); Primary Metals 5,280 ($358); Fabricated Metals 8,060 ($265); Machinery 3,090 ($285); Electrical & Transportation Equipment 8,420 ($286); Other Manufacturing 7,540 ($255); Total Non-Manufacturing 142,340; Construction 6,020; Transportation 6,880; Communication & Utilities 8,340; Wholesale Trade 10,940; Retail Trade 28,500; Finance, Insurance & Real Estate 10,180; Service 45,200; Government 26,280.
Principal Industrial Pay Day - Thurs.

10 - CLIMATE: Average Temp. - Spring 48; Summer 72; Fall 56; Winter 32. First killing frost, Nov. 15; Last killing frost, Apr. 23.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center - in downtown area bounded by York, George, State and Grove Sts. Principal stores - Malley's; Macy's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acme Mall	3	Kings
Amity Center	7	McCrory
Ansonia Mall	10	K mart
Branford	5	Woolco
Branhaven	4	Caldor
Connecticut Post	12	Alexanders
Drazen	9	Woolco
Hamden Mart	6	Howlands, Sears
Hamden Plaza	6	Marshalls
K mart Plaza	2	K mart
Maple Croft	14	Marshalls
Meriden Square	20	G. Fox
Montowese Shpg Ctr.	4	Kings
Naugatuck Valley	20	G. Fox
Queen Plaza	22	Zayre
Sears	8	Sears
Wallingford Plz.	15	K mart
Woolco	10	Woolco

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Macy's - Mon. thru Fri.; Malley's - Mon., Thu., Fri.; Food - Mon., Thu., Sat.; Sears - Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Malley's; J. C. Penney; Sears; Macy's; Alexander's; Howland's; G. Fox; Read's.
Discount Stores : Woolco; Bradlee's; Caldor; King's; Channel; Marshall's; K mart, Zayre.
Variety Stores - Kresge; American Discount.
Chain Drug Stores : Amity 2; CVS 2; Genovese; Liggett; Mall Drugs; Maxwell; Medi Mart 2; Rite Aid 3; Walgreen 3.
Chain Food Supermarkets : First National 9; Big Buy; Pegnataro & Sons 6; Grand Union; Co-Op Mkts. 3; Stop & Shop 17; Food Mart 6; Food-O-Rama 2; Universal Stores 26; Allied Grocers 53; Motts' Shoprite; Buy-Rite 2; Pathmark 3; Crown; Klaride's 2; Everybody's 5; Cheshire IGA 2; A&P 7; Grand Central.

Other Chain Stores - Anderson-Little; Arthurs; Baker Shoe; A.S. Beck; Carol-Ann Dress Shops; Casual Corner; Childworld; Donlevys; Dress Barn; Fayva; Firestone; Fotomat; Franklin Simon; Friendly Frost; Goodyear; Grossmans; Hickory Farms; Hillman-Kohan; Kaufman Carpet; Kinney Shoes; Lane Bryant; Lerner Shops; Michael's Jewelers; Morrisons; J. Press; Radio Shack; Sherman-Williams; Shoe Town; Singer Co; Spencer Gifts; Thayer McNeil; The Gap; Thrifty's; Thom McAn; Uniroyal.

14 - NEWSPAPERS: JOURNAL-COURIER (m-mon to fri) 37,837; REGISTER (e) 96,526; Comb. (m&e) 134,363; (S) 140,372; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Walter J. Nester Jr., Vice-Pres./Adv., Henry S. Miniek Jr., Nat. Adv. Mgr., REGISTER and JOURNAL-COURIER, Long Wharf, 40 Sargent Dr., New Haven, CT 06511; Tel. (203) 562-1121.
National Representative : Sawyer-Ferguson-Walker.

NEW LONDON

1 - LOCATION: New London County, E&P Map C-3 (In New London-Norwich, CT-RI SMSA). At mouth of Thames River on Long Island and Fishers Island Sounds. Home of the U.S. Coast Guard Academy, Connecticut College, Mitchell College (University of CT. Branch), U.S. Underwater Sound Laboratory. U.S. Hwy. I-95. Shipping center; Wholesale center. 125 mi. from New York; 106 mi. from Boston; 46 mi. from Hartford; 51 mi. from New Haven; 56 mi. from Providence; 74 mi. from Worcester.

2 - TRANSPORTATION: Railroads - Amtrak; Central Vermont & Grant Trunk (freight).
Motor Freight Carriers - 7.
Intercity Bus Lines - Greyhound; Blue; New Haven & Shore Line; Short Line; Southeastern Area Transit; Bonanza.
Airlines - Pilgrim; U.S. Air.

3 - POPULATION:
Corp. City 80 Cen. 28,842
County 80 Cen. 238,409
CZ-ABC: (70) 87,101; (81) 82,200
RTZ-ABC: (70) 79,683; (81) 94,500
SMSA 80 Cen. 248,554
City & RTZ-ABC: (70) 166,784; (81) 176,700

4 - HOUSEHOLDS:
Town 80 Cen. 10,461
County 80 Cen. 81,814
SMSA 80 Cen. 85,710
CZ-ABC: (70) 25,232; (81) 27,200
RTZ-ABC: (70) 22,610; (81) 30,700
City & RTZ-ABC: (70) 47,842; (81) 57,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	8	N.A.
Sav. & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 114,773

7 - ELECTRIC METERS: Res. City 12,125

8 - GAS METERS: City 7,963

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Submarine Bldg.; Antibiotics; Chemical; Collapsible Tubes; Research & Publication; Labor Mkt. (51,050). Avg. Wkly Wage $258.64. Total Military & Civil Service Payroll $163,627,000. Area Payroll $590,458,269.
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 43-71; Summer 66-88; Fall 48-73; Winter 31-50. First killing frost, Oct. 26. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 3 blocks on Captains Walk; 3 blocks on State St.; 3 blocks on Bank St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New London (13)	1	Sears, First Nat'l.
New London Mall (34)	1	Edw. Malley Co., Two Guys
Waterford (20)	2	A&P, Howland
Waterford Plz. (12)	3	Stop & Shop, Barker's
Groton Shprs.	3	Bradlee's
Groton Shprs. Mart (25)	3	T.J.Maxx, Stop & Shop
Caldor	3	Shop-Rite, Caldor
Olde Mistick Vlg. (46)	8	Colonial Mkt.
Flanders Plaza (15)	7	IGA
Niantic Village	6	Mitchell's Super Market
Vality Shpg Plz.	10	Vality Dept. Store, Vality Super Market

Principal Shopping Days : Dept. Stores - Thurs., Fri. and Sat.; Food - Thu., Fri., Sat.
Stores Open Evenings : Downtown on Fri.; Shopping Centers, most every evening.

13 - RETAIL OUTLETS: Department Stores - Edw. Malley Co; Howland's; Kresge's; Sears; Two Guys; Bradlee's; Vality; Barker's; Caldor's; T.J.Maxx.
Discount Stores : Bradlee's; Two Guys; Barker's; U.S. Submarine Base PX; Caldor's; T.J.Maxx.
Variety Stores - Kresge's.
Chain Drug Stores : Whelan Drug; Rite-Aid Drug; Consumer Value; Brooks Disc.; Big L; Medi Mart.
Chain Food Supermarkets : First National 3; A&P 2; Beit Bros. 1; Stop & Shop 2; Shop-Rite.
Other Chain Stores - Thom McAn; Kinney; Singer Co.; Goodrich; Goodyear; Firestone; Western Auto Supply; Benny's; Ames Prague; Pittsburgh Plate Glass; Sherwin-Williams; Anderson-Little; Hickory Farms; T.J.Maxx; D & L.

14 - NEWSPAPERS: DAY (e) 38,496; Mar. 31, 1980 ABC. (Sunday edition started Sept. 6, 1981).
Local Contact for Advertising and Merchandising Data: Lawrence L. Dotolo, Adv. Dir., DAY, 47 Eugene O'Neil Dr., New London, CT 06320; Tel. (203) 442-2200.
National Representative : Branham.

NORWALK

1 - LOCATION: Fairfield County, (In Norwalk SMSA); E&P Map A-4. Industrial center on the Norwalk River and Long Island Sound. 20 mi. SW of Bridgeport; 42 mi. NE of New York. On Route 1, on Merritt Pkwy.; Connecticut Tpk., and is terminus of Route 7, the Ethan Allen Hwy.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 55.
Intercity Bus Lines - Trailways; Greyhound; C. R. & L Connecticut Co.; Wheels (City Service).

3 - POPULATION:
Corp. City 80 Cen. 77,767
PMA-ABC: (70) 165,207; (81) 167,500
County 80 Cen. 807,143
SMSA 80 Cen. 126,692
Corp. City 80 Cen. 28,309
County 80 Cen. 280,597
SMSA 80 Cen.
PMA-ABC (70) 49,994; (81) 58,000

5 - BANKS: 11 Savings and Commercial.

6 - PASSENGER AUTOS: County 456,724

7 - ELECTRIC METERS: Residence 52,603

8 - GAS METERS: Residence 12,970

9 - PRINCIPAL INDUSTRIES: Electronic Equip.; Research; Optical Eqpt.; Hats; Consmetics; Sweaters; Auto Accessories.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-75; Summer 60-92; Fall 45-80; Winter 26-65.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Caldor (8)	NA	Caldor Discount
Gateway (16)	NA	A&P
Norwalk Mall (20)	NA	Pathmark
Strawberry Hill (10)	NA	Grand Union
County Mall (8)	NA	Consumer's Dist.
Electra Plaza (8)	NA	Bradlee's
S.Norwalk Plz. (7)	NA	Grand Central Market
Shopwell Plaza (8)	NA	Shopwell
Darinor (10)	NA	Caldor
K mart Plz. (6)	NA	K mart

Principal Shopping Days : Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores - Fulam's; Howlands.
Variety Stores - H.L. Green; McCrory's; Woolworths.
Discount Stores : Bargain World; Caldor; Norwalk Sales; Bradlee's; K mart.
Chain Food Supermarkets : A&P; Grand Central; Grand Union; Pathmark; Shopwell; Stop & Shop; Waldbaums.

14 - NEWSPAPERS: HOUR (e) 21,123; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Katharine Duprey, Natl. Adv. Mgr., HOUR, 346 Main Avenue, Norwalk, CT 06851; Tel. (203) 846-3281.
National Representative : Landon.

NORWICH

1 - LOCATION: New London County, E&P Map C-3 (In New London-Norwich CT- RI SMSA). County Seat. On Conn. Turnpike. Head of tide water, harbor with 26-foot channel. Manufacturing, wholesale, and retail center. 100 mi. from Boston; 120 mi. from New York, and within 60 mi. of New Haven, Hartford, Springfield, Worcester, and Providence.

2 - TRANSPORTATION: Railroads : Conrail; Central Vermont & Grand Truck (freight).
Motor Freight Carriers : 14.
Intercity Bus Lines : Blue Line; Tally-ho; Short Line.
Airlines : USAir; Pilgrim.

3 - POPULATION:
Corp. City 80 Cen. 38,074
County 80 Cen. 238,409
SMSA 80 Cen. 248,554

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,320
County 80 Cen. 81,814
SMSA 80 Cen. 85,710

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	1	$94,000,000
Savings	3	$263,000,000

6 - PASSENGER AUTOS: County 114,773

7 - ELECTRIC METERS: Res. 14,999

8 - GAS METERS: Res. 6,992

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Textiles 1,630 ($160); Apparel 900 ($160); Paper 720 ($190); Fab. Metals 1,090 ($200); Leather 370 ($175); Engraving 200 ($220); Insulated Wire 600 ($200); Other Mfg. 2,000 ($175); Electronics 400 (N.A.) Television & Stereo 700 (N.A.).
Principal Industrial Pay Days : Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 37-55; Summer 59-78; Fall 41-60; Winter 20-35. First killing frost, Oct. 17. Last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers : 25 blocks on Main; N. Main; Broadway; Franklin; Water; Thames.
Neighborhood Shopping Centers : City sections known as Occum; Taftville; Greenville; Yantic; Norwichtown; Thamesville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadows (15)	NA	Sherwin-Williams
Westgate (7)	NA	
Vality (5)	NA	Vality
Norwichtown (39)	NA	Stop & Shop
Wawecus Hill (2)	NA	Barker's Disc.
Marcus Plz.	NA	Zayer, Shop-Rite Food

Principal Shopping Days : Thurs., Fri., Sat., Sun.
Stores Close : Mon. (Some)
Stores Open Evenings : Thur., some Fri. Food Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores : Reid & Hughes; Vality; Baker's; Fisher's.
Discount Stores :Mr. Big; Barker's; Fisher's.
Variety Stores :Woolworth.
Chain Drug Stores : Vernon Drug.
Chain Food Supermarkets :A&P 3; IGA 4; New England 7; Beit Bros. 5; Stop & Shop; Shop-Rite.
Other Chain Stores : Benniey's; Sherwin-Williams; Gravely Garden Power Equipment; Friendly Ice Cream; S&H Green Stamps; Barker's Singer Co.; Railroad Salvage; Prague's.

14 - NEWSPAPERS: BULLETIN (m) 36,376; (S) 42,722; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Nick Pellegrino, Adv. Dir., BULLETIN, 66 Franklin St., Norwich, CT 06360; Tel. (203) 887-9211.
National Representative : Landon.

STAMFORD

1 - LOCATION: Fairfield County, (Stamford SMSA) E&P Map A-4. On Long Island Sound with navigable harbor. On Boston Post Road (U.S. 1) Merritt Parkway (Rte 15); Connecticut Tpke. (I-95).

2 - TRANSPORTATION: Railroads - New Haven Div. Conrail Main Line & New Canaan Branch.
Motor Freight Carriers - 5.
Intercity Bus Lines - Connecticut Transit Co.; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 102,453
CZ-ABC: (70) 108,798; (81) 101,200
Bal. in PMA-ABC: (70) 52,889; (81) 54,500
County 80 Cen. 870,143
SMSA 80 Cen. 198,854
Total PMA-ABC: (70) 161,687; (81) 155,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,378
County 80 Cen. 280,597
CZ-ABC: (70) 34,445; (81) 36,900
Bal. in PMA-ABC: (70) 15,488; (81) 18,300
SMSA 80 Cen. 72,157
Total PMA-ABC: (70) 49,933; (81) 55,200

5 - BANKS: Commercial 15; Savings 8; Federal Sav.& Loan 3. Deposits N.A.

6 --PASSENGER AUTOS: County 456,724

7 - ELECTRIC METERS: 37,767

8 - GAS METERS: 15,786

9 - PRINCIPAL INDUSTRIES: Diversified manufacturing area includes wide variety of products in chemical; electronics; food, drug & cosmetics; electrical; aircraft; die casting; metals; machinery; apparel and textile products; printing and publishing. Chemical, electronic research laboratories. Headquarters for numerous major corporations.
Principal Industrial Pay Days - Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 23-77; Summer 46-92; Fall 27-79; Winter 2-56. First killing frost, Nov. 15. Last killing frost, May 15.

11 - TAP WATER: Slightly acid, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - Main; Atlantic; Bedford and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ridgeway	2	Sears, Gimbels, Grand Central Mkt.
Town & Country	2	J.H. Harvey, Grand Union
Thru-way	4	Woolworth's, A&P
Glenbrook	3	Woolworth's, Finast
Newfield	2	Syl May, Grade A Mkt.
Grand Central	4	Grand Central Market
Bull's Head	3	Radio Shack, Finast
Springdale	4	Palmer's Food
Goodwives	5	Grand Union

Principal Shopping Days : Thurs., Fri. & Sat.

Stores Open Evenings : Mon. & Thurs. Food – Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores – Sears; Bloomingdale's; Gimbel's; Lord & Taylor; Caldor.
Discount Stores : County T.V. & Appliances; Bradlee's.
Chain Drug Stores : Syl-May; Caldor; Medi Mart; Genovese; Courtesy.
Chain Supermarkets : A&P 5; First National 3; Grand Union; Gristede 2; Bongiorno's; Grade A 3; Grand Central 6; Stop & Shop; Palmer's 2; Food Mart 3.
Variety Stores – Woolworth.
Other Chain Stores – National Shoes; Goodyear; Firestone; Singer Co.; Radio Shack.

14 - NEWSPAPERS: ADVOCATE (e) 29,553; Mar. 31, 1981 ABC. (Sunday edition started 9/13/81).
Local Contact for Advertising and Merchandising Data: Robert Ungemack, Adv. Dir., For Mkt. Data, Sandra Guss, Mkt. Research Mgr., Connecticut Newspapers, Inc., 75 Tresser Blvd., Stamford, CT 06901; Tel. (203) 964-2200.
National Representative : Landon.

TORRINGTON

1 - LOCATION: Litchfield county, E&P Map B-3, Industrial and residential center. NW part of state. 20 mi. N of Waterbury; 28 mi. W of Hartford. On State Hwys. 4, 8, 202, & 272.

2 - TRANSPORTATION: Railroad : Conrail (freight only).
Motor Freight Carriers : 4.
Intercity Bus Lines : Greyhound; Arrow; E. J. Kelley Co.

3 - POPULATION:
Corp. City 80 Cen. 30,987
County 80 Cen. 156,769

4 - HOUSEHOLDS:
City 80 Cen. 11,995
County 80 Cen. 55,667

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	N.A.
Sav. & Loan	1	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 86,959

7 - ELECTRIC METERS: Res. 9,519

8 - GAS METERS: Res. 5,170

9 - PRINCIPAL INDUSTRIES: Bearings; Spring and Mill Machinery; Fans and Blower Wheels; Golf Shafts; Upholstery Nails; Castings; Lumber Products; Gaskets; Textiles; Hardware Tools; Corrugated Containers.
Principal Industrial Pay Day : Thurs.

10 - CLIMATE: Min. & Max. Temp. Spring 18-94; Summer 47-99; Fall 1-89; Winter 2-56. First killing frost, Sept. 30. Last killing frost, May 11.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers : 4 blocks on Main and S. Main Sts; 2 on Water St; 2 on E. Main; Torrington-Winsted Rd; Route 8.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plz. (9)	NA	K mart, Mr. B's, Fayva Shoes, Pearl Vision Ctr., Genovese, Shop-Rite Consumers Distrib.
Torrington (31)	NA	Star's Dept., A&P
Parkade (27)	NA	Warehouse Foods, Caldor, Newberry
Downtown (32)	NA	Penneys, Woolworth, Superfinast Mkt., Bradlees, Stop & Shop

Principal Shopping Days : Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Caldor; J.C. Penney; Montgomery Ward; Star's; Bradlees; K mart.
Variety Stores : Woolworth.
Discount Stores : Star's; Bradlees; Caldor; K mart.
Chain Drug Stores : Maxwell; Genovese.
Chain Food Supermarkets : First National; A&P; IGA; Stop & Save 2; Allied Grocers 5; Stop & Shop; Menccucini's 4; Shop-Rite; Warehouse Foods.
Other Chain Stores : Singer Co.; J.J. Newberry; S&H Green Stamps; Radio Shack.

14 - NEWSPAPERS: REGISTER (e-mon to sat) 12,409; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Vincent W. Monteleone, Adv. Dir., REGISTER, 190 Water St, Torrington, CT 06790; Tel. (203) 489-3121.
National Representative : Landon.

WALLINGFORD
See MERIDEN

WATERBURY

1 - LOCATION: New Haven County, (In Waterbury SMSA); E&P Map B-3. 89 mi. from New York City; 135 mi. from Boston; 29 mi. from Hartford; 21 mi. from New Haven.

2 - TRANSPORTATION: Railroads – Conrail.
Motor Freight Carriers (Transportation Services): Tose, Inc.; Lombard; Murphy; Roadway; New Penn; McLean; Barnard's Exp.; MFX; Consolidated Freightways.
Airlines -Bradley International, Hartford-Springfield Eastern; USAir; American; United; Braniff; TWA; Pilgrim; Delta; Texas International.
Intercity Bus Lines :Arrow Lines Inc.; Valley Transportation Co.; Bonanza Bus Lines; Connecticut Co.; Travel Center Tours; also connections for Greyhound & Trailways.

3 - POPULATION:
Corp. City 80 Cen. 103,266
CZ-ABC: (70) 161,834; (81) 161,800
RTZ-ABC: (70) 112,496; (81) 127,100
County 80 Cen. 761,337
SMSA 80 Cen 228,178
City & RTZ-ABC; (70) 274,330; (81) 288,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 38,035
County 80 Cen. 271,542
SMSA 80 Cen. 79,947
CZ-ABC: (70) 51,005; (81) 58,700
RTZ-ABC: (70) 33,844; (81) 43,500
City & RTZ-ABC: (70) 84,849; (81) 102,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$655,872,290
Sav. & Loan	2	$403,936,000
Commercial	4	$2,719,006,675

6 - PASSENGER AUTOS: County 381,315

7 - ELECTRIC METERS: Residence 66,084

8 - GAS METERS: Residence 27,289

9 - PRINCIPAL INDUSTRIES: Medical Supplies & Equip.; Electronic Components Sewing Supplies; Commercial Industrial and Consumer Timing Devices; Copper & Brass; Plastics; Clocks; Watches; Machine Shop Prods.; Tools; Buttons; Buckles; Flexible Tubing; Toys; Auto Parts; Chemicals; Electromech. Devices; Undergarments. Total 106,010 Wage Earners ($271 Av. Wkly. Wage).
Principal Industrial Pay Day – Thu.

10 - CLIMATE: Min. & Max. Temp. – Spring 29-70; Summer 60-87; Fall 30-76; Winter 24-44.

11 - TAP WATER: Neutral, Moderately Soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 4 blocks on E. Main; 3 on S. Main; 1 on N. Main; 2 on W. Main; 2 on Bank St.; 2 on Grand St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bradlee Plaza (2)	NA	Stop & Shop, Bradlees
Colonial (45)	NA	Kresge, Radio Shack
Mattatuck Mall	NA	Shoprite, Channel Home Center
Meriden Road (5)	NA	Mont. Ward
Naugatuck (52)	NA	G. Fox Dept., Sears
Shoppers Corner	NA	K-mart, Shopper's World
Two Guys	NA	Two Guys, A&P
Waterbury Plz. (31)	NA	Stop & Shop, Bradlees

Nearby Shopping Centers – 2 at E. Main & Edson Ave.; East End, Store Ave.; Park Plaza; Cor. Lakewood Rd. and Route 69; West Main St. Plaza.

City Zone Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Watertown (6)	6	First Natl.; Marshall's
Maple-Croft	8	Marshall's, Stop & Shop
Cheshire (15)	10	Richland Home & Auto, Everibody's
Prospect	5	Oliver's
Wolcott	5	Pik-Kwik
Queen Plaza	10	NA
Meredan Square	14	J.C. Penney, G. Fox
Mt. View	7	Kings, Stop & Shop
10 Acre Mall	5	K-mart, Pik-Kwik
Southbury Plaza	10	Read's, Grand Union.

Principal Shopping Days : Wed., Thu., Fri., Sat., Sun.
Stores Open Evenings : Tues., Thurs., Shopping centers- Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores – Howland-Hughes; Almy's; Sears; Worth's 3; G. Fox; J.C. Penney; Read's.
Discount Stores : Shopper's World; Bradlees 2; Caldor 2; Two Guys.
Variety Stores – Woolworth; Kresge 2; McCrory's; G. E. Madison; K mart 3; Marshalls 2; Zayre's.
Chain Drug Stores : Whelan's 4; Drug City; Consumer Value Stores 2; Rite-Aid 2; Walgreen's; Genovese Drug.
Chain Supermarkets : A&P 4; First National. 5; Pik-Kwik 6; Everbody's 4; Stop & Shop 2; Pathmark; Shop Rite; Walsh's; Waterbury Beef Foodland; Anthony; Grand Union; Gristede; Warehouse Foods.
Other Chain Stores – Thom McAn 2; Kinney; Shoetown; Lerner Dress Shop 2; Loft's (candy); Singer Co. 2; Anderson-Little; Montgomery Ward; Royal; Kay Jewelers; Michaels Jewelry; Foxmoor Casuals; Hall/Mark Cards 2; Florsheim Shoes; Thayer McNeil Shoes; Walden Books; Hanover Shoes; Child World; Friendly Frost; Fayva Shoes; Casual Corner; Toys 'R Us; Ethan Allen; Color Your World; Prague Shoes; Hickory Farms; Langley's; Stowell's Jewelers; Castro; Levitz Furniture; Puritan Furniture; Matzkin's; Channel Home Center; Color Tile.

14 - NEWSPAPERS: REPUBLICAN (m) 36,575; AMERICAN (e) 35,099; Comb (m&e) 71,674; REPUBLICAN (S) 70,292; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donald L. Stevens, Mgr. Gen. Adv., REPUBLICAN and AMERICAN, 389 Meadows St, Waterbury, CT 06722; Tel. (203) 574-3636.
National Representative : CWO&O.

WILLIMANTIC

1 - LOCATION: Windham County, E&P Map C-3. Manufacturing, agriculture and university center on U.S. 6 and 66; State Hwys. 31, 32, 195 & 89. 28 mi. W of Hartford, 50 mi. E of Providence, 25 mi. S of New London.

2 - TRANSPORTATION: Railroads – Central Vermont; Providence & Worchester.
Motor Freight Carriers – 2.
Intercity Bus Lines – Blue Line; Greyhound; Bonanza.

3 - POPULATION:
Corp. City 80 Cen. 14,652
County 80 Cen. 92,312
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,414
County 80 Cen. 32,209

5 - BANKS:		
Savings	5	$37,800,000
Sav. & Loan	1	$36,000,000
Commercial	2	$130,338,000

6 - PASSENGER AUTOS: County 42,734

7 - ELECTRIC METERS: Residence 7,285

8 - GAS METERS: Residence 3,641

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Thread Mfg. 1,250 ($140); Insulating Prod. 500 ($165); Univ. of Connecticut 4,190 ($239); Eastern Conn. College 257 ($235).
Principal Industrial Pay Days – Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Area – 6 blocks on Main St.; West Main St.; Rt. 195.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Willimantic Plaza (12)	2	J.C. Penney
Storrs Plaza	9	A&P
East Brook (32)	NA	Sage-Allen, Caldor, A&P

Principal Shopping Days : Thu., Fri., Sat. and Sun.

13 - RETAIL OUTLETS: Department Stores – Todds; King's; Sage Allen.
Discount Stores Barker's; Caldor; J.C. Penney.
Chain Drug Stores : C.V.S. 2; Rexall; Medical Phcy. 2; Medi Mart.
Chain Food Supermarkets : A&P; Stop & Shop; Shop-Rite; Universal 3; New England 2; Elm Super; Better Val-U 3.
Other Chain Stores – Sherwin-Williams; Sears; Montgomery Ward.

14 - NEWSPAPERS: CHRONICLE (e) 10,192; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Douglas C. Murphy, Bus. Mgr., CHRONICLE, Chronicle Rd., Willimantic, CT 06226; Tel. (203) 423-8466.
National Representative : Landon.

WINSTED

1 - LOCATION: Litchfield County, E&P Map B-2. Industrial Center.

2 - TRANSPORTATION:
Intercity Bus Lines – Greyhound; Arrow.

3 - POPULATION:
Corp. City 80 Cen. 10,841
County 80 Cen. 156,769

4 - HOUSEHOLDS:
City 80 Cen. 4,500
County 80 Cen. 55,667

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$1,329,477,283
Comm. Branches	2	$2,953,503,000

6 - PASSENGER AUTOS: County 86,959

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry (No. of Wage Earners) – Thread (200); Elec. Appl. (525); Ball Bearings (440); Cardboard Containers (200); Elec. Coils (200); Others (750).
Principal Industrial Pay Days – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 25-85; Summer 50-95; Fall 25-85; Winter 25-60. First killing frost, Sept. 20. Last killing frost, May 20.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
King's Plaza	3	King's, Rite Aid, Finast

Principal Shopping Days : Thurs. & Fri.
Stores Open Evenings : Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores – The Modern; Colt's; Vaccaris.
Variety Stores – King's.
Chain Drug Stores : Rite Aid.
Chain Food Supermarkets : Allied Grocers 3; Bruno's Liberty Mkt.; J.P. Nichols & Son; A&P; First National.

14 - NEWSPAPERS: CITIZEN (e) 5,088; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Martha Jensen, Adv. Mgr., CITIZEN, 448 Main St., Winsted, CT 06098; Tel. (203) 379-3333.
National Representative : None.

DELAWARE SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Wilmington, Del.-N.J.-Md. – New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

STANDARD CONSOLIDATED

STATISTICAL AREA

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J. – Includes Philadelphia, Pa.-N.J. SMSA; Trenton, N.J. SMSA; Wilmington, Del.-N.J.-Md. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**
Under 5 Years	49	41
5-14 Years	117	91
15-24 Years	95	118
25-44 Years	136	164
45-64 Years	107	122
65 and Over	44	59
TOTAL	548	595

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1982 Estimate**
Bldg. Mat./Hdwr	78	119	177
General Mdse	250	328	475
Food	319	474	774
Automobiles	246	362	485
Gasoline Stations	100	162	327
Apparel	72	101	147
Furniture	82	104	158
Eat-Drink Places	104	164	269
Drugs	50	74	118
TOTAL	1,480	2,139	3,580

DOVER

1 - LOCATION: Kent County, E&P Map A-3, State Capital, County Seat. Dover Air Force Base. Military Aircraft.

2 - TRANSPORTATION: Railroads – Conrail.
Motor Freight Carriers – 4.
Intercity Bus Lines – Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 23,512
PMA-ABC: (70) 145,781; (81) 178,400
County 80 Cen. 98,219
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 7,684
County 80 Cen. 32,737
PMA-ABC: (70) 43,523; (81) 61,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Sav. & Loan	2	N.A.

6 - PASSENGER AUTOS: County 58,595

7 - ELECTRIC METERS: Residence 31,249

8 - GAS METERS: Residence 7,365

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Rubber Prod. 1,400; Food Processing 2,000; Govt. (State Capital) 1,500: Dover Air Force Base 5,300 Military and 1,500 Civilian employees; Paper Products 300. Av. Wkly Wage $187.

10 - CLIMATE: Min. & Max. Temp. – Spring 65-80; Summer 78-98; Fall 65-80; Winter 40-65. First killing frost, Nov. 10. Last killing frost, Mar. 5.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Ct. (25)	NA	Dry Goods
Blue Hen (52)	NA	Woolco, JC Penney, Acme
Capitol (6)	NA	L&D Auto
Carroll's Corner (7)	NA	Safeway, Drug Fair
Dover Mart (9)	NA	A&P
Edgehill (2)	NA	Air Base Carpet
Rodney Vlg. (22)	NA	Mont.Ward, Pantry Pride, Thrift Drug

Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Food every evening.

13 - RETAIL OUTLETS: Department Stores
Braunstein's 2; Sears; Simon's; JC Penney; Hess; Benjamin's 2.
Discount Stores : Nichol's; Woolco; Dry Goods; K mart; Tower's; Ames; Kinas.
Variety Stores – Woolworth; McCrory's.
Chain Drug Stores – Pierce's 2; Thrift 2; Drug Fair 1; Happy Harry's 1; Edgehill 2.
Chain Food Supermarkets : A&P; Pantry Pride 2; Acme 2; Safeway; Marstellers 4; Seven-Eleven 11; Warhouse Foods.
Other Chain Stores – Thrift Drug 2; Firestone; Goodyear; Goodrich; Penn Jersey; Montgomery Ward; Drug Fair; Pic N' Pay; Lowe's; Wicke's.

14 - NEWSPAPERS: DELAWARE STATE NEWS (e-mon to fri) 25,523 (S) 31,028 Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data; John Ryan, Adv. Dir., DELAWARE STATE NEWS, PO Box 737, Dover, DE 19901; Tel. (302) 674-3600.
National Representative : Inmedia.

WILMINGTON

1 - LOCATION: New Castle County (In Wilmington, DE-NJ-MD SMSA), E&P Map A-6. At junction of Christina Creek and Delaware River, 26 mi. SW of Philadelphia.

2 - TRANSPORTATION: Railroads – Conrail; Reading; Baltimore & Ohio (freight).
Motor Freight Carriers – 35.
Intercity Bus Lines – Delaware Coach; Delaware Authority for Regional Transit; Greyhound; South Jersey; Trailway.
Airlines – USAir.

3 - POPULATION:
Corp. City 80 Cen. 70,195
CZ-ABC: (70) 356,611; (81) 370,400
RTZ-ABC: (70) 281,014; (81) 332,600
SMSA 80 Cen. 524,108
County 80 Cen. 399,002
City & RTZ-ABC: (70) 637,625; (81) 703,000

Demographic Information is available from Newspaper - See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,901
County 80 Cen. 139,292
SMSA 80 Cen. 180,986
CZ-ABC: (70) 106,128; (81) 128,300
RTZ-ABC: (70) 84,446; (81) 113,500
City & RTZ-ABC: (70) 190,574; (81) 241,800

5 - BANKS: 9; Assets $4,030,000,000

6 - PASSENGER AUTOS: County 210,578

7 - ELECTRIC METERS: County 133,529

8 - GAS METERS: County & City 77,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Average Weekly Wage): Durable Goods 16,900 ($332); Non-Durable Goods 50,400 ($277); Primary Metals 2,100 ($377); Fabricated Metals 2,200 ($253); Machinery and Transportation Equipment 8,200 ($392); Food 8,100 ($208); Textiles 600 ($207); Printing and Publishing 2,000 ($248); Chemical Products 31,200 ($375); Rubber and Plastics 3,100 ($291); Leather Goods 800 ($177).

10 - CLIMATE: Min. & Max. Temp. [illegible]pring 34-88; Summer 47-98; Fall 29-80; Winter [illegible]. First killing frost, Nov. 1. Last killing frost, Apr. 5.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Center – Market St. & King St. from Front to 10 St.
Neighborhood Shopping Centers – Union St. from Front to 8th St.; Suburban Centers at Fairfax & Wilmington Manor; Merchandise Mart at Edge Moor; Graylyn (Marsh & Silverside Rds.); Newark Center, Newark, DE Midway Center (Kirkwood Hwy.); Prices Corner (Kirkwood Hwy.); Northtowne Plaza (Naaman's Road); Tri-State Mall (I-95 & Naaman's Road); University Plaza (Rt. 273); Chestnut Hill Shopping Ctr.; Concord Mall (Concord Pike); Castle Mall (Chestnut Hill Rd. & Marrows Rd.); New Castle Sq. (Rt. 273 & New Churchmans Rd.); Christiana Mall (I-95 & Rt. 7); Newark Shopping Ctr. (Downtown Newark).

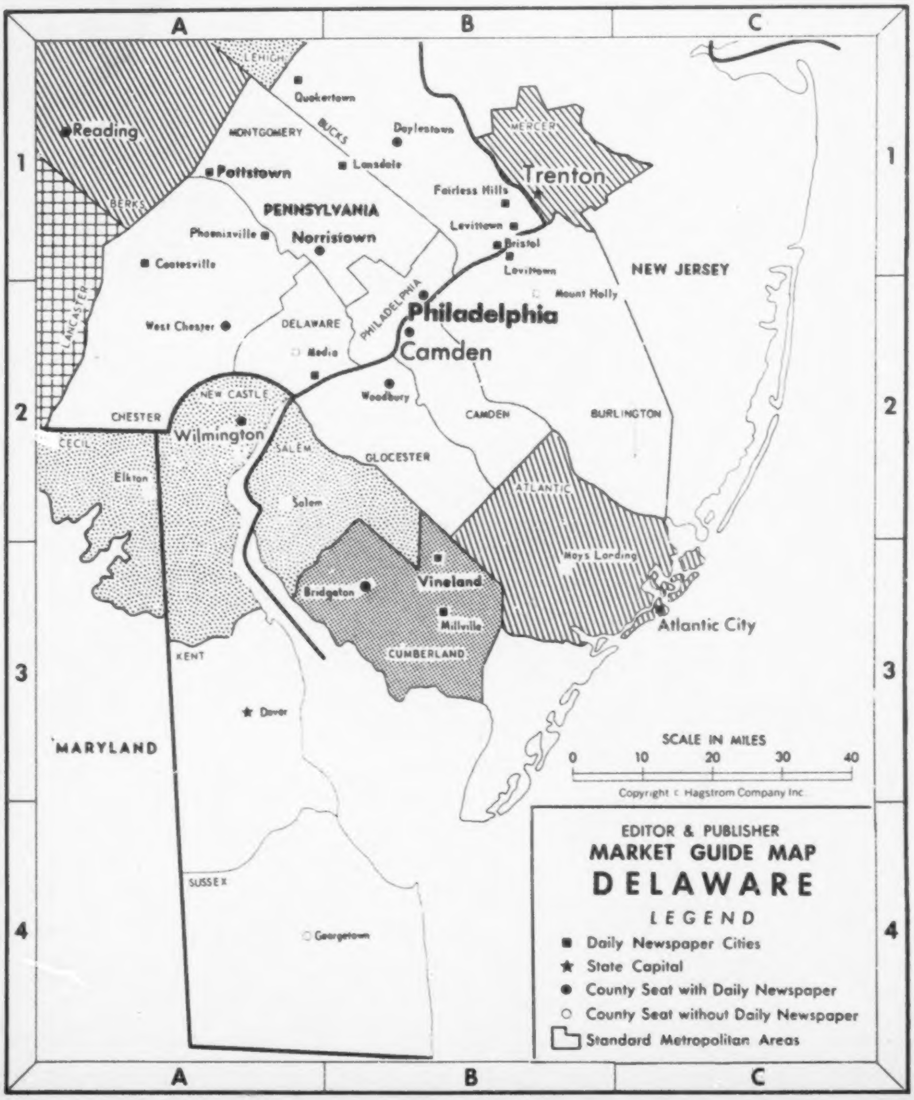
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northtowne Plz.	10	Woolco
Tri-State Mall (52) Mall	10	Wilm. Dry Goods, K mart
University Plz.	10	Woolco
Chestnut Hill (20)	15	Gaylord's, JC Penney
Christiana (95)	7	Strawbridge & Clothier, Bamberger's, JC Penney
Merchandise Mart	3	Strawbridge & Clothier, Acme
Continental (12)	3	Liebman's
Fairfax (21)	4	Acme
Newark (22)	12	Newk. Dept., Acme
Graylyn	4	Pantry Pride, Acme
Midway (21)	8	Pantry Pride
Prices Corner	3	Sears, Penney's
Concord Mall (64)	8	Pomeroy's, Jefferson Ward
Castle Mall (34)	15	A&P, K mart
New Castle Sq.	10	A&P, Kings

Principal Shopping Days : Wed., Fri., Sat. & Sun.
Stores Open Evenings : Discount Sundays; Downtown Fri.; Dept. & Shopping centers every night; Food every evg. ex Sun.

13 - RETAIL OUTLETS: Department Stores – Wilmington Dry Goods; Wanamaker; Strawbridge & Clothier; Kennard-Pyle Co.; Sears; Penney; Braunstein's; Pomeroy's; K mart; Bamberger's.
Discount Stores : Gaylords 4; Silo 3; Jefferson-Ward 2; Woolco 2; Atlantic Appliances; Ames Dept. Store; Nichols; Mason's; Kiddie World; Kinas.
Variety Stores – Woolworth 4; Kresge's; Richardson 5; B.J. Mitchell's 2; Wassam's 4.
Chain Drug Stores : Eckerd's 10; Cappeaus 5; Happy Harry 14; Rite-Aid 4; Thrift 2; Danforth 2; HH Merchandiser 3; Park 2; Stanton 3; Tique 3; Toulson-Rexall 2; Parklynn-Limestone 4; Medicine Shoppe 1.
Chain Supermarkets : Pantry Pride 7; A&P 20; Acme 28; Pathmark 3; Hearn 2; Safeway 4; 7-Eleven 43; Wawa 10; IGA 1; Cumberland Farms 14; Shop'n Bag 4; Shop-Rite.
Other Chain Stores : Storm's Shoes; Gordon's Jewelers; Baker Shoes; Hanover Shoes; Phillipsborn (women's); Lowe's (bldg.); 84 Lumber; LeRoy's Style Shop; Lou's Shoe Bazaar; Glah Bros. (formal wear); Gallenkamp (shoes); Goodyear Svc. Stores; Firestone Stores; General Tire; B.F. Goodrich Tires; Webster's Clothes; Channel Home Ctrs.

14 - NEWSPAPERS: NEWS (m-mon fri) 52,552; JOURNAL (e-mon to fri) 75,710; Comb. (m&e) 128,262; (sat; hol.) 115,056; (S) 113,621; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Eugene P. Schwenk, Nat'l Adv. Mgr., or Gordon R. Black, Ad. Dir., NEWS JOURNAL PAPERS, 831 Orange St., Wilmington, DE 19899; Tel. (302) 573-2281.
National Representative : Gannett.


A
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LEHIGH
Quakertown
Reading
MONTGOMERY
BUCKS
Doylestown
MERCER
Lansdale
Pottstown
Fairless Hills
Trenton
BERKS
PENNSYLVANIA
Levittown
Phoenixville
Norristown
Bristol
Coatesville
Levittown
NEW JERSEY
LANCASTER
PHILADELPHIA
Mount Holly
West Chester
DELAWARE
Philadelphia
Media
Camden
Woodbury
NEW CASTLE
CHESTER
CAMDEN
BURLINGTON
CECIL
Wilmington
SALEM
GLOCESTER
Elkton
ATLANTIC
Salem
Mays Landing
Vineland
Bridgeton
Millville
Atlantic City
KENT
CUMBERLAND
Dover
MARYLAND
SCALE IN MILES
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SUSSEX
Georgetown
EDITOR & PUBLISHER
MARKET GUIDE MAP
DELAWARE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

DISTRICT OF COLUMBIA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Washington, D.C.-Md.-Va. – Washington, D.C.; Alexandria, Fairfax, Falls Church, and Manassas Park cities, Va.; Arlington, Fairfax, Loudon, and Prince William counties, Va.; Charles, Montgomery and Prince George counties, Md.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	60	34
5-14 Years	129	79
15-24 Years	145	127
25-44 Years	198	197
45-64 Years	155	127
65 and Over	70	74
TOTAL	757	638

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	30	38	46
Genral Mdse	225	234	242
Food	296	335	476
Automobiles	180	202	222
Gasoline Stations	96	138	229
Apparel	150	168	200
Furniture	106	115	142
Eat-Drink Places	256	379	507
Drugs	96	97	127
TOTAL	1,797	2,085	2,770

WASHINGTON

1 - LOCATION: Capital of the United States and the District of Columbia, this is the hub of Washington-DC-MD-VA SMSA which includes: District of Columbia, Montgomery, Prince George's and Charles Counties in Maryland; Arlington, Fairfax, Loudoun, Prince William Counties and the Independent Cities of Alexandria, Fairfax City, Falls Church, Manassas & Manassas Park in Virginia.

2 - TRANSPORTATION: Railroads - Amtrak (pass.); B&O; C&O; RF&P (freight); Southern (freight); Auto-Train; Burlington Northern (freight); Conrail (pass. & freight); Chessie System (passenger & freight); Metro Rapid Transit System.
Motor Freight Carriers - 41.
Intercity Bus Lines - Greyhound; Continental Trailways; Gold Line; Colonial Transit; Metrobus; Eyre; Ride-On; US Bus.
Airlines : Aeroflot; Air Florida; Air France; Air North; Air Victors; Air Virginia; Altair; American; Braniff; British Airways; Colgan; Continental; Cumberland; Delta; Eastern; Evergreen; Midway; New Air; New Haven; New York Air; Northwest; Ozark; Pan Am; Piedmont; Republic; Texas Intl; TWA; United; USAir; Western; World Airways.

3 - POPULATION:
Corp. City 80 Cen. 637,651
CZ-ABC: (70) 1,827,710; (81) 1,704,900
RTZ-ABC: (70) 1,081,091; (81) 1,379,700
SMSA 80 Cen. 3,060,240
City & RTZ-ABC: (70) 2,908,801; (81) 3,084,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 252,952
SMSA 80 Cen 1,112,579
CZ-ABC: (70) 617,081; (81) 658,900
RTZ-ABC: (70) 293,563; (81) 431,100
City & RTZ-ABC: (70) 910,644; (81) 1,090,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	63	$14,248,363,100
Sav. & Loan	45	$7,686,100,000

6 - PASSENGER AUTOS: SMSA 1,740,811; D.C. 251,000 ; Gov't. 7,000

7 - ELECTRIC METERS: SMSA 922,294

8 - GAS METERS: SMSA 549,358

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners - Fed. Gov't 362,000; State & Local Gov't 191,000; Retail 243,500; Wholesale 56,600; Mfg. 56,200; Const. 71,600; Trans. & Pub. Util. 67,400; Fin. Ins. Real Estate 91,700; Service 436,300. Total Emp. 1,576,300.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-72; Summer 66-85; Fall 50-71; Winter 28-45. First killing frost, Nov. 27. Last killing frost Mar. 10.

11 - TAP WATER: Slightly alkaline, med. soft.

12 - RETAILING: Principal Shopping Centers & Areas: District of Columbia - Central Business District: 5th-19th Sts., N.W. bet. the Mall & Mass. Ave., N.W.; Chevy Chase/Friendship Heights; Georgetown; Upper Conn. Ave.; Wisconsin Ave.
Other Shopping Areas : Alabama Ave., S.E. Benning Rd., N.E. (Greenway); Brookland; Bladensburg Rd., N.E.; Brightwood; Cleveland Park; Columbia Heights; 18th & Columbia Rd., N.W.; H St., N.E.; Fairfax Village; Kennedy St., N.W.; Lower 14th St., N.W.; Georgia Ave., N.W.; Riggs Road & South Dakota Ave., N.E.; Spring Valley; Pennsylvania Ave. & 6th-8th Sts. S.E.; Pennsylvania & Minnesota Aves., S.E.; Van Ness; Shepard Park-Georgia & Eastern Aves.; Tenleytown; Petworth; 4th-6th & D Sts., S.W.
Shopping Centers : Van Ness Centre; L'Enfant Plaza; Friendship Heights (Mazza Gallerie); Les Champs/Watergate; Hechinger Mall.
Charles County (MD) : Shopping centers: La Plata; Waldorf.
Montgomery County (MD) ; Major shopping areas: Bethesda; Chevy Chase/Friendship Heights; Gaithersburg; Kensington; Rockville City; Rockville Pike; Silver Spring; Wheaton; Flower Ave.; Aspen Hill; Glenmont; Viers Mill; Four Corners; Takoma Park.
Shopping Centers : Congressional Plaza; Hillandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor; Huntley Square; White Flint Fashion Mall; Village Mall; Lake Forest; Loehman Plaza; Hechinger Plaza.
Prince George's County (MD) : Major Shopping Areas: Bladenburg; Camp Springs; College Park; Hyattsville; Lanham; Landover; Mt. Rainer; Queens Chapel-Chilium; Suitland; Oxon Hill; Camp Springs; Adelphi; Langley Park; Kettering; Palmer Park/Dodge Park; District Heights; Capitol Heights; Silver Hill; Marlow Heights; Forest Village Park.
Shopping Centers : Carrolton Mall; Bel Air; Beltway Plaza; Capital Plaza; Dodge Park; Eastover; Iverson Mall; Landover Mall; Free State Mall; Langley Park; Laurel Plaza; Laurel Centre; Marlow Heights; Penn-Mar; Prince George's Plaza; Allentown Mall; Hampton Mall; Forestville Mall; Great Eastern Plaza.
Arlington County (VA) : Major shopping areas: Clarendon; Rosslyn; Shirlington.
Shopping Centers : Parkington; Culmore; Cherrydale; Virginia Square; Westover; Crystal Plaza; Lee Harrison; Columbia Village.
Alexandria City (VA) : Major shopping areas: Central Business District; Duke to Cameron Sts. between Lee St. & RF&P railroad tracks; Arlandria; Cameron; Beverly Plaza; Tavern Square; Belle View; Delray; Columbia Pike; Duke & Pickett Sts.; Shirley Duke.
Shopping Center : Landmark.
Fairfax County (VA) : Major shopping areas: Springfield; Annandale; Bailey's Cross Roads; Oakton; Penn-Daw; Vienna; Hybla Valley; McLean; Tyson's Corner; Seven Corners; West Springfield; Leesburg Pike; Groveton.
Shopping Centers :: Loehman's Plaza; Pike 7 Plaza; Tyson's Center, Seven Corners; Beacon Mall; Bradick; Shirley Plaza; Wilston; Yorktown; Springfield Mall; Mt. Vernon Plaza; Fairfax City; Fairfax Circle; West Fairfax; Virginia Plaza; Fair Oaks.
Loudoun County (VA) : Major shopping areas: Herndon Junction; Leesburg.
Prince William County (VA) : Major shopping areas: Manassas; Woodbridge; Westgate.

Shopping Centers : Marumsco Plaza; Manassas Mall.
Principal Shopping Days : Mon., Thurs., Fri. & Sat.
Stores Open Evenings : Dept. Stores (downtown) Mon. & Thurs. Suburban stores and most large food stores, every evening. Some food chains open 'til 10:00 p.m. and on Sunday. Most shopping Centers and dept. stores open Sunday. Most food chains open 24 hrs. Mon. thru Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores : Hecht's 12; Montgomery Ward 8; Sears 10; Woodward & Lothrop 14; Bloomingdale's 2; J.C. Penney 10; Neiman-Marcus.
General Stores : Luskins 8; Georges 10; Radio Shack 68; Erols 5; Contemporary Sounds 3; Circuit City 7; Harmony Hut 3; Reliable Home Appliances 7; Microwave Cooking Etc. 5.
Variety Stores : Kresge 5; McCrory 4; Murphy 10; Woolworth 15.
Discount Stores : Memco 7; Woolco 12; K mart 14; Zayre 11; Marshalls 3.
Chain Drug Stores : Dart 75; Drug Fair 86; People's 132; Standard & Affiliates 12; Care 7; Rodman's 6.

Building Supplies : Franks Hardware 6; Scotts 4; 84 Lumber 5; Lowes 38; Hechinger 16; Trustworthy Hardware 14.
Chain Food Supermarkets : A&P 38; Giant 126; Grand Union 41; Consumers 4; Jumbo 5; Safeway 131; 7-Eleven 244; Super Saver/Acme 4; Pantry Pride 7; Magruders 3; Larimers 2; Sniders; Highs 200; Plus 10; Basics 5; No Frills 2; Food Barn 2; Cooks 4; Murry's Steaks 27; Pershing Market 2.
Jewelry Stores : Bailey, Banks & Biddle 5; Melart Jewelers 9; Kay Jewelers 10; Kahn-Oppenheimer; J.E. Caldwell 3; Boone & Sons, Inc. 2; Fleishers; Gordon's 5; Theodore Nye 4; Castelberg's 4.

Reducing Salons : European Health Spa 3; Holiday Health Spa 9; Elizabeth Arden 2; Barbara Ellen 11; Nu-Contours 2; Gloria Marshall 8; Fun & Fitness 7; Nautilus Fitness 5; Spa Lady 8.
Furniture Stores : Levitz 3; Fradkin Bros.; The Hub 13; Kimels 3; Scan 7; Wood Shop 3; W & J Sloane 9; Theodores; Coles 5; Design Store 5; Colony House; Knock Down Outlet 4; Marlos 3; House & Hermann; Furniture World Factory Outlet; The National; Mazor 2; Mastercraft Interiors; C.L. Barnes 3; Castro Convertibles ; Wm. E. Miller; P.J. Nee; Danker; Decor 2; Door Store 7; Family Furniture Centers; Mahler's; Scan 7; Woodstock; Loft Bed 2; Colony House.

Shoe Stores : Bradshaw 6; Chandler 3; The Bootery 3; DeYoung 5; Flagg Bros. 12; Hahn 21; Hanover 9; Holiday; Jarman 5; Heel N'Toe 6; Boyce & Lewis 4; Florsheim 6; Kinney 31; Mary Jane; Massey 10; Miles 2; Shoe Town 11; Miller; Regal 3; F.R. Richey 4; Richs 3; Thom McAn 20; Bakers 13.
Auto Supplies : Goodyear 21; Firestone 13; Western Auto; Market Tire 22; Merchant Tire 24; Midas Muffler 16; Hi-Gear 24; Nationwide Safti-Brake 13; Penn Jersey 14; Pep Boys 4; Texacare Auto Repair 13; Rayco 3; Sure Fit 3; Stidham Tire 14; Master Auto Service 9; General Tire 3; Consumer Discount Tire 6; Trak Auto 21; Performance Discount Tire 5; National Tire Wholesaler 12.

Cosmetics : Elizabeth Arden 2; Merle Norman 14; Mary Kay 12.
Candy : Fannie Farmer 2; Fannie May 12; Russell Stover 8.
Mens Clothing : Allyns 7; Jos. A. Bank 3; Big & Tall 3; Chess King 3; D.J. Kaufman; James 3; Lewis & Thos. Saltz 5; Steven Windsor 8; Wilsons 5; Bond; Brooks Bros.; National Shirt 2; Richman Bros. 8; Wall St. Clothes 2; Dash's Designers 4; Georgetown University Shops 2.
Men's & Women's Clothing : Garfinckel 8; Raleigh 12; Mortons 6; Pants Corral 17; The Gap 12; The General Store 13; Zippers 3; Country Legend 7.

Womens Clothing : Casual Corner 16; Lord & Taylor 4; Saks Fifth Ave.; Dana Robins 6; L. Frank 10; Franklin Simon 4; Lerner 13; Pat Arnolds; Philipsborn 14; 7 & 9 Shoppes 2; Lane Bryant 6; Miss Harper 5; Mademoiselle 10; Davids Village 3; Off The Rax 10; Ups & Downs 10; T.H. Mandy 5; Hit or Miss 12; Merry-Go-Round 5; Foxmoor 5; Fashion Action 7; Ormond 5; I. Magnin; Fashion Factory 4; Clothes Corner 2; Show-Off 6; Showroom 6; Gartenhaus 2.
Miscellaneous : Brentanos Books 6; Walden Books 15; Crown Books 25; House of Fine Fabrics 17; Minnesota Fabrics 9; Mill End Shops 8; Danneman Fabrics 6; Irvings Sport Shop 13; Hermans World of Sports 9; Singer Co. 10; Math Box 4; Kitts Music 8; Toys R Us 7; Ritz Camera 14; Snap Shots 17; Pier 1 10; Best Co. 6; W. Bell 7; Basco 2; China Closet 3; Fabric Man 3; Beckers 8; Juvenile Sales 4; Dieners 7; Mattress Discounters 15.

14 - NEWSPAPERS: POST (m-mon to fri) 618,111; (m-sat) 575,339; (S) 845,176; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Kerrigan, Gen. Adv. Mgr., POST, 1150 15th St., N.W. Washington, D.C. 20071; Tel. (202) 334-7750.
Note - The STAR ceased publication Aug. 1981.
National Representatives : Sawyer-Ferguson-Walker; Met. Pub. Rep.

FLORIDA SURVEYS

STATISTICAL AREAS

Bradenton - Manatee County.
Dayton Beach - Volusia County.
Fort Lauderdale-Hollywood - Broward County.
Fort Meyers-Cape Coral - Lee County.
Fort Walton Beach - Okaloosa County.
Gainesville - Alachua County.
Jacksonville - Baker, Clay, Duval, Nassau and St. Johns Counties.
Lakeland-Winter Haven - Polk County.
Melbourne-Titusville-Cocoa - Brevard County.
Miami - Dade County.
Ocala - Marion County.
Orlando - Osceola, Orange and Seminole Counties.
Panama City - Bay County.
Pensacola - Escambia and Santa Rosa Counties.
Sarasota - Sarasota County.
Tallahassee - Leon and Wakulla Counties.
Tampa-St. Petersburg - Hillsborough, Pasco and Pinellas Counties.
West Palm Beach-Boca Raton - Palm Beach County.

STANDARD CONSOLIDATED STATISTICAL AREA

Miami-Fort Lauderdale - Includes Miami SMSA and Fort Lauderdale-Hollywood SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	502	570
5-14 Years	1,250	1,307
15-24 Years	1,074	1,622
25-44 Years	1,510	2,449
45-64 Years	1,470	2,107
65 and Over	985	1,685
TOTAL	6,791	9,740

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	1,182	1,554	2,689
Genral Mdse	2,752	4,114	6,971
Food	4,011	7,016	13,402
Automobiles	4,229	6,645	10,387
Gasoline Stations	1,352	2,386	5,644
Apparel	938	1,406	2,339
Furniture	1,077	1,555	2,750
Eat-Drink Places	1,784	2,925	5,591
Drugs	717	1,119	2,086
TOTAL	19,707	31,413	57,597

BOCA RATON

1 - LOCATION: Palm Beach County (In West Palm Beach- Boca Raton SMSA). E&P Map D-3. On East Coast of Florida; N of Fort Lauderdale and Pompano Beach. University Area (Florida Atlantic University).

2 - TRANSPORTATION: Railroads - FEC; SAL.
Bus Lines - Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 49,505
County/SMSA 80 Cen. 573,125
CZ-ABC: (70) 29,779; (81) 57,000
RTZ-ABC: (70) 59,177; (81) 94,700
City & RTZ-ABC: (70) 88,956; (81) 151,700

4 - HOUSEHOLDS:
City 80 Cen. 20,247
County/SMSA 80 Cen. 232,937
CZ-ABC: (70) 10,852; (81) 24,000
RTZ-ABC: (70) 21,704; (81) 40,000
City & RTZ-ABC: (70) 32,556; (81) 64,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	18	$422,840,000
Sav. & Loan	19	$11,537,511,000

6 - PASSENGER AUTOS: County 372,215

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck, Poultry & Dairy Farming; Mfg.; Tourism; Over 100 small factories; IBM plant employing 2,000.

10 - CLIMATE: Av. Temp. - 86 Summer; 81 Winter.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers - Boca Raton Mall-45 stores; Town Center Mall-123 stores.

13 - RETAIL OUTLETS: Department Stores - Burdines; Britts; Jordan Marsh; Sears.
Discount Stores : Jefferson; K mart; Eagle; Woolco.
Chain Drug Stores : Eckerd's; SupeRx; Grand Union; Walgreen's; Cunningham; Jericho; Gray Drug; Fedco.
Chain Supermarkets : Winn-Dixie; Publix; Grand Union.

14 - NEWSPAPERS: NEWS (e-mon to fri) 11,924; (S) 13,363; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Rick Baker, Adv. Dir., NEWS, PO Box 580, Boca Raton FL 33432; Tel. (305) 395-8300.
National Representatives : Knight-Ridder; USSPI.

BRADENTON

1 - LOCATION: Manatee County, County seat. (SMSA) E&P Map C-3. On Manatee River & U.S. Highways 41 & 301; 40 mi. S of Tampa; 19 mi. S of St. Petersburg.

2 - TRANSPORTATION: Railroads - S.C.L.
Airlines - Eastern; Pan-Am; Republic; Florida Air; United; Delta.
Bus - Trailways; Greyhound.
Motor Freight Carriers - 11.

3 - POPULATION:
Corp. City 80 Cen. 30,170
CZ-ABC: (70) 90,472; (81) 144,400
RTZ-ABC: (70) 6,643; (81) 10,400
County/SMSA 80 Cen. 148,442
City & RTZ-ABC: (70) 97,115; (81) 154,800
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 12,370
County/SMSA 80 Cen. 61,998
CZ-ABC: 35,938; (81) 66,100
RTZ-ABC: (70) 2,061; (81) 3,700
City & RTZ-ABC: (70) 37,999; (81) 69,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	$682,484,000
Sav. & Loan	3	$560,472,000

6 - PASSENGER AUTOS: County 98,420

7 - ELECTRIC METERS: Res., County 68,821

8 - GAS METERS: Res. City 50,702

9 - PRINCIPAL INDUSTRIES: Cartoned Chilled Juice; Truck Trailer Mfg.; Fertilizer and Phosphate Products; Electronic Equip.; Lawn Mower Mfg.; Jalousie Window & Door Mfg.; Fishing; Boat Bldg.; Agr. (winter veg. prod.); Tourism (winter & summer resort area.); Cut flower supplier; Optics; Lens Mfg; Furniture; Machine Tool.

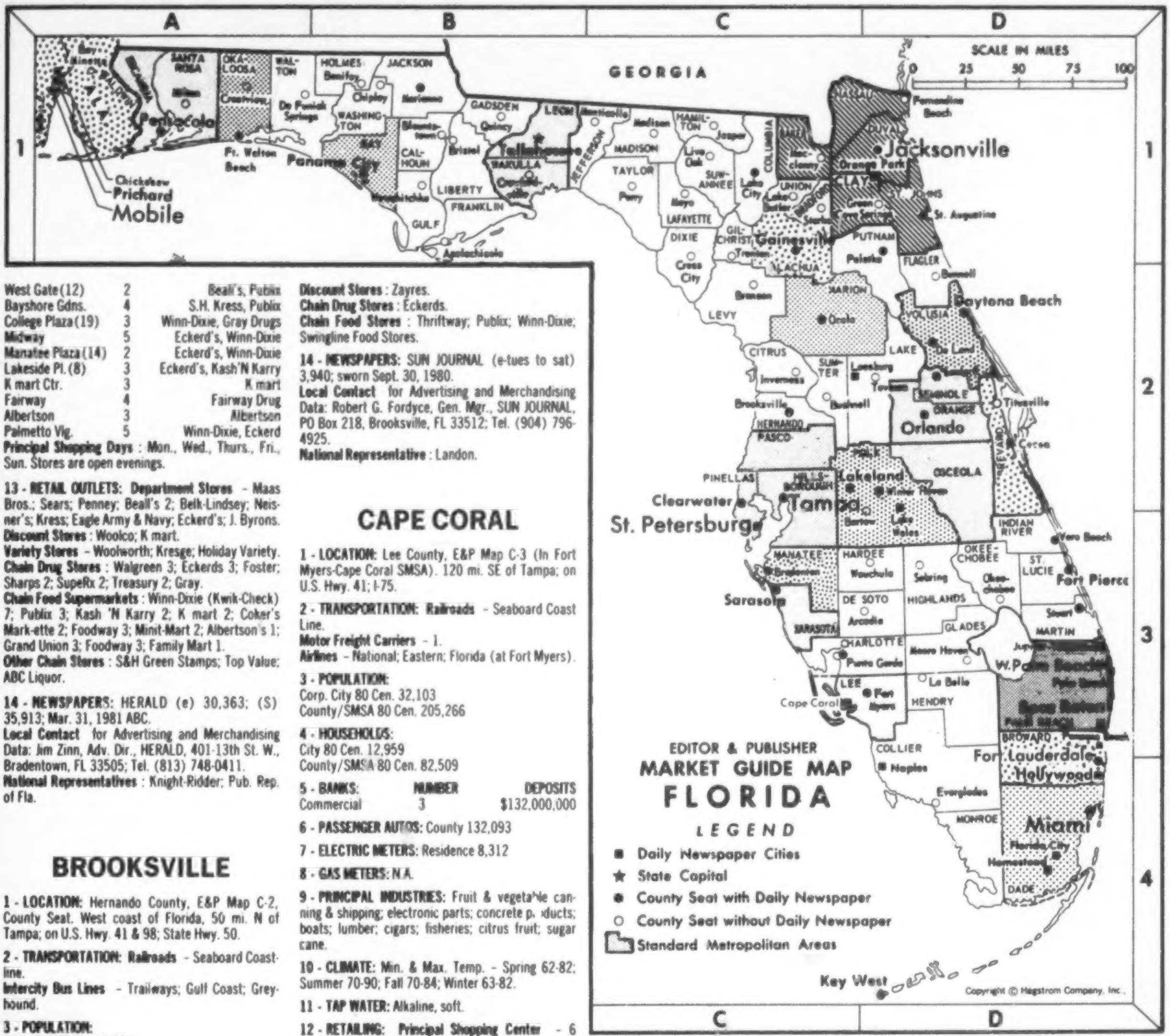
10 - CLIMATE: Min. & Max. Temp. - Spring 65-83; Summer 75-90; Fall 70-88; Winter 48-85.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - De Soto Square Mall, U.S. 41 & Cortez Rd; Cortez Plaza, Cortez Rd at U.S. 41; Palma Sola Plaza, Manatee Avenue at 59th Street; K mart Plaza, Cortez Rd at U.S. 41; Westgate Center, Manatee Avenue at 39th Street; Manatee Plaza, Manatee Avenue at 39th Street; Homes Beach Shopping Centers 2; College Plaza, Cortez Rd at 39th St; Palmetto Village, U.S. 41 in Palmetto; Bayshore Gardens, U.S. 41, So. Bradenton; Tower Square, Manatee Ave. at 56th St.
Neighborhood Shopping Centers : 9th St. & 9th Ave., W.; Manatee Ave. at 34th St.; Manatee Ave. at 9th St.; Lakeside, Cortez Rd W; Manatee Ave. at 68th St.; Beachway Plaza, Manatee Ave. at 75th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Soto Sq. (105)	3	Maas Bros., Sears, Belk-Lindsey, J.C. Penney
Cortez Plaza (30)	3	Walgreen, Belk-Lindsey, Woolco, Publix
Palma Sola	5	Grand Union, Treasury Drugs



West Gate (12)	2	Beall's, Publix
Bayshore Gdns.	4	S.H. Kress, Publix
College Plaza (19)	3	Winn-Dixie, Gray Drugs
Midway	5	Eckerd's, Winn-Dixie
Manatee Plaza (14)	2	Eckerd's, Winn-Dixie
Lakeside Pl. (8)	3	Eckerd's, Kash'N Karry
K mart Ctr.	3	K mart
Fairway	4	Fairway Drug
Albertson	3	Albertson
Palmetto Vlg.	5	Winn-Dixie, Eckerd

Principal Shopping Days : Mon., Wed., Thurs., Fri., Sun. Stores are open evenings.

13 - RETAIL OUTLETS: Department Stores - Maas Bros.; Sears; Penney; Beall's 2; Belk-Lindsey; Neisner's; Kress; Eagle Army & Navy; Eckerd's; J. Byrons.
Discount Stores : Woolco; K mart.
Variety Stores - Woolworth; Kresge; Holiday Variety.
Chain Drug Stores : Walgreen 3; Eckerds 3; Foster; Sharps 2; SupeRx 2; Treasury 2; Gray.
Chain Food Supermarkets : Winn-Dixie (Kwik-Check) 7; Publix 3; Kash 'N Karry 2; K mart 2; Coker's Mark-ette 2; Foodway 3; Minit-Mart 2; Albertson's 1; Grand Union 3; Foodway 3; Family Mart 1.
Other Chain Stores : S&H Green Stamps; Top Value; ABC Liquor.

14 - NEWSPAPERS: HERALD (e) 30,363; (S) 35,913; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jim Zinn, Adv. Dir., HERALD, 401-13th St. W., Bradentown, FL 33505; Tel. (813) 748-0411.
National Representatives : Knight-Ridder; Pub. Rep. of Fla.

BROOKSVILLE

1 - LOCATION: Hernando County, E&P Map C-2, County Seat. West coast of Florida, 50 mi. N of Tampa; on U.S. Hwy. 41 & 98; State Hwy. 50.

2 - TRANSPORTATION: Railroads - Seaboard Coastline.
Intercity Bus Lines - Trailways; Gulf Coast; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,582
County 80 Cen. 44,469

4 - HOUSEHOLDS:
City 80 Cen. 2,205
County 80 Cen. 17,735

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	N.A.	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 23,816

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Fruit & Vegetables packed; Rock Prods.; Electronic Components; Furniture Mfg.; Citrus Fruit & Poultry Farms; Cattle Ranches; Horse Breeding.

10 - CLIMATE: Min. & Max. Temp. - Spring 59-86; Summer 65-95; Fall 60-90; Winter 40-70. First killing frost, Dec. Last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers - U.S. Hwys. 41 & 98; Lamar St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brook Plaza (12)	NA	Thriftway Mkt., Sears, White Auto
Hernando Plaza (10)	NA	Neisner's, Publix, Hogan-Rexall
South Plaza (18)	NA	Zayre's, Winn-Dixie, Eckerds

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores - Neisner's.
Discount Stores : Zayres.
Chain Drug Stores : Eckerds.
Chain Food Stores : Thriftway; Publix; Winn-Dixie; Swingline Food Stores.

14 - NEWSPAPERS: SUN JOURNAL (e-tues to sat) 3,940; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Robert G. Fordyce, Gen. Mgr., SUN JOURNAL, PO Box 218, Brooksville, FL 33512; Tel. (904) 796-4925.
National Representative : Landon.

CAPE CORAL

1 - LOCATION: Lee County, E&P Map C-3 (In Fort Myers-Cape Coral SMSA). 120 mi. SE of Tampa; on U.S. Hwy. 41; I-75.

2 - TRANSPORTATION: Railroads - Seaboard Coast Line.
Motor Freight Carriers - 1.
Airlines - National; Eastern; Florida (at Fort Myers).

3 - POPULATION:
Corp. City 80 Cen. 32,103
County/SMSA 80 Cen. 205,266

4 - HOUSEHOLDS:
City 80 Cen. 12,959
County/SMSA 80 Cen. 82,509

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$132,000,000

6 - PASSENGER AUTOS: County 132,093

7 - ELECTRIC METERS: Residence 8,312

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & vegetable canning & shipping; electronic parts; concrete products; boats; lumber; cigars; fisheries; citrus fruit; sugar cane.

10 - CLIMATE: Min. & Max. Temp. - Spring 62-82; Summer 70-90; Fall 70-84; Winter 63-82.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - 6 Blocks-Cape Coral Pkwy. (38 stores)

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gulf Plaza (3)	NA	Eckerd's, Publix, Neisner's
Corawood Mall (44)	NA	Winn-Dixie, Beall's, Gray Drug

Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS:
Discount Stores : Neisner's; K mart
Chain Drug Stores : Eckerd's; Gray Drug.
Chain Food Stores : Publix; Big John Food; Winn-Dixie.
Other Chain Stores : Goodrich; Firestone.

14 - NEWSPAPERS: BREEZE (e-mon to fri) 5,809, sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: D. L. Langer, Adv. Mgr., BREEZE, PO Box 846, Cape Coral, FL 33904; Tel. (813) 549-0123.
National Representative : Landon.

CLEARWATER

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg SMSA). E&P Map C-2, County Seat. All-year vacation resort; 22 mi. from Tampa; 22 mi. from St. Petersburg.

2 - TRANSPORTATION: Railroads - Seaboard Coast Line; Amtrak; Auto Tran Corp.
Motor Freight Carriers - 4.
Intercity Bus Lines - Tamiani; Trailways; Florida Greyhound; Gulf Coast Motor; Central Pinellas Transit Auth.
Airlines - Delta; Eastern; National; Northwest; TWA; Braniff; Air Florida; Sun; United; Pan American; Naples; Republic; Air Canada; Piedmont; Ozark; USAir; American.

3 - POPULATION:
Corp. City 80 Cen. 85,450
CZ-ABC: (70) 102,832; (81) 210,400
RTZ-ABC: (70) 154,538; (81) 165,100
SMSA 80 Cen. 1,569,492
County 80 Cen. 728,409
City & RTZ-ABC: (70) 257,370; (81) 375,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,323
County 80 Cen. 319,469
SMSA 80 Cen. 639,014
CZ-ABC: (70) 41,487; (81) 98,000
RTZ-ABC: (70) 47,292; (81) 73,000
City & RTZ-ABC: (70) 88,779; (81) 171,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	10	$5,227,356
Commercial	42	$3,082,132

6 - PASSENGER AUTOS: County 460,204

7 - ELECTRIC METERS: 36,676

8 - GAS METERS: Res. 8,300

9 - PRINCIPAL INDUSTRIES: Electronics; Engineering Design Research; Tourism; Light Manufacturing.

10 - CLIMATE: Min. & Max. Temp. - Spring 64-79; Summer 75-89; Fall 67-82; Winter 55-72.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 7 blocks on 2 sts., also 18 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Clearwater (139)	NA	Mont. Ward, Ivey's, Gayfer's, Burdines
Cleveland Plz. (17)	NA	Publix
Countryside Mall (150)	NA	Maas, Sears, Penney, Robinson
Food Fair (7)	NA	Food Fair, Eagle Army & Navy
Gulf to Bay Plaza (11)	NA	Publix Mkt., Eckerd Drug
Harbor Square (12)	NA	Winn-Dixie
Imperial Sq. (21)	NA	SupeRx, Winn-Dixie
Searstown (31)	NA	Sears, Winn-Dixie
Sunset Point (19)	NA	Beall's
Sunshine Mall (90)	NA	Penney, McCrory, Byron, SupeRx
Tri-City Plaza (21)	NA	Publix, TG&Y
Douglas (7)	NA	Publix, Eckerd
Dunedin (6)	NA	Kwik-Chek
Mid-Way (23)	NA	Publix, Eckerd's
Northwood Pl. (50)	NA	Jacobson's, Winn-Dixie, Shoppers Drug Mart
Seminole Mall (67)	NA	Woolco, J. Byron
Pinellas Sq. Mall (110)	NA	Ivey's, J.C. Penney, Mont. Ward
Tyrone Square (136)	NA	Sears, J.C. Penney, Robinson's, Maas

Principal Shopping Days : Mon., Thurs., Fri., Sat. & Sun.
Stores Open Evenings : Shopping centers to 9, 6 nights (ex. Sun.).

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Burdine's; Robinson's; J. Byron; Maas; Montgomery Ward; Belk-Lindsey; Sears; Ivey's; Gayfer's; Wilson's Jewelers.
Discount Stores : Eagle Family Discount; Zayre; K mart; Handy City; J.M. Fields.
Variety Stores - Woolworth's 2; McCrory 4; Ben Franklin; TG&Y 2.
Chain Drug Stores : Eckerd's 8; Liggett; Madison; Liggett-Rexall; SupeRx 3; Adams; Michel's 3; Kare Drugs.
Chain Supermarkets - A&P; Kwik-Chek 5; Publix 6; Pick-Kwik 42; 7-Eleven 7; Kash 'n Karry; Grand Union 2; Albertson's 3; Sureway 3; Mr. C's Warehouse 2.

Other Chain Stores - Goodrich; Firestone 2; Goodyear 4; Lerner's; Bell Shoes; Thom McAn 2; Mather Furniture; Rhodes Furniture; Kelly Springfield Tires; Leeds Shoes; Baker Shoes; Eagle Army Navy; Lawton Jewelers; Badock Furn.; Ace Hardware; Levitz Furn.; Scottie's Lumber.

14 - NEWSPAPERS: SUN (m) 44,425; (S) 46,191; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Hatton, Adv. Dir., SUN, 301 S. Myrtle Ave., Clearwater, FL 33516; Tel. (813) 462-2000.
National Representatives : Branham; Pub. Reps. of Fla.

COCOA

1 - LOCATION: Brevard County (In Melbourne-Titusville-Cocoa SMSA). E&P Map D-2. Midway between Jacksonville and Miami, 40 minutes E of Orlando International Airport. Kennedy Space Center aerospace industries; Cape Canaveral Air Force Station & Patrick Air Force Base.

2 - TRANSPORTATION: Railroads - Fla. East Coast.
Bus Lines : Greyhound; Central Florida Coach Lines; Auto Bus; Trailways.
Airlines : Eastern; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 16,096
PMA-ABC: (70) 230,006; (81) 279,200
County/SMSA 80 Cen. 272,959
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 6,142
County/SMSA 80 Cen. 101,783
PMA-ABC: (70) 68,405; (81) 95,800

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Comm.	57	$761,062,000
Sav. & Loan	40	$800,738,000

6 - PASSENGER AUTOS: County 192,951

7 - ELECTRIC METERS: Res. County 107,791

8 - GAS METERS: County 21,720

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Mfg. 22,500; Construction 6,200; Trans., Communications & Pub. Util. 4,600; Trade 21,700; Fin., Ins. & Real Estate 3,900; Service & Misc. 24,600; Govt. 19,000; Other 8,100.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indian River (23)	NA	Winn-Dixie, Cooks
Pirtle Plz. (11)	NA	Eckerd's, Food World
Gibson Plz. (13)	NA	Great Southern Food Store, Eagle Family Discount
Searstown Mall (37)	NA	Eckerd's, Publix, Sears, Woolworth
Miracle City Mall (51)	NA	Belk-Lindsey, McCrory's, Penney's, Winn-Dixie
Searstown-Rockledge (17)	NA	Food World, Sears
Byrd Plaza (28)	NA	Belk-Lindsey, Publix, Ben Franklin, Woolworth
Village Green (23)	NA	TG&Y, Winn-Dixie, Liggett Drugs
Merritt Sq. (74)	NA	Jordan Marsh, Ivey's, Publix, Penney's
Fields Plz. (22)	NA	Pantry Pride, Radio Shack
Colonial Park Plaza (15)	NA	Eagle Family Discount, Eckerd's, Publix
First Merritt	NA	Winn-Dixie
Causeway (19)	17	McCrory's, Publix, Eckerd's
Atlantic Plz. (23)	NA	Sleep Scene, Ben Franklin, Eckerd's, Food World
Indialantic (25)	NA	IGA Foodliner, Eckerd's
Zayre Plz. (19)	NA	Zayre, Food World
Sarno Plz. (25)	NA	Eagle Family Discount, McCrory's, Publix
Brevard (27)	NA	Penney's, Eckerd's, McCrory's, Winn-Dixie
Melbourne (20)	NA	Publix, Belk-Lindsey
Miracle (24)	NA	Publix, Eagle Family Discount
Treasure Coast (9)	NA	Woolworth, Pantry Pride
Vero Mall (28)	NA	Penney's, J. Byrons
Wickhaven (14)	NA	Ace Hardware
K mart Plz. (5)	NA	K mart, Jewel T
Port Malhar Plaza (18)	NA	Winn-Dixie, Eagle, Eckerd's
Palm Bay Center (24)	NA	Publix, K mart, Eckerd's, Luria's
Palm Bay Plz.	NA	Topline

13 - RETAIL OUTLETS: Department Stores (County): J.B. Ivey; Jordan Marsh; J.C. Penney 3; Jefferson; Sears 3; Belk-Lindsey 3.
Variety Stores - Woolworth 3; McCrory 6; TG&Y 3; Ben Franklin 2.
Discount Stores : Zayre; Cooks 2; K mart 3.
Chain Drug Stores : Liggett 2; Eckerd's 11; SupeRx; Walgreen's 4; Best Buy.
Chain Supermarkets : Publix 9; A&P; Winn-Dixie 13; Albertson's; I.G.A. 2; Mr. Grocer 14; Lil General 3; Food World 4; Majik Market 28; 7-Eleven 20; U-Tote-Em 13; Pantry Pride 6; Zippy Marts 12; SupeRx: Jiffy Stores 8; Shop & Go 4; Tenneco 7.
Other Chain Stores : Goodrich; Firestone; Goodyear; Western Auto; Singer Co.; Eagle; Kane's Furniture; Haverty's Furniture; Badcock Furniture; Pan-American Tire; ABC Liquor; Paint Fair; Mary Carter Paints; Sherwin Williams; Vogue Shops; Luria's.

14 - NEWSPAPERS: TODAY (m) 70,183; (S) 85,490; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Linda Hill, Nat. Adv. Mgr., TODAY, 308 Forrest Ave., Cocoa, FL 32922; Tel. (305) 632-8700.
National Representative : Gannett.

DAYTONA BEACH

1 - LOCATION: Volusia County (SMSA). E&P Map D-2, Tourist Center. 91 mi. S of Jacksonville; 179 mi. N of West Palm Beach.

2 - TRANSPORTATION:
Motor Freight - Central Truck Lines; American Freight System; Bowman; Carolina; Roadway Express; Terminal Transport; Crown Motor Line; Gator Freightways; Ridgeway Transfer & Storage; Allied Van; Ryder.
Motor Freight Carriers - 7.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - Eastern; Delta; Air Florida.

3 - POPULATION:
Corp. City 80 Cen. 54,176
CZ-ABC: (70) 109,392; (81) 175,300
RTZ-ABC: (70) 64,549; (81) 101,800
County/SMSA 80 Cen. 258,762
City & RTZ-ABC: (70) 173,941; (81) 277,000

4 - HOUSEHOLDS:
City 80 Cen. 22,952
County/SMSA 80 Cen. 105,773
CZ-ABC: (70) 41,128; (81) 76,200
RTZ-ABC: (70) 22,959; (81) 41,300
City & RTZ-ABC: (70) 64,087; (81) 117,500

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	7	$1,477,772,000
Commercial	1	$745,833,000

6 - PASSENGER AUTOS: County 166,135

7 - ELECTRIC METERS: Residence 73,250

8 - GAS METERS: Residence 16,500

9 - PRINCIPAL INDUSTRIES: (Number of Employees): Aluminum Prod. 68; Bakeries 189; Boat Repairs 186; Boat Bldrs 97; Bottlers 101; Chemicals & Drugs 67; Citrus Prod. & Packers 145; Concrete Prods. 321; Ice Cream & Dairy Prods. 164; Millwork & Cabinetmakers 138; Missile Parts 75; Newspapers 612; Novelties 52; Radio & TV stas. 85; Seafood & Meat Packers 48; Septic Tanks 76; Sheet Metal 126; Tool & Die Works 155; Wood Workers 55; Electrical 1,988; Motels 7,028.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-87; Summer 74-99; Fall 47-96; Winter 28-87. First killing frost, Nov. 21. Last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Beach St., 5 on Main St.; 3 on Broadway; 4 on Seabreeze Blvd.; 1 on Magnolia; Volusia; 1 on S Ridgewood; 3 on Volusia.
Neighborhood Shopping Centers : 2 blocks N. Ridgewood at Madison; 6 on Volusia; 6 on S. Atlantic; 6 on Ridgewood in Holly Hill; 8 on Granada in Ormond Beach; 3 on S. Yonge Ave., Ormond Beach; 3 on Ridgewood in S. Daytona; 2 on S. Ridgewood; Port Orange; 2 on Nova Rd. at Volusia; 2 on Nova Rd. at Mason; 1 Ellinor Village; 4 Mason Ave., Holly Hill; 2 Riverside Dr., Holly Hill; 3 N. Atlantic; Bellair; 2 on Derbyshire; Woolco Shpg. Ctr.; K mart Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Daytona Mall	1	Jefferson Ward, A&P, Winn-Dixie, Zayre
Elinor Vlg.	5	Black's Pharm., Piggly Wiggly
Bellair Plaza	3	Belk-Lindsey, Winn-Dixie, Publix Mkts., Walgreen's, Ivey's, Woolworth
Seabreeze Blvd.	1	Sussman's
Granada Plaza	6	Walgreen's, Pantry Pride
Ormond Mall	8	Eckerd's, Publix, Belk-Lindsey
Holly Hill Plaza	3	Woolco, Pantry Pride, Eckerd's, Goodings
Halifax	2	Eckerd's, Publix
Port Orange	5	Eckerd's, Winn-Dixie
Daytona Shores	4	Winn-Dixie, A&P
Mason Avenue	3	Steve's Phar., Thriftyway
Derby Plaza	4	Winn-Dixie
K mart	2	K mart
Sunshine Mall	5	Woolco, Walgreen's, Pantry Pride
The Trails	7	Publix, Eckerd
Rivergate Village	7	Winn-Dixie, SupeRx
Belnova	8	Winn-Dixie, SupeRx
Dunlawton Sq.	8	Publix, K mart, Eckerd
Volusia Mall	3	Sears, May Cohens's, Ivey's, Walgreen's, J.C. Penney.

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Food & Dept., Mon. & Fri. 6 Shopping Centers, every weekday evening, Sunday 12-6.

13 - RETAIL OUTLETS: Department Stores - Ivey's; Sears; Jefferson Ward; May Cohen's; Burdines; Wilson's Wilkor; J. C. Penney; Furchgott's; Belk-Lindsey.
Discount Stores : Woolco; K mart; Zayre.
Variety Stores : McCrorys 3; G. C. Murphy 2; TG&Y 2; Woolworth.
Chain Drug Stores : Eckerd 8; SupeRx 3; Walgreen 5; Pic'N Save 2; Rexall 5.
Chain Food Supermarkets : A&P 4; Winn Dixie 13; Publix 8; 7-Eleven Stores 28; Jax Minit 12; Pantry Pride 5; Thriftway 3; Jiffy Stores 31; Pic 'n Save; Goodings; Seven Star 7; Big Star; Handyway 20; Majik 10; Lil General 5.
Other Chain Stores : Diana Shops 2; Three Sisters; Western Auto 3; Firestone; Goodyear; Goodrich; Bulter's 2; Baker's; Cannon; Phillips; Beck; Bell Bros.; Pix; Thom McAn; Goody's Shoe Fair; Kane's Furn.; Zale's; Gordon's 2(Jewelers); National Shirt Shops (Menswear); Morrison's Cafeteria 2; S&S Cafeteria 2; Howard Johnson's 4; Holiday Inn 8; ABC Liquors 9; Big C Liquor 3; Lerner's; Hallmark; Bressler Ice Cream; Baskin-Robbins; Florsheim Shoes; Hickory Farms; Jacob's Jewelers; Jean's West; Richman Bros.

14 - NEWSPAPERS: JOURNAL (m) 54,669; NEWS (e-mon to fri) 31,572; Comb. (m&e) 86,241; NEWS JOURNAL (S) 75,868, Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Burnette, Nat'l. Adv. Dir., NEWS-JOURNAL, 901 Sixth St., Daytona Beach, FL 32105; Tel. (904) 252-1511.
National Representatives : Sawyer-Ferguson-Walker; Pub. Rep. of Fla.

DE LAND

1 - LOCATION: Volusia County (In Daytona Beach SMSA). E&P Map D-2, County Seat. Citrus growing and packing area; lumber, agriculture, cattle. Misc. mfg. area. College town, N central part of state; 108 mi. from Jacksonville; 140 mi. from Tampa; 250 mi from Miami.

2 - TRANSPORTATION: Railroads - Amtrak.
Motor Freight Carriers - 9.
Bus Lines - Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,354
CZ-ABC: (70) 22,588; (81) 31,300
RTZ-ABC: (70) 22,333; (81) 37,100
County/SMSA 80 Cen. 258,762
City & RTZ-ABC: (70) 44,921; (81) 68,400

4 - HOUSEHOLDS:
City 80 Cen. 5,986
County/SMSA 80 Cen. 105,773
CZ-ABC: (70) 7,733; (81) 12,400
RTZ-ABC: (70) 8,933; (81) 16,900
City & RTZ-ABC: (70) 16,666; (81) 29,300

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$1,583,842,721
Commercial	3	$111,733,000

6 - PASSENGER AUTOS: County 166,135

7 - ELECTRIC METERS: West Volusia 34,037

8 - GAS METERS: City & Suburbs 3,903

9 - PRINCIPAL INDUSTRIES: Citrus; ferneries; dairy; poultry; forestry; cattle; vegetable farming; hypodermic needle mfg.; concrete products.; woodworking; cabinet mfg.; Navy Sonabouy mfg.; camouflage netting mfg.; plastic housewares; electric transformers.

10 - CLIMATE: Min. & Max. Temp. - Spring 55-75; Summer 68-85; Fall 71-90; Winter 51-77. First killing frost, Dec. 13. Last killing frost, Jan. 25.

11 - TAP WATER: Neutral; soft.

12 - RETAILING: Principal Shopping Center - 6 blocks Blvd.; (center downtown) and 5 on either side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plaza (11)	NA	Publix, Eckerd, J. Byron
De Land Plaza (1)	NA	Food Fair
Westgate (5)	NA	Thriftway
Woodland Plaza (22)	NA	Belk-Lindsey, Rose's, Eagle, Sears (catalog), Winn-Dixie, SupeRx
K mart Plaza	NA	K mart

Other Shopping Centers : Orange City, 6 mi.; DeBary, 9 mi.; DeLeon Springs, 6 mi.; Deltona, 11 mi.
Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Most on Friday. Shopping Center til 10 nightly.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears (Catalog); Belk-Lindsey; Rose's; Eagle Family Discount; J. Byron; K mart; TG&Y; Super Discount; McCrory's; Woolworth's.
Chain Drug Stores : Orange Belt (Rexall); Eckerd 2; Medicine Shoppe 2; SupeRx.
Chain Food Supermarkets : Winn-Dixie 4; Pantry Pride; Publix 2; Jewel T; Thriftway.
Other Chain Stores - Firestone; Western Auto; Goodyear Service; Zale's Jewelers; Badcock Furn.; Pat Parker 2 (women's); Noll's Furniture; Little Giant; Minute Market; Handyway; Cumberland Farms.

14 - NEWSPAPERS: SUN NEWS (e-mon to fri) 9,253; (weekend) 10,092; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James J. Jordan, Jr., Adv. Dir., Stewart Maxcy., Ret. & Nat'l. Adv. Mgr., SUN NEWS, PO Box 1119, De Land FL 32720; Tel. (904) 734-3661.
National Representative : Landon.

FORT LAUDERDALE

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood SMSA). E&P Map D-4. Bounded on the North by Palm Beach County; on the South by Dade County; on the East by the Atlantic Ocean, on the West by Collier and Hendry Counties. On the Intercoastal Waterway and 165 mi. of canals & waterways. Major highways include U.S. 1, I-95 and Florida Turnpike. Major terminal for railroad, bus, shipping & airlines. Foreign Trade Zone (Port Everglades).

2 - TRANSPORTATION: Railroads - Florida East Coast; Seaboard Coast Line; Amtrak.
Motor Freight Carriers - 15.
Freight Steamship Lines - 36.
Intercity Bus Lines - Greyhound; Trailways; Grayline; A-1 Bus Lines; Turfway Lines.
Airlines - Mackey; Eastern; Northwest Orient; Pan Am; Delta; United; Shawnee; Braniff; Ozark; Air Florida; TWA; Bahamasair; Western; Continental; Republic; Florida Airlines; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 153,256
CZ-ABC: (70) 431,816; (81) 809,600
Bal. in PMA-ABC: (70) 52,851; (81) 95,100
Total PMA-ABC: (70) 484,667; (81) 904,700
County/SMSA: 80 Cen. 1,014,043
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 67,613
County/SMSA: 80 Cen. 415,339
CZ-ABC: (70) 155,703; (81) 330,300
Bal. in PMA-ABC: (70) 18,629; (81) 38,800
Total PMA-ABC: (70) 174,332; (81) 369,100

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	6	$5,368,089,000
Commercial	35	$3,388,170,000

6 - PASSENGER AUTOS: County 676,920

7 - ELECTRIC METERS: County (Res.) 470,914

8 - GAS METERS: County 44,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Food 14,200; Apparel & Accessory Stores 5,300; Furniture & Home Furnishing 4,400; Printing & Publishing 4,600; Contract Construction 33,400; Transp., Comm., Util. 17,300; Retail Trade 85,900; Fin., Ins., Real Estate 28,800; Services 85,600; Govt. 47,900.
Principal Industrial Pay Days - Building Trades, Fri.; Other Industries, Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp - Spring 68-80; Summer 75-90; Fall 72-85; Winter 62-80.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 21; over 25 additional major shopping centers plus dozens of neighborhood shopping strips.
Neighborhood Shopping Centers : - Central Shopping Plaza; Coral Ridge; Crossroads; Galt Plaza; Gateway; Grandway; Harbor Beach Plaza; Jefferson's Ctr.; Lauderdale; Lauderdale Beach; Lauderdale-By-The-Sea; Lauderhill Mall; North Andrews Gardens; Oakland Park Blvd.; Plantation Village; Plaza Ctr.; Riverland; Sea Ranch Village; Searstown; 17th St.; S. Federal Hwy.; Sunrise; Times Square; West Broward; West Sunrise; Westgate; Wilton Manors; Zayre-Broward Blvd.; Zayre-North Andrews Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lauderdale (14)	1	Publix
Searstown (2)	1	Sears
Gateway (104)	2	Food Fair
New Galleria (65)	2	Jordan Marsh, Burdines, Saks Fifth Ave., Brooks Bros., Lord & Taylor, Nieman-Marcus

West Sunrise	2	Kwik Chek
Zayre West Broward(9)	7	Zayre, Grand Union
Jefferson Ctr.	3	Jefferson's
Wilton Manors(16)	3	Grand Union
Crossroads	3	Crossroads Mkt.
Central Shpg. Plaza(13)	3	Publix
Riverland(24)	3	Kwik Chek
17th Street	3	Kwik Chek, Publix
Southland(25)	3	Byrons, Kwik Chek
Coral Ridge(50)	4	Britts, JC Penney, Publix
Harbor Bch. Plaza(36)	4	Harbor Beach Mkt.
Zayre-No. Andrews(13)	4	Zayres, Grand Union
Times Sq. (10)	4	Coral Ridge Mkt.
Galt Ocean Plz. (2)	4	Broward Drugs
W. Broward Grandway(22)	4	Byron's
No. Andrews Gardens	4	Pantry Pride
Plaza Center	4	Kwik Chek
Westgate(23)	4	Kings, Pantry Pride
Plantation Village(20)	5	Kwik Chek
Lauderhill Mall(63)	5	Richard's, Woolco, Jordan Marsh
Sea Ranch Vlg. (33)	6	Publix
North Ridge(21)	6	Woolco
Lakes Mall(78)	6	Britts, Jefferson's
Broward Mall(130)	7	Jordan Marsh, Sears, Burdines, J.C. Penney
Venetian Isles Center(48)	NA	Eckerd Drugs, Publix Super Mkt.
Shoppers Haven(35)	NA	Liggett's Drugs, Winn-Dixie, Zales
Pompano Fashion Square(115)	NA	JC Penney, Burdines, Jordan Marsh
Sunshine Plz. (32)	NA	Publix Super Mkt., Byron's Dept. Burdines
Town Center at Boca Raton(4)	17	
Coral Springs	13	Burdines, Lord & Taylor, Jordan Marsh, Sears, JC Penney
Delray Sq. (22)		Publix, Radio Shack
Hollywood Fashion Square	9	Burdine, JC Penney, Jordan Marsh
Diplomat Mall(65)	10	Jefferson's, Pantry Pride
Royal Palm Plaza(80)	15	Boogart's Food
Palm Aire Deerfield	14	Gray, Publix
Hollywood Mall(68)	8	Sears, Gray Drugs
Loehmann's Plz. (8)	8	Loehmann, Drug Mart, Winn-Dixie
Pandamus(23)	8	Best Products
Promenade at Bay Colony(18)	6	Winn-Dixie
Broward Mall(130)	7	Sears, Burdines, Jordan Marsh, JC Pwenney
Galleria(65)	2	Burdines, Saks Fifth Ave., Jordan Marsh

Principal Shopping Days: Department Stores – Mon., Fri., Sat.; Food – Thurs., Fri., Sat.
Stores Open Evenings: Food and Retail Mon. thru Sat.

13 - RETAIL OUTLETS: Baer's Furniture 4; Best 2; Britts 3; Burdines 5; Carl's Furniture 3; Castro Convertibles 3; Causeway Lumber 4; Cloth World 4; Crown Liquors 14; Dale Alan Clothiers 7; Eagle Family Discount 22; Firestone 11; F.W. Woolworth 5; Gold Triangle 1; Goodyear 6; Habers 6; J. Byrons 7; J.C. Penney 4; Jefferson 5; Jordan Marsh 6; K mart 10; Kings Variety 1; Levitz 1; Lindsley 13; Mayhues Liquors 9; McCrorys 7; Miami Rug 6; Neisners Variety 1; Norton Tire 6; Pan American Tire 7; Pix 7; Playworld [illegible]; Saks Fifth Avenue 1; Sam Solomon 3; Schagrins Liquors 5; Sears 5; Sleep-o-rama 6; Sultan & Sons 5; Woolco 5; Zayre 5.
Chain Drug Stores: Cunningham 4; Eckerd 35; Gray 10; Liggett-Rexall 7; SupeRx 21; Walgreen 11.
Chain Food Stores: Albertson's 6; Basics 4; Cumberland Farms 54; Family Mart 1; Farm Stores 60; Grand Union 14; Lil General 27; Majik Market 27; Pantry Pride 16; Pic-N-Pay 8; Publix 43; 7-Eleven 100; U-Tote 15; Winn-Dixie 52.

The News Tribune
St. Lucie County's Information Center
SERVING
Fort Pierce 78 Years
Port St. Lucie 20 Years
NO. 1 Morning Circulation Paper In St. Lucie Co. 7 Days A Week
A FREEDOM NEWSPAPER

14 - NEWSPAPERS: NEWS (e-mon to fri) 99,234; SUN-SENTINEL (m-mon to fri) 81,098; Comb. (m&e) 180,332; NEWS & SUN-SENTINEL (m-sat) 180,552; (S) 218,941; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul Cohen, Gen. Adv. Mgr., NEWS & SUN-SENTINEL, 101 N. New River Dr. E., Ft. Lauderdale, FL 33302; Tel. (305) 761-4000.
National Representatives: CWO&O; Pub. Rep. of Fla.

FORT MYERS

1 - LOCATION: Lee County (In Fort Myers-Cape Coral SMSA) E&P Map D3, County Seat. Shipping center for SW Florida agricultural area. Located 126 mi. SE of Tampa; 146 mi. W of Miami; 125 mi. W of West Palm Beach; 15 mi. from Gulf of Mexico and on banks of Caloosahatchee River and Okeechobee Cross-State Waterway. On U.S. Hwy. 41; Tamiami Trail, Florida 80.

2 - TRANSPORTATION: Railroads – Seaboard Coastline.
Motor Freight Carriers – 6.
Intercity Bus Lines – Fort Myers Transit; Tamiami Trailways; Greyhound.
Airlines – National; Florida Airlines; Eastern Delta; United; Northwest; Pan Am; Miami Air.

3 - POPULATION:
Corp. City 80 Cen. 36,638
PMA-ABC: (70) 175,154; (81) 382,900
County/SMSA 80 Cen. 205,266
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,413
County/SMSA 80 Cen. 82,509
PMA-ABC: (70) 63,127; (81) 159,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	16	$1,214,294,000
Sav. & Loan	2	$566,535,000

6 - PASSENGER AUTOS: County 132,093

7 - ELECTRIC METERS: Residence 109,310

8 - GAS METERS: Residence 12,225

9 - PRINCIPAL INDUSTRIES: – Tourism; Construction; Raising, Canning & Packing of Fruits and Vegetables; Cattle; Awnings; Fishing and Shipping Fish; Boat Bldg.; Lumbering; Phosphate; Shrimp Fleet; Shrimp Packing & Processing; Winter Gladiolus & Pompom Growing & Shipping (Cut Flowers); Shell Novelties; Power Motors; Surgical Supplies; Plastics; Radio Crystals; Burial Vaults; Electronics; Concrete Products; Electrical Products; Transistors; Relays; Lawn Mowers; Fertilizer; Women's & Children's Wear; Boat Trailers; Fabricated Steel Buildings.

10 - CLIMATE: Min. & Max. Temp. – Spring 62-82; Summer 70-91; Fall 71-84; Winter 63-83.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center – Edison Mall and Downtown 6 blocks on First St.; 5 on Hendry St., 3 on Jackson; 1 on Broadway; Rafters Mall, College Parkway at Winkler Rd.
Neighborhood Shopping Centers – 5 in downtown area; 11 in South Fort Myers; 14 in North Fort Myers; 7 in East Fort Myers; 3 at Fort Myers Beach and Sanibel; 4 in Lehigh Acres; 1 in Bonita Springs; 91 stores fronting on enclosed air-conditioned Edison Mall; 45 stores in Coralwood Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weaver's Corner(22)	4	Winn Dixie
Santini Plaza	15	Winn Dixie
East Gate(7)	4	Eckerds
Edison Mall(63)	2	Maas, Sears, J.C. Penney, Burdine's
Miners Plaza	9	Winn Dixie
Gulfpointe Square	9	Publix
Southpointe Square	7	J. Byrons, U-Save
Rafters(55)	7	
Bridge Plaza(22)	8	Grand Union
College Pkwy. (14)	8	Winn Dixie
Woolco Plaza	3	Woolco, Winn Dixie
Coralwood Mall(44)	10	Beals, Winn Dixie
Coral Gate(18)	4	Winn Dixie
Worth Shore	3	U-Save

Principal Shopping Days: Thu., Fri., Sat. and Mon.

13 - RETAIL OUTLETS: Department Stores – Burdine's; Jefferson's; J. Byron's; Sam Solomon; Sears; J.C. Penney; K mart 2; Lerner's; Maas Bros.; Woolco.
Variety Stores – McCrory's; Woolworth; Eagle Army-Navy.
Chain Drug Stores: Eckerd 8; Walgreen 3; Liggett 1; Rexall 1; Royal Palm 1; Gray 3; Cost Less Drugs 1; Treasury Drugs 2.
Discount Stores: American Dept. Stores; Gibson's 2; Woolco; TG&Y 3.
Chain Food Supermarkets: Albertson's; Grand Union; Publix 5; U-Save 4; Winn-Dixie 14; Affiliated 4; Thurstons; Foodworld 1; 7-Eleven 15; Minit Shop 5; Lil General 2; Big John 2.
Other Chain Stores – Firestone; Goodyear; Goodrich; Western Auto; S&H Green Stamps; Self Service Shoe; Shoe Fair; Zale's; Kinney's; Tom McAn; National Shirt; Singer Co.; O.K. Tire; Badcock Furn.; Pan American Tire; Scotty's Lumber; Wickes Lumber; Pinellas-Lindsley Lumber; Leeds Shoes; Ace Hardware; Handy City; Kane's Furniture; Giant Warehouse; Rhodes Furn.

14 - NEWSPAPERS: NEWS-PRESS (m) 76,715; (S) 90,914; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bruce, Adv. Dir., NEWS-PRESS, P.O. Box 10, Ft. Myers, FL 33902; Tel. (913) 334-2351.
National Representative: Gannett.

FORT PIERCE

1 - LOCATION: St. Lucie County, E&P Map D-3, County Seat. Shipping center for citrus fruit, cattle and vegetables. Railroad terminal point. Port of Fort Pierce connects with Atlantic Ocean (27 ft. deep channel). Site of State Farmers' Market (wholesale vegetable auction market). Tourism & retirement area. 58 mi. N of West Palm Beach; 126 mi. N of Miami; 234 mi. S of Jacksonville; 150 mi. E of Tampa.

2 - TRANSPORTATION: Railroads – Florida East Coast.
Motor Freight Carriers – Southern; Central; Ryder; Greyhound; UPS; Trailways.
Intercity Bus Lines – Florida Greyhound; Trailways Bus System.

3 - POPULATION:
Corp. City 80 Cen. 33,802
CZ-ABC: (70) 39,889; (81) 60,300
RTZ-ABC: (70) 62,777; (81) 158,700
County 80 Cen. 87,182
City & RTZ-ABC: (70) 102,666; (81) 219,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,714
County 80 Cen. 32,506
CZ-ABC: (70) 12,812; (81) 21,900
RTZ-ABC: (70) 22,571; (81) 55,300
City & RTZ-ABC: (70) 35,383; (81) 77,200

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	6	$517,965,636
Commercial	4	$242,223,342

6 - PASSENGER AUTOS: County 51,123

7 - ELECTRIC METERS: Residence 40,830

8 - GAS METERS: 4,067

9 - PRINCIPAL INDUSTRIES: Industry, Wage Earners – Construction 4,000; Mfg.; Food 4,000; Transp.; Comm. 389; Land Dvlpmt. 600; Fertilizer Mfg. 500; Poly, Paper Bags; Tourism 1,500; Comm. Fishing 450; PVC Pipe 150.
Principal Industrial Pay Days – Sat. and Mon.

10 - CLIMATE: Min. & Max. Temp. – Spring 60-84; Summer 72-89; Fall 62-87; Winter 56-74.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 3 blocks on Second St.; 9 on Orange Ave.; 3 on Fourth St.; 3 on Avenue A; Georgia Ave. and U.S. 1; Virginia Ave. and U.S. 1.
Neighborhood Shopping Centers: Orange Ave. bet. Fourth and Ninth Sts.; Fourth St. south of Boston Ave. to Virginia Ave.; Fourth St. at Chipola Rd.; Orange Ave. and 13th St.; Orange Ave. bet. 27th and 33rd Sts.; Ave. D bet. Seventh and 13th Sts.; Searstown on U.S. 1 & Virginia Ave.; Grand Econo U.S. 1 & Va. Ave.; Jefferson Plaza, U.S. 1 & Edwards Rd, Village Green, U.S. 1 & Walton Rd.; Rivergate Plaza, Port St. Lucie Blvd. & Midport Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Pierce	2	Fields Drug
Sunrise Blvd. (15)	1	A&P
Searstown(43)	2	Sears, Woolworth, Publix.
K mart Plz.	2	K mart, Winn-Dixie
Jefferson Plz. (23)	3	Pantry Pride, Jefferson.
Village Green(20)	10	Beall's, K mart Winn-Dixie, Eckerd Drug
Rivergate Plaza	12	Walgreen's, Publix

Principal Shopping Days: Thu., Fri., Sat., Mon.
Stores Open Evenings: Dept – Mon. & Fri.; Food – Every night ex. Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores – Rubin Bros.; J.C. Penney; Rosslow's; Sears; K mart, Jefferson, Beall's.
Discount Stores: ADC; Eagle Army & Navy.
Variety Stores – McCrory's; Woolworth 2.
Chain Drug Stores: Walgreen; Silver Palace Rexall; Gray Drug; SupeRx; Eckerd; Fields Drugs.
Chain Food Supermarkets: A&P 1; Winn-Dixie; Pantry Pride 2; Publix 2; Great Valu 1; Associated Grocers 4; Piggly Wiggly 1.
Other Chain Stores – Goodyear; Firestone; Western Auto; Mather Furn.; Haverty's (furniture); Gordon's (jewelry); Gas-Oil Products (gas appliances); Three Sisters; Lory's Thom McAn; Singer Co.; S&H Green Stamps; Norton Tire; Pan American; National Fabrics; Radio Shack; Zales (jewelry).

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 14,873; (S) 17,644; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dwight A. DeBolt, Adv. Dir., NEWS-TRIBUNE, PO Box 69, Fort Pierce, FL 33454; Tel. (305) 461-2050.
National Representative: Landon.

FORT WALTON BEACH

1 - LOCATION: Okaloosa Co (SMSA), E&P Map A-1. Home of Elgin Air Force Base occupying 800 square miles, 20,000 personnel; Okaloosa Walton Jr. College Bay Area Vo-Tech.

2 - TRANSPORTATION:
Intercity Bus Lines – Trailways.
Motor Freight Lines – 8.
Airlines – Republic.

3 - POPULATION:
Corp. City 80 Cen. 20,829
CZ-ABC: (70) 67,078; (81) 85,800
RTZ-ABC: (70) 21,109; (81) 28,200
County/SMSA 80 Cen. 109,920
City & RTZ-ABC: (70) 88,187; (81) 114,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,140
County/SMSA 80 Cen. 37,538
CZ-ABC: (70) 18,422; (81) 27,400
RTZ-ABC: (70) 6,422; (81) 9,700
City & RTZ-ABC: (70) 24,844; (81) 37,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$211,741,857
Sav. & Loan	3	$129,000,000

6 - PASSENGER AUTOS: County 65,505

7 - ELECTRIC METERS: 37,658

8 - GAS METERS: 16,692

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Elgin AFB 11,800; Military ($250) & 7,000 civilian ($250); Motels 850 ($150); Military Contractors 1,822 ($250); Electronics 1,100 ($200); Moving & Storage ($150); Lumber & Wood Pdts. 160 ($175); Sport & Commercial Fishing 650 ($225); Concrete & Brick 120 ($140); Boat Mfg. 200 ($130); Military Retired 9,000.
Principal Industrial & Military Pay Days – 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 30-60; Summer 65-95; Fall 40-70; Winter 16-45.

11 - TAP WATER: Limestone, soft.

12 - RETAILING: Principal Shopping Centers (No. of stores) – Ft. Walton Square 28; Brooks Plaza 11; Towncrest Shopping Center 11; Parkway Plaza 12; Bay Plaza 6; Beltway 9; K mart; TG&Y Family Center; Gaylord's 5; Santa Rosa Mall 56.
Neighborhood Centers – Moreno Plaza 7; Northgate 9; Belair 8; Chelsea Plaza 5; Wright 7.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Air(12)	1	Jiffy Mart
Beltway(12)	2	TG&Y, Eckerd's
Brooks Plaza(10)	2	Piggly Wiggly
Ft. Walton Sq. (31)	2	SupeRx Drug
Sun Plaza(15)	NA	TG&Y Family Center
Santa Rosa Mall	NA	Sears, J.C. Penney, Zayrer's, Gayler's
Town Crest Annex(5)	2	Fleet Shoes
Town Crest(8)	NA	Piggly Wiggly, Roberts Drug

Principal Shopping Days: Thu., Fri., & Sat.
Stores Open Evenings: Howard's Discount; all chain groceries; all major shopping center stores; SupeRx Drug; Robert's Drug; McCrory; TG&Y; Eckerd Drug; K mart; Gaylord.
Stores Open Sundays – All chain groceries; SupeRx Drug; McCrory; TG&Y Variety; Eckerd Drug; Howard's Discount Center; Gaylord; all bars and package goods stores. (One Jitney Jungle Super Market open 24 hours per day).

13 - RETAIL OUTLETS: Department Stores - Sears; Zayre's; J.C. Penney; Gayfer's; Zayre's.
Discount Stores - Howard's; Eckerd's; Gaylord; 5 PX Exchanges Elgin AFB; K mart.
Variety Stores - SupeRx; McCrory; TG&Y; Sunshine.
Chain Super Markets - A&P; Kwik Check 2; Jitney Jungle 1; Delchamps 2; Piggly Wiggly 3; Riteway 4; Pantry Pride; Jiffy Mart 6; Prince 3; Southern Convenience 7; IGA 2.
Chain Drug Stores - Destin Drug 2; SupeRx 1; Eckerd's.
Other Major Retail & Chain Stores - Goodyear; Firestone; Leo's Clothing; Leon's Fashions; Singer Co.; McNamara's Clothing; Jewel Box Stores; Gordon's Jewelers; Auto Sav Tires; Terrell's (men's); Robert's Drugs; Radio Shack; Grice Electronics; Art's TV; T&T TV; Diana Shops; Mr. A's; Wilbro. About 150 other retail outlets.

14 - NEWSPAPERS: PLAYGROUND DAILY NEWS (m) 21,942; (S) 23,619; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Sam Childs, Adv. Dir., PLAYGROUND NEWS, PO Box 2949, Ft. Walton Beach, FL 32548; Tel. (904) 863-1111.
National Representative : Landon.

GAINESVILLE

1 - LOCATION: Alachua County. E&P Map C-1 (SMSA). Located 70 mi. SW of Jacksonville.

2 - TRANSPORTATION: Railroads - Seaboard Coast Line.
Motor Freight carriers - 18 (7 with terminals).
Intercity Bus Lines - Greyhound; Trailways.
Airlines - Eastern; Florida Airlines.

3 - POPULATION:
Corp. City 80 Cen. 81,371
CZ-ABC: (70) 64,510; (81) 73,100
RTZ-ABC: (70) 74,469; (81) 133,800
County/SMSA 80 Cen. 151,348
City & RTZ-ABC: (70) 138,979; (81) 206,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,307
County/SMSA 80 Cen. 54,607
CZ-ABC: (70) 18,776; (81) 24,500
RTZ-ABC: (70) 22,868; (81) 47,300
City & RTZ-ABC: (70) 41,644; (81) 71,800

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$265,695,759
Commercial	9	$311,268,569

6 - PASSENGER AUTOS: County 81,786

7 - ELECTRIC METERS: Res. 44,096

8 - GAS METERS: Res. 16,650

9 - PRINCIPAL INDUSTRIES: Number of Employees - Contract Constr. 3,603; Mfg. 4,814; Transpt., Comm. & Public Utilities 1,722; Trade 14,100; Finance, Ins. & Real Est. 2,858; Services, Misc. 6,200; Univ. of Fla. 10,134; VA Hosp. 1,026; Government 17,840.

10 - CLIMATE: Min. & Max, Temp. - Spring 52-88; Summer 71-91; Fall 61-68; Winter 46-71.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers - Newberry Rd. Regional Center, 3 mi. from downtown. Oaks Mall (62 stores), N.W. 13th St. & 23rd Ave., 2 mi. from downtown. Gainesville Mall (42 stores).
Neighborhood Shopping Centers : N.W. 13th St. (4 blocks). W. University Ave. (4 blocks). N. Main St. (4 blocks). Central Plaza, 6 stores. Fields Plaza, 2 stores. Westgate Shop. Ctr., 10 stores, at W. Univ. Ave. & 34th St. Northgate, 25 stores, at N.E. 16th Ave. Sunshine Shopping Center, across from Gainesville Mall, 10 stores. Millhopper Shopping Center, 11 stores, at N.W. 16th Ave. & Millhopper Road. Butler Plaza, 33 stores, Archer Rd. K mart Center, N. Main & 23rd Ave. Royal Park Center, 10 stores. Eastgate Center, 8 stores. Archer Square Center, 12 stores.

13 - RETAIL OUTLETS: Department Stores - Sears; Belk-Lindsey 2; Wilson; J.C. Penney; Maas Brothers.
Discount Stores : Woolco; Pic N'Save 3; Albertson; K mart.
Variety Stores - Woolworth 2; Ben Franklin 2.
Chain Drug Stores : Liggett-Rexall 3; Eckerd 6; Gresham 4; Wise's 3; Albertson; Pic N Save 3; Treasury; Revco 2.
Chain Supermarkets : Winn-Dixie 6; Jewel T; Thriftway; Publix 5; Albertson; Pantry Pride; Pic 'N Save 4.

14 - NEWSPAPERS: SUN (m) 41,726; (S) 43,403; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gary Miller, Ret. Adv. Mgr., SUN, 101 S.E. 2nd Place, Gainesville, FL 32601; Tel. (904) 378-1411.
National Representatives : Branham; Pub. Rep. of Fla.

HOLLYWOOD

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood SMSA). E&P Map D-4. On the Atlantic Seaboard; 17 mi. N of Miami; 7 mi. S of Ft. Lauderdale; in the heart of Florida's Gold Coast.

2 - TRANSPORTATION: Railroads - Florida East Coast (freight); Amtrak; Seaboard Coastline.
Motor Freight Carriers - 16.
Freight & Passenger Steamship Lines - Port Everglades Terminal-Processed 1980-1,819 Cruise Cargo Vessels.
Laudania Ocean Terminal, Freight Lines-5.
Foreign Trade Zone (Port Everglades)
Intercity Bus Lines - Greyhound; Trailways; Broward Transit.
Airlines - Air Florida; Bahamas Air; Braniff; Continental; Delta; Eastern; Mackey Int'l; Northwest; Ozark; United; Western; Pan Am; TWA; Federal Express; Republic.

3 - POPULATION:
Corp. City 80 Cen. 117,188
CZ-ABC: (70) 122,443; (81) 157,000
RTZ-ABC: (70) 99,410; (81) 195,000
County/SMSA 80 Cen. 1,014,043
City & RTZ-ABC: (70) 221,853; (81) 352,000

4 - HOUSEHOLDS:
City 80 Cen. 48,595
County/SMSA 80 Cen. 415,339
CZ-ABC: (70) 43,433; (81) 63,500
RTZ-ABC: (70) 35,250; (81) 78,100
City & RTZ-ABC: (70) 78,683; (81) 141,600

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	N.A.	$5,211,047,000
Commercial	N.A.	$4,040,416,000

6 - PASSENGER AUTOS: County 676,920

7 - ELECTRIC METERS: Residence 57,785

8 - GAS METERS: Residence 12,154

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage) - Service Industry 12,000 ($155); Cement and Concrete Prod. 550 ($180); Electronic Equip. Products Systems 2,000 ($205); Ladies Clothing, Sportswear Mfg. 700 ($152); Printing, Lithography 1,400 ($220); Plastics 700 ($152); Bldg. Materials & Wood Products 275 ($200); Structural Steel 250 ($190); Light Industries, Mfg. 2,500 ($195).

10 - CLIMATE: Av. Temp. - Summer 80; Winter 70.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Young Circle, U.S. 1, plus 3 blocks on Hollywood Blvd., 47 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Davie Shop (20)	NA	Public, Eckerd's
Carriage Hills (15)	NA	Winn-Dixie, Eagle
Davie Plaza (12)	NA	
Emerald Woods (8)	NA	Eckerd's, Winn-Dixie
Country Rds. (10)	NA	
Sage Plaza (30)	NA	
Sheridan Oaks (15)	NA	Wendy's, Seymour's
Sterling (22)	NA	
R.W. Chambers (42)	NA	
Zayre Plaza (10)	NA	Zayre, SupeRx
Pines Lake (14)	NA	
Village (18)	NA	Eckerd's, Public
Dania (4)	NA	Pier 1 Imports
Dania (11)	NA	Pic 'N Pay
Diplomat (35)	NA	Pantry Pride, Jefferson
Zayre (8)	NA	Zayre's
Mayo (10)	NA	Breedings Drug
Hollywood Mall (68)	NA	Sears, Publix
Hollywood Fashion (70)	NA	Burdine's, Jordan Marsh, J.C. Penney
West Hollywood (15)	NA	Cloth World, Eagle Discount
K mart (8)	NA	K mart
Taft St. (12) Shopping Center	NA	Zayre's, Goodyear, Radio Shack, Eckerd's
Post Haste (12)	NA	7-Eleven, Shell Liquors
Park Sheridan W. (31)	NA	Radio Shack
Taft-Hollywood (20)	NA	Publix, Winn-Dixie, J. Bryon's
Miramar (10)	NA	Winn-Dixie, Neisner's 5 & 10, Bank of Hallandale
Pembroke Plaza (10)	NA	
Publix (12)	NA	Lindsley, Publix
Knoll Plaza (7)	NA	Grand Union
Griffin Rd. Plaza (10)	NA	Eagle, Eckerd's, Winn-Dixie
University (15)	NA	Publix, Eckerd's, Sam Solomon
Pines Plaza (25)	NA	Winn-Dixie, SupeRx
Pasadena (11)	NA	Grand Union, Eckerd's
Cooper City (30)	NA	SupeRx, Winn-Dixie
[illegible] Pkwy.	NA	Basics
Lake Forest (6)	NA	

Principal Shopping Days : Fri., Sat. & Sun.; Food: Thurs., Fri. & Sat.
Stores Open Evenings : Dept., apparel & food-nightly; Sun. until 6.

13 - RETAIL OUTLETS:
Department Stores : Burdine's; Jordan Marsh; J.C. Penney; Sears; J. Byron's.
Discount Stores : K mart; Zayre; Eagle Family Discount; Medco; Jefferson's; Zayre.
Variety Stores : Woolworths; Neisners; Surf 5 & 10; Big K; Sun Shops.
Chain Drug Stores : Eckerd's; SupeRx; Gray; Rexall; Walgreen; U.S. Drug; Drug World.
Chain Food Stores : Cumberland Farms 14; Farm Stores 22; Foodspot 3; Great Valu 3; Grand Union; Jackson's Minit Markets 3; Lil General 7; Pic'N Pay 2; Publix 8; 7-Eleven Stores 14; Top Banana 4; U-Tote-M 10; Winn-Dixie/Kwik Check 7; Pantry Pride 5; Basic Foods; Majik Markets 7.
Other Chain Stores : Goodyear; Firestone; Lindsley Lbr.; Bunning Florist; Naturalizer Shoes; Buster Brown Shoes; Nationwide Auto Parts; Radio Shack; Olson Electronics; Tall's Originals; Lane Bryant; Lani Kays; Lerner Shops; Young Sophisticates; Three Sisters; Baron's; Irving Berlin Men's Shops; Oxford Shops; Aamco; Norton; Fanny Farmer; Florsheim; Hanover Shoes; Kinney Shoes; A.S. Beck Shoes; Lansons; Lillie Rubin; Lory Fashions; National Shirt Shops; Parklane Hosiery; Surrey's Ltd.; Suzy Casuals; Singer Company; Gordon Jewelers; Seiberling; Pan American; Norton; Sherwin-Williams; Mary Carter; Mayor Jewelers; State Liquor; Shell Liquors; Baker Shoes; Thayer McNeil; Thom McAn; Rose Auto; Baer Furniture; Lawton Jewelers; Foremost Liquors.

14 - NEWSPAPERS: SUN-TATTLER (e) 37,155; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: B.L. Long, Adv. Dir., SUN-TATTLER, 2600 N. 29th Ave., Hollywood, FL 33020; Tel. (305) 929-8100.
National Representative : Story & Kelly-Smith.

HOMESTEAD

1 - LOCATION: Dade County (In Miami SMSA). E&P Map D-4, on U.S. Hwy. 1, State Hwy. 27.

2 - TRANSPORTATION: Railroads - Florida East Coast; Seaboard.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,668
CZ-ABC: (70) 48,936; (81) 64,800
Bal. in PMA-ABC: (70) 64,074; (81) 80,900
Total PMA-ABC: (70) 113,010; (81) 145,700
County/SMSA 80 Cen. 1,625,979

4 - HOUSEHOLDS:
City 80 Cen. 7,635
County/SMSA 80 Cen. 609,883
CZ-ABC: (70) 13,996; (81) 21,600
Bal. in PMA-ABC: (70) 16,570; (81) 23,900
Total PMA-ABC: (70) 30,566; (81) 45,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	10	$175,000,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 1,042,590

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Homestead Air Force Base; Agriculture; Aircraft Maintenance & Supply; Electronics.

10 - CLIMATE: Min. & Max. Temp. - Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores Sears 2; Burdines; Jordan Marsh; Lord & Taylor; Jackson's/Byrons 3; Woolco; K mart; Jeffersons.
Discount Stores - Zayre's.
Variety Stores - Neisners 2; Woolworths 2; McCrory's.
Chain Food Stores - Kwik Chek 4; Publix 4; Food Fair 3; Great Valu 2; Bogarts 2.
Chain Drug Stores - Eckerd 2; SupeRx 2; Medicine Shoppe.
Other Chain Stores - Goodyear; Firestone 2; Norton Tire 2; Pan American Tire; Singer Sewing; Western Auto 2.

14 - NEWSPAPERS: SOUTH DADE NEWS LEADER (e-mon to fri) 13,925; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ralph Alexander, Adv. Dir., SOUTH DADE NEWS LEADER, 15 N.E. 1st Rd., Homestead, FL 33030; Tel. (305) 245-2311.
National Representative : Landon.

JACKSONVILLE

A MARKET THAT WORKS

Looking for a hot Sun Belt Market? Jacksonville is the market that works. Over a five-day period our Jacksonville papers reach 375,000 adult readers in the five-county SMSA. That's about three-fourths of all adults in the market. Sunday audience increases to reach about eight out of ten adults. Our penetration tops any other major metropolitan market in Florida. Add the St. Augustine Record and you've got a red-hot market that works!

Sources: Circulation '80-81; Belden CMS, '80

Florida Publishing Company

The Florida Times-Union, mornings
Times-Union Journal, weekends
Jacksonville Journal, evenings
St. Augustine Record, evenings

Represented nationally by Branham Newspaper Sales

One Riverside Avenue Jacksonville, FL 32202 Phone (904) 359-4350

JACKSONVILLE

1 - LOCATION: Duval County (In Jacksonville SMSA). E&P Map D-1. Major Atlantic coast deepwater port located at the mouth of the St. John's River. Principal market place of North Florida and South Georgia. Air, sea, and land distribution center, important medical, insurance, financial, manufacturing and naval community.

2 - TRANSPORTATION: Railroads : Seaboard Coast Line; Florida East Coast; Southern; Amtrak.
Freight Steamship Lines : 175.
Motor Freight Carriers : 50.
Intercity Bus Lines : Southeastern Greyhound; Service Coach Trailways.
Airlines : Delta; Eastern; National; Pan Am; Republic; Air Florida; Braniff.

3 - POPULATION:
Corp. City 80 Cen. 540,898
CZ-ABC: (70) 545,974; (81) 620,500
RTZ-ABC: (70) 508,076; (81) 767,700
County 80 Cen. 570,981
SMSA 80 Cen. 737,519
City & RTZ-ABC: (70) 1,054,050; (81) 1,388,200

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 196,492
County 80 Cen. 208,341
SMSA 80 Cen. 263,829
CZ-ABC: (70) 166,334; (81) 217,300
RTZ-ABC: (70) 153,403; (81) 268,700
City & RTZ-ABC: (70) 319,737; (81) 486,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	40	$1,906,258,000
Sav. & Loan	9	$981,428,000

6 - PASSENGER AUTOS: County 337,613

7 - ELECTRIC METERS: Res. Co. 214,274

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (Estimated % of 300,700 Labor Force in each) Manufacturing (10.5); Contract Construction (5.1); Transportation, Communication, Utilities (7.4); Wholesale Trade (7.0); Retail Trade (17.2); Finance, Insurance, Real Estate (9.2); Service (17.9); Government (17.8); 1979 Unemployment rate (5.6).

10 - CLIMATE: Short, mild winters; warm summers; average 67.8 degrees; average seasonal range is from 54.7 degrees in December to 80.2 degrees in July. Rainfall amounts to 51.3 inches in a normal year.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Stores : Furchgotts, Iveys, May Cohens, J.C. Penney, Sears, Jefferson Ward.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anchor Plaza	9	Standard Sales, Big Star
Arlington Plaza (29)	5	Fasking Furniture, Banner Food
Beach Blvd. Center	5	Handy City, Big Star
Beach Plaza	16	Century House, Pantry Pride
Brierwood Village (16)	9	Pic N' Sav, Winn Dixie
Cedar Hills (40)	7	J.C. Penney, Winn Dixie
Deerwood Village (42)	9	Eckerd Drugs, Publix
Expwy. Mall (30)	7	Century House, Publix
Gateway Mall	4	J.C. Penney, Pantry Pride
The Gazebo	6	Revco Drugs, Publix
Highland Square	10	Moore Handley Homecrafters, Publix
K mart Plaza - Neptune Beach	15	K mart, A&P
K mart Plaza - Northside	7	K mart, Big Star
K mart Plaza - Southside	4	K mart, Radio Shack
Kingtsey Sq.	14	Eckerd Drugs, Publix
Lakewood - San Jose (50)	6	Cloth World, Winn Dixie
Lane Center (6)	6	Handy City, Big Star
Mandarin Landing (38)	12	Eckerd Drugs, Publix
Normandy Mall (65)	5	Jefferson Ward, Pantry Pride
Norwood Plaza (25)	4	Woolco, Big Star
Orange Pk. (88)	12	Sears, May Cohens, Ivey's
Paxon (25)	6	Western Auto, Pantry Pride
Philips Mall (56)	4	Jefferson Ward Pantry Pride
Promenade	5	National Health Spa, Albertsons
Regency Sq. (160)	17	J.C. Penney, Big Star
Roosevelt Mall (47)	7	May Cohens, Furchgotts
Southgate Plz. (22)	3	Morrison's, Winn Dixie
Standard Plz. (23)	5	Standard Sales, Dinettes, Bars & Stools
Town 'N' Country (28)	4	Pic N' Save, Pantry Pride
University Blvd. & Santa Monica	5	Pic N' Save, Winn Dixie
University Mall (10)	5	Century House, Publix
West Mall (8)	6	Zayre, Winn Dixie
Woolco Regency (18)	7	Woolco, Winn Dixie

Principal Shopping Days : Thu., Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores : May Cohens 4; Furchgotts 4; Sears 2; J.C. Penney 4; Ivey's 4; Jefferson Ward 3.
Discount Stores : K mart 6; Woolco 3; Zayre 2; Eagle Family Discount 10; Standard Sales 3; Jewelcor 2; Finkelstein; Pic n' Save 18; Century House 4.
Variety Stores : Woolworth; G. C. Murphy; TG&Y; McCrory's; World Bazaar; Pier 1.
Chain Food Stores : A&P; Banner; Big Star; Pantry Pride; Winn-Dixie; Zippy Mart; 7-Eleven; Jackson's Foods; Majik Markets; Albertsons; Jewel T; Lil' Champ; Day-n-Nite.
Chain Drug Stores : Liggett Rexall; Walgreen; Pic N' Save; Eckerd; Atkinson's; Attwood & Rogers; Preston; O'Steens; Scottie; Revco.
Other Chain Stores : Goodrich; Firestone; General Tire; Western Auto; Goodyear; Haverty Furniture; Rhodes Furniture; Matador; Diana Shops; Lerner Shops; Levy Wolf; Nancy Scott; Vogue Shops; Singer; Sherwin-Williams; PPG Ind.; Tower's Hardware; Wickes; West Building Materials; Scotty's Building Supply; Cloth World; McDuff; Handy City; Baker Shoes; Ace Hardware; Florsheim; National Shirt; Kinney Shoes; Schwobilt; Hickory Farms; Zales Jewelers; Pix Shoes; Rosenblum's; Thom McAn Shoes; Halpern's; Radio Shack; Ethan Allen.

14 - NEWSPAPERS: FLORIDA TIMES-UNION (m) 157,776; (sat) 176,233; (S) 203,725; JOURNAL (e) 45,475; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Len Bolton, Adv. Dir., FLORIDA TIMES-UNION & JOURNAL, One Riverside Ave., Jacksonville FL 32202; Tel. (904) 391-4111.
National Representative : Branham

JUPITER- TEQUESTA

1 - LOCATION: Palm Beach County. E&P Map D-3. 20 mi. N of West Palm Beach, 20 mi. S of Stuart, 90 mi. N of Miami.

2 - TRANSPORTATION: Railroads : Seaboard Coast Lines; Florida East Coast (freight); Amtrak.
Motor Freight Carriers : 15.
Intercity Bus Lines : Greyhound; Trailways.
Airlines : At Palm Beach International (35 min. away). Delta; Eastern; Braniff; Pan Am; Air Florida; Republic; United.

3 - POPULATION:
Corp. Cities 80 Cen. 13,553
Jupiter 80 Cen. 9,868
Tequesta 80 Cen. 3,685
County 80 Cen. 573,125

4 - HOUSEHOLDS:
Cities 80 Cen. 5,317
Jupiter 80 Cen. 3,876
Tequesta 80 Cen. 1,495
County 80 Cen. 232,937

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$190,500,000
Sav. & Loan	5	$225,670,400

6 - PASSENGER AUTOS: County 360,100

7 - ELECTRIC METERS: Res. County 301,500

8 - GAS METERS: Res. County 42,000

9 - PRINCIPAL INDUSTRIES: Aircraft Engines and Parts; Data Processing; Electronics; Misc. Small Industries; Vegetables; Sugar; Cattle.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Av. annual temp. 73: Summer 82; Winter 67. Approximate annual rainfall 75 inches.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers : Jupiter Mall (80 stores); Gallery Sq. (40 stores); Tequesta Plz. (22 stores); Woods Plz. (30 stores); Lighthouse Plz. (25 stores); Fashion Mall (28 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oakbrook Sq.	8	Jacobsons, Publix
Market Place at Hobe Sound (40)	6	TG&Y, Winn-Dixie, Eckerds
Garden Sq.	8	Publix, Shopper's Drug Mart
Palm Beach Mall	18	Jordon Marsh, Burdines, Lord & Taylor, Sears

13 - RETAIL OUTLETS: Department Stores : Beall's; TG&Y; K mart.
Variety Stores : Goodners.
Chain Drug Stores : Eckerds; SupeRx; Best Buy Drugs.
Chain Supermarkets : Publix; Winn-Dixie; Pantry Pride.
Other Chain Stores : Goodyear; Sherwinn-Williams; J. Byrons; Western Auto; Phil's Auto; Cumberland Farms.

14 - NEWSPAPERS: JOURNAL (e) 8,290; sworn May 1, 1981.
Local Contact for Advertising and Merchandising Data: R. T. Smith, Pub., JOURNAL, 17761 S.E. Federal Hwy., Jupiter, FL 33458; Tel. (305) 747-5668.
National Representative : None.

KEY WEST

1 - LOCATION: Monroe County, E&P Map D-4, County Seat. On Key West Island in the Gulf of Mexico. 55 mi. SW of Cape Sable, Fla.; 90 mi. from Havana, Cuba; 154 mi. S of Miami, Fla. On U.S. Hwy. No. 1.

2 - TRANSPORTATION: Motor Freight Carriers - 2.
Intercity Bus Lines - Greyhound.
Airlines - Air Florida; PBA.

3 - POPULATION:
Corp. City 80 Cen. 24,292
CZ-ABC: (70) 27,563; (81) 26,200
RTZ-ABC: (70) 25,023; (81) 38,400
County 80 Cen. 63,098
City & RTZ-ABC: (70) 52,586; (81) 64,600

4 - HOUSEHOLDS:
City 80 Cen. 9,833
County 80 Cen. 26,340
CZ-ABC: (70) 8,497; (81) 9,300
RTZ-ABC: (70) 8,289; (81) 14,400
City & RTZ-ABC: (70) 16,786; (81) 23,700

5 - BANKS: 3, Est. Dep. $30,000,000

6 - PASSENGER AUTOS: County 31,870

7 - ELECTRIC METERS: Res. Est. 15,012

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Cigar Mfg.; Canning; Sponging; Shrimping; Fishing; Shipping; Tourist Trade & Navy.

10 - CLIMATE: Min.& Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated; Desalination Plant.

12 - RETAILING: Downtown Shopping Center : 4 blocks on Duval St.
Neighborhood Shopping Centers (No. of Stores) - Flagler Village 3; Kennedy Drive 11; Poinciana 6; Mallory Square 13; Greene St. 9.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Searstown (30)	4	Sears, Winn-Dixie, Woolworth
Key Plaza (24)	4	Jackson/Byron's, Pantry Pride, Woolco

Stores Open Evenings : Searstown Shpg. Ctr. and Key Plaza, every night.

13 - RETAIL OUTLETS: Department Stores - Sears; Rubin Appel; Herman's; Discount PX Military Store; Jackson/Bryon's; Woolco.
Discount Stores : Eagle Army-Navy; Radio Shack.
Variety Stores - Woolworth.
Chain Drug Stores : Cobo Rexall; Gray's; Eckerd's; Medical Aids.
Chain Food Supermarkets : Gulfstream; Winn-Dixie 2; Carlos; Pantry Pride; Fausto.
Other Chain Stores - Shoes: Thom McAn, Butler's; Tires and Appliances: Western Auto, Firestone, Goodyear; Paint: Harris, Marv Carter, Sherwin-Williams; Clothing: Diana, Three Sisters, National Shirt; Singer Co., Eagle Army- Navy, Zales Jewelers.

14 - NEWSPAPERS: CITIZEN (e) 7,299; (S) 8,227; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Wolford, Ret. Adv. Mgr., CITIZEN, 515 Greene St., Key West, FL. 33040; Tel. (305) 294-6641
National Representative : Thomson.

LAKE CITY

1 - LOCATION: Columbia County, E&P Map C-1, County Seat. Forestry, farming, beef & chickens; mobile home mfg. 60 mi. E of Jacksonville on U.S. 90, 41 & 441; State 47 & 100; I-10 & I-75.

2 - TRANSPORTATION: Railroads - Southern; Seaboard Coast Lines.
Motor Freight Carriers - 12.
Intercity Bus Lines - Greyhound.
Airlines - Local Charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257
CZ-ABC: (70) 10,575; (81) 9,100
RTZ-ABC: (70) 14,675; (81) 27,300
County 80 Cen. 35,399
City & RTZ-ABC: (70) 25,250; (81) 36,400

4 - HOUSEHOLDS:
City 80 Cen. 3,401
County 80 Cen. 12,183
CZ-ABC: (70) 3,442; (81) 3,400
RTZ-ABC: (70) 4,227; (81) 9,300
City & RTZ-ABC: (70) 7,669; (81) 12,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$593,386,439
Commercial	3	$94,811,146

6 - PASSENGER AUTOS: County 16,993

7 - ELECTRIC METERS: Residence 3,400

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.) - Aircraft Modification 785; Mobile Home Mfg. 363; Mining 2,100; Wood Prod. 117; Metal Fabr. 120; Sportswear 115.

10 - CLIMATE: Av. Ann. Temp. - 69; Av. Jan. (coolest) 51; Av. Aug. (warmest) 88; Av. Ann. Rainfall 52 in.; Av. Humidity 75%.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center - 5 blocks on No. Marion St.; Lake City Plaza, 13 stores; K mart Plaza 8; Winn-Dixie Plaza 8; Gleason's Corner Mall opening in Dec., 1981 & June, 1982 with 35 stores: Publix, SupeRx, Belk-Hudson, & J.C. Penney are definite commitments.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza (8)	2	K mart, Eckerd's, Big Star
Lake City Plz. (13)	1	Foodway, Radio Shack
Southtown Sq. (8)	2	Winn-Dixie, TG&Y

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Food - Fri.; Eckerd, K mart, Foodway, Big Star, Winn-Dixie, TG&Y - Sun.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Belk Hudson; Sears (catalog); K mart.
Discount Stores : TG&Y; Eagle Army-Navy.
Variety Stores - McCrory's; Van H. Priest.
Chain Drug Stores : Eckerd's; Gateway Rexall; Revco.
Chain Food Stores : Big Star; Winn-Dixie; Pantry Pride; G&H; S&S 5; Foodway.
Other Chain Stores - Goodyear; Scotty Home Builders; Western Auto; Diana Shops; Wickes; 84 Lumber.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 7,228; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Cae Emerson, Adv. Dir., REPORTER, PO Box 1709, Lake City, FL 32055; Tel. (904) 752-1293.
National Representatives : Branham; Pub. Rep. of Fla.

LAKE WALES

1 - LOCATION: Polk County, E&P Map D-3 (In Lakeland-Winter Haven SMSA). At intersection of North-South State Hwy. 27 and East-West State Hwy. 60. Citrus, cattle, tourist center. 60 mi. from Tampa

2 - TRANSPORTATION: Railroads : Seaboard Coastline.
Bus Lines : Greyhound.
Motor Freight Carriers : 5.
Airlines : Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,466
County/SMSA 80 Cen. 321,652

4 - HOUSEHOLDS:
City 80 Cen. 3,237
County/SMSA 80 Cen. 114,394

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$85,000,000.
Comm.	3	$140,650,000

6 - PASSENGER AUTOS: County 185,370

7 - ELECTRIC METERS: Res. 14,306

8 - GAS METERS: Res. 450

9 - PRINCIPAL INDUSTRIES: Citrus Growing & Packing; Lumber & Millwork; Fertilizer; Machy.; Concrete Prods. & Tile; Plastic Boat & Auto Interiors; Citrus Pdts. & Juice; Mobile Home Mfg.; Silica Mining; Mattress Mfg.; Soup; Electronics Mfg.; Paper Mfg.; Honey Production; Plastic-Container Mfg.; Fertilizer; PVC Pipe Mfg; Sheet Metal Fabrication; Printing; Auto Parts Assembly; Fiberglass Boat Hulls; Aluminuim Storage-Building Mfg.
Principal Pay Days : Fri. & Sat., 1st & 15th.

10 - CLIMATE: First killing frost, Dec. 20. Last killing frost, Jan. 1; Av. temp. 72.5 degrees.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas : Two blocks on Park and Stuart; two shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate (13)	NA	Publix, Belk's, Eckerd, McCrory's
Marketplace (60)	NA	Friedlander's, Smiling Jacks, Wales Furniture
Lake Wales (22)	NA	TG&Y, Winn-Dixie, Drug Mart
K mart Plaza	NA	K mart

Principal Shopping Days : Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : K mart; Friedlanders; Belk-Lindsey; TG&Y.
Variety Stores : Edwin's; Eagle Family Discount Store; McCrory's.
Drug Stores : Murray's Rexall; Eckerd's; Drug Mart; Apothecary Shop (Liggett's).
Chain Supermarkets : Publix; Winn-Dixie; McCallister's; IGA; Thriftway; Bert's Market; Smiling Jacks.

14 - NEWSPAPERS: HIGHLANDER (e-mon to fri) 4,973; (S) 4,650; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Kathy Wilson or Jim Boice, Adv. Sales, HIGHLANDER, 33-37 W. Orange Ave., Lake Wales, FL 33853; Tel. (813) 676-2571.
National Representative : None.

LAKELAND

1 - LOCATION: Polk County (In Lakeland-Winter Haven SMSA). E&P Map C-2. 38 mi. from Tampa. On State Hwys. 33, 35, 37, 600; U. S. Hwys. 92, 98, 1-4.

2 - TRANSPORTATION: Railroads - Seaboard Coastline.
Motor Freight Carriers - 14.
Intercity Bus Lines - Florida Greyhound; Tamiami Trailways.

3 - POPULATION:
City 80 Cen. 47,406
CZ-ABC: (70) 76,510; (81) 100,200
RTZ-ABC: (70) 150,172; (81) 239,000
County/SMSA 80 Cen. 321,652;
City & RTZ-ABC: (70) 227,222; (81) 339,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,240
County/SMSA 80 Cen. 114,394
CZ-ABC: (70) 25,243; (81) 37,900
RTZ-ABC: (70) 47,660; (81) 87,400
City & RTZ-ABC: (70) 227,222; (81) 125,300

5 - BANKS: S & L Assns. 3; Comm. 7-Total Est. Dep. $1,853,657,000.

6 - PASSENGER AUTOS: County 185,370

7 - ELECTRIC METERS: Residence 18,970

8 - GAS METERS: Residence 6,795

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage): All Mfg. Av. Wage ($255); Food Pdts. ($205); Chemicals ($331); Non-Metallic Minerals ex Fuels ($291).

10 - CLIMATE: Min. & Max. Temp. - Spring 61-81; Summer 71-90; Fall 65-82; Winter 52-72. First killing frost, Nov. 16. Last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Kentucky Ave., 3 blocks on Tennessee Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown (26)	NA	Maas Bros., J.C. Penney
Southgate	2	Publix, Walgreen, Belk-Lindsey
Grove Park (27)	3	Scotty's, Publix, Eckerd
Searstown (34)	3	Sears, Belk-Lindsey, Publix, Woolworth
Wabash (16)	1	Publix, Eckerd
Lakeland Mall (50)	2	Ward's, Woolco
Edgewood (20)	20	Jewel T, Eckerd
Imperial Mall (14)	3	Zayre, SupeRx, Food Fair, Eagle Army & Navy
Lake Miriam Sq (32)	14	Food World, Wilkor, Eckerd
Lakeland South Center (37)	30	Independent Shoppes
Ingraham (22)	NA	Sawmill, Cannon Music
Market Square (10)	4	TG&Y, Winn-Dixie, Eckerd

Stores Open Evenings : Until 9 p.m. daily (with the exception of small retailers). Discount, food, Maas Bros., J.C. Penney.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J.C. Penney; Maas Bros.; Belk-Lindsey; Sears; Radio Shack 4; Babcock 3.
Discount Stores :K mart; Zayre; Woolco; TG&Y Family Center; Albertson's.
Variety Stores - McCrory; Woolworth.
Chain Drug Stores : Walgreen; Eckerd 3; Donatelli's 4; SupeRx 2.
Chain Food Supermarkets : Publix 4; Winn-Dixie; Foodtown 1; Food Fair 2; Shopping Basket 2; Kash & Karry; Albertson's 1; Food World.
Other Chain Stores - Thom McAn; Fremacs; Sherwin-Williams; Porter Paint; Singer Co.; Goodrich; Goodyear; Firestone; S&H Green Stamps; Sears; Leeds; Josies; Hanover Shoes; Zales; George Stuart; Color Tile; Western Auto.

14 - NEWSPAPERS: LEDGER (e) 56,414; (S) 64,427; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don Whitworth, Adv. Mgr., LEDGER, PO Box 408, Lakeland, FL 33802; Tel (813) 687-7000.
National Representatives : Branham; Pub. Rep. of Fla.

LEESBURG

1 - LOCATION: Lake County, E&P Map C-2. 35 mi. NW of Orlando; 78 mi. NE of Tampa.

2 - TRANSPORTATION: Railroads - Seaboard Coast Line.
Intercity Bus Lines - Florida Greyhound.
Motor Freight Carriers - 5.

3 - POPULATION:
Corp. City 80 Cen. 13,191
CZ-ABC: (70) 11,869; (81) 15,800
RTZ-ABC: (70) 72,275; (81) 119,400
County 80 Cen. 104,870
City & RTZ-ABC: (70) 84,144; (81) 135,200

4 - HOUSEHOLDS:
City 80 Cen. 5,349
County 80 Cen. 41,650
CZ-ABC: (70) 4,090; (81) 6,300
RTZ-ABC: (70) 25,070; (81) 47,700
City & RTZ-ABC: (70) 29,160; (81) 54,000

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$319,930,000
Commercial	4	$446,844,000

6 - PASSENGER AUTOS: County 67,295

7 - ELECTRIC METERS: 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage) - Citrus Packing ($140); Manufacturing ($180).

10 - CLIMATE: Min. & Max. Temp. - Spring 71-86; Summer 82-92; Fall 68-73; Winter 54-69.

11 - TAP WATER: Neutral.

12 - RETAILING:
Principal Shopping Centers : Palm Plaza, Zayre Plaza, Southside Shopping Center, K mart Plaza, Lake Square Mall.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; Ezell's; Belk-Lindsey; Masters Mart.
Chain Drug Stores : B&W (Rexall) 2; Eckerds; SupeRx; Walgreens.
Chain Food Supermarkets : A&P; Pantry Pride; Publix; Food World; Winn-Dixie 2.
Other Chain Stores - Western Auto; Woolworth's; Goodyear; Sherwin-Williams; Mary Carter Paints; S&H Green Stamps; ABC Liquors; Scotty's; Green Harris; 84 Lumber; Country Furniture USA: Noll's Furniture; Connie Shoes; Friedman Jewelers; Zales Jewelers; Kay Jewelers; General Nutrition Center; Radio Shack; Kinney Shoes; Playland Toys; Lerner; Stuarts; McCrory's 2; Sterchis; Ben Franklin.

14 - NEWSPAPERS: COMMERCIAL (e-mon. to fri.) 12,312; (S) 13,225; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ken Pass, Adv. Mgr., COMMERCIAL, 212 East Main St., Leesburg, FL 32748; Tel. (904) 787-4515.
National Representative : Branham.

MARIANNA

1 - LOCATION: Jackson County, E&P Map B-1, on Chipola River, 51 mi. NE of Panama City.

2 - TRANSPORTATION: Railroads : SCL; L&N.
Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,074
County 80 Cen. 39,154

4 - HOUSEHOLDS:
City 80 Cen. 2,605
County 80 Cen. 13,332

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	1	$30,000,000
Commercial	3	$89,172,000

6 - PASSENGER AUTOS: County 16,897

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Limestone Quarries; Pine & Hardwood Timber; Peanut Shelling; Farming (Peanuts, Soybeans & Corn); Apparel; Furniture.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Not fluoridated.

Right On Target . . .
The Central Florida Golden Market Group

• Gainesville Sun — (904) 378-1411
P.O. Drawer A, Gainesville, FL 32602
• Ocala Star-Banner — (904) 629-0011
P.O. Box 490, Ocala, FL 32670
• The Ledger — (813) 687-7000
P.O. Box 408, Lakeland, FL 33802
• Lake City Reporter — (904) 752-1297
P.O. Box 1709, Lake City, FL 32055
• Leesburg/Commercial — (904) 787-4515
P.O. Box 7, Leesburg, FL 32748
• Palatka Daily News — (904) 328-2721
P.O. Drawer 777, Palatka, FL 32077

"We Deliver Central Florida"
One Order • One Bill

Other New York Times Newspapers
Avon Park Sun, Avon Park, Fla. weekly
The Sebring News, Sebring, Fla. weekly
Marco Island Eagle, Marco Island, Fla. weekly
Fernandina Beach News-Leader, Fernandina Beach, Fla. weekly
The Zephyrhills News, Zephyrhills, Fla weekly
The Islander, Anna Maria, Fla. weekly
The Golden Gate Eagle, Golden Gate, Fla. weekly
The Dispatch, Lexington, N.C. daily
Star-News Newspapers, Wilmington, N.C. daily
The Times-News, Hendersonville, N.C. daily
The Houma Daily Courier, Houma, La.
The Daily Comet, Thibodaux, La.

NYT
A New York Times Company

Represented by Branham Newspaper Sales
and Publisher's Representatives of Florida, Inc.

12 - RETAILING:

Name (No. of stores)	Miles from Downtown	Principal Stores
Carol Place(19)	NA	Sew'N'Sew Fabrics, Dollar General
Lafayette Plaza(2)	NA	TG&Y, Piggly Wiggly
Rivergate Plaza	NA	Woolworth, Radio Shack, Winn-Dixie

13 - RETAIL OUTLETS: Department Stores – Sears; Thrift; Daffin's.
Variety Stores – Family Dollar; Bill's Dollar; TG&Y.
Chain Drug Stores : Hightowers; Watson-Rexall; Parramore's; Waco; Kelson Drugs.
Chain Supermarkets : IGA Foodliner; Piggly Wiggly; Winn-Dixie.
Other Chain Stores : Clothing: The Parisian; Cato's; The Kenwin Shop; Schreiber's (men); Tops & Bottoms; Standland's; Men's & Boys' Wear.

14 - NEWSPAPERS: JACKSON COUNTY FLORIDAN (e-tues to fri) 4,679; (S) 5,064; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Lloyd G. White, Pub., JACKSON COUNTY FLORIDAN, PO Box 520, Marianna, FL 32446; Tel. (904) 526-3614.
National Representative : None.

MIAMI

1 - LOCATION: Dade County (SMSA). E&P Map D-4. 260 mi. SE of Tampa; 350 mi. S of Jacksonville.

2 - TRANSPORTATION: Railroads : Florida East Coast; Seaboard.
Waterways : Atlantic Intracoastal Waterway with barge service.
Intercity Bus Lines : Greyhound; Trailways.
Motor Freight Carriers : 57.
Steamship : 24 passenger; 65 freight.
Airlines : 75 scheduled airlines; 74 non-scheduled.

3 - POPULATION:
Corp. City 80 Cen. 346,931
CZ-ABC: (70) 1,267,792; (81) 1,634,700
RTZ-ABC: (70) 672,686; (81) 1,142,400
County/SMSA 80 Cen. 1,625,979
City & RTZ-ABC: (70) 1,940,478; (81) 2,777,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. City 134,067
County/SMSA 80 Cen. 609,883
CZ-ABC: (70) 428,035; (81) 636,700
RTZ-ABC: (70) 239,356; (81) 468,900
City & RTZ-ABC: (70) 667,391; (81) 1,105,600

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	17	$12,990,800,000
Commercial	64	$7,982,108,000

6 - PASSENGER AUTOS: County 1,339,545

7 - ELECTRIC METERS: Residence 592,011

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners-Mfg. 101,500; Construction 38,400; Transp. 71,900; Fin., Ins. & Real Est. 52,700; Ret. Trade 130,100; Service 176,900; Gov. 96,600. (Av. Wkly. Wage). Food ($250); Apparel ($162); Furn. & Fixt. ($209); Machy. ($266); Transp. Equip. ($275).

10 - CLIMATE: Min. & Max. Temp. – Spring 64-82; Summer 75-87: Fall 66-86; Winter 62-75. No killing frost.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Shopping Areas (With Principal Store and/or Supermarket):

Central Business Districts

Downtown Miami – Burdine's, J. Byron's, Jordan Marsh, Jefferson's, Sears
Lincoln Rd. Mall-Sandra Post, Florsheim Shoes, I Miller, Adrian Thal Furs, Burdine's, Lane Bryant, Peak Imports
Miracle Mile-Don Mullen, Singer Center, Thayer McNeil, Balogh's, Elizabeth Arden, Sandra Post

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
163rd St.(90)	8	Burdine's, Pantry Pride, J.C.Penney, Jordan Marsh
Lincoln Road(180)	4	Burdine's, Pantry Pride
Miracle Mile(160)	8	Pantry Pride, J. Byron's, Sears
Key Biscayne(17)	6	Pantry Pride, Kwik Chek
Dadeland(135)	13	Burdine's, Pantry Pride, J.C. Penney, Jordan Marsh
Carol City(27)	10	J.C. Penney, Grand Union
Palm Springs Mile(139)	8	J. Byrons,Grand Union, Publix, Jefferson, Winn-Dixie, Zayre,
Northside(75)	8	Sears, Grand Union J.Byrons
Biscayne(35)	6	J.C. Penney, Walgreen, Pantry Pride
Central(27)	5	J.C. Penney, Grand Union, Zayre
Westchester(45)	6	Pantry Pride, Zayre, K mart
Red Bird(14)	8	Belks, Walgreen, Grand Union
Cutler Ridge(103)	17	Pantry Pride, Sears, Burdines, Jordan-Marsh
Miami Gardens(30)	2	Publix
127th Street	2	Woolworth, Publix
Concord(47)	3	Grand Union
University(12)	2	Woolworth, Pantry Pride
Suniland(53)	3	Publix, Grand Union
Perrine(39)	3	Woolworth, Kwik-Chek
Bal Harbour(42)	12	Abercrombie & Fitch, Neiman Marcus, Saks Fifth Ave.
Midway(89)	11	Winn-Dixie, Woolco, Jefferson
Westland(90)	13	Sears, Burdine's, J.C. Penney
Omni(160)	1	J.C. Penney, Jordan Marsh
Skylake(70)	10	Gold Triangle, J. Byron's

Other Shopping Centers (Regional) : Catalina; Kendal Mall; Homestead Plaza.
Stores Open Evenings : Downtown-Mon., Thu. & Fri.; Food & suburban-every night.

13 - RETAIL OUTLETS: Department Stores – Burdine's 6; Sears 5; J. Byron's 11; J.C. Penney 6; Jordan Marsh 3; Jefferson 6.
Discount Stores : Zayre 10; K mart 6; Gold Triangle 3; Woolco 4; Eagle Army/Navy 28.
Variety Stores – Kress; Woolworth; McCrory; Kresge; Neisner's.
Chain Drug Stores : Eckerd 22; Florida 2; Lee's 5; Sheldon's 2; Kasden 2; Walgreen 11; SupeRx 11; Liggett-Rexall 3; Gray 9.
Chain Supermarkets : Grand Union/Basics Way 25; Publix 28; Pantry Pride 67; Winn-Dixie/Kwik Chek 62; 7-Eleven 86; Convenient 3; U-Tote-M 66; Food Spot 23; Lil General Stores 18; Associated 169; Great Valu 2; Thrifty.
Other Chain Stores – Neiman-Marcus; Lerner's; Saks; Becks; Thom McAn; Lane Bryant; National Shirt; Western Auto; Mangel's; Mary Jane Shoes; Baker Shoes; Three Sisters; Blackton; Pix Shoes; Nunn-Bush; Firestone; Goodyear; Judi Leslie; Sandra Post; Hartley's; Baron's; Dick Richmond; L. Luria; Best.

14 - NEWSPAPERS: HERALD (m) 444,860; NEWS (e) 60,028; Comb. (m&e) 504,888; Mar. 31, 1981 ABC.
DIARIO LAS AMERICAS (Spanish) (m-tues to sat) 56,681; (S) 56,681; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: John Kosanke, Adv. Dir., HERALD-NEWS, 1 Herald Plaza, Miami, FL 33101; Tel. (305) 350-2576. Enrique J. Perez, Adv. Mgr., DIARIO LAS AMERICAS, 2900 N.W. 39th St., Miami, FL 33142; Tel. (305) 633-3341.
National Representatives : HERALD & NEWS – Knight-Ridder; DIARIO LAS AMERICAS – Contact Direct.

NAPLES

1 - LOCATION: Collier County, E&P Map D-4, County Seat. Summer & winter resort, directly on Gulf of Mexico. Agricultural, shipping & fishing center. Oil production. 112 mi. NW of Miami, on Tamiami Trail U.S. 41, 163 mi. S of Tampa. Western terminal of Florida 84 Everglades Expressway to Ft. Lauderdale, 89 mi. to the East. On the Inland Waterway, gateway to the 10,000 Islands.

2 - TRANSPORTATION: Airlines: Air Florida; Naples Airlines.
Bus: Tamiami Trailways; Greyhound.
Motor Freight Carriers: 6.

3 - POPULATION:
Corp. City 80 Cen. 17,581
CZ-ABC: (70) 24,500; (81) 52,500
RTZ-ABC: (70) 15,472; (81) 44,000
County 80 Cen. 85,791
City & RTZ-ABC: (70) 39,972 (81) 96,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 8,075
County 80 Cen. 33,891
CZ-ABC: (70) 8,886 (81) 21,800
RTZ-ABC: (70) 4,928 (81) 16,600
City & RTZ-ABC: (70) 13,814; (81) 38,400

5 - BANKS: Savings & Loan 7; Commercial 11; Deposits $949,605,000

6 - PASSENGER AUTOS: County 61,659

7 - ELECTRIC METERS: 62,700

Naples Daily News

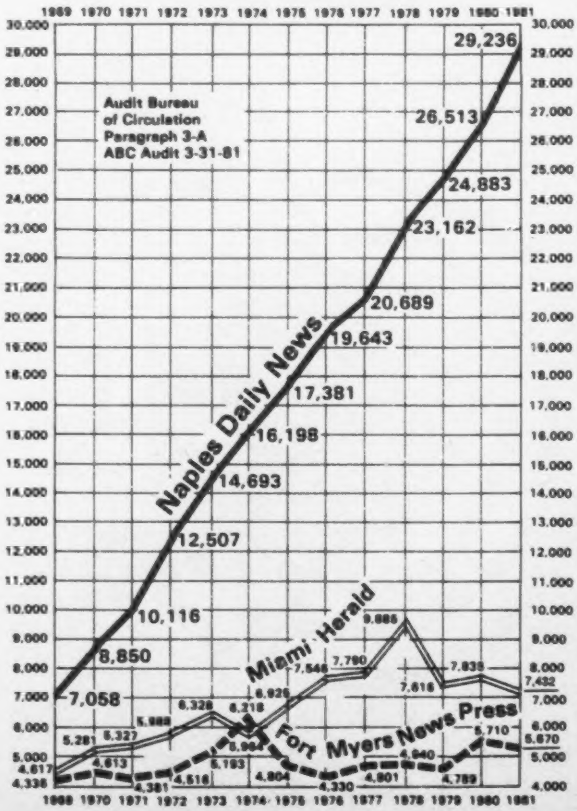
NAPLES, FLORIDA

95% Sunday*
83% Daily*
Primary Market Area Coverage

Call H.A. (Rocky) Strunk
Nat'l. Advertising Mgr. 813-263-4730
1075 Central Avenue, Naples, Fl. 33940

* Audit Bureau of Circulations, March 31, 1981

Circulation Comparison*
Collier County, Florida



8 - GAS METERS: Bottle gas only.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners- Resorts; Agriculture; Fishing; Const.; Land Develop.; Manufacturing 980 ($200); Constr. 3,400 ($450 skilled); (unskilled $200); Wholesale and retail trade 8,700; Transp. & Public Utilities 1,170; Fin., Ins. & Real Estate 2,620 Gov.; 3,840; Agriculture 2,029; Service, mining & miscellaneous 6,700; Ptg. and Pub. 269; Year round tourists; Marine research & testing; Concrete & Ornamental Iron Products.
Principal Pay Day – Fri.

10 - CLIMATE: Min. & Max. Temp. Spring 63-83; Summer 70-90; Fall 70-85; Winter 62-84.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center : 7 blocks on 5th Avenue, 6 on Tamiami Trail; 3 on 3rd Street south (exclusive shops).
Neighborhood Shopping Centers : 4 blocks on North Tamiami Trail; 3 on East Tamiami Trail; Central Shpg. Mall; Gulf Shore Shpg. Ctr.; Gulf Gate Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall (14)	NA	Winn-Dixie, Eckerd, Beall's
Park Shore (25)	NA	K mart, Eckerd, J. Byron, Grand Union
Naples (35)	NA	Publix Mkt., Britt's Dept. Store
Gulf Gate (15)	NA	American, TG&Y Family, Publix
Coastland (73)	NA	Maas Bros., Sears

Principal Shopping Days : Wed., Thu., Fri. and Sat.
Stores Open Evenings : Liggett's; Publix; Winn-Dixie; Grand Union; K mart; TG&Y; Beall's; Britt's; Maas, Sears; Eckerd Drug; J. Byrons 6 nights.

13 - RETAIL OUTLETS: Department Stores K mart; J. Byron; TG&Y; Beall's Dept. Store; Sears; Maas Brothers; Britts; Masters.
Variety Stores – Hartley's Variety Store; McCrory's; TG&Y; Eagle Army/Navy
Chain Drug Stores : K mart; Eckerd Drug; Treasury Drug; Gray Discount Drugs; Rexall.
Chain Food Stores : Grand Union; LaMannas Supermarket; Sunshine Foodway; Sunshine Suprex; Winn-Dixie; Publix.
Other Chain Stores : Western Auto; Robb-Stuckey; Naples Furniture; Mark Forc & Strike; Gattles; Baxter Shoes; Babcock Furniture: Al's Appliance; Army/Navy; Eagle Stores; Lerners; Bakers; Zales; Kay Jewelers; Sherwin-Williams; Radio Shack; Playland Toy Stores; General Nutrition; Hanover Shoes; Thom McCan; Colony Shops; Zales Jewelers; Casual Corner; The Gap Wrangler Ranch; Helyn Brown; David Fredericks; Baskin Robbins Ice Cream; Naturalizer Shoes; Girard Jewelers; Bill Smith Appliances.

14 - NEWSPAPERS: NEWS: (e-mon to fri) 25,402; (S) 30,411; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Patrick Berling, Adv. Dir., NEWS, 1075 Central Ave., Naples, FL 33940; Tel. (813) 262-3161.
National Representative : Direct – Contact Robt. Groff, Natl. Adv. Mgr.

OCALA

1 - LOCATION: Marion County, E&P Map C-2, County Seat. In center of inland Florida. Light manufacturing center. 96 mi. SW of Jacksonville and 80 mi. NW of Orlando.

2 - TRANSPORTATION: Railroads – Seaboard Coast Line; Amtrak.
Motor Freight Carriers – 3.

3 - POPULATION:
Corp. City 80 Cen. 37,170
CZ-ABC: (70) 27,872; (81) 36,200
RTZ-ABC: (70) 41,158; (81) 91,200
County/SMSA 80 Cen. 122,488
City & RTZ-ABC: (70) 69,030; (81) 127,400

4 - HOUSEHOLDS:
City 80 Cen. 13,492
County/SMSA 80 Cen. 45,458
CZ-ABC: (70) 8,891; (81) 13,700
RTZ-ABC: (70) 13,328; (81) 33,600
City & RTZ-ABC: (70) 22,219; (81) 47,300

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	4 234	$350,074,000
Commercial	7 237	$344,660,000

6 - PASSENGER AUTOS: County 70,179

7 - ELECTRIC METERS: 25,445

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Agriculture 2,390 ($116); Mining 113 ($227); Food 495 ($234); Apparel 523 ($157); Ptg. & Publ. 245 ($175); Stone & Clay 226 ($249); Mobile Homes 1,427 ($250).
Principal Industrial Pay Days : Wed., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 60-88; Summer 70-92; Fall 60-83; Winter 43-69. First killing frost, Dec. 7. Last killing frost, Feb. 27.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 4 blocks around Downtown Square; Pine Street Shopping Center & West on Pine St., Ocala Shopping Center; Searstown Shopping Center; 40 East Shopping Center; The Cascades Mall; Cooks Plaza; K mart Plaza; and Family Mart on Silver Springs Blvd.; Paddock Mall on State Rd. 200; Cedar Shores Shopping Plaza on Mari Camp Road.
Principal Shopping Days : Thu., Fri., Sat., Mon.
Stores Open & Close : Shpg. centers open every evg.

13 - RETAIL OUTLETS: Department Stores – Rheinauers; Belk-Lindsey; Sears; J. C. Penney; K mart, Maas Brothers.
Variety Stores – Woolworth's; Eagle; Neisner Brothers; TG&Y.
Discount Stores : Cooks.
Chain Drug Stores : Walgreen 3; Bitting's (Rexall) 2; SupeRx; West Brothers Phcy.; Eckerd's; K mart; Family Mart.
Chain Food Supermarkets : Winn-Dixie 4, Thriftway 2; Publix 2.; A&P; Pantry Pride; Kash 'N Karry; Family Mart.
Other Chain Stores – Lerner's (women's wear); Diana Shop (women's wear); Denim Den; Zale Jewelry; Goodrich; Firestone; Vogue Shop; Sherwin-Williams; Western Auto; Gordon's Jewelers; Pittsburgh Plate Glass; S&H Green Stamps; TV Stamps; Cloth World, Fabric King; Masters Merchandise; Pinch-a-Penney; Bell Shoes.

14 - NEWSPAPERS: STAR-BANNER (e-mon to fri) 34,307; (S) 37,076 Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul Bairstow, Adv. Dir., STAR-BANNER, 819 S.E. 1st Terrace, Ocala, FL 32670; Tel. (904) 629-0011.
National Representatives : Branham; Pub. Rep. of Fla.

ORANGE PARK

1 - LOCATION: Clay County, E&P Map D-1 (In Jacksonville SMSA). Residential area in NE portion of state adjacent to Jacksonville south boundary; on U.S. Hwys. 17, I-95; State Hwys. 220 & 224.

2 - TRANSPORTATION: Railroads – Seaboard Coast Line.
Motor Freight Carriers – 5.
Intercity Bus Lines – Greyhound.
Airlines – Delta; Eastern; National; Southern; Air Florida, Braniff; (at Jacksonville).

3 - POPULATION:
Corp. City 80 Cen. 8,766
County 80 Cen. 67,052
SMSA 80 Cen. 737,519
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,917
County 80 Cen. 21,646
SMSA 80 Cen. 263,829

5 - BANKS: 4; Deposits $63,976,408

6 - PASSENGER AUTOS: County 38,860

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp. – Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 15. Last killing frost, Feb. 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel Air	1	Winn-Dixie
Kingsley Sq.	1	Publix Mkt., Eckerd Drug
Orange Pk. So.	2	Ivey's, Sears, May Cohen
Pinetree Plaza	1	Big Star
Live Oak Plaza	1	Eckerd's

13 - RETAIL OUTLETS: Department Stores – May-Cohens; Sears; Ivey's.
Chain Drug Stores : Atkinson's; Townsend's; Bel Air; Pic-N-Save; Eckerd's.
Chain Supermarkets : Publix; Winn-Dixie; Pantry Pride; Big Star; A&P.

14 - NEWSPAPERS: CLAY TODAY (e-mon to fri) 5,307; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Mike McMichael, Adv. Mgr., CLAY TODAY, 1564 Kingsley Ave., Orange Park, FL 32073; Tel. (904) 264-3200.
National Representative : Thomson.

ORLANDO

1 - LOCATION: Orange County (In Orlando SMSA), E&P Map D-2, County Seat. Florida's largest inland city; 134 mi. S of Jacksonville; 50 mi. W of Cape Canaveral; 232 mi. N of Miami. Major tourist & convention city. Regional transportation, communications, distribution, retail, financial, education, & agriculture center for central Florida. Orlando Foreign Trade Zone. Orlando Naval Training Center. U.S. Hwys. 17, 92, 27, 192 & 441. I-4, Florida Turnpike, Beeline Expressway, East-West Expressway. Florida Hwys. 46, 50, 436, 438 & 520.

2 - TRANSPORTATION: Railroads : Seaboard Coast Line; Amtrak; Auto-Train Corp.
Motor Freight Carriers : 34.
Intercity Bus Lines : Greyhound; Trailways; OSO Transportation Authority; Central Florida Bus; Grayline; Orlando Tour Lines.
Airlines : Air Florida; Braniff; Delta; Eastern; Northwest; Ozark; Pan Am; Republic; TWA; United; American; USAir.

3 - POPULATION:
Corp. City 80 Cen. 128,394
CZ-ABC: (70) 371,023; (81) 583,000
Bal. in PMA-ABC: (70) 192,026; (81) 305,700
Total PMA-ABC: (70) 563,049; (81) 888,700
SMSA 80 Cen. 700,699
County 80 Cen. 471,660
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 47,708
County 80 Cen. 170,985
SMSA 80 Cen. 252,847
CZ-ABC: (70) 116,835; (81) 210,600
Bal. in PMA-ABC: (70) 65,419; (81) 121,800
Total PMA-ABC: (70) 182,318; (81) 332,400

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	18	$1,874,383,000
Commercial	24	$2,466,707,000

6 - PASSENGER AUTOS: County 331,495; SMSA 478,727

7 - ELECTRIC METERS: City Res. 50,227; Co. 176,582; SMSA 266,413

8 - GAS METERS: City Res. 5,137; SMSA 20,845

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Manufacturing 36,400 (Av. Wk. Wage $270); Construction 20,900; Trans., Com., Util. 14,500; Trade 77,200; Finance 20,300; Services 80,600; Government 42,400.

10 - CLIMATE: Min. & Max. Temp. – Spring 63-84; Summer 73-92; Fall 60-82; Winter 51-75.

11 - TAP WATER: Alkaline, hard; fluoridated. 3 per M.

12 - RETAILING: Major Retail Areas – Downtown Orlando – 10 blocks on Orange and Magnolia Avenues bounded by Colonial Ave., South St., Garland Ave. and Rosalind.
East Orlando – 24 blocks on East Colonial bounded by Semoran Blvd. Colonial Plaza 103 stores; Fashion Square 100 stores.
North Orlando – Downtown Winter Park 100 shops and boutiques. Winter Park Mall 54 stores; Altamonte Mall 160 stores; Seminole Plaza 36 stores; Interstate Mall 29 stores.
West Orlando – 20 blocks on West Colonial bounded by Kirkman Road. Wards Plaza; Parkwood Plaza 30 stores; Pine Hills Center 45 stores; Tri-City Center 26 stores.
South Orlando – South Orange Blossom Trail; South Orange Ave.; Southside Center 15 stores; Conway Center 15 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albertson's	5	Albertson's, Handy City
Aloma (27)	6	Publix, Winn Dixie
Altamonte (165)	9	Sears, Jordan Marsh, Burdines, Robinsons
Apopka Plaza	11	Pantry Pride
Azalea Park	2	Pantry Pride
Butler Plaza (35)	6	Woolco, Publix
Brantley Sq. (16)	9	Lurias, Winn-Dixie
Casselberry (19)	9	Winn-Dixie, Eckerd's, TG&Y
Century Plaza (2)	5	Woolco, A&P, Handy City
College Pk.	2	Publix, Eckerd
Colonial Plaza (103)	2	Jordan Marsh, Belk-Lindsey, O.G. Wilson
Conway (17)	4	Publix, TG&Y
Coytown (18)	2	Winn-Dixie
Crystal Lake (3)	3	Eckerd
Dover Shores (17)	3	Winn-Dixie
Eastland (14)	4	Food World
Edgewater (13)	5	Food World
Fairvilla (12)	2	Pantry Pride
434 Center	11	Winn-Dixie, Eckerd
Fashion Sq.	3	Burdines, Robinsons, Sears, McCrory
Ft. Gatlin	4	IGA
Gooding's Plaza	10	Goodings, Eckerd
Herndon Plaza (14)	3	Pantry Pride, Eckerd, K mart
Hollienna (3)	3	Publix, Eckerd
Hoffner Plaza	5	Winn-Dixie, Eckerd
Interstate (35)	9	Ward, Sac'N'Save
Lee Rd. (17)	5	Woolco, A&P, Eckerd
Leeds Plaza	3	Leed's, Gold Triangle
Longwood Plz.	11	Winn-Dixie, Eckerd, TG&Y
Longwood Vlg. (23)	11	Publix, Jacobsons
Maitland (19)	6	SupeRx, Goodings, Winn-Dixie, Leed's
Market Sq. (15)	7	Lurias, Pantry Pride, Walgreen
Mill Creek Mall	17	Publix, Eckerd, Bealls
North Main	16	Sears, Winn-Dixie, TG&Y
Oak Ridge Plaza (25)	6	Winn-Dixie, Eckerd
Orange Blossom (33)	NA	Pantry Pride, Walgreen, McCrory
Orange No. Plz. (30)	13	Thriftway, Eckerd
Orienta Plz.	9	Winn-Dixie, Eckerd
Palm Springs	9	Albertson's
Parkwood Plz. (33)	3	Pantry Pride
Pine Hills (42)	5	Belk-Lindsey, Woolworth, Walgreen, G.C. Murphy, Publix
Pinecastle	5	Winn-Dixie, TG&Y
Sanford Plz. (28)	18	J.C. Penney, Publix, McCrory, Sears
Seminole Plaza (36)	9	Food World, Leeds, Eckerd
Silver Pines (24)	5	Fairway, Lurias
Silver Star (15)	5	Publix, Eckerd
Sky Lake (6)	6	Publix, K mart
South Trail	4	Winn-Dixie
Southside (13)	2	Publix, Albertsons
Springs Plaza	10	Albertsons
Tri-City (23)	13	Food World, TG&Y, Eckerd
Town Corral	17	Sears, Winn-Dixie, TG&Y
Turkey Lake (23)	9	TG&Y, Winn-Dixie
Wards Plaza (4)	3	Jefferson Ward, Food World
Western Way (13)	2	Winn-Dixie
Winter Park (60)	5	Iveys, J.C. Penney
Zayre (14)	9	Zayre, Pantry Pride
Zayre (4)	2	Zayre, Pantry Pride

Principal Shopping Days : All week.
Stores Open Evenings : Shopping Ctrs., Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Ivey's: Belk-Lindsey 2; Sears 4; Penney's 3; Jefferson Ward 2; Jordan Marsh 2; Burdine's 2; Robinson's 2; Catalog Sales; Leeds 4; O.G. Wilson; Lurias 3.
Discount Stores : Zayre 6; K mart 10; Woolco 3; Gold Triangle.
Variety Stores : Woolworth 4; McCrory 7; Eagle Family Discount 11; TG&Y 15; G.C. Murphy.
Chain Drug Stores : Walgreen 7; Liggett Rexall 10; Eckerd 28; SupeRx 8.
Chain Food Stores : Winn-Dixie 30; A&P 4; Publix 15; Food World 7; Pantry Pride 11; Fairway 7; Albertson's 5; Best Way 3; Gooding 2.
Convenience Chain Stores : Cumberland Farms 63; Lil Champ 6; Lil Chief 2; Lil General 9; 7-Eleven 80; Shop & Go 35; Tenneco 19; Wareco Mini-Mart 2.
Other Chain Stores : Automotive Supply: Western Auto, B.F. Goodrich, Goodyear, Pan American, Uniroyal, Midas, AAMCO, Tuffy; Building Materials: Moore-Handley, Panel World, Ace Hardware, Scotties, Evans, Thomas, Lowes, 84 Lumber, Handy City; Apparel – Mens: Barons, Britches South, Clothes Horse, His Stores, Pants Place, Pressley's, Surrey's, The Ranch, Rutland's, Schwobilt, Richman Brothers, The Gap, Levitation, Carnaby Shop, Chess King; Apparel – Women: Colony Shops, Edward-Macy-Brenners, Harper's, Kara-Lyn, Lane Bryant, Lerner, Maternalane, Rheinauers, 5-7-9, Stuff To Wear, Accent, Inc., The Gap, Body Shop, The Limited, Brooks, Casual Corner, Foxmoor Casuals, Young Sophisticates; Home Appliances, Radio, TV: Associated, Ernie Kelly Britts, Bill Bear, Bellows TV Town, Claude H. Wolfe, Whiteside, Radio Shack, LaFayette; Jewelers: Gordon's, Lawtons, Mayors, Zale's, Jacobs; Furniture: Badcock; Castro Convertibles, Carriage House, Hallmark, Kane, Levitz, Noll's, Sterchi; Fabrics: Mae's, JoAnn Fabrics, Stretch & Sew, Cloth World, Remnant Shops, Singer; Shoes: Baker's, Behr's, Flagg Brothers, Hanover Shoes, Holiday, Steffi, Stride Rite, Warren Stanley, Bari, His & Hers, Shoe Corral, Shoe Fair, Thayer McNeil, Thom McAn, Kinney, Pix, Jarman, Florsheim.

14 - NEWSPAPERS: SENTINEL STAR (all day) 207,621; (m-sat) 198,889; (S) 248,282; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George McDaniel, Gen. Adv. Mgr., SENTINEL STAR, PO Box 2833, Orlando, FL 32802; Tel. (305) 420-5790.
National Representative : CWO&O.

Markets change every year. So do their newspapers. For the latest on personnel, rates, mechanical requirements, you need the

Editor & Publisher YEAR BOOK

PALATKA

1 - LOCATION: Putnam County, E&P Map D-1, County Seat. On St. Johns River, 55 mi. S. of Jacksonville. On U.S. Hwy. 17.

2 - TRANSPORTATION: Railroads : ACL; Southern; Fla. East Coast at East Palatka.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound; Tamiami; Pioneer Trans.; Mercury; Great Southern.

3 - POPULATION:
Corp. City 80 Cen. 10,175
CZ-ABC: (70) 9,310; (81) 9,300
RTZ-ABC: (70) 26,980; (81) 41,800
County 80 Cen. 50,549
City & RTZ-ABC: (70) 36,290; (81) 51,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,659
County 80 Cen. 18,397
CZ-ABC: (70) 2,997; (81) 3,500
RTZ-ABC: (70) 8,497; (81) 15,100
City & RTZ-ABC: (70) 11,494; (81) 18,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$78,658,681
Commercial	3	$91,880,630

6 - PASSENGER AUTOS: County 24,458

7 - ELECTRIC METERS: 24,500

8 - GAS METERS: Residence 3,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Paper Mills 1,700 ($300); Boxes and Crates 150 ($170); Kaolin Glass Sand 100 ($170); Elec. Plants 125 ($250); Furn. Ind. 225 ($180); Specialty Bag Plant 330 ($170); Steel Fabrication 100 ($250).

10 - CLIMATE: Min. & Max. Temp. - Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 16. Last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 12 blocks on St. John's Avenue.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town & County (10)	NA	K mart, Publix
Azalea Plaza (16)	NA	Pantry Pride, Eckerd
Westgate (10)	NA	Stop & Shop, Ace Hdw., Rexall

Principal Shopping Days : Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Belk-Hudson; Alterman's; Eagle.
Variety Stores - McCrory's; Ben Franklin; Neisner's.
Chain Drug Stores : Walgreen; Rexall 2; Eckerd; Pic 'N Save; Professional Phcy.; Revco.
Chain Supermarkets : Winn-Dixie; Stop & Shop; Pantry Pride; Publix.
Other Chain Stores - Diana; Sears (catalog); Vogue; Goodyear; Firestone.

14 - NEWSPAPERS: NEWS (e-mon to fri) 11,532; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Beacham, Adv. Dir., NEWS, 1825 St. John's Ave., Palatka, FL 32077; Tel. (904) 328-2721.
National Representatives : Branham; Pub. Rep. of Fla.

PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton SMSA). E&P Map D-3. Hwy. 1A; U.S. Hwys. 1, 441 & 98; State 710; I-95; FL Turnpike.

2 - TRANSPORTATION: Railroads - Florida East Coast; Seaboard Coastline.
Airlines - National; Eastern; Delta; American; TWA; United; Air Florida; Braniff; USAir.

3 - POPULATION:
Corp. City 80 Cen. 9,729
County/SMSA 80 Cen. 573,125
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,141
County/SMSA 80 Cen. 232,937

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 372,215

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Avg. Ann. Temp. - 74.6; Summer 80.4; Winter 71.6; Rainfall 51-54 in. per yr.

11 - TAP WATER: N.A.

12 - RETAILING:
Neighborhood Shopping Centers - Royal Poinciana Plaza 26 stores, (Gucci, Sara Fredericks); Worth Ave. (Bonwit Teller, Saks Fifth Ave., Delman, Van Cleef, Marthas, Gucci, Sara Fredericks, Mark Cross, Cartier, Frances Browster, Elizabeth Arden, Esplanade.)

13 - RETAIL OUTLETS:
Chain Supermarket - Publix.

14 - NEWSPAPERS: NEWS (m) 4,570; (S) 4,987; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jerry Hastings, Adv. Dir., NEWS, Royal Poinciana Way, Palm Beach, FL 33480; Tel. (305) 655-5755.
National Representative : Sawyer-Ferguson-Walker.

PANAMA CITY

1 - LOCATION: Bay County (SMSA), E&P Map B-1. 96 mi. SE of Pensacola.

2 - TRANSPORTATION: Railroads - Atlanta & St. Andrews Bay (Freight Only).
Motor Freight Carriers - 8 and several barge & steamship lines.
Intercity Bus Lines - Greyhound; Trailways.
Airlines -Republic.

3 - POPULATION:
Corp. City 80 Cen. 33,346
CZ-ABC: (70) 64,738; (81) 97,000
RTZ-ABC: (70) 53,632; (81) 67,600
County/SMSA 80 Cen. 97,740
City & RTZ-ABC: (70) 118,370; (81) 154,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 12,877
County/SMSA: 80 Cen. 34,754
CZ-ABC: (70) 20,001; (81) 31,000
RTZ-ABC: (70) 16,887; (81) 24,600
City & RTZ-ABC: (70) 36,888; (81) 55,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	6	$134,812,113
Commercial	7	$203,376,734

6 - PASSENGER AUTOS: County 55,479

7 - ELECTRIC METERS: Residence 37,696

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Products; Asphalt; Concrete Slabs; Steel; Forgings; Paper Prod.; Tourism; Plastics; Ladies Wear; Airplane Engines; Chemicals; Tyndall Air Force Base; Nuclear Power Products; U.S. Naval Systems Center; Hair Accessories; Household Brushes; Pine Lumber.
Principal Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max Temp. - Spring 55-77; Summer 73-90; Fall 60-81; Winter 44-64. First killing frost, Nov. 30. Last killing frost, Mar. 3.
Average rainfall 58 in. per year. Avg. temp. 69.

11 - TAP WATER: Alkaline, normal soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 8 blocks on Harrison Ave. and cross sts.
Neighborhood Shopping Centers - (No. of Stores) Panama City Mall (120) 5 blocks on Beck Ave.; on East Hwy. 98, Springfield Plaza (5); Cove Center (13); Holiday Plaza (7); Parkway Plaza (2); Parker Shopping Center (7); Callaway Plaza (8); Gaylord's Center (9); Panama Plaza (9); 11th Street Shopping Center (13); Lynn Haven; Southwood; 22 miles motels and small shopping centers on Beaches.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Panama City (120)	5	Sears, Gayfers
Springfield (5)	5	G-H Home Center
Holiday Plaza (7)	7	Piggly Wiggly
Callaway Plaza (8)	5	Sunshine Foods
Gaylord's	2	Gaylord's, Delchamps, Eckerd's
Parkers (7)	5	TG&Y, Winn-Dixie
Cove (13)	1	Sunshine Foods
11th St. (13)		Piggly Wiggly, Howards
Lynn Haven	7	Piggly Wiggly, Sunshine Foods
K mart	3	K mart, Pantry Pride
Panama City Beach (7)	22	
Panama Plz. (9)	3	Winn-Dixie, Zayre, SupeRx
Southwood (8)	7	West Bldg. Mkt.
Wayside (10)	25	Christo's Wayside Mkt.
Baldwin Plz.	7	Revco, Winn-Dixie

Principal Shopping Days : Mon., Wed., Thurs., Sat.
Stores Open Evenings : Downtown Fri., Shopping Ctrs. Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Gaylord's; Sears Roebuck; Belk-Hudson; TG&Y; Gayfers; K mart; Howards; Gibsons; Zayre.
Variety Stores - Woolworth.
Discount Stores - Gaylord's Surplus Sales; Howard's; K mart; Zayre.
Chain Drug Stores : SupeRx; Eckerd's; City Drug 3; Cooper's 3; Revco 4.
Chain Food Supermarkets : Sunshine 8; Piggly Wiggly 5; IGA 1; Six-Ten Jiffy Stores 4; Quickway Stores 4; Delchamps; Majik Mkt. 6; Eagle Stores 2; Pantry Pride 1; Winn-Dixie 4
Other Chain Stores - Lerner's; Diana; Mangel's Dress Shop; Natl. Shirt Shop; Thom McAn; Butler; S&H Green Stamps; Morre-Handley; Dollar General; Top Dollar; Leons; Smith's Ladies Shop; Radio Shack; Grice Electronics; West Building Materials; Munford Home Center; Gilbergs; Western Auto; Firestone; Goodyear; Goodrich; Auto Sav; Big Ten Tires; Jewel Box; Gordon Jewelry; Swiss Colony; Leon's Casuals; Morrisons; Kinney Shoes; Casual Corner; Carlyle & Co.; Athletic Attic; Betty Gay; Camelot Music; County Seat; Depot; Father & Son; Foxmore; General Nutrition; Hallmark; Jeans West; Joyces; Orange Julius; Ranch; United Jewelers; Vogue; World Bazaar; Zales.

14 - NEWSPAPERS: NEWS-HERALD (m) 27,309; (S) 31,643; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Kaye Nichols Adv. Dir., NEWS-HERALD, 501 W. 11th St., Panama City, FL 32401 Tel. (904) 763-7621.
National Representative : Landon.

PENSACOLA

1 - LOCATION: Escambia County (In Pensacola SMSA). E&P Map A-1. On Gulf of Mexico, 212 mi. from New Orleans; 369 mi. from Jacksonville; 297 mi. from Birmingham, AL. Site of U.S. Naval Facilities.

2 - TRANSPORTATION: Railroads - Louisville & Nashville; Frisco Lines (freight).
Motor Freight Carriers - 15.
Intercity Bus Lines - Teche Greyhound; Trailways.
Airlines - Eastern; National; Air Florida.
Steamship Lines - 3.

3 - POPULATION:
Corp. City 80 Cen. 57,619
CZ-ABC: (70) 181,007: (81) 207,400
RTZ-ABC: (70) 233,613; (81) 307,000
County 80 Cen. 223,794
SMSA 80 Cen. 289,782
City & RTZ-ABC' (70) 414,620; (81) 541,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 21,641
County 80 Cen. 81,067
SMSA 80 Census 99,662
CZ-ABC: (70) 53,608; (81) 70,800
RTZ-ABC: (70) 68,100; (81) 103,100
City & RTZ-ABC: (70) 121,708; (81) 173,900

5 - BANKS: Savings 19; Sav. & Loan 4; Deposits $750,000,000.

6 - PASSENGER AUTOS: County 136,962

7 - ELECTRIC METERS: Residence 81,000

8 - GAS METERS: Residence 42,096

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners - Chemicals 6,600; Acrylic Fiber 900; Turpentine Based Chemicals 530; Nylon Fiber 5,200; Paper 1,800.

10 - CLIMATE: Min. & Max. Temp. - Spring 23-95; Summer 65-103; Fall 19-90; Winter 16-70. First killing frost, Dec. 9. Last killing frost, Feb. 20.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center - 8 blocks on Palafox St.; 8 on Garden St.
Neighborhood Shopping Centers and Regional Malls : Cervantes at Brownsville; Barrancas Ave. at Warrington; Pace Blvd. at Fairfield Dr.: Gulf Breeze; Davis at Maura; Mobile Hwy. & Fairfield Dr.; 9th Ave. at Creighton Rd.; Ensley, Corry & Warrington Rds. at Navy Blvd.; 9th Ave. at Fairfield Dr.; 9th Ave. at Bayou Blvd.; Navy Blvd. at US 98; Davis at 1-10; Palafox at 9 mile road; Gulf Breeze; Olive Rd. 8 Davis Hwy.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Warrington	6	Delchamps, Kwik-Check
Town & Country (57)	3	Gayfers, Delchamps, Eckerd
Gulf Breeze	4	Delchamps, Jitney Jungle, Piggly Wiggly, TG&Y
Westwood Mall (36)	4	Rhodes, Pantry Pride
Warrington Village (16)	6	Zayer, Pantry Pride
Belvidere Park (8)	7	Eckerd, Delchamps
Brentwood (8)	4	TG&Y, Warehouse Foods
Delmar (8)	9	Eckerd, Delchamps
Ensley	3	Barnes, Ben Franklin
Fairfield Plz. (20)	NA	Woolco, A&P, SuperRx
McDonalds (21)	3	Goodyear
Palafox (3)	1	Kwik-Chek
University Mall (77)	7	Sears, Penney, McRaes
Northview	9	West Brothers, Delchamps, Kwik-Chek
Cordova (75)	5	Gayfers, Mont. Ward

Principal Shopping Days : Mon., Fri., Sat., Sun.
Stores Open : Evenings.

13 - RETAIL OUTLETS: Department Stores - Sears; J.C. Penney; Gayfers; Ward's; McRae.
Discount Stores : Woolco 2; K mart 2; Zayre; West Brothers.
Variety Stores - Newberry; TG&Y; McCrory; Great Day.
Chain Drug Stores : SupeRx 3; Scotties 1; Gillette's 2; Godwins 3; Harrell's Rexall 2; Lemox 2; Eckerd 4; Rexall 3; Moulton's 6; Revco 4; Medicine Shoppe 1; Albertson 2.
Chain Food Supermarket : Delchamps 5; Kwik-Chek 6; A&P 3; Jitney Jungle 6; Piggly Wiggly 2; IGA 4; Plee-Zing 4; Panty Pride 3; Barnes 6; Albertson's 2; Red & White 2; Food Center Warehouse.
Other Chain Stores - Thom McAn (shoes): Butler's (shoes); Western Auto; Exotic; Richmond Bros. (men's clothing).

14 - NEWSPAPERS: JOURNAL (m) 57,675 NEWS (e-mon to fri) 12,711 comb. (m&e) 70,386; NEWS-JOURNAL (S) 69,881; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Miller, Gen. Adv. Mgr., NEWS and JOURNAL, One News-Journal Plaza, Pensacola, FL 32501; Tel. (904) 433-0041.
National Representative : Gannett.

PUNTA GORDA

1 - LOCATION: Charlotte County, E&P Map C-3, West Coast, 24 mi. N of Fort Myers on US Hwy. 41; 3 mi. S of Port Charlotte, residential and retirement community.

2 - TRANSPORTATION: Railroads - Seaboard Coastline.
Motor Freight Carriers - 3.
Intercity Bus Lines - Trailways; Greyhound.
Airlines - Naples Airlines.

3 - POPULATION:
Corp. City 80 Cen. 6,797
CZ-ABC: (70) 19,165; (81) 41,600
RTZ-ABC: (70) 14,187; (81) 34,100
County 80 Cen. 59,115
City & RTZ-ABC: (70) 33,352; (81) 75,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,190
County 80 Cen. 26,207
CZ-ABC: (70) 8,091; (81) 20,000
RTZ-ABC: (70) 6,124; (81) 17,200
City & RTZ-ABC: (70) 14,125; (81) 37,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan.	7	$850,000,000
Commercial	4	$400,000,000

6 - PASSENGER AUTOS: County 40,615

7 - ELECTRIC METERS: Res. County 29,214

8 - GAS METERS: Res. County 2,996

9 - PRINCIPAL INDUSTRIES: Construction, Real Estate, Services, Commercial Fishing, Tourism, Farming, Hospitals.

10 - CLIMATE: Min. & Max. Temp. - Spring 62-80; Summer 72-89; Fall 66-82; Winter 70-72.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers : Charlotte Shopping Center, E. Olympia, Punta Gorda; Punta Gorda Mall, Rte. 41; Town & Country, Rte. 41; Promenades, Rte. 41; Harbor Square, Rte. 41; Aqui Esta, S. Rt. 41; South Trail, Rte. 41 South.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cross Trail (9)	3	Winn-Dixie, Gray Drug
Aqui Esta (7)	5	
Town & Country (14)	4	K mart, Walgreen's, Food World
Harbour Square (12)	4	Grand Union, Treasury Drug
Promenades (52)	6	Beall's, J. Byrons, Eckerd Drug
Charlotte (11)		U-Save
Punta Gorda Mall (20)		Publix, Beall's
Charlotte Sq. (7)	NA	Publix, Shoppers Drug

13 - RETAIL OUTLETS: Department Stores - Beall's; J. Byrons.
Discount Stores : Eagle Army-Navy.
Variety Stores - K mart; McCrory's; Neisner's
Chain Drug Stores : Eckerd's; Walgreen; Treasury; Gray; Sims.
Chain Food Stores : Winn Dixie (2); U-Save; Publix; Grand Union; Food World.
Other Chain Stores - Western Auto 2; Firestone; Goodyear; Sears (catalog); Howard Johnson; Dills Appliance; Balcock Furniture; Bill Smith Appliances.

14 - NEWSPAPERS: HERALD-NEWS (e) 9,847; Mar. 31, 1981; ABC.
Local Contact for Advertising and Merchandising Data: Robert Murphy, Adv. Mgr., HERALD-NEWS, 114 W. Olympia Ave., Punta Gorda, FL 33950; Tel. (813) 639-2151.
National Representative : Thomson.

ST. AUGUSTINE

1 - LOCATION: St. Johns County (In Jacksonville SMSA). E&P Map D-1. County Seat. On Mantanzas Bay near Atlantic Ocean. 38 mi. S of Jacksonville.

2 - TRANSPORTATION: Fla. East Coast RR; Greyhound & Tamiami Bus; Aero Sport Charter Flight Service. Major Airlines at Jacksonville, 40 mi.
Motor Freight Carriers - 3.

3 - POPULATION:
Corp. City 80 Cen. 11,985
PMA-ABC: (70) 30,727; (81) 52,900
SMSA 80 Cen. 737,519
County 80 Cen. 51,303

4 - HOUSEHOLDS:
City 80 Cen. 4,547
County 80 Cen. 18,623
SMSA 80 Cen. 263,829
PMA-ABC: (70) 9,998; (81) 19,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$39,769,030
Commercial	4	$78,504,573

6 - PASSENGER AUTOS: County 24,290

7 - ELECTRIC METERS: Residence 14,700

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Railroads 250; Diesel Engine Sales; Boatbuilding 250; Potato Chips 175; Mobile Homes 100; Garment Mfg. 125; Shrimp Fishing 150.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-92; Summer 70-90; Fall 44-94; Winter 40-82.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - Plaza Area; St. George, Cathedral & King Sts.; K mart Shopping Center, US 1 South; Ponce DeLeon Mall; Anastasia Square; St. John's Plaza.
Neighborhood Shopping Centers : San Marco Ave.; Anastasia Blvd.; West King St. U.S. 1 South.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Close : 5:00 pm some 9:00 pm.
Open Evenings : Dept-Sat. Food-Fri.

13 - RETAIL OUTLETS: Variety Stores : McCrory's; Woolworth; Bargain House; White's; K mart; Eagle Discount; J.C. Penney; Belk Hudson.
Chain Drug Stores - Walgreen; Rexall; Eckerd's; Revco.
Chain Supermarkets) : A&P; Winn-Dixie; Pantry Pride; Publix.
Discount Stores : White's; Bargain House; Broudy's Liquor; Jax Liquors; Eagle Discount; K mart.
Other Chain Stores - Firestone; Savette; Marine Supply & Oil; Goodyear; Goodrich; Diana Shop; Butler's Shoes; 7-11 Foods 4; Jackson's Minute Mkt. 3; Mary Carter Paints; Sherwin-Williams; Great Day Stores; McDuff Appliances; Jiffy Foods.

14 - NEWSPAPERS: RECORD (e) 10,500; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R.E. James, Adv. Mgr., RECORD, 158 Cordova St., St. Augustine, FL 32084; Tel. (904) 829-6562.
National Representative : Branham.

ST. PETERSBURG

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg SMSA). E&P Map C-3, on Florida's West Coast, at southern end of Pinellas Peninsula. Surrounded three sides by Tampa Bay, Boca Ciega Bay, and Gulf of Mexico, access thereto provided by four bridges. The Sunshine Skyway connects with Bradenton and Sarasota; the Bayway connects with Tierra Verde and Ft. DeSoto Park and Gulf Beaches. Three bridges, Howard Frankland, Gandy and Courtney Campbell Causeway connect with Tampa and Hillsborough County.

2 - TRANSPORTATION: Railroads - Seaboard Coast Line; Amtrak.
Motor Freight Carriers - City 14; County 48.
Intercity Bus Lines - Greyhound; National Trailways (Tamiami Trailways); Gulf Coast Motor Lines; Gray Lines.
Airlines - Air Canada; American; Ozark; Piedmont; Republic; Delta; Eastern; Northwest; Trans-World; United; Air Florida; Naples Airlines; Braniff; Red Carpet; US Air; Pan American/National; Laker; Wardair.

3 - POPULATION:
Corp. City 80 Cen. 236,893;
CZ-ABC: (70)359,937; (81) 460,000
RTZ-ABC: (70) 204,843; (81) 412,500
SMSA 80 Cen. 1,569,492
County 80 Cen. 728,409
City & RTZ-ABC: (70) 564,780; (81) 872,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 103,406
County 80 Cen. 319,469
SMSA 80 Cen. 639,014
CZ-ABC: (70) 147,122; (81) 216,300
RTZ-ABC: (70) 82,852; (81) 195,200
City & RTZ-ABC: (70) 229,974; (81) 411,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial & Sav	42	$3,397,353,000
Sav. & Loan	10	$6,267,468,000

6 - PASSENGER AUTOS: County 460,204

7 - ELECTRIC METERS:
City 139,679; Co. 420,713

8 - GAS METERS: City 19,049; Co. 34,449

9 - PRINCIPAL INDUSTRIES: Electronics, Engineering Design & Research; Construction; Tourism.

10 - CLIMATE: Min. & Max. Temp. - Spring 60-80; Summer 74-94; Fall 65-84; Winter 40-80. Frost rare in the area. Average temp. 73.9 degrees.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center is entire Pinellas County.
Shopping Centers : Central Plaza (Central Ave. & 34th St.); N. Plaza Mall (Central Ave. & 34th St.); Tyrone (Tyrone Blvd. & 9th Ave., N.); Crossroads (Tyrone Blvd. & 66th St. N.); Tyrone Square (66th St. and Tyrone Blvd.); First Federal (49th St. & 9th Ave. N.); Woodlawn (16th St. & 18th Ave. N.); Allendale (9th St. & 34th Ave. N.); Southside (6th St. & 45th Ave. S.); Disston (49th St. & 38th Ave. N.); Madeira Beach (150th Ave.); Pasadena (Gulfport Blvd.); Meadowlawn (9th St. & 62nd Ave. N.); Midway (Missouri Ave. & Largo); Winn Dixie (Gulf Blvd. & 7th Ave.); Winn Dixie (9th St. & 22nd Ave. S.); Lakeview (34th St. & 22d Ave. S.); Bay Village (62nd Ave. & 22nd St. S.); Harbor Bluffs (Bay Drive, Largo); Snell Isle (Snell Isle Blvd.); Northeast (2nd St. & 37th Ave. N.); West Central (Central Ave. & 66th St. N.); East Plaza Mall (Central Ave. & 34th St.); Skyway (9th St. & 62nd Ave. S.); St. Pete Plaza (28th Ave. & 34th St. N.); Gateway Mall (77th Ave. & 9th St. N.); Town Plaza (18th St. & 62nd Ave. N.); Dolphin Village (Gulf Blvd., St. Petersburg Beach); Seminole Mall (11200-78 Ave. N.); Park Plaza (49th St. & 74th Ave. N.); Gulfport Plaza (2190 - 49 St. S.); Colony (58th St. & 38th Ave. N.); Crosswinds (66th St. & 19th Ave. N.); Zayre (61st & 9th Ave. N.); Old Towne Village Center, (Alt. 19 & 74th Ave. N.); Harbor Crest (11963-12125 Indian Rocks Rd.); Indian Rocks (11900-12030 Indian Rocks Rd.); Bel Forest (115 Indian Rocks Rd.); Bellair Bazaar (2989-2901 West Bay Drive); Sunset Bluffs (100 Indian Rocks Rd. N.); Highlander Center (1931 Indian Rocks Rd.); Winn-Dixie (11600 Oakhurst Rd.); West Bay (1887 West Bay Drive); Pinellas (900 West Bay Drive); Tri-City Plaza (U.S. 19 & East Bay Drive); Belleair Bluffs (760 Indian Rocks Rd.); Zayre (1100 Missouri Ave.); Central Park 1300 Missouri Ave.); Missouri Mart (1600 Missouri Ave.); Oakgrove (1400 Belcher Rd.); Imperial Square (1490 Belcher Rd.); Highland Plaza (1224-1262 Highland Ave.); Searstown (1227-1297 Missouri Ave.); Sunshine Mall (Missouri Ave. & Druid Rd.); Gulf-to-Bay Plaza (500 Belcher Rd.); Cleveland Plaza (1201-1235 Cleveland St.); Clearwater Mall (U.S. 19 & Gulf-to-Bay Blvd.); Drew Plaza (1884 Drew St.); Harbor Square (1923 U.S. 19 N.); Dunedin (900 Broadway); Douglas (200 Douglas Ave.); Dunedin Plaza (Patricia Ave. & Main St.); Guy Plaza (1140 Main St.); Scottish Village (2600 Bayshore Blvd.); Lane (Pinellas Ave. & Lime St.); Kwik-Chek (750 Pinellas Ave.); Tarpon Mall (U.S. 19 & Tarpon Ave.); Lake Tarpon (U.S. 19 & Colonial Blvd.); Keene Plaza (East Bay Dr. & Keene Rd.); Twin Lakes (62nd Ave. & 42nd St. N.); Winco Center (East Bay Dr. bet. Belcher & US 19); Park 66 (66th St. & Park Blvd.); Oakhurst Plaza (94th Ave. & Oakhurst Rd.); Grant City (U.S. 19 & Belleair Rd.); Countryside Mall (U.S. 19 & S.R. 580); Pinellas Square (U.S. 19 & Park Blvd.)

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Tyrone Square	5	Sears, Maas Bros., J.C. Penney, Robinson's
Gateway(54)	5	Publix, Woolco, J. Byron
Tryone(47)	5	G.C. Murphy, Winn-Dixie
St. Pete Plz. (14)	3	Fields, Pantry Pride
Crossroads(37)	5	Burdines, Radio Shack
Pasadena(28)	6	Publix, Kresge
Westshore (Tampa) Plaza(76)	18	Maas, J.C. Penney, Robinson's Publix, Grand Union
Northeast(34)	2	Publix, Eckerd Drug
Southside(23)	3	Publix, Kresge, Rutlands
Skyway	4	
Lakeview(15)	3	Publix, Eckerd Drug, Eagle
Central Pl. (60)	3	Kash'n' Karry, Mr. C's, Wm. Henry
First Federal(10)	4	Publix, Eckerd Drug
Seminole(62)	12	J. Byron, Woolco
Sunshine(90)	20	J.C. Penney
Clearwater Mall(139)	18	Burdine's, Ward's, Gayfers, Ivey's
De Soto Mall(105)	24	Penney, Maas, Sears
Countryside(150)	23	Maas, Sears, Penney, Robinson's
Pinellas Square(110)	6	Ivey's, J.C. Penney, Montgomery Ward

Principal Shopping Days : Thurs., Fri., Sat., Sun.
Stores Open Evenings : Dept., Mon. thru Sat.,; Food, Mon. thru Sun., Drug, Mon thru Sun.

13 - RETAIL OUTLETS: Department Stores - Maas Bros. 4; Montgomery Ward 3; Sears 3; Belk's 3; J.C. Penney 4; J. Byron 4; Robinson's 2; Ivey's 2; Gayfers; Bealls 2; Burdines 2.
Discount Stores : Eagle Family Discount 14; Zayres 3; Woolco 2; K mart 9.
Variety Stores : McCrory 9; Woolworth 3; Ben Franklin 3; Kresge 2; G.C. Murphy 1; TG&Y 5.
Chain Drug Stores : Walgreen 5; Eckerd 33 SupeRx 11 3; Kare Drugs 4; Albertsons Southco 8; Family Mart 4; Galen 3; Michels 4; Shoppers Drug Mart 3.
(Chain Food Supermarkets:) Publix 28; Winn- Dixie 29; Kash 'n' Karry 16; Albertsons Southco 8; Family Mart 4; Grand Union 6; Jewel Tea 11; Mr. C's 3; Sureway 3.
Other Chain Stores - S&H Green Stamps, Thom McAn's; Ace Hardware; Bond Jewelers; Gordon Jewelers; Radio Shack; Wilson's Jewelers-Distributors; National Shirt; Wolf Bros.; Shoe Villa ; Habers; Baker Shoes; John Baldwin; Colony Shop; The Empire; Lillie Rubin

14 - NEWSPAPERS: TIMES (m) 244,226; INDEPENDENT (e) 41,895; Comb. (m&e) 286,121; TIMES (S) 304,039; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Walter R. Stecher, Gen'l Adv. Mgr., TIMES and INDEPENDENT, PO Box 1121, St. Petersburgh, FL 33731; Tel. (813) 893-8249.
National Representative : Story & Kelly-Smith.

SANFORD

1 - LOCATION: Seminole County (In Orlando SMSA). E&P Map D-2, County Seat. 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck center. 19 mi. N of Orlando on 17 & 92 and I-4; U.S. Hwys. 17 & 92, State Hwys. 415 & 46, I-4.

2 - TRANSPORTATION: Railroads : Seaboard Coast Line.
Motor Freight Carriers : 8.
Barges : From Jacksonville to Port of Sanford on inland waterway.
Intercity Bus Lines : City; Greyhound; Tamiami Trail Tours.

3 - POPULATION:
Corp. City 80 Cen. 23,176
SMSA 80 Cen. 700,699
County 80 Cen. 179,752
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 8,355
County 80 Cen. 63,247
SMSA 80 Cen. 252,847

5 - BANKS: 7 Comm.; Sav. & Loan; Dep. $194,066,390

6 - PASSENGER AUTOS: County 115,720

7 - ELECTRIC METERS: County 55,935

8 - GAS METERS: Residence 18,276

9 - PRINCIPAL INDUSTRIES: Knit Goods; Boats; Electronics; Aluminum Products; Mobile Homes; (120 industries).

10 - CLIMATE: Min. & Max. Temp. - Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23. Last killing frost, Jan 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days : Mon., Thu., Fri., Sat.
Downtown Shopping : 6 blocks 1st street, including 4 unit Winn-Dixie shopping center. Sanford Plaza 3 mi. S. 26 units, including J.C. Penney, Publix, McCrory, Eckerd, Bank. Winn Dixie & SupeRx, 2 mi. S; Pinecrest Center, 3 units, 2 1/2 mi. S; Fairway Center, 4 units, 2 1/2 mi. S: Zayre Plaza, 3 mi. S.; K mart 3 mi. S., 10 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Deltona(18)	9	Winn Dixie
Longwood(10)	9	Winn Dixie
Jesse James(13)	9	Frierson's App.
Seminole(28)	11	Publix, Nat'l Fab.
Zayre(12)	11	Zayre, Pantry Pride
K mart(10)	11	K mart
Winter Pk. (60)	18	Penney's, Ivey's
Interstate(35)	13	Montgomery Ward
Altamone Mall(165)	13	Burdine's Jordan Marsh, Sears, Robinson's
Zayre(14)	3	Zayre, Pantry Pride, Walgreen

Principal Shopping Days : Mon., Thu., Fri., Sun.
Stores open evenings and Sunday : Penney's, Zayre's, K mart. Most groceries & drugs.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Garett's; Jacobson's.
Discount Stores : Zayre; Eagle; K mart.
Variety Stores : McCrory's 2; TG&Y; Super Dollar.
Chain Drug Stores : Eckerd; SupeRx; Medco; Rexall; Walgreen.
Chain Supermarkets : Winn-Dixie 2; Food Barn 2; Fairway; Pantry Pride; Publix.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,335; (S) 8,351; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Robert Lovenbury, Circ. Dir., HERALD, 300 N. French Ave., Sanford, FL 32771; Tel. (305) 322-2611.
National Representative : Landon.

SARASOTA

1 - LOCATION: Sarasota County (SMSA). E&P Map C-3. On the West Coast of Florida on the Gulf of Mexico. On U.S. Hwys. 41 & 301.

2 - TRANSPORTATION: Railroads - Seaboard Coastline.
Motor Freight Carriers - 4.
Intercity Bus Lines - Trailways; Greyhound; Coastal Coaches.
Airlines - National; Eastern; Florida; United; Pan Am; Delta; Republic.

3 - POPULATION:
Corp. City 80 Cen. 48,868
PMA-ABC: (70) 220,594; (81) 376,300
County/SMSA 80 Cen. 202,251
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 21,548
PMA-ABC (70) 86,982; (81) 171,500
County/SMSA: 80 Cen. 88,739

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	23	$2,106,218,000
Commercial	38	$1,688,983,000

6 - PASSENGER AUTOS: County 147,474

7 - ELECTRIC METERS: County 126,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Bldg. Const.; Electronics Res.; Mobile Home Mfg.; Citrus Fruit; Celery; Aviation; Boat Bldg.; Tomatoes.

10 - CLIMATE: Min. & Max. Temp. - Spring 62-80; Summer 78-98; Fall 66-82; Winter 42-70.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center - 12 blocks on Main St.; Sarasota Square Mall (65); DeSoto Square Mall (84); Soothgate/Crossroads (82).
Neighborhood Shopping Centers : (Number of Stores): Trail Plaza 19; Kwik Chek 3; Northeast Plaza 9; Ringling 13; Colonial Village 9; Sears 6; South Gate 45; Crossroads Plaza 42; Unus Plaza 8; Bee Ridge Plaza 9; Zayre 8; Southeast Plaza 10; Palm Plaza 4; Siesta Key Village 9; Pantry Pride Plaza 6; Gulf Gate Mall 16; Oakes Plaza 10; Crescent Beach 6; Sabal Palm Plaza 4; Cortez Plaza 36; Bayshore Gardens 21; Midway Shopping Center 7; St. Armands Circle 91; Village Plaza 12; South Bay Fashion Center 38; Merchants Points 22; Town & Country 27; K mart Shopping Center 2.
Principal Shopping Days : Mon., Thurs., Fri. & Sat.
Stores Open Evenings : Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores - Penney's 2; Belk-Lindsey 3; Maas Bros. (Allied Stores) 3; Sears 2; Holiday; Burdine's (Federated Stores); Robinson's; J-Byron 3.
Variety Stores - Kress; McCrory; Holiday; Woolworth; Klauck's; Oney's; Zayre; Woolco.
Discount Stores : K mart 5; Zayre; Eagle Family Discount 9.
Chain Drug Stores : Eckerd 15; Walgreen 10; SupeRx 5; Albertson 1.
Chain Food Supermarkets : Winn-Dixie 10; Publix 8; Great Scott; Pantry Pride 5; Kash N' Karry 2; Grand Union 5; Albertson 1.
Other Chain Stores - Firestone; Goodyear; Leeds Shoes; Lerner's; Woodrow; National Shirt; Haverty's; Scottys 4; Wickes Lumber; Miami Rug.

14 - NEWSPAPERS: HERALD-TRIBUNE (m) 98,423 JOURNAL (e-mon to fri) 5,560; comb. (m&e) 103,983; HERALD-TRIBUNE (S) 108,996; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack E. Miller, Display Adv. Mgr., or Wayne E. Pittman, Class Adv. Mgr., HERALD-TRIBUNE and JOURNAL, 801 S. Tamiami Trail, Sarasota, FL 33578; Tel. (813) 953-7755.
National Representatives : Branham; Pub. Reps. of Fla.

STUART

1 - LOCATION: Martin County, E&P Map D-3, County Seat. Manufacturing, agriculture, commerical fishing and resort area. On St. Lucie River, 38 mi. N of West Palm Beach; On U.S. Hwy. 1; State Hwy. 76; I-95.

2 - TRANSPORTATION: **Railroads** – Florida East Coast.
Motor Freight Carriers – 2.
Intercity Bus Lines – Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,467
PMA-ABC: (70) 28,035; (81) 68,800
County 80 Cen. 64,014

4 - HOUSEHOLDS:
City 80 Cen. 4,193
County 80 Cen. 25,863
PMA-ABC: (70) 10,126; (81) 28,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$312,371,159

6 - PASSENGER AUTOS: County 45,632

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Commercial Fishing; Agriculture (Citrus Fruit); Mfg. Small Electronic Parts.

10 - CLIMATE: Min. & Max. Temp. – Spring 60-85; Summer 72-89; Fall 62-86; Winter 56-72.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Ocean (34)	NA	Grand Union, TG&Y, Walgreen
Martin Sq. (50)	NA	J Bryons, Bealls
K mart (13)	NA	Pantry Pride, K mart, Eckerd's
Mayfair Plaza (7)	NA	
Monterey (40)	NA	
Stuart (20)	NA	Publix, Zayre, Albertsons
Harbour Plaza (30)	NA	
Smithfield (30)	NA	Winn-Dixie

Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (e-mon to fri) 17,478; (S) 20,553; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Glenn F. Schmid, Adv. Dir., NEWS, 111 E. Ocean Blvd., Stuart, FL 33494; Tel. (305) 287-1550.
National Representative : Story & Kelly-Smith.

TALLAHASSEE

1 - LOCATION: Leon and Wakulla Counties (SMSA). E&P Map B-1. State Capital and County Seat. Education center. Retail and wholesale center for N Florida; 178 mi. W of Jacksonville; 200 mi. E of Pensacola; 20 mi. N of Gulf of Mexico. On U.S. Hwys. 90, 27, 319, I-10; State Hwys. 20, 61, 63, 363, 369.

2 - TRANSPORTATION: **Railroads** – Seaboard Coastline.
Motor Freight Carriers – 10 (Truck rental-2).
Intercity Bus Lines – Greyhound; Trailways; Taltran.
Airlines – Republic; Air Florida; Eastern; Florida Commuter.

3 - POPULATION:
Corp. City 80 Cen. 81,548
CZ-ABC: (70) 71,897; (81) 81,800
RTZ-ABC: (70) 110,803; (81) 164,000
Counties/SMSA 80 Cen. 159,542
Leon 80 Cen. 148,655
Wakulla 80 Cen. 10,887
City & RTZ-ABC: (70) 182,700; (81) 245,800
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,822
Counties/SMSA 80 Cen. 57,833
Leon 80 Cen. 54,103
Wakulla 80 Cen. 3,730
CZ-ABC: (70) 22,073; (81) 29,000
RTZ-ABC: (70) 30,404; (81) 53,200
City & RTZ-ABC: (70) 52,477; (81) 82,200

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$3,522,162,403
Commercial	13	$542,917,504

6 - PASSENGER AUTOS: Counties: Leon 82,779; Wakulla 3,744

7 - ELECTRIC METERS: Residence 55,043

8 - GAS METERS: Residence 12,132

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Mfg. 2,500; Construction 3,400; Transp., Communications & Utilities 2,400; Wholesale & Retail 14,800; Finance, Insurance & Real Estate 3,100; Services 12,300; Agriculture 600; Government 35,400.
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 56-76; Summer 70-90; Fall 57-77; Winter 42-65. First killing frost, Dec. 9. Last killing frost, Feb. 25.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blairstone Plaza (10)	NA	National Sewing, Suwanee
Capital Plz. (15)	NA	Best Buy Grocery, Sherwin-Williams, Winn-Dixie
Carraige Gate (23)	NA	Kress Jewelers, Eckerd, Winn-Dixie
College Sq. (14)	NA	Fayva, Radio Shack, Revco
Governors Sq. (114)	NA	Mass Bros., Sears, J.C. Penney, Lerner's, Walden's Books, Zales
Gulf Wind (6)	NA	Handy Dan, Jewel T, Shoe City
Jackson Bluff (6)	NA	Revco, Winn-Dixie
K mart Plz. No. (6)	NA	Fayva, K mart
K mart Plz. So. (11)	NA	Eckerd, K mart, Publix, Radio Shack
Killearn (23)	NA	Publix, Shoppers Drug, Hallmark Cards
Killearn Vlg. (13)	NA	Brown's Drug
Miracle Plz. (5)	NA	Burdine Drugs, TG&Y
Northside Plz. (9)	NA	Citicorp, State Farm
Northwood Mall (70)	NA	Eckerd, Lerner, Fayva, Publix, Walgreen, Winn-Dixie
Plaza Ten (8)	NA	Yarborough, Glidden Paint
Southside (17)	NA	Eckerds, Radio Shack, TG&Y, Winn-Dixie
Tallahassee Mall (90)	NA	Gayfers, Mont. Ward, McCrory's, Woolco, A&P, Zales
Timberlane Shops On the Square (60)	NA	Sullivan Drugs, Phidippides Sporting Goods
Towne So. (18)	NA	Radio Shack, Revco Drugs, TG&Y, Winn-Dixie
University Plaza (12)	NA	University Rexall, Winn-Dixie
Varsity (5)	NA	Warehouse Furn.
Victory Garden (8)	NA	Old Tyme Fans, Schrader Stores
Westwood (16)	NA	Eckerds, Publix

Neighborhood Shopping Centers : 2 on North Monroe; 1 on South Monroe; 1 on West Tennessee; 1 on Thomasville Rd.; 1 on Gaines St.; 1 on South City; 1 on Brevard St.; 1 on East Lafayette; 1 on Jackson Bluff Rd.
Principal Shopping Days : Fri., Sat., Mon., Thu. Some open Mon., Thu., Fri. Eve. & Sun.

13 - RETAIL OUTLETS: **Department Stores** – Sears; Lerner's; Grant; J.C. Penney; J. Byron; Gayfer's; Woolco; Montgomery Ward; Maas Bros.
Discount Stores : Army-Navy Surplus; Woolco; K mart; Albertson's.
Variety Stores – McCrory's; Newberry; TG&Y.
Chain Drug Stores : Walgreen; Eckerd; Revco; Alberson's; Shopper's Drug Mart.
Chain Supermarkets : Winn-Dixie 7; IGA; QD (Pantry Pride) 2; Majik Mkts. 24; Sing Stop N' Shop 6; Jr. Food; Publix 5; Rio Stores; Big Star Food 3; Albertson's.
Other Chain Stores – Danley Furniture; Butler's Shoe; Singer Co.; Firestone; National Shirts; Keenan Auto Parts; Tallahassee Furniture; Thom McAn; Sherwin-Williams; Pittsburgh Paints; Rhodes Furniture; Moore Hanley; Lowes; Scotty's Lumber; Jax Liquors; 84 Lumber.

14 - NEWSPAPERS: DEMOCRAT (m) 51,200; (S) 60,224; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Veenstra, Adv. Dir., DEMOCRAT, PO Box 990, Tallahassee, FL 32302; Tel. (904) 599-2296.
National Representatives : Knight-Ridder; Pub. Rep. of Fla.

TAMPA

1 - LOCATION: Hillsborough County, (In Tampa-St. Petersburg SMSA). E&P Map C-2, County Seat. On Hillsboro Bay. 23 mi. from the Gulf of Mexico; 197 mi. SW of Jacksonville; 266 mi. NW of Miami. Shipping, manufacturing, wholesale, retail & college center; MacDill Air Force Base.

2 - TRANSPORTATION: **Railroads** – Seaboard Coast Line.
Motor Freight Carriers – 46.
Intercity Bus Lines – Greyhound; Gulf Coast; Tampa Bus Lines; Trailways; Grayline.
Steamship Lines – 140.
Airlines – Braniff; Eastern; Air Florida; Air Canada; United; Delta; Northwest; TWA; Pan Am; American; Piedmont; Republic; Ozark; USAir; Laker; Wardair.

3 - POPULATION:
Corp. City 80 Cen. 271,523
CZ-ABC: (70) 367,139; (81) 436,700
RTZ-ABC: (70) 1,044,605; (81) 1,850,400
County 80 Cen. 646,960
SMSA 80 Cen. 1,569,492
City & RTZ-ABC: (70) 1,411,744; (81) 2,287,100
Demographic Information from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 105,603
County 80 Cen. 237,943
SMSA 80 Cen. 639,014
CZ-ABC: (70) 120,426; (81) 162,900
RTZ-ABC: (70) 382,098; (81) 788,300
City & RTZ-ABC: (70) 502,524; (81) 951,200

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	11	$1,267,157,000
Commercial	28	$2,613,142,000

6 - PASSENGER AUTOS: County 403,959

7 - ELECTRIC METERS: Residence 251,919

8 - GAS METERS: Residence 15,888

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkl. Wage) – Food Pdts. 7,800 ($231); Tobacco 1,200 ($155); Printing & Publishing 3,600 ($246); Chemicals 3,100 ($367); Stone, Clay & Glass Pdts. 2,300 (N.A.); Transportation, Communication, Electric, Gas & Sanitary Services 19,900 (N.A.); Wholesale Trade 24,900; Retail Trade 50,600.
Principal Industrial Pay Days : Thu. & Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 63-80; Summer 76-90; Fall 65-83; Winter 45-68.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Temple Terrace	12	Winn-Dixie
East Lake Square Mall (128)	10	Mont. Ward, J.C. Penney, Belk-Lindsey
Northgate (46)	7	Food World, Maas Brothers
Hillsboro Plz. (23)	5	Publix, Woolworth's
East Gate (22)	6	Publix, Woolworth's, Walgreen Drugs
Britton Plz. (46)	7	Food World, Belk-Lindsey, Walgreen Drugs
Dale Mabry (27)	5	Publix
Armenia (11)	5	U-Save, Eckerd's
Buccanneer Sq.	10	Belk Lindsey
Henderson Blvd. (6)	5	U-Save, Eckerd's
West Gate (16)	10	U-Save, Davenport Drugs
Bearss (16)	15	U-Save, Davenport Drugs
West Shore (76)	5	Maas Bros., Penney, Robinson's, Walgreen Drugs
Brandon Mall (15)	11	Zayre, Kash'n Karry, SupeRx
Tampa Bay Center	5	Sears, Burdine's
Maas-Gandy	8	Maas Bros., Mont. Ward
Floriland Mall	7	Mont. Ward, Walgreen Drugs, Zayre
Town'n Country	10	Winn-Dixie, Zayre, Eckerd's
Fiesta Plaza	4	Kash'n Karry
Terrace Plaza	14	Publix, Kash'n Karry, Eckerd's, Zayre
University Plz.	14	U-Save, Eckerd's
University Square Mall	10	Maas Brothers, Penney, Robinson's, Sears, SupeRx
Fletcher Plaza	9	Winn-Dixie, Walgreen Drugs
Columbus	6	Kash'n Karry, Cooks, Eckerd's
Horizon Park	7	Woolco, Winn-Dixie, Dart Drugs
Twin Bays	5	Woolco, Winn-Dixie
Zayre-Gandy	8	Zayre, Kash'n Karry
Busch Plaza	11	Woolco, Kash'n Karry, SupeRx Drugs
Brandon	11	U-Save, Davenport Drugs
Clayton	11	Publix, Eckerd's, J. Byrons
Hillsborough Sq.	10	K mart, Kash'n Karry, SupeRx
Mission Bell	10	K mart, United Artists
Village Green	10	Publix, Walgreen Drug
West Hills Plaza	10	Publix, Walgreen Drug

Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Shopping centers every evening.

13 - RETAIL OUTLETS: **Department Stores** – Maas Bros. 5; J.C. Penney 3; Montgomery Ward 3; Sears 2; Belk-Lindsey 3; Robinson's 2; Burdine's; J. Byrons.
Discount Stores : Zayre's 6; K mart 4; Cook's 2; Woolco 3; Gold Triangle; Wilson's; Standard Sales; Leeds.
Chain Drug Stores : Walgreen 10; Eckerd 21; SupeRx 8; Shopper's Drug Mart 5; Shea & Prange 2; Kare 4; Albertson's 4; Cost Plus 2; Family Mart 3; Eagle Drugs 2.
Chain Supermarkets : Supermarkets-Affiliated of Florida 43; Publix 9; Winn-Dixie 17; Kash'n Karry 18; U-Save 9; Food World 4; Albertson's 4; Family Mart 3; Jewel T 5.
Convenience Chain Grocers : 7-Eleven 51; Lil General 40; Majik Markets 36; Shop & Go 58.
Other Chain Stores : Men's Clothing: H.I.S. 2, National Shirt 4, Egerton Moore, Kirby's 4, Wolf Bros. 4, Richman Bros., Phil Fairchild 2, Baron's, George Ltd. 2; Women's Clothing: Lerners 4, Mangel's 2, John Baldwin, Size 5-7-9 2, Casual Corner 3, Colony Shops 7, Wolf Bros. 4, Habers 2, David New York Dress Shop, Lillie Ruban, Two Sisters, Lane Bryant, Stuart's 7, Foxmoor 4, Excess Baggage 2, Fredricks 2, Fashion Shoppe 2, Josie 4, Sherry's; Shoes: Shoe Ville 2, A.S. Beck, Shoes-Butlers 4, Self Service 7, Thom McAn 4, Baker's 3, Pix 3, Red Cross 4, Knapp, Naturalizer 3, Florsheim 3, Shoe House 5, Hanover 3, Kinney's 5; Furniture: Lester's, Levitz, Kane 2, Robb & Stucky Seminole, Haverty 2; Others: Western Auto 7, Singer 2.

14 - NEWSPAPERS: TRIBUNE (m) 198,489; TIMES (e) 23,824; Comb. (m&e) 222,313; TRIBUNE (S) 246,271; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Byron Taggart, Nat. Adv. Mgr., TRIBUNE and TIMES, 202 S. Parker, Tampa, FL 33606; Tel. (813) 272-7445.
National Representative : Sawyer-Ferguson-Walker. Western Auto 8, Singer 2.

VERO BEACH

1 - LOCATION: Indian River County, E&P Map D-3. County Seat. Winter resort. Fisheries, fruit, truck farms. 72 mi. N of West Palm Beach. On U.S. Fed. Hwy. 1.

2 - TRANSPORTATION:
Intercity Bus Lines – Greyhound.
Airlines – USAir.

3 - POPULATION:
Corp. City 80 Cen. 16,176
PMA-ABC: (70) 35,992; (81) 60,900
County 80 Cen. 59,896

4 - HOUSEHOLDS:
City 80 Cen. 7,281
PMA-ABC: (70) 12,301; (81) 24,000
County 80 Cen. 23,331

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	7	$2,149,151,800
Commercial	7	$244,537,218

6 - PASSENGER AUTOS: County 39,579

7 - ELECTRIC METERS: Residence 19,600

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners – Piper Aircraft 2,000; Citrus N.A.
Principal Industrial Pay Days – Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 60-85; Summer 72-90; Fall 62-85; Winter 55-75.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers** – [illegible]th Ave. & 12 St. (33 stores); Miracle Mile (17 stores); U.S. 1 & Oslo Rd. (40 stores); State Rd. 60 & 6th Ave. (16 stores); 43rd Ave. & Rte. 60; Osceola Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Mall	7	K mart, Publix
Vero Mall	8	J.C. Penney, J. Byrons
Treasure Coast Plz. (16)	NA	Woolworth, SupeRx Pantry Pride
Miracle Plaza (17)	NA	Publix, Winn-Dixie, Sears Roebuck
Oslo Square (40)	NA	Winn-Dixie, Eckerd's

Principal Shopping Days : Daily & Sun., 9 a.m. to 9 p.m.
Stores Open Evenings : Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores** – Wodtkes; J.C. Penney; J. Byron's.
Discount Stores – K mart.
Variety Stores – Ben Franklin; Berggren's. Woolworth.
Chain Drug Stores – Eckerds; Gray's; SupeRx.
Chain Food Supermarkets – Piggly Wiggly; Publix; Pantry Pride; Winn-Dixie; SupeRx Foods.
Other Chain Stores – Carvel; Baskin Robbins; Food Fair; Kinney Shoes.

14 - NEWSPAPERS: PRESS-JOURNAL (m-tues to sat) 14,798; (S) 16,471; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Charles Hendrick, Adv. Mgr., PRESS-JOURNAL, PO Box 1268, Vero Beach, FL 32960; Tel. (305) 562-2315.
National Representative : Story & Kelly-Smith.

WEST PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton SMSA). E&P Map D-3. 2 mi. from the Gulf Stream; 68 mi. N of Miami. On U.S. Hwy. 1 (Dixie Hwy.); I-95.

2 - TRANSPORTATION: Railroads - Amtrak (Passenger); Seaboard Coast Line; Florida East-Coast (Freight).
Motor Freight Carriers - 19.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - Eastern; Delta; National; Mackeys; Air Florida; United; Braniff; Republic; TWA.

3 - POPULATION:
Corp. City 80 Cen. 62,530
CZ-ABC: (70) 243,091; (81) 366,000
RTZ-ABC: (70) 133,697; (81) 289,900
County/SMSA 80 Cen. 573,125
City & RTZ-ABC: (70) 376,788; (81) 655,900
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,165
County/SMSA 80 Cen. 232,937
CZ-ABC: (70) 88,777; (81) 154,200
RTZ-ABC: (70) 44,696; (81) 113,600
City & RTZ-ABC; (70) 133,473; (81) 267,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	43	$2,973,226,064
Sav. & Loan	9	$3,668,690,792

6 - PASSENGER AUTOS: County 372,215

7 - ELECTRIC METERS: County 319,000

8 - GAS METERS: 31,100

9 - PRINCIPAL INDUSTRIES: Data Processing Systems; Aircraft Engines & Parts; Electronic Components; Semi-conductors; Transistors; Capacitors; Research & Development; Oceanographic Sciences and Engineering; Miniature Submarines; Raw Sugar; Vegetables; Beef; Citrus Fruits; Boats; Industrial Controls; Tools & Dies; Paints & Varnishes; Furniture Mattresses; Aluminum Doors, Windows, Shutters, Awnings; House & Camping Trailers; Precast Concrete Products; Publishing & Printing; Dairies; Fishing Tackle.

10 - CLIMATE: Avg. annual temp. 72; Summer 80; Winter 68; Rainfall 77 in. yr.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center - 10 blocks on 4 streets.
Neighborhood Shopping Centers : Northwood; Southboro; Blevedere Road; Southland; Southdale; Palm Coast Plaza; Shop Westward; Farmer's Mkt.; Sears Town Area; Northlake Blvd. Area; Palm Beach Mall; Congress Ave.; Royal Poinciana Plaza; Lake Worth Road; Polo Grounds Center; Zayre's Area; Twin City Mall; Playworld Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Delray	20	Woolco, Jackson Byron's
Boca (60)	25	Britts, Jeffersons
Oakbrook Sq. (49)	6	Jacobson's, Publix
Northwood	NA	Northwood Drug
Belvedere	3	Grand Union, Eagle's, Army & Navy
Cross County (60)	NA	Britts, Jefferson, Winn Dixie
Glades	NA	Burdines, Jordan Marsh, Sears
Gun Club Ctr.	NA	Winn Dixie, Best Buy Drugs
South Boro	4	Hdwe., Pantry Pride
Southdale	2	Publix, Jewelcor
Sears Town	NA	Sears, Kwik Check
Palm Coast (52)	7	Woolworth, Publix, Jackson Byron's, Woolco
Shop Westward	6	K mart, Pantry Pride
Palm Beach (97)	NA	Jordan Marsh, Burdine's, Lord & Taylor Penney, Pantry Pride
Farmer's Mkt.	3	
Royal Poinciana Plaza (28)	6	Schrafts, R.P. Playhouse
The Garden Sq.	NA	Publix, Shoppers Drug Mart
The Arbors	NA	Winn Dixie; Shoppers Drug Mart
Town Ctr.	25	Jordan Marsh, Burdine's, Sears, JC Penney
Twin City	8	Sears, Jefferson, Pantry Pride
K mart	6	K mart
Century (18)	NA	Publix, Eckerds
Polo Grounds (12)	NA	Publix, Eckerds
Worth (26)	NA	Publix, Eckerds
Lakeworth-Lantana	NA	
Lantanaville Square (22)	NA	K mart, SupeRx
Palm Plaza (10)	NA	
Roosevelt	NA	7-Eleven, Great Valu
Westward (21)	NA	Pantry Pride
Liberty Square	NA	
K mart (No.)	6	K mart, Jackson Byron
Tanglewood	6	Beef Bottle
Zayres Plz.	4	Zayres
Worth Ave.	3	Marthas-Razooks
5th Ave Plz. (47)	25	Publix
Royal Palm (80)	25	Lynx
Esplanade (50)	NA	Sax 5th Ave

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon.-Fri. until 9:30.

13 - RETAIL OUTLETS: Department Stores - In West Palm Beach : Anthony's; Burdine's; Norman's; J. C. Penney; Sears Roebuck; Jackson Byron's; Woolco; King's; Jefferson; Jordan Marsh; Zayres; Eagle Army-Navy; Fountain's; Pioneer; Shuman's; K mart; Lord & Taylor. **In Palm Beach** : Sak's Fifth; Bonwit Teller; Frances Brewster; Delmar; I. Miller; Martha's; Mosley's; Razooks; J. J. Jonas; Pars; H. Erwin Schur; Scott's Menswear; Tat Saunders; Henri Bendel; Frank Brothers; Peck & Peck; Elizabeth Arden; Van Clef & Arpels; Sara Frederick; Cartiers; Chas E. Soll, Inc.; Gucci.
Variety Stores : McCrory's; Woolworth 4.
Discount Stores : Jefferson; King's; Zayres; Woolco; Farmers Market; K mart.
Chain Drug Stores : Walgreen's 4; SupeRx 4; Northwood (Rexall); Ranch's (Rexall); Henry's 4; Gray 6; Best Buy 3; Discount Drugs 2; Eckerds 2.
Chain Supermarkets : Pantry Pride 10; Winn-Dixie 24; Lil General 28; Seven-Eleven 26; Jackson's Minit Market 20; U-Tot-Em 10; Grand Union 7; Great Valu 3; Greater Gator 2; Pik Quik 14; Miller's 4; Moore's 2; PDG 18; Soldo Bros. 3; Publix 19; Albertsons.
Other Chain Stores : A.S. Beck; Butler's; Sherwin-Williams; Lerners 2; Diana; Singer Co. 2; Goodyear 2; Baker's; Miller's; Jefferson; Western Auto; Zales Jewelers; Badcock Furn.; Firestone; Best (Catalog.)

14 - NEWSPAPERS: POST (m-mon to fri) 95,474 TIMES (e-mon to fri) 29,296; Comb. (m&e) 124,770; POST-TIMES (m-sat) 117,446; (S) 148,072; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Drotar, Gen. Adv. Mgr., POST-TIMES, 2571 S. Dixie Hwy., West Palm Beach, FL 33405; Tel. (305) 833-7411.
National Representative : Sawyer-Ferguson-Walker.

WINTER HAVEN

1 - LOCATION: Polk County (In Lakeland-Winter Haven SMSA). E&P Map D-2. Citrus, tourist center. 50 mi. SW of Orlando; 50 mi. E of Tampa.

2 - TRANSPORTATION: Railroads : Seaboard Coast Line.
Intercity Bus Lines : Greyhound.
Motor Freight Carriers : 4.

3 - POPULATION:
Corp. City 80 Cen. 21,119
CZ-ABC: (70) 46,433; (81) 65,500
RTZ-ABC: (70) 19,665; (81) 32,800
County/SMSA 80 Cen. 321,652
City & RTZ-ABC: (70) 66,098; (81) 99,300

4 - HOUSEHOLDS:
City 80 Cen. 8,812
County/SMSA 80 Cen. 114,394
CZ-ABC: (70) 15,270: (81) 24,800
RTZ-ABC: (70) 6,008; (81) 11,700
City & RTZ-ABC: (70) 21,278; (81) 36,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$230,181,041
Sav. & Loan	6	$253,374,852

6 - PASSENGER AUTOS: County 185,370

7 - ELECTRIC METERS: Residence 41,544

8 - GAS METERS: Residence 2,634

9 - PRINCIPAL INDUSTRIES: Fruit and Food Packing and Processing; Light Manufacturing; Tourism.
Principal Industrial Pay Days : Fri., Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-80; Summer 70-96; Fall 50-80; Winter 35-70. First killing frost, Dec. 20. Last killing frost, Feb. 15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 10 blocks on West Central & Third Sts., NW & SW; Northgate Shpg. Ctr. 15 units; Southeast Plaza 17 units; Winter Haven Mall 57 units; Fields Plaza 2 units; Zayre Plaza 10 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Imperial Plaza	4	TG&Y, Winn-Dixie
Havendale	4	Food World, Eckerd

Principal Shopping Days : Thurs., Fri., Sat., Sun.
Stores Open Evenings : Fri.; Shpg. Ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores : Sears; Belk Lindsey; Rheinauers; Maas; Eagle Family Stores; Beall's; TG&Y.
Discount Stores : Zayre; K mart.
Chain Drug Stores : Anderson Rexall; Eckerd's 3; Walgreen 2; Medco.
Chain Food Supermarkets : Publix 2; Winn-Dixie 3; Kondor's Thriftway; Minit Shop 10; Kash 'N Karry; Pantry Pride; Food World.
Other Chain Stores : Goodrich; Goodyear; Firestone; Hallmark; Thom McAn; Ace Hdwe.; S&H Green Stamps; Badcock Furn. 3; True Value Hdwe; Zales; Jacob's Jewelers; Scotty's Lumber; Lerner Shops; Crowder Hdwe. 2; McCrorys 2; Radio Shack 2; Desears Appl.

14 - NEWSPAPERS: NEWS-CHIEF (e-mon to fri) 16,151; (S) 17,116; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: P.J. Sullivan, NEWS-CHIEF, PO Box 1440, Winter Haven, FL 33880; Tel. (813) 294-7731.
National Representative : Landon.

GEORGIA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Albany - Dougherty and Lee Counties.
Athens - Clarke, Jackson, Madison and Oconee Counties.
Atlanta - Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale and Walton Counties.
Augusta, Ga.-S.C. -Columbia and Richmond Counties, Ga.; Aiken County, S.C.
Chattanooga, Tenn.-Ga. - Hamilton, Marion and Sequatchie Counties, Tenn.; Catoosa, Dade and Walker Counties, Ga.
Columbus, Ga.-Ala. - Columbus, Ga. (formerly Muscogee County, Ga.); Chattahoochee County, Ga.; Russell County, Ala.
Macon - Bibb, Houston, Jones and Twiggs Counties.
Savannah - Bryan, Chatham and Effingham Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**
Under 5 Years	422	415
5-14 Years	953	917
15-24 Years	861	1,047
25-44 Years	1,121	1,578
45-64 Years	868	990
65 and Over	365	517
TOTAL	4,590	5,464

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1982 Estimate**
Bldg. Mat./Hdwr	650	859	1,249
Genral Mdse	1,421	2,132	3,037
Food	2,061	3,455	5,549
Automobiles	2,318	3,481	4,575
Gasoline Stations	866	1,351	2,686
Apparel	569	740	1,056
Furniture	540	675	1,004
Eat-Drink Places	680	1,251	2,010
Drugs	340	510	799
TOTAL	10,411	15,916	24,563

ALBANY

1 - LOCATION: Dougherty County (SMSA). E&P Map B-4. 167 mi. S of Atlanta; 107 mi. S of Macon; 89 mi. SE of Columbus.

2 - TRANSPORTATION: Railroads - Southern; Seaboard Coastline; Georgia Northern.
Motor Freight Carriers - 30.
Intercity Bus Lines - Trailways.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 73,934
CZ-ABC: (70) 85,002; (81) 98,000
RTZ-ABC: (70) 171,355; (81) 199,600
County 80 Cen. 100,978
SMSA 80 Cen. 112,662
City & RTZ-ABC: (70) 256,357; (81) 297,600

4 - HOUSEHOLDS:
City 80 Cen. 24,831
County 80 Cen. 33,138
SMSA 80 Cen. 36,780
CZ-ABC: (70) 23,972; (81) 31,900
RTZ-ABC: (70) 49,584; (81) 66,500
City & RTZ-ABC: (70) 73,556; (81) 98,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$282,100,697
Sav. & Loan	3	$210,523,539

6 - PASSENGER AUTOS: County 45,644

7 - ELECTRIC METERS: Residence 30,945

8 - GAS METERS: Residence 20,231

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Textile 2,416 ($190); Paper Mfg. 2357 ($377); Tire & Rubber 2100 ($250); Food 1620 ($238); Brewery 1200 ($440); Candy Mfg 835 ($294); Farm Imp. 704 ($239); Non Elec. Machinery 500 ($362); Auto Parts Mfg. 350 ($325); Medicinal Chemical 349 ($345); Golf Club Mfg. 340 ($227); Trans. Equip. 256 ($260); Agri. Chemical 240 ($309); U.S. Marine Corps Supply Center 1200 Marines, 2575 Civilians (Payroll $65,000,000 Annually).

10 - CLIMATE: Min. & Max. Temp. - Spring 61-85; Summer 71-93; Fall 48-71; Winter 42-67. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - 1 block on Pine St.; 3 on Washington; 2 on Broad; 3 on Jackson; Slappey Drive at W. Broad, 22 Stores of all types; Slappey Drive Between Broad and Pine, Slappey Drive and 3rd Ave. and East Albany.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Albany Mall (84)	NA	Sears, Belk's, Gayfer's
Midtown (47)	NA	Winn-Dixie, Penney, Cloth World
Oglethorpe (16)	NA	Rose's, Big Star, Eckerd
Southgate (6)	NA	Piggly Wiggly, Eckerd

Principal Shopping Days : Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Gayfer's; Rosenberg's; Sears; Belks; J.C. Penney; Rose's, Rayglass.
Variety Stores - Kress; Woolworth.
Discount Stores : Lowe's; Keys; Segall & Sons; Moore-Handley; K mart; Lee's; Family Dollar.
Chain Food Supermarkets : Winn-Dixie 2; Harvey's 5; Piggly Wiggly 4; Pantry Pride; Big Star 1; Kroger 1; Family Mart 1; IGA 1.

Other Chain Stores - Singer Co.; Goodrich; Goodyear; Western Auto; Butler (shoes); Diana Shop; S&H Green Stamps; Firestone; 84 Lumber; Friedman Jewelers; General Nutrition; Musicland; Pic'N Pay Shoes; The Ranch; Rhodes Furniture; SupeRx Drugs; Swiss Colony; West Building Materials; Wickes Lumber; Zales Jewelers.

14 - NEWSPAPERS: HERALD (e) 36,457; (S) 40,551; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Geoffrey L. Gray, Adv. Dir., HERALD, PO Box 48, Albany, GA 31703; Tel. (912) 888-9300.
National Representative : Landon.

AMERICUS

1 - LOCATION: Sumter County, E&P Map B-4, County Seat. 70 mi. SW of Macon; 65 mi. SE of Columbus; 135 mi. S of Atlanta. U.S. Hwys. 19, 280; State Hwys. 3, 49, 27, 30.

2 - TRANSPORTATION: Railroads - Southern; Seaboard Coast Line.
Motor Freight Carriers - 4.
Intercity Bus Lines - Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,120
County 80 Cen. 29,360

4 - HOUSEHOLDS:
City: 80 Cen. 5,332
County 80 Cen. 9,465

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$90,400,000
Sav. & Loan	2	$34,000,000

6 - PASSENGER AUTOS: County 13,053

7 - ELECTRIC METERS: Residence 10,620

8 - GAS METERS: Residence 2,905

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Textiles 1,500; Mach. Shops 300; Mobile Homes 500; Metal Prod. 750; Rubber 500; Furniture 200.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belair Plaza (7)	NA	Elmores Dept.
Perlis Plaza (11)	NA	Piggly Wiggly, Gibson's, SupeRx
Americus Vlg. (7)	NA	Pic'N Pay.
Eastgate (4)	NA	Family Dollar, Winn-Dixie, Eckerds Drug
Wheatley Plaza (4)	NA	Lee Drugs, Sears

13 - RETAIL OUTLETS: Department Stores - Belk's; Union; Fair; Famous; TG&Y.
Variety Stores - S. H. Kress.
Chain Drug Stores : Walgreen 2; Lee's; SupeRx; Eckerds.
Chain Food Supermarkets : Piggly Wiggly 2; Big Star; Winn-Dixie.

14 - NEWSPAPERS: TIMES-RECORDER (e) 7,343; sworn Sept. 30 1981.
Local Contact for Advertising and Merchandising Data: A. J. Bell, Adv. Mgr., TIMES-RECORDER, Vienna Rd., Americus GA 31709; Tel. (912) 924-2751.

National Representative : Landon.

ATHENS

1 - LOCATION: Clarke County (SMSA), E&P Map C-2. County SEat. Educational and Industrial center. Located in NE Georgia. 67 mi. E of Atlanta; 98 mi NW of Augusta; 90 mi. N of Macon & 227 mi. NW of Savannah.

2 - TRANSPORTATION: Railroads - Seaboard; Southern; Georgia; Central of Georgia; Gainesville Midland.
Motor Freight Carriers - 16 with Terminals.
Intercity Bus Lines - Greyhound; Southeastern Stages; Trailways.
Airlines - Republic; Atlantic SE Airlines.

3 - POPULATION:
Corp. City 80 Cen. 42,458
CZ-ABC: (70) 44,342; (81) 54,000
RTZ-ABC: (70) 70,958; (81) 86,200
County 80 Cen. 74,498
SMSA 80 Cen. 130,015
City & RTZ-ABC: (70) 115,300 (81) 140,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 15,055
County 80 Cen. 26,587
SMSA 80 Cen. 45,568
CZ-ABC: (70) 13,054; (81) 18,300
RTZ-ABC: (70) 21,701; (81) 30,500
City & RTZ-ABC: (70) 34,755; (81) 48,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$380,870,662
Sav. & Loan	3	$248,569,288

6 - PASSENGER AUTOS: County 33,461

7 - ELECTRIC METERS: Residence 30,481

8 - GAS METERS: Residence 22,545

9 - PRINCIPAL INDUSTRIES: Industry: Clocks, Electrical Transformers, Milk Cartons, Fertilizer, Tire Fabric, Overalls, Shirts, Fiberglass Moulatron, Cottonseed Products, Furniture Braided Cord, Tapestry, Beverages, Garments, Veneer, Coperage, Canned Meats, Canned Vegetables, Dairy Products, Candy, Foundry and Machine Works, Corn and Flour Milling, Mattresses, Poultry, Textiles, Electric Motors and Non-Woven Products. IBM exercised option on 900 acres.
Principal Pay Days : Friday, 1st & 15th.

10 - CLIMATE: First killing frost, Nov. 5. Last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:

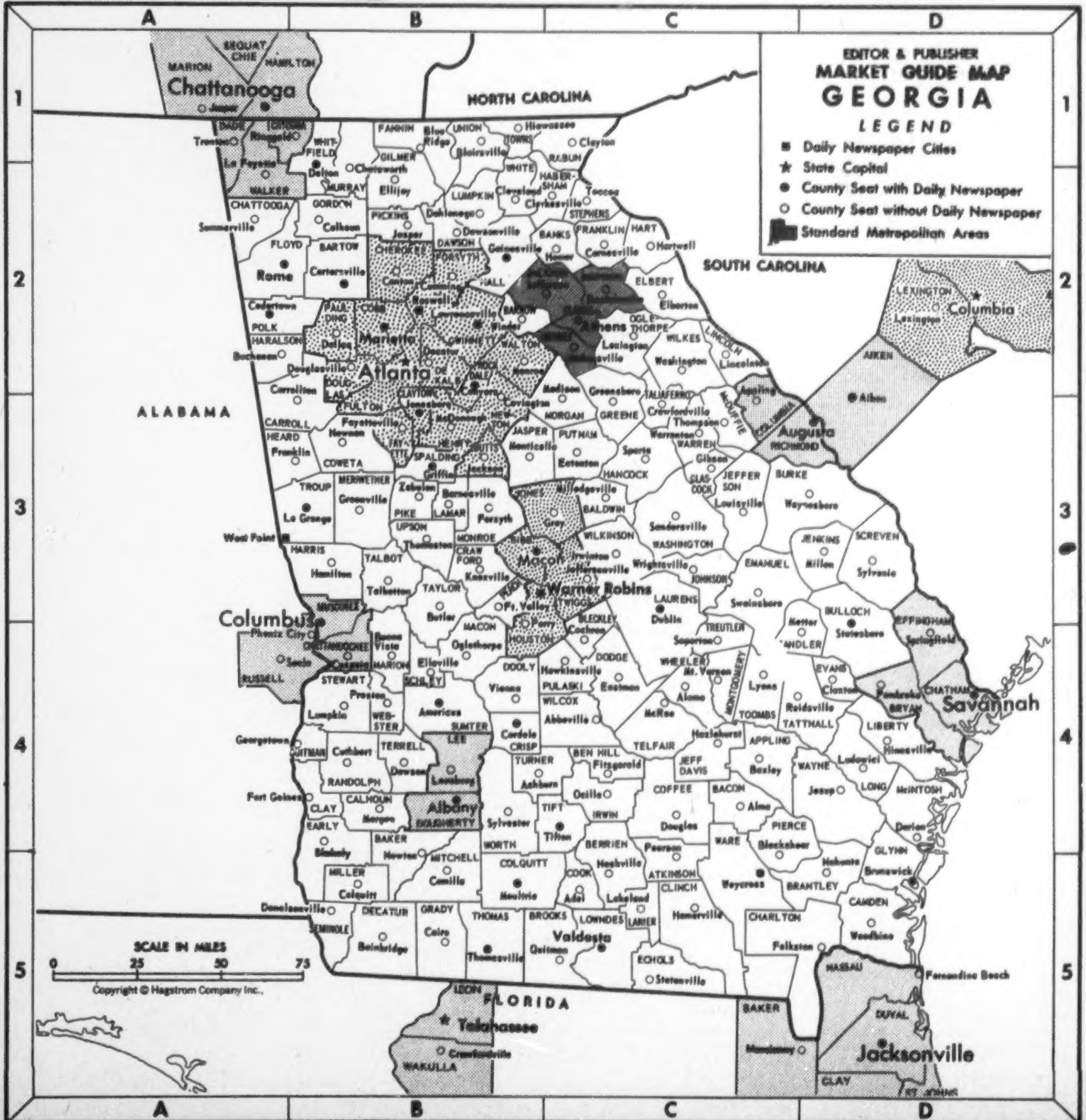
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	NA	K mart
Beechwood (40)	NA	Key, Woolworths, Winn-Dixie
Homewood (12)	NA	Zayre, Winn-Dixie
Willowood (17)	NA	Rose's, Winn-Dixie
Alps (29)	NA	Gibsons, Big Star
Sky City (7)	NA	Sky City, Otasco, Bilo
East Plaza (10)	NA	Bells Food
Georgetown (15)	NA	Food Giant
Georgia Sq. (100)	NA	Belk, J.C. Penney, Sears, Davison
Clarke Crsg. (10)	NA	Richway

Principal Shopping Days : Sat., Mon., Sun., Fri.

13 - RETAIL OUTLETS: Department Stores - Davison's; Belk's; J.C. Penney; Sears.
Discount Stores : Gibson's; Sky City; Zayre; Family Dollar; Rose's; K mart; Richway.
Variety Stores - Woolworth's; McLellan's; McCrory.
Chain Drug Stores - Eckerd's 5; Village Drug 2; Revco 5; Shoppers Drug Mart 1.
Chain Supermarkets - Kroger 1; Big Star 2; Winn-Dixie 3; Foodland 1; Bestmart 1; Bells 5; Bi-Lo; Food Giant 2; Thriftcity 1.
Other Chain Stores : Diana Shop; Sterchis; Goodyear; Otasco; Sherwin-Williams; Pearle Optical; Lowes; Wickes; Maxwell; Kay's; Parts City; Key Wholesale; Friedman's; Radio Shack; General Nutrition; Camelot Music; J.P. Allen; Zachry's; Merle Norman; Zale's; Gordon Jewelry; Citizens Jewelry; American Vision; Kinney Shoes; Butler Shoes; Thom McAn; Southern Mill Outlet; Payless Shoes.

14 - NEWSPAPERS: NEWS (m-mon to fri) 8,469; BANNER-HERALD (e-mon to fri) 12,382; (m&e) 20,851; (sat) 17,481; (S) 23,164; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: A. Mark Smith, Adv. Dir., BANNER-HERALD NEWS, One Press Pl., Athens, GA 30613; Tel. (404) 549-0123.
National Representative : Branham.


EDITOR & PUBLISHER
MARKET GUIDE MAP
GEORGIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
A
B
C
D
1
2
3
4
5
NORTH CAROLINA
SOUTH CAROLINA
ALABAMA
FLORIDA
Chattanooga
Rome
Marietta
Atlanta
Athens
Augusta
Columbia
Macon
Warner Robins
Columbus
Albany
Valdosta
Savannah
Tallahassee
Jacksonville
SCALE IN MILES
0
25
50
75

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ATLANTA

1 - LOCATION: Fulton and De Kalb Counties (Atlanta SMSA) (15 counties total). E&P Map B-2, State Capital, Fulton County Seat. Industrial, transportation, distribution, merchandising, financial, manufacturing, communications and education center of SE U.S.

2 - TRANSPORTATION: Railroads - Atlanta & West Point; Central of GA; GA Railroad; Louisville & Nashville; Seaboard Coast Line; Southern Railway; Western Railway of Alabama.
Motor Freight Carriers - 73.
Intercity Bus Lines : Greyhound; Southeastern Stages; Trailways.
Airlines : American; Bahamas Air; Braniff; British Caledonian; Continental; Delta; Eastern; Frontier; KLM Royal Dutch; Lufthansa; Northwest; Ozark; Piedmont; Republic; Sabena.
Mass Transit : MARTA Rapid Rail System.

3 - POPULATION:
Corp. City 80 Cen. 425,022
CZ-ABC: (70) 1,317,815; (81) 1,550,900
RTZ-ABC: (70) 1,122,741; (81) 1,566,000
Counties 80 Cen. 1,072,828
Fulton 80 Cen. 589,904
De Kalb 80 Cen. 483,024
SMSA 80 Cen. 2,029,618
City & RTZ-ABC: (70) 2,440,556; (81) 3,116,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 162,553
Counties 80 Cen. 398,230
Fulton 80 Cen. 225,308
De Kalb 80 Cen. 172,922
SMSA 80 Cen. 719,799
CZ-ABC: (70) 408,011; (81) 549,600
RTZ-ABC: (70) 337,679; (81) 541,000
City & RTZ-ABC: (70) 745,690; (81) 1,090,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	74	$7,878,831,000
Sav. & Loans	20	$4,918,000,000

6 - PASSENGER AUTOS: Fulton County 290,183
De Kalb County 290,495

7 - ELECTRIC METERS: Residence 519,725

8 - GAS METERS: 475,114 (commercial & residential)

9 - PRINCIPAL INDUSTRIES: Manufacturing aircraft; automobiles; chemicals; communications equipment; furniture; iron & steel prods; soft drinks; textiles; food; printing and publ. Av. wkly. earnings; durable goods ($284); non-durable goods ($233); total manufacturing ($251).
Principal Pay Days : Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 11-91; Summer 55-105; Fall 28-96; Winter 14-79. First killing frost, Nov. 12. Last killing frost, March 26.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: (15-county SMSA) 400 shopping centers, including 14 regional malls, 66 centers of 100,000 sq. ft. or more; and 154 centers of 40,000 to 100,000 sq. ft. Regional Malls: Belvedere Plaza; Cobb Center; North De Kalb Mall; Columbia Mall; Cumberland Mall; Greenbriar Mall; Lenox Square; Northlake Mall; Perimeter Mall; Phipps Plaza; Shannon Mall; South De Kalb Mall; West End Mall; Southlake Mall.
Principal Shopping Days : Fri., Sat., Mon., Tues., Wed. (in order).
Stores Open Evenings : Regional shopping centers open to 9:30 six nights a week; open Sundays 12:30-5:30. Many supermarkets now open till midnight or open 24 hours. Most other retail stores open Mon., Thru., Fri. evenings.

13 - RETAIL OUTLETS: Department and Apparel Stores - Davison's; J.C. Penney; Rich's; Sears.
Specialty Department Stores - Saks Fifth Avenue; Lord & Taylor; Neiman-Marcus.
Discount Stores - K mart; Richway; Treasure Island; Woolco; Zayre.
Variety Stores - Woolworth's; S. S. Kresge; Ben Franklin's; Elmore; S.H. Kress; McCrory's; TG&Y.
Chain Drug Stores - Dunaway Drugs; Eckerd's; K mart Pharmacy; Kroger Drugs; Reed's; Revco; SupeRx; Treasury; Wender & Roberts.
Chain Food Supermarkets - A&P; Big Star/Colonial (div. Grand Union); Big Apple Warehouse/Food Giant (Alterman Foods); Kroger; Thriftown/Big Buy (Associated Grocers); Jewel T Discount; Winn-Dixie; Ogletree's.
Convenience Food Stores - Tenneco; Food Mart; 7-Eleven; Minit Chek; Majik Markets; Li'l General; Stop-N-Go.
Other Chain Stores - (selected) Belk; Family Dollar; Kessler's; Sunshine; Top Dollar; Marshall's; Burlington Coats; American Home Video; Handy City; Home Depot; Nationwise Auto Parts; Roberd's; Levitz; Havertys; Ethan Allen; Casual Corner; Lerner Shops; Lane Bryant; The Limited; Brooks Brothers; County Seat; Britches of Georgetowne; Thom McAn; Kinney's; Thompson Boland & Lee; Fayva; Butler's; Ace Hardware; Western Auto; Firestone; Goodyear; Tiffany & Co.: Zales; B. Dalton Bookseller; Waldenbooks; Service Merchandise; Lionel Playworld; Ellman's.

14 - NEWSPAPERS: CONSTITUTION (m-mon to fri) 215,684; JOURNAL (e-mon to fri) 193,916; Comb (m&e) 409,600; JOURNAL & CONSTITUTION (m-sat) 419,960; (S) 499,341; Mar. 31, 1980 ABC. DAILY WORLD (m-tues, thurs, fri, S) 22,500; sworn Feb. 1, 1981.
Local Contact for Marketing and Advertising Data: Caroline John, Research & Mktg. Dir., JOURNAL-CONSTITUTION, 72 Marietta St. N.W., Atlanta, GA 30302; Tel. (404) 526-5283. C.A. Scott, Pub., WORLD, 145 Auburn Ave., Atlanta, GA 30335; Tel. (404) 659-1110.
National Representatives : JOURNAL & CONSTITUTION - Million Mkt Newspapers; Met. Pub. Rep.; Towmar; WORLD - Amalgamated.

AUGUSTA

1 - LOCATION: Richmond County, (In Augusta, GA-SC SMSA). E&P Map D-3. In extreme eastern end and central portion of state at head of navigation of Savannah River, the boundary between Georgia and South Carolina; 171 mi. SE of Atlanta; 153 mi. NW of Charleston, and 80 mi. SW of Columbia. On U.S. Hwys. 1, 25, 78, 319, I-20. Fort Gordon (Army).

2 - TRANSPORTATION: Railroads - Southern; Georgia and Florida; ACL: Central of Georgia; Georgia RR.
Motor Freight Carriers - 16.
Intercity Passenger Bus Lines - Atlantic Greyhound; Southeastern Stages; Service Coach Trailways; Smoky Mountain Trailways; Carolina Scenic Coach; Georgia-Florida Coach; Queen City Trailways; Southern Stages.
Airlines Serving City - Delta; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 47,532
CZ-ABC: (70) 172,336; (81) 185,300
RTZ-ABC: (70) 299,401; (81) 363,800
County 80 Cen. 181,629
SMSA 80 Cen. 327,372
City & RTZ-ABC: (70) 471,737; (81) 549,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,108
County 80 Cen. 59,501
SMSA 80 Cen. 108,791
CZ-ABC: (70) 52,640; (81) 65,600
RTZ-ABC: (70) 80,432; (81) 112,800
City & RTZ-ABC: (70) 133,072; (81) 178,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$1,899,153,677
Commercial	10	$5,701,610,290

6 - PASSENGER AUTOS: County 86,597

7 - ELECTRIC METERS: Residence 69,229

8 - GAS METERS: Residence 50,629

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Total mfg. 14,674 ($257) AEC Operations 6,500 ($355); Military 37,884 ($220,781,897) annual; U.S. Govt. 6,212 ($355) Textiles 16,508 ($207); Brick & Clay 2,730 ($247); Pulp & Paper Board 2,063 ($390).
Principal Pay Days - Thurs., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 54-75; Summer 71-90; Fall 55-76; Winter 39-60. First killing frost, Nov. 15. Last killing frost, Mar. 14.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Broad St.; 3 on 8th and on 9th Sts.
Neighborhood Shopping Centers - Broad & Milledge Rd.; Walton Way at 15th St.; Central Ave. at Monte Sano Ave.; Central Ave. & Hickman Road; Southgate Plaza; Fleming; Daniel Village; North Augusta Plaza; National Hills; Holly Hill Plaza; Town & Country; Peach Orchard Center; Sky City; Bilo Center; Midland Valley Ctr.; Mitchell Shpg. Ctr.; K mart Discount Ctr.; Regency Mall; Washington Square; Columbia Square; Windsor Square; Augusta Mall; West Town; Richmond Plaza; Regency Plaza.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Department Stores - Mon. thru Sat.; Grocery - Everyday.

13 - RETAIL OUTLETS: Department Stores - Sears; Montgomery Ward; Davison's 1; Belles 3; Dale's; J.C. Penney; Rich's; Belk's 2; Gallant-Belk; Meyers-Arnold 2; Reuben's 2; J. B. White 3.
Discount Stores : K mart 4; Sky City 2; Kaplan's; Key Wholesalers 3; Sam Solomon, Inc.
Variety Stores - Woolworth 3; Green; Rose's 5; Big-K; Edward's; Family Dollar 2; Dollar General 2.
Chain Drug Stores: Lane-Liggett 3; Eckerd 6; Liggett Hill's; Murphy's 2; Mill Discount; Treasury 2; Shopper Drug Mart 2.
Chain Food Supermarkets : Red & White 4; Big Star 11; A&P 2; Winn-Dixie 13; Kroger's 6; Bilo 4; Piggly Wiggly 8; Aaron's 2; Carpenter's 4; Red & White 3; Hill's 2; Korner Curb 2; Variety Curb 3; Harris-Teeter 3.
Other Chain Stores - Lumber/Hdwe: Handy City, Lowe's, Wicke's, Builderama; Shoes: Hardy's, Butler's, Bell Bros., Marilyn Slipper Shop, Thom McAn, Kinney, Hanover, Endicott Johnson; Women's Apparel: Lerner's 2, Divine Shops, Daniel's Den, Eleanor Shop, Margel's, Lynda Shop, My Shop, Casual Corner, Singer Co; Tires: Firestone, Uni-Royal, Goodyear 4, Goodrich, White's 2, Kelly Springfield 4; Jewelers: Friedman's 6, Busch's, Zale, Kay, Gordon, Jewel Box, Bejeweled, Tammy Jewels, Citizens; Men's Apparel: Kaybee Stores; Auto Accessories: Western Auto 4, Otasco 4, Firestone 4; Furniture: Ethan Allen, Rhodes, Inc., Maxwell Bros. 2, Haverty, Jordache; Paints: Sherwin-Williams, Pittsburg Paint & Glass Co.

14 - NEWSPAPERS: CHRONICLE (m) 58,372; HERALD (e) 18,763; Comb (m&e) 77,135; CHRONICLE-HERALD (S) 85,235; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Matt Reynolds, Nat. Adv. Mgr., CHRONICLE & HERALD, 725 Broad St., Augusta, GA 30913; Tel. (404) 724-0851.
National Representative : Branham.

BRUNSWICK

1 - LOCATION: Glynn County, E&P Map D-5. On Oglethorpe Bay 4 mi. from Atlantic Ocean. County Seat. Naval stores, seafood and pulp, shipping center. Gateway city to the resort islands of St. Simons, Sea Island Beach and Jekyll Island. On U.S. Hwys. I-95, 17, 84, 341; State Hwys. 25, 27, 32, 50.

2 - TRANSPORTATION: Railroads - Seaboard Coast Line; Southern.
Motor Freight Carriers - 7.
Intercity Bus Lines - Greyhound; Service Trailway.
Airlines : Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 17,605
County 80 Cen. 54,981

4 - HOUSEHOLDS:
City 80 Cen. 6,385
County 80 Cen. 19,826

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$220,700,000
Sav. & Loan	6	$196,800,000

6 - PASSENGER AUTOS: County 29,228

7 - ELECTRIC METERS: County 21,800

8 - GAS METERS: City 10,614

9 - PRINCIPAL INDUSTRIES: Naval Stores and Chemicals; Pulp; Industrial Broilers; Creosoted Timbers; Pulp Saws and Mach.; Paint and Varnish; Lumber Products; Fresh, Frozen and Breaded Shrimp; Crab and other seafoods; Garments; Tools; Dies; Special Mach.; Wall Board.

10 - CLIMATE: Min. & Max. Temp. - Spring 48-69; Summer 81-96; Fall 65-81; Winter 42-64.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 80 blocks on Newcastle, Gloucester and Norwich Sts.; Brunswick Mall, Altama Ave.
Neighborhood Shopping Centers : Norwich St.; St. Simons Island; Arco-Brunswick Village; Jekyll Island; Altama Ave.; Dock Junction; Redfern Village; St. Simons.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altama Village	9	Piggly Wiggly, Eckerd's
Brunswick Mall (20)	3	Pantry Pride, Belk-Hudson, Revco, K mart
Brunswick West (11)	8	Revco, Winn-Dixie
Lanier Plaza (25)	1	A&P, Sears, Woolworth's
Retreat Vlg. (St. Simons) (23)	9	Revco, Winn-Dixie, Ben Franklin, Eagle
Longview (St. Simons Isl.)	10	IGA Foodliner, Ace Hdwr.
Glynn Plaza (10)	3	Big K, Treasury Drugs, Big Star

Other shopping ctrs. are Frederica Plaza; Redfern Village (SSI); The Village (SSI); The Village (Jekyll Isl.)

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; Gibson's; Belk-Hudson; K mart.
Variety Stores - Kress; Woolworth; Maxwell's; Ben Franklin; Eagle.
Discount Stores : Big 5; K mart; Gibson's.
Chain Drug Stores : Eckerd's; Treasury; Revco.
Chain Food Supermarkets : A&P; Winn-Dixie 4; Pantry Pride 2; Piggly Wiggly; IGA 2; Big Star; Daylight; Jack's Minit Mart 15.
Other Chain Stores : Rhodes Furniture; Firestone; Vogue Shop; Eleanor Shop; Western Auto; S&H Green Stamps; Top Value Stamps; Pic 'N Pay Shoe Store; Pay Less Shoe Store; Radio Shack; Gilberg's Fabrics; Strawberry Fields; CATO; Friedmans Jewelers.

14 - NEWSPAPERS: NEWS (e) 15,359; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ron Maulden, Adv. Mgr. & Ass't. Gen. Mgr., NEWS, 3011 Altama Ave., Brunswick, GA 31521; Tel. (912) 265-8320.
National Representative : None.

CARTERSVILLE

1 - LOCATION: Bartow County, E&P Map B-2, County Seat. 40 mi. NW of Atlanta. Shopping center for mining, mfg. & agric. Industrial center.

2 - TRANSPORTATION: Railroads - L&N; Seaboard.
Motor Freight Carriers - 5.
Intercity Bus Lines : Greyhound; Tennessee Coach.

3 - POPULATION:
Corp. City 80 Cen. 9,508
County 80 Cen. 40,760

4 - HOUSEHOLDS:
City 80 Cen. 3,559
County 80 Cen. 13,804

5 - BANKS: 37E		
Sav. & Loan	2	$50,000,000
Commercial	4	$80,994,000

6 - PASSENGER AUTOS: County 22,124

7 - ELECTRIC METERS: Residence 4,900

8 - GAS METERS: Residence [illegible],100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Cotton, chenille and knitting 6,025 ($200); Sundries 10,129 ($140). Also Lime; limestone; barium; iron ore; ochre & manganese mines; livestock; pine timber; Farming (soy bean, corn, wheat).

10 - CLIMATE: Min. & Max. Temp. - Spring 62-80; Summer 65-96; Fall 62-80; Winter 8-80. First killing frost, Oct. 30. Last killing frost, Apr. 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center - 8 blocks on 6 sts., some outlying areas.
Shopping Centers : Three new centers 3 blocks from downtown; Oakland Hts., 3 mi. N.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cartersville Plz. (26)	NA	Big Buy Food, Woolworth, Belk, Fabric Outlet, Irvin's, Dunaway Drugs
Market Sq. (21)	NA	Winn-Dixie, Bonanza, Eckerd, Davis Bros., K mart
Nea Mar (6)	NA	Sears, Nea Mar Drugs

Principal Shopping Days : Mon., Fri., Sat.
Stores Close : Wed. afternoon.

13 - RETAIL OUTLETS: Department Stores - Belk.
Variety Stores - Woolworth; Lay's.
Discount Stores : Discount City; Super D; Family Dollar Store; Pick'N Pay Shoes; Dollar General.
Chain Drug Stores : Champion 2; Rexall; Young Bros.; Cochran's; Bert Smith; Dunaway's; Eckerd's; Ben's Drugs; Nea Mar Drugs.
Chain Food Supermarkets : Kroger; Food Giant; Big Buy; Winn-Dixie.
Other Chain Stores : Saul's; Stein's; Diana Shop; Irvin's; Martin's Menswear; Men's Den.

14 - NEWSPAPERS: TRIBUNE-NEWS (e-mon to fri) 6,535; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Stephen Crass, Adv. Mgr., TRIBUNE-NEWS, 251 S. Tennessee St., Cartersville, GA 30120; Tel. (404) 382-4545.
National Representative : None.

COLUMBUS

1 - LOCATION: Muscogee County (In Columbus GA-AL SMSA). E&P Map B-3, County Seat. On Chattahoochee River at head of navigation. 104 mi. SW of Atlanta on U.S. Hwys. I-185, 27, 80, 431, 280; GA Hwy. 103, 85, 22, 1. Home of Lawson Army Air Field and Fort Benning (Army).

2 - TRANSPORTATION: Railroads - Central of Georgia; Seaboard; Southern.
Motor Freight Carriers - 25.
Intercity Bus Lines - Modern Trailways; Southern Greyhound; Capitol Trailways; Atlantic Trailways; Southern Trailways of Georgia.
Airlines - Delta; Air Coach Transport Assn.; Atlantic Southeast Airlines.
Waterways - River Transit Co.

3 - POPULATION:
Corp. City 80 Cen. 169,441
County 80 Cen. 170,108
CZ-ABC: (70) 211,445; (81) 216,500
RTZ-ABC: (70) 255,005; (81) 290,000
SMSA 80 Cen. 239,196
City & RTZ-ABC: (70) 466,450; (81) 506,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,869
County 80 Cen. 59,112
CZ-ABC: (70) 60,093; (81) 73,400
RTZ-ABC: (70) 79,996; (81) 96,000
SMSA 80 Cen. 78,133
City & RTZ-ABC: (70) 140,089 (81) 159,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$534,791,000
Sav. & Loan	4	$329,152,000

6 - PASSENGER AUTOS: County 89,809

7 - ELECTRIC METERS: Res. 58,521

8 - GAS METERS: Res. 50,911

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Mfg. 21,200 ($177); Lumber & Wood 500 ($160); Chemical, Stone, Clay-Glass 600 ($200); Metal, Machinery 4,600 ($199); Food 3,700 ($180); Textiles 8,500 ($185); Apparel, Textiles 700 ($110); Print., Pub. 1,200 ($180); Transp., Comm., Utilities 3,400 ($190); Wholesale, Retail 13,500 ($130); Finance, Ins., Real Estate 5,500 ($160); Construction 3,500 ($175); Misc. Services 10,900 ($130); Gov't. 19,000.
Principal Pay Days - Thu.

10 - CLIMATE: Min. & Max. Temp. - Spring 22-97; Summer 52-104; Fall 10-98; Winter 10-83. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** - 6 blocks on Broadway; several on First Ave.; Shopping Center Complex on Macon Rd. (100 stores), Peachtree Mall; Phenix City: Broadway Area, downtown under renovation.
Neighborhood Shopping Centers : Wynnton; Rose Hill; E. Highland; N. Highlands; Baker Village; 13th St. at 13th Ave.; Beallwood; Benning Park; Brown Ave.; Andrews & Cusseta Rds.; St. Mary's & Buena Vista Rds.; Jordan City; Phenix City; Warm Springs & Woodruff Rds.; Rosemont; Oakland Park; Cliatt; St. Elmo; Victory Dr. at Lumpkin Rd.; Edgewood; Dinglewood; Mid-town; Starmount; Floyd & Forest Rds; Allendale; Holly Hills.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Columbus Sq.	3	J.C. Penney, Woolworth, Sear's, Kirven's
Peachtree	4	Gayfer's, Ward's
Cross-Country Plz.	3	A&P, Service Merchandise, Segal & Sons
Traffic Circle	4	Woolworth, Piggly Wiggly, Howard Bros.
Hamilton Rd	10	Howard Bros., Winn-Dixie
Phenix Plaza	1	Woolworth, Winn-Dixie, Food Giant
Phenix By-Pass	3	Big Star, K mart
Eastgate	4	Food Giant, Spiegel
Village Green	3	Piggly Wiggly, Shoe City, Howard Bros.
Fort Benning	7	Post Exchange
Franklin Acres	NA	A&P
Airport Thur Way	NA	Family Mart
Midtown	NA	Piggly Wiggly, K mart
Oakland Park	NA	Piggly Wiggly
St. Mary's	NA	Thriftown
13th St.	NA	A&P, Eckerd Drugs
Windsor Vlg.	NA	Piggly Wiggly
Vista Plaza	NA	Howard Bros., Winn-Dixie

Principal Shopping Days : Mon., Wed., Fri., Sat.
Stores Open Evenings : Dept. Mon. & Fri.; Peachtree Mall; Cross Country Plaza; Traffic Circle Shopping Centers; Gaylord's; J.C. Penney; Sears; K mart; Howard Bros., open 6 nights and Sunday.

13 - RETAIL OUTLETS: **Department Stores** - Kirven's; J.C. Penney; Sears; Green's; Montgomery Ward; Gayfer's.
Discount Stores : Gaylord's 2; Hill Bros.; Paylass; K mart; Howard Bros.; Segall & Sons; Service Merchandise; Family Dollar.
Variety Stores - Woolworth 3; H.L. Green; Witt's 2; Rose's 2; Chapman's; Oakland Park; St. Mary's; Starmount; Windsor Village; TG&Y 2.
Chain Drug Stores : Lee 8; Walgreen 2; Scotties 1; Crayland & Jackson 2; Eckerd's 5; Page Drugs 2.
Chain Food Supermarkets : Kwik-Chek 3; A&P 8; Big Star 5; Piggly Wiggly 18; Food Giant 6; Green Associated Grocers 18; Thriftown 6; Super Foods 1; Birdsey 2; Kwik-Shop 2; Globe Super Valu 3; Jones 2; Big Value 2; IGA Foodliner 5.
Other Chain Stores - Burroughs; I.B.M.; Monroe; Friden; Marchant; National Cash Register; Register; Remington Rand; Firestone; Goodrich; Economy Auto; Pure Oil; Western Auto 3; Schwobilt Clothes; Day's Clothing; Maxwell Bros; (furniture); Zale Jewelry; Busch Jewelry; Butlers; Thom McAn; Cannon Marilyn Slipper Shop (shoes); Darling Shop; Eleanor Shop; Lerner Shops; Mangel's; My Shop; Sherwin-Williams 3; Casual Corners 2; Miller Taylor Shoes 3; Bell Bros. Shoes; Goodyear 2; Diana Stores 3; Lowe's; Anderson-Little; Walden Books; Cole Books; American Seam; Shirt Shack; Cloth World; Hancock Fabric; Goodyear; Otasco; Kiralfy's; Brooks; B. Dalton; Gingess Formal Wear; Matthews; Pockets; Radio Shack; Feet First; The Gap (clothing); Kinney Shoes; Mary Carter Paints; The Toy House; Color Tile; Aamco; Maaco Auto Painting; Singer Sewing; Goofs clothing.

14 - NEWSPAPERS: ENQUIRER (m-mon to fri) 30,698; LEDGER (e-mon to fri) 25,209; Comb. (m&e) 55,907; ENQUIRER-LEDGER (m-sat & hol) 52,325; LEDGER-ENQUIRER (S) 63,942; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ron Davidson, Adv. Dir., LEDGER and ENQUIRER, PO Box 711 Columbus, GA 31994; Tel. (404) 324-5526.
National Representatives : Knight-Ridder.

CONYERS

1 - LOCATION: Rockdale County, E&P Map B-2, (In Atlanta SMSA). Manufacturing & agricultural area. 20 mi. SE of Atlanta. On I-20, State Hwy. 20.

2 - TRANSPORTATION: **Railroads** - Georgia; Family Line.
Intercity Bus Lines - Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,567
County 80 Cen. 36,747
SMSA 80 Cen. 2,029,618

4 - HOUSEHOLDS:
City 80 Cen. 2,349
County 80 Cen. 11,592
SMSA 80 Cen. 719,799

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Sav. & Loan	2	N.A.

6 - PASSENGER AUTOS: County 21,654

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Manufacturing (battery trays; scooters; tires; mattresses; fluorescent fixtures; food products; fabricated steel; aluminum screens; awnings; clothing; plastics). Meat packing plant; Pine limber; Agriculture.

10 - CLIMATE: Mean Temp. - Spring 80; Summer 85; Fall 70; Winter 40. First killing frost, Nov. Last killing frost, March.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal shopping Centers** - 5 Shopping Centers on Highways 20 and 138; I-20E; West Ave. and Salem Road.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conyers Crossings (14)	NA	K mart, Big Star Foods, Eckerd's Drugs
Conyers Vlg. (19)	NA	Kroger, Revco Drugs
Fieldstone (22)	NA	Food Giant, Buy Wise
Rockdale Plz. (25)	NA	Sears, Western Auto, Big Star, Kerwin, Liquidation Mart
Salem Gate (27)	NA	A&P, Treasury Drug, TG&Y

Stores Open Evenings : Shopping Centers.

13 - RETAIL OUTLETS: **Department Stores** - Gailey Dry Goods Co.
Discount Stores : K mart; Liquidation Mart.
Chain Drug Stores : Eckerds; Treasury; Buy-Wise; Revco.
Chain Food Stores - A&P; Big Star; Kroger's; Food Giant.
Other Chain Stores - Singer Sewing Ctr.; Hallmark Card Shop.

14 - NEWSPAPERS: ROCKDALE CITIZEN (e-mon to fri) 5,200; Sept. 30, 1980 Publisher's estimate.
Local Contact for Advertising and Merchandising Data: Jane Patterson, Adv. Mgr., ROCKDALE CITIZEN, PO Box 136, Conyers, GA 30207; Tel. (404) 483-7108.
National Representative : None.

CORDELE

1 - LOCATION: Crisp County, E&P Map B-4, County Seat. Agricultural, industrial center. 240 mi. NW of Jacksonville; 65 mi. S of Macon; 130 SE by S of Atlanta; Flint River 8 mi. W; on U S. Hwys. 280 & 41; I-75 into Florida.

2 - TRANSPORTATION: **Railroads** - Southern; SCL/L&N Family Lines, piggyback ramp at Cordele serves entire South Georgia area.
Motor Freight Carriers - 13 interstate, overnight service to Atlanta, Birmingham, Charlotte, Chattanooga, Columbia (SC), Jacksonville (FL), Knoxville.
Intercity Bus Lines : Southern; Greyhound; Continental Trailways; Tamiami Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,974
County 80 Cen. 19,489

4 - HOUSEHOLDS:
City 80 Cen. 3,656
County 80 Cen. 6,559

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$59,231,545
Prod. Credit Assn	1	$59,486,338
Savings & Loan	1	$43,000,000

6 - PASSENGER AUTOS: County 8,919

7 - ELECTRIC METERS: Res. 7,268

8 - GAS METERS: Residence 2,664

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Apparel 5,478 ($114); Lumber 1,255 ($174); Textiles 1,128 ($169); Elec. Machy. 890 ($257); Food 831 ($155); Non Elec. Machy. 811 ($223); Trans. Eqpt. 431 ($211); Rubber Plastics 324 ($178); Chemicals 282 ($182); Furniture 242 ($143); Stone, Clay, Glass 149 ($145); Primary Metal 122 ($178); Printing 105 ($149); Fabricated Metals 98 ($185); Petroleum Refining 53; Paper 24; Miscellaneous 45 ($124).

10 - CLIMATE: Min. & Max. Temp. - Spring 65-87; Summer 71-90; Fall 64-85; Winter 41-63.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Principal Shopping Days : Thurs., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores** - Sears; Roobin's; B. C. Moore & Sons; The Fair Store; Belks; Fergusons; Diana Shops; Star Store; Badcock's; Turton Casuals; Hartin's Fashion-Wise Clothing; Gibson Discount Ctr.; Cato's Nuthin' Fancy; Behr's; TG&Y; Curtis Mathis; Radio Shack.
Variety Stores : Family Dollar.
Discount Stores : Gibson's; Pic & Pay Shoes; Payless Shoes; TG&Y.
Chain Food Stores : Piggly Wiggly; Harvey's; Winn-Dixie; Rachels.
Chain Drug Stores : Gibson's; Revco.
Other Chain Stores - Western Auto; Diana Shop; Friedman Jewelers; B. C. Moore & Sons; Pic & Pay Shoes; Firestone; Goodyear; Belk Mathews; Badcock Furniture; Wheeler's; Cato's; Kenwin; Behr's.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 5,436; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jack C. Mathews Pub. Gen. Mar., DISPATCH, 306 13th Ave. W., Cordele, GA 31015; Tel. (912) 273-2277.
National Representatives : Thomson; Landon.

DALTON

1 - LOCATION: Whitfield County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: **Railroads** - L & N; Southern.
Motor Freight Carriers - 22.
Intercity Bus Lines - Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,710
CZ-ABC: (70) 29,827; (81) 33,100
RTZ-ABC: (70) 36,518; (81) 52,600
County 80 Cen. 65,780
City & RTZ-ABC: (70) 66,345; (81) 85,700

4 - HOUSEHOLDS:
City 80 Cen. 7,712
County 80 Cen. 22,463
CZ-ABC: (70) 9,265; (81) 11,800
RTZ-ABC: (70) 10,682; (81) 18,000
City & RTZ-ABC: (70) 19,947; (81) 29,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$194,960,000
Sav. & Loan	3	$96,585,287

6 - PASSENGER AUTOS: County 34,010

7 - ELECTRIC METERS: City 9,142

8 - GAS METERS: City 6,355

9 - PRINCIPAL INDUSTRIES: Bedspreads; Lumber Mills; Carpeting; Poultry.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-80; Summer 75-95; Winter 30-52.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Area** - 10 blocks on Hamilton King, Gordon, Cuyler and Crawford Sts.; Walnut Square Shopping Mall, Walnut St.; Whitefield Square, Cleveland Road.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bry-Man (30)	NA	Winn-Dixie, Penney, McCrory
Dalton (20)	NA	Sky-City, Eckerd, Kroger
Glenwood (5)	NA	Giggs Mkt., White Auto

13 - RETAIL OUTLETS: **Department Stores** - Penney's; Belk; Cannon's; Sky-City; K mart; Loveman's; Sears.
Variety Stores - McCrory-McClellan; Lay's.
Discount Stores : Dalton; Discount Outlet; Gibson's; Family Dollar; Big 5; Dollar General; K mart 2.
Chain Drug Stores : Rexall's; Dunaway's, Eckerd's; Gibson's; Buy Wise; Revco.
Chain Food Stores : Winn-Dixie; Big Star; Gibson's; Kroger; Green Spot 3; Stafford's 2.
Other Chain Stores : Bon-Ton Dresses; Three Sisters; Linda Fay Kiddie; Dan Cohen; Sears (order); Int'l. Shoes; Sherwin-Williams; Butler Shoes; Eleanor Glamor Shop; Pic 'N Pay Shoes.

14 - NEWSPAPERS: CITIZEN-NEWS (e) 12,601, Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Marvin Newman, Adv. Mgr., CITIZEN-NEWS, 308 S. Thornton, Dalton, GA 30720; Tel (404) 278-1011.
National Representative : Thomson.

DUBLIN

1 - LOCATION: Laurens County, E&P Map C-3, County seat and residential center. 55 mi. SE of Macon; 150 mi. SE of Atlanta; 135 mi. NW of Savannah; on U.S. Hwy. 80, 319, 441; State Hwys. 15, 19, 26, 29, 31, 117 and I-16.

2 - TRANSPORTATION: **Railroads** - Seaboard; Southern.
Intercity Bus Lines - Greyhound; Service Coach; Trailways; Queen City Coach.

3 - POPULATION:
Corp. City 80 Cen. 16,083
County 80 Cen. 36,990
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,454
County 80 Cen. 12,447

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	$130,000,000
Sav. & Loan	1	$53,000,000
Commercial	7	$53,000,000

6 - PASSENGER AUTOS: County 18,122

7 - ELECTRIC METERS: Residence 10,143

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Plywood; Bats, Handles; Sash & Doors; Meat Pkg.; Cotton Seeds & Peanut Crushing; Woolens; Furniture; Toys; Concrete Blocks; Kitchen Cabinets; Shirts; Wall Coverings; Pants; Carpets; Tennis Shoes; Newsprint; Aluminum Gates; Computer Components.

10 - CLIMATE: Min. & Max Temp. - N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center** - 5 blocks on Jackson St. Downtown, Dublin (80 stores).
Neighborhood Shopping Center : Dublin Mall Hwy. 80 West (27 stores); Principal stores - Penney's, Belks, Woolco.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bellevue	NA	Mercers Supermkt.
Williamsburg Vlg.	NA	Jewel T
East Dublin	NA	Piggly Wiggly, Red & White
Northside	NA	Hanks IGA
Shamrock	NA	Colony Square
Westgate	NA	Western Auto, K mart, Piggly Wiggly, Revco, Behrs

13 - RETAIL OUTLETS: **Department Stores** - Penney; Belk-Matthews; Westbrook's; Friedlanders; K mart; Woolco; Teddys Tree House; Imperial Men's Shop; Behrs; Sir Shop; Peacocks Men Shop; Segaws.
Discount Stores : Kenwin; Family Dollar; Top Dollar; Allied; Tog Shop.
Variety Stores - McLellan's; Caters; Otasco; Towns Auto Supply; Lovett & Tharpe Hdw.
Chain Drug Stores - SupeRx; Revco.
Chain Supermarkets : Big Star 3; Piggly Wiggly; Winn-Dixie; Jewel T; IGA.
Other Chain Stores : Diana Shop; Toby's Men's Store; Playland; Pic 'N Pay; Goodyear; Western Auto; Payless Shoes; Sears; Farmers Furniture; Badcock Furniture; Maxwells; Friedmans Jewelers; Wise; Firestone.

14 - NEWSPAPERS: COURIER HERALD (e) 10,389; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Doug Hall, Ed., COURIER HERALD, 106 Jackson St., Dublin, GA 31021; Tel. (912) 272-5522.
National Representative : Landon.

GAINESVILLE

1 - LOCATION: Hall County, E&P Map B-2, County Seat. Commercial, industrial and recreational center of the Lake Sidney Lanier and Georgia mountain area. Poultry products capitol of the world, other agriculture, textiles, manufacturing. Adjacent 38,500 acre Lake Lanier. 50 mi. NE of Atlanta; on U.S. Hwys. 23, 129 and 365 Interstate Connector, 136, 249, 53, 141, 215, 365.

2 - TRANSPORTATION: Railroads : Southern; Seaboard.
Intercity Bus Lines : Greyhound; American Trailway.
Motor Freight Carriers – 23.

3 - POPULATION:
Corp. City 80 Cen. 14,181
County 80 Cen. 73,329

4 - HOUSEHOLDS:
City 80 Cen. 5,738
County 80 Cen. 26,071

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$251,000,000
Commercial	3	$313,000,000

6 - PASSENGER AUTOS: County 39,323

7 - ELECTRIC METERS: City & County 30,262

8 - GAS METERS: City & County 13,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Food 505; Textile 2,601; Apparel 705; Lumber Furniture & Fixtures 476; Printing & Publishing 403; Stone 129; Metal & Machinery 2,252; Leather 354; Animal Feeds 242; Poultry 4,977; Other Mfg. 1,476.
Principal Industrial Pay Days : Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 13-68; Summer 41-88; Fall 58-92; Winter 24-75. First killing frost, Nov. Last killing frost, March.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Downtown Shopping Center : 3 blocks on City Square; 5 on Bradford St.; 4 on Main St.; 5 on Washington St.; 4 on Spring; 2 on Broad; 1 on Green.
Neighborhood Shopping Centers : Triangle 3 units; Lakewood 4 units; Westside 6 units: Broad St. 17 units; Lakeshore Village 10 units; College Sq. 15 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broad St. Ctr.	0	J & J Foods
Blueridge Ctr.	0	Kroger, Hancock Fabrics
Sherwood Plaza(14)	0	Belks, Sears, A&P, Rose's
Westside Plaza	1	Family Dollar
Gibson's(2)	1	Gibson's; Big Star
Lakeshore Mall(48)	0	Belk's, Penney's, Winn-Dixie
Big G Plz. (19)	1	Gibsons, Big Star

Principal Shopping Days : Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores – J. C. Penney; Belk; Estes; Millner's; Sears; Burton's.
Discount Stores : Buy Wise; Gibson's; Family Dollar; Rose's.
Variety Stores : Woolworth; United.
Chain Drug Stores : Revco, Eckerd; Buy Wise; Dunaway.
Chain Food Stores : A&P; Kroger, Winn-Dixie 2; Big Star 2.
Other Chain Stores : Southern Shoe; Goodyear; Singer; Diana; Kenwin; Butler Shoes; Pic 'N Pay; West's Cash & Carry; Lowe's; Hancock Fabrics; Pearl Vision Center; Bell Bros. Shoes; Rose's; Moore-Handley; Radio Shack; Bottom Half; Sound Shop; West Bldg. Supply.

14 - NEWSPAPERS: TIMES (e-mon to fri) 21,499; (S) 23,007; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Val Fowler, TIMES, PO Box 838, Gainesville, GA 30503; Tel. (404) 532-1234.
National Representative : None.

GRIFFIN

1 - LOCATION: Spalding County, E&P Map B-3, County Seat. 40 mi. S of Atlanta; 60 mi. NW of Macon. On U.S. Hwys. 16, 19, 41.

2 - TRANSPORTATION: Railroads – Southern; Central of Georgia.
Intercity Bus Lines – Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,728
County 80 Cen. 47,889
PMA-ABC: (70) 39,514; (81) 49,500

4 - HOUSEHOLDS:
City 80 Cen. 7,512
County 80 Cen. 16,177
PMA-ABC: (70) 12,242; (81) 17,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$45,000,000
Commercial	3	$135,000,000

6 - PASSENGER AUTOS: County 24,013

7 - ELECTRIC METERS: Residence 9,336

8 - GAS METERS: Residence 11,960

9 - PRINCIPAL INDUSTRIES: Textile 4,507 ($110); Brassieres 433 ($95); Hosiery 500 ($92); Metal Works 221 ($105); Canning 400 ($95).

10 - CLIMATE: Min. & Max. Temps. N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
East Solomon	NA	Music Store
College Hill	NA	Big Star, Book Store, Hardware, Ben Franklin
U.S. Hwy. 415	NA	Cooks
Experiment	NA	J.C. Foods
Market Sq. (11)	NA	Winn-Dixie
K mart Ctr.	NA	K mart
Northgate(13)	NA	Food Giant, Eckerds, Bakery, Champions 7
N.Griffin Sq.	NA	Belk, Sears, Farmer Johns

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Food, Drug, Cook's Discount, K mart, Roses.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Crouch; Smith-Roberts Co.
Variety Stores – McLellan; Rose's; Ben Franklin.
Discount Stores : Cooks; K mart; Roses; Signal Mills; Dollar General.
Chain Drug Stores : Reeds; Eckerds; K mart; Hospital Discount.
Chain Food Supermarkets : Piggly-Wiggly; Kroger; Big Star; Food Giant; Winn-Dixie.
Other Chain Stores : Goodrich; Firestone; Goodyear; Econony Auto; Belk Stores; Diana Shops; Family Dollar; Singer Co.; Western Auto; Friedman Jewelers; Maxwell Bros. Furn; K mart.

14 - NEWSPAPERS: NEWS (e) 12,771; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Leon Woodie, Bus. Mgr., NEWS, 323 E. Solomon, Griffin, GA 30223; Tel. (404) 277-3276.
National Representative : Amer. Newspaper Rep.

JONESBORO

1 - LOCATION: Clayton County, E&P Map B-3 (In Atlanta SMSA). County Seat. Manufacturing and agricultural; 15 miles S of Atlanta on U.S. Hwys. 19, 41, I-75; State Hwys. 138, 54, 95.

2 - TRANSPORTATION: Railroads – Southern; Louisville & Nashville.
Motor Freight Carriers – 8.
Airlines – All major carriers, Atlanta airport.

3 - POPULATION:
Corp. City 80 Cen. 4,132
County 80 Cen. 150,357
SMSA 80 Cen. 2,029,618

4 - HOUSEHOLDS:
City 80 Cen. 1,392
County 80 Cen. 50,449
SMSA 80 Cen. 719,799

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: County 83,019

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. of machinery, hardware, dies, sheet metal, furniture, wood products; Dairying; Cotton growing; Poultry.

10 - CLIMATE: Min. & Max. Temp. – Spring 24-89; Summer 51-90; Fall 27-85; Winter 9-72. First killing frost, Oct. 3. Last killing frost, Mar.20.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southlake(110)	NA	Sears, J.C. Penney
Arrowhead(25)	8	Food Giant, Reed Drugs
Southwest	9	Ben Franklin
Tara(8)	8	Big Apple
Village Square	NA	A&P

Other Nearby Shopping Centers : Forest Park 10 mi. north of Jonesboro has five major shopping centers plus downtown shopping district. Principal stores include Belk, Food Giant, A&P, Big Star, Winn-Dixie, Zayre, Eckerd Drugs, SupeRx, Sunshines. Also nearby shopping centers in Morrow (5 miles) and Riverdale (5 miles).

14 - NEWSPAPERS: NEWS DAILY (e-mon to fri) 6,332; (S) 6,600; June 30, 1979 VAC. (Latest statement available).
Local Contact for Advertising and Merchandising Data: James Wood, Pub., Bill Wadkins, Adv. Dir., NEWS DAILY, PO Box 368, Jonesboro, GA 30268; Tel. (404) 478-5753.
National Representative : Amer. Newspaper Rep.

LA GRANGE

1 - LOCATION: Troup County, E&P Map B-7, County Seat. 70 mi. SW of Atlanta; 105 mi. NE of Montgomery, AL; on U.S. Hwys. 27, 29; Georgia Hwys. 14, 19, 109, 219, 244.

2 - TRANSPORTATION: Railroads – A&WP RR; ACL RR.
Motor Freight Carriers – 7.
Intercity Bus Lines – Teche Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,204
County 80 Cen. 50,003

4 - HOUSEHOLDS:
City 80 Cen. 8,689
County 80 Cen. 17,445

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$107,137,000
Sav. & Loan	1	$17,004,000

6 - PASSENGER AUTOS: County 24,387

7 - ELECTRIC METERS: Residence, City 7,697

8 - GAS METERS: Residence, City 5,835

9 - PRINCIPAL INDUSTRIES: Textile Mills; Bottling Plants; Roller Covering; Lumber & Boxes; Iron Foundries; Undergarments; Boats; Business Forms Printing; Polyethylene Film and Thread; Plastics; Bowling Balls.

10 - CLIMATE: Min. & Max. Temps. N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
La Grange Plz. (14)	NA	Rose's, Winn-Dixie
Commerce Vlg. (12)	NA	Kroger
K mart	2	K mart, Big, Star
Lee's Crossing	NA	Winn-Dixie, Revco
West Georgia Commons	NA	J. C. Penney, Belk

Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores – Belk-Gallant; J. C. Penney; Mansour's; B. & G.; Soloman's; Rose's.
Variety Stores – Kress; McLellan.
Discount Stores : Top Dollar Store.
Chain Drug Stores : Buy Wise; Eckerd's.
Chain Food Supermarkets : Colonial; A&P; Kroger; Big Apple; Winn-Dixie.
Other Chain Stores – Charm Shop; Kaybee; Schwobilt (Clothing); Rhodes; Goodyear; Economy Auto; Busch's; Singer Co.; S&H Green Stamps; Kenwin.

14 - NEWSPAPERS: NEWS (e) 13,917; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Roland Yarbrough, Adv. Dir., NEWS, 105 Ashton St., La Grange, GA 30240; Tel. (404) 884-7311.
National Representatives : Gen. Adv. Serv., Inc.

LAWRENCEVILLE

1 - LOCATION: Gwinnett County (Atlanta SMSA), E&P Map B-2, County Seat. In N.E. Georgia; 30 mi. N.E. of Atlanta Lake Lanier Is on Northern Border of County; Stone Mountain Park on Southern Boundry.

2 - TRANSPORTATION: Railroads – Seaboard Coastline; Southern.
Motor Freight Carriers : 54.
Intercity Bus Lines – American; Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,928
PMA-ABC: (70) 72,349; (81) 179,200
SMSA 80 Cen. 2,029,618
County 80 Cen. 166,903
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,131
County 80 Cen. 55,227
SMSA 80 Cen. 719,799
PMA-ABC: (70) 21,322; (81) 60,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$290,525,000
Sav. & Loan	7	$195,953,041

6 - PASSENGER AUTOS: County 105,065

7 - ELECTRIC METERS: Residence 72,778

8 - GAS METERS: Residence 47,707

9 - PRINCIPAL INDUSTRIES: Office Parks and Warehousing; Concrete Culverts; Steel Fabrication & Distribution; Textiles; Casket Handles; Table Pads; Leather Goods; Transportation Equipment; Egg and other Foam Cartons; Electric Cable; Avionics.
Principal Pay Days : Friday.

10 - CLIMATE: Temperature variations; Spring 37-91; Summer 49-92; Winter 17-85; Fall 19-82. Growing season 233 days; Avg. rainfall 47 in. per annum. First killing frost, Nov. 13. Last killing frost, March 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: 28 Shopping centers in main communities of the county.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beaver Ruin(20)	NA	K mart, Kroger
Buford Mall(35)	NA	Elmores
Carter Crossing	NA	Big Star
Cedar Village(30)	NA	Winn-Dixie,
Crossroads(14)	NA	Winn-Dixie, Eckerds
Five Fork(20)	NA	Food Giant, Revco
Green's Corner(14)	NA	K mart, Metro Produce
Gwinnet Crossing(9)	NA	Richway, Kroger, Eckerds
Hilltop(40)	NA	TG&Y
New London(24)	NA	
Killian Hill(6)	NA	Winn-Dixie
Lawrence Mall(18)	NA	Winn-Dixie, Rose's
Lawrenceville Sq. (30)	NA	Belk's,
Lilburn Crossing(15)	NA	Big Star
Lilburn Sq. (33)	NA	Farmers Market
Market Place(16)	NA	Kroger
Mountain Pk. (65)	NA	Byerlys, Eckerds
The Meadows(10)	NA	Kroger
N. Rockbridge(23)	NA	Duff's
Proctor Sq. (25)	NA	Winn-Dixie, Elmore
Rivercliff Vlg. (34)	NA	Big Star
Scenic Plz. (16)	NA	Food Giant
Scenic Square(4)	NA	Bi-Lo
Shannon Oaks(13)	NA	Winn-Dixie
Snellville (27)	NA	Winn-Dixie
Stonebridge Crossing(13)	NA	Food Giant, Revco
Sugar Hill(10)	NA	TG&Y, Revco, Food Giant
Sunset Square(4)	NA	Bi-Lo

Principal Shopping Days : Fri., Sat., Thurs., Mon., Tues., Wed. (in order).

13 - RETAIL OUTLETS: Department Stores – Belk; Parsons; Pool's; K mart; Rose's; TG&Y; Richway.
Variety Stores : Super D; Family Dollar.
Chain Supermarkets -Winn-Dixie 8; Big Star 6; Kroger 4; Food Giant 5; Kram-Wav; Byerlys; Bi Lo 2; Thrifttown 3.
Chain Drug Stores : Revco; Treasury Drugs; Reed's; Eckerd's.
Other Chain Stores – Goodyear; Sherwin-Williams; Cato; Western Auto; Otasco; Sears; Firestone; Lowe's; Wickes; Radio Shack; Unity Buying.

14 - NEWSPAPERS: GWINNETT DAILY NEWS (e-mon. to fri.) 18,909; (S) 20,341; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jules Cloha, Adv. Dir., GWINNETT DAILY NEWS, Box 367, Lawrenceville, GA 30246; Tel. (404) 963-0311.
National Representative : None.

MACON

1 - LOCATION: Bibb County (SMSA), E&P Map B-3, County Seat. College and manufacturing center, 92 miles SE of Atlanta; 130 mi. SW of Augusta; 100 mi. NE of Columbus.

2 - TRANSPORTATION: Railroads – Central of Georgia; Southern; Georgia; Seaboard.
Motor Freight Carriers – 28.
Intercity Bus Lines – Greyhound; Trailways.
Airlines – Delta; Atlantic Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 116,860
CZ-ABC: (70) 133,502; (81) 140,800
RTZ-ABC: (70) 371,525; (81) 427,700
SMSA 80 Cen. 254,623
County 80 Cen. 151,085
City & RTZ-ABC: (70) 505,027; (81) 568,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 42,036
County 80 Cen. 52,856
SMSA 80 Cen. 86,447
CZ-ABC: (70) 41,349; (81) 50,300
RTZ-ABC: (70) 104,397; (81) 138,600
City & RTZ-ABC: (70) 145,746; (81) 188,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 73,907

7 - ELECTRIC METERS: Residence 51,834

8 - GAS METERS: Residence 39,217

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Average Weekly Wage)-Food mfr. 5 2,793 ($348); Textile 1,650 ($282); Apparel 2,050 ($182); Lumber, Wood Products (except furniture) 725 ($183); Paper and allied Products 2,141 ($370); Printing, Publishing 588 ($218); Chemicals 169 ($328); Stone, Clay, Glass, Concrete 1,325 ($310); Transportation Equipment 290 ($198).
Principal Pay Days : 1st and 15th; Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-86; Summer 68-92; Fall 42-87; Winter 37-62. First killing frost, Nov. 16. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Districts - Macon Mall 114; Westgate Outlet World 19; South Plaza 11; Zayre Plaza (Eisenhower Pkwy.) 8; K mart Plaza 8; Shurlington Plaza 13; Ingleside Village 24; Riverside Plaza 13; Northeast Plaza 11; Downtown 3 blocks on Cherry St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baconsfield	2	Chichester's, Piggly Wiggly
Bloomfield Vlg.	7	Piggly Wiggly, Treasury Drug
Forest Hill Vlg.	10	Piggly Wiggly, Revco
Ingleside Vlg.	3	Chichester's Drugs
K Mart (Pio Nono)	5	K mart, Kroger
K mart Plaza (Riverside)	4	K mart, Piggly Wiggly
Macon Mall	7	Sears, J. C. Penney, Davison's, Belk-Matthews
Northeast Plaza	3	Piggly Wiggly, Rose's
Northgate Vlg.	9	Kroger, Treasury Drug
Napier Square	5	Piggly Wiggly, Family Dollar
Pio Nono Plz.	6	Piggly Wiggly
Riverside Plz.	6	Bateman's Foods, Powell's Pharmacy
Shurlington	4	Piggly Wiggly, Family Dollar
South Plaza	6	Big Star, Rose's
Summit Center	7	Big Star, Hancock Fabrics
Vine-Ingle	4	Piggly Wiggly, Chichester's
Westgate Outlet World	5	Key Catalog Showroom, Piggly Wiggly
Zayre Plaza	5	Winn-Dixie, Zayre

Principal Shopping Days : Dept. Stores - Mon., Fri., Sat. Food Stores: Mon. thru Sat.
Stores Open Evenings : Discount: Dept. Store, Food: Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Davison's; Belk-Matthews; J. C. Penney; Sears; Jos. N. Neel.
Discount Stores : K mart 2; Zayre 2; Rose's 2.
Variety Stores - Woolworth; Newberry.
Chain Drug Stores : Chichester's 6; Eckerd's 5; Revco 3; Rexall; Treasury Drug 2.
Chain Food Supermarkets - Colonial 3; Big Star 2; Kroger 2; Powell's Pharmacy; Winn-Dixie 5; Piggly Wiggly 11.
Other Chain Stores - Rhode's; Friedman's; Lowe's; Moore-Handley; Sterchi's (furn.); Thom McAn; Singer Center; Lerner's; Baker's; Hardy's; Anderson-Little; Bailey, Banks & Biddle; Zale's; Swiss Colony; Radio Shack; Florsheim; Kinney; Butler's; Cloth World; McCrory's; Western Auto; Casual Corner; The Ranch; David Fredrics; Western Lumber.

14 - NEWSPAPERS: TELEGRAPH (m-mon to fri) 51,781; NEWS (e-mon. to fri.) 19,282; TELEGRAPH & NEWS (Comb. m&e) 71,063; (S) 85,859; (S) 66,569; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul Burley, Adv. Dir., TELEGRAPH & NEWS, 120 Broadway, Macon, GA 31213; Tel. (912) 744-4200.
National Representative : Knight-Ridder.

MARIETTA

1 - LOCATION: Cobb County (In Atlanta SMSA). E&P Map B-2, County Seat. 20 mi. NW of Atlanta on U.S. Hwy. 41 and State Hwys. 120, 5; I-75, I-285.

2 - TRANSPORTATION: Railroads - Southern; L&N.
Motor Freight Carriers - 37.
Intercity Bus Lines - Southern Greyhound; Tennessee Coach; Smoky Mountain Trailways; Service Stages Trailways.
Airlines Serving City - Eastern; Delta; United; Southern; TWA; Northwest; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 30,805
PMA-ABC: (70) 196,793 (81) 311,900
SMSA 80 Cen. 2,029,618
County 80 Cen. 297,694
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 12,801
County 80 Cen. 106,586
SMSA 80 Cen. 719,799
PMA-ABC: (70) 58,486; (81) 107,000

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	7	$153,988,646
Commercial	9	$321,385,225

6 - PASSENGER AUTOS: County 197,097

7 - ELECTRIC METERS: Residence 55,368

8 - GAS METERS: Residence 22,162

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Hourly Wage): Aircraft 8,000 N.A.; Textile 2,400 N.A.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland (5)	NA	Davison's, Rich's, Sears, J. C. Penney
Canton Rd. (30)	NA	Big Apple Mkt.
East Gate	NA	Colonial Stores
East Marietta (25)	NA	Big Apple Mkt.
Kennestone Plaza	NA	
Marietta Pkwy (7)	NA	Rexall, Colonial
Market Sq. (20)	NA	Big Star Mkt., Winn-Dixie
New London (25)	NA	Food Giant
No. Gate (32)	NA	
Roswell St. (13)	NA	Furniture City USA
Town & Country (35)	NA	Winn-Dixie, JC Penney, Kroger
Belmont Hills	NA	Kroger
Westside (21)	NA	Big Apple, Elmore's
Cobb Ctr. (49)	NA	Rich's, colonial
Hawthorne (23)	NA	Penneys, Kroger
Smyrna, Ga.	NA	Winn-Dixie

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Mon., Wed., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores - Sears Saul's; Leiter; J. C. Penney; Rich's; K mart; Davison's.
Discount Store : K mart, Zayre; Gibson; Treasure Island; GEX; Woolco.
Variety Stores - McLellan's; Woolworth; Elmore's.
Chain Drug Stores : Dunaway Rexall 6; Atherton Walgreen 3; SupeRx; Lassiter 2.
Chain Food Supermarkets : A&P 7; Big Apple 9; Colonial Stores 4; Kroger 5; Winn-Dixie.
Other Chain Stores - Western Auto; Economy Auto; Friedman's Jewelry; J. C. Penney; S&H Green Stamps; Lionel Playworld.

14 - NEWSPAPERS: JOURNAL (e-mon. to fri.) 23,639; (S) 25,546; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Kinney, Adv. Dir., JOURNAL, 580 Fairgrounds St., Marietta, GA 30060; Tel. (404) 428-9411.
National Representatives : Landon; USSPI.

MOULTRIE

1 - LOCATION: Colquitt County, E&P Map B-5. 210 mi. S of Atlanta; 175 mi. NW of Jacksonville; 65 mi. NE of Tallahassee.

2 - TRANSPORTATION: Railroads - Southern; SCL; Georgia Northern.
Motor Freight Carriers - 7.
Intercity Bus Lines - Trailways.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 15,708
County 80 Cen. 35,376
PMA-ABC: (70) 32,200; (81) 36,000

4 - HOUSEHOLDS:
City 80 Cen. 5,584
County 80 Cen. 12,152
PMA-ABC: (70) 9,765; (81) 12,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$111,000,000
Sav. & Loan	3	$58,943,000

6 - PASSENGER AUTOS: County 16,676

7 - ELECTRIC METERS: Res. Co. 12,920

8 - GAS METERS: Res. City 3,606

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage) - Garments 1,733 ($135); Metal Working 668 ($189); Mobile Homes 360 ($225); Textiles 355 ($194); Meat Packing 260 ($336); Lumber 418 ($199); Can Co. 200 ($350).
Principal Pay Days - Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 55-94; Summer 68-102; Fall 47-85; Winter 26-68. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Hard; natural fluoridation.

12 - RETAILING: Principal Shopping Center - 20 blocks on Main St.; 1st St.; Central Ave. and 1st Ave.
Principal Shopping Days : Thurs., Fri., Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunset Plaza (20)	2	Piggly Wiggly, Belk-Hudson, Eckerds
Moultrie Plaza (1)	1	Big Star, Rose's
Market Place Ctr (15)	1	K mart, Winn-Dixie, Revco Drugs

13 - RETAIL OUTLETS: Department Stores - Friedlander; Rose's; Lazarus; Family Dollar; Belk-Hudson; J. C. Penney; Allied; K mart.
Variety Stores - G. C. Murphy.
Chain Drug Stores : Revco; SupeRx; Eckerds.
Chain Food Supermarkets : Winn-Dixie; Harvey's; Piggly Wiggly; Cagle's; Big Star; IGA. **Other Chains** : Lowes; Stone; Firestone; Playland; Sears; Dick Causey Shoes; Fayva Shoes; Payless Shoes; Pick and Pay; Skinners Furn.; Badcock Furn.; Shoe Fair; Fashion Scene; White Auto; Western Auto.

14 - NEWSPAPERS: OBSERVER (e) 7,933; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don Collier, Adv. Mgr., OBSERVER, PO Box 89, Moultrie, GA 31768; Tel. (912) 985-4545.
National Representative : None.

ROME

1 - LOCATION: Floyd County, E&P Map A-2. 65 mi. bet. Atlanta and Chattanooga.

2 - TRANSPORTATION: Railroads - Southern R.R.
Motor Freight Carriers - 27.
Intercity Bus Lines - Greyhound.
Airlines :Southeastern Commuter.

3 - POPULATION:
Corp. City 80 Cen. 29,654
County 80 Cen. 79,800

4 - HOUSEHOLDS:
City 80 Cen. 11,191
County 80 Cen. 28,477

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$227,811,000
Sav. & Loan	3	$198,462,000

6 - PASSENGER AUTOS: County 43,828

7 - ELECTRIC METERS: County 29,737

8 - GAS METERS: County 22,375

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Textiles 6,093; Electrical 1,700; Metal 731; Food 917; Paper and allied products 1,139. **Principal Industrial Pay Days** - Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 48-78; Summer 78-89; Fall 32-70; Winter 42-32. First killing frost, Nov. 15. Last killing frost, Apr. 6. Av. Temp. 62; Av. Rainfall 53 in.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Board St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alto (5)	NA	Super Discount, Enloe Drug
Central Plaza	NA	Mack's Dept., Big Star, Enloe Drugs Mkt.
Gala (23)	NA	Big K Dept., A&P Revco Drugs
K mart (5)	NA	K mart, Kroger, Radio Shack
Mapleton (4)	NA	Piggy Wiggly, Thomas 5 & 10
North Road (31)	NA	Lowe's Mkt., Redford 5 & 10
Riverbend (44)	NA	Millers, Belk-Rhodes
West End (12)	NA	Big Star Mkt. Enloe Drugs
W.Side Vlg. (12)	NA	Winn-Dixie, Eckerds Drugs

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Sears; Miller Bros.; Penney; Belk-Rhodes; Esserman; H. Kessler.
Variety Stores : Redford's; Lay's; Thomas 5&10.
Discount Stores : K mart 2; Big K 2; Super Discount 3; Family Dollar Stores.
Chain Drug Stores : Eckerds; Enloe Drugs 4; Revco 2.
Chain Food Supermarkets : A & P 2; Big Star 3; Piggly Wiggly 3; Walker-Mays; Dixie; Warehouse Groceries; Winn-Dixie; Food Giant.
Other Chain Stores - American Radio; Athletic Attic Dehrs; Brooks Fashions; Circus World; Diana Shops; Firestone; General Nutrition; General Tire; Gilman; Glidden; Goodyear; Hickory Farms; Junction; Kinney Shoes; Lowe's Bldg.; Maxwell Home Furnishings 2; Otasco 2; Payless Shoes 2; Pic N Pay 2; Pittsburgh Paints; Radio Shack 2 ;Shoe City; Sherwinn-Williams; Sterchi's Furniture Stewarts; Warners; Wickes Bldg.; Zales.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 19,050; (S) 22,009; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: H. Wilson Adams, Adv. Dir., NEWS-TRIBUNE, 305 E. 6th Ave., Rome, GA 30161; Tel. (404) 291-6397.
National Representative : None.

SAVANNAH

1 - LOCATION: Chatham County (SMSA). E&P Map D-4. County Seat. Seaport, industrial center. On U.S. Hwys. 1-95, 1-16, 17, 17-A, 80. State 26 & 21.

2 - TRANSPORTATION: Railroads - Central of Georgia; Seaboard Coast Line; Southern.
Motor Freight Carriers - 70.
Freight Steamship Lines - 97.
Intercity Bus Lines - Greyhound; Trailways; National Bus Services.
Airlines - Eastern; Delta.

3 - POPULATION:
Corp. City 80 Cen. 141,634
CZ-ABC: (70) 169,329; (81) 183,900
RTZ-ABC: (70) 431,098; (81) 527,000
County 80 Cen. 202,226
SMSA 80 Cen. 230,728
City & RTZ-ABC: (70) 600,427; (81) 710,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 50,751
County 80 Cen. 71,323
SMSA 80 Cen. 80,324
CZ-ABC: (70) 52,444; (81) 65,800
RTZ-ABC: (70) 122,335; (81) 170,900
City & RTZ-ABC: (70) 174,779; (81) 236,700

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	4	$427,000,000
Commercial	7	$721,000,000

6 - PASSENGER AUTOS: County 101,444

7 - ELECTRIC METERS: Residence 79,422

8 - GAS METERS: Residence 50,552

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Durable Goods: Lumber 1,200($255); Mill Work 500($199); Trans. Equip. 3,200($371); Others 3,100; Non-Durable Goods: Food 1,800; Chemical 2,100($331); Petroleum 700; Paper 4,700 ($411).

10 - CLIMATE: Min. & Max. Temp. - Spring 50-68; Summer 73-89; Fall 59-76; Winter 43-60. First killing frost Nov. 26. Last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: 10 blocks on Broughton St., 2 W. on Broad St.; 2 E. on Broad St.; Oglethorpe Mall; Abercorn & White Bluff Rd.; Victory Drive Shopping Center; Chatham Plaza.
Neighborhood Shopping Center - Bull and Henry; Waters Ave. 37 to Victory Dr.; Abercorn at Victory Dr.; Skidaway Rd. & Victory Dr.; Habersham & 63 St.; White Bluff Rd. & DeRenne Ave.; Waters Ave. at Montgomery Crossroads Hwy. 80 at traffic circle; Waters Ave. at 64; White Bluff Rd. & Montgomery Crossroads.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chatham Plz. (26)	NA	Cook's, Firestone
Crossroads (13)	NA	Woolworth, Belk's
De Renne Globe (18)	NA	United Furniture
Forest City (7)	NA	United Furniture
Habersham (16)	NA	Winn-Dixie, Eckerd's
K mart	NA	K mart
Kensington (12)	NA	Eric's Restaurant
Largo Plz. (7)	NA	Big-K, Piggly Wiggly
Mall Vill. (8)	NA	La-z-boy, Showcase Shop
McAlpin Sq. (15)	AN	Cook's, Kroger, Sav-On
Medical Arts (16)	NA	Revco, Byrd Bros. Mkt.
Montgomery Crossrds. (7)	NA	Andy's Mkt.
Oakhurst (20)	NA	Parker's Mkt.
Oglethorpe Mall (80)	NA	Sears, Belk Dept. Adler's,
Picadilly Sq. (14)	NA	Carriage House, Spa
Traffic Circ. (6)	NA	H & L Green
Tri-Roads-K mart (7)	NA	K mart
Varsity Pk & Shop Ctr. (16)	NA	7-Eleven
Victory Dr. (15)	NA	Builderama
Victory	NA	K mart
West Side (22)	NA	Revco, Woolworths
Wilmington Is. S.C. (14)	NA	Piggly Wiggly
Windsor Forest (7)	NA	

Principal Shopping Days : Dept. - Mon., Fri., Sat.; Food - Wed., Thurs., Fri., Sat.
Stores Open Evenings : Department, downtown, Fri. Shopping Centers - Nightly.

13 - RETAIL OUTLETS: Department Stores - Levy's; Penney; Sears; Belk's 2; Adler's.
Discount Stores : K mart (Kresge) 2; Nifty-City; Cook's United 2; Sam Solomon; Kroger Sav-On 2; Big K.
Variety Stores : S.H. Kress; McCrory's 2; H. L. Green; Woolworth 3.
Chain Drug Stores : Revco 11; Eckerd's 3;
Chain Supermarkets : Kroger Sav-On 2; Piggly Wiggly 8; Foodtown 3; M & M 6; Red & White 5.
Other Chain Stores : Schwobilt Store; Butler 3; Thom McAn; Hardy Shoes; Women's: Fine's, Asher's, Town & Country, Lady Jane, Eleanor Shop, Lerner Shops, Brenda Allen, Smart & Thrifty, Diana 2; Furniture: Haverty, Chatham, Maxwell Bros, Stephens Carriage House, United Furniture Sales; Self Service; Auto

Supplies; Western Auto 4, Firestone 2, Goodyear 3; S&H Green Stamps.

14 - NEWSPAPERS: NEWS (m) 56,884; (S) 73,447; PRESS (e) 20,439; Comb. (m&e) 77,323; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Marion Manson, Nat. Adv. Mgr., NEWS-PRESS, 111 W. Bay St., Savannah, GA 31401; Tel. (912) 236-9511.
National Representative : Branham.

STATESBORO

1 - LOCATION: Bulloch County, E&P Map D-3, D-4. County Southeast section, 53 mi. NW of Savannah; on U.S. Hwy. 80, 301 and 25; State Hwy. 67, 73, 26 and 24.

2 - TRANSPORTATION: Railroads - Southern.
Motor Freight Carriers - 3.
Intercity Bus Lines - Trailways; Greyhound.
Airlines - Air South.

3 - POPULATION:
Corp. City 80 Cen. 14,866
County 80 Cen. 35,785
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,701
County 80 Cen. 11,339

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$85,560,286
Sav. & Loan	2	$72,000,000

6 - PASSENGER AUTOS: County 16,319

7 - ELECTRIC METERS: Residence 12,571

8 - GAS METERS: Residence 2,912

9 - PRINCIPAL INDUSTRIES: Meters; Malleable Iron Castings; Wool Yarn; Garments; Lumber; Food Processing; Meat Processing; Plastic Extrusions.
Principal Industrial Pay Days - Friday.

10 - CLIMATE: Min. & Max. Temp. - Jan. 51; July 80. First killing frost, Nov. 20. Last killing frost, Feb. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center - 6 Blocks downtown; College Plaza, 13 Units; Statesboro Mall, 32 Units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Plz.	NA	SuperRx Drug, Piggly Wiggly, Rose's Dept.
Plaza Knight	NA	
Simmons	NA	Sherwin-Williams
Statesboro (29)	NA	Woolco, Belk-Howard, Big Star, Revco, J.C. Penney
University Plz.	NA	
Gentilly	NA	

13 - RETAIL OUTLETS: Department Stores - Belk; Minkovitz; J.C. Penney.
Variety Stores - Woolco; Rose's; Wheelers; K mart.
Chain Drug Stores : SupeRx; Revco.
Chain Food Stores - Winn-Dixie; Piggly Wiggly; Big Star.
Other Chain Stores - Goodyear; Firestone; Maxwell Furniture; Diana Shops; Radio Shack; Ace Hardware; Wheelers; Kenwin Shops.

14 - NEWSPAPERS: HERALD (m-tues to sat) 6,907; sworn Mar. 31, 1981
Local Contact for Advertising and Merchandising Data: Joan Childs, Adv. Dir., HERALD, PO Box 888 Statesboro, GA 30458; Tel. (912) 764-9031.
National Representatives : Amer. Newspaper Rep.; Morris.

THOMASVILLE

1 - LOCATION: Thomas County, E&P Map B-5. In extreme SW part of state; 60 mi. S of Albany; 240 mi. S of Atlanta; 219 mi. W of Savannah; 160 mi. west of Jacksonville; 35 mi. N of Tallahassee.

2 - TRANSPORTATION: Railroads - SCL.
Motor Freight Carriers - 3.
Intercity Bus Lines - Trailways.
Airports - Thomasville Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,463
PMA-ABC: (70) 52,341; (81) 59,100
County 80 Cen. 38,098
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 6,433
County 80 Cen. 12,789
PMA-ABC: (70) 15,551; (81) 20,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$148,438,000
Sav. & Loan	2	$78,214,682

6 - PASSENGER AUTOS: County 17,337

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 4,949

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) -Thread 250 ($142); Women's Garments 386 ($152); Bread and Cakes 615 ($165); Meat and Poultry Packing 1,200 ($166); Lumber and Woodworking 1000 ($150); Motor and Mobile Homes 251 ($185-$260); Women's Sleepwear 200 ($122); Crate and Basket 278 ($124); Mining 320 ($172) Natural Gas Dist. 107 ($214); Plastics 247 ($160); Home Furnishings 148 ($165); Distribution 550 ($155).
Principal Industrial Pay Days - Thu., Fri.

10 - CLIMATE: First killing frost, Dec. 1. Last killing frost, Feb 25.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - 20 blocks on five streets; one large regional shopping center. 5 small strip centers.

13 - RETAIL OUTLETS: Department Stores - Belk-Hudson; Neel's; J.C. Penney; Woolworth; Clark's; TG&Y; K mart.
Variety Stores - McCrory-McLellan; Sears (catalog).
Discount Stores - Clark's; TG&Y
Chain Drug Stores - Herndon's 2; Thomas 2; Revco; Trumary.
Chain Food Supermarkets : A&P; Colonial (Big Star); Winn-Dixie; Harvey's; Piggly-Wiggly.
Independent Supermarkets: McLendon's; Sholar's.
Other Chain Stores - Goodyear; Diana Shop; Singer Co.; Friedlander's Fashion Shoppe; Mangel's; General Dollar; Eleanor Shops; Playland Toy Stores; TG&Y; Logue's Fashion Villa; Pick'N Pay; Sherwin-Williams; Badcock Furn.; Stone's; Jaco Fabrics; Pearl Optical; Dunn Furn; American Handicrafts; Shoe Box; Shoe Flair; Al Dixon; Kres Jewelers; Skinner Furniture; Bumper-to-Bumper; Lowe; Wight's.

14 - NEWSPAPERS: TIMES-ENTERPRISE (e-mon to fri) 10,982; (m-sat) 10,874; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John D. Kelly, Adv. Dir., TIMES-ENTERPRISE, 119 N. Madison St., Thomasville, GA 31792; Tel. (912) 226-2400.
National Representative : None.

TIFTON

1 - LOCATION: Tift County, E&P Map C-4, County Seat. 98 mi. S of Macon; on U.S. Hwys. 41, 82, 319, I-75; State Hwys. 7, 35, 50, 125.

2 - TRANSPORTATION: Railroads - Family Lines System; Southern.
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound; North and South; Tamiami Trailways; East and West.

3 - POPULATION:
Corp. City 80 Cen. 13,749
County 80 Cen. 32,862
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen 4,573
County 80 Cen. 10,737

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$117,223,000
Sav. & Loan	2	$75,000,000

6 - PASSENGER AUTOS: County 14,545

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Woolen Textiles 800 ($200); Cotton Yarn 395 ($200); Concrete Pdts. 165 ($175); Seed Shellers 130 ($140); Metal Pdts. 450 ($225); Feed, Flour 120 ($150); Clothing 700 ($120); Veg. Plants (In Season) 1,000 ($150); Fork Lifts 114 ($135); Paper Products 200 ($200).

10 - CLIMATE: Min. & Max. Temp. - Spring 53-73; Summer 67-86; Fall 54-75; Winter 30-63. First killing frost, Nov. 15. Last killing frost, Mar. 21.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center - K mart, Big Star, 2nd St. & I-75; Seventh St.; Main St.; 12th St. Shopping Center, Tift-Town (6 Blocks from downtown); Sears (catalog); Big Star Super Market; Revco Drugs; Town & Country Plaza Shopping Center 6 Blocks from downtown on I-75, 2nd St. to 8th St. 30 acres - Rose's; Belk's; Eckerd Drug; Winn-Dixie; Hallmark; J. J.'s; Endicott Johnson Shoes; Sam Neel Shoes; TV Stamp Redemption; Vogue; Hybernia's; Towne Theater; Athletic Attic; The Hair Em Coiffures; Perlis Shopping Central, Jewelt.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brinntown (6)	NA	Tifton Laundry, Underwood Carpet
Tift Town (9)	NA	Big Stat; Sears
Titus (7)	NA	E-Z Food
Town & Country (25)	NA	Rose's, Winn-Dixie, Eckerd, Belk-Hudson

Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : 9 p.m.

13 - RETAIL OUTLETS: Department Stores - Belk-Hudson; Big Store; Moores.
Discount Stores - Rose's; Pic 'N Save; K mart.
Chain Drug Stores : Walgreen; Rexall; Eckerd's; Revco; Pic 'N Save; Cox's.
Chain Food Supermarkets : Harvey's; Big Star; Pic 'N Save; Winn-Dixie; Piggly Wiggly.

14 - NEWSPAPERS: GAZETTE (e) 10,229; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: S. Newell Darlington, Display Adv. Mgr., GAZETTE, 211 N. Tift Ave., Tifton, GA 31794; Tel. (912) 382-4321.
National Representative : Thomson.

VALDOSTA

1 - LOCATION: Lowndes County, E&P Map C-5, County Seat.

2 - TRANSPORTATION: Railroads - S.C.L.; Southern; Valdosta Southern.
Motor Freight Carriers - 9.
Intercity Bus Lines - Trailways; Greyhound.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 37,596
CZ-ABC: (70) 33,403; (81) 40,300
RTZ-ABC: (70) 81,832; (81) 96,800
County 80 Cen. 67,972
City & RTZ-ABC: (70) 115,235; (81) 137,100

4 - HOUSEHOLDS:
City: 80 Cen. 12,800
County: 80 Cen. 22,609
CZ-ABC: (70) 10,099; (81) 14,000
RTZ-ABC: (70) 23,530; (81) 31,900
City & RTZ-ABC: (70) 33,629; (80) 45,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$112,300,000
Commercial	4	$198,942,039

6 - PASSENGER AUTOS: County 32,496

7 - ELECTRIC METERS: 18,533

8 - GAS METERS: County 10,506

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (County Dec. 1977) - Agriculture 1,190; Paper & Allied 1,227; Apparel & Textile 1,310; Printing 169; U.S. Air Force 3,500; Construction 1,772
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-95; Summer 59-95; Fall 61-98; Winter 25-93. First killing frost, Oct. 29. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 2 blocks on N & S Patterson & Ashley; E & W Hill Ave.; E & W Central St.; North Ashley & Park; Brookwood & N Patterson, Five Points.
Principal Shopping Days : Mon., Fri., Sat.
Neighborhood Shopping Centers : Gordon and North Ashley; Park & N. Ashley; Brookwood & N. Patterson; Bay Tree Rd.; E. Ann & N. Troup; Park & Forrest.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bay Tree (8)	NA	Hagen's
Brookwood (16)	NA	Food Fair, Woolworth, Sears
Castle Park (63)	NA	Wilbro, Pic 'N Pay, Big Star, Harvey's Mkt., Western Auto
Five Points (20)	NA	K mart, Winn-Dixie, Rose's, J.C. Penney, Belk-Hudson

13 - RETAIL OUTLETS: Department Stores Belk-Hudson; Varnedoe; J.C. Penney; Sears; Schwartz; Neel's; Jaco; Famous Store.
Variety Stores McCrory's; Woolworth's; Rose's; Pic'n'Save.
Discount Stores Robert Reddick; Family Dollar 1; Thrifty; K mart; Pic'n'Pay.
Chain Drug Stores Giles Rexall; Bel Lile Rexall; Service Rexall; Eckerd's; Pic'n'Save 2; Barnes 3; Economy Drugs.
Chain Supermarkets Harvey's 2; Big Star 2; Winn-Dixie 3; Pantry Pride; Piggly Wiggly.
Other Chain Stores Diana (women's wear); Goodyear; Zale's; Badcock Furn.; Butler's; Mather; Rhodes; Western Auto; Kinwin Shift Shops; Payless Shoes.

14 - NEWSPAPERS: TIMES (e) 18,368; (S) 17,184; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Tenney S. Griffin, Pub. & Gen. Mgr., TIMES, PO Box 968, Valdosta, GA 31601; Tel. (912) 244-1880.
National Representative Thomson.

WARNER ROBINS

1 - LOCATION: Houston County. (In Macon SMSA) E&P Map B-3. 20 mi. S of Macon.

2 - TRANSPORTATION: Railroads - SOU.
Intercity Bus Lines : Greyhound and Trailways.
Motor Freight Carriers : 9.
Airlines : Delta.

3 - POPULATION:
Corp. City 80 Cen. 39,839
SMSA 80 Cen. 254,623
PMA-ABC: (70) 49,581; (81) 63,600
County 80 Cen. 77,605
RTZ-ABC: (70) 10,336; (81) 12,500
PMA & RTZ-ABC: (70) 59,917; (81) 76,100
Demographic Information available from Newspaper. See Paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 13,739
County 80 Cen. 25,509
SMSA 80 Cen. 86,447
RTZ-ABC: (70) 2,868; (81) 4,000
PMA & RTZ-ABC: (70) 16,822; (81) 24,600
PMA-ABC: (70) 13,954; (81) 20,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 42,695

7 - ELECTRIC METERS: Residence 22,517

8 - GAS METERS: Residence 16,631

9 - PRINCIPAL INDUSTRIES: Mfg. of Aircraft Parts; Glass Bottles; Cans; Machine Shop Work. Agriculture Area: Peaches, Cotton, Watermelon, Peanuts. Home of Robins Air Force Base - 19,000 personnel, mostly civilian.

10 - CLIMATE: Min. & Max. Temp. - Spring 46-68; Summer 69-93; Fall 56-80; Winter 37-61. First killing frost, Nov. 10. Last killing frost, Mar. 19.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Houston Mall (40)	NA	Belk's, Sears, Winn-Dixie, Singer, Key's, Eckerds
Williams Plz. (23)	NA	Dollar General, Giant Mart Foods, Gray Cor, Maxwell Furniture, Self Furniture
Zayre Plaza (10)	NA	Zayre, Piggly Wiggly, Revco
Northgate (10)	NA	Big Apple
K mart (2)	NA	K mart

13 - RETAIL OUTLETS: Department Stores - Belk's; Sears; Garber's; Toggery; Family Mart; Dollar General; Family Dollar.
Auto Stores - Goodyear; Firestone; K mart; Sears; Wall Tire; Kelly Tires; Wholesale Tire.
Discount Stores : K mart; Zayre.
Chain Drug Stores : Eckerds; Revco.
Chain Food Supermarkets : Winn-Dixie; Family Mart, Inc.; Piggly Wiggly 3; Giant Discount Foods; Big Apple; Giant Mart Food.
Other Chain Stores - Hancock Fabrics; Key Catalog Showroom; Maxwell Furniture; Pic N'Pay Shoes; Butler's Shoes; Friedmans Jewelers; Gray Co.; Pay-Less Shoes; Bell Bros. Shoes.

14 - NEWSPAPERS: SUN (e-mon to fri) 10,313; (S) 11,136; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Billy R. Tucker, Adv. Mgr., THE DAILY SUN, 1553 Watson Blvd., Warner Robins, GA 31093; Tel. (912) 923-6432.
National Representative : Landon.

WAYCROSS

1 - LOCATION: Ware County, E&P Map C-5, County Seat. 76 mi. N of Jacksonville; 106 mi. SW of Savannah; 158 mi. S of Macon. On State Hwys. 38, 50, 122, 4 & 19; U.S. Hwys. 1, 23, 82, 84.

2 - TRANSPORTATION: Railroads Seaboard Coast Line RR.
Intercity Bus Lines Greyhound Bus; Trailways.
Motor Freight Carriers - 6.

3 - POPULATION:
Corp. City 80 Cen. 19,371
County 80 Cen. 37,180
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,085
County 80 Cen. 12,788

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$803,758,045
Commercial	3	$75,770,843

6 - PASSENGER AUTOS: County 16,974

7 - ELECTRIC METERS: Residence 13,097

8 - GAS METERS: Residence 5,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Railroad 2,000; Lumber & Plywood 530; Mobile Homes 332; Naval Stores 200; Cigar Mfg. 275; Dryer Felts for Paper Industry 210; Shoe Mfg. 392; Apparel 420; Rubber Prdts. 65.
Principal Pay Days – Fri.; 12, 14, 26, 29.

10 - CLIMATE: Min. & Max. Temp. – Spring 36-93; Summer 67-104; Fall 51-96; Winter 29-83. First killing frost, Nov. 18. Last killing frost, Mar. 9.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** – 2 blocks on Mary St.; 3 on Elizabeth; 1 on Pendelton; 3 on Tebeau; 3 on Plant Ave.; 1 on Isabella.
Shopping Centers : Hatcher Point Mall (27); Satilla Square (12); Flanders (11); Marr Plaza (4).
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Shopping Centers and Chain Discount Stores, nightly; Supermkt., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores** : Churchwell's; J. C. Penney; Sears; Avery's.
Variety Stores : McCrory's; Woolco; Gibson's; Warehouse World.
Discount Stores : Pic'N Save; Eckerd's.
Chain Drug Stores : Pic'N Save; Scottie's 2; Eckerd's.
Chain Food Supermarkets : Winn-Dixie; Big Star; Pic'N Save; Pantry Pride; IGA; Piggly Wiggly.
Other Chain Stores : Kenwin's Dresses; Diana Shops; Barfield Shoes; Scottie's; Singer; Rexall; Goodyear; Western Auto; Firestone; Mary Carter; Friedman's Jewelers; Sherwin-Williams; 7-Eleven; Jiffy Stores; Flashfoods; Vogue; Pic'n Pay; Radio Shack; Jaco's; Jacobson's World Electronics; Wise Fashion; Jack's Minute Markets; Shawnee Swifty; Check Mate.

14 - NEWSPAPERS: JOURNAL-HERALD (e) 12,552; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: B. Morris Johnson, Bus. Mgr., JOURNAL-HERALD, 402 Isabella St., Waycross, GA 31501; Tel. (912) 283-2244.
National Representative : None.

WEST POINT, GA
See LANETT, AL

HAWAII SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Honolulu – Honolulu County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	71	78
5-14 Years	160	148
15-24 Years	154	192
25-44 Years	203	291
45-64 Years	138	180
65 and Over	44	76
TOTAL	770	965

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	34	74	115
Genral Mdse	334	632	951
Food	414	651	1,106
Automobiles	263	457	636
Gasoline Stations	106	176	370
Apparel	107	204	308
Furniture	83	102	161
Eat-Drink Places	261	484	823
Drugs	90	174	289
TOTAL	1,864	3,294	5,394

HILO

1 - LOCATION: Hawaii Island & County, E&P Map C-2. County Seat. 215 miles SE of Honolulu; 2,090 miles W of San Francisco.

2 - TRANSPORTATION:
Motor Freight Carriers – 7.
Freight Steamship Lines – 6.
Intercity Bus Lines – To all points on island.
Inter-Island Airlines – Daily freight and passenger bet. all islands by Hawaiian Airlines and Aloha Airlines.
Inter-Island Water Transportation – Young Bros., tug and barge freight from Hilo, 3 times a week to Hawaii, Maui, Molokai, Kauai. Oil barge service bet. all islands.
Trans-Pacific Air Service – Direct flights to West Coast by United.

3 - POPULATION:
Corp. City 80 Cen. 37,017
CZ-ABC: (70) 26,353; (81) 38,200
RTZ-ABC: (70) 37,115; (81) 62,600
County 80 Cen. 92,053
City & RTZ-ABC: (70) 63,468; (81) 100,800
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City: 80 Cen. 12,765
CZ-ABC: (70) 6,980; (81) 11,700
County: 80 Cen. 29,237
RTZ-ABC: (70) 10,280; (81) 19,900
City & RTZ-ABC: (70) 17,260; (81) 31,600

5 - BANKS: Comm. 5 Branches, Dep. N.A.

6 - PASSENGER AUTOS: Hawaii Island 59,610

7 - ELECTRIC METERS: Residence 38,500

8 - GAS METERS: Residence 10,343 Rural Tank 8,000

9 - PRINCIPAL INDUSTRIES: (RTZ). Industry, Number of Wage Earners, (Av. Wkly wage) Construction 1,500 ($300); Sugar & Agriculture 5,000 ($260); Hotels 3,500 ($160).
Principal Industrial Pay Days – 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81. No frost.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers** : 14 blocks on Kamehameha Ave. & Keawe St.; 8 blocks on Kilauea St.; Hilo Shpg. Ctr., Kilauea St.; Hilo Mall.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Department Stores – Fri., Drugs – Fri. and Sat.

13 - RETAIL OUTLETS: **Department Stores** – Western; Sears; J.C. Penney; Payless; McInerys.
Variety Stores – Ben Franklin; Woolworth; Long's; Pay'N Save.
Chain Drug Stores : Long's.
Chain Food Supermarkets : Food Fair 2; Pick & Pay 2; Sure Save 3; K. Taniguchi 2; Safeway; Foodland.
Other Chain Stores – Western Auto Supply; National Dollar; Zale's; Kinney Shoes; Singer Co.

14 - NEWSPAPERS: HAWAII TRIBUNE-HERALD (e-mon to fri) 18,548; (S) 20,229; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wilson, Gen. Mgr., HAWAII TRIBUNE-HERALD, PO Box 767, Hilo, HI 96720; Tel. (808) 935-6621.
National Representatives : Western Dailies; USSPI.

HONOLULU

1 - LOCATION: Honolulu County (SMSA). Island of Oahu, E&P Map B-1. Largest city and capital of state. Commercial, industrial, transportation, education, and tourist center. Site of East-West Center. Largest U.S. Naval Base in Pacific (Pearl Harbor); Army Post (Schofield Barracks); Air Force Base (Hickam). 2,091 miles W of San Francisco.

2 - TRANSPORTATION: Air and water carriers handle inter-island and trans-Pacific passenger and freight.
Inter-Island – (air) Daily freight and passenger service flights between all islands (Aloha, Hawaiian and Mid-Pacific Airlines).
Inter-Island – (water) Tug and barge freight service, three times weekly to Hawaii, Maui, Kauai and Molokai. Oil barge service between all islands.
Trans-Pacific – (air) Service to all parts of world via Pan Am; United; Northwest Orient; Continental; Western; American; TWA; Braniff; Canadian Pacific; Japan; Qantas; British Airways; Philippine Airlines; Air New Zealand; U.T.A.; T.I.A. (Trans. International Airlines); World Airways; China Airlines; Korean Airlines.
Trans-Pacific – (water) To ports all over the world by Matson; United States Line; Pacific & Orient; Lykes Bros; and other lines.

3 - POPULATION:
Corp. City 80 Cen. 365,048
PMA-ABC: (70)630,528; (81)778,800
Bal. in PMA-ABC: (70) 139,385; (81) 210,800
County/SMSA: 80 Cen. 762,874
Total PMA-ABC: (70) 769,913; (81) 989,600
Demographic Information available from Newspaper. See paragraph 14 .

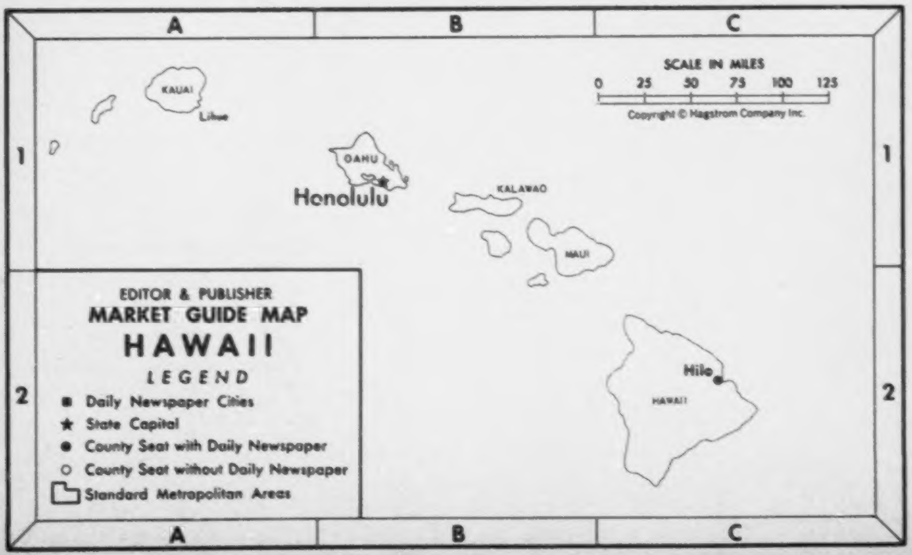
4 - HOUSEHOLDS:
Corp. City 80 Cen. 142,280
County/SMSA: 80 Cen. 230,213
PMA-ABC: (70)164,763; (81)234,600
Bal. in PMA-ABC: (70)38,325; (81)66,700
Total PMA-ABC: (70)203,088; (81)301,300

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	10	$3,775,670,730
Commercial	8	$4,898,049,000
Trust Companies	4	$70,156,000

6 - PASSENGER AUTOS: Oahu Island 367,125

7 - ELECTRIC METERS: 293,061

8 - GAS METERS: 33,309



Hawaii TRIBUNE-HERALD
Hilo, Hawaii

You can't cover Hawaii without the Hawaii Tribune-Herald.

DONREY MEDIA GROUP

9 - PRINCIPAL INDUSTRIES: Honolulu County – Industry, Number of Wage Earners: Agriculture 10,800; Manufacturing 23,650; Trans/Com/Util 30,350; Whol/Ret 104,450; Services & Misc. 98,450; Govt. 91,850; Contr. Constr. 22,950; Fin/Ins/Real Est 30,250; Self Emp/Dom. 24,450.

10 - CLIMATE: Min. & Max. Temp. – Spring 69-78; Summer 72-81; Fall 73-82; Winter 67-77.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center** – 9 blocks on Fort Street Mall and connecting streets.
Regional Shopping Centers – Ala Moana; Pearl Ridge; Kahala Mall; Ward Warehouse.
Neighborhood Shopping Centers – Hawaii Kai; Kamehameha; Moanalua; Windward City; Kailua; Aikahi Park; Salt Lake; Waipahu; Aina Haina; Ewa Beach; Niu Valley; Pearl City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aiea	8	PayLess, Times, Value Drug
Aina Haina	7	Foodland
Aikahi	12	Safeway, PayLess
Ala Moana	1	Sears, Foodland, J. C. Penney, Liberty House, Long's, Woolworth, McInerny
Ewa Beach	20	Foodland, Woolworth
Hawaii Kai	11	Foodland, Ben Franklin
Kahala Mall	5	Liberty House, Star Longs, J. Magnin, McInerny, Penneys, Woolworth
Kailua	12	Liberty House, Times
Kamehameha	2	Star, Thrifty Drug
Kaneohe	12	Times
Moanalua	6	Foodland, Longs
Niu Valley	9	Times, Stewart's
Pearl City	9	Foodland, Holiday Mart
Pearlridge	8	Liberty House, Penneys, Sears, J. Magnin, Star
Waipahu	11	Arakawa's, Big Way, Foodland
Wahiawa	13	Big Way
Windward City	12	Foodland

Stores Open Evenings : Major stores every evening and Sunday.

13 - RETAIL OUTLETS: **Department Stores** – Sears 2; Liberty House 8; McInerny 3; J. C. Penney 3; Arakawa's; The Ritz 2; J. Magnin 2; Dai'ei.
Discount Stores : Gem 3; Gibson; Holiday Mart/Dai'ei 3; Military PX 5.
Variety Stores – Woolworth 5; Cornet 6; Ben Franklin 2.
Chain Drug Stores – Long's 9; Value 3; Stewart's 3; Thrifty 3; Waldrich 3; Royal 2; Sav Mor 2; Pay n'Save 12.
Chain Food Stores : Foodland 26; Times 13; Safeway 9; Holiday Superfoods 3, Gem/Bigway 6; Star Markets 7; Gibson's/Shopping Basket 3; P&P 2; 7-Eleven 17; Chun-Hoon 2
Independent Food Store Groups – Food Giant 13; Friendly Neighborhood Grocers 11; IGA 5.
Other Chain Stores – Watumull's 10; Singer Co. 5; Hartfield's 4; Standard Shoe; Gallenkamp 2; Thom McAn 6; Carol & Mary 7; Ethel's 3; Villa Roma 3.

14 - NEWSPAPERS: STAR BULLETIN & ADVERTISER (m) 85,137; (e) 116,777; Comb. (m&e) 201,914; (S) 202,887; Mar. 29, 1981 ABC.
HAWAII HOCHI (English-Japanese) (e); Circ. N.A.
HAWAII TIMES (English-Japanese) (e); Circ. N.A.
Local Contact for Advertising and Merchandising Data: Bob Fountain, Adv. Mgr., Hawaii Newspaper Agency, PO Box 3350 Honolulu, HI 96801; Tel. (808) 525-8000.
National Representative : Gannett.

STANDARD METROPOLITAN STATISTICAL AREAS

Boise – Ada County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	64	94
5-14 Years	153	162
15-24 Years	128	174
25-44 Years	158	259
45-64 Years	143	161
65 and Over	67	94
TOTAL	713	944

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	135	286	444
Genral Mdse	154	280	425
Food	346	659	1,129
Automobiles	395	700	932
Gasoline Stations	139	223	473
Apparel	59	121	185
Furniture	76	150	238
Eat-Drink Places	131	260	445
Drugs	82	106	177
TOTAL	1,660	3,016	4,938

BLACKFOOT

1 - LOCATION: Bingham County, E&P Map C-5, County Seat. 27 mi. N of Pocatello on Yellowstone and Roosevelt Hwys. Agricultural center.

2 - TRANSPORTATION: Railroads – C.P.
Motor Freight Carriers – 5.
Intercity Bus Lines – Greyhound; Aberdeen Stages; Salmon River Stages.
Air Service : Local Charter available.

3 - POPULATION:
Corp. City 80 Cen. 10,065
County 80 Cen. 36,489

4 - HOUSEHOLDS:
City 80 Cen. 3,266
County 80 Cen. 10,772

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	N.A.
Sav. & Loan	2	$42,000,000

6 - PASSENGER AUTOS: County 24,669

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: County 2,451

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Potato Shipping, Packing & Proc. 1,200 ($120); Grain Elevators 36.

10 - CLIMATE: Min. & Max. Temp. – Spring 11-60; Summer 34-95; Fall 9-69; Winter -3-51. First killing frost, Sept. 17. Last killing frost, May 22.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:
Shopping Center : Riverside Plaza Shopping Center.
Principal Shopping Days : Mon., Sat.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; The Merc.
Variety Stores : Estenson's; M.H. King.
Discount Stores : Gibson's.
Drug Stores : (Independents): Ancho; Arnell's 2; Jay's.
Chain Food Supermarkets : Safeway; Albertson's; Kesler's IGA; L&W IGA; Circle K; Mighty Dan's.
Other Chain Stores : Western Auto; Gamble's; Brent's Goodyear; Big O; Goodrich; OK Tire.

14 - NEWSPAPERS: NEWS (m) 6,782; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Kaye Dayton, Adv. Mgr., NEWS, 27 NW Main, Blackfoot, ID 83221; Tel. (208) 785-1100.
National Representative : None.

BOISE

1 - LOCATION: Ada County (SMSA). E&P Map A-4, County Seat. State Capitol. Regional government, wholesale, retail, manufacturing and recreational hub. SW portion of the state. 380 mi. NW of Salt Lake City and 470 mi. SE of Portland. On U.S. Hwys. 20, 26, 30 and I-80N.

2 - TRANSPORTATION: Railroads – Union Pacific (frgt); Amtrak.
Airlines – United; Hughes Airwest; Cascade; Frontier; Big Sky; Air Oregon; Mtn. West.
Motor Freight Carriers – 39.
Intercity Bus Lines – Greyhound; Trailways; Boise-Winnemucca; Northwestern; Emmett Valley Stages.

3 - POPULATION:
Corp. City, 80 Cen. 102,451
CZ-ABC: (70) 97,392; (81) 151,700
RTZ-ABC: (70) 160,866; (81) 222,900
County/SMSA: 80 Cen. 173,036
City & RTZ-ABC: (70) 258,258; (81) 374,600
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 40,269
County/SMSA 80 Cen. 63,139
CZ-ABC: (70) 31,382; (81) 56,600
RTZ-ABC: (70) 49,692; (81) 79,200
City & RTZ-ABC: (70) 81,074; (81) 135,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	N.A.
Sav. & Loan	5	N.A.

6 - PASSENGER AUTOS: County 128,941

7 - ELECTRIC METERS: 61,770

8 - GAS METERS: 31,133

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage) – Contract Construction 5,500 ($345); Lumber & Wood Products 2,477 ($170); Food 1,200 ($152); Trucking 1,000 ($206); Printing & Pub. 620 ($162).
Principal Pay Days – Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 38-62; Summer 59-90; Fall 40-62; Winter 20-36; First killing frost, Oct. 15. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center – 9 blocks on Main St.; 9 on Idaho St.; 9 on Bannock St.; 3 on Jefferson St.
Neighborhood Shopping Centers – 1 block on 16th and State; 5 on North Orchard; 5 on Broadway; 2 on North 13th St.; 6 on Vista; Overland Vista 2; Overland 3; Fairview & Five Mile; Mountain View Ctr. 8 units; Fairview Mini Mall 31 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	3	Albertson's Foods
Cole Village (29)	6	Safeway, C. R. Anthony
Collister Ctr.	6	M&W Food
Franklin (14)	3	Merc Dept., Albertson's
Hillcrest Plaza (28)	4	Buttrey's, Thrifty Drug, Grand Central
Karcher Mall (63)	20	J.C. Penney, Bon Marche
Overland Plaza (30)	5	Smith's Food, C.R. Stores, Sears, C.R. Anthony
Vista Village (27)	3	C.R. Anthony, Cornet, Albertson's
Westgate Ctr. (30)	4	Skaggs, Albertson's Foods
Westgate Mall	4	The Bazaar Dept.

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Mon., Fri.
Stores Open Sundays : Grocery; chain drugs; discount stores.

13 - RETAIL OUTLETS: Department Stores – Bon Marche; Bazaar; Falk's; The Mode; J. C. Penney; Mercantile Stores; Sears; C. R. Anthony.
Variety Stores – King; Sprouse Reitz.
Discount Stores – K Mart; Grand Central; Cornet.
Chain Drug Stores : Skaggs; Thrifty Drugs; Payless 4.
Chain Food Supermarkets : Safeway 3; Albertson's 5; M&W 5; Buttrey's 3; Circle K 13; 7-Eleven 6; Thriftway 7; Smith's Food King 5.
Other Chain Stores : Montgomery Ward (catalog); S&H Green Stamps; Pay 'n Pac; Sunset Sports.

14 - NEWSPAPERS: IDAHO STATESMAN (m) 56,854; (S) 71,473; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ken Parks, Ret. Sales Mgr., or Robert E. Vaughan, Nat'l. Adv. Mgr., IDAHO STATES-MAN, 1200 N. Curtis Rd., Boise, ID 83707; Tel. (208) 377-6393.
National Representative : Gannett.

BURLEY

1 - LOCATION: Cassia & Minidoka Counties, E&P Map C-6; on U.S. Hwys. 30, I-15, I-80; State Hwy. 27, 25.

2 - TRANSPORTATION: Railroads – Cutoffline, U.P.R.R.
Interstate Bus Lines : Trailways; Greyhound.
Airlines : Air Idaho; Sun Valley Key.
Motor Freight Carriers – 4.

3 - POPULATION:
Corp. City 80 Cen. 8,761
Counties 80 Cen. 39,145
Mindoka 80 Cen. 19,718
Cassia 80 Cen. 19,427
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,030
Counties 80 Cen. 18,609
Cassia 80 Cen. 6,119
Minidoka 80 Cen. 12,490

5 - BANKS:	NUMBER	DEPOSITS
Comm. & Savings	6	$90,393,000
Sav. & Loan	2	$6,000,000

6 - PASSENGER AUTOS: Counties: Cassia 14,895; Minidoka 13,188

7 - ELECTRIC METERS: Residence: Cassia 5,846; Minidoka 4,686

8 - GAS METERS: Cassia 2,718; Minidoka 2,245

9 - PRINCIPAL INDUSTRIES: Food Processing; Elevators; Recreation-Motel Convention; Agriculture 6,850 employed; Avg. Weekly Salary $150; Farm Income $14,600.

10 - CLIMATE: Min. & Max. Temp. – Summer 56-104; Fall 45-96; Winter-Spring 28-68; 8 in. precipitation yearly.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center – 7 Blocks downtown; Overland Shopping Center; Skaggs-Albertson Center; K mart; Burley Mall.
Nearby Shopping Center : Twin Falls (45 mi.); Rupert (7 mi.).

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Hirsch Stores (Int'l. Shoe); Hudson; Sears; M. H. King; Roper's; Van Engelen; Sprouse Reitz.; Blocks.
Discount Stores : Cal-Ranch Farm; Hall Farm; K mart.
Variety Stores – 88 Stores.
Chain Drug Stores : Skaggs; Hamilton.
Chain Food Stores : Albertson's; Safeway; Smith Food King; Johns; Swensens.
Other Chain Stores – Firestone; Coast-to-Coast; Big O Tires; Mode O'Day; Style Shop; Mayfair; Hudson Shoe; Jensen Jwlry.; Harrison Jwlry.; Fred & Wayne Tire; Zales, Commercial Tires; Western Auto.

14 - NEWSPAPERS: SOUTH IDAHO PRESS (e-mon to fri) 6,957; (S) 7,010; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Mike Robertson, Adv. Dir., SOUTH IDAHO PRESS, 230 E. Main St., Burley, ID 83318; Tel. (208) 678-2201.
National Representative : Western Dailies.

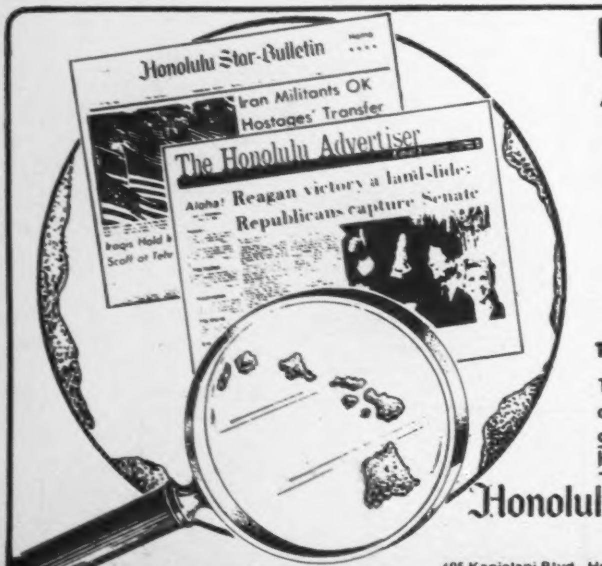
CALDWELL
See NAMPA

COEUR D'ALENE

1 - LOCATION: Kootenai County, E&P Map A-2, County Seat. On Lake Coeur d'Alene.

2 - TRANSPORTATION: Railroads – NP, CM, St. Paul; Spokane-International & G.N.
Motor Freight Carriers – 5.

3 - POPULATION:
Corp. City 80 Cen. 20,054
County 80 Cen. 59,770
Demographic Information available from Newspaper. See paragraph 14 .


Honolulu Star-Bulletin
Iran Militants OK Hostages' Transfer
The Honolulu Advertiser
Aloha!
Reagan victory a land-slide: Republicans capture Senate

Hawaii Deserves A Second Look!!

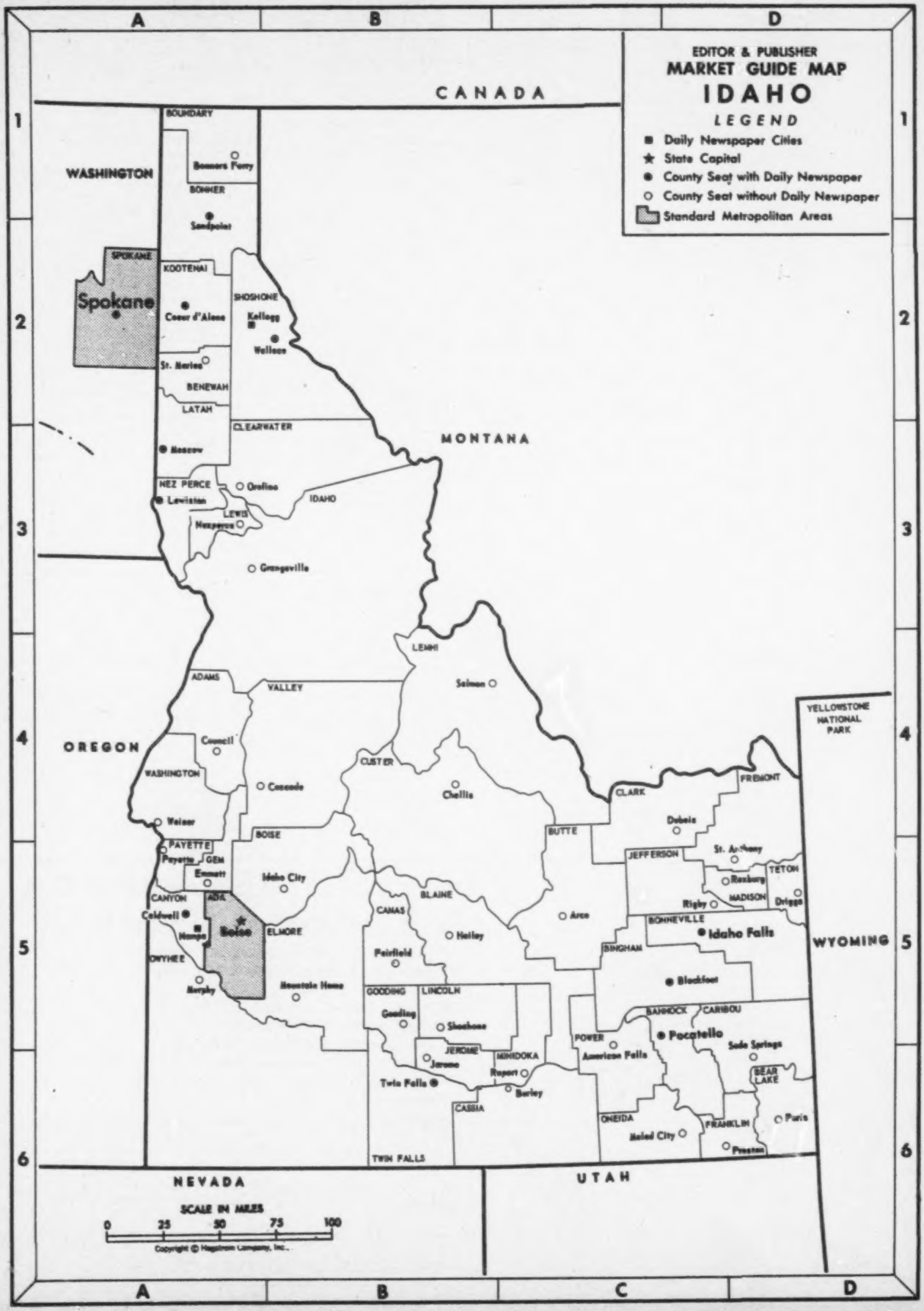
- **Population of the state:** 931,600
- **Number of households:** 288,400
- **Total EBI:** $7,241,250,000
- **Retail Sales:** $5,760,600,000
- **Food Sales:** $750,964,000
- **Automobile Sales:** $373,000,000
- **Furniture & home appliances:** $103,137,000
- **Tourism 1980:** 3,960,531 Visitors to Hawaii.
- **Visitor expenditure:** $2,620,000,000

They all add up to a dynamic economy!

The Advertiser and the Star-Bulletin cover the whole state with a single discounted unit rate. On Oahu, the major market area, these newspapers reach more than eight out of ten households.

Honolulu Star-Bulletin•The Honolulu Advertiser
Independent, editorially-competitive newspapers serving all Hawaii

605 Kapiolani Blvd., Honolulu, Hawaii 96813 • Telephone (808) 525-8000 • Represented nationally by Gannett Newspaper Advertising Sales: New York, Atlanta, Chicago, Detroit, Los Angeles, San Francisco, Dallas, Philadelphia.


EDITOR & PUBLISHER
MARKET GUIDE MAP
IDAHO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
A
B
D
C
1
2
3
4
5
6
CANADA
WASHINGTON
SPOKANE
Spokane
MONTANA
OREGON
NEVADA
UTAH
WYOMING
YELLOWSTONE NATIONAL PARK
BOUNDARY
Bonners Ferry
BONNER
Sandpoint
KOOTENAI
Coeur d'Alene
SHOSHONE
Kellogg
Wallace
St. Maries
BENEWAH
LATAH
Moscow
CLEARWATER
NEZ PERCE
Lewiston
Orofino
IDAHO
LEWIS
Nezperce
Grangeville
LEMHI
Salmon
ADAMS
VALLEY
Council
WASHINGTON
Cascade
Weiser
PAYETTE
Payette
GEM
Emmett
BOISE
Idaho City
CANYON
ADA
Caldwell
Nampa
Boise
ELMORE
OWYHEE
Murphy
Mountain Home
CUSTER
Challis
BUTTE
Arco
BLAINE
Hailey
CAMAS
Fairfield
GOODING
Gooding
LINCOLN
Shoshone
JEROME
Jerome
MINIDOKA
Rupert
Burley
Twin Falls
CASSIA
TWIN FALLS
CLARK
Dubois
FREMONT
St. Anthony
JEFFERSON
Rexburg
TETON
Driggs
MADISON
Rigby
BONNEVILLE
Idaho Falls
BINGHAM
Blackfoot
BANNOCK
CARIBOU
POWER
American Falls
Pocatello
Soda Springs
BEAR LAKE
ONEIDA
Malad City
FRANKLIN
Preston
Paris
SCALE IN MILES
0
25
50
75
100
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4 - HOUSEHOLDS:
City 80 Cen. 7,857
County 80 Cen. 21,404

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$124,000,000
Sav. & Loan	1	$38,000,000

6 - PASSENGER AUTOS: County 48,981

7 - ELECTRIC METERS: Residence 7,110

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Lumber & Forest 1,453 ($160); Aluminum Electronics 150 ($180); Whol. & Ret. 2,028 ($125); State employees 376 ($150).

10 - CLIMATE: Min. & Max. Temp. – Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midtown	1	Moen Hdwe., Safeway, Pay 'N Save
East Sherman	12	Sears, Riba's, IGA, Runge Furn.
Hayden Lake	6	Low Cost Drug, Ron's Thrift
Sunset Hts.	2	
Northview Plaza	1	Albertson's, Rosauer's, Modern Drug
Coeur d'Alene Mall	NA	Wards, Buttreys, Kinney's, Sprouse-Reitz, Firestone, Radio Shack

Principal Shopping Days : Mon., Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores – Montgomery Ward; J. C. Penney; Dingle's; Pay 'N Save; Sears; Harvey's; Fisher's; Western Auto; Gamble's; Low Cost Drug; Yellow Front; Rusan's; Myklebust's.
Variety Stores : Woolworth; Sprouse Reitz; Bonanza 88.
Chain Food Supermarkets : Albertson's; Riba's; I.G.A.; Safeway; Ron's; Rosauer's; Buttrey's; Farver's.

14 - NEWSPAPERS: PRESS (e) 13,513; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Richard Budvarson, Adv. Dir., PRESS, 210 Second Ave., Coeur d'Alene, ID 83814; Tel. (208) 664-8176.
National Representative : None.

IDAHO FALLS

1 - LOCATION: Bonneville County, E&P Map C-5. County Seat. Southeastern part of state. Shipping center for potatoes and livestock, sugar and grain. Headquarters for Atomic Energy Commission Idaho Operations. 235 hwy. mi. N of Salt Lake City on U.S. Hwys. 20, 26, 91, 191, I-15.

2 - TRANSPORTATION: Railroads – UP.
Motor Freight Carriers – 5.
Intercity Bus Lines – Greyhound; Intermountain Teton Stages; Star Valley-Jackson; Salmon Short Line.
Airlines – Western; Republic; Continental; Cascade.

3 - POPULATION:
Corp. City 80 Cen. 39,590
CZ-ABC: (70) 35,776; (81) 40,900
RTZ-ABC: (70) 60,344; (81) 86,100
County 80 Cen. 65,980
City & RTZ-ABC: (70) 96,120; (81) 127,000

4 - HOUSEHOLDS:
City 80 Cen. 13,916
County 80 Cen. 21,307
CZ-ABC: (70) 10,734; (81) 14,100
RTZ-ABC: (70) 15,059; (81) 25,500
City & RTZ-ABC: (70) 25,793; (81) 39,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$327,119,000
Sav. & Loan	3	$73,442,644

6 - PASSENGER AUTOS: County 46,209

7 - ELECTRIC METERS: Residence 15,088

8 - GAS METERS: Residence 10,067

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Agriculture, 2,875 ($140); Idaho Nuclear Engineering Laboratory 9,500 ($328); Construction, 2,670 ($350); Food Processing 1,405 ($155); Transportation 1265 ($162); Wholesale-Retail 8,053 ($160); Finance 1325 ($165); Service & Misc. 5,620 ($175); Government 3,505 ($172); Education 1,506 ($155).

10 - CLIMATE: Min. & Max. Temp. – Spring 37-67; Summer 46-82; Fall 21-42; Winter 9-29. First killing frost, Sept. 19. Last killing frost, May 15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center – Downtown – 16 blocks on Broadway, Park Ave., Shoup Ave., A St., B St. & C St.; 3 on North Hwy and 3 West of River; Stores open Mon. & Fri. nights. Country Club – 30 stores – open Mon. thru Fri. 'til 9 p.m.; Sunday 12-7 p.m.; Yellowstone Mall – 8 stores; Hall Park – 6 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Country Club (31)	NA	Sears, Lamont's
Hall Park (6)	NA	Merc Dept., Safeway
First Street (11)	NA	Idaho Dept. Store
Skyline (5)	NA	Skyline Groc., Ben Franklin
First Woodruff (3)	NA	Smith Food
Westfield Plz. (13)	NA	Skagg's Drug, Albertson's, Coast-to-Coast
Yellowstone (22)	NA	Grand Center, Albertson's

Principal Shopping Days : Mon., Wed., Fri., Sat.
Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores : Bon Marche; J.C. Penney; Sears; Idaho Dept.; Lamont's; Block's; Ferrell's; K-G Stores; Merc; Ernst.
Variety Stores – Ben Franklin; Sprouse Reitz; 88 Store; King's; Town Square.
Discount Stores – The Mart; Grand Central; K mart; Ernst; Coast-to-Coast.
Chain Drug Stores : Skaggs 2; Osco; Rexall 2; Safeway; Smith's; Albertson's.
Chain Food Supermarkets : Safeway 2; Albertson's 2; IGA 3; Buttrey's; Warehouse Mkt.; Saving Center; Smith's Food King.
Other Chain Stores – Firestone; Singer Co.; Mode O'Day; Payless Shoes; Jay Vee Women's; Kinney Shoes; Jensen Jewelry; State Hardware; Mr. Mac's Men; ABC Kiddies Shop; House of Fabric; Green Stamps; Samon's.

14 - NEWSPAPERS: POST-REGISTER (m-tues to sat) 3,512; (e-mon to fri) 22,083; comb. (m&e) 25,595; (S) 26,572; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Couch, Adv. Mgr., POST-REGISTER, 333 Northgate Mile, Idaho Falls, ID 83401; Tel. (208) 522-1800.
National Representative : Landon.

KELLOGG

1 - LOCATION: Shoshone County, E&P Map A-2. 75 mi. E of Spokane on U.S. Hwys. 10, 90.

2 - TRANSPORTATION: Railroads – Union Pacific.
Intercity Bus Lines – Greyhound.

3 - POPULATION:
City 80 Cen. 3,417
County 80 Cen. 19,226

4 - HOUSEHOLDS:
City 80 Cen. 1,330
County 80 Cen. 6,870

5 - BANKS: Commercial 3; Dep. not available.

6 - PASSENGER AUTOS: County 13,228

7 - ELECTRIC METERS: NA

8 - GAS METERS: NA

9 - PRINCIPAL INDUSTRIES: Mining and Smelting of Various Metals; Forest Prod.

10 - CLIMATE: Min. & Max. Temp: NA

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Centers : NA

13 - RETAIL OUTLETS: Department Stores – Morrows; Patano's; J. C. Penney.
Chain Supermarkets : Pik Kwik; IGA; Britt's Garden Spot; Stein's Garden Spot; Excell Foods; JB Food City; Safeway; Wayside; Barney's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,657; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Mike Barton, Adv. Dir., NEWS, 401 Main St., Kellogg, ID 83837; Tel. (208) 784-0201.
National Representatives : None.

LEWISTON, ID-CLARKSTON, WA

1 - LOCATION: Lewiston in Nez Perce County, Idaho., County Seat. Clarkston in Asotin County, Wash., E&P Map A-3, Residential Center. 100 mi. SE of Spokane at junction of the Snake and Clearwater Rivers; Clarkston on other side of Snake River, terminus of barge lines on the lower Snake and Columbia rivers. Hell's Canyon Excursion and Snake River Route. On Wash. State Hwy. 9; U.S. Hwys. 26, 95; 195 and Lewis & Clark Hwy.

2 - TRANSPORTATION: Railroads – Burlington Northern; Union Pacific; Camas Prairie.
Motor Freight Carriers – 8.
Intercity Passenger Bus Lines – Greyhound; Northwestern Stages; Clearwater Stages.
Airlines Serving City : Air West; Cascade.

3 - POPULATION:
Corp. Cities 80 Cen. 34,889
Lewiston 80 Cen. 27,986
Clarkston 80 Cen. 6,903
Counties 80 Cen. 50,043
Nez Perce, ID 80 Cen. 33,220
Asotin, WA 80 Cen. 16,823
Demographic Information is available from Newspaper. See paragrah 14

4 - HOUSEHOLDS:
Cities 80 Cen. 13,678
Lewiston 80 Cen. 10,769
Clarkston 80 Cen. 2,909
Counties 80 Cen. 18,960
Nez Perce, ID 80 Cen. 12,490
Asotin, WA 80 Cen. 6,470

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	12	$240,254,000
Sav. & Loan	4	$109,500,000

6 - PASSENGER AUTOS: Nez Perce Co. 27,378; Asotin Co. 8,140

7 - ELECTRIC METERS: Res. 18,532

8 - GAS METERS: Res. 4,063

9 - PRINCIPAL INDUSTRIES: Wood Prod.; Veneer; Pulp & Paper; Tissue Mill; Frozen Foods; Grain Elevators; Railway Shops & Hdqtrs.; Speer Prod. Co.; Omark-CCI (Ammunition); Lime Quarries 2; Elec. Pr. Plants; 2 Beverage Bottlers; 2 Hospitals; 3 Boat Works; 6 Marinas; 4 Box Factories; State Liberal Arts and Vocational College; Two year State Community College; 3 Concrete Prod. Factories; 3 Dairies; 4 Feed Grinding Plts.; 2 Fertilizer Mfrs.; Natural Gas Co.; 13 Bulk Petroleum Plts.; 3 Livestock Sales Yards; 2 Saddle Shops; 11 Motor Freight Cos.; Plating Factory; 4 Seed-cleaning Plts.; 3 Steel Prod. Plts.; Venetian Blinds Fabricator; 4 Radio & 1 TV Station.

10 - CLIMATE: Min. & Max Temp. – Mar. 36-56; Sept. 49-78. Rainfall 14.47 inches.

11 - TAP WATER: Slightly alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lewiston (22)	NA	Mont. Ward, Buttrey's
Southgate (6)	NA	Big V Dept.
Sunset (12)	NA	Sears, Radio Shack
Town & Country (3)	NA	Food Mkt.
Clarkston Ctr. (5)	NA	Albertson's, Sears

Principal Shopping Days : Mon., Wed., Thu., Fri.
Stores Open Evenings : Food, Mon. & Fri.; Drug, Sun.

13 - RETAIL OUTLETS: Department Stores – Bon Marche; Montgomery Ward; Sears; Idaho Dept.; J. C. Penney; Lee Morris; K mart.
Variety Stores – Bonanza 88 ; Mighty Mart.
Discount Stores – Great Western.
Chain Drug Stores : Payless 2; The Owl 3; Dave's; K mart; Wasem's Rexall; Marketime; Low Cost.
Chain Food Supermarkets : Safeway 2; Family Foods; IGA; Thrift Stores 2; Albertson's 2; Buttrey's 1;
Other Chain Stores – Firestone; Evergreen; Goodyear; Les Schwab Tire; Washington Machinery; Sherwin-Williams Paint; Columbia Paint; Diana Shop; Pay Less Shoes; Kinney Shoes; Singer Co.; Western Auto; Bruneel Tire; Lewiston Tire.

14 - NEWSPAPERS: TRIBUNE (m) 24,822; (S) 25,293; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: John H. Matlock, Gen. Mgr., TRIBUNE, 505 C St., Lewiston, ID 83501; Tel. (208) 743-9411.
National Representative : Branham.

MOSCOW

1 - LOCATION: Latah County, E&P Map A-3, County Seat. Business center for famed Palouse Empire Agriculture. Forestry & mining research center, University of Idaho. 89 mi. SE Spokane, 320 mi. E of Seattle.

2 - TRANSPORTATION: Railroads – Burlington Northern; Union Pacific (freight only).
Motor Freight Carriers – 3.
Intercity Bus Lines – Greyhound.
Airlines – Cascade.

3 - POPULATION:
Corp City 80 Cen. 16,513
CZ-ABC: (70) 14,146; (81) 16,400
RTZ-ABC: (70) 18,277; (81) 20,800
County 80 Cen. 28,749
City & RTZ-ABC: (70) 32,423; (81) 37,200

4 - HOUSEHOLDS:
City 80 Cen. 5,686
County 80 Cen. 10,256
CZ-ABC: (70) 4,132; (81) 5,500
RTZ-ABC: (70) 5,968; (81) 7,800
City & RTZ-ABC: (70) 10,100; (81) 13,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$100,042,000
Sav. & Loan	1	$18,500,000

6 - PASSENGER AUTOS: 19,907

7 - ELECTRIC METERS: Res. 7,446

8 - GAS METERS: 2,063

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) County total 8,722 ($198); Construction 354 ($200); Lumber 759 ($322); Other 110 ($194); Trnsp, Comm & Utilities 406 ($291); Wholesale & Retail 2,394 ($135); Finance 215 ($198); Service 1,343 ($142); Government 3,356 ($231).
Principal Industrial Pay Days – 1st, 10th, 25th.

10 - CLIMATE: Min. & Max. Temp. – Spring 27-86; Summer 40-98; Fall 10-70; Winter 0-55. First killing frost, Sept. 26. Last killing frost, April 29.

11 - TAP WATER: Neutral, not fluoridated.

12 - RETAILING: Principal Shopping Center – 12 blocks on Main; 6 on Washington; 9 on Third; 7 on Jackson; 3 on 2nd, 4th & 5th Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Palouse (36)	2	Bon Marche, J.C. Penney
Empire Mall	NA	K mart
Moscow Mall (35)	1	Safeway, Sears
Korns (4)	1	Rosauers, Drug Fair

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Bon Marche; J. C. Penny; K mart; Pay'N Save; Lamonts; Ernst; Sears; Thrifty Drug; Drug Fair; Safeway; Rosauers; Tri-State.

13 - RETAIL OUTLETS: Department Stores – Creighton's; J. C. Penney; Tri-State Distributors; Sears; Bon Marche; Lamonts.
Discount Stores : Tri-State Distributors; K mart; Ernst Hardware.
Chain Drug Stores : Drug Fair; Pay 'N Save; Thrifty Drugs.
Chain Supermarkets : Safeway 2; IGA 2; Rosauer's 3.
Other Chain Stores : Coast-to-Coast (auto); Checker Auto.

14 - NEWSPAPERS: IDAHONIAN (e) 6,126; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J. E. Shelledy, Pub., IDAHONIAN, 409 S. Jackson, Moscow, ID 83843; Tel. (208) 882-5561.
National Representative : Branham.

NAMPA- CALDWELL

1 - LOCATION: Canyon County, E&P Map A-5. 20 mi. W of Boise; 422 mi. from Portland, Ore., on I-80. Caldwell; County Seat. 412 mi. from Portland and Salt Lake City.

2 - TRANSPORTATION: Railroads – UP; Amtrak.
Intercity Bus Lines – Greyhound; Pacific Trailways; Boise-Winnemucca.

3 - POPULATION:
Corp. City 80 Cen. 42,811
Nampa 80 Cen. 25,112
Caldwell 80 Cen. 17,699
County 80 Cen. 83,756

4 - HOUSEHOLDS:
Cities 80 Cen. 15,407
Nampa 80 Cen. 8,987
Caldwell 80 Cen. 6,420
County 80 Cen. 28,458

5 - BANKS:	**NUMBER**	**DEPOSITS**
Nampa:		
Commercial	7	$93,560,000
Sav. & Loan	3	$96,530,000
Caldwell:		
Commercial	4	$123,000,000
Sav. & Loan	3	$58,000,000

6 - PASSENGER AUTOS: County 56,421

7 - ELECTRIC METERS: Nampa: 18,100; Caldwell: 12,095

8 - GAS METERS: Nampa: 6,996; Caldwell: 4,099

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Nampa: Railroads 880; Sugar 553; Meat Packing 136; Food Proc. 1,689; Institutions 587; Utilities 112; Seed Proc. 362; Mobile Home and Recreational Vehicle Mfg. 1,094; Furniture Mfg. 236; Lumber and Timber Prod. 225; Constr. 1,618; Agriculture 3,210; Metal Fabrication 370. Caldwell: Mobile Home Mfg. 250; Recreational Vehicle Mfg. 200; Frozen Food Processing 2,200; Creamery & Cheese Mfg. 120; Meat Packing 150; Construction 1,218; Agriculture 2,840.

10 - CLIMATE: Min. & Max. Temp. – Nampa: Spring 25-96; Summer 37-98; Fall 11-79; Winter 4-48. First killing frost, Sept. 26. Last killing frost, May 1. Caldwell: Spring 29-87; Summer 49-98; Fall 22-78; Winter 12-69. First killing frost, Oct. 3. Last killing frost, Nov. 7.

11 - TAP WATER: Alkaline, very soft; fluoridated. Caldwell: Neutral, soft.

12 - RETAILING: Principal shopping center - 5 blocks on two streets, plus connecting streets in downtown shopping area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holly (12)	NA	Sprouse Reitz, Merc Dept., M&W Mkt., Super Thrift Drug, Sears
Karcher (63)	NA	Rasco-Tempo, Idaho Dept., Buttrey Mkt., Penney's, Zale's, Bon Marche, Ernst Home Center
Owyhee (7)	NA	Safeway

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Fri.; Shopping centers-every night except Sunday.
Stores Open Sundays : Shopping centers; grocers & drugs
Caldwell: **Principal Shopping Centers:** 5 blocks on Main St., 5 on Kimbell; 5 on Arthur; 4 on Blaine; 4 on Cleveland.
Nearby Shopping Center: - (7 mi.) Karcher Mall: J. C. Penney; Skagg's; Carroll's; K-G; Jay Vee; Rasco-Tempo; Buttrey's; Bon Marche; Ernst Home Center; K mart.

13 - RETAIL OUTLETS: Department Stores - Nampa: J.C. Penney; Idaho Dept.; Hirsch Value Center; Bon Marche (Allied); Ernst; K mart.
Discount stores : Bonanza; Statewide Auto Stores; Rasco-Tempo.
Variety stores - Sprouse Reitz; M.H. king.
Chain drug stores : Penneywise; Skagg's; Super Thrift.
Chain food supermarkets : Albertson's; M&W; Buttrey's; Waremart Mkts.; Consumer Mkts. 2; Safeway.
Other Chain stores - Firestone; Alexander's; Coast-to-Coast; Mode O'Day 2; Fuller Paint; Sherwin-Williams; Goodyear; Rasco-Tempo; Kinney Shoes; S&H Green Stamps; Mary Carter Paints; The Merc; Sears; K-G Stores; Jay Vee Stores; Singer Co.; House of Fabrics; OK Tire; Zales; Discount Fabrics; Radio Shack 2; Belle and Beau; B. Dalton Bookseller; Rusan's.
Caldwell: Sears; Hirsch Value Center; Idaho Dept. Store.
Variety Stores: M.H. King; Bonanza 88 ; K mart.
Chain Drug Stores: Penny-wise; Super Thrift.
Chain Supermarkets: Safeway; Albertson's; M&W Mkts.

14 - NEWSPAPERS: PRESS-TRIBUNE (e) 17,543; (S) 18,367; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Tony Cler, Adv. Dir., PRESS-TRIBUNE, 1618 N. Midland, Nampa, ID 83651; Tel. (208) 467-9251.
National Representative : None.

POCATELLO

1 - LOCATION: Bannock County, E&P Map C-5, County Seat. Industrial Center. 1,072 mi. W of Omaha, 690 mi. E of Portland, 166 mi. N of Salt Lake City, and 263 mi. S of Butte, MT I-15 and 80.

2 - TRANSPORTATION: Railroads - Division point for Union Pacific; Salt Lake-Butte and Omaha-Portland.
Motor Freight Carriers - 14.
Intercity Passenger Bus Lines - Greyhound.
Airlines Serving City - Cascade Airways; Sky West; Republic.

3 - POPULATION:
Corp. City 80 Cen. 46,340
CZ-ABC: (70) 42,960; (81) 53,800
RTZ-ABC: (70) 57,458; (81) 75,500
County 80 Cen. 65,421
City & RTZ-ABC: (70) 29,495; (81) 129,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 16,840
County 80 Cen. 22,489
CZ-ABC: (70) 13,045; (81) 18,800
RTZ-ABC: (70) 16,450; (81) 24,900
City & RTZ-ABC: (70) 29,495; (81) 43,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$245,000,000
Sav. & Loan	5	$60,000,000

6 - PASSENGER AUTOS: County 46,996

7 - ELECTRIC METERS: 22,363

8 - GAS METERS: Residence 14,215

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - RR 2,300; Dairy Processing 204; Poultry Livestock 112; Process Foods 175; Food Mfg. 596; Constr. 1,100; Transp., Comm., Util. 3,485; Trade 5,219; Chem. Process 1,000; Chem. Mining 325; Electronics 1,276; Heavy Machinery 1,219.

10 - CLIMATE: Min. & Max. Temp. - Spring 33-60; Summer 55-89; Fall 34-64; Winter average 25.6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers : Westwood Village Mall, 1 mi. at Garrett Way and Oak Ave.; Buttreys-Osco, 6 Blocks on 5th Ave.; Alameda Plaza, 2 mi. at Yellowstone and Alameda; Pocatello Mall, Yellowstone bet. Cedar and Alameda 2 mi.; Foothill Plaza, 1 mi. at Alemeda & Hilinerd; Pineridge Mall, 1 mi. at Yellowstone and Poleline Rd.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Mon. - Fri.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J. C. Penney; Idaho Dept. Store; P. N. Hirsch; Sears; K mart; Lamont's; ZCMI; Bon Marche. 551 **Discount Stores** : Cal-Ranch & Farm; Parrish Discount Ctr.
Variety Stores - Bonanza; B. Dalton Book Sellers.
Chain Drug Stores : Skaggs; Super-Save; Osco; Grand Central; Payless.
Chain Food Supermarkets : AG 4; Albertson's 2; Buttrey's; Safeway 2; Thriftway; Okay 1; Wyz-Way 2; Smith's Food King 3.
Other Chain Stores - Western Auto; Firestone; Block's; Mode O'Day; Nate Morgan Jewelers; S&H Zale's Jewelry; Sunset Sporting Goods; Hatch's Gambles; Idaho Furniture Showcase; Big O Tires; Ernst; Kinney Shoes; Lamonts Tom McAn.

14 - NEWSPAPERS: IDAHO STATE JOURNAL (e-mon to fri) 19,991; (S) 21,185; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Allen Clifford, Adv. Dir., IDAHO STATE JOURNAL, 305 S. Arthurst, Pocatello, ID 83204; Tel. (208) 232-4161.
National Representative : Newspaper Adv. Serv.

SANDPOINT

1 - LOCATION: Bonner County, E&P Map A-1, County Seat. On Lake Pend d'Oreille; 80 mi. NE of Spokane.

2 - TRANSPORTATION: Railroads - Union Pacific; Burlington Northern.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,460
County 80 Cen. 24,163

4 - HOUSEHOLDS:
City: 80 Cen. 1,796
County: 80 Cen. 8,814

5 - BANKS: 3 Comm. Branches, Dep. N.A.

6 - PASSENGER AUTOS: County 19,582

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber Mills; Mfg. of Shingles; Silver & Lead Mines; Lake & Ski Resort Area; Potato Growing; Cattle and Dairy.

10 - CLIMATE: Min. & Max. Temp. - Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: N.A.

12 - RETAILING: (Principal Shopping Centers:) N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BEE (e-mon to fri) 3,720; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Pete Thompson, Pub., BEE, 310 Church St., Sandpoint, ID 83864; (208) 263-9534.
National Representative : R. A. Mahoney

TWIN FALLS

1 - LOCATION: Twin Falls County, E&P Map B-6, County Seat. In SE part of state; 120 mi. WSW of Pocatello; 140 mi. from Boise; 240 mi. from Salt Lake City, Utah. On U.S. Hwy. 1-80 and 93.

2 - TRANSPORTATION: Railroads - Union Pacific.
Motor Freight Carriers - 11.
Intercity Bus Lines - Union Pacific; Trailways; Greyhound; Twin Falls-Wells; Sun Valley Stage Lines.
Airlines - Cascade Airways; Republic; Mountain West.

3 - POPULATION:
Corp. City 80 Cen. 26,909
CZ-ABC: (70) 25,139; (81) 31,300
RTZ-ABC: (70) 77,848; (81) 105,200
City & RTZ-ABC: (70) 102,987; (81) 136,500
County 80 Cen. 52,927

4 - HOUSEHOLDS:
City 80 Cen. 9,785
County 80 Cen. 18,888
CZ-ABC: (70) 8,280; (81) 11,900
RTZ-ABC: (70) 24,060; (81) 37,600
City & RTZ-ABC: (70) 32,340; (81) 49,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	N.A.
Sav. & Loan	4	N.A.

6 - PASSENGER AUTOS: County 41,241

7 - ELECTRIC METERS: Residence 16,724

8 - GAS METERS: Residence 6,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Food Processing 2,200 ($190); Box Factory 100 ($200); Plastic Household Utensils 750 ($170); Construction 1,200 ($225); Retail Trade 3,900 ($160); Government 3,300 ($230).

10 - CLIMATE: Min. & Max. Temp. - Spring 33-62; Summer 52-89; Fall 33-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blue Lakes (33)	NA	Woolworth
Lynwood (50)	NA	Alexanders, Safeway

Principal Shopping Days : Sun. Thurs. Fri.
Stores Open Evenings : Fri.-City Wide; Sears; Osco; Penney-Wise; Grocers; JC Penney; Bonanza 88; K mart; Ernst; Payless; every evening.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; Van Engelen's; Bon Marche; Alexander's; Roper's; Idaho Dept. Store; Paris.
Variety Stores - M. H. King; Bonanza 88.
Discount Stores - K mart; Woolworth.
Chain Drug Stores - Osco; Penny-Wise; Payless; Smith Drug king.
Chain Food Supermarkets : Albertson's; Safeway 2; Smith's; Buttrey's; Waremart; Swenson's 4.
Other National Chain Stores - Firestone; Sweetbriar (women's wear); Bennett's (paint & glass); Alexander's (men's); Coast-to-Coast; Ernst, Woolworth.

14 - NEWSPAPERS: TIMES-NEWS (m) 20,208; (S) 21,166; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Michael McBride, Adv. Mgr., TIMES-NEWS, PO Box 538, Twin Falls, ID 83301; Tel. (208) 733-0931.
National Representative : Branham.

WALLACE

1 - LOCATION: Shoshone County, E&P Map B-2, County Seat. Residential center. NE part of state on south fork of Coeur d'Alene River; 85 mi. E of Spokane, WA. On U.S. Hwy. 10.

2 - TRANSPORTATION: Railroads : Burlington Northern; Union Pacific (branch line).
Intercity Bus Lines : Greyhound.

3 - POPULATION:
City 80 Cen. 1,736
County 80 Cen. 19,226

4 - HOUSEHOLDS:
City 80 Cen. 710
County 80 Cen. 6,870

5 - BANKS: 3 Commercial; 1 Sav. & Loan.

6 - PASSENGER AUTOS: County 13,228

7 - ELECTRIC METERS: Residence 1,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Milling and Smelting (lead, zinc, silver); Foundry.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - Morrow's; J. C. Penney.
Variety Stores : Fonk's.
Chain Food Supermarkets : IGA 2; Thrift Stores.
Other Chain Stores : Gamble's.

14 - NEWSPAPERS: NORTH IDAHO PRESS (e-mon to fri) 1,870; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Doris Rounsville, Bus. Mgr., NORTH IDAHO PRESS 507 Cedar St., Wallace, ID 83873; Tel. (208) 752-1212.
National Representative : None.

ILLINOIS SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Bloomington-Normal - McLean County.
Champaign-Urbana-Rantoul - Champaign County.
Chicago - Cook, Du Page, Kane, Lake, McHenry and Will Counties.
Davenport-Rock Island-Moline, Iowa-Ill. - Scott County, Iowa; Henry and Rock Island Counties, Ill.
Decatur - Macon County.
Kankakee - Kankakee County.
Peoria - Peoria, Tazewell and Woodford Counties.
Rockford - Boone and Winnebago Counties.
St. Louis, Mo.-Ill. - St. Louis City; Franklin, Jefferson, St. Charles, St. Louis Counties, Mo.; Clinton, Madison, Monroe and St. Clair Counties, Ill.
Springfield - Menard and Sangamon Counties.

STANDARD CONSOLIDATED STATISTICAL AREA

Chicago-Gary-Kenosha, Ill.-Ind.-Wisc. - Includes Chicago, Ill. SMSA; Gary-Hammond-East Chicago, Ind. SMSA; Kenosha, Wis. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	937	842
5-14 Years	2,234	1,768
15-24 Years	1,855	2,138
25-44 Years	2,653	3,147
45-64 Years	2,345	2,262
65 and Over	1,089	1,261
TOTAL	11,113	11,418

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	1,156	1,929	2,539
Genral Mdse	3,680	5,129	6,608
Food	5,206	7,571	10,996
Automobiles	4,858	8,088	9,613
Gasoline Stations	1,795	3,041	5,468
Apparel	1,568	2,197	2,838
Furniture	1,271	1,818	2,445
Eat-Drink Places	2,254	3,665	5,328
Drugs	996	1,364	1,934
TOTAL	25,922	39,215	54,850

ALTON- EAST ALTON-WOOD RIVER

1 - LOCATION: Madison County (In St. Louis, Mo.-Ill. SMSA), E&P Map B-4; Near confluence of the Missouri & Mississippi rivers, 25 mi. NE of St. Louis, 84 mi. S of Springfield and 238 mi. SE of Chicago.

2 - TRANSPORTATION: Railroads - CB&O; Ill.-Central-Gulf; Conrail; Illinois-Bridge & Belt; Amtrak.
Motor Freight Carriers - 4.
Intercity Bus Lines - Bi-State Transit System.

3 - POPULATION:
Corp. Cities 80 Cen. 53,743
Alton 80 Cen. 34,171
East Alton 80 Cen. 7,123
Wood River 80 Cen. 12,449
CZ-ABC: (70) 102,186; (81) 95,700
RTZ-ABC: (70) 93,522; (81) 99,300
SMSA 80 Cen. 2,355,276
County 80 Cen. 247,671
City & RTZ-ABC: (70) 195,708; (81) 195,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 20,762
Alton 80 Cen. 12,993
East Alton 80 Cen. 2,953
Wood River 80 Cen. 4,816
County 80 Cen. 89,001
SMSA 80 Cen. 837,797
CZ-ABC: (70) 32,205; (81) 34,600
RTZ-ABC: (70) 29,292; (81) 35,800
City & RTZ-ABC: (70) 61,497; (81) 70,400

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	7	$735,755,513
Commercial	9	$303,596,095

6 - PASSENGER AUTOS: County 124,504

7 - ELECTRIC METERS: Residence 36,618

8 - GAS METERS: Residence 30,012

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Fabricated Metal Prod. 3,909 ($321); Petroleum Refining 2,817 ($499); Stone, Glass & Clay 800 ($325); Primary Metal 2,626 ($399); Paper Prod. 1,080 ($326); Total Employment 32,366; Mfg. 13,526.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-65; Summer 69-92; Fall 50-67; Winter 10-55. First killing frost, Nov. Last killing frost, Apr.

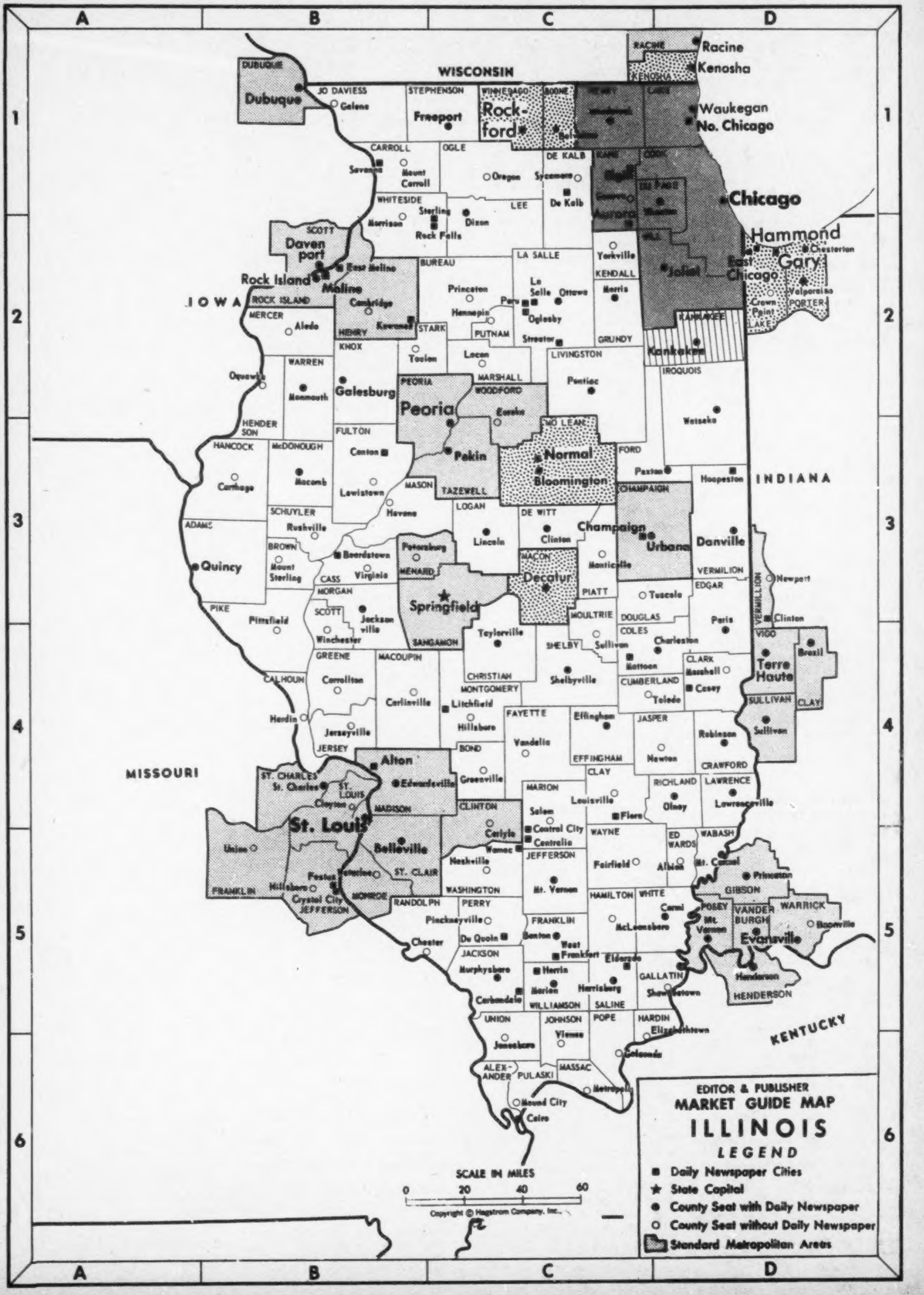
11 - TAP WATER: Alkaline; soft.

12 - RETAILING: Principal Shopping Center - 2 blocks on W 3rd; 3 on Piasa; 2 on Belle; 2 on State; 2 on E. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alton Square	2	Famous-Barr, J.C. Penney, Target
Wilshire	5	P.N. Hirsch, Kroger
Plaza Corners	2	Nat'l Food, P.N. Hirsch, Thrifty Drug
Central Park	3	Central Hdwe., Tipton, Sleep Station, K mart, Venture
Monticello Plaza	4	Kroger, Ebbler Appliance
Washington Sq.	NA	A&P, Thrifty Drug
Bethalto	8	A&P, P.N. Hirsch
Eastgate	4	Penney Outlet, McCrory, Kinney, P.N. Hirsch
Jamestown Mall	7	Sears, Stix, Baer Fuller

Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Dept. - Nightly, Mon. Food - Fri. Chain Food - nitely.


EDITOR & PUBLISHER
MARKET GUIDE MAP
ILLINOIS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
SCALE IN MILES
0 20 40 60
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A
B
C
D
1
2
3
4
5
6
WISCONSIN
IOWA
MISSOURI
INDIANA
KENTUCKY
Racine
Kenosha
Dubuque
Galena
Freeport
Rockford
Waukegan
No. Chicago
Savanna
Mount Carroll
Oregon
Sycamore
De Kalb
Elgin
Aurora
Chicago
Hammond
Gary
East Chicago
Crown Point
Valparaiso
Chesterton
Joliet
Morrison
Sterling
Rock Falls
Dixon
Davenport
Rock Island
Moline
East Moline
Cambridge
Kewanee
Aledo
Princeton
Hennepin
Peru
La Salle
Ottawa
Oglesby
Morris
Yorkville
Streator
Toulon
Lacon
Oquawka
Monmouth
Galesburg
Peoria
Pekin
Eureka
Pontiac
Normal
Bloomington
Watseka
Paxton
Hoopeston
Canton
Lewistown
Havana
Carthage
Macomb
Rushville
Quincy
Mount Sterling
Beardstown
Virginia
Petersburg
Springfield
Jacksonville
Winchester
Pittsfield
Lincoln
Clinton
Champaign
Urbana
Danville
Monticello
Decatur
Tuscola
Newport
Taylorville
Sullivan
Charleston
Mattoon
Paris
Clinton
Terre Haute
Brazil
Sullivan
Marshall
Casey
Toledo
Shelbyville
Carrollton
Carlinville
Litchfield
Hillsboro
Hardin
Jerseyville
Vandalia
Effingham
Newton
Robinson
Greenville
Alton
Edwardsville
St. Charles
Clayton
St. Louis
Louisville
Flora
Olney
Lawrenceville
Salem
Central City
Centralia
Carlyle
Wamac
Union
Belleville
Nashville
Fairfield
Albion
Mt. Carmel
Princeton
Hillsboro
Festus
Waterloo
Crystal City
Mt. Vernon
Carmi
McLeansboro
Mt. Vernon
Evansville
Boonville
Pinckneyville
Chester
Du Quoin
Benton
West Frankfort
Eldorado
Herrin
Marion
Harrisburg
Shawneetown
Henderson
Murphysboro
Carbondale
Jonesboro
Vienna
Elizabethtown
Golconda
Metropolis
Mound City
Cairo
RACINE
KENOSHA
DUBUQUE
JO DAVIESS
STEPHENSON
WINNEBAGO
BOONE
McHENRY
LAKE
CARROLL
OGLE
DE KALB
KANE
COOK
DU PAGE
WILL
WHITESIDE
LEE
SCOTT
ROCK ISLAND
HENRY
BUREAU
LA SALLE
KENDALL
GRUNDY
KANKAKEE
LAKE
PORTER
MERCER
STARK
PUTNAM
KNOX
WARREN
PEORIA
MARSHALL
WOODFORD
LIVINGSTON
IROQUOIS
HENDERSON
HANCOCK
McDONOUGH
FULTON
McLEAN
FORD
MASON
TAZEWELL
CHAMPAIGN
SCHUYLER
ADAMS
BROWN
CASS
MENARD
LOGAN
DE WITT
MACON
PIATT
VERMILION
EDGAR
VERMILLION
MORGAN
SCOTT
PIKE
SANGAMON
MOULTRIE
DOUGLAS
COLES
SHELBY
CHRISTIAN
VIGO
CLAY
CLARK
CUMBERLAND
GREENE
MACOUPIN
MONTGOMERY
FAYETTE
EFFINGHAM
JASPER
CRAWFORD
SULLIVAN
CALHOUN
JERSEY
BOND
ST. CHARLES
ST. LOUIS
MADISON
CLINTON
MARION
CLAY
RICHLAND
LAWRENCE
WAYNE
EDWARDS
WABASH
FRANKLIN
JEFFERSON
MONROE
ST. CLAIR
WASHINGTON
RANDOLPH
PERRY
JEFFERSON
HAMILTON
WHITE
GIBSON
POSEY
VANDERBURGH
WARRICK
FRANKLIN
JACKSON
WILLIAMSON
SALINE
GALLATIN
HENDERSON
UNION
JOHNSON
POPE
HARDIN
ALEXANDER
PULASKI
MASSAC

13 - RETAIL OUTLETS: Department Stores – Sears; The Snyder Co.; Famous-Barr; J.C. Penney.
Variety Stores – Ben Franklin; McCrory.
Discount Stores : Jupiter; Target; Venture; K mart; P.N. Hirsch.
Chain Drug Stores – Thrifty 3; Wedge 3.
Chain Food Stores – Kroger 4; A&P 2; Natl. Food 1; Schnuck's 2; General Grocer.
Other Chain Stores – Auto Supply: B.F. Goodrich, Firestone, Goodyear, Western Auto; Hardware: Cook Paint, MAB Paint, Central Hardware; Lumber: Great Central, Springman, J & A Springman, Fischer; Women's Apparel: Lee Anne, Vogue, Bindler Arthurs, Lerners, Women's World, Paul Harris, Merry-Go-Round, Worths, Size 5-7-9, Casual Corner, Fashion Conspiracy, The Limited, & Tuarts, Susies Casuals; Men's Apparel: Barleff's Hanlon & Haegele, Richman Bros.; Furniture: Jacoby, Schwartz, Gibert's Carriage House, Wood River Furniture: Ebbler; Jewelers: Stone Bros., Goulding's, Hudson's, Hartmann's, Hess & Culbertson's, Jaccard's, Zales.

14 - NEWSPAPERS: TELEGRAPH (e) 37,919; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: L.J. Payne, Mgr. Gen. Adv. & Prom., TELEGRAPH, 111 E. Broadway, Alton, IL 62002; Tel. (618) 463-2580.
National Representative : Branham.

ARLINGTON HEIGHTS
See CHICAGO

AURORA

1 - LOCATION: Kane County (In Chicago SMSA). E&P Map C-2. Industrial Center.

2 - TRANSPORTATION: Railroads – Burlington Northern; Chicago & North Western; Elgin, Joliet & Eastern.
Motor Freight Carriers – 23.
Intercity Bus Lines – Continental Trailways; Aurora City Lines; RTA.

3 - POPULATION:
Corp. City 80 Cen. 79,260
CZ-ABC: (70) 96,835; (81) 107,700
RTZ-ABC: (70) 168,441; (81) 216,300
SMSA 80 Cen. 7,102,328
County 80 Cen. 278,405
City & RTZ-ABC: (70) 265,276; (81) 324,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 27,668
County 80 Cen. 93,729
SMSA 80 Cen. 2,486,302
CZ-ABC: (70) 29,722; (81) 38,100
RTZ-ABC: (70) 47,760; (81) 70,100
City & RTZ-ABC: (70) 77,482; (81) 108,200

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	7	$1,500,000,000
Commercial	3	$503,068,000

6 - PASSENGER AUTOS: County 143,631

7 - ELECTRIC METERS: Est. 37,179

8 - GAS METERS: Residence, Est. 24,700

9 - PRINCIPAL INDUSTRIES: Rubber & Plastics; Furn.; Apparel; Paper & Paper Prods.; Fabr. Metal Prods.; Ptg. & Publ.; Primary Metals; Food; Stone; Clay; Glass; Lumber & Wood Prods.; Chemical Prods.; Transp. Equip.; Electrical Machy.; Non-Electrical Mach. Mfg. Employment 21,025. Av. Wkly. Wage $182.28.

10 - CLIMATE: First killing frost, Sept. 28. Last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers – 12 blocks on 4 sts.; Northgate; West Aurora Plaza; Ashland Plaza; The Village Mart; Eastgate; Indiantrail East (1); Fox Valley Center (1).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate (53)	NA	Bergner-Weise, Jewel
West Aurora Plaza (20)	NA	A-Mart, Scotts
Ashland Plz. (2)	NA	Scotts, Walts Super Mkt.
The Village Mart (16)	NA	Ben Franklin, Eagle
Boulder Hill	NA	Boulder Hill Food Mkt., Grimms
Fox Valley (190)	NA	Lord & Taylor, Sears, J.C. Penney, Marshall Field

Principal Shopping Days : Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores – Sears Roebuck; Carson, Pirie, Scott; Lytton's; Bergner-Weisse.
Discount Stores : Gaylord's; K mart; Zayre.
Variety Stores – Kresge; Scott's; Hensley's; Ben Franklin; Ace Hardware.
Chain Food Supermarkets : Jewel 3; Thrif-T Mkt.; Convenient; Eagle 3; Country Cupboard; Open Pantry; A-Mart 2; Buy Rite 3; Walt's 3; Safari Mkt.; Mr. Certified; Aldis; Save-It.
Other Chain Stores – Goodrich; Goodyear; Blue Star Auto.

14 - NEWSPAPERS: BEACON-NEWS (e) 40,737; (S) 42,279; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: H.E. Morris, Dir. of Adv., BEACON-NEWS, 101 South River St., Aurora, IL 60506; Tel. (312) 844-5861.
National Representative : Sawyer-Ferguson-Walker.

BEARDSTOWN

1 - LOCATION: Cass County, E&P Map B-3. Industrial and agricultural center; west central Illinois. On east bank of Illinois River. 225 mi. SW of Chicago; 110 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads : BN.
Motor Freight Carriers : 9.
Intercity Bus Lines : Trailways; Crown Transit.

3 - POPULATION:
Corp. City 80 Cen. 6,338
County 80 Cen. 15,084

4 - HOUSEHOLDS:
City 80 Cen. 2,389
County 80 Cen. 5,658

5 - BANKS: 2 Savings; 1 Savings & Loan; Total dep. $70,000,000

6 - PASSENGER AUTOS: County 6,867

7 - ELECTRIC METERS: Residence 2,600

8 - GAS METERS: Residence 1,480

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Ann. Payroll): Railroad 150; Aluminum & Brass 241; Foods/Meat Products 1,000 ($25,000,000); Feed/Grains/Milling.

10 - CLIMATE: Min. & Max. Temp. – Spring 25-90; Summer 50-100; Fall 2-97; Winter 0-72. First killing frost, Nov. 1. Last killing frost, Mar. 25.

11 - TAP WATER: Treated.

12 - RETAILING: Shopping Center : at junction of hwys. 100 & 67.
Neighborhood Shopping Centers : E. 4th St.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Kline's; P.N. Hirsch; Gambles.
Variety Stores : Woolworth; TG&Y.
Chain Drug Stores : Martin Rexall.
Chain Food Supermarkets : Eisner; Superway; Haag Drug; Meyer's; IGA.
Other Chain Stores : Dairy Queen; Kentucky Fried Chicken; Pizza Hut.

14 - NEWSPAPERS: ILLINOIAN-STAR (e-mon to fri) 2,726; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Dale L. Barber, Pub., ILLINOIAN-STAR, 1210 Wall St., Beardstown, IL 62618; Tel. (217) 323-1010.
National Representative : Landon.

BELLEVILLE

1 - LOCATION: St. Clair County (In St. Louis, MO-IL SMSA). E&P Map B-5, County Seat. Agricultural, military, industrial and medical center.

2 - TRANSPORTATION: Railroads : Illinois Central; Louisville & Nashville.
Intercity Bus Lines : Bi-State Transit; Greyhound; Continental Trailways; Gulf Transport Lines.

3 - POPULATION:
Corp. City 80 Cen. 42,150
PMA-ABC: (70) 176-817; (81) 168,600
SMSA 80 Cen. 2,355,276
County 80 Cen. 265,469
Demographic Information available from Nespaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,512
County 80 Cen. 90,410
SMSA 80 Cen. 837,797
PMA-ABC: (70) 54,218; (81) 59,400

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Comm.	4	$616,715,190
Sav. & Loan	3	$352,684,463

6 - PASSENGER AUTOS: County 121,493

7 - ELECTRIC METERS: Residence 31,135

8 - GAS METERS: Residence 25,429

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Brewery 250; Shoe 175; Hospitals (2) 1,913; Stove 950; Box Mfg. 119; Stencil Mfg. 179.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: First killing frost, Sept. 28-Nov. 27; Last killing frost, Mar. 8-May 10.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : Twelve blocks on Main St.
Principal Shopping Days : Thurs., Fri & Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Park Plaza (22)	NA	Nat'l Food
Carlyle Plz. (15)	NA	Nat'l Food, Wal-Mart
Wade Sq. (10)	NA	Tom Boy
St. Clair Square (175)	NA	Famous-Barr, Sears, Penney, Stix-Baer-Fuller
Crossroads (16)	NA	K mart, Gasen
Venture (6)	NA	Venture Stores, Kroger, Central Hardware, Schnucks, Dolgins
Southview Plaza (15)	NA	Keck's Tom-Boy, Hirsch, Western Auto
Co. Club Plz. (20)	NA	Schnuck's, Walgreen
Arcade Ctr. (16)	NA	Montgomery Ward

Stores Open Evenings : Dept. – Mon. and Fri.; Food – nightly.

13 - RETAIL OUTLETS: Department Stores : Sears; J.C. Penney.
Discount Stores : K mart; Wal-Mart.; Veuture; Target; Dolgins.
Chain Drug Stores : Stiehl Walgreen; Gasen; S.S. Kresge.
Chain Food Supermarkets : A&P; Kroger 2; Tri-City; IGA 7; National 2; Tom Boy 2; Shopland; Schnuck's 4; Super-Valu.
Other Chain Stores : Western Auto; Firestone; Goodyear; United Tire; Libson Shop; Mode O'Day; Nustyle; Sherwin-Williams; Cook's; Spiegel (catalog); Alden (catalog); Montgomery Ward (catalog); Singer; Lee Shoes; Hill Bros.

14 - NEWSPAPERS: NEWS-DEMOCRAT (e) 41,057; (s) 44,062; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gary Berkley, Adv. Mgr., NEWS-DEMOCRAT, 120 S. Illinois St., Belleville, IL 62222; Tel. (618) 234-1000.
National Representative : Branham.

BELVIDERE

1 - LOCATION: Boone County (In Rockford, Ill. SMSA), E&P Map C-1. 75 mi. W of Chicago; 14 mi. E of Rockford in the Central Part of Northern Illinois, on Northern Tollroad.

2 - TRANSPORTATION: Railroads – Chicago & Northwestern (freight).
Intercity Bus Lines – Greyhound.
Motor Freight Carriers – 30.

3 - POPULATION:
City 80 Cen. 15,094
SMSA 80 Cen. 279,514
County 80 Cen. 28,630
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,494
SMSA 80 Cen. 99,122
County 80 Cen. 9,714

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$107,348,000
Sav. & Loan	2	$52,000,000

6 - PASSENGER AUTOS: County 14,239

7 - ELECTRIC METERS: Res. Boone Co. 12,902

8 - GAS METERS: Res. Boone Co. 8,960

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Machinery 666 ($218); Hardware 333 ($170); Engineering 120 ($195); Automotive Assembly 4,587 ($175).
Principal Industrial Pay Days : 10th and 25th.

10 - CLIMATE: Min. & Max. Temp. – Spring 16-96; Summer 59-97; Fall – 17-84; Winter – 20-52. First killing frost, Oct. 16. Last killing frost, May 4.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center – 6 blocks on State St.; North State, Hwy. 20; Southtowne Shpg. Ctr.; Pearl St. at route 5; Belvidere Mall (Downtown).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belvidere Mall (5)	NA	Ben Franklin, A&P
North State (6)	NA	Michael's IGA, Cochrans Supermarket
Beacon Plaza	NA	Cochrans Supermkt.
South Towne (4)	NA	Pacemaker Food
Cherry Vale (94)	NA	Marshall Field, Sears, Pranges

Principal Shopping Days : Thu., Fri., Sat. & Mon.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney.
Variety Stores – Schultz Brothers; Ben Franklin.
Chain Drug Stores – Rexall.
Chain Food Supermarkets : Eagle; A&P; Pacemaker.
Other Chain Stores – Leath & Co.; Ace Hdwe.; Western Auto; Leath Furn.; Radio Shack; K mart.

14 - NEWSPAPERS: REPUBLICAN (e) 5,060; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jim Johnson, Adv. Dir., REPUBLICAN. 401 Whitney Blvd., Belvidere, IL 61008; Tel. (815) 544-9811.
National Representative : Landon.

BENTON

1 - LOCATION: Franklin County, E&P Map C-5, County Seat. 302 mi. S of Chicago. On State Hwy. 14, 34, 37 & 57.

2 - TRANSPORTATION: Railroads – Illinois Central; Iron Mountain; Southern.
Intercity Bus Lines – Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,778
County 80 Cen. 43,201

4 - HOUSEHOLDS:
City 80 Cen. 3,233
County 80 Cen. 16,978

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$111,299,000
Sav. & Loan	1	$6,000,000

6 - PASSENGER AUTOS: County 19,628

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: – Farm Supplies; Parking Meters; Oil; Coal Mines; Grain & Stock Farms; Module Homes; Drainage Engineering; Mine Equipment; Meat Packing; Celebrity Boats.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Days : Wed. & Fri.
Stores Open Evenings : Supermarkets, Mon. Most stores are open until 8 p.m.

13 - RETAIL OUTLETS: Department Stores – Sherman's; P.N. Hirsch; The Hub; Centers; Star Best; Walker's; Barton & Collins; Treece Supply; Campbell's; General Dollar Store, Lot-O-Savings.
Discount Stores : Gibson's; Town & Country.
Variety Stores – Woolworth.
Chain Drug Stores : McCann; Newton's; Lot-o-Savings; Rexall.
Chain Food Supermarkets : H&S; Big John's; Kroger; IGA; Doerr's Mkt.
Other Chain Stores – Western Auto; Ace Hardware.

14 - NEWSPAPERS: NEWS (e) 6,971; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Joe Browning and Associates, NEWS, 111 E. Church St., Benton, IL 62812; Tel. (618) 438-5611.
National Representative : Landon.

BLOOMINGTON-NORMAL

1 - LOCATION: McLean County. E&P Map C-3 (SMSA). County Seat. 127 mi. SW of Chicago; 157 mi. NE of St. Louis. College and Insurance Center.

2 - TRANSPORTATION: Railroads : Illinois Central-Gulf (pass. & frgt.); Norfolk & Western; Penn-Central Freight.
Intercity Bus Lines : Eastern Greyhound; Illinois Highway; Illini Coach; Peoria-Rockford.
Motor Freight Carriers : 31 Interstate/23 Intrastate.
Airlines : Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 79,861
Bloomington 80 Cen. 44,189
Normal 80 Cen. 35,672
CZ-ABC: (70) 72,420; (81) 87,500
RTZ-ABC: (70) 141,757; (81) 147,100
County/SMSA 80 Cen. 119,149
City & RTZ-ABC: (70) 214,177; (81) 234,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 27,939
Bloomington 80 Cen. 18,204
Normal 80 Cen. 9,735
County/SMSA 80 Cen. 41,702
CZ-ABC: (70) 21,861; (81) 29,700
RTZ-ABC: (70) 44,634; (81) 54,000
City & RTZ-ABC: (70) 66,495; (81) 83,700

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	6	$842,965,000
Commercial	8	$451,862,000

6 - PASSENGER AUTOS: County 56,829

7 - ELECTRIC METERS: Residence 30,150

8 - GAS METERS: Residence 23,200

9 - PRINCIPAL INDUSTRIES: Industry (Number Wage Earners) – Insurance, Finance, Real Estate 7,500; Electric Machinery & Controls 3,700; Food Processing 1,000; Utilities & Transportation 3,100; Printing & Publications 700; Construction 1,300; Wholesale and Retail Trade 11,700; Professional Services 5,000; Governmental 10,900; Agriculture 3,125; Illinois Agricultural Association 1,475; Firestone 425; Eureka Company 1,500; Manufacturing – Durable 4,800; Non-Durable 2,200. Hourly rates – Manufacturing $7.02; Durable Goods $7.03; Non-Durable Goods $6.97 hr.
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 29-93 Summer 41-93; Fall 16-86; Winter -3-60; First killing frost, Oct. 14; Last killing frost, April 5.

11 - TAP WATER: Alkaline, soft; Bloomington: not fluoridated; Normal: fluoridated.

12 - RETAILING: Principal Shopping Center : 10 blocks on Main St.; 3 on Center St.; 6 on Front St.; 6 on Washington; 2 on Jefferson.
Neighborhood Shopping Centers : 1 on E. Oakland Ave.; 5 in Normal Towanda Plaza; (Empire & Towanda Ave.); Eastland Shopping Center (Rt.) 9 at U.S. Rt. 66; K mart Plaza; Zayre Plaza; Colonial Plaza; Landmark Plaza; College Hill Mall; Four Seasons Square.
Principal Shopping Days : Mon., Fri., Sat. & Sun.
Stores Open Evenings : All shopping areas open 7 days except downtown which is open Mon.
Stores Open Sundays : Grocery; Drug; Discount; Eastland Shopping Center; College Hills Mall.

13 - RETAIL OUTLETS: Department Stores : Klemm's; J.C. Penney; Sears; Montgomery Ward; Roland's 2; Bergner's; Carson; Pirie Scott & Co.
Discount Stores : K mart; Adolph's; Zayre 2; Lowell Supply; Murray's Jewelers and Distributors.
Variety Stores : Woolworth; Randall's.
Chain Drug Stores : Walgreen; Osco 3; Rexall 2; SupeRx; Haag 3.
Chain Food Supermarkets : Eisner 3; Kroger 4; IGA 2, General Grocer 3; Eagle Foods.
Other Chain Stores : Kinney Shoes; Kay Campbell; Kirlin's; Music Land; Shield Jewelry; MAB Paints; Glidden Paint; Leath Furniture; Sherwin-Williams; Hill's Shoes; So-Fro; Singer; TSC Industries; Alexander Lumber; Wickes; Playback; Morris Paint; Fannie Mae Candy 2; Regal Shoes; Radio Shack 2; Foxmoor Casuals; Seno Formalwear; Color Tile.

14 - NEWSPAPERS: PANTAGRAPH (all day) 52,788; (S) 52,630; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Woodrow G. Shadid, Dir. of Adv., PANTAGRAPH, 301 W. Washington, Bloomington, IL 61701; Tel. (309) 829-9400.
National Representative : Sawyer-Fergusen-Walker.

CAIRO

1 - LOCATION: Alexander County, E&P Map C-6, County Seat. Industrial, Agricultural, Wholesale & Retail Center. Bridges to Kentucky and Missouri.

2 - TRANSPORTATION: Railroads – Missouri Pacific; Conrail; Illinois Central; GM&O.
Motor Freight Carriers – 7.

3 - POPULATION:
Corp. City 80 Cen. 5,931
County 80 Cen. 12,264

4 - HOUSEHOLDS:
City 80 Cen. 2,400
County 80 Cen. 4,754

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$41,112,000

6 - PASSENGER AUTOS: County 4,677

7 - ELECTRIC METERS: Residence 2,056

8 - GAS METERS: Residence 1,576

9 - PRINCIPAL INDUSTRIES: Oilfield Equip.; Soybean and Cotton Oil; Manufacture of Flexible Urethane Foam Padding; Reprocessed Oil Pipe; Grain Purchase; Storage; Sale & Shipping; Wearing Apparel for Service Trades; Hardwood Flooring & Lumber; Inland Marine Service & River Business; Warehousing; Sand & Silica; Farming; Wholesale Drugs; Rainwear & Duffle Bags.
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 50-68; Summer 70-88; Fall 52-70; Winter 31-46. First killing frost, Nov. 1. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center – 6 blocks on 10th to 6th Sts.; 8th St.; Commercial Ave. to 6th.
Neighborhood Shopping Centers : 20th and Washington; 34th to 40th on Sycamore.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fridays.
Stores Open Sundays : Drug; Grocery; Discount; Variety and Department.

13 - RETAIL OUTLETS: Department Stores – Hirsch; Brokerage; Khourie Bros.
Variety Stores – S.H. Kresge; Elias Family Center.
Chain Food Supermarkets : IGA; Wonder Market; Lewis Bros.; Food Mart; Stop & Shop; Farmer's Mkt.
Other Chain Stores – Firestone; Montgomery Ward (catalog).

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 5,513; Sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Bill Calvin, Adv. Dir., CITIZEN, 711 Washington Ave., Cairo, IL 62914; Tel. (618) 734-4244.
National Representative : None.

CANTON

1 - LOCATION: Fulton County, E&P Map B-3. 32 mi. SW of Peoria; On Routes 9, 78, 100.

2 - TRANSPORTATION: Railroads – CB&Q and Toledo; Peoria & Western.
Motor Freight Carriers – 3.

3 - POPULATION:
Corp. City 80 Cen. 14,626
CZ-ABC: (70) 15,797; (81) 16,700
RTZ-ABC: (70) 30,469; (81) 31,800
County 80 Cen. 43,687
City & RTZ-ABC: (70) 46,266; (81) 48,500

4 - HOUSEHOLDS:
City 80 Cen. 5,745
County 80 Cen. 16,274
CZ-ABC: (70) 5,631; (81) 6,900
RTZ-ABC: (70) 10,400; (81) 12,500
City & RTZ-ABC: (70) 16,031; (81) 19,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$115,000,000
Sav. & Loan	2	$56,000,000

6 - PASSENGER AUTOS: County 20,292

7 - ELECTRIC METERS: Residence 6,100

8 - GAS METERS: Residence 5,239

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Farm equipment 1,400 ($300); Clothing mfg. 104 ($200); Coal Mines 800 ($250).

10 - CLIMATE: Mean Temp. 51. Av. Rainfall 35; Av. Humidity 70.

11 - TAP WATER: Alkaline, soft; fluoridated & chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Main (5)	NA	Big Value
Tumbleweed Town (4)	NA	Jules Fashions
Lake Drive	NA	Kroger, K mart

Principal Shopping Days : Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Spurgeon's Mercantile; Sears.
Discount Stores : Tempo; Farm King; K mart.
Chain Drug Stores : Rexall; SupeRx.
Chain Food Supermarkets : Kroger; C&K Red Fox; IGA.

14 - NEWSPAPERS: LEDGER (e) 9,388; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dave Smith, Natl. Adv. Mgr., LEDGER, 53 W. Elm St., Canton, IL 61520; Tel. (309) 647-5100.
National Representative : Ill. Press Assn.

CARBONDALE-HERRIN-MURPHYSBORO

1 - LOCATION: Carbondale and Murphysboro in Jackson County, Herrin in Williamson County, E&P Map C-5. 370 mi. S of Chicago. Educational, Coal Mining, Fruit Growing & Recreational. Railroad Terminal.

2 - TRANSPORTATION: Railroads – Illinois Central Gulf; CB&O; Missouri Pacific.
Motor Freight Carriers – 6.
Intercity Bus Lines – Greyhound; Gulf Transports.
Airlines – Ozark; Air Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 47,100
Carbondale 80 Cen. 27,194
Herrin 80 Cen. 10,040
Murphysboro 80 Cen. 9,866
PMA-ABC: (70) 207,740; (81) 238,800
Counties 80 Cen. 118,060
Jackson 80 Cen. 61,552
Williamson 80 Cen. 56,538

4 - HOUSEHOLDS:
Cities 80 Cen. 17,219
Carbondale 80 Cen. 9,206
Herrin 80 Cen. 4,135
Murphysboro 80 Cen. 3,878
Counties 80 Cen. 44,383
Jackson 80 Cen. 22,558
Williamson 80 Cen. 21,825
PMA-ABC: (70) 69,199; (81) 91,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$89,176,494
Sav. & Loan	5	$24,647,299

6 - PASSENGER AUTOS: Jackson 23,618; Williamson 24,959.

7 - ELECTRIC METERS: Residence Jackson 23,296; Williamson 19,730

8 - GAS METERS: Residence Jackson 9,752; Williamson 10,911

9 - PRINCIPAL INDUSTRIES: – Gloves; Business Systems; Dresses; Machinery; Label Printers; Shoes; Radiators; Foundries; Men's Jackets; Creamery; Neon Signs; Awnings; Electronics; Pre-Fab Homes & Bldg. Materials; Stencil Cutting; Machines & Shipping Room Supplies; Concrete Prod.; Wood Treatment; Shipping Crates; Automatic Washers; Tape Factory; Aluminum Protrusion; Electronic Systems.
Principal Industrial Pay Days – 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. – Spring 52-58; Summer 66-96; Fall 58-82; Winter 30-42. First killing frost, Oct. 19. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline-Carbondale, soft; Herrin, soft; Murphysboro, hard.

12 - RETAILING: Principal Shopping Center – 3 blocks on 12 Streets.
Principal Shopping Days : Mon., Sun., Fri., Sat.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Main St. (12)	NA	
Campus	NA	
Eastgate (15)	NA	Jo-Ann Fabrics, Payless Shoes
Murdale (30)	NA	Walgreen, Woolworth
Southgate (7)	NA	
University Mall (34)	NA	Penney, Walgreen, Sears, Meis

Stores Open Evenings : Mon. in Carbondale and Herrin; Fri. in Murphysboro.

13 - RETAIL OUTLETS: Department Stores – Bleyer's; J. C. Penney; Sears; Zwick's; Herrin Supply; Sohn's; P.N. Hirsch; Meis.
Variety Stores – Woolworth; Ben Franklin.
Discount Stores : Grandpa John's; K mart; Wal-Mart 6.
Chain Drug Stores : Walgreen; Rexall 5; Revco 2.
Chain Food Supermarkets : Kroger 5; IGA 5; AG; National Foods.

14 - NEWSPAPERS: SOUTHERN ILLINOISAN (e-mon to fri) 30,085; (S) 36,081; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Comerio, Adv. Dir., SOUTHERN ILLINOISAN, 710 N. Illinois, Carbondale, IL 62901; Tel. (618) 549-5391.
National Representative : Branham.

CARMI

1 - LOCATION: White County, E&P Map D-5, County Seat. 126 mi. E of St. Louis; 157 mi. S of Danville; On State Hwy. 1; U.S. 460.

2 - TRANSPORTATION: Railroads : Conrail; Louisville & Nashville.
Intercity Bus Lines : Greyhound; Brooks; Peoria & Rockford.

3 - POPULATION:
Corp. City 80 Cen. 6,264
County 80 Cen. 17,864

4 - HOUSEHOLDS:
City 80 Cen. 2,626
County 80 Cen. 7,047

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$14,100,000
Commercial	3	$1,167,895,000

6 - PASSENGER AUTOS: County 8,572

7 - ELECTRIC METERS: Residence 5,700

8 - GAS METERS: Residence 5,650

9 - PRINCIPAL INDUSTRIES: Farming; Oil; RC Bottlers; Cabinets; Welding; Draperies; Rubber Prod.; Feed Mills.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Days : Thu., Fri.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : P.N. Hirsch; Harts.
Variety Stores : Harold's Dollar Store.
Discount Stores : K mart; Grandpa Jones; Pamida.
Chain Food Supermarkets : Big John.

14 - NEWSPAPERS: TIMES (e) 2,900; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Anita Peyton, Gen. Mgr., Richard Tuck, Adv. Mgr., 323 E. Main, Carmi, IL 62821; Tel. (618) 382-4176.
National Representative : None.

CASEY

1 - LOCATION: Clark County, E&P Map D-4. 35 mi. SW of Terre Haute, IN; On State Hwy. 49; U.S. Hwys. 40, 70.

2 - TRANSPORTATION: Railroads – Conrail.
Motor Freight Carriers – 4.
Intercity Bus Lines – Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,026
County 80 Cen. 16,913

4 - HOUSEHOLDS:
City 80 Cen. 1,264
County 80 Cen. 6,485

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$72,000,000
Sav. & Loan	1	$14,000,000

6 - PASSENGER AUTOS: County 8,230

7 - ELECTRIC METERS: Residence 1,940

8 - GAS METERS: Residence 1,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Oil Drilling & Pipe Line 300 ($520); Shoe Mfg. 320 ($200); Plastic Products 140 ($160).

10 - CLIMATE: Min. & Max. Temp. – Spring 45-75; Summer 70-105; Fall 45-75; Winter 0-45.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days : Thurs. & Fri.

13 - RETAIL OUTLETS:
Variety Stores – Ardnt's.
Discount Stores : Fashion Lane; Pools Bargain Center.
Chain Drug Stores : Rexall.
Chain Food Supermarkets : IGA; Casey Red & White.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 2,943; sworn Sept. 9, 1980.
Local Contact for Advertising and Merchandising Data: Linda Flora, REPORTER, 216 S. Central, Casey IL 62420; Tel. (217) 932-5511.
National Representative : None.

CENTRALIA-CENTRAL CITY-WAMAC

1 - LOCATION: Marion, Clinton and Washington Counties (In St. Louis, MO-IL SMSA). E&P Map C-5. Industrial, oil and agricultural center. 252 mi. S of Chicago on U.S. Hwy. 51; 66 mi. E of St. Louis; 6 mi. S of U.S. Hwy. 50.

2 - TRANSPORTATION: Railroads – Illinois Central (pass. & frgr.); freight on CB&Q; Southern; Missouri & Illinois.
Motor Freight Carriers – 4.
Intercity Bus Lines – Greyhound & Gulf.
Airlines – Air Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 18,296
Centralia 80 Cen. 15,126
Central City 80 Cen. 1,505
Wamac 80 Cen. 1,665
CZ-ABC: (70) 20,059; (81) 21,600
RTZ-ABC: (70) 79,761; (81) 91,700
Counties 80 Cen. 91,612
Marion 80 Cen. 43,523
Clinton 80 Cen. 32,617
Washington 80 Cen. 15,472
SMSA 80 Cen. 2,355,276
City & RTZ-ABC: (70) 99,820; (81) 113,300

4 - HOUSEHOLDS:
Cities 80 Cen. 7,246
Centralia 80 Cen. 5,974
Central City 80 Cen. 624
Wamac 80 Cen. 648
Counties 80 Cen. 32,811
Marion 80 Cen. 16,437
Clinton 80 Cen. 10,768
Washington 80 Cen. 5,606
SMSA 80 Cen. 837,797
CZ-ABC: (70) 7,076; (81) 8,210
RTZ-ABC: (70) 25,536; (81) 33,700
City & RTZ-ABC: (70) 32,612; (81) 42,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$133,000,000
Sav. & Loan	2	$32,000,000

6 - PASSENGER AUTOS: Counties: Marion 21,366; Clinton 14,527; Washington 7,344

7 - ELECTRIC METERS: 9,093

8 - GAS METERS: 7,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Railroad 650 ($138); Apparel 139; Candy 703; Hospital 700; Fiberglass 750; Food 227; Pipe Castings & Tubing 166.
Principal Industrial Pay Days : 13th & 28th.

10 - CLIMATE: Min. & Max. Temp. - Spring 43-64; Summer 68-87; Fall 49-66; Winter 27-43. First killing frost, Nov. 1. Last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 4 blocks on Broadway; 4 on Locust; 3 on Poplar; 3 in between.
Neighborhood Shopping Centers : Central City; Wamac; Locust & Calumet Sts.; Lincoln & 2nd Sts.; Centralia Shopping Ctr., 1 mi. from downtown; Central Hdwr.; Ben Franklin; P.N. Hirsch; Singer; Radio Shack; Mode O'Day; Kirlin's; Nobil Shoes; Golde's Dept. Store; Woolworth; National Foot (open 7 days a week 9 a.m. to 9 p.m.; Sunday - noon to 6).
Principal Shopping Days : Fri., Sat. & Sun.
Stores Open Evenings : Downtown - Fri.; Shopping centers - every night (ex. Sun.).

13 - RETAIL OUTLETS: Department Stores - Sears; Montgomery Ward; Hirsch; J.C. Penney.
Variety Stores - Kresge; Woolworth; Ben Franklin.
Discount Stores - Dobbs.
Chain Drug Stores - Lees.
Chain Supermarkets - Kroger; National; Altadonna's; Big John.
Other Chain Stores - Firestone; Western Auto; Singer; Natl. Cash Register; Stan-the-Tireman; Sherwin-Williams; Cook Paint; Blankenship Auto Parts; Fredman; True Value Hardware.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 18,641; (S) 19,268; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Neil Puffer, Class. Adv. Mgr., SENTINEL, 232 E. Broadway, Centralia, IL 62801; Tel. (618) 532-5604.
National Representative : None.

CHAMPAIGN-URBANA

1 - LOCATION: Champaign County (In Champaign-Urbana - Rantoul, IL SMSA). E&P Map C-3, County Seat. Education Center. 126 mi. S of Chicago; 145 mi. N of St. Louis; 111 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads - Illinois Central; Conrail; Norfolk & Western.
Airlines - Ozark; Britt.
Motor Freight Carriers - 3.
Intercity Bus Lines - Greyhound; Swallow; Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 94,111
Champaign 80 Cen. 58,133
Urbana 80 Cen. 35,978
PMA-ABC: (70) 106,852; (81) 112,000
Bal. in PMA-ABC: (70) 137,788; (81) 140,600
County/SMSA 80 Cen. 168,392
Total PMA-ABC: (70) 244,640; (81) 252,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 33,393
Champaign 80 Cen. 21,238
Urbana 80 Cen. 12,155
PMA-ABC: (70) 31,754; (81) 38,300
Bal. in PMA-ABC: (70) 42,440; (81) 50,000
County/SMSA 80 Cen. 58,405
Total PMA-ABC: (70) 74,194; (81) 88,300

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	10	N.A.
Commercial	15	N.A.

6 - PASSENGER AUTOS: County 70,178

7 - ELECTRIC METERS: Residence 44,051

8 - GAS METERS: Residence 36,244

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Manufacturing 7,000; Construction 1,700; Trade 19,600; Services 11,700; Federal Govt. 30,600; Agriculture 2,850; University of Illinois 16,500. Total 89,950.
Principal Industrial Pay Days : 1st of month.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-68; Summer 61-82; Fall 38-59; Winter 12-29. First killing frost, Oct. 18. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, softened; chlorinated and fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Market Pl. Mall (97)	NA	J.C. Penney, Bergners, Sears
Lincoln Sq. (25)	NA	Carson Pirie Scott
Sunnycrest (20)	NA	Walgreen, IGA, Eisner, K mart
County Fair (36)	NA	Zayre
K mart Plaza	NA	K mart

Principal Shopping Days : Mon. thru Sun.
Stores Open Evenings : Mon., Fri.

13 - RETAIL OUTLETS: Department Stores - Bergners; F.K. Robeson; Sears; J.C. Penney; Goldblatt's; Carson Pirie Scott; Zayre; K mart; Ayrway-Target.
Variety Stores - Scott; Huey's.
Chain Drug Stores : Walgreen 2; Osco 4; Cavett.
Chain Food Supermarkets : Eisner 5; Kroger 3; IGA 6; Aldi.
Other Chain Stores - Baskin Robbins; Goodyear; Firestone; Goodrich; Spiegel (catalog); Carpetland; Clothworld.

14 - NEWSPAPERS: NEWS GAZETTE all day 48,943; (m-sat) 47,954; (S) 51,439; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Phillip H. Gustafson, Adv. Dir., NEWS-GAZETTE, 48-52 Main St., Champaign, IL 61820; Tel (217) 351-5252.
National Representative : Texas Daily Press League.

CHARLESTON

1 - LOCATION: Coles County, E&P Map C-4, County Seat. Light manufacturing; railway division; college; agricultural area; Eastern Illinois University; Lake Land Jr. College; 190 mi. from Chicago; 124 mi. from Indianapolis; 126 mi. from St. Louis. SE central part of state.

2 - TRANSPORTATION: Railroads - Norfolk & Western; Conrail.
Airlines - Britt.
Motor Freight Carriers - 4.

3 - POPULATION:
Corp. City 80 Cen. 19,355
CZ-ABC: (70) 16,421; (81) 20,100
Bal. in PMA-ABC: (70) 21,531; (81) 21,800
County 80 Cen. 52,992
Total PMA-ABC: (70) 37,952; (81) 41,900

4 - HOUSEHOLDS:
City 80 Cen. 5,978
County 80 Cen. 18,919
CZ-ABC: (70) 4,557; (81) 6,400
Bal. in PMA-ABC: (70) 7,509; (81) 9,000
Total PMA-ABC: (70) 12,066; (81) 15,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$58,000,000
Sav. & Loan	4	$22,000,000

6 - PASSENGER AUTOS: County 22,335

7 - ELECTRIC METERS: Residence 3,876

8 - GAS METERS: Residence 3,377

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Truck & Trailer Mfg. 370; Railroad 200; Shoes 435; Const. 162; Printing, Bus. Forms 208; Ceramic & Stone Pdts. 313.
Principal Pay Days : Fri. & Sat.; R.R. 11th & 26th; bimonthly, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-77; Summer 72-93; Fall 39-60; Winter 35-48. First killing frost, Oct. 16. Last killing frost, Apr. 26.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Square and 1 block each direction from its 4 corners, S. on Rte. 130; 400-500 block W. Lincoln.
Neighborhood Shopping Centers : 4th to 7th Sts. on Lincoln St.; South on State Rd. 130; West on Rte. 16; Division to University Drive on Lincoln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charleston (5)	NA	Eisners
Lincoln Vlg.	NA	Stop 'N Go
University (8)	NA	
Wilb Walker's (4)	NA	Ben Franklin, Coast-to-Coast

Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Spurgeon's.
Variety Stores - Well-Worth; Ben Franklin.
Chain Drug Stores - Walgreen; Osco; Sav-Mor.
Chain Supermarkets - Eisner; IGA; Walker's.
Other Chain Stores - Western Auto; Firestone; Montgomery Ward; Coast-to-Coast.

14 - NEWSPAPERS: COLES COUNTY TIMES-COURIER (m) 6,812; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Clyde Sims, Adv. Dir., COLES COUNTY TIMES-COURIER, 307 Sixth St., Charleston, IL 61920; Tel. (217) 345-7085.
National Representative : Landon.

CHICAGO

1 - LOCATION: Cook County (Chicago SMSA), E&P Map D-1, industrial, wholesale, retail, financial, educational, research, transportation, and agricultural sales center.

2 - TRANSPORTATION: Railroads : Amtrak headquarters.
Motor Freight Carriers : More than 300 intercity common motor freight carrier concerns. More than 1,100 local trucking companies.
Intercity Bus Lines : Continental Trailways; Greyhound; Indian Trail; Indiana Motor Bus; Peoria-Rockford Bus Co.
Airlines : Aer Lingus; Air Canada; Air Florida; Air France; Air Illinois; Air Jamaica; Air Wisconsin; Alia; Alitalia; American; Braniff; British Air; Britt Airways; Capitol; Continental; Decatur Aviation; Delta; Direct Air Inc.; Eastern; Evergreen; Icelandair; KLM; Lakeland; Lufthansa; Mexicana; Mid-Continental; Mid State; Midway; Mississippi Valley; Northwest; Ozark; Pan American; Phillips; Piedmont; Republic; SAS; Sabena; Swiss Air; TWA; Trans American; USAir; United; World.
Approx. 613,000 scheduled planes handled. 36,870,000 scheduled passengers handled.
Three Big Waterway Projects : St. Lawrence Seaway; Port of Chicago in Lake Calumet; Calumet-Sag Channel. Additional port facilities operated by the State of Indiana at Burns Harbor, IN.

3 - POPULATION:
Corp. City 80 Cen. 3,005,072
PMA-ABC: (70) 379,447; (81) 533,100
Bal. in PMA-ABC: (70) 4,182,846; (81) 4,793,200
Total PMA-ABC: (70) 7,612,314; (81) 7,775,300
CZ-ABC: (70) 3,429,468; (81) 2,982,100
RTZ-ABC: (70) 4,095,7332; (81) 4,670,400
County 80 Cen. 5,253,190
SMSA 80 Cen. 7,102,328
City & RTZ-ABC: (70) 7,525,200; (81) 7,652,500

4 - HOUSEHOLDS:
City 80 Cen. 1,093,409
County 80 Cen. 1,878,977
SMSA 80 Cen. 2,486,302
PMA-ABC: (70) 100,909; (81) 161,500
Bal. in PMA-ABC: (70) 1,207,821; (81) 1,607,700
Total PMA-ABC: (70) 2,368,295; (81) 1,607,700
CZ-ABC: (70) 1,160,474; (81) 1,162,300
RTZ-ABC: (70) 1,183,196; (81) 1,567,600
City & RTZ-ABC: (70) 2,343,670; (81) 2,729,900

5 - BANKS:		
Sav. & Loan	184	$27,893,734,760
Commercial	412	$86,558,806,000

6 - PASSENGER AUTOS: City 931,409; County 2,212,123

7 - ELECTRIC METERS: Res. 2,660,321
Lg Comm. & Industrial 876
Small Comm. & Industrial 228,771

8 - GAS METERS: Res. 2,130,424; Comm. 165,121; Industrial 17,557.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Av. Wkly. Wage): Manufacturing 804,200 ($316); Wholesale Trade 247,300 ($333); Retail Trade 489,800 ($180); Electrical Machinery 119,800 ($284); Construction 101,700 ($492); Primary Metals 53,600 ($388); Printing & Publishing 87,600 ($250); Food Products 72,900 ($306); Chemical Products 47,700 ($343); Rubber and Plastic Products 30,600 ($256). There is an average of 3,102,300 employed in the Chicago metropolitan area. Income from wages and salaries: $58,600,000,000; Retail Trade $33,600,000,000; Wholesale Trade N.A.

10 - CLIMATE: Av. Min. & Max. Temp. - Spring 47-69; Summer 57-80; Fall 30-50; Winter 20-38. First killing frost, Oct. 12. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline (Lake Michigan); fluoridated.

12 - RETAILING: The SMSA has 51 separate and distinct retail shopping areas (283 shopping centers). The most important of these is the Chicago Loop. The principal offices of Sears; Montgomery Ward; Alden's and Spiegel's are located here.
Principal Shopping Days : Loop Stores Sat. & Mon. Outlying Stores Thurs., Mon., Sat. & Sun. Grocery Stores Thurs., Fri., Sat.
Stores Open Evenings : Dept. Mon. & Thurs.

13 - RETAIL OUTLETS: Carson Pirie Scott & Co.-14 stores: 1 in Chicago, 13 in suburbs; Goldblatt's-18 stores: 12 in Chicago, 15 in suburbs; J.C. Penney-18 stores: 3 in Chicago, 15 in suburbs; Marshall Field & Co.-16 stores: 2 in Chicago, 14 in suburbs; Montgomery Ward & Co.-18 stores: 3 in Chicago, 15 in suburbs; Sears, Roebuck & Co.-24 full line stores: 7 in Chicago, 14 in suburbs; Wieboldt's, Inc.-16 stores: 4 in Chicago, 12 in suburbs.
Major Discount & Variety Stores : Community Family Centers; K mart; Venture; Woolco; Zayre.
Major Chain Food Stores : A&P; Dominick's; Eagle; Hillman's; Jewel; Kohl's; White Hen Pantry.
Major Cooperative Food Stores : Centrella; Certified; Progressive.
Major Chain Drug Stores : DeKoven; Family Drug Center; Little Bucky; Rexall; Stineway; Sun Drugs; SupeRx; Les-On; Osco; Walgreen's.

14 - NEWSPAPERS: Circulation; Local Contact for Advertising and Merchandising Data; National Representative.
CALUMET (e) 8,648; sworn Mar. 31, 1981. Local contact: Jerry Ballenger, Sales Dir., CALUMET, 9120-24 S. Baltimore Ave., Chicago, IL 60617; Tel. (312) 375-2000. Nat'l Rep: None.
DEFENDER (m-mon to thurs) 17,349; (m-sat) 18,250; Sept. 30, 1980 ABC. Local contact: David Young, DEFENDER, 2400 S. Michigan, Chicago, IL 60616; Tel. (312) 225-2400. Nat'l Rep: Amalgamated.
HERALD (m) 55,048; (S) 53,208; Mar. 31, 1981 ABC. Local contact: R. Miller, V.P., Paddock Publications, HERALD, 217 W. Campbell St., Arlington Heights, IL 60006; Tel. (312) 870-3600. Nat'l Rep: USSPI.
SOUTHTOWN ECONOMIST (e-mon to fri) 13,463 paid; 28,481 controlled; (S) 22,190 paid; 28,490 controlled; Mar. 31, 1981 VAC. Local contact: Donald Gunn, V.P. Mktg., SOUTHTOWN ECONOMIST, 5959 S. Harlem Ave., Chicago, IL 60638; Tel. (312) 586-8800. Nat'l Rep.: USSPI.
SUN TIMES (m-mon to fri) 661,531; (m-sat) 504,206; (S) 715,892; Mar. 29, 1981 ABC. Local contact: Charles D. Fegert, Exec. V.P. Adv./Cir., SUN TIMES, 401 N. Wabash, Chicago, IL 60811; Tel. (312) 321-3000. Nat'l Rep: Offices in New York, Detroit, Los Angeles, Atlanta, Miami Beach.
TRIBUNE (all day-mon to fri) 790,475; (sat) 655,284; (S) 1,150,540; Mar. 29, 1981 ABC. Local contact: George H. Van Wagner, Adv. Dir., TRIBUNE, 435 N. Michigan Ave., Chicago, Il 60611; Tel. (312) 222-3232. Nat'l Rep: Offices in New York, Detroit, Miami.

CLINTON

1 - LOCATION: DeWitt County, E&P Map C-3, County Seat. Residential center. Springfield, 45 mi.; Decatur, 21 mi.; Bloomington, 22 mi.; Champaign, 39 mi. On U.S. Hwys. 51, 54; State Hwy. 10.

2 - TRANSPORTATION: Railroads - Illinois Central.
Intercity Bus Lines : Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,014
County 80 Cen. 18,108

4 - HOUSEHOLDS:
City 80 Cen. 3,193
County 80 Cen. 6,841

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$57,927,000
Sav. & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 8,642

7 - ELECTRIC METERS: Residence 4,110

8 - GAS METERS: Residence 3,094

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners - China Mfg. 100; Copper Tubing 250; Houseware Mfg. 375; Ill. Central RR 150; Business Forms 150; Nuclear Power Station 3,000.
Principal Industrial Pay Days : Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 27-85; Summer 55-110; Fall 20-80; Winter 10-45. First killing frost, Oct. 20. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, treated, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hickory Point Mall (85)	15	Carson Pirie Scott, J.C. Penney, Bergner's
Eastland Ctr. (54)	21	Sears, Bergner's, J.C. Penney

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Fri.; some Mon.

13 - RETAIL OUTLETS: Department Stores - Spurgeon's.
Variety Stores - Ben Franklin; Gamble's.
Chain Food Supermarkets : Kroger; Eisner; IGA.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 4,341; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Contact Michael Tompkins, Pub., JOURNAL, PO Box 615, Clinton, IL 61727; Tel. (217) 935-3171.
National Representative : Landon.

CRYSTAL LAKE

1 - LOCATION: McHenry County, (In Chicago SMSA). 40 mi. NW of Chicago on U.S. Hwy. 14. Crystal Lake is the retailing and manufacturing center of McHenry County.

2 - TRANSPORTATION: Chicago and Northwestern Railroad commuter trains and Regional Transportation Authority bus line connect Crystal Lake with all of Chicago Metropolitan area. Small airport has no commercial airline affiliation.

3 - POPULATION:
Corp. City 80 Cen. 18,590
CZ-ABC: (70) 14,541; (81) 22,400
Bal. in PMA-ABC: (70) 55,211; (81) 73,800
Total PMA-ABC: (70) 69,752; (81) 96,200
County 80 Cen. 147,724
SMSA 80 Cen. 7,102,328

4 - HOUSEHOLDS:
City 80 Cen. 6,191
County 80 Cen. 49,015
SMSA 80 Cen. 2,486,302
CZ-ABC: (70) 4,143; (81) 7,400
Bal. in PMA-ABC: (70) 20,631; (81) 25,300
Total PMA-ABC: (70) 20,631; (81) 32,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$101,213,874
Sav. & Loan	3	$124,601,420

6 - PASSENGER AUTOS: County 77,859

7 - ELECTRIC METERS: Residence 6,720

8 - GAS METERS: Residence 2,280

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Retailing 1,228 ($170); Equipment Manufacturing 2,240 ($200); Printing 468 ($220); Farm Equip. & Landscaping 461 ($175); Utilities 583 ($240).
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-88; Summer 48-103; Fall 18-88; Winter -25-65. First killing frost, Sept. 25. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - 3 blocks downtown and a major shopping center (30 stores) at southeast edge of city. Neighborhood shopping centers along Highway 14.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Woodfield Mall	25	Sears, Field, Penney
Lakehurst Mall	20	Sears, Field, Penney
Meadowdale	10	Wieboldt's, Cook's
Spring Hill Mall	10	Sears, Fields, Bergner-Weise, J.C. Penney

Principal Shopping Days : Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores - Ward's; Joseph Spiess.
Discount Stores : K mart; Zayre.
Variety Stores - Ben Franklin.
Chain Drug Stores : Osco; Walgreen.
Other Chain Stores - Minnesota Fabrics; Krusoe & Cummins; Edward Hines Lumber; Armanetti Liquors; Darken's for Sports; Kinney Shoes; Browse-A-Round Books; Sears and Penney catalogue offices; Stuart's; Jackie's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,462; Mar. 31, 1981 ABC. (Converted to morning publication Oct. 5, 1981.)
Local Contact for Advertising and Merchandising Data: Jim Reid, Free Press Newspaper Group, 250 Williams Rd., Carpentersville, IL 60110; Tel. (312) 426-1626.
National Representative : None.

DANVILLE

1 - LOCATION: Vermilion County, E&P Map D-3, County Seat. Agricultural and industrial center on Vermilion River and Lake Vermilion. 135 mi. S of Chicago; 140 mi. SE of Peoria; 210 mi. NE of St. Louis, MO; 95 mi. W of Indianapolis, IN.

2 - TRANSPORTATION: Railroads - Norfolk & Western; Baltimore & Ohio; Chicago & Eastern; Conrail; Louisville & Nashville.
Motor Freight Carriers - 15.
Intercity Bus Lines - Danville City; Southern Limited; Illini Coach; Swallow Coach
Airlines - Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 38,985
CZ-ABC: (70) 62,642; (81) 60,200
RTZ-ABC: (70) 82,528; (81) 85,900
County 80 Cen. 95,222
City & RTZ-ABC: (70) 145,170; (81) 146,100
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 15,392
County 80 Cen. 35,371
CZ-ABC: (70) 20,927; (81) 23,200
RTZ-ABC: (70) 27,242; (81) 32,500
City & RTZ-ABC: (70) 48,169; (81) 55,700

5 - BANKS: 5 Savings; Deposits $76,500,737

6 - PASSENGER AUTOS: County 45,768

7 - ELECTRIC METERS: Residence 33,190

8 - GAS METERS: Residence 23,129

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Foundry 2,800; Ballasts 1,700; R.R. Eqpt. 450; Lift Trucks 600; Meat Casings 650; Hardware 300; Candy Mfg. N.A.; Clothing N.A.; Aerosol Pdts. N.A.; Vitamin Mfg. N.A.; Hair Accessories (Ann. Payroll $193,000,000; Employing 11,355).
Principal Industrial Pay Days - 15th & 30th.

10 - CLIMATE: Average Temp. - Winter 28-30; Summer 76-78. First killing frost, Oct. 16. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Vermillion St.; 4 on Main St.; 2 on North St.
Neighborhood Shopping Centers : 2 blocks on Vermilion & Fairchild Sts.; 2 blocks on Main St. at Bismark St.
Shopping Centers : K mart; 2700 N. Vermillion St.; Southgate; 1628 Georgetown Rd.; Zayre; Holiday Square, Bowman Ave.; Ayr-Way 2917 N. Vermillion; Village Mall (25 stores - Meis Dept. Stores).
Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Bergners; Sears; Gerry's; Meis.
Variety Stores - S.S. Kresge.
Discount Stores : K mart; Zayre's; Ayr-Way; K's Merchandise Mart.
Chain Drug Stores : Danville Discount Drugs; Harding 6; Prescription Shop 3; Haag; SupeRx 2.
Chain Supermarkets : Kroger 2; Eisner 4; IGA; Foodliner 4; A&P; Eagle 2.
Other Chain Stores - Leaths' (furn.); Rhodes-Buford (furn.); Firestone; Singer Co.; Pittsburgh Paints; Sherwin-Williams; Fannie May; True Value Hardware 3; Blacks Hardware; Ace Hardware.

14 - NEWSPAPERS: COMMERCIAL-NEWS (e) 29,968; (S) 32,632; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bob Miller, Adv. Dir., COMMERCIAL NEWS, 17 W. North, Danville, IL 61832; Tel. (217) 446-1000.
National Representative : Gannett.

DECATUR

1 - LOCATION: Macon County (SMSA). E&P Map C-3, County Seat. 174 mi. SW from Chicago; 123 mi. NE from St. Louis; 155 mi. W from Indianapolis. Agricultural area, soybean center, manufacturing.

2 - TRANSPORTATION: Railroads - Norfolk and Western; B&O; Illinois Central; Pennsylvania; Illinois Terminal System.
Motor Freight Carriers - 41.
Intercity Bus Lines - Crown Transit, Continental Trailways.
Airlines - Ozark; Britt; Decatur Commuter.

3 - POPULATION:
Corp. City 80 Cen. 94,081
PMA-ABC: (70) 407,504; (81) 440,500
Co./SMSA 80 Cen. 131,375
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 35,923
Co./SMSA 80 Cen. 48,294
PMA-ABC: (70) 133,878; (81) 166,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$600,000,000
Sav. & Loan	4	$300,000,000

6 - PASSENGER AUTOS: County 65,902

7 - ELECTRIC METERS: Residence 40,063

8 - GAS METERS: Residence 35,169

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Graders, Tractors 5,045; Corn-Soy Bean Processing 4,600; Air Conditioners-Carburetors 1,800; Gas & Water Systems 1,000; Castings & Fittings 1,500; Window Glass 470; Tires ?,250 Av. Wkly. Wage, all industry $280.

10 - CLIMATE: Min. & Max. Temp. - Spring 27-93; Summer 43-94; Fall 1-81; Winter 1-73. First killing frost, Oct. 16. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 8 blocks on Water St., 8 on North Main St.; 2 on East Main, East Prairie, East William, East North Sts., Hickory Point Mall, Decatur/Forsyth, IL. 105 Stores anchored by Penney's, Bergner's and Carson Pirie Scott.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brettwood Vlg (18)	NA	A&P
Colonial (19)	NA	Thrifty Drug
Fairview (25)	NA	Kresge's, Walgreen, Kroger
Northgate (12)	NA	Venture
Northland (9)	NA	Thrifty Drug
Pines (7)	NA	Wrigley, Walgreen
South Shores (8)	NA	Bergner's

Principal Shopping Days : Mon., Fri., Sat. & Sun.
Stores Open Evenings : Dept. - Mon., Fri. Food until 9 and Midnight.

13 - RETAIL OUTLETS: Department Stores - Bergner's 2; Carson Pirie Scott; J. C. Penney; Montgomery Ward; Sears Roebuck.
Variety Stores - Woolworth; Kresge, Ben Franklin 4.
Discount Stores - K mart 2; Venture.
Chain Drug Stores : Walgreen 2, Thrifty 2, SupeRx; Enloe's 2; Roth Johnson 3; Raycraft 2; Wrigley; Osco 2.
Chain Food Supermarkets : Eisner 3; A&P 3; Kroger 3; Tolly's 4; General Grocer of Illinois (Bi-Rite); Eagle 2; Cloyd's 2.
Other Chain Stores - Leath Furn; Carson's; Zale's (jewelry); Black (hardware); Thom McAn (shoes); Newman's (women's); Singer Co.; Firestone; Goodyear 2; Goodrich (tires, appliances); Hooker Paint & Wallpaper); Sherwin-Williams; Pittsburgh Plate Glass (glass, paint & wallpaper); Fannie May; Dutch Mill (candies); Barker's; Kinney; Wilkerson's (shoes); Hill Bros. (shoes); General Tire Co.; American Self Service (shoes); Radio Shack; Team Electronics; Playback; Cloth World.

14 - NEWSPAPERS: HERALD & REVIEW (m-mon to fri) 33, 939; (e-mon to fri) 21,320; Comb. (m&e) 55,259; (m-sat) 53,933; (S) 57,536; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: W.L. Zeaman, Adv. Mgr., HERALD & REVIEW, 601 E. William, Decatur, IL 62525; Tel. (217) 429-5151.
National Representative : Branham.

DE KALB

1 - LOCATION: De Kalb County, E&P Map C-1. Agricultural, industrial, and education center.

2 - TRANSPORTATION: Railroads - Chicago & Northwestern; Chicago Great Western; CMStP&P.
Motor Freight Carriers - 11.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
City 80 Cen. 33,099
CZ-ABC: (70) 40,792; (81) 42,500
RTZ-ABC: (70) 46,144; (81) 49,500
County 80 Cen. 74,624
City & RTZ-ABC: (70) 86,936; (81) 92,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 9,617
County 80 Cen. 24,353
CZ-ABC: (70) 10,300; (81) 12,600
RTZ-ABC: (70) 14,070; (81) 17,100
City & RTZ-ABC: (70) 24,370; (81) 29,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$224,173,000
Sav. & Loan	2	$139,141,000

6 - PASSENGER AUTOS: County 32,783

7 - ELECTRIC METERS: Residence 9,200

8 - GAS METERS: Residence 5,688

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly of Hourly Wage) Heavy Equipment 396 ($8.00); Fabricating 390 ($7.00) Agronomy Research 400 ($6.00); University Teaching Faculty 1,025 ($572, 9 months); University Staff 1,275 ($200); University Students 22,506.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-96; Summer 43-93; Fall -3-88; Winter -28-67; First killing frost, Oct. 11. Last killing frost, Apr. 3.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers - 6 blocks on two streets. 4 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
De Kalb (5)	NA	Jewel Food
De Val (6)	NA	Ace Hdwr.
Northland (8)	NA	Woolco
Junction (6)	NA	Brouhaha, Illini Sporting Goods
Village Commons (4)	NA	VCB
Eagles (4)	NA	Eagle

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Fri., Mon.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; M. F. Malone; Henderson's; Woolco; Schultz Bros.; Sears (catalog); Reliable.
Discount Stores : Woolco; K mart.
Chain Drug Stores : Lehan 3; Perry Drugs.
Chain Food Supermarkets : Eagle; Jewel; Safari; Aldi.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri; S) 11,173; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Reino Riippi, Adv. Dir., CHRONICLE, Barber Greene Rd., DeKalb, IL 60115; Tel. (815) 756-4841.
National Representative : Landon.

DIXON

1 - LOCATION: Lee County, E&P Map C-1. 98 mi. W of Chicago on U.S. 38 and State Highways 2, 26 and 52.

2 - TRANSPORTATION: Railroads - Illinois Central (freight only).
Motor Freight Carriers - 9.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,659
CZ-ABC: (70) 18,147; (81) 15,300
RTZ-ABC: (70) 53,088; (81) 57,400
County 80 Cen. 36,328
City & RTZ-ABC: (70) 71,235; (81) 72,700

4 - HOUSEHOLDS:
City 80 Cen. 5,642
County 80 Cen. 12,649
CZ-ABC: (70) 5,036; (81) 4,900
RTZ-ABC: (70) 16,699; (81) 20,800
City & RTZ-ABC: (70) 21,735; (81) 25,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$140,000,000
Sav. & Loan	2	$67,000,000

6 - PASSENGER AUTOS: County 17,959

7 - ELECTRIC METERS: Residence 6,594

8 - GAS METERS: Residence 4,968

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Cement Mfg. 200; Auto Ignition 200; Printing 275; Valve Mfg. 150; Food Prod. 175; Dixon State School 1,800; State Highway Dept. 575; Commercial Prod. 200; Electronics 750; Overhead Garage Doors 185; Public Utilities 559; Misc. 300. Wholesalers & Dist. 200.
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 55-68; Summer 72-90; Fall 58-70; Winter 10-44. First killing frost, Oct. 9. Last killing frost, Apr. 12.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on First St.; 2 blocks on Galena Ave.
Neighborhood Shopping Centers : N. Galena Ave.; Depot Ave.
Shopping Centers : Pamida Discount Center.
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Fri. & Mon. (limited)

13 - RETAIL OUTLETS: Department Stores - Spurgeon's; Kline's.
Variety Stores - Woolworth.
Chain Drug Stores : Osco; Walgreen.
Chain Food Supermarkets : Eagle; Red Carpet Mkt.; Food World; Super Value.
Other Chain Stores - True Value; Gibson's; Western Auto; Klines; Spurgeons; Coast to Coast; Sherwin Williams.

14 - NEWSPAPERS: TELEGRAPH (e) 11,703; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Thomas D. Shaw, Adv. Dir., TELEGRAPH, 113-115 Peoria Ave., Dixon, IL 61021; Tel. (815) 284-2222.
National Representative : None.

DU QUOIN

1 - LOCATION: Perry County, E&P Map C-5. 80 mi. SE of St. Louis; 70 mi. N of Cairo, IL; 288 mi. S of Chicago. On State Hwys. 13, 14, 152, 154; U.S. Hwy. 51.

2 - TRANSPORTATION: Railroads - IL Cent.; Mo. Pac. Pinckneyville.
Motor Freight Carriers - 8.
Intercity Bus Lines - Greyhound; Gulf, Mobile & Ohio.
Airlines - Ozark; Air Illinois.

3 - POPULATION:
City 80 Cen. 6,594
County 80 Cen. 21,714

4 - HOUSEHOLDS:
City 80 Cen. 2,692
County 80 Cen. 8,137

5 - BANKS: 4 Commercial; Est. Dep. $66,000,000

6 - PASSENGER AUTOS: County 9,825

7 - ELECTRIC METERS: Residence 4,250

8 - GAS METERS: Du Quoin 2,417; Pinckneyville 1,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Coal Mining 950 ($250); Meat Pkg. 400 ($190); Apparel 325 ($100); Ry. 125 ($155); Timber 200 ($85); Const. 175 ($190); Metal Fabricating 500 ($135); Dairy Prod. 60 ($105); Phono Records 210 ($110); Aluminum 410 ($165).

10 - CLIMATE: Min. & Max. Temp. - Spring 45-75; Summer 82-108; Fall 50-80; Winter 30-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 6 blocks on Main St.; 4 on Division St.; 3 on Washington St.; Southtown Shopping Center; Pinckneyville; 4 on Square; 3 on Walnut; 2 on Main; 3 on Water.
Neighborhood Shopping Centers : Washington Hickory St.; retail outlets on U.S. 51 P'ville. E. Water and S. Main.
Principal Shopping Days : Fri., Sat., Wed.
Stores Open Evenings : Fri.
Stores Open Sundays : Food, Drug, Variety.

13 - RETAIL OUTLETS: Department Stores - P. N. Hirsch; Wal-Mart; Friedman's; P. N. Hirsch (Pinckneyville).
Discount Stores : Value; Lot-O-Savings; Cousin Fred; H.L.'s Discount.
Variety Stores - Economy; Ben Franklin 2; Index Notion.
Chain Drug Stores : Bianco Rexall; Rexall; Walgreen 2; Revco Drve.
Chain Food Supermarkets : Kroger 2; Gann & Bender; Green's IGA; Perry County IGA; Food Park.
Other Chain Stores : Western Auto; Du Quoin Auto Supply; Linkon Auto Supply;: Dairies; New Era; Chester City; Paint: Sawyer Paint & Wallpaper.

14 - NEWSPAPERS: CALL (e) 4,700; sworn Mar. 31, 1981.
Local Contact for Advertising ond Merchandising Data: Glynn Duncan, Adv. Mgr., CALL, 9 N. Division St., Du Quoin, IL 62832; Tel. (618) 542-2133.
National Representative : Landon.

EAST ALTON
See ALTON

EAST DUBUQUE
See DUBUQUE, IA

EAST MOLINE
See ROCK ISLAND

EDWARDSVILLE

1 - LOCATION: Madison County (In St. Louis, MO -IL SMSA). E&P Map B-4, County Seat. 18 mi. NE of E St. Louis. On U.S. Hwy 55; State Hwy 112, 159, 143.

2 - TRANSPORTATION: Railroads - Wabash Nickel Plate; C&NW (freight); Illinois Terminal.
Motor Freight Carriers - 1.

3 - POPULATION:
Corp. City 80 Cen. 12,231
PMA-ABC: (70) 40,875 (81) 47,200
SMSA 80 Cen. 2,355,276
County 80 Cen. 247,671

4 - HOUSEHOLDS:
City 80 Cen. 4,800
County 80 Cen. 89,001
SMSA 80 Cen. 837,797
PMA-ABC: (70) 13,017; (81) 17,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$140,000,000
Sav. & Loan	3	$100,000,000

6 - PASSENGER AUTOS: County 124,504

7 - ELECTRIC METERS: Residence 7,404

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: First killing frost, Oct. 14. Last killing frost, Jan. 31.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - 4 blocks on two streets; Montclaire; 500 block Troy Rd. (28 stores, 4 offices).
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - P. N. Hirsch; Gilk's; K mart; Wal-Mart.
Variety Stores - Ben Franklin.
Chain Drug Stores : Ballweg; Schwartz's Rexall.
Chain Food Supermarkets : Kroger; National; IGA; Foodliner; Shop & Save.

14 - NEWSPAPERS: INTELLIGENCER (e) 7,725; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Otto Wick, Pub., INTELLIGENCER, 117 N. Second St., Edwardsville, IL 62025; Tel. (618) 656-4700.
National Representative : Branham.

EFFINGHAM

1 - LOCATION: Effingham County, E&P Map G-4, County Seat. 200 mi. S of Chicago. 100 mi. NE of St. Louis. On U.S. Routes 40 & 45; Interstates 70 & 57.

2 - TRANSPORTATION: Railroads - Conrail; Illinois Central.
Motor Freight Carriers - 9.
Intercity Bus Lines - Greyhound; Continental Trailways; C&H Coach and Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,904
CZ-ABC: (70) 9,458; (81) 11,600
RTZ-ABC: (70) 48,958; (81) 57,000
County 80 Cen. 30,944
City & RTZ-ABC: (70) 58,416; (81) 68,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,325
County 80 Cen. 10,637
CZ-ABC: (70) 3,103; (81) 4,400
RTZ-ABC: (70) 15,673; (81) 21,000
City & RTZ-ABC: (70) 18,776; (81) 25,400

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$49,000,000
Commercial	3	$116,000,000

6 - PASSENGER AUTOS: County 14,490

7 - ELECTRIC METERS: Residence 4,843

8 - GAS METERS: Residence 3,490

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Air Conditioners 700; Pre-fab Homes 235; Gloves 160; Coats & Aprons 125; Commercial Printing 1,500.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Village Sq. (40)	NA	J.C. Penney
Westgate (8)	NA	TG&Y
K mart Plz. (3)	NA	K mart

Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Sears; Montgomery Ward; Spurgeon's; Jansen's; Ellman's; P.N. Hirsch; J.C. Penney; K mart.
Variety Stores : G.C. Murphy, Scott's; K mart.
Chain Drug Stores : Rexall; SupeRx.
Discount Stores : Midstate; Sav-U.
Chain Food Supermarkets : Kroger; IGA; AG Stores 2; Eisner.

14 - NEWSPAPERS: NEWS (e) 13,909; March 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Carl Thoele, Adv. Mgr., NEWS, 201 N. Barker, Effingham, IL 62401; Tel. (217) 347-7151.
National Representative : None.

ELDORADO

1 - LOCATION: Saline County, E&P Map C-5. 75 mi. WSW of Evansville, IN 20 mi. from Ohio River at Shawneetown. On U.S. Hwy. 45; State Hwy. 142.

2 - TRANSPORTATION: Railroads - CCC&StL; L&N; Illinois Central.

3 - POPULATION:
Corp. City 80 Cen. 5,198
County 80 Cen. 27,360

4 - HOUSEHOLDS:
City 80 Cen. 2,176
County 80 Cen. 10,815

5 - BANKS: 2 Commercial, Dep $11,878,000

6 - PASSENGER AUTOS: County 12,416

7 - ELECTRIC METERS: Residence 2,100

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Coal Mining; Farming; Dairy Products; Oil.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores - Eldorado; P. N. Hirsch & Co.
Variety Stores - Muckley; Ben Franklin; Cousin Fred's.

14 - NEWSPAPERS: JOURNAL (e) 2,713; Sworn Sep. 30, 1980.
Local Contact for Advertising and Merchandising Data: Arthur A. Foster, Gen. Mgr., JOURNAL, 1200 Locust St., Eldorado, IL 62930; Tel. (618) 273-3379.
National Representative : None.

ELGIN

1 - LOCATION: Cook and Kane Counties, E&P Map C-1 (in Chicago SMSA). Industrial and residential center. 38 mi. NW of Chicago and 50 mi. SE of Rockford, on the Grant Hwy. (U.S. 20). State 19, 25, 31, 58, the Northwest Tollway.

2 - TRANSPORTATION: Railroads - Chicago, Milwaukee, St. Paul & Pacific, Union Pacific, Chicago & North Western, Elgin, Joliet & Eastern (Outer Belt Line).
Intercity Bus Lines - United Motor Coach; Northland Greyhound; Regional Trans. Authority.
Motor Freight Carriers - 19.

3 - POPULATION:
Corp. City. 80 Cen. 63,798
CZ-ABC: (70) 62,727; (81) 72,200
RTZ-ABC: (70) 358,135; (81) 426,600
SMSA 80 Cen. 7,102,328
Counties 80 Cen. 5,531,595
Cook 80 Cen. 5,253,190
Kane 80 Cen. 278,405
City & RTZ-ABC: (70) 420,862; (81) 498,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,463
Counties 80 Cen. 315,524
Cook 80 Cen. 221,795
Kane 80 Cen. 93,729
SMSA 80 Cen. 2,486,302
CZ-ABC: (70) 19,838; (81) 26,300
RTZ-ABC: (70) 97,745; (81) 134,700
City & RTZ-ABC: (70) 117,853; (81) 161,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$276,842,090
Sav. & Loan	3	$377,481,100

6 - PASSENGER AUTOS: Kane County 143,631; Cook County 1,280,714

7 - ELECTRIC METERS: Residence 23,845

8 - GAS METERS: Residence 15,098

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Precision Lighting 28,686; Electric Prods; Belting; Tools; Automotive ($267).

10 - CLIMATE: Min. & Max. Temp. - Spring 22-72; Summer 58-87; Fall 30-75; Winter 17-33. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center - 3 blocks on Chicago and Division Sts. and E. Highland Ave.; 6 on N. and S. Grove Aves.; 4 on Douglas Ave.; 2 on Brook St.; 2 on Dupage St.; 5 on N. and S. Spring Sts.; and 1 on W. Chicago St. and N. State St. (Downtown shopping).
Neighborhood Shopping Centers : South St. (Sunset Park); National St., State St. and Walnut Ave.; Dundee, Liberty and Congdon; McLean Blvd., (north and south); Bluff City Blvd. and St. Charles St.
Shopping Centers : Town & Country (16 stores-Eagle); Wing Park Manor; Big Oak Plaza; Meadowdale; Woodfield Mall; Elgin Plaza; Kimco (10 stores); Spring Hill (80 stores).
Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Closed : Mon. morning.
Stores Open Evenings : Dept. Mon., Thu. & Fri. Food nightly.

13 - RETAIL OUTLETS: Department Stores - Joseph Spiess; Ackemann's; J. C. Penney; Wieboldt's (Meadowdale).
Discount Stores : Clark's (Meadowdale); K mart; Zayre's.
Variety Stores - Woolworth; Ben Franklin 2.
Chain Drug Stores : Osco 4; SupeRx; Sun.
Chain Food Supermarkets : Eagle Foods 4; Gromer's; Jewel 3; K mart; Dominicks; 7-Eleven 5.
Other Chain Stores : Kinney's; Carl's; Leath. (furn.); Pittsburgh Plate Glass; Ace Hardware; National Cash Register; Fanny May; Sears; V&S Hdwr. 2; Wickes Lumber.

14 - NEWSPAPERS: COURIER-NEWS (e) 36,021; (S) 35,793; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dick Brunetto, Gen. Adv. Mgr., COURIER-NEWS, 300 Lake St., Elgin, IL 60120; Tel. (312) 888-7790.
National Representative : Sawyer-Ferguson-Walker.

FLORA

1 - LOCATION: Clay County, E&P Map C-4. 100 mi. E of St. Louis; 60 mi. W of Vincennes; 120 mi. SE of State Capital, Springfield; 100 mi, S of Decatur and Champaign, U.S. Hwys. 45, 50. 5 mi. from Little Wabash River.

2 - TRANSPORTATION: Railroads - B&O.
Intercity Bus Lines - Greyhound; C&H Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,379
County 80 Cen. 15,283

4 - HOUSEHOLDS:
City 80 Cen. 2,141
County 80 Cen. 5,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$35,000,000
Sav. & Loan	1	$6,000,000

6 - PASSENGER AUTOS: County 6,843

7 - ELECTRIC METERS: Residence 2,559

8 - GAS METERS: Residence 1,953

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees - Oil Industry 200; Garment Factory 100; Steel Fabricating 80; Automotive Parts 300; Electronic Parts 100; Oil Field Service 100; Aluminum Cable 65.

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri., Food-weekdays.
Stores Open Sundays : 2 food & 5 dept.

13 - RETAIL OUTLETS: Department Stores - P. N. Hirsch; Country Squire; Gentleman Shoppe; Peavler's; Cousin Fred's; True Valu Home Center; Furniture Stores: Richs; Vaughns.
Variety Stores - Jaco; Ben Franklin.
Chain Food Supermarkets : IGA Foodliner; Huck's; V.S. Variety; Big John's; Sav-A-Lot Grocery.
Other Chain Stores - Sears (catalog); Montgomery Ward (catalog); Western Auto; Davis Tire.

14 - NEWSPAPERS: CLAY COUNTY ADVOCATE PRESS (e-mon to fri) 3,665; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Rose Gill, Co.-Pub., CLAY COUNTY ADVOCATE-PRESS, 105 W. North Ave., Flora, IL 62839; Tel. (618) 662-2108.
National Representative : None.

FREEPORT

1 - LOCATION: Stephenson County, E&P Map C-1. County Seat. Shipping center for county agricultural and dairying area. Leading dairy county in Illinois. Misc. mfg. wholesale center for area. insurance center NW part of state. 115 mi. NW of Chicago on U.S. Hwy. 20; State Routes 75 and 26. 35 mi. from Mississippi River at Savanna, IL

2 - TRANSPORTATION: Railroads - (passenger) - Amtrak via Illinois Central Gulf; (freight) - Illinois Central Gulf, Chicago.
Motor Freight Carriers - 15.
Intercity Bus Lines - Greyhound; Scenic Stage.
Airlines - Charter.

3 - POPULATION:
Corp. City 80 Cen. 26,406
CZ-ABC: (70) 27,736; (81) 25,200
RTZ-ABC: (70) 60,583; (81) 65,900
County 80 Cen. 49,536
City & RTZ-ABC: (70) 88,319; (81) 91,100

4 - HOUSEHOLDS:
City 80 Cen. 10,642
County 80 Cen. 18,439
CZ-ABC: (70) 9,580; (81) 10,000
RTZ-ABC: (70) 18,993; (81) 23,900
City & RTZ-ABC: (70) 28,573; (81) 33,900

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$132,875,113
Commercial	3	$206,626,000

6 - PASSENGER AUTOS: County 25,347

7 - ELECTRIC METERS: Residence 12,800

8 - GAS METERS: 11,325

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Manufacturing Total: 8,300. Elec. Machy. 4,800; Fabricated Metal 375; Misc. Durable Goods 800; Nondurables 1,975; Food 200; Printing 150; Retail Total 9,150; Retail Trade 2,550; Finance/Ins./Real Est. 2,275; Wholesale 675; Mine & Const. 450; Transp. 350; Comm. & Public Util. 225; Service & Misc. Ind. 2,625; Gov't. Total 2,200; Local 1,925; State 125; Federal 150.
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-61; Summer 61-81; Fall 41-59; Winter 13-30. First killing frost, Oct. 25. Last killing frost, May 4.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Stephenson St., includes a 10-yr. old 2-block Shopping Plaza; 4 on Main St., and cross streets betw. Main and Stephenson in a 5-block area.
Neighborhood Shopping Areas : Spring St. from Walnut Ave. to State St.; South Galena Ave. from Spring St. to Float St.; South West Ave., between Empire Street and Yellow Creek; Linclon Mall Shopping Center West on U.S. 20, West South St., between S. West Ave. and S. Walnut.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
S. West Area	2	TG&Y, Coast-to-Coast, Eagle, K mart, Revco, Osco, Wards
Freeport Lincoln Mall (15)	2	Sears, Penney, Eagle

Principal Shopping Days : Mon., Fri., Sat.
Stores Close : Mon. morning (Downtown).
Stores Open Evenings : Mon. & Fri.; Shopping Center & Major Chain, Mon. thru Fri.
Stores Open Sundays : Drugs, discounts, most foods.

13 - RETAIL OUTLETS: Department Stores - Penney; Sears; Spurgeon's.
Discount Stores : Jupiter; Farm and Fleet; K mart; TG&Y.
Variety Stores - Woolworth; TG&Y 2.
Chain Drug Stores : Walgreen; Osco; Revco; Rexall.
Chain Food Supermarkets : Eagle Foods 2; Super Valu.
Other Chain Stores : Fannie May Candy; Leath Furn.; Lane's Women's Wear; Brown Shoes; Nobil Shoes;

Leslie Shoes; Frank's Jewelry; Coast-to-Coast Hdwe.; True Value Hdwe.; Radio Shack; Hallmark; Fullerton Lumber; Payless Shoes; Patterson Lumber; Lillians Women's Wear; Paneling Unlimited; Farm & Fleet; Jo Ann Fabric; Kelly Tire.

14 - NEWSPAPERS: JOURNAL-STANDARD (e) 18,199; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John L. Altman, JOURNAL-STANDARD, 27 S. State Ave., Freeport, IL 61032; Tel. (815) 232-1171.
National Representative : Landon.

GALESBURG

1 - LOCATION: Knox County, E&P Map B-2, County Seat. Railroad, manufacturing and agricultural center. 163 RR mi. from Chicago; 50 mi. from Peoria; 50 mi. from Quad Cities.

2 - TRANSPORTATION: Railroads - Burlington Northern; SF.
Motor Freight Carriers - 4.
Intercity Bus Lines - Continental Trailways;

3 - POPULATION:
Corp. City 80 Cen. 35,205
County 80 Cen. 61,607
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,555
County 80 Cen. 22,837

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$350,000,000
Commercial	4	$227,000,000

6 - PASSENGER AUTOS: County 29,343

7 - ELECTRIC METERS: Residence 13,874

8 - GAS METERS: Residence 12,910

9 - PRINCIPAL INDUSTRIES: Industy, Number of Wage earners (av. Wkly. Wage); Steel Fabr. 805 ($341); Power Mowers, Outboard Motor Parts & Acces. 1,300 ($349); Rubber Hose 750 ($355); Home Appliances 2100 ($342).
Principal Industrial Pay Days - Fri., 13 & 28.

10 - CLIMATE: Min. & Max. Temp. - Spring 39-57; Summer 62-80; Fall 41-59; Winter 18-34. First killing frost, Oct. 15. Last killing frost, Apr. 19.

11 - TAP WATER: Unlimited, from Mississippi River (aquifer).

12 - RETAILING: Principal Shopping Centers : 5 blocks on Main St.; 3 on Seminary; 3 on Kellogg; Prairie; 3 on Cherry; Sandburg Mall U.S. 34 & 150.
Neighborhood Shopping Centers : North Henderson St.; Grand Avenue; North Seminary; Mommouth Blvd. and East Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Henderson	1	Giant, Doyle Furniture, Hornsby's, Eagle, Wards, Jacks, Kroger, K mart
Grand Ave.	2	
Sandburg Mall (65)	2	Sears, J.C. Penney, Bergners, Osco
North Seminary	1	Giant
Mommouth	1	
E. Main St.	NA	Giant, Eagle
W. Main St.	NA	Aldi Foods
Fremont	NA	Eagle

Principal Shopping Days : Fri., Sat. & Sun.
Stores Open Evenings : Mon. & Fri.; Food - Mon. thru Sat.
Stores Open Sundays : Discount, drug & supermarkets, Sandburg Mall.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Gamble's; Kline's; Sears; Bergner's, K mart, Miracle Mart; Hornsby's
Variety Stores - Kresge's; Jacks.
Discount Stores : Wards; Kroger Family Center; Jacks.
Chain Drug Stores - Walgreen; Osco 2.
Chain Food Supermarkets : Giant 2; Aldi; Kroeger; Eagle 2; Independent Polands; Hi-Lo 2; Rons Super Value; Mels Red Fox.
Other Chain Stores - Leath's (furniture); R. Kinney; Spiegel (catalog); Montgomery Ward; Western Auto; Sherwin-Williams; Zales; Gallenkamp Shoes; Mosenfelder & Son; Brooks Fashions; Walden Books; SuperAmerica;

14 - NEWSPAPERS: REGISTER-MAIL (e; m-sat) 22,323; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Russell Cunningham, Adv. Dir., REGISTER-MAIL, 140 S. Prairie St., Galesburg, IL 61401; Tel. (309) 343-7181.
National Representative : Landon.

HARRISBURG

1 - LOCATION: Saline County, E&P Map C-5, 70 mi. WSW of Evansville, Ind.; 68 mi. NE of Cairo; 130 mi. SE of St. Louis; 300 mi. S of Chicago. On U.S. Hwy. 45; State Hwys. 13, 34.

2 - TRANSPORTATION: Railroads - Conrail; Ill. Central.
Motor Freight Lines - 4.
Intercity Bus Lines - Southern Limited; Carbondale-Harrisburg; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 9,322
County 80 Cen. 27,360

4 - HOUSEHOLDS:
City: 80 Cen. 3,848
County: 80 Cen. 10,815

5 - BANKS: Savings 4; Est. Dep. $158,000,000

6 - PASSENGER AUTOS: County 12,416

7 - ELECTRIC METERS: Residence 5,479

8 - GAS METERS: Residence 4,890

9 - PRINCIPAL INDUSTRIES: Concrete Prod.; Coal; Cap. Mfg.; Metal Fabricating.
Principal Pay Days : Fri., 10, 20, 30.

10 - CLIMATE: Min. & Max. Temp. - Spring 37-75; Summer 70-100; Fall 30-85; Winter 0-60. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 3 blocks on Main St.; 3 blocks on Poplar St.; remaining sides of Public Square.
Neighborhood Shopping Centers : N. Main St. at R.R.; Granger & McKinley Ave.
Shopping Center : Parker (16 Stores - Ben Franklin, IGA, Sears); Shawnee Sq. (10 Stores-K mart, Kroger).
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores - P.N. Hirsch.
Discount Stores : Bob's; Wal-Mart; K mart.
Variety Stores - Kresge; Federated; Ben Franklin.
Chain Drug Stores - Rainbow's Rexall; SupeRx.
Chain Food Supermarkets : Foodland; IGA; Colonial Mkts.; Kroger.

14 - NEWSPAPERS: REGISTER (e) 7,391; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Joe M. Jackson, Adv. Dir., REGISTER, 35 S. Vine, Harrisburg, IL 62946; Tel. (618) 253-7734.
National Representative : None.

HERRIN
See CARBONDALE

HOOPESTON

1 - LOCATION: Vermilion County, E&P Map D-3. 100 mi. S of Chicago; 9 mi. W of IL-IN line. Sweet corn canning center.

2 - TRANSPORTATION: Railroads - Norfolk & Western; L&N.
Motor Freight Carriers - 4.

3 - POPULATION:
City 80 Cen. 6,411
County 80 Cen. 95,222
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,417
County 80 Cen. 35,371

5 - BANKS: Comm., Est. Dep. $25,842,000

6 - PASSENGER AUTOS: County 45,768

7 - ELECTRIC METERS: Residence 2,325

8 - GAS METERS: Residence 2,077

9 - PRINCIPAL INDUSTRIES: Food Canning; Can Factory; Radio Parts; Malleable Casting; Transformers; Electric Component Systems; Canning Machy.; Industrial Kitchen Equip.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 22-87; Summer 44-94; Fall 13-91; Winter 7-62. First killing frost, Oct. 20. Last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 2 blocks on Main St.; 1 on Market St.; 1 on Bank St.; 1 on First Ave. Shopping center with Gibson, Bloyd's, Eisner, McDonalds Rest. Intersection of Rts. 1 & 9.
Principal Shopping Days : Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Spurgeon's; Worthen's.
Variety Stores - Schultz.
Discount Stores : Gibson's.
Chain Drug Stores : Don B. Walgreen; Weber's Rexall.
Chain Food Supermarkets : A&P; Bloyd's; Eisner.

14 - NEWSPAPERS: THE CHRONICLE- (e-mon to fri) 2,394; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Robert E. Green, Assoc. Pub., THE CHRONICLE, 206 S. First Ave., Hoopeston, IL 60942; Tel. (217) 283-5111.
National Representative : Landon.

JACKSONVILLE

1 - LOCATION: Morgan County, E&P Map B-3. Situated 36 mi. W of Springfield, IL; on U.S. Hwys. 36, 54 & 7; State Hwy. 104.

2 - TRANSPORTATION: Railroads - Norfolk & Western; CB&Q; GM&O.
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound; Jacksonville.
Airlines - Brower.

3 - POPULATION:
Corp. City 80 Cen. 20,284
CZ-ABC: (70) 23,503; (81) 22,700
RTZ-ABC: (70) 62,364; (81) 65,500
County 80 Cen. 37,502
City & RTZ-ABC: (70) 85,867; (81) 88,200

4 - HOUSEHOLDS:
City 80 Cen. 7,349
County 80 Cen. 17,160
CZ-ABC: (70) 7,310; (81) 8,100
RTZ-ABC: (70) 21,190; (81) 25,600
City & RTZ-ABC: (70) 28,500; (81) 33,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$1,173,417
Sav. & Loan	3	$149,315,779

6 - PASSENGER AUTOS: County 17,444

7 - ELECTRIC METERS: 8,528

8 - GAS METERS: 7,202

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Book Bindery 750; Food Proc. 650; Plastics 1,350; Records 500; 3 State Institutions 1,788; Furniture 150; Chemicals 120; Misc. 245.
Principal Industray Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-89; Summer 56-113; Fall 39-84; Winter 0-72. First killing frost Oct. 15. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - 12 blocks on Central Park Plaza, W. State, E. State, N. Main and S. Main Sts.
Shopping Centers - Lincoln Square 22 Stores, Penney, A&P, Mont. Ward, Leath's Klines.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Sears; Deppe's; Emporium; Gillespie's.
Variety Stores - Woolworth.
Discount Stores : Wal-Mart; Jack's; Jupiter; K mart.
Chain Drug Stores : Warge's Walgreen 2; Osco.
Chain Food Supermarkets : A&P; IGA; Bill's Star Mkt.; Aldi Foods; Jacksonville Foods; Earl's Super Value; Eagle.
Other Chain Stores - Kinney; Vicks; Hi-Lo; Andes Candies; Firestone; Goodrich; Gebhart's Auto; Cook Paint; Sherwin-Williams; Singer Sewing; Spiegel (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: JOURNAL (m-tue to sat) 8,532; COURIER (e-mon to fri) 8,848; comb (m&e) 17,380; JOURNAL (S) 18,022; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Judy Fay, Gen. Adv. Mgr., JOURNAL-COURIER, 235 W. State St., Jacksonville, IL 62650; Tel. (217) 245-6121.
National Representative : None.

JOLIET

1 - LOCATION: Will County (in Chicago, IL SMSA) E&P Map D-2, County Seat. Industrial center.

2 - TRANSPORTATION: Railroads - Santa Fe; Rock Island; EJ&E; Ill. Central Gulf; Amtrak.
Motor Freight Carriers - 11.
Intercity Bus Lines - Greyhound; Continental; West Suburban Transit; Joliet Transit; Peoria-Rockford Lines.
Water Transportation - Illinois Waterway Barge; Union-Mechling Barge; Bull Towing; Central Barge; Ill. River Terminal; Ohio River; Mississippi Valley Barge.

3 - POPULATION:
Corp. City 80 Cen. 89,566
CZ-ABC: (70) 131,988; (81) 177,700
RTZ-ABC: (70) 162,126; (81) 207,400
SMSA 80 Cen. 7,102,328
County 80 Cen. 324,460
City & RTZ-ABC: (70) 294,114; (81) 385,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,272
County 80 Cen. 103,071
SMSA 80 Cen. 2,486,302
CZ-ABC: (70) 40,124; (81) 62,100
RTZ-ABC: (70) 44,155; (81) 64,800
City & RTZ-ABC: (70) 84,279; (81) 126,900

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	10	$431,752,135
Commercial	25	$616,000,000

6 - PASSENGER AUTOS: County 153,175

7 - ELECTRIC METERS: Res. Co. 84,500

8 - GAS METERS: Res. Co. 71,347

9 - PRINCIPAL INDUSTRIES: Food; Apparel; Pulp & Paper; Printing & Publishing; Petroleum Prods.; Fabricated Metals; Elect. Machy.; Chemicals; Wire; Roofing & Road Machy.

10 - CLIMATE: Min. & Max. Temp. - Spring 34-61; Summer 66-77; Fall 31-61; Winter 22-26. First killing frost, Oct. 12. Last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 20 blocks on Chicago, Jefferson, Ottawa, Cass, Van Buren Clinton & Scott Sts.
Neighborhood Shopping Centers : Ruby St. & Plainfield & Raynor Ave.; Cass & Collins St.; N. Collins St.; S. Chicago St.; West Side; W. Jefferson & Reed St.; Jackson St.; Route 30 East; W. Jefferson & Caterpillar Dr.; Rts. 30 & I-55.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gordon (6)	3	Jewel Food, Osco Drug
Hillcrest (25)	5	Walgreen, Goldblatts, Service Merchandise
Honiotes Bros. (5)	2	Food Mart
Jackson Park (1)	NA	Zayre
Jefferson Plaza (7)	2	
Jefferson Sq. (67)	2	Wiebolts, Wards, Walgreens
Marycrest (23)	2	Dominicks Pool World
Westgate (8)	3	
West Side (11)	2	B&B Food
Louis Joliet Mall (107)	7	Sears, Penney, Marshall Fields, Weise
Twin Oaks (14)	NA	
Shorewood Plz. (22)	NA	Coast-to-Coast
Stadium Plz. (12)	NA	True Value
Lincoln Way (11)	NA	Economy Super, Braun Sales

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon thru Fri.

13 - RETAIL OUTLETS: Department Stores - Wiebolt's; Ward's; Goldblatt Bros.; Kline Bros.; Sears; J.C. Penney; Service Merchandise; Marshall Field; Bergner Wirse.
Discount Stores : Gaylord's; Zayre; K mart.
Variety Stores - Woolworth.
Chain Drug Stores - Walgreen 3; Osco 4; Seltzer 4; J.D. Brown 2; Herath; Joliet Prescription 6.
Chain Food Supermarkets : A&P 1; Jewel 5; Eagle 3; 81ichin's 2; Lee's; B&B Foods; Dominicks; Aldi; Plus; EZPickins.
Other Chain Store - Firestone; Goodrich; Lucky Auto Seat Covers; Thom McAn; Dr. Scholl; Kinney; Maling (shoes); Fannie May; Kay Campbell; Spiegel (catalog); Gingiss Bros. 2; Neumode; Richmond Bros.; Uniroyal; Fabric House; Carpetland; Family Shoes; Allied Radio Shack; National Fabrics; Color Tile; Savway Liquors; Foremost Liquors; Country Squire; Bottom Half; Zales Jewelers; General Nutrition; Learner Stores; Foxmoor Casuals; Paul Harris; Printers Ink; Spencers Gifts; Cambridge Inns; Regal Shoes.

14 - NEWSPAPERS: HERALD-NEWS (e) 50,492; (S) 51,434; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George H. Fisk, Adv. Dir., HERALD-NEWS, 300 Caterpillar Dr., Joliet, IL 60436; Tel. (815) 729-6161.
National Representative : Sawyer-Ferguson-Walker.

KANKAKEE

1 - LOCATION: Kankakee County (SMSA). E&P Map D-2. Industrial Center. In rich farm land of Northern Illinois; 54.5 mi. from Chicago.

2 - TRANSPORTATION: Railroads - Illinois Central; Conrail.
Motor Freight Carriers - 12.
Intercity Bus Lines : Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,141
CZ-ABC: (70) 53,930; (81) 51,800
RTZ-ABC: (70) 97,672; (81) 111,500
County/SMSA 80 Cen. 102,926
City & RTZ-ABC: (70) 151,602; (81) 163,300

4 - HOUSEHOLDS:
City 80 Cen. 10,959
County/SMSA 80 Cen. 34,930
CZ-ABC: (70) 16,327; (81) 17,400
RTZ-ABC: (70) 28,943; (81) 38,700
City & RTZ-ABC: (70) 45,270; (81) 56,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	6	$389,670,000
Sav. & Loan	3	$361,603,532

6 - PASSENGER AUTOS: County 48,630

7 - ELECTRIC METERS: Residence 35,000

8 - GAS METERS: Residence 24,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Home Appliances 900; Furniture 750; Outdoor Pdcts. 1,200; Paints 330; Plastic Floor Pdcts. 350; Food Processing 1,510; Water Heaters 1,100; Containers 320; Pharmaceuticals 750; Chemicals 565; Industrial Batteries 425; Metal Fabrications 720; Edible Oils 225; Waxes 140; Plastic Home Pdcts. 250; Steel Pdcts. 250; Structural Steel Equip. 180.
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 36-52; Summer 55-87; Fall 33-62; Winter 0-35. First killing frost, Oct. 30. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 7 blocks on E. Court St.; 3 on Dearborn Ave.; 4 on Schuyler Ave.; 3 on East Ave.; 2 on Merchant St.; 2 on Oak St.
Neighborhood Shopping Centers : Meadowview (50 shops-Woolworth, Penney, Sears, Walgreen); West Marycrest (3 stores-A&P); Town Mall; Marycrest (2 stores-Howard Johnson, Ace Hdwe.); 3 blocks on W. Court St.; 1 on W. Station St.; 2 on Main St.; 1 on E. Maple St.; 10 in Bradley, Ill.; 1 in Bourbonnais, Ill.; Jeffrey St. Center; 1 on Jeffrey St.; 2 on E. Court St.; Stripmall; Corner Rte 50 North and North St.
Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Downtown Mon. & Fri.; Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores - Sears; Alden's; J.C. Penney; Carson Pirie Scott.
Discount Stores : Bell Discount; K mart; Hornsby's; K's Mdse. Mart.
Variety Stores - Woolworth.
Chain Drug Stores - Walgreen's 2; Osco 2: Jaffe's 4; Ryan's 3; Econo.
Chain Food Supermarkets : A&P 2; Kroger; Thrif-T-Marts 3; Jewel; Eagle.
Other Chain Stores - Food: Fannie May Candies, Joe Tittle Meats; Clothing: Marshall's, Samuel's, Shoes: Ted's, Lewis Bros., Father & Son, Maling.; Singer Co.; Nab Paints; D&D Paints; Wilson Paints.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 33,164; (S) 35,152; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Murphy, Genl. Adv. Mgr., JOURNAL, 8 Dearborn Sq., Kankakee, IL 60901; Tel (815) 937-3355.
National Representative : Landon.

KEWANEE

1 - LOCATION: Henry County (in Davenport-Rock Island-Moline, IA-IL SMSA). E&P Map B-2, industrial and agricultural center, large hog producing area; corn, dairy farms and soy bean center. 131 mi. SW of Chicago on U.S. route 34 and Illinois routes 78 and 81.

2 - TRANSPORTATION: Railroads - Brulington Northern.
Motor Freight Carriers - 4.
Intercity Bus Lines : Trailways, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,508
CZ-ABC: (70) 15,762; (81) 15,100
RTZ-ABC: (70) 50,809; (81) 55,600
SMSA 80 Cen. 383,958
County 80 Cen. 57,968
City & RTZ-ABC: (70) 66,571; (81) 70,700

4 - HOUSEHOLDS:
City 80 Cen. 5,637
County 80 Cen. 20,527
SMSA 80 Cen. 138,256
CZ-ABC: (70) 5,555; (81) 6,100
RTZ-ABC: (70) 16,490; (81) 20,900
City & RTZ-ABC: (70) 22,046; (81) 27,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$63,251,200
Sav. & Loan	2	$157,001,686

6 - PASSENGER AUTOS: County 28,267

7 - ELECTRIC METERS: Residence 5,731

8 - GAS METERS: Residence 5,489

9 - PRINCIPAL INDUSTRIES: Industry Number of Wage Earners: Machine Spindle 50; Boilers, Heat Exchangers 300; Farm Implements 125; Leather Goods 112; Steel Door Frames Alum. Windows 150; Heavy Equip. Trailers 325; Semi-Trailers, 110.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 28-92; Summer 45-97; Fall 25-89; Winter -15-66. First killing frost, Sept. 28. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Main; 5 on Tremont; 4 on 1st, 2nd, and 3rd; Midland Plaza Shopping Ctr.
Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - K mart; Carson Pirie Scott; J.C. Penney; Martha Brown; Sears; Spurgeon's.
Variety Stores - Jupiter; Osco; SupeRx.
Chain Food Supermarkets : Kroger; Super Valu; Eagle.
Other Chain Stores - Goodyear; Ace Hardware; Coast-to-Coast; Tru-Value; Radio Shack; Super America.

14 - NEWSPAPERS: STAR-COURIER (e) 9,398; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Scott Nichols, Sales & Mktg. Dir., STAR-COURIER, 105 E Central Blvd., Kewanee, IL 61443; Tel. (309) 852-2181.
National Representative : Branham.

LA SALLE- PERU- OGLESBY- SPRING VALLEY

1 - LOCATION: La Salle, Peru & Oglesby in La Salle County; Spring Valley in Bureau County; E&P Map C-2. 100 mi. West and South of Chicago; 65 mi. NE of Peoria. 65 mi. W of Joliet. On Illinois deep waterway.

2 - TRANSPORTATION: Railroads : CB&O; CMStP&P; IC; La Salle & Bureau County; Conrail.
Motor Freight Carriers : 7.
Intercity Bus Lines : Peoria-Rockford.

3 - POPULATION:
Corp. Cities 80 Cen. 31,034
CZ-ABC: (70) 33,723; (81) 32,800
RTZ-ABC: (70) 44,485; (81) 46,200
Counties 80 Cen. 148,253
La Salle 80 Cen. 109,139
Bureau 80 Cen. 39,114
City & RTZ-ABC: (70) 78,208; (81) 79,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 11,920
Counties 80 Cen. 54,257
La Salle 80 Cen. 40,005
Bureau 80 Cen. 14,252
CZ-ABC: (70) 11,303; (81) 12,700
RTZ-ABC: (70) 14,341; (81) 17,100
City & RTZ-ABC: (70) 25,644; (81) 29,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$206,941,550
Sav. & Loan	5	$160,326,110

6 - PASSENGER AUTOS: Counties - La Salle 61,873; Bureau 20,119

7 - ELECTRIC METERS: Residence 11,652

8 - GAS METERS: Residence 11,235

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Cement 400 ($300); Electrical 650 ($225); Steel Workers 1,000 ($225); Plastics 500 ($275); Transmissions 800 ($300).
Principal Industrial Pay Days : Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 22-96; Summer 43-96; Fall 12-90; Winter 15-59. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: La Salle - Alkaline: hard (untreated); Peru - Alkaline, soft; Oglesby - Alkaline, hard (iron removed); not fluoridated.

12 - RETAILING: La Salle, Peru, Oglesby and Spring Valley each have distinct and separate principal shopping centers, with neighborhood shopping centers adjoining each city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rt. 51 (LaSalle)	NA	Eagle Foods
Marquette (Peru) (6)	NA	Wagner Home Ctr., Dennier's Mkt.
Park Plz. (Peru) (5)	NA	Leath Furn., Eagles
Peru Mall (75)	NA	Montgomery Ward, J.C. Penney, Bergners

Principal Shopping Days : Sat., Sun., Mon., Thurs.
Stores Open Evenings : Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Bergner; Montgomery Ward.
Discount Stores : Jupiter; K mart.
Variety Stores : Woolworth;
Chain Drug Stores : Walgreens.
Chain Food Supermarkets : Dennier's; Ferretti's; Urbanowski's; Eagle; Gregorich's 4; Aldi.
Other Chain Stores : Kinney Shoe; Firestone; Sears Roebuck (catalog); Leslies Shoe; Maurices; Radio Shack; Zales Jewelers; Foxmoor; Stuarts; Musicland; Spencers Gifts; Thom McAn; Brooks; B. Dalton Books; Foot Locker; Gallenkamp Shoe; General Nutrition; Disc Jockey; Gorden Jewelers; JoAnn Fabrics; Kay Jewelers; Lowery Organ; Nobil Shoes; So-Fro Fabrics; Byerly.

14 - NEWSPAPERS: NEWS-TRIBUNE (e) 21,273; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: L.A. Lesniak, Adv. Dir., NEWS-TRIBUNE, 426 2nd St., LaSalle, IL 61301; Tel. (815) 223-3200.
National Representative : Landon.

LAWRENCEVILLE

1 - LOCATION: Lawrence County, E&P Map D-4, County Seat. In SE Illinois on the Embarras River, 9 mi. W of Vincennes, Indiana, on State Hwy. 1; U.S. Hwy. 50.

2 - TRANSPORTATION: Railroads - St. Louis Div. of B&O; Cairo Div. of CCC&StL.
Intercity Bus Lines - Greyhound; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 5,652
County 80 Cen. 17,807

4 - HOUSEHOLDS:
City 80 Cen. 2,307
County 80 Cen. 6,754

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$50,000,000
Sav. & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 8,544

7 - ELECTRIC METERS: Residence 3,033

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Oil Refining; Telephone Equip. Mfg.; Electric Refrigerator Components; Petroleum By-Products; Insurance.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Alkaline, chemically softened; fluoridated.

12 - RETAILING: Shopping Center - J'S Plaza (5 stores-IGA Mkt.).
Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Western Auto; Montgomery Ward (catalog); Dick Fessel, Store for Men; Yosowitz; Black's Jewelry & Gift; Delzell's; Hazel's Fashion Shop; The Gallery Fashion Shop; Abernathy Hardware; Tresslar's; Smith Sales; Millers TV & Wallpaper; Lawrenceville Sales; Coast-to-Coast Hdwr.; Hedde's Tots to Teens; The Gallery; Ace Hardware.
Chain Drug Stores : Sav-a-Lot; Hedde's Pharmacy; Studley s Rexall.
Discount Stores : Dollar General Store.
Chain Food Supermarkets : Neeley's Key Mkt.; Lawrenceville; Red & White; McKim IGA.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,098; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Josie L. Hayes, Adv. Mgr., RECORD, 1209 State St., Lawrenceville, IL 62439; Tel. (618) 943-2331.
National Representative : None.

LINCOLN

1 - LOCATION: Logan County, E&P Map C-3. 30 mi. NE of Springfield; 165 mi. SW of Chicago. On U.S. Hwy. 66; State 10 & 121.

2 - TRANSPORTATION: Railroads - G.M.&O.; Illinois Central.
Motor Freight Carriers - 8.
Intercity Passenger Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,327
CZ-ABC: (70) 17,582; (81) 16,200
RTZ-ABC: (70) 15,956; (81) 15,700
County 80 Cen. 31,802
City & RTZ-ABC: (70) 33,538; (81) 31,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 6,041
County 80 Cen. 12,249
CZ-ABC: (70) 5,366; (81) 5,600
RTZ-ABC: (70) 4,734; (81) 5,400
City & RTZ-ABC: (70) 10,099; (81) 11,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$95,027,000
Sav. & Loan	2	$1,713,175,586

6 - PASSENGER AUTOS: County 14,953

7 - ELECTRIC METERS: Residence 7,061

8 - GAS METERS: Residence 5,964

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Glass Bottles 400 ($220); Cosmetics 632 ($161); Plate Glass 406 ($200); Electric Controls 600 ($170); Store Fixtures 197 ($175).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-50; Summer 65-95; Fall 40-70; Winter 0-50. First killing frost, Oct. 16. Last killing frost, April 6.

11 - TAP WATER: Neutral, very hard; flouridated.

12 - RETAILING: Principal Shopping Center - 23 blocks on Broadway; Kickapoo; Pulaski; McLean, Chicago and Sangamon Sts.
Neighborhood Shopping Centers : Heritage Plaza (10 stores); Lincoln (9 stores); Keokuk; Kroger; SupeRx; Lincoln Plaza.
Principal Shopping Days : Mon., Tues., Fri., Sat.
Stores Open Evenings : Fri.; Shpg. Ctrs. Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Sears Roebuck (catalog); Montgomery Ward (catalog); Spurgeon's; J.C. Penney; Landauers; Gibson's; K mart; Wal-Mart.
Variety Stores - Woolworth.
Chain Food Supermarkets : Krogers; Alexander's; Eisner; Red Fox; Eagle; Tolly's.
Other Chain Stores - SupeRx; Haag Drug; Goodyear.

14 - NEWSPAPERS: COURIER (e) 7,006 Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: 'Billie' Cheek, Nat'l. Adv. Mgr., COURIER, McLean & Pulaski Sts., Lincoln, IL 62656; Tel. (217) 732-2101.
National Representative : None.

LITCHFIELD

1 - LOCATION: Montgomery County, E&P Map C-4. Agricultural and dairy center. Misc. mfg. South central part of Illinois; 236 mi. from Chicago; 53 mi. from St. Louis; 43 mi. from Springfield.

2 - TRANSPORTATION: Railroads - Burlington Northern; Norfolk & Western.
Motor Freight Carriers - 25 (3 Local Terminals).
Intercity Bus Lines - Continental Trailways; Deluxe Trailways; Eastern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,204
County 80 Cen. 31,686

4 - HOUSEHOLDS:
City 80 Cen. 2,792
County 80 Cen. 11,963

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$97,931,000
Sav. & Loan	1	$8,832,000

6 - PASSENGER AUTOS: County 15,059

7 - ELECTRIC METERS: Residence 2,826

8 - GAS METERS: Residence 2,606

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Foods 75 ($300); Garment Mfg. 90 ($200); Farm Equip. 65 ($260); Athletic Eqpt. 422 ($250); Metal Workers 100 ($250); Auto Parts 350 ($220); Plastic/Consumer & Pipes 349 ($250); Furniture Mfg. 25 ($250); Flower Growing 25 ($300).
Principal Industrial Pay Days : Wed., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-65; Summer 55-98; Fall 50-75; Winter 0-20. First killing frost, Oct. 10. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 8 blocks on State St.; 6 on Union Ave.; 2 on Kirkham St.; 4 on Ryder St.; 3 on Edwards St.; 4 on Monroe St.
Nearby Shopping Center : Capri IGA (1 mi.); Lichtfield Plaza Shopping Center (1 mi.).
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.; Grocery nightly.

13 - RETAIL OUTLETS: Department Stores - P.N. Hirsch; Worley-Wear; J.J. Newberry.
Discount Stores : Fashion Lane; Sav-Mor.
Chain Drug Stores : Medicare Pharmacy.
Chain Food Supermarkets : Kroger; Capri IGA; National Foods; Tom Boy; Aldi.
Other Chain Stores : S&L Auto Supply; Western Auto; Montgomery Ward; Alexander Lumber; B. F. Goodrich; Goodyear; Payless Shoes; Kerlin's; Stevenson's; Federal Auto Parts; Pizza Hut; Long John Silver; McDonalds; Burger Chef; Jubelt Bakery; Radio Shack.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 5,369; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Fred W. Jones, Adv. Mgr., NEWS-HERALD, 112 E. Ryder, Litchfield, IL 62056; Tel. (217) 324-2121.
National Representative : None.

MACOMB

1 - LOCATION: McDonough County, on E&P Map B-3, County Seat. Residential, 60 mi. NE of Quincy, 75 mi. SW of Peoria; 200 mi. fr. Chicago. On U.S. Hwys. 67; 136.

2 - TRANSPORTATION: Railroads - Amtrak.
Motor Freight Carriers - 3.

3 - POPULATION:
Corp. City 80 Cen. 19,632
CZ-ABC: (70) 19,643; (80) 23,400
RTZ-ABC: (70) 41,686; (80) 40,600
County 80 Cen. 37,236
City & RTZ-ABC: (70) 61,329; (80) 64,000

4 - HOUSEHOLDS:
City 80 Cen. 5,848
County 80 Cen. 12,429
CZ-ABC: (70) 4,581; (81) 6,000
RTZ-ABC: (70) 14,220; (81) 16,300
City & RTZ-ABC: (70) 18,801; (81) 22,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$109,622,000
Sav. & Loan		$81,774,000

6 - PASSENGER AUTOS: County 14,640

7 - ELECTRIC METERS: Residence 7,220

8 - GAS METERS: Residence 5,230

9 - PRINCIPAL INDUSTRIES: (Number of Employees) Haeger Pottery 130; McGraw Edison 253; Bower Bearing 651; Western Illinois Univ. 1,700 (Enrollment 14,300); Hospital 450.

11 - TAP WATER: Alkaline, hard.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; K mart; Sears; Penney; Spurgeon's; P.N. Hirsch; Scripps-Reno; Ring's.
Discount Stores : Adams; Farm King; Oscar's; T G & Y; Wal-Mart.
Chain Drug Stores : Osco Drug.
Chain Food Supermarkets : Kroger; Eagle; HyVee; Niemann Foods.

14 - NEWSPAPERS: JOURNAL (e) 10,305; (S) 10,134 Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Charles Pullins, Adv. Dir., JOURNAL, 128 N. Lafayette, Macomb, IL 61455; Tel. (309) 833-2345.
National Representative : Landon.

MARION

1 - LOCATION: Williamson County, E&P Map C-5, County Seat. 116 mi. SE of St. Louis; 60 mi. N of Cairo; 85 mi. W of Evansville.

2 - TRANSPORTATION: Railroads - C&EI; IC; CB&Q, 2 miles west.
Airlines - Ozark (Williamson County Airport).
Motor Freight Carriers - 7.
Intercity Bus Lines - Greyhound; Gulf Transport.

3 - POPULATION:
Corp. City 80 Cen. 14,031
County 80 Cen. 56,538

4 - HOUSEHOLDS:
City 80 Cen. 5,791
County 80 Cen. 21,825

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$88,975,000
Sav. & Loan	2	$23,000,000

6 - PASSENGER AUTOS: County 24,959

7 - ELECTRIC METERS: Residence 6,195

8 - GAS METERS: Residence 4,166

9 - PRINCIPAL INDUSTRIES: Number of Employees: Coal Mining; Explosives-Actuated Devices; Explosive Res. Lab & Classified Components for Missile & Aircraft; Electrical Rewinding; Stencil Equip.; Asphalt; Bottling 150; Marion VA Hosp. 300; City Hospital 229; Fed. Prison 240; $28,000,000 REA Power Plant 61; Div. Office General Telephone Co. 275; Recreation 120; Auto Supplies 165; Div. Office Ill. Public Service 133; Industrial Employment 1,800 in wild life area; Steel Fabricating Bldg. 200; Oil Processing 50; Laundry 35; Ill. State Div. Office 110; Mining Eqpmt. 60; UPS Terminal 25.
Principal Industrial Pay Days : Wed., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 15-90; Summer 53-104; Fall 20-102; Winter -8-70. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center - 6 blocks on 3 streets around public square and Westmore Plaza; Lincoln Square; Town & Country; Marion Shopping Plaza (15 stores).
Principal Shopping Days : Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Hirsch; Sherman; Wal-Mart.
Variety Stores - Ben Franklin.
Chain Drug Stores : Cline-Vick Parks (Walgreen); Campbell (Rexall); Revco; Medicare-Glaser.
Chain Food Supermarkets : IGA; Kroger; Food Towne; Big Star; Smalls; Boys.
Other Chain Stores - Goodyear; Kimmel (Auto Supply); Blankenship Auto Supply; Sears; Montgomery Ward; Wolohan Lumber; Coast-to-Coast; Western Auto; Ben Franklin; Lowell's.

14 - NEWSPAPERS: REPUBLICAN (e) 5,174; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Stan Meyer, Gen. Mgr., REPUBLICAN, 111-115 Franklin Ave., Marion, IL 62959; Tel. (618) 993-2626.
National Representative : None.

MATTOON

1 - LOCATION: Coles County, on E&P Map C-4. Agricultural oil, industrial, manufacturing and railroad center. At junction of Illinois Central and Conrail railroads. 171 mi. S of Chicago; 130 mi. E of St. Louis; 130 mi. W of Indianapolis; 43 mi. S of Champaign-Urbana Ill.

2 - TRANSPORTATION: Railroads - Illinois Central Gulf; Conrail.
Airlines - Britt.
Motor Freight Carriers - 8.
Intercity Bus Lines - Greyhound; Ill. Transit.

3 - POPULATION:
Corp. City 80 Cen. 19,787
CZ-ABC: (70) 19,681; (81) 18,300
RTZ-ABC: (70) 32,948; (81) 40,200
County 80 Cen. 52,992
City & RTZ-ABC: (70) 52,629; (81) 58,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 8,077
County 80 Cen. 18,919
CZ-ABC: (70) 6,886 (81) 7,400
RTZ-ABC: (70) 10,598; (81) 15,000
City & RTZ-ABC: (70) 17,481; (81) 22,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$130,712,000
Sav. & Loan	3	$119,000,000

6 - PASSENGER AUTOS: County 22,335

7 - ELECTRIC METERS: Residence 8,950

8 - GAS METERS: Residence 7,975

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Brooms 100 ($125); Shoes 200 ($175); Road Machy. 1,000 ($225); Photo Flash Bulbs 1,000 ($200); Block Machy. 200 ($200); Metal Flex. Hose 225 ($250); Water & Air Transfer 500 ($225); Springs 400 ($225); Storage Bins 125 ($180); Printing 600 ($275).

10 - CLIMATE: Min. & Max. Temp. - Spring 40-70; Summer 65-100; Fall 35-75; Winter 5-55. First killing frost, Oct. 16. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoride added.

12 - RETAILING: Principal Shopping Center - 10 blocks on six streets. A shopping center is located on east edge of city.
Nearby Shopping Centers - I-57 & Rte. 16; Cross County Mall (35 stores-Sears, K mart, Bergner's, Meis, J.C. Penney); Good Neighbor (8 stores- IGA).
Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Sears; J.C. Penney; Young's; Spiegel; Meis; Bergners.
Discount Stores : Mattoon Warehouse Sales; Danner's; K mart.
Chain Drug Stores : Thrifty 9; Walgreen; Osco.
Chain Food Supermarkets : Eisner; Taylor's IGA 3; My Store 2; Wib Walker.
Other Chain Stores - Bergner's; Myers Bros. (apparel); Sherwin Williams (paint); Gamble's; Coast-to-Coast; 1-Hour Martinizing; P.N. Hirsch; Smith- Alsop Paints; Fred Smith Shoes; OK Tire Store; Phipp's Shoes; Ace Hardware; Neal Tire Store; One Hour Cleaners; Claire's Boutique; Flair; General Nutrition; Harem Hosiery; Hillman Jewelers; Kinney Shoes; Kirlin's; Royce Shoes; Singer; So Fro Fabrics; Stuart's; Walden Book Store.

14 - NEWSPAPERS: JOURNAL-GAZETTE (e) 12,194; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Yamamoto, Adv. Dir., JOURNAL-GAZETTE, 100 Broadway, Mattoon, IL 61938; Tel. (217) 235-5656.
National Representative : Landon.

MOLINE
See ROCK ISLAND

MONMOUTH

1 - LOCATION: Warren County, E&P Map B-2. 195 mi. SW of Chicago; 72 mi. W of Peoria, Ill. On State Hwy. 164; U.S. Hwy. 34 and 67.

2 - TRANSPORTATION: Railroads : Burlington Northern.
Intercity Bus Lines : Crown Transit; Continental Trailways.
Airlines : Britt.

3 - POPULATION:
Corp. City 80 Cen. 10,706
CZ-ABC: (70) 11,022; (81) 10,400
RTZ-ABC: (70) 13,117; (81) 14,600
County 80 Cen. 21,943
City & RTZ-ABC: (70) 24,139; (81) 25,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,974
County 80 Cen. 7,887
CZ-ABC: (70) 3,585; (81) 3,900
RTZ-ABC: (70) 4,246; (81) 5,500
City & RTZ-ABC: (70) 7,831; (81) 9,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$110,000,000
Sav. & Loan	2	$120,000,000

6 - PASSENGER AUTOS: County 9,952

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees - Pottery 244; Garments 200; Animal Food Ingredients 200; Warehousing 150; Meat Packing 500.
Principal Pay Days : Thu., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 14. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very hard; natural fluoridated.

12 - RETAILING: Principal Shopping Center - Main St. and Hwy. 34 East.

13 - RETAIL OUTLETS: Department Stores : Spurgeon's.
Discount Stores : Pamida; Farm King; K mart.
Chain Food Supermarkets : Barnes Bros.; Easter's Giant; Eagle's.
Other Chain Stores : Gambles (hardware); Fullerton (lumber); Bowman Shoes; Ward's (catalog); True Value Hardware; Radio Shack; Super America (Food Convenience); Dairy Queen; Hardee's; Les-on Drugs.

14 - NEWSPAPERS: REVIEW-ATLAS (e) 5,679; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Homewood, Adv. Mgr., REVIEW-ATLAS, 400 S. Main, Monmouth, IL 61462; Tel. (309) 734-3176.
National Representative : None.

MORRIS

1 - LOCATION: Grundy County, E&P Map C-2, County Seat.

2 - TRANSPORTATION: Railroads - CRI&P.
Motor Freight Carriers - 12.
Intercity Bus Lines - Rockford-Peoria.

3 - POPULATION:
Corp. City 80 Cen. 8,833
County 80 Cen. 30,582

4 - HOUSEHOLDS:
City 80 Cen. 3,475
County 80 Cen. 10,770

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$84,186,806
Sav. & Loan	2	$85,368,200
Commercial	2	$120,004,000

6 - PASSENGER AUTOS: County 15,470

7 - ELECTRIC METERS: Residence 3,315

8 - GAS METERS: Residence 2,935

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage) - Federal Paper Board 500 ($200); Nuclear Power Station 320 ($210); Amax Aluminum 500 ($200); Northern Petro 425 ($200).
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-48; Summer 70-97; Fall 40-73; Winter 0-50. First killing frost, Oct. 10. Last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - 5 blocks on Libery St.; 3 on Washington St.; 1 on Jackson St.; 3 shopping centers at edge of community.
Principal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Spurgeon's; Baum's; Marben's.
Variety Stores - Hornsby Family Center.
Chain Drug Stores : Walgreen 2; Rexall 2.
Chain Food Supermarkets : National Tea; Kroger; Eagle.
Other Chain Stores - Bowman Shoes; Coast-to-Coast; Sears (catalog); Montgomery Ward (catalog); Goodyear; Tractor Supply Co.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,426; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: John Ringer, Adv. Mgr., HERALD, 124 E. Washington St., Morris, IL 60450; Tel. (815) 842-3221.
National Representative : None.

MOUNT CARMEL

1 - LOCATION: Wabash County, E&P Map D-5, County Seat. Agriculture area - oil center. 145 mi. E of St. Louis; 250 mi. S of Chicago; 165 mi. SW of Indianapolis. On U.S. Highway 1, 15, 65.

2 - TRANSPORTATION: Railroads - Southern; Conrail.
Motor Freight Carriers - 6.

3 - POPULATION:
Corp. City 80 Cen. 8,908
County 80 Cen. 13,713

4 - HOUSEHOLDS:
City 80 Cen. 3,405
County 80 Cen. 5,160

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$150,000,000
Sav. & Loan	3	$50,000,000

6 - PASSENGER AUTOS: 8,560

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 3,049

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Railroad 150 ($400-500); Total Mfg. 1,000 ($300-400); Oil 300 ($350-450); Electronics 200 ($130-150); Mach. Mfg. 500 ($300-400); Clothing 200 ($250-300); Mining 200 ($500-550).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-81; Summer 55-97; Fall 22-84; Winter -2-64; First killing frost, Nov. 17: Last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center - 8 blocks on Market St.
Neighborhood Shopping Centers : N. Market St.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; Hirsch.
Variety Stores : Index Notion.
Discount Stores : Gibson; Last Stop Discount; Target.
Chain Drug Stores : Denton Rexall.
Chain Food Supermarkets : IGA; Red & White; Key Mkt.

14 - NEWSPAPERS: REPUBLICAN-REGISTER (e-mon to fri) 4,685; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Michael Mosbarger, Adv. Mgr., REPUBLICAN-REGISTER, Box 793, Mt. Carmel, IL 62863; Tel. (618) 262-5144.
National Representative : Amer. Newspaper Rep.

MOUNT VERNON

1 - LOCATION: Jefferson County, E&P Map C-5, County Seat. Residential Center. 72 mi. E of St. Louis, Mo.; On A.P. Highway and Interstate I-57, I-64 & I-24.

2 - TRANSPORTATION: Railroads - Louisville & Nashville; Southern; C&EI; Missouri Pacific.
Intercity Bus Lines : Greyhound.
Airline : Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 16,282
CZ-ABC: (70) 16,841; (81) 17,800
RTZ-ABC: (70) 32,983; (81) 37,400
County 80 Cen. 36,354
City & RTZ-ABC: (70) 49,824; (81) 52,200
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 7,016
County 80 Cen. 13,894
CZ-ABC: (70) 5,991; (81) 7,900
RTZ-ABC: (70) 11,593; (81) 15,200
City & RTZ-ABC: (70) 17,584; (81) 22,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$160,272,943
Sav. & Loan	3	$395,736,190

6 - PASSENGER AUTOS: County 17,130

7 - ELECTRIC METERS: Residence 12,099

8 - GAS METERS: Residence 10,923

9 - PRINCIPAL INDUSTRIES: Electrical Apparatus; Knitting and Textile Mills; Foundries; Radiators; Tires; Locomotive.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center : Downtown Retailers (50 stores); Park Plaza (12 stores); Times Square Mall (28 stores).
Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Mammoth; Wal-Mart; P.N. Hirsch; G. C. Murphy; Woolworth; Goodyear; Sears; J. C. Penney.
Discount Stores : Dobbs; Under Cost; Danner's; Wal-Mart; K mart.
Variety Stores - G. C. Murphy.
Chain Drug Stores : Rexall; SupeRx; Byrd Watson.
Chain Food Supermarkets : Kroger; IGA; Super-Value.

14 - NEWSPAPERS: REGISTER-NEWS (e) 12,465; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J. Hank Adkins, Adv. Mgr. REGISTER-NEWS, 118 N. 9th St., Mt. Vernon, IL 62864; Tel. (618) 242-0113.
National Representative : Thomson.

MURPHYSBORO
See CARBONDALE

NORMAL
See BLOOMINGTON

NORTH CHICAGO
See WAUKEGAN

OGLESBY
See LA SALLE

OLNEY

1 - LOCATION: Richland County, E&P Map D-4, County Seat. 120 mi. NE of St. Louis; 33 mi. W of Vincennes, Indiana. U.S. Hwy. 50 (George Washington Hwy.), State Hwy. 130.

2 - TRANSPORTATION: Railroads : B & O (Baltimore to St. Louis); Illinois Central.
Motor Freight Carriers : 10.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
City 80 Cen. 9,026
County 80 Cen. 17,587

4 - HOUSEHOLDS:
City 80 Cen. 3,724
County 80 Cen. 6,721

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$51,000,000
Sav. & Loan	1	$16,000,000

6 - PASSENGER AUTOS: County 8,859

7 - ELECTRIC METERS: Residence 5,518

8 - GAS METERS: Residence 5,015

9 - PRINCIPAL INDUSTRIES: Oil Prod.; Oil Field Supplies; Garments; Auto Supplies; Jr. Wheel Goods; Chain Link Fence; General Telephone Dist. Office; Mfg. Bicycle Parts.

10 - CLIMATE: Min. & Max. Temps. - N.A.

11 - TAP WATER: N.A.

12 - RETAILING:
Principal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Six nights and until 6:00 pm on Sunday in New Shopping Center.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; J. C. Penney; Sherman's; Don's; Sears; Hirsch; Walmart.
Variety Stores : Ben Franklin.
Chain Drug Stores : SupeRx.
Discount Stores : Pool Bargain Ctr.; Jupiter; Gibson.
Chain Food Supermarkets : IGA; Red & White; Big John's.
Other Chain Stores : Goodrich; Olney Paint & Wallpaper (Smith-Alsop); Richland Tire (Goodyear); Western Auto; Fab 'n Trim.

14 - NEWSPAPERS: MAIL (e) 6,865; sworn Mar. 31, 1981
Local Contact for Advertising and Merchandising Data: Fred R. Lister, Pub. & Pres., Steve May, Adv. Mgr., MAIL, 206 Whittle Ave., Olney, IL 62450; Tel. (618) 393-2931.
National Representative : Landon.

OTTAWA

1 - LOCATION: LaSalle County, E&P Map C-2, County Seat. Situated 82 mi. SW of Chicago at confluence of Fox and Illinois rivers. On the Lakes-to-Gulf Deep Waterway. On State Routes 23, 71, U.S. Hwys. 6, 80; River Shipping center for corn, oats, soybeans; 4 large river grain elevators.

2 - TRANSPORTATION: Railroads - Burlington (fght.); Baltimore & Ohio.
Motor Freight Carriers - 3.
Intercity Bus Lines - Peoria Rockford.

3 - POPULATION:
Corp. City 80 Cen. 18,166
CZ-ABC (70) 27,840; (81) 25,300
Bal. in PMA-ABC: (70) 49,655; (81) 33,900
Total PMA-ABC: (70) 77,495; (81) 59,200
County 80 Cen. 109,139
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 7,008
County 80 Cen. 40,005
PMA/CZ-ABC: (70) 8,964; (81) 9,400
Bal. PMA-ABC: (70) 15,459; (81) 11,700
Total PMA-ABC: (70) 24,403; (81) 21,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$118,600,000
Sav. & Loan	2	$200,030,645

6 - PASSENGER AUTOS: County 56,126

7 - ELECTRIC METERS: Residence 7,933

8 - GAS METERS: Residence 7,325

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Silica Sand 120 ($330); Tools 142 ($333); Pressed Glass 60 ($260); Plastics 250 ($350); Chemicals 325 ($398); Auto Parts 195 ($311); Safety Glass 995 ($356).
Principal Industrial Pay Days - Thu., & Fri.

10 - CLIMATE: Min. & Max. Temp-Spring 25-90; Summer 47-99; Fall 1-82; Winter 12-64; First killing frost, Oct. 13. Last killing frost, May 9.

11 - TAP WATER: Alkaline, degree water hardness 17 gr.; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on LaSalle; 4 on Main; 4 on Madison; 2 on Jefferson; 3 on Clinton (63 Stores); 3 on Columbus St.
Neighborhood Shopping Centers : State & Center St.; North LaSalle St. & Norris Dr.; Chestnut St. & Norris Dr.; W. Madison St. & Clay St; South Towne Mall Rte 23 & Mckinley Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Naplate	2	Valesano's
South Ottawa	1	Newman's Handy Foods, Eagle
Norris Drive	2	Kroger's, Value City, SupeRx, Plywood Minnesota, E.Z. Pickins
North Ottawa	NA	Warehouse, Farm'n Fleet, Tractor Supply, Hines Lumber Co.

Principal Shopping Days : Thurs., Sat & Mon.
Stores Open Evenings : Mon., Fri.
Department Stores - Sears Roebuck; Carson Pirie Scott; J. C. Penney; Famous; Spurgeons.
Furniture : Anderman's; Thumm's; Turk's.
Discount Stores : K mart; Value City.
Variety Stores - Woolworth; Tykes.
Chain Drug Stores : Walgreen's; SupeRx.
Chain Food Supermarkets : A&P; Kroger's; Eagle; Warehouse; E.Z. Pickens.
Other Chain Stores - Montgomery Ward (Catalog); Farm & Fleet; Tractor Supply; Singer Co.; Gallenkamp Shoes; Firestone; Variations; Leslie's Shoes; Fashion Shoe; Wit & Wisdom; Sue Ann Shoppe; Hines Lumber; Plywood Minn.; Royal Schwinn; Kirlin's; Hallmark; Maurices; Nobil Shoe; Radio Shack; Fashion Bug; Walden Books; The Fly; Spurgeons.

14 - NEWSPAPERS: TIMES (e) 13,842; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: S.M. White, Pres. /Pub., TIMES, 110 W. Jefferson St., Ottawa, Il 61350; Tel. (815) 433-2000.
National Representative : Landon.

PARIS

1 - LOCATION: Edgar County, E&P Map D-14, County Seat.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 1.
Intercity Bus Lines - Southern Limited; Western Motor Lines.

3 - POPULATION:
Corp. City 80 Cen. 9,885
County 80 Cen. 21,725

4 - HOUSEHOLDS:
City 80 Cen. 3,979
County 80 Cen. 8,332

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$73,800,000
Sav. & Loan	2	$58,300,000

6 - PASSENGER AUTOS: County 10,202

7 - ELECTRIC METERS: Residence 9,585

8 - GAS METERS: Residence 3,284

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-70; Summer 55-99; Fall 30-70; Winter 0-55. First killing frost, Oct. 23. Last killig frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center .- Around square and block each side.
Neighborhood Shopping Centers : N. Main St.; Jefferson Ave.; East Jasper Street Merchants.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri., Mon.
Stores Open Sundays : Some.

13 - RETAIL OUTLETS: Department Stores - Spurgeon's; K mart; J.C. Penney; P.N. Hirsch.
Variety Stores - Index; Woolworth; Sandy's; Coast-to-Coast.
Chain Food Supermarkets : Kroger; Grab-It-Here; Bridwell's; Paris; Star Mkt.

14 - NEWSPAPERS: BEACON-NEWS (e) 7,076; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Paul J. Van Gilder, Gen. Adv. Mgr., BEACON-NEWS, 218 N. Main St., Paris, IL 61944; Tel. (217) 465-6424.
National Representative : Landon.

PAXTON

1 - LOCATION: Ford County, E&P Map D-3, County Seat. Situated 100 mi. S of Chicago. On State Hwy. 9; U.S. Hwy. 45; Interstate 57.

2 - TRANSPORTATION: Railroads - Illinois Central main line; Chicago to New Orleans; Nickel Plate R.R.; Peoria to Sandusky, Ohio.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
City 80 Cen. 4,258
County 80 Cen. 15,265

4 - HOUSEHOLDS:
City 80 Cen. 1,626
County 80 Cen. 5,739

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$47,851,000
Sav. & Loan	2	$4,900,000

6 - PASSENGER AUTOS: County 7,985

7 - ELECTRIC METERS: Residence 1,600

8 - GAS METERS: Residence 1,050

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage); Broom Mfg. 150 ($150); TV-Radio Transformers 220 ($125); Telephone Jacks 100 ($175); Cooling Tower Mfg. 100 ($260); Electronic Components N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: fluoridated.

12 - RETAILING:
Principal Shopping Days : Thu., Fri., and Sat.

13 - RETAIL OUTLETS: Department Stores - Laybourns, Larsons, Fashion Fair; Carlsons; Georgias.
Variety Stores - Index; Hornsby's; Priced Rite Discount.
Chain Food Supermarkets : IGA; Eisners; Tom's Market; Convenient Food Mart.
Other Chain Stores - Firestone; Western Auto; Tru Value Hdwr.

14 - NEWSPAPERS: RECORD (e-mon to fri) 1,508; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Toni Swan, Adv. Mgr., RECORD, 218 N. Market, Paxton, IL 60957; Tel. (217) 379-4313.
National Representative : None.

PEKIN

1 - LOCATION: Tazewell County. (In Peoria SMSA). E&P Map C-3, County Seat. Industrial and agricultural center.

2 - TRANSPORTATION: Railroads - C&IM; NYC; AT&SF; Ill. Cen. (Freight) C&NW (Freight).
Intercity Bus Lines - Illini-Swallow; Peoria-Pekin.
Motor Freight Carriers 34.
Two large river terminals, 1 airport.

3 - POPULATION:
Corp. City 80 Cen. 33,967
CZ ABC: (70) 36,469; (81) 38,700
RTZ-ABC: (70) 83,267; (81) 96,700
SMSA: 80 Cen. 365,864
County 80 Cen. 132,078
City & RTZ-ABC: (70) 119,736; (81) 135,400

4 - HOUSEHOLDS:
City Cen. 80 12,928
County 80 Cen. 46,383
SMSA: 80 Cen. 130,767
CZ-ABC: (70) 11,964; (81) 14,600
RTZ-ABC: (70) 25,199; (81) 33,900
City & RTZ-ABC: (70) 37,163; (81) 48,500

5 - BANKS: 4 Savings, Dep. $151,149,000

6 - PASSENGER AUTOS: County 66,271

7 - ELECTRIC METERS: Residence 14,085

8 - GAS METERS: Residence 12,290

9 - PRINCIPAL INDUSTRIES: Corn Prod.; Distilling; Electricity; Tractor; Paper Board and Containers; Tractor Parts; Machine Tooling; Food Processing; Iron Foundry; Non-ferrous Metal Processing; Automotive Parts; Chemical.
Principal Industrial Pay Days - Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 11-88; Summer 43-96; Fall 10-89; Winter - 16-59. First killing frost, Oct. 17. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center - 6 blocks on Court St.; 4 Sts. intersect. Court; 3 blocks on Margaret.
Neighborhood Shopping Centers : Derby St.; 1500 Block on N. Eighth St. East Bluff and Sunset Hills.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pekin Mall	NA	J.C. Penney, Zale's, P.M. Bergner, Sears
Market Sq. Plz.	NA	County Market, Thrifty Drug, Thompsons

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Department stores - Fri.; Food- Thurs. and Fri.

13 - RETAIL OUTLETS: Department Stores - Penney; N. Reuling; K mart; Bergner's.
Discount Store : K mart.
Chain Drug Stores : Rexall 2; Walgreen.
Chain Food Supermarkets : Kroger; Korsmeyer's 2; County Market; 14th St.; Eagle; Thompson's; Arnett's.
Other Chain Stores - Brown's; Montgomery Ward (catalog).

14 - NEWSPAPERS: TIMES (e) 21,447; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Charles Wendland, Adv. Dir., TIMES, 20 S. 4th St., Pekin, IL 61554; Tel. (309) 346-1111.
National Representative : Southwest Dailies.

PEORIA

1 - LOCATION: Peoria County, E&P Map C-3 (SMSA). County Seat. Industrial Center; Agricultural Area. On Illinois River-160 mi. SW of Chicago and 175 mi. NE of St. Louis. 660 feet above Sea level.

2 - TRANSPORTATION: Railroads - Amtrak; Burlington Northern; C&NW; Ill. Central; Ill. Terminal N&W; Conrail; P&PU; Peoria Terminal; Rock Island; Santa Fe; TP&W; Chicago; Illinois & Midland.
Motor Freight Carriers - 145.
Intercity Bus Lines - Continental Trailways; Crown Transit; Illinois Highway; Illini-Swallow; Jacksonville Bus Lines; Peoria-Rockford; Gulf Transport; Taylorville Transit; Peoria Charter, Inc.
Airlines - Ozark; Continental; Britt; Mississippi Valley; Illinois Air; Byerly; Mt. Hawley; Federal Express; TWA.

3 - POPULATION:
Corp. City 80 Cen. 124,160
CZ-ABC: (70)221,931; (81)230,500
RTZ-ABC: (70)212,053; (81)239,900
SMSA 80 Cen. 365,864
County 80 Cen. 200,466
City & RTZ-ABC: (70)433,984; (81)470,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 46,459
County 80 Cen. 73,329
SMSA 80 Cen. 130,737
CZ-ABC: (70) 70,506; (80) 84,100
RTZ-ABC: (70) 68,975; (81) 89,900
City & RTZ-ABC: (70) 139,481; (81) 174,000

5 - BANKS:	NUMBER	DEPOSITS
Comm. & Sav.	14	$1,121,969,000
Sav. & Loan	16	$1,522,003,000

6 - PASSENGER AUTOS: County 101,984

7 - ELECTRIC METERS: Res. 81,216

8 - GAS METERS: Residence 67,120

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage); Earth Moving Eqpt. Diesel Eng. 32,900 ($517); Fences, Wire Products 1,281 ($346); Food Processing 4,160 ($379); Total Mfg. 52,200 ($398).
Principal Industrial Pay Days – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 28-72; Summer 60-86; Fall 31-76; Winter 16-36. First killing frost, Oct. 12; Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Primary Shopping Centers : Metro Central Business District; Northwoods; Westlake; Pekin Mall; Sheridan Village; Madison Park; Junction City; Metro Center.
Important Shopping Centers : University from Forrest Hill to Ward Memorial; Main from University to Sheridan; Prospect from Forrest Hill to War Memorial; Adams (4000 South); Sheridan from Loucks to McClure; Western (Between Bradley & Moss); Western (Between 7th & Martin); University & Glen; Sheridan & Glen; War Memorial (Between Knoxville & Central); Hamilton Rd. & Glen Ave.; Garden & Adams Area: Knoxville & McClure; Forrest Hill & Gale; Intersection of N. Adams & Hancock; MacArthur Hwy. & Jefferson.
Other Major Retail Areas : Peoria Heights Business District; Pekin Business District; East Peoria Business District; Morton Business District; The Square in Washington; Bartonville Business District; Creve Coeur Business District; Field Shopping Center; Metro Plaza; Sterling Plaza; Tanglewood Plaza; Pekin Sunset Plaza; Sunnyland Plaza; Wisconsin Plaza; Oak Cliff Plaza (Knoxville & Lake); Windsor Square; Covington Square; University Square; Lake of the Woods Plaza; Valley Forge Shopping Center; Brandywine Village; Candletree; Cherrytree; Fondulac Plaza; Wardcliff Plaza.
Principal Shopping Days : Sat., Fri., Sun.
Stores Open Evenings : Suburban-every evening & Sunday; Downtown-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores – Carson, Pirie, Scott & Co.; Bergner's 4; Sears 2; Montgomery Ward; J. C. Penney 2; Szold's.
Discount Stores : K mart 5; Miracle Mart 4; Unclaimed Freight Stores: Venture; Murray's Jewelers; Ardan's Jewelers.
Variety Stores – Ben Franklin 2; Fogler; J & M; L's Sundries; Kresge; Prospect; Woolworth; Hornsby.
Chain Drug Store : Bogard's 5; Green 2; Walgreen 3; SupeRx 7; W. R. Smith 2; Medicine Shoppe 2; Our-X 4; Thrifty Rexall 2.
Chain Food Supermarkets : Ben Schwartz (IGA) 5; Cardinal 5; Convenient Food Mart 18; Del Farm 3; Eagle 4; IGA 10; Kroger 11; Mr. K's 2; Randall's; Red Fox 19; Thompson Food Basket 8; Vogels; Aldi Foods; Stop & Save; 7-Eleven.
Women's Wear : Brom's Furs & Fashions; Cain's; Casual Corner; C. R. Cook; Country Casuals; Esther Kirk; Foxmoor Casuals; Glamour Isle; Hecht's 2; Kay Howard; Main Line; Pines; Stuart's; Stuart's; Paul Harris; Lyn & Co., Varsity Shop; Strawberry Patch; Maurices Apparrel; Worths; Eve, Inc., Allens Vogue; Spare Change; Susie s Casuals; D. Schaffer's-J.Ringness.
Men's Wear : Bachrach's; Bell Clothing 2; Ducky's Formal Wear; Gingess Formal Wear; Howard Heller; Johnson's 3; Just Jeans; Just Pants; National Shirt; Richman Bros.; 20th Century Tuxedo; Schradzki's; Seno Formal Wear; Fred Schubach; For Gentlemen Only.
Other Chain Stores – Sparr Store; Spiegel's; Bell Men's Wear; Baker's Shoes; Life Stride; Pappagallo; Thom McAn; Dr. Scholl's; Kinneys, Fannie May 3, Zale's 2; Automotive: Firestone 2; Goodrich; Goodyear 2; General Tire; Singer Co.; The Outlet; Payless Shoes; Weisser's Neu Optical; Pearle Vision; Helzbergs Jewelers.

14 - NEWSPAPERS: JOURNAL STAR (all Day) 103,097; (S) 121,374; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donald Menser, Adv. Dir., JOURNAL STAR, 1 News Plaza, Peoria, IL 61643; Tel. (309) 686-3020.
National Representative : CWO&O.

PERU
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PONTIAC

1 - LOCATION: Livingston County, E&P Map C-2, County Seat. Shipping center for county agricultural and dairy area. Misc. light manufacturing, N central part of state. Illinois State Penitentiary. 100 mi. from Chicago.

2 - TRANSPORTATION: Railroads – Illinois Central Gulf; Amtrak.
InterCity Bus Lines : Trailways; Greyhound.
Motor Freight Carriers – 5.

3 - POPULATION:
Corp. City 80 Cen. 11,281
CZ-ABC: (70) 9,031; (81) 11,500
RTZ-ABC: (70) 33,801; (81) 32,800
County 80 Cen. 41,381
City & RTZ-ABC: (70) 42,832; (81) 44,300

4 - HOUSEHOLDS:
City 80 Cen. 3,610
County 80 Cen. 14,077
CZ-ABC: (70) 3,087; (81) 4,000
RTZ-ABC: (70) 10,072; (81) 11,700
City & RTZ-ABC: (70) 13,159; (81) 15,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$93,684,000
Sav. & Loan	1	$735,569,996

6 - PASSENGER AUTOS: County 19,156

7 - ELECTRIC METERS: Residence 4,407

8 - GAS METERS: Residence 4,239

9 - PRINCIPAL INDUSTRIES: (Number of Wage Earners): Gloves 136; Printing 600; Furniture 450; Steel Prod. 450; State Penitentiary 500; Quarries 100; Diesel Motor Co. 600.
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring – 10-97; Summer 42-108; fall-2-96; Winter-24-75. First killing frost, Oct. 31. Last killing frost, Apr. 11.

11 - TAP WATER: Aklaline, very hard; fluoridated

12 - RETAILING: Principal Shopping Center – 4 blocks on Main, Madison, Washington and Mill (around Square).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vermillion Plaza (15)	2	Spurgeon's, Neimann's, K mart
Hornsby's	2	Hornsby's

Principal Shopping Days : Fri., Sat., & Mon.
Stores Open Evenings : Food Chains – every night and Sun.; Others – Fri. & Sat.; Shopping Centers – till 9 p.m.; Sun. till 6.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Spurgeon's; Hornsby's; K mart.
Discount Stores – Hornsby's; K mart; G.C. Murphy.
Chain Food Supermarkets : A&P; Don's Red Fox; Neimann's; Eisners.
Other Chain Stores – McDonald's; Long John Silvers; Convenient Foods; Montgomery Ward (catalog); Sears; Coast-to-Coast; Tru Value Hardware; Ace; NAPA; Safiran; Radio Shack.

14 - NEWSPAPERS: LEADER (e) 8,906; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchadising Data: William L. Alvey, Adv. Dir., LEADER, 318 N. Main St., Pontiac, IL 61764; Tel. (815) 842-1153.
National Representative : None.

QUINCY

1 - LOCATION: Adams County, E&P Map A-3, County Seat. Agricultural, manufacturing and dairy area. Educational center. Situated on Mississippi River, 125 mi. N of St. Louis, 220 mi. from Kansas City, 285 mi. from Chicago.

2 - TRANSPORTATION: Railroads – Burlington-Northern; Norfolk & Western.
Motor Freight Carriers – 24.
Intercity Bus Lines – Jacksonville; Continental Trailways; Kirksville-Quincy.
Airlines – Ozark; Air Illinois; Britt Airways; Green Hills Aviation.

3 - POPULATION:
Corp. City; 80 Cen. 42,352
CZ-ABC: (70)51,373; (81)49,400
RTZ-ABC: (70)145,568; (81)149,400
County 80 Cen. 71,622
City & RTZ-ABC: (70)196,941; (81)198,800

4 - HOUSEHOLDS:
City 80 Cen. 16,632
County 80 Cen. 26,423
CZ-ABC: (70)17,079; (81)18,900
RTZ-ABC: (70)50,038 (81)59,200
City & RTZ-ABC: (70)67,117; (81)78,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$283,839,000
Sav. & Loan	3	$443,921,405

6 - PASSENGER AUTOS: County 34,107

7 - ELECTRIC METERS: 22,878

8 - GAS METERS: 18,000

9 - PRINCIPAL INDUSTRIES: Chemical Stoves; Diesel Engines; Limestone Prod.; Food Prod.; Brass Prod.; Castings; Electric Wheels; Auto & Truck Bodies; Pumps; Stock Food; Oilers; Gas Storage Tanks; Boat Trailers; Electronic Eqpt. Patterns; Radio; TV; Communications Equipment.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 37-62; Summer 48-104; Fall 38-66; Winter 22-27. First killing frost, Nov. 1. Last killing frost, April 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 3 blocks on Maine St.; 1 in 4th, 5th and 6th Sts.; Quincy Mall, 30th & Broadway (60 units).
Neighborhood Shopping Centers – 17th and Broadway; 8th and State; 30th & Broadway; 14th & Harrison.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
117th & Broadway	1	Merkel Hdwe.
State & 8th	1	State St. Store
Quincy Mall	3	Radio Shack, Bergners, Sears, Kroger

Principal Shopping Days : Mon., Fri., Sat., Sun.
Stores Open Evenings : Mon., Fri.

13 - RETAIL OUTLETS: Department Stores – Sears; J.C.Penney; State Street Store; Bergner's.
Variety Stores – Ben Franklin; Woolworth.
Discount Stores : Jack's; Quincy Supply; K mart 2; Merchandise Mart.
Chain Drug Stores : Walgreen; Skagg Drug; Brown's 3; Revco Discount Drugs.
Chain Food Supermarkets : Kroger; Niemann Foods 3; Randall; Eagle; Save-U-More; Aldi.
Other Chain Stores – Air Step Shoes; Kamber's (men's); Bowman Bros. (shoes); Carl Shoe; Firestone; Goodyear; Sherwin-Williams; Jo An Fabrics; Gallenkamp Shoes; S&H Green Stamps; Montgomery Ward (catalog); Wickes Lumber; Radio Shack; Pay-Less Shoes; Ace Hardware; Kirlins; Barker Shoes; Black Hardware.

14 - NEWSPAPERS: HERALD-WHIG (e-mon to fri) 30,682; (e-sat) 24,280; (S) 33,760; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dave Laytham, Natl. Adv. Mgr., HERALD-WHIG, 130-38 S. Fifth St., Quincy, IL 62301; Tel. (217) 223-5100.
National Representative : Branham.

ROBINSON

1 - LOCATION: Crawford County, E&P Map D-4, County Seat. Oil refining, shipping and manufacturing center. 240 mi. S of Chicago; 110 mi. W of Indianapolis; 150 mi. E of St. Louis, MO; 200 air mi. S of Chicago.

2 - TRANSPORTATION: Railroads – Conrail; Gulf Central.
Motor Freight Carriers – 5.
Intercity Bus Lines – Greyhound; Detroit Special.

3 - POPULATION:
Corp. City 80 Cen. 7,285
County 80 Cen. 20,818
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,031
County 80 Cen. 8,050

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$25,190,459
Commercial	5	$137,546,586

6 - PASSENGER AUTOS: County 10,646

7 - ELECTRIC METERS: Residence 8,688

8 - GAS METERS: Residence 6,073

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Oil Production & Refining 1,208 ($326); Water Closet & Plumbing Fixture 550 ($258); Candy Mfg. 607 ($145); Automotive Gaskets 380 ($209); Electronics 504 ($126); Shoes 183 ($112); Aluminum Doors & Windows 107 ($186).
Principal Shopping Days : Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52. First killing frost, Nov. 6. Last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center – 4 blocks at Court House; 2 on E. Main; 5 on W. Main; 1 on W. Walnut.
Neighborhood Shopping Centers : West Gate; Outer E. Main & Route 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Tr. (8)	NA	Gallo's Red & White
Barn Plaza	NA	
IGA	NA	Gibson

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Mon., Fri.

13 - RETAIL OUTLETS: Department Stores – Root's; P. N. Hirsch; Tresslar's; Gibson; Pool's.
Variety Stores : Index Notion.
Chain Drug Stores : Bertram's (Rexall); Kook & Link.
Chain Food Supermarkets : IGA Food Center; Gallo's Red & White.

14 - NEWSPAPERS: NEWS (e) 7,618; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Brian Harrison, Adv. Dir., NEWS, 302 S. Cross St., Robinson, IL 62454; Tel. (618) 544-2101.
National Representative : None.

ROCK FALLS
See STERLING

ROCK ISLAND-MOLINE-EAST MOLINE

1 - LOCATION: Rock Island County (In Davenport-Rock Island-Moline, IA-IL SMSA), E&P Map B-2, County Seat. In W IL on Mississippi River, 168 mi. SW of Chicago, on Hwys. 6 & 67; Illinois 5, 84, 92 & 150; I-80, 280, & 74.

2 - TRANSPORTATION: Railroads – Burlington Northern; Davenport; Rock Island & Northwestern.
Motor Freight Carriers – 40.
Intercity Bus Lines – Greyhound; River Trails Transit; Continental Trailways; Scenic Stage.
Airlines – United; Ozark; Mississippi Valley Commuter; Britt Commuter; Air Illinois Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 113,652
Rock Island 80 Cen. 47,036
Moline 80 Cen. 45,709
East Moline 80 Cen. 20,907
CZ-ABC: (70) 278,045; (81) 292,400
RTZ-ABC: (70) 164,662; (81) 182,700
City & RTZ-ABC: (70) 442,707; (81) 475,100
County 80 Cen. 165,968
SMSA 80 Cen. 383,958
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 43,222
Rock Island 80 Cen. 17,472
Moline 80 Cen. 18,034
East Moline 80 Cen. 7,716
County 80 Cen. 61,052
SMSA 80 Cen. 138,256
CZ-ABC: (70) 88,743; (81) 107,200
RTZ-ABC: (70) 51,727; (81) 66,300
City & RTZ-ABC: (70) 140,470; (81) 173,500

5 - BANKS:	NUMBER	DEPOSITS
Savings	37	$1,538,600,000
Sav. & Loan	10	$771,100,000

6 - PASSENGER AUTOS: County 87,214

7 - ELECTRIC METERS: Residence 113,036

8 - GAS METERS: Residence 112,113

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Total Employment 168,875 – Manufacturing 49,900 (Farm Equip., Aluminum Mill); Non-manufacturing 85,425; Public Sector (Gov't) 27,075. Avg. Wkly. Wage $395 (mfg.).
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 7-93; Summer 46-92; Fall 14-95; Winter -13-42. Annual rainfall 31.27 in.

11 - TAP WATER: From Mississippi River. Rock Island – Hard, slightly alkaline; fluoridated. Moline – Lime softened; fluoridated. East Moline – Partly softened, slightly alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers : Downtown Rock Island – Great River Plaza – 2nd, 3rd, & 4th Aves. bet. 15th & 20th Sts. Downtown Moline – Metro Center Plaza, 4th, 5th & 6th Aves. between 12th & 20th Sts.
East Moline – 15th, 16th & 17th Aves. between 7th & 13th Sts. from 7th to 12th Sts.
Neighborhood Shopping Centers : 11th St. bet. 18th Ave. & 42nd Ave. incl. Watchtower Plaza at 11th St. & 39th Ave.; 30th St. bet. 14th & 18th Aves.; 14th Ave. bet. 38th & 44th Sts.; 18th Ave. bet. 17th & 45th Sts.; K mart, Blackhawk Rd. & 38th St.
Moline – City Line Plaza, 1st St. & 9th Ave.; Uptown, 15th & 16th Sts. between 14th & 25th Aves.; Hiland, 23rd Ave. between 27th & 34th Sts.; King Plaza & Orchard Center, 23rd Ave. between 34th & 43rd Sts.; K mart, 23rd Ave. & 48th St.; Venture Blackhawk Rd. & 20th St.; Moline-Green Valley, John Deere Expressway & 41st St.
East Moline – Ridgewood, Colona Rd. at 7th St.; Kennedy Plaza, 3rd & 4th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rock Island:		
11th St.	3	Geifman
30th St.	3	Eagle, Supreme TV
Watchtower Plz.	3	Eagle, Zayre
K mart	3	K mart
Moline:		
Highland	2	Aldi, Haag
Uptown	2	Uptown Bank, Haag
Orchard Center	3	Eagle, Community Savings
Kings Plaza	3	Sears, Geifman, Trevor Hdwe., Target
K mart	4	K mart
Green Valley	4	Ardan's
Venture	3	Venture, Midwest Bank
So. Park Mall	3	Petersen's, Montgomery Ward, Younkers, J.C. Penney
Southwest	2	Hoist-Kakert
City Line Plaza	2	Jewel, Osco
East Moline:		
Kennedy Plaza	4	Jewel, Osco
Ridgewood	5	Geifman

Principal Shopping Days : Dept. Stores - Mon. Fri. & Sat.; Food - Thur., Fri., Sat. & Sun.
Stores Open Evenings : Rock Island & Moline: Dept. - Mon. (limited number on Fri.) East Moline: Fri. Supermarkets - Sun. thru Sat.
Stores Close : Mon. morning & Sat. evenings.
Stores Open Sundays - Discount, supermarkets, drug, shopping malls.

13 - RETAIL OUTLETS: Department Stores - McCabes; Younkers 3; Petersen-Harned von Maur 3; J.C. Penney 2; Sears 2; Montgomery Ward 2; Federated.
Discount and Gen. Merch. Stores - Venture 2; Target 2; Zayre; K mart 4.
Variety Stores - Ben Franklin 2; Kresge; Woolworth 2; Jupiter; Scott.
Chain Drug Stores - Haag 14; Walgreen 9; Osco 3; Medicine Shop 3; Revco.
Chain Supermarkets - Eagle 12; Randall's 7; Geifman's 8; Jewel Food 4; 7-Eleven 19; Aldi 4; Convenient Foods 10.
Independent Buying Groups - Royal Blue 6; Jack & Jill 5; Super Valu 2; Certified.
Other Chain Stores - Goodyear 5; Sherwin-Williams 2; Pittsburgh Paint 2; DeVoe Paint; Iowa Paint; Glidden Paint; Interstate Book Store 2; Fannie May 4; Firestone 5; Thom McAn 2; Bakers Shoes; Kinney 5; Lovers; Fashion 2; Richman Bros. 2; Singer Co. 2; Plywood Minnesota; Wall-Paper-To-Go; Murray's; Ardan's 2; Radio Shack 6; Playback 2; Mosenfelder's 5;

14 - NEWSPAPERS: ROCK ISLAND ARGUS (e) 22,724; (S) 23,151; Mar. 31, 1981 ABC.
MOLINE DISPATCH (e) 36,031; (S) 38,227; (sat) 35,962; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Al Roels, Gen. Adv. Mgr., ROCK ISLAND ARGUS and MOLINE DISPATCH, 1720 Fifth Ave., Moline, IL 61265; Tel. (309) 764-4344.
National Representative : ROCK ISLAND ARGUS and MOLINE DISPATCH - Branham.

ROCKFORD

1 - LOCATION: Winnebago County, E&P Map C-1, (SMSA). 90 mi. NW of Chicago; 17 mi. S of Wisconsin boundary. City bisected by Rock River.

2 - TRANSPORTATION: Railroads - Amtrak; Chicago; Milwaukee; St. Paul & Pacific; Chicago & North West; Burlington Northern.
Motor Freight Carriers - 55.
Intercity Bus Lines - Peoria-Rockford; Greyhound; Wisconsin Coach Lines.
Airlines - Ozark; TWA.

3 - POPULATION:
Corp. City 80 Cen. 139,712
PMA-ABC: (70) 483,891; (81) 501,200
County 80 Cen. 250,884
SMSA 80 Cen. 279,514
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 52,169
County 80 Cen. 89,408
SMSA 80 Cen. 99,122
PMA-ABC: (70) 150,542; (81) 179,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	26	$1,280,037,000
Sav. & Loan	8	$736,536,203

6 - PASSENGER AUTOS: County 131,284

7 - ELECTRIC METERS: Estimate 91,000

8 - GAS METERS: Estimate 77,100

9 - PRINCIPAL INDUSTRIES: 700 manufacturing establishments, 12 employ over 1,000 each.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: First killing frost, Sept. 20. Last killing frost, May 8.

11 - TAP WATER: Very hard.

12 - RETAILING: Principal Shopping Centers - (Downtown Mall) 2 blocks on W State St plus feeder streets 1 block each direction.
Neighborhood Shopping Centers : Broadway; 7th St.; S. Main St.; E. State St.; N. Main and Auburn Sts.; Alpine Rd; 2nd st.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpine Vill. (20)	NA	Eagle Foods, Revco Drug
Cherry Vale (108)	NA	Marshall Field, Sears, H.C. Prange
Colonial Vill. (32)	NA	J.C. Penney, Bergner Weise
Downtown Mall (25)	NA	J.C. Penney, Osco Drugs
East Gateway (16)	NA	Pacemaker, Ben Franklin
Eastwind Mall (25)	NA	East Wind Hobby & Craft Shop
Highcrest (13)	NA	D.J. Stewart
Liberty Sq. (12)	NA	Last Straw Ice Cream Parlour, Lundgren's Camera Center
Machesney Pk. (70)	NA	J.C.Penney, H.C. Prange
Park Plaza (24)	NA	Love Drug, Union Hall Discount
North Towne (59)	NA	Bergner Weise
Rockford Pl. (20)	NA	Goldblatt Bros.
Rocton Ave. Centre (14)	NA	Logli Food Store
Southgate (12)	NA	K mart, Piggly Wiggly
Belvidere Mall (6)	NA	Ace Hardware

Principal Shopping Days : Mon., Fri., Sat. Sun.
Stores Open Evenings : Department Stores - Mon.-Fri., Food - Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores - Goldblatt Bros.; Marshall Field & Co.; Montgomery Ward; J. C. Penney; H. C. Prange; Sears & Co.; Bergner Weise.
Discount Stores - Ardan Jewelers & Distributors; Giant Stores, Inc.; Insurance Liquidators; K mart; Prange-Way Discount; Union Hall.
Variety Stores - Woolworth; Ben Franklin.
Chain Drug Stores : Walgreens 3; Lenz 3; Rexall; Osco 4; Nihan & Martin 2; One-Stop 4; Tru Valu 2; Lantow's 2.
Chain Food Supermarkets - Eagle 8; Hilander 3; IGA 12; Jewel 2; Logli 3; Pacemaker 5; Aldi Discount Foods 2.

14 - NEWSPAPERS: REGISTER STAR (m) 77,127; (S) 86,244 Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Harry Whipple, Adv. Dir., REGISTER STAR, 99 E. State St., Rockford, IL 61105; Tel. (815) 987-1200.
National Representative : Gannett.

ROCKTON, IL
See BELOIT, WI

SHELBYVILLE

1 - LOCATION: Shelby County, E&P Map C-4, County Seat, 36 mi. from Decatur; 108 mi. from Chicago; 96 mi. from St. Louis. Routes 16 and 128.

2 - TRANSPORTATION: Railroads - Conrail; C&EI.
Motor Freight Carriers - 3.

3 - POPULATION:
Corp. City 80 Cen. 5,259
County 80 Cen. 23,923

4 - HOUSEHOLDS:
City 80 Cen. 2,044
County 80 Cen. 8,707

5 - BANKS: Comm. 2; Dep. $60,000,000

6 - PASSENGER AUTOS: County 10,739

7 - ELECTRIC METERS: Residence 2,205

8 - GAS METERS: Residence 1,507

9 - PRINCIPAL INDUSTRIES: Farm Eqpt.; Plastic Cups; Hairpins.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center - Johnstowne Mall, Shelbyville, 3 stores; Con Dov Shopping Mall, Shelbyville, 5 stores; Downtown Mini-Mall.
Principal Shopping Days : Wed. and Fri.

13 - RETAIL OUTLETS: Department Stores - Jon's; P.N. Hirsch; Sears.
Variety Stores - Index; Ben Franklin.
Chain Drug Stores : Walgreen; Rexall.
Chain Food Supermarkets : Bi-Rite; Eisner; IGA.

14 - NEWSPAPERS: UNION (e-mon to fri) 4,550; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: George Frazier, Pub., UNION, 100 W. Main, Shelbyville, IL 62565; Tel. (217) 774-2161.
National Representative : None.

SOUTH BELOIT, IL
See BELOIT, WI

SPRING VALLEY
See LA SALLE

SPRINGFIELD

1 - LOCATION: Sangamon County (SMSA). E&P Map C-3. State Capital, County Seat. Industrial, wholesale & agricultural center, 185 mi. SW of Chicago; 100 mi. NW of St. Louis; on U.S. Hwys. 66, 36, 54; I-55; State Hwys. 4, 29, 125 & 104.

2 - TRANSPORTATION: Railroads - Illinois Central; Gulf-Mobile & Ohio; Norfolk & Western (Wabash); B&O; Chicago & Illinois Midland; Illinois Terminal; Amtrak.
Motor Freight Carriers - 38 intrastate & interstate lines.
Intercity Bus Lines : Greyhound; Crown Transit; Gulf Transport.
Airlines - Ozark; Air Illinois; Britt; Charter service by Capitol Aviation.

3 - POPULATION:
Corp. City 80 Cen. 99,637
CZ-ABC: (70) 125,340; (81) 129,000
RTZ-ABC: (70) 315,708; (81) 344,800
SMSA 80 Cen. 187,789
County 80 Cen. 176,089
City & RTZ-ABC: (70) 441,048; (81) 473,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,960
County 80 Cen. 68,022
SMSA 80 Cen. 72,219
CZ-ABC: (70) 43,365; (81) 51,500
RTZ-ABC: (70) 103,269; (81) 130,300
City & RTZ-ABC: (70) 146,634; (81) 181,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	11	$1,040,461,000
Sav. & Loan	8	$429,853,000

6 - PASSENGER AUTOS: County 90,796

7 - ELECTRIC METERS: 62,462

8 - GAS METERS: 48,786

9 - PRINCIPAL INDUSTRIES: Machinery; Tractors; Road Machines; Farm Equipment; Flour and Feed Mills; Boilers (Fab. Metal Prod.); Mattresses; Insurance; Finance Gov't. Total Avg. Employment 89,774.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-62; Summer 64-87; Fall 44-69; Winter 21-37. First killing frost, Oct. 10. Last killing frost, Apr. 16.

11 - TAP WATER: Neutral, soft. Lake Springfield.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capital City (23)	NA	Zayre, Woolworth, Kroger
Chatham Square	NA	Stern's, The Hub, Remnant House, Vogue, Pier 1 Imports
Fairhill's (20)	NA	Eisner-Osco
K mart Plaza	NA	Kroger, K mart
Laketown	NA	IGA, Mummert's
Sangamon	NA	Myers Dept., A&P, JoAnn Fabrics
Town & Country	NA	Goldblatt, Woolco, National
White Oaks Mall (120)	NA	Stix, Baer & Fuller, Famous-Barr, Myers-Bergnons, J. Brannon, Mont. Ward

Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Downtown - Fri.; Shopping ctrs. & discount stores - nightly.
Stores Open Sundays : Supermarkets, shopping centers & discount stores.

13 - RETAIL OUTLETS: Department Stores - Stix, Baer & Fuller; Herndon's; Myers-Bergnons; Sears; J. C. Penney; Goldblatt's; Famous-Barr; Montgomery Ward.
Discount Stores : K mart 3; Woolco; Zayre's.
Variety Stores - Kresge; Woolworth.
Chain Drug Stores - Walgreen 2; Thrifty 8; Osco 3; SupeRx 3; Flynn Hippard; Mummert's; Schafer's; Watt Bros. 4; Ideal.
Chain Supermarkets : Eisner 3; A&P 2; Kroger 5; National Food Stores 3; IGA 4; Red Fox 4; Eagle 2.
Other Chain Stores : Firestone; Goodyear; Goodrich; General Tires; Western Auto; Midas Mufflers & Transmission; Black & Co.; Coast-to-Coast; Ace; V&S 2; Thom McAn; Kenney's; Gallenkamp; Nobils; Lobers; Payless Shoes; Scholl's; Neumode; Fannie May; Kirlin's Candies; Sherwin-Williams; Pittsburgh; Cook's; Kay's Jewelry; S&H; Singer; So Fro; Remnant House; Leath Furniture; Carpetland; Newman Shoes; Brooks Fashions; Bakers Shoes; Bressler's 33 Flavors; Botton [illegible]; Casual Corner; Claire's Boutique; Carousel Snack Bar; Circus World Toys; County Seat; Earring Tree; Florsheim Shoes; Foxmoor; Gordon's Jewelers; Gingess International; General Cinema Theatre; General Nutrition Centers; Helzberg's Diamond Shop; Hickory Farms; Just Pants; JoAnn Fabrics; Kinney Shoes; Kay Campbell; The Limited; Malings Shoes; Butler Shoes; Musicland; Murray's Shoes; Motherhood Maternity; MCL Cafeteria; Jean Nicole; National Shirt; Printers Ink; Park Lane Hosiery; Lerner Shop; Silverman's; Spencer Gifts; Service Optical; Swiss Pretzel; Stuart's; Susie Casual's; Tinderbox Int.; Wdg's Restaurant; Walden Books; Zale Jewelers; Cookie Factory; Ms. Limited; Orange Julius; Hot Dog On a Stick; Union Clothing; Kirlin's Sycamore Shop; Sambo's; S.G. Adams; Baskin Robbins 3.

14 - NEWSPAPERS: THE STATE-JOURNAL-REGISTER (m-mon to fri) 60,479; (e) 11,457; Comb. (m&e) 71,936; (m-sat) 72,730; (S) 72,878; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William Charlton, Gen. Adv. Mgr., THE STATE JOURNAL-REGISTER, 313 S. Sixth, Springfield, IL 62701; Tel. (217) 788-8674.
National Representative : Branham.

STERLING
ROCK FALLS

1 - LOCATION: Whiteside County, E&P Map C-2. Industrial and agricultural center on Rock River, 50 mi. NE of Rock Island and 110 mi. W of Chicago. On Hwys. 5, 2, 30, 88.

2 - TRANSPORTATION: Railroads - C&NW; CB&Q.
Motor Freight Carriers - 5.
Intercity Bus Lines - Greyhound.
Airlines - Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 26,897
Sterling 80 Cen. 16,273
Rock Falls 80 Cen. 10,624
CZ-ABC: (70) 33,033; (81) 36,600
RTZ-ABC: (70) 46,151; (81) 47,000
County 80 Cen. 65,970
City & RTZ-ABC: (70) 79,184; (81) 83,600

4 - HOUSEHOLDS:
Cities 80 Cen. 9,895
Sterling 80 Cen. 6,128
Rock Falls 80 Cen. 3,767
County 80 Cen. 23,200
CZ-ABC: (70) 10,214; (81) 13,000
RTZ-ABC: (70) 14,336; (81) 16,800
City & RTZ-ABC: (70) 24,550; (81) 29,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$280,000,000
Sav. & Loan	2	$100,000,000

6 - PASSENGER AUTOS: County 32,654

7 - ELECTRIC METERS: Residence 10,600

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Steel, Steel Prods. 3,500 ($200); Bldrs. Hdwr. 1,200 ($150); Bolts & Nuts 400 ($150); Barber Supplies 170; Foundries 100; Food Proc. 100.

10 - CLIMATE: Min. & Max. Temp. - Spring 48-90; Summer 64-93; Fall 30-75; Winter 6-59. First killing frost, Oct. 12. Last killing frost, May 1.

11 - TAP WATER: Neutral, very hard, not fluoridated.

12 - RETAILING: Principal Shopping Center - 18 blocks in Sterling; 5 in Rock Falls; Sterling Northland Shopping Center (39 Stores-Weise's, J. C. Penney, Woolworth).
Neighborhood Shopping Centers : Sterling - 4 blocks on 4th St.; 2 on Locust Ave. Rock Falls - 5 blocks on 1st. Ave., and vicinity.
Principal Shopping Days : Downtown-Mon. & Fri; Northland-Mall Sat. & Sun.
Stores Open Evenings : Downtown-Mon. & Fri.; Northland Mall-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Sears; Harlan's; Sowle's; Kline's; Weise's; J. C. Penney.
Discount Stores : K mart; Belscot; Farm & Fleet; Osco.
Chain Drug Stores - Walgreen.
Variety Stores - Woolworth.
Chain Food Supermarkets : Kroger's; Eagle; Super Valu; Aldi.
Other Chain Stores - Leslie's (shoes); Goodyear; Coast-to-Coast (hdwr. and auto supplies); Ace Hdwr.; D & E (furn. & appliances).

14 - NEWSPAPERS: DAILY GAZETTE (e) 14,128; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David P. Grandon, Nat. Adv. Mgr., DAILY GAZETTE, 312 Second Ave., Sterling, IL 61081; Tel. (815) 625-3600.
National Representative : Landon.

STREATOR

1 - LOCATION: LaSalle County, E&P Map C2. South end, LaSalle County. Agricultural area. Diversified manufacturing. 100 mi. SW of Chicago; 225 mi. NE of St. Louis on State Hwys. 18, 23.

2 - TRANSPORTATION: Railroads - Santa Fe; Burlington; Wabash; Penn-Central; GM&O.
Motor Freight Carriers - 11.

3 - POPULATION:
City 80 Cen. 13,277
CZ-ABC: (70) 21,206; (81) 20,300
RTZ-ABC: (70) 33,954; (81) 36,500
County 80 Cen. 109,139
City & RTZ-ABC: (70) 55,160; (81) 56,800
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,651
County 80 Cen. 40,005
CZ-ABC: (70) 6,920; (81) 7,600
RTZ-ABC: (70) 10,539; (81) 13,100
City & RTZ-ABC: (70) 17,459; (81) 20,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$155,188,000
Sav. & Loan	4	$83,437,000

6 - PASSENGER AUTOS: County 56,126

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 6,974

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Glass 2,300 ($300); Pollution Equip. 200 ($280); Farm Equipment 400 ($268).
Principal Industrial Pay Days : Thurs. and Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 48-72; Summer 60-88; Fall 40-62; Winter 20-38. First killing frost, Oct. 13. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - 6 blocks on Main St., 1 block N. & S. on Bloomington, Park, Monroe, Vermillion & Sterling Sts.; Westgate Plaza; Northtown; Northpoint.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northpoint Ctr.	NA	TG&Y, SupeRx Drugs, Spurgeons, Kroger
Westgate Plz.	NA	Top Save Disc., Hornsby, Streator Food

Stores Open Evenings : Most on Fri.

13 - RETAIL OUTLETS: Department Stores - Spurgeons; J.C. Penney.
Discount Stores : Top Save; TG&Y.
Variety Stores - G.C. Murphy; Jupiter; Hornsby.
Chain Food Supermarkets : Streator Food; Thompson Food Basket; Buehler; Meadow-King; Thrif-T-Mart; Baldwin's; Kroger; Novotneys Bi-Rite.

14 - NEWSPAPERS: TIMES-PRESS (e) 11,260, Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bur A. Edwards, Adv. Dir., TIMES-PRESS, 122 S. Bloomington, Streator, IL; 61864; Tel. (815) 672-2111.
National Representative : Landon.

TAYLORVILLE

1 - LOCATION: Christian County, E&P Map C-4. County Seat. 26 mi. SE of Springfield. On State Hwys. 29, 48, 104.

2 - TRANSPORTATION: Railroads - Norfolk and Western B&O; C&IM.
Motor Freight Carriers - Inman, Allied Van Lines
Intercity Bus Lines - Continental Trailways; Perky Transit.

3 - POPULATION:
City 80 Cen. 11,386
CZ-ABC: (70) 12,341; (81) 12,400
RTZ-ABC: (70) 26,395; (81) 27,300
County 80 Cen. 36,446
City & RTZ-ABC: (70) 38,736; (81) 39,100

4 - HOUSEHOLDS:
City 80 Cen. 4,483
County 80 Cen. 13,685
CZ-ABC: (70) 4,341; (81) 5,000
RTZ-ABC: (70) 8,659; (81) 10,100
City & RTZ-ABC: (70) 13,000; (81) 15,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Saving	2	$20,346,859
Sav. & Loan	2	$68,928,805
Commercial	2	$95,980,000

6 - PASSENGER AUTOS: County 17,485

7 - ELECTRIC METERS: Residence 5,424

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Farm Equipment 420; Grain & Seed Processing 133; Mining Machinery 200; Coal Mining 1,000; Greeting Cards 225; Paper Manufacturing 200; Dairy 60; Electricity 30; Telephone 50; Newspaper 60; Masonry 15.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-85; Summer 65-100; Fall 35-85; Winter 10-50.

11 - TAP WATER: Alkaline; 10 degrees hardness raw; 6 degrees hardness after treatment.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jewell (9)	NA	Frank's Food Fair, True Value Hardware, A&P, Mode O'Day
Grand Plz. (12)	NA	A&P, Pamida

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mondays and Fridays.

13 - RETAIL OUTLETS: Department Stores - Sherman's Blakely's; J.C. Penney; Montgomery Ward; Sears (catalog); Hirsch; Cato.
Variety Stores - Woolworth.
Discount Stores : Sav-Mor; Pamida.
Chain Drug Stores : Rexall; Walgreen, Sav-Mor.
Chain Food Supermarkets : A&P; Kroger; IGA.

14 - NEWSPAPERS: BREEZE-COURIER (e) 8,492; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Marylee Cooper, Adv. Dir., BREEZE-COURIER, 212 S. Main St., Taylorville, IL 62568; Tel. (217) 824-2233.
National Representative : Landon.

URBANA
See CHAMPAIGN

WAMAC
See CENTRALIA

WATSEKA

1 - LOCATION: Iroquois County, E&P Map D-2, County Seat. 38 mi. SE of Kankakee; 50 mi. N of Danville. On Rte. 24, E. and W. and Rte. 1, N. and S., also on Iroquois River.

2 - TRANSPORTATION: Railroads - TP&W; C&EI.
Intercity Bus Lines - Greyhound Bus.

3 - POPULATION:
Corp. City 80 Cen. 5,543
County 80 Cen. 32,976

4 - HOUSEHOLDS:
City 80 Cen. 2,168
County 80 Cen. 12,060

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$36,000,000
Sav. & Loan	2	$45,000,000

6 - PASSENGER AUTOS: County 16,333

7 - ELECTRIC METERS: Residence 2,712

8 - GAS METERS: Residence 1,526

9 - PRINCIPAL INDUSTRIES: Spice Packaging; Lockers-Tool Boxes; Electronic Auto Parts; Aluminum Doors; Electro-Mech. Devices; Metal Boxes; Agriculture Hdwe; Business Forms.
Total 1,700 emp. $4.8 million ann. payroll.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: N.A.

12 - RETAILING:
Shopping Center : Value Village; K mart
Principal Shopping Days : Sun., Sat., Fri.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; Gambles.
Discount Stores : Value Village; K mart.
Variety Stores : Ben Franklin; Bakers.
Food Supermarkets : Scotchman's; 6-12; Hagen's Red Fox; Quality.
Other Chain Stores : Coast-to-Coast; Montgomery Wards (Catalog); Sears (Catalog); Lasser's Furniture; McCord's; Goodyear; True Value Hardware.

14 - NEWSPAPERS: TIMES-REPUBLIC (e-mon to fri) 2,996; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: William Harper. Pub., or Bette Knapp, Adv. Dir., TIMES-REPUBLIC, 1492 E. Walnut St., Watseka, IL 60970; Tel. (815) 432-5227.
National Representative : Landon.

WAUKEGAN-NORTH CHICAGO

1 - LOCATION: Lake County (In Chicago SMSA). E&P Map D-1; NE corner of Illinois; County Seat. Industrial, railroad and trucking center. U.S. Naval Training Center; Waukegan Port Authority operates lake & ocean-going freight facilities & docks. Waukegan Memorial Airport.

2 - TRANSPORTATION: Railroads - Chicago & Northwestern; EJ&E (freight only.)
Motor Freight Carriers - 12.
Intercity Bus Lines - Regional Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 106,427
Waukegan 80 Cen. 67,653
N. Chicago 80 Cen. 38,774
CZ-ABC: (70) 109,046; (81) 96,700
RTZ-ABC: (70) 254,001; (81) 323,500
SMSA 80 Cen. 7,102,328
County 80 Cen. 440,372
City & RTZ-ABC: (70) 363,047; (81) 423,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 31,143
Waukegan 80 Cen. 24,134
N. Chicago 80 Cen. 6,999
County 80 Cen. 139,715
SMSA 80 Cen. 2,486,302
CZ-ABC: (70) 26,370; (81) 27,800
RTZ-ABC: (70) 71,051; (81) 103,000
City & RTZ-ABC: (70) 97,421; (81) 130,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$504,136,918
Sav. & Loan	8	$304,657,700

6 - PASSENGER AUTOS: County 213,587

7 - ELECTRIC METERS: Residence 117,745

8 - GAS METERS: County, Res. 142,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Pharmaceuticals 5,300; Metal Prods. 4,740; Stone, Clay, Glass & Bldg. Matls. 2,969; Motor Prods. 2,620; Boat Bldg. 853; Printing and Office Supp. 984; Paper Prods. 646; Rubber Prods. 580; Tanning 409; Chemical 367; Hospital Supply.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp - Spring 36-55; Summer 60-81; Fall 42-62; Winter 18-34. First killing frost, Oct. 15. Last killing frost May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Genesee St.; 2 blocks adjacent on Washington St.; Waukegan Shpg. Plaza, 36 stores; Belvidere Mall, 35 stores; Lakehurst, 118 stores; Century Town, 125 stores.
Neighborhood Shopping Centers : 3 blocks on Washington St.; 4 on 10th St.; 4 on Grand Ave.; 2 on Glen Flora Ave.; 2 on Greenwood Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Waukegan Plaza (28)	4	Goldblatt's, Dominick's, Suburbia Hdwr., Polk Bros., Mid West Tire, Walgreen, Globe Dept., Woolworth
Lakehurst (129)	NA	Gallenkamp, Lerner's, Lane Bryant, J.C. Penney, Hotte Shoppes, Carson, Pirie & Scott, Weibolt's
Lewis Ave.	3	Eagle's Discount, Royal Tires
Grand Ave.	4	A&P, Jewel Food, Osco Drug, Baskin-Robbins
Belvidere Mall (41)	4	Montgomery Ward, Fannie May, Walgreen
Century Town Hawthorne (140)	NA	Marshall Fields, Lord & Taylor, Richman Bros., Brentano's, Sears

Stores Close : Fri. & Mon. mornings.
Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Mon. and Fri.
Stores Open Sundays : Shopping centers, discount, & chain drug.

13 - RETAIL OUTLETS: Department Stores - Globe; Hein's; Sears; Montgomery Ward; J. C. Penney; Goldblatt's; Polk Bros.; Wiebolt's; Carson, Pirie & Scott; Lord & Taylor; Marshall Fields; Baskins; Richmond Bros.; Storeys Man's Shop.
Variety Stores - Woolworth 2.
Discount Stores : Bell Discount; Big 11; Zayre; K mart.
Chain Drug Stores : Druce Rexall 4; Osco 3; Walgreen 3.
Chain Food Supermarkets : IGA 3; A&P 2; Jewel Food 3; CO-OP 4; Eagles 2; Dominick's.
Other Chain Stores : Andes Candies; Schiff Shoes 2; Erwin's Jewelers; Fannie May; Goodrich; Kinney Shoes; Polk Bros.; Midwest Tire 2; Neumode Hosiery; Suburbia Hdwr.; U.S. Royal Tire; Ace Hdwr.; Huber Glass; Coloramic Tile; Singer Co.; Glidden Paint; Sherwin-Williams Paint; Leath Furniture.

14 - NEWSPAPERS: NEWS-SUN (e) 43,213; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Roy L. Dupuis, Gen'l. Adv. Mgr., NEWS-SUN, 100 W. Madison St., Waukegann, IL 60085; Tel. (312) 578-7285.
National Representative : None.

WEST FRANKFORT

1 - LOCATION: Franklin County, E&P Map C-5. Industrial center. Situated 305 mi. S of Chicago; 100 mi. SE of ST. Louis.

2 - TRANSPORTATION: Railroads - Served by C&E. IC; OB&Q.
Motor Freight Carriers - 3.
Intercity Bus Lines - Greyhound.
Airlines - Ozark, Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 9,437
County 80 Cen. 43,201

4 - HOUSEHOLDS:
City 80 Cen. 3,852
County 80 Cen. 16,978

5 - BANKS: 3 Commercial, Dep. $92,773,000

6 - PASSENGER AUTOS: County 19,628

7 - ELECTRIC METERS: Residence 4,271

8 - GAS METERS: Residence 3,323

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Mining 2,318 ($175-$350); Pleasure Boat Mfg. 260 ($200); Other Manufacturing 550 ($150-$180).

10 - CLIMATE: Min. & Max. Temp. - Spring 34-78; Summer 65-94; Fall 37-84; Winter 28-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Shopping Center - South Gate (10 stores).
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : P.N. Hirsch.
Variety Stores - Ben Franklin; Gibson's; Grandpa John's
Chain Food Supermarkets : Glenn's; Big John's; Tri-Us.
Other Chain Stores - Fred Campbell; Walker; Fashion Shop; Rosalie; Esther Shop; Harris's; Sears (catalog); Spiegel (catalog); Montgomery Ward (catalog); Mode O'Day.

14 - NEWSPAPERS: AMERICAN (e) 4,455; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: L.J. Perrotto, Gen. Mgr., AMERICAN, 111 S. Emma St., West Frankfort, IL 62896; Tel. (618) 932-2416.
National Representative : None.

WHEATON

1 - LOCATION: Du Page County (In Chicago SMSA). E&P Map D-1, County Seat. 25 mi. W of Chicago. Educational center. On U.S. Hwy. 64; 2 mi. from Illinois Tollway (e & w).

2 - TRANSPORTATION: Chicago & NorthWestern; West Town Bus Line; 3 Motor Freight Carriers.
Airport - O'Hare Int'l; Du Page County Airport.

3 - POPULATION:
Corp. City 80 Cen. 43,043
CZ-ABC: (70) 31,138; (81) 44,400
RTZ-ABC: (70) 287,867; (81) 405,900
SMSA 80 Cen. 7,102,328
County 80 Cen. 658,177
City & RTZ-ABC: (70) 319,005; (81) 450,300
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,379
County 80 Cen. 221,795
SMSA: 80 Cen. 2,486,302
CZ-ABC: (70) 8,557; (81) 14,300
RTZ-ABC: (70) 76,804; (81) 124,900
City & RTZ-ABC (70) 85,361; (81) 139,200

5 - BANKS: 3 Commercial Dep. $220,703.000
Savings & Loan 1 Dep. $145,662,308

6 - PASSENGER AUTOS: County 360,790

7 - ELECTRIC METERS: Residence 18,101

8 - GAS METERS: Residence 12,042

9 - PRINCIPAL INDUSTRIES: Insurance; Ptg. & Pub.; Engineering; Film; Windows; Chemicals; Religious organizations.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-55; Summer 66-81; Fall 47-62; Winter 18-32. Frist killing frost, Oct. 11. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center - 20 blocks on Wesley, Front, Willow, Hale, Wheaton Sts.; Hawthorne; Downtown Glen Ellyn; Glen Ellyn Market Plaza; Northland Shopping Center.
Nearby Shopping Center :Stratford Sq. (1 mi.); Oakbrook (10 mi.); Yorktown (8 mi.); Fox Valley (8 mi.); Marshall Field; Sears; Kresge's; Woodfield Mall.
Principal Shopping Days : Thu., Fri., Sat., Sun.
Stores Open Evenings : Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores - Colson's; McAllister-Wallace; K mart; Montgomery Ward; Venture. Marshall Field; Carson Pirie Scott & Co.; Wiebolts;
Variety Stores - Woolworth.
Discount Stores : Turnstyle; K mart.
Chain Drug Stores : Walgreen; Rexall; Osco; Hawthorne 2.
Chain Food Supermarkets : Jewel 4; Sunnyside; IGA; Walt's; Convenient Food Marts; Frank's 3; Open Pantry; White Hen 3; Dominick's 2; Eagle; A&P 2.
Other Chain Stores : Goodyear; Firestone; Sears (Catalog Surplus).

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 6,627; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard Brunetto, Nat'l Adv. Mgr., JOURNAL, 362 S. Schmale Rd., Wheaton, IL 60187; Tel. (312) 653-1100.
National Representative : Sawyer-Ferguson-Walker.

WOOD RIVER
See ALTON

WOODSTOCK

1 - LOCATION: McHenry County (In Chicago SMSA). E&P Map C-1, County Seat. Industrial, dairying and residential center. Geographical center of county, 51 mi. NW of Chicago. On U.S. Hwy. 14; State Hwys. 120, 47 and 176.

2 - TRANSPORTATION: Railroads - C&NW; Regional Transportation Authority.
Motor Freight Carriers : 9.

3 - POPULATION:
Corp. City 80 Cen. 11,725
County 80 Cen. 147,724
SMSA 80 Cen. 7,102,328
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,420
County 80 Cen. 49,015
SMSA 80 Cen. 2,486,302

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$102,247,000
Sav. & Loan	3	$425,000,000

6 - PASSENGER AUTOS: County 106,315

7 - ELECTRIC METERS: Residence 4,805

8 - GAS METERS: Residence 3,874

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Die Casting; Machine Shop; Electrical Parts; Wood Working; Lamp Shade Mfg.; Electrical Research; Pickle Canning; Steel Fabricating.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-78; Summer 50-102; Fall 10-86; Winter -20-56.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Principal Shopping Days : Fri. and Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Ackemenn's.
Variety Stores :Schultz Bros.
Discount Stores :Hornsby; K mart.
Chain Drug Stores :Walgreen; Osco.
Chain Food Supermarkets : A&P; Eagle; Jewel.
Other Chain Stores : Bowman Shoe; Sears (catalog); Sherwin-Williams; Ace Hardware; True Value Hardware; Farm & Fleet; Plywood Minnesota.

14 - NEWSPAPERS: SENTINEL (e) 7,918; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: William Burfaindt, Pub., SENTINEL, 109 S. Jefferson, Woodstock, IL 60098; Tel. (815) 338-1300.
National Representative : None.

INDIANA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Anderson - Madison County.
Bloomington - Monroe County.
Cincinnati, Ohio-Ky.-Ind. - Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.
Elkhart - Elkhart County.
Evansville, Ind.-Ky. - Gibson, Posey, Vanderburgh and Warrick Counties, Ind.; Henderson County, Ky.
Fort Wayne - Adams, Allen, De Kalb and Wells Counties.
Gary-Hammond-East Chicago - Lake and Porter Counties.
Indianapolis - Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan and Shelby Counties.
Kokomo - Howard and Tipton Counties.
Lafayette-West Lafayette - Tippecanoe County.
Louisville, Ky.-Ind. - Bullitt, Jefferson and Oldham Counties, Ky.; Clark and Floyd Counties, Ind.
Muncie - Delaware County.
South Bend-Mishawaka - Marshall and St. Joseph Counties.
Terre Haute - Clay, Sullivan, Vermillion and Vigo Counties.

STANDARD CONSOLIDATED STATISTICAL AREAS

Chicago-Gary-Kenosha, Ill.-Ind.-Wisc. - Includes Chicago, Ill. SMSA; Gary-Hammond-East Chicago, Ind. SMSA; Kenosha, Wis. SMSA.
Cincinnati-Hamilton, Ohio-Ky.-Ind. - Includes Cincinnati, Ohio-Ky.-Ind. SMSA; Hamilton-Middletown, Ohio SMSA.
Indianapolis-Anderson - Includes Indianapolis SMSA; Anderson SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	456	419
5-14 Years	1,076	888
15-24 Years	918	1,048
25-44 Years	1,223	1,488
45-64 Years	1,031	1,062
65 and Over	492	585
TOTAL	5,196	5,490

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	625	994	1,341
Genral Mdse	1,694	2,393	3,161
Food	2,400	3,665	5,460
Automobiles	2,419	4,168	5,081
Gasoline Stations	968	1,702	3,138
Apparel	484	737	977
Furniture	535	787	1,085
Eat-Drink Places	904	1,520	2,265
Drugs	422	640	930
TOTAL	11,467	18,266	26,166

ANDERSON

1 - LOCATION: Madison County, E&P Map C-3, County Seat. Mfg. center, agricultural area, college town 35 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads : Amtrak (freight); Central Indiana (freight).
Motor Freight Carriers : 30.
Intercity Bus Lines : Greyhound; Trailways; ABC.

3 - POPULATION:
City 80 Cen. 64,695
CZ-ABC: (70) 70,787; (81) 71,500
RTZ-ABC: (70) 73,744; (81) 75,100
County/SMSA 80 Cen. 139,336
City & RTZ-ABC: (70) 144,531; (81) 146,600

4 - HOUSEHOLDS:
City 80 Cen. 24,609
County/SMSA 80 Cen. 49,985
CZ-ABC: (70) 23,710; (81) 27,500
RTZ-ABC: (70) 22,360; (81) 26,400
City & RTZ-ABC: (70) 46,070; (81) 53,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$366,986,798
Sav. & Loan	2	$330,557,629

6 - PASSENGER AUTOS: County 74,058

7 - ELECTRIC METERS: Residence 33,724

8 - GAS METERS: Residence 28,903

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Automotive 19,700 ($439); Corrugated Containers 417 ($332); Meat Packaging 410 ($320); Periodical Pub. 223 ($300).

10 - CLIMATE: Min. & Max. Temp. - Spring 25-60; Summer 60-97; Fall 15-60; Winter 5-50. First killing frost, Oct. 15. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 11 blocks on Meridian, Main and Jackson Sts.; Mounds Mall, Hwy. 32 & 109; Holiday Shopping Plaza.
Neighborhood Shopping Centers : 38th & Main; Cross & Broadway; E. 8th & S. R. 109; E. 10th & S. R. and Park Rd.; 29th and Main; S. R. 67 & Columbus Ave.; 109 Bypass No. of Hwy. 32; Several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southdale(9)	NA	K mart, Guarantee Auto Hook Drug, Radio Shack, Marsh
Ayr-Way(11)	NA	Payless, Target
Edgewood Plz.(8)	NA	Hook's Drug
Edgewood Shops(5)	NA	Edgewood Sporting
Holiday Plaza	NA	Eavey, Joan Fabrics, Hills
Mounds Mall(24)	NA	SupeRx, Meis Bros., Montgomery Ward, Penney's

Principal Shopping Days : Fri., Sat. & Sun.
Stores Open Evenings : Downtown Dept. Mon. & Fri.; Food and Shopping Centers Every Evening.

13 - RETAIL OUTLETS: Department Stores : Sears; Montgomery Ward; Weilers; Meis Bros.; J.C. Penney.
Variety Stores : Woolworth.
Discount Stores : K mart; Thrift Dollar Store; Ayr-Way; Hills.
Chain Drug Stores : Hook's 6; Haag's 1; Gwinn's 5; Marsh 2; Dearing Drug 2; May Drug; Beacon Drive In; SupeRx.
Chain Food Supermarkets : Super 6; Payless 4; Preston; Mathew's 2; Marsh-Foodliner 3; Eavey 2; Harvest Markets 3.
Other Chain Stores : Zale (jewelry); Goodyear (auto); Schiff Shoes; Regal Shoes; Paul Harris.

14 - NEWSPAPERS: HERALD (m-tue to sat) 21,479; BULLETIN (e) 16,783; Comb. (m&e) 38,262; HERALD (S) 24,069; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Allen Utterback, Nat'l. and Ret. Adv. Mgr., HERALD, 1133 Jackson St., Anderson, IN 46015; Tel. (317) 643-5371.
National Representative : Branham.

ATTICA

1 - LOCATION: Fountain County, E&P Map B-3. 29 mi. E of Danville, Illinois 23 mi. W of Lafayette.

2 - TRANSPORTATION: Railroads : Norfolk & Western.

3 - POPULATION:
City 80 Cen. 3,841
County 80 Cen. 19,033

4 - HOUSEHOLDS:
City 80 Cen. 1,464
County 80 Cen. 6,972

5 - BANKS:	NUMBER	DEPOSITS
Commercial	1	$27,000,000
Sav. & Loan	1	$550,000

6 - PASSENGER AUTOS: County 9,172

7 - ELECTRIC METERS: Residence 1,560

8 - GAS METERS: Residence 1,444

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Radio 750 ($125); Steel 1,750 ($170); Batteries 150 ($165).

10 - CLIMATE: Min. & Max. Temp. - Spring 50-75; Summer 77-105; Fall 50-75; Winter -5-40. First killing frost, Oct. 10. Last killing frost, May 5.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on 3 streets.
Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Newmark's; P.N. Hirsch.
Variety Stores : Index Notion; Swadley.
Chain Drug Stores : Rexall; Hooks.
Chain Drug Supermarkets : Star Market; IGA.

14 - NEWSPAPERS: LEDGER-TRIBUNE (e-mon to fri) 1,747; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Mary Stingle, Adv. Mgr., LEDGER-TRIBUNE, IN 47918; Tel. (317) 762-2411.
National Representative : None.

AUBURN

1 - LOCATION: De Kalb County (In Fort Wayne SMSA). E&P Map C-2, County Seat. 23 mi. N by E of Fort Wayne on I-69; 20 mi. S of Indiana Toll Road.

2 - TRANSPORTATION: Railroads : B&O; Conrail.

3 - POPULATION:
City 80 Cen. 8,122
SMSA 80 Cen. 382,961
County 80 Cen. 33,606

4 - HOUSEHOLDS:
City 80 Cen. 3,025
County 80 Cen. 11,437
SMSA 80 Cen. 134,313

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$69,399,000
Sav. & Loan	2	$29,000,000

6 - PASSENGER AUTOS: County 17,830

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Res. 1,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Auto Parts (650); Metal Parts (575); Printing (350); Rubber Pdts. (600); Utilities (150).

10 - CLIMATE: Min. & Max. Temp. - Spring 35-65; Summer 52-95; Fall 25-65; Winter 0-35. First killing frost, Oct. 10. Last killing frost, May 5.

11 - TAP WATER: 19 grains hard.

12 - RETAILING: Principal Shopping Center : 2 blocks on Cedar, 3 on Main, 3 on 7th and 3 on 9th.
Nearby Shopping Center : Auburn Plaza (1 mile west).

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Seats; Lord's; Newberry's.
Variety Stores : Newberry's.
Chain Food Supermarkets : IGA; Super Dollar; Kroger.
Other Chain Stores : Boston Store; Gamble's; Mel's Thrifty Sales; Robert's Shoes; Shine's Shoes; Western Auto.
STAR (e) 6,030; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Martin P. Alexander, Adv. Mgr., STAR, 118 W. Ninth St., Auburn, IN 46706; Tel. (219) 925-2611.
National Representative : None.

BEDFORD

1 - LOCATION: Lawrence County, E&P Map B-4, County Seat. Limestone center of the world, 73 mi. NW of Louisville; 72 mi. SW of Indianapolis. On U.S. 50; State Hwys. 37, 51, 58, 450.

2 - TRANSPORTATION: Railroads : L&N; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers : 7.
Intercity Bus Lines : Greyhound; Capitol; Great Lakes.

3 - POPULATION:
Corp. City 80 Cen. 14,410
CZ-ABC: (70) 20,160; (81) 22,400
RTZ-ABC: (70) 38,988; (81) 45,300
County 80 Cen. 42,472
City & RTZ-ABC: (70) 59,148; (81) 64,000

4 - HOUSEHOLDS:
City 80 Cen. 5,874
County 80 Cen. 15,525
CZ-ABC: (70) 6,895; (81) 8,900
RTZ-ABC: (70) 12,514; (81) 16,700
City & RTZ-ABC: (70) 19,409; (81) 25,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$32,629,000
Savings	3	$144,759,000
Sav. & Loan	1	$33,270,000

6 - PASSENGER AUTOS: Co. 20,100

7 - ELECTRIC METERS: Residence 11,080

8 - GAS METERS: Residence 8,532

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Foundry 1,500 ($450); Limestone 175 ($310); Metal 460 ($310); Textile 230 ($155); Crane Naval Depot 1,400 ($325); Electronics 400 ($235); Transportation Equipment 750 ($266); Cement 137 ($400).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 26-81; Summer 56-102; Fall 26-87; Winter 20-72. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers : 4 blocks on Public Square; also 2 blocks on 15th and 16th Sts.; I and J Sts.
Neighborhood Shopping Centers : Bedford Shopping Plaza. Hwy. 50 at 25th St.; Fifth St. Englewood, Oolitic; Stone City Plaza, W. 16th St.; Danner's Shopping Center, W. 16th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mitchell	11	Ben Franklin, Mills
Orleans	15	Mark's
Paoli	23	Bargain Barn, 3-D, Hooks, Jay C
Bedford Plz.(7)	NA	Hook's, Jay C, Big Blue
Danner's(3)	NA	3-D, Mills, Taylor Drug
Stone City(35)	27	K mart, Hook's, J.C. Penney

Principal Shopping Days : Saturdays, Fridays.
Stores Open Evenings : Dept. - Mon., Fri., Food - Nightly.
Stores Open Sunday : Food stores, discount variety stores.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Woolworth.
Discount Stores : Danner's 3-D; Bi-Low; George's; K mart.

Variety Stores : K mart; Danner's 3-D.
Chain Drug Stores : Hook 2; Taylor's; Crowder's 3.
Chain Food Supermarkets : Jay C; Mill's 3; I.G.A. Foodliner; Kroger.
Other Chain Stores : Firestone; Diana Shops (apparel); Sears (catalog); Western Auto; Goodyear; Montgomery Ward (catalog); Radio Shack; Walden Books; Regis Beauty Salons; The Sound Shop.

14 - NEWSPAPERS: TIMES-MAIL (e) 14,394; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Frank Taggart, Adv. Dir., TIMES-MAIL, 813 16th St., Bedford, IN 47421; Tel. (812) 275-3355.
National Representative : Landon.

BICKNELL

1 - LOCATION: Knox County, E&P Map B-4. 14 mi. NE of Vincennes; 100 mi. SW of Indianapolis; 60 mi. from Terre Haute; 70 mi. from Evansville.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound; Indianapolis-Vincennes Coach.

3 - POPULATION:
City 80 Cen. 4,713
County 80 Cen. 41,838

4 - HOUSEHOLDS:
City 80 Cen. 1,880
County 80 Cen. 15,481

5 - BANKS: 2 Comm., Deposits N.A.

6 - PASSENGER AUTOS: County 21,055

7 - ELECTRIC METERS: Residence 1,797

8 - GAS METERS: Residence 1,439

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners - Ladies Garment 135; Mobile Homes 150.
Principal Pay Days : Sat., 8th & 22nd.

10 - CLIMATE: Min. & Max. Temp. - Spring 44-63; Summer 66-89; Fall 42-65; Winter 26-44. First killing frost, Oct. 21. Last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, soft; not fluroidated.

12 - RETAILING: Principal Shopping Center : 3 blocks on Main St.; 2 blocks on Second St.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Mayfair; Osborne's Ladies; Dunn's Men's Wear; Bickness Shoes; House of Bargains; D&M Drug; Risley & Son Furniture; Stremming Jewelry; Carpet Outlet.
Variety Stores Tresslar's.
Discount Stores : House of Bargains; Sebring's Furniture.
Chain Food Supermarkets : IGA; Red & White.

14 - NEWSPAPERS: KNOX COUNTY NEWS (e-mon to fri) 2,700; sworn Sept. 30, 1980. **Local Contact** for Advertising and Merchandising Data: B.H. Terry, Pub., KNOX COUNTY NEWS, 310 N. Main St., Bicknell, IN 47512; Tel. (812) 735-2222
National Representative : None.

BLOOMFIELD

1 - LOCATION: Greene County, E&P Map B-4, County Seat. 44 mi. SE of Terre Haute; 25 mi. W of Bloomington and 80 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads : Conrail; Illinois Central.
Motor Freight Carriers : 3.

3 - POPULATION:
City 80 Cen. 2,705
County 80 Cen. 30,416

4 - HOUSEHOLDS:
City 80 Cen. 1,148
County 80 Cen. 15,481

5 - BANKS:	NUMBER	DEPOSITS
Commercial	1	$53,000,000
Sav. & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 14,252

7 - ELECTRIC METERS: Residence 1,171

8 - GAS METERS: 1,078

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Brick (N.A.).
Principal Pay Days : Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 48-65; Summer 74-103; Fall 64-87; Winter 10-50. First killing frost, Oct. 13. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on town square.

Neighborhood Shopping Centers : South Washington St.; Hwy. 231 South; South Seminary and Mill Sts.; East Main St.

Principal Shopping Days : Thurs., Fri., Sat.
Stores Close : Wed. afternoons.
Stores Open Evenings : Fri. & Sat.

13 - RETAIL OUTLETS: Pielemeier Drugs; True Value Hardware; Pattys Flowers & Gifts; Sears Catalog Store; Bloomfield Furniture; Cardinal Inn; PJB Fashions; IGA Foodliner; Ace Hardware; Ben Franklin; South Plaza Branch Bank; The Landing Restaurant; Shawnee Professional Summer Theatre; Hollars Feed Mill; Hord Auto Parts; Southern Steakhouse; Floyd Petroleum; Laundry Centre; Garwood TV; Baults Shur Fine Market; Bloomfield Hardware & Appliance; Williams Shopping Center; Whites Regal Foods; Jerrells Jewelry; Family Pharmacy; Kens Barber Shop; Farmers Shoes; Freelands Apparel; Connies Beauty Salon; Flowers by Janice; Richland Mobile Homes; Bloomfield Liquors; A & L Chevrolet; Russ Tire Service; H & H Motors.
Larger Food Stores : Whites Regal Foods; Bloomfield IGA Foodliner.

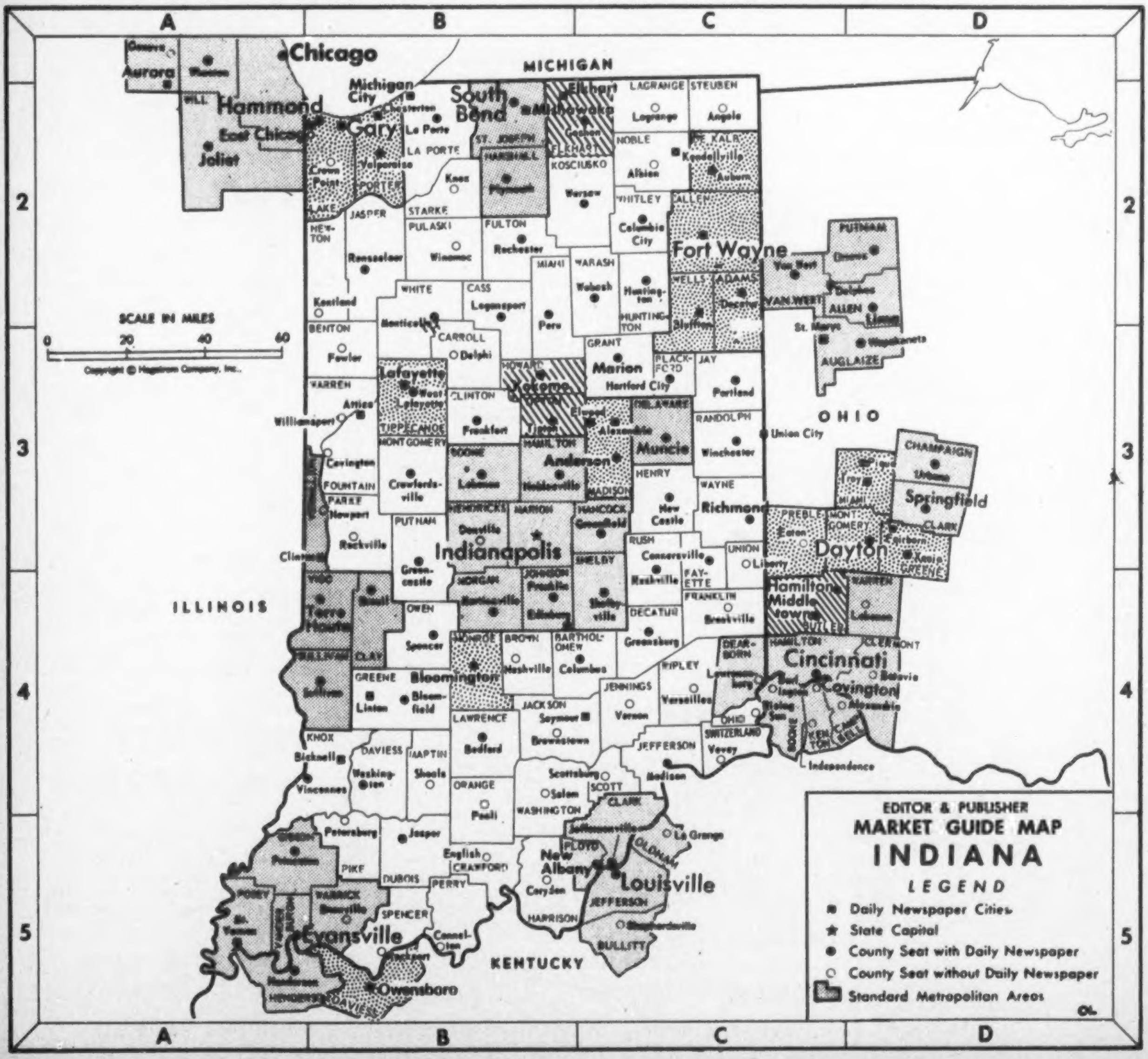
14 - NEWSPAPERS: WORLD (e-mon to fri) 4,100; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: William C. Miles, Pub., WORLD, 29 W. Main St., Bloomfield, IN 47424; Tel. (812) 384-3501.
National Representative : None.

BLOOMINGTON

1 - LOCATION: Monroe County, E&P Map B-4, County Seat. Limestone shipping, misc. mfg., recreational and education center; S central part of state; 49 mi. from Indianapolis; 90 mi. from Louisville; 220 mi. from Chicago.

2 - TRANSPORTATION: Railroads : Illinois Central (frgt.); L & N System.
Motor Freight Carriers : 7.
Intercity Bus Lines : Greyhound.
Airlines : Britt Commuter; USAir.

3 - POPULATION:
Corp. City 80 Cen. 51,646
County 80 Cen. 98,387
Herald-Telphone :
CZ-ABC: (70) 67,115; (81) 72,500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Richmond
Dayton
Springfield
Hamilton Middletown
Cincinnati
Covington
Louisville
New Albany
Evansville
Owensboro
EDITOR & PUBLISHER
MARKET GUIDE MAP
INDIANA
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas

RTZ-ABC: (70) 37,698; (81) 52,600
City & RTZ-ABC: (70) 104,813; (81) 125,100
Sunday Herald-Times:
Total PMA-ABC: (70) 162,779; (81) 191,400
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,817
County/SMSA 80 Cen. 33,829
Herald-Telephone:
CZ-ABC: (70) 19,752; (81) 24,400
RTZ-ABC: (70) 11,891; (81) 19,200
City & RTZ-ABC: (70) 31,643; (81) 43,600
Sunday Herald-Times:
Total PMA-ABC: (70) 50,683; (81) 68,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$249,879,893
Sav. & Loan	3	$145,672,611
Credit Union	2	$60,695,004

6 - PASSENGER AUTOS: County 38,650

7 - ELECTRIC METERS: Res. Co. 32,653

8 - GAS METERS: Res. 13,851

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Electrical, Machinery, TV and Appliances 7,639 ($293); Stone Quarries & Mills 250 ($280); Indiana University 29,233 degree enrollment, 6,704 employees ($350).
Principal Pay Days: 1, 15, 30; Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 25-80; Summer 58-100; Fall 25-85; Winter -20-70. First killing frost, Oct. 21. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers: 48 blocks on 8 sts; 4 Square; 15 Walnut; 12 College; 4 Kirkwood; 4, 6th; 3, 4th; 6, 7th and Gentry.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College (60)	NA	JC Penney, Sears, Target
Northgate (7)	NA	IGA, Valu-Plus
Crosstown (12)	NA	Crosstown Pharmacy
Eastland (13)	NA	Kroger, Service Mdse., JoAnn Fabrics, Hooks
Southgate (6)	NA	Marsh Foodliner, Hooks
Highland Vlg. (6)	NA	Marsh Superstore, IGA, 3-D Discount, Valu Plus, K mart
Westbury Vlg. (6)	NA	Westbury Furn., Whse. Carpet, Eberle Hdwe.

Principal Shopping Days: Department Stores – Sun., Fri., Sat.; Food – Fri. and Sat.
Stores Open Evenings: Dept. -Fri.; Food, Drugs and Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores: Aldens; Schmalz; J.C. Penney; Sears; Wm. H. Block.
Variety Stores: Jupiter; Ben Franklin.
Discount Stores: Target; K mart 2; Service Merchandise; 3-D Discount.
Chain Drug Stores: Hooks 3; Haag; Walgreen; SupeRx 2; Osco; Valu-Plus 2.
Chain Food Supermarkets: Eisner; Kroger 2; Marsh Foodliner 2; Standard No-Frills; IGA 4; 7-Eleven 3.
Other Chain Stores: Firestone; Guarantee Auto; Goodyear; Fleenor Auto; Regal Shoes; Kinney Shoes; Butler Shoes; Webster's Men's Wear; JoAnn Fabrics; Monique Fabrics; Carpetland, U.S.A.; Brooks Fashions; Lerner's; Hoosier Photo; Goodman Jewelers; Shane Jewelers; Avis Rent-A-Car; Hertz Rent-A-Car; Paul Harris 2; Radio Shack; Playback; Circus World; Village Pantry 2; Animal Empire; Bottom Half; Athletic Dept.; Gallenkamp Shoes; Chess King Clothing; Casual Corner Clothing; Gordon's Jewelers; Zales Jewelers; Open Country Shoes; Rost Jewelers; General Nutrition Center; Claire's Boutique; Parklane Hosiery; Foxmoor Clothing; Naturalizer Shoes; Athlete's Foot; Disc Jockey Records; Mothercare; B. Dalton Books.

14 - NEWSPAPERS: HERALD-TELEPHONE (e) 26,024; HERALD-TIMES (S) 41,418; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Marvin J. Lewis, Adv. Dir., HERALD-TELEPHONE, HERALD-TIMES, 1900 S. Walnut St., Bloomington, IN 47402; Tel. (812) 332-4401.
National Representatives: HERALD-TELEPHONE & HERALD-TIMES: Landon.

BLUFFTON

1 - LOCATION: Wells County, (In Fort Wayne SMSA). E&P Map C-2, County Seat. In ENE part of state. 25 mi. from Fort Wayne; 100 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads: Norfolk & Western.
Intercity Bus Lines: Trailways; Indiana Railroad Line.
Motor Freight Carriers: 2.

3 - POPULATION:
Corp. City 80 Cen. 8,957
SMSA 80 Cen. 382,961
County 80 Cen. 25,401

4 - HOUSEHOLDS:
City 80 Cen. 3,350
County 80 Cen. 8,848
SMSA 80 Cen. 134,313

5 - BANKS: 2 Comm.; Dep. $105,000,000

6 - PASSENGER AUTOS: County 13,884

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 2,890

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Small Electric Motors 1,100 ($320); Gray Iron Casting 200 ($300); Farm Machy. 110 ($250); Rubber 400 ($200); Glass 750 ($350);
Principal Industrial Pay Days: Thur.

10 - CLIMATE: Min. & Max. Temp. – Spring 40-75; Summer 60-98; Fall 30-70; Winter 0-50. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center: 3 blocks on Main St.; 3 on Market St.; 2 on Johnson St.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13 - RETAIL OUTLETS: Department Stores: J.C. Penney; K mart.
Variety Stores: G.C. Murphy; Progress.
Discount Stores: Surplus Variety Sales; Jack's Surplus City.
Chain Drug Stores: Hook's.
Chain Food Supermarkets: Heyerley's Maloley's; Standard.
Other Chain Stores: True Value Hardware; Ace Hardware; Haiflich's Shoes.

14 - NEWSPAPERS: NEWS-BANNER (e) 5,553; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: James G. Barbieri, Gen. Mgr., NEWS-BANNER, 125 N. Johnson St., Bluffton, IN 47614; Tel. (219) 824-0224.
National Representative: None.

BRAZIL

1 - LOCATION: Clay County, E&P Map B-4 (In Terre Haute SMSA). County Seat. WC part of state. 16 mi. NE of Terre Haute; 55 mi. SE of Indianapolis.

2 - TRANSPORTATION: Railroads: Conrail; L&N.
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: USAir.

3 - POPULATION:
City 80 Cen. 7,852
SMSA 80 Cen. 176,583
County 80 Cen. 24,862

4 - HOUSEHOLDS:
City 80 Cen. 3,097
County 80 Cen. 9,232
SMSA 80 Cen. 64,382

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	1	$23,920,000
Commercial	3	$149,725,000

6 - PASSENGER AUTOS: County 13,736

7 - ELECTRIC METERS: Res. County 12,300

8 - GAS METERS: Residence 3,775

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Clay Products 100 ($225); Coal Mining 450 ($450); Retail & Clerical 1,100 ($140); Semi-Truck Trailer Mfg. 450 ($300); Horse Trailer Mfg. 75 ($300); Plastic Pipe Mfg. 60 ($275); Farming & Agriculture 835 ($400).
Principal Pay Days: Fri.; 10 & 25.

10 - CLIMATE: Min. & Max. Temp. – Spring 45-75; Summer 68-100; Fall 42-80; Winter 0-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium soft.

12 - RETAILING: Principal Shopping Center: Downtown, 2 mi, along U.S. 40 (National Ave.), 2 blocks depth. Also Brazil Shopping Plaza at East edge of Brazil has 15 retail outlets, including restaurants, etc.
Principal Shopping Days: Thu.; Fri. & Sat.
Stores Open Evenings: Dept. Fri. & Sat.; Food; Nightly.

13 - RETAIL OUTLETS: Department Stores: J.C. Penney; Pell's Bargain Mart.
Variety Stores: G.C. Murphy; Danners 3-D Store; A to Z Store.
Chain Drug Stores: Rexall; Hooks; Haag.
Chain Food Supermarkets: IGA; Kroger; Super-Valu.
Other Chain Stores: Western Auto; Timberland Ace Hdwe.; MAB Paints; Sherwin-Williams; Guarantee Auto; Coast-to-Coast Hdwe.

14 - NEWSPAPERS: TIMES (e) 5,608; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: D. Jos. Redenbarger, Assoc. Pub., TIMES, 100 Times Sq., Brazil, IN 47834; Tel. (812) 446-2216.
National Representative: None.

CHESTERTON

1 - LOCATION: Porter County, E&P Map B-2 (In Gary-Hammond-East Chicago, SMSA). Northern part of State.

2 - TRANSPORTATION: Railroads: Penn-Central; C.&O.; EI&E.
Motor Carriers: 4.

3 - POPULATION:
City 80 Cen. 8,531
SMSA 80 Cen. 642,781
County 80 Cen. 119,816

4 - HOUSEHOLDS:
City 80 Cen. 3,002
County 80 Cen. 39,146
SMSA 80 Cen. 214,244

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$81,081,000
Sav. & Loan	1	Est. $85,000,000

6 - PASSENGER AUTOS: County 64,964

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping District Calumet Rd. and Broadway; Indian Oak Mall, IN 49 By-Pass.

13 - RETAIL OUTLETS:
Variety Stores: Ben Franklin.
Chain Drug Stores: Hook's; Walgreen; Agency.
Supermarkets: Smedman's; Big T.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,309; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Warren H. Canright, Pub., TRIBUNE, 143 S. Calumet Rd., Chesterton, IN 46304; Tel. (219) 926-1131.
National Representative: None.

CLINTON

1 - LOCATION: Vermillion County, E&P Map B-3 (In Terre Haute SMSA). Agricultural, Manufacturing, Chemical and coal mining area. 160 mi. S of Chicago; 74 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads: L&N.
Motor Freight Carriers: 4.

3 - POPULATION:
Corp. City 80 Cen. 5,267
SMSA 80 Cen. 176,583
County 80 Cen. 18,229

4 - HOUSEHOLDS:
City 80 Cen. 2,181
County 80 Cen. 6,924
SMSA 80 Cen. 64,382

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$60,734,160
Sav. & Loan	1	$12,130,000

6 - PASSENGER AUTOS: County 9,620

7 - ELECTRIC METERS: Res. 3,840; County 4,783

8 - GAS METERS: County Res. 2,910

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Av. Wkly. Wage) – Clothing 215 ($90); Collieries 70 ($300); Phonograph Records 173 ($150); Aluminum Fabrication 72 ($183); Chemical 41 ($215); Plastics 75 ($110); Printing ($143).
Principal Pay Days – Fri., Sat.; 8th & 23rd.

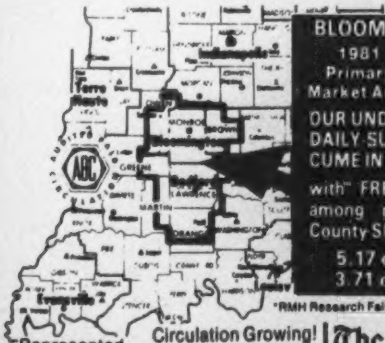
10 - CLIMATE: Min. & Max. Temp. – Spring 26-60; Summer 60-103; Fall 45-70; Winter 0-40. First killing frost, Oct. 15. Last killing frost, May 8.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center: 4 blocks on Main St.; 5 on N. 9th St.; 6 on side sts. off Main.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Fri., Sat.

13 - RETAIL OUTLETS: Department Stores: Rosenblatt's; J.C. Penney; G.C. Murphy.
Variety Stores: Horney's.
Chain Food Supermarkets: Harris; IGA; Magnabosco's.

14 - NEWSPAPERS: CLINTONIAN (e-mon to fri) 5,220; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: George L. Carey, Pub., CLINTONIAN, 422 S. Main Clinton, IN 47842; Tel. (317) 832-2443.
National Representative: None.



BLOOMINGTON BEDFORD
1981 Primary Market Area
190,000 People
67,600 Households
OUR UNDUPLICATED DAILY-SUNDAY REACH CUME IN TRADE AREA: 80%*
with** FREQUENCY, for example, among readers in the Monroe County SMSA of:
5.17 out of 6 Weekdays
3.71 out of 4 Sundays
*RMH Research Fall, 1979

Our readers include:*
62% of Ages 18-24
83% of Ages 25-34
91% of Ages 35-49
96% of Ages 50-64
95% of Ages 65 Plus
Our readers include*
these SMSA purchasers:
84% of all Food
86% of Drugs & Rx
90% of Furniture
90% of Women's Clothes
92% of Appliances
91% of Automobiles
90% of Tires & Acces.

National Advertiser! Local Business!
OPPORTUNITY FOR YOU HERE!
We're adding new jobs—new industry—new major retailers—new culture—tourism and recreation—bigger and better newspaper plants all for the Bloomington/Bedford area's great opportunities for living and business.
OUR NEWSPAPERS TARGET THE PROSPECTS, REACH THE CONSUMERS, SERVE THE AREA!

Represented Nationally by LANDON ASSOCIATES.

Circulation Growing!
Daily **40,825**
Sunday **41,916**
ABC Fas Fax 9/30/81

BLOOMINGTON The Herald-Telephone
BEDFORD The Times-Mail
BLOOMINGTON—BEDFORD Sunday Herald-Times

Specify Bloomington—Bedford Metro Newspapers On Your Media List

COLUMBIA CITY

1 - LOCATION: Whitley County, E&P Map C-2, County Seat. Small mfg. center. 150 mi. from Chicago; 110 mi. from Indianapolis.

2 - TRANSPORTATION: Conrail; Greyhound Bus; 5 Motor Freight Carriers.

3 - POPULATION:
City 80 Cen. 5,091
County 80 Cen. 26,215

4 - HOUSEHOLDS:
City 80 Cen. 2,065
County 80 Cen. 9,065

5 - BANKS: 3 Comm.; Est. Dep. $35,000,000

6 - PASSENGER AUTOS: County 13,624

7 - ELECTRIC METERS: Residence 2,431

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Av. Wkly. Wage) – Metal Working 541 ($275); Weatherhead-Dana($275); Textile 275; Electronics 100.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 16-92; Summer 46-99; Fall 12-91; Winter -15-59. First killing frost, Oct. 27. Last killing frost, May 27.

11 - TAP WATER: Very hard; fluoridated naturally.

12 - RETAILING: Principal Shopping Center : 3 blocks on Van Buren; 2 on Main St.; 1 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Plz. (10)	NA	Sears, P. N. Hirsch, Western Auto
N. Main Plaza	NA	
Colombia Sq.	NA	Kroger, Coast-to-Coast, Haag Drug

Principal Shopping Days : Fri., Sat.
Stores Close : Thu. afternoon.
Stores Open Evenings : Friday.

13 - RETAIL OUTLETS: Department Stores : Flox; Hirsch.
Variety Stores : Schultz Bros.; Haffner's.
Chain Drug Stores : Hagg Drug; Thombugg's Walgreen.
Chain Food Supermarkets : Kroger; IGA; William 3; Scott's Discount Foods 4.
Other Chain Stores : Gamble; Firestone; Western Auto; Sears Roebuck (catalog); Guaranteed Auto; Coast-to-Coast.

14 - NEWSPAPERS: COMMERCIAL MAIL POST (e) 5,846; sworn Sept. 1, 1980.
Local contact for Advertising and Merchandising Data: Raymond Porter, Adv. Dir., COMMERCIAL MAIL POST, 113 N. Chauncy, Columbia City, IN 46725; Tel. (219) 244-5153.
National Representative : None.

COLUMBUS

1 - LOCATION: Bartholomew County, E&P Map C-4, County Seat. Industrial, agricultural center.

2 - TRANSPORTATION: Railroads : Amtrak.
Motor Freight Carriers : 24.
Intercity Bus Lines ; Greyhound; Columbus Municipal Transit System.

3 - POPULATION:
Corp. City 80 Cen. 30,292
CZ-ABC: (70) 34,520; (81) 39,900
RTZ-ABC: (70) 73,016; (81) 87,300
County 80 Cen. 65,088
City & RTZ-ABC: (70) 107,536; (81) 127,200

4 - HOUSEHOLDS:
City 80 Cen. 11,544
County 80 Cen. 22,804
CZ-ABC: (70) 11,058; (81) 14,700
RTZ-ABC: (70) 20,715; (81) 28,400
City & RTZ-ABC: (70) 31,773; (81) 43,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$349,733,000
Sav. & Loan	2	$300,737,000

6 - PASSENGER AUTOS: County 35,157

7 - ELECTRIC METERS: Residence 17,421

8 - GAS METERS: Residence 10,093

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Heavy Mach. 9,000 ($210); Elec. Apl. 2,720 ($165); Elec. Motors 675 ($180).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 50-73; Summer 61-87; Fall 49-74; Winter 25-44. First killing frost, Oct. 13. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 8 blocks on Washington St. and including Court House Mall.
Neighborhood Shopping Centers : 4 blocks on State St.; 4 blocks at 25th and Central Sts.; U.S. 31 and Road 46; U.S. 31 South and Beam Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th Street	3	Northside Drugs, TG&Y, Great Scott
E. State St.	1	Hook's Drugs, Jay C. Grocery
Eastbrook Plz. (21)	3	Standard, Hook's
Columbus (25)	NA	Taylor Drugs, Danner's, P. Harris, Hill's, Penney
Northern Vill.	3	Target, Fleener's
Holiday Ctr. (28)	5	Marsh Supermarket, Holiday Drugs
Courthouse (34)	NA	Sears, Osco Drugs, Hilman Jwlry.
West Hill (15)	2	3D Discount, Hook's, Jay C Grocery

Principal Shopping Days : Thurs., Fri. and Sat.
Stores Open Evenings : Fri. and Mon.

13 - RETAIL OUTLETS: Department Stores : J.C. Penny; Sears.
Variety Stores : TG&Y; Danner's.
Discount Stores : Target; 3D Discount.
Chain Drug Stores : Hook's Dependable 3; Taylor's; Osco Drugs.
Chain Food Supermarkets : Kroger; Jay C 3; Standard; Marsh 2; IGA 2; Great Scot.
Other Chain Stores : Goodyear; Goodrich; Guarantee Auto; Sherwin-Williams; Nationwide Auto; Montgomery Ward.

14 - NEWSPAPERS: REPUBLIC (e) 22,253; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David A. Miller, Mktg Dir., REPUBLIC, 333 Second St., Columbus, IN 47201; Tel. (812) 372-7811.
National Representatives : Landon; USSPI.

CONNERSVILLE

1 - LOCATION: Fayette County, E&P Map C-3, County Seat. Trade center for 3 counties. Industrial city. 60 mi. equidistant from Cincinnati, Indianapolis and Dayton.

2 - TRANSPORTATION: Railroads : Chessie System; Conrail; Norfolk Western (freight only).
Motor Freight Carriers : 11.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 17,023
County 80 Cen. 28,272

4 - HOUSEHOLDS:
City 80 Cen. 6,322
County 80 Cen. 9,960

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$111,084,000
Sav. & Loan	2	$84,478,511

6 - PASSENGER AUTOS: 13,647

7 - ELECTRIC METERS: Residence 7,204

8 - GAS METERS: Residence 5,682

9 - PRINCIPAL INDUSTRIES: Metal Fab. 8,200 emp. $200 to $300 Aver. Weekly Wage.
Principal Pay Days : Fri., Wed.

10 - CLIMATE: Min. & Max. Temp. – Summer 70-76; Winter 20-41. First killing frost, Oct. 7. Last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center : 5 blocks on Central Ave., connecting streets.
Neighborhood Shopping Centers : Connersville Plaza, 30th St.; K mart; 3-D; Grandview Center, 30th St.
Principal Shopping Days : Sat., Thu., Fri., Mon.
Stores Open Evenings : Grandview Center; Connersville Plaza, 2 Discount Stores and Chain Drug Stores; Val Corp. All downtown Fri. eve.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; P.N. Hirsch; 3D; K mart.
Variety Stores : Woolworth.
Chain Food Supermarkets : Cox; Standard; Mace; IGA.
Other Chain Stores : Guarantee Tire; Rogers Jewelry; Montgomery Ward (catalog); Sears (catalog); Goodyear; Val Corp.

14 - NEWSPAPERS: NEWS-EXAMINER (e) 8,010; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: Charles E. Morris, Dir., Inez L. Maple, Retail and Nat. Ad. Mgr., NEWS-EXAMINER, 406 Central Ave., Connersville, IN 47331; Tel. (317) 825-0585.
National Representative : Landon.

CRAWFORDSVILLE

1 - LOCATION: Montgomery County, E&P Map B-3, County Seat. Industrial, printing, agriculture, college center. WC part of state. 170 mi. to Chicago; 45 mi. to Indianapolis.

2 - TRANSPORTATION: Railroads : Conrail; L.&N.
Motor Freight Carriers : 4.
Intercity Bus Lines : Mini-Swallow; American Stages.

3 - POPULATION:
City 80 Cen. 13,325
CZ-ABC: (70) 13,842; (81) 14,600
RTZ-ABC: (70) 42,352; (81) 46,400
County 80 Cen. 35,501
City & RTZ-ABC: (70) 56,194; (81) 61,000

4 - HOUSEHOLDS:
City 80 Cen. 5,200
County 80 Cen. 12,967
CZ-ABC: (70) 4,683; (81) 5,700
RTZ-ABC: (70) 13,571; (81) 17,100
City & RTZ-ABC: (70) 18,254; (81) 22,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$226,522,661
Sav. & Loan	3	$151,177,282

6 - PASSENGER AUTOS: County 18,000

7 - ELECTRIC METERS: Residence 7,750

8 - GAS METERS: Residence 6,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Steel 400 ($205); Printing 6,100 ($175); Metal 762 ($174); Plastics 325 ($164); Warehouse/Shipping 300 ($155).
Principal Industrial Pay Days : Wed., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 28-65; Summer 68-100; Fall 28-70; Winter -2-50. First killing frost, Oct. 15. Last killing frost, April 28.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers : 4 blocks on Washington; 3 on Main; 4 on Market; 3 on Green.
Neigborhood Shopping Centers : South Washington St.; West and East on U.S. Hwy. 136; South Boulevard Plaza (Enclosed Mall with 27 stores); Shelly Square, east on SR47 (3 stores-offices); Countryside Plaza (5 Stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
So. Blvd. Plaza	1	Danners, Loeb's, Kroger, Target, J.C. Penney, Golden Rule
S.Washington St.	1	A&P
West on U.S. 136	2	Pauls
Shelley Square	1	Lighting Ctr.
Countryside Plaza (5)	1	3-D, Kroger, Haag

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Fri.; Blvd. Mall – every evening to 9 P.M.

13 - RETAIL OUTLETS: Department Stores : Rapps; Montgomery Ward; J.C. Penney; Loeb's; Town & Country HWI Center.
Variety Stores : G.C. Murphy; Danner's.
Discount Stores : Pool's; 3-D; Target.
Chain Drug Stores : Rexall 3; Medi-Save; Hook 3; SupeRx; Haag.
Chain Food Supermarkets : A&P; Kroger 2; Standard; Shopright.
Other Chain Stores : Gallenkamp (shoes); Goodyear; Goodrich; Andies (candy); Sherwin-Williams (paint); Paul Harris; Hillman Jewelry; Sears (catalog); Radio Shack; Fayva.

14 - NEWSPAPERS: JOURNAL-REVIEW (e) 10,970; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard Simonds, Adv. Dir., JOURNAL-REVIEW, 119 N. Green, Crawfordsville, IN 47933; Tel. (317) 362-1200.
National Representative : Landon.

DECATUR

1 - LOCATION: Adams County (In Fort Wayne SMSA). E&P Map C-2, County Seat. Residential center. 22 mi. SSE of Fort Wayne; 6 mi. from the Ohio State line. U.S. Hwys. 27, 33 & 224.

2 - TRANSPORTATION: Railroads – Norfolk & Western; Conrail.
Intercity Bus Lines – ABC.
Motor Freight Carriers – 1.

3 - POPULATION:
Corp. City 80 Cen. 8,649
County 80 Cen. 29,619
SMSA 80 Cen. 382,961

4 - HOUSEHOLDS:
City 80 Cen. 3,163
County 80 Cen. 9,625
SMSA 80 Cen. 134,313

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$100,000,000
Commercial	2	$130,000,000

6 - PASSENGER AUTOS: County 20,420

7 - ELECTRIC METERS: Residence 4,920

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Motors; Soybean Processing; Iron Casting; Novelties; Boats; Cement; Ornamental Iron; Modular Homes; Motor Homes; Packing Cases; Recreational Vehicles; Frozen Waffles; Paint; Concrete Products & Vaults; Tools & Dies; Edible Oil.

10 - CLIMATE: Min. & Max. Temp. – Spring 10-93; Summer 42-100; Fall 15-100; Winter 22-70. First killing frost, Oct. 14. Last killing frost, May 15.

11 - TAP WATER: Softened to 9 grains.

12 - RETAILING: Principal Shopping Centers : Village Green, 7 stores; Decatur Plaza, 8 stores; Gerbers, 3.
Principal Shopping Days : Wed. & Fri.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores – Niblick; P.N. Hirsch; Sears (catalog); Val's.
Discount Stores : Val's; K mart.
Chain Supermarkets : Gerber's 2; Scott's; IGA; Hammond's.
Chain Drug Stores : Revco; Hook's; Village Phcy.
Other Chain Stores – TSC; Sherwin-Williams; Ream Steckback; Coast-to-Coast; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e) 5,834; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Mark Miller, Adv. Mgr., DEMOCRAT, 141 S. Second St., Decatur IN 46733; Tel. (219) 724-2121.
National Representative : Amer. Newspaper Rep.

EAST CHICAGO

See HAMMOND

ELKHART

1 - LOCATION: Elkhart County (SMSA). E&P Map B-2. In N central part of state, 4 mi. S of Indiana-Michigan state line, 101 mi. E of Chicago. Manufacturing center for diversified products. Agricultural, dairy and fruit area.

2 - TRANSPORTATION: Railroads – Conrail; Amtrak.
Motor Freight Carriers – 16 terminals; 38 carriers.
Intercity Passenger Bus Lines – Greyhound; ABC; Northern Indiana Transit; Indiana Motor Bus.
Airlines – Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 41,305
CZ-ABC: (70) 76,690; (81) 85,800
RTZ-ABC: (70) 82,893; (81) 81,000
County/SMSA 80 Cen. 137,330
City & RTZ-ABC: (70) 159,583; (81) 166,800
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 15,964
County/SMSA 80 Cen. 48,148
CZ-ABC: (70) 24,134; (81) 31,100
RTZ-ABC: (70) 25,119; (81) 28,500
City & RTZ-ABC: (70) 49,253; (81) 59,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$511,649,178
Sav. & Loan	2	$323,334,447

6 - PASSENGER AUTOS: County 74,674

7 - ELECTRIC METERS: Residence 32,192

8 - GAS METERS: Residence 21,117

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Fab. Metals 5,081 ($225); Musical Instruments 1,624 ($263); Chem. & Allied Prods. (N.A.); Electrical Mach. 1,861 ($215); Non-Elect. Mach. 2,377 ($237); Transportation Equipment ($214); Furniture & Fixtures 1,566 ($157); Lumber & Wood Pdts. 4,509 ($212); Rubber & Plastics 3,071 ($213); Apparel 819 ($133).

10 - CLIMATE: Min. & Max. Temp. – Spring 60-75; Summer 69-94; Fall 30-62; Winter 15-35. First killing frost, Oct. 10. Last killing frost, May 23.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers – 10 blocks on Main St.; Pierre Moran Mall (53 stores); Concord Mall (80 stores).
Neighborhood Shopping Centers – (Number of Stores): Parkmor Plaza 15; Easy Shopping Place 16; Bacon Hill 8; Bower St. 4; Nappanee St. 12; Bypass 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall (80)	2	Ward's, Robertson's, J.C. Penney, Martin's Super Market
Easy	1	W.W. Wilt, Bargain Bag
Parkmor	1	Hirsch, Martin, Ben Franklin
Pierre Moran	2	Kroger, Sears
Shop Easy Place	1	Cooks, Kroger
Goshen	12	Kline's
Nappanee	19	Pletcher's
Middlebury	15	Harding's

Bristol	6	Harding's
Edwardsburg	8	Raab's
Bacon Hill	NA	Wilt Food Ctr.
K mart(4)	NA	K mart
Pierre-Moran(53)	NA	Kroger, Sears, Hook Drug
University-Park Mall(100)	14	Sears, J.C. Penney, J.L. Hudson, Ayres

Principal Shopping Days : Thu. thru Sun.
Stores Open Evenings : Most shopping centers every evening. Sunday to 6.

13 - RETAIL OUTLETS: Department Stores – Ziesel's 2; Drake's; Robertson's; Sears; J.C. Penney; Montgomery Ward.
Discount Stores : K mart; Cook's/Rinks.
Variety Stores – Ben Franklin; P.N. Hirsch; Perry 2.
Chain Drug Stores : Judd's 6; Hook's 3; Newman 2; Osco 2; Revco; Alick's.
Chain Supermarkets : W.W. Wilt's 5; Kroger 3; Martin's 4; Maurek's IGA 2.
Other Chain Stores – Goodrich; Firestone; Goodyear; Pic-Way; Friendly Ice Cream; General Nutrition; JoAnn Fabrics; McCrory; Milady Shop; National Shirt; Orange Bowl; Soundmasters; Spencer Gift; Parklane Hosiery; Bresler's; Fleenor Auto; Karmel Korn Shoppe; Hot Sam's Pretzels; Radio Shack; Thom McAn; Gallenkamp; Spiegel (catalog); Fleet Supply; Alden (catalog); Paul Harris; Wig Fair; Singer Co.; SoFro; Nobel Shoes; Walden Books; Baskin-Robbins; Fox Jewelers; Merle Norman Cosmetics; Kinney Shoes; Regal Shoe; Grinnell; Ganto's.

14 - NEWSPAPERS: TRUTH (e-mon to fri) 29,267; (m-sat) 30,587; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Wm. L. Parrenet, Adv. Dir., TRUTH, 421 S. Second St., Elkhart, IN 46514; Tel. (219) 294-1661.
National Representative : Branham.

ELWOOD

1 - LOCATION: Madison County, E&P Map C-3 (In Anderson SMSA). 39 mi. NE of Indianapolis. On State Hwys. 13, 28 & 37.

2 - TRANSPORTATION: Railroads – Norfolk & Western.
Intercity Bus Lines – Wards.

3 - POPULATION:
Corp. City 80 Cen. 10,867
County/SMSA 80 Cen. 139,336

4 - HOUSEHOLDS:
City 80 Cen. 3,968
County/SMSA 80 Cen. 49,985

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$60,000,000
Sav. & Loan	1	$27,000,000

6 - PASSENGER AUTOS: County 74,058

7 - ELECTRIC METERS: Residence 4,144

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Can Mfg. 321; Jet Engine Blades 750; Auto Water Pumps 200; Buffing Wheels and Custom Jewelry 220; Wire Harnesses 350; Metal Plating 300; Slitting 165.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Shopping Centers – Elwood Plaza (4 stores-Tradeway Discount); Rte. 13, K mart Plaza (K mart, Coast-to-Coast Hardware, Carters Super Market, SupeRx).
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores – R.L. Leeson; J.C. Penney; K mart.
Variety Stores – Dollar General Stores.
Discount Stores : T-Way.
Chain Drug Stores : Hook's 2; SupeRx.
Chain Supermarkets : Marsh Foodliner; Carters Super Market.
Other Chain Stores – Goodyear; Falvey's Men's Store; Earl Rhodes Jewelry; Montgomery Ward (catalog); Wickes Lumber; Burger's Dairy; Guarantee Auto; Town & Country; Clark Appliances; Fox TV & Appliances; Burger Chef; Foots Tire.

14 - NEWSPAPERS: CALL-LEADER (e) 5,021; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Robert E. Nash, Adv. Dir., CALL-LEADER, 317 S. Anderson St., Elwood, IN 46036; Tel. (317) 552-3355.
National Representative : None.

EVANSVILLE

1 - LOCATION: Vanderburgh County, (In Evansville, IN-KY SMSA). E&P Map A-5. 167 mi. S of Indianapolis; 170 mi. E of St. Louis; 156 mi. NW of Nashville; 126 mi. SW of Louisville; at SW tip of Indiana on Ohio River. On U.S. Hwys. 41, 460, I-64; State Hwys. 57, 62, 65 & 66. River freight terminal points on Ohio and Mississippi Rivers.

2 - TRANSPORTATION: Railroads – Louisville & Nashville; Illinois Central; Gulf; Southern; Conrail.
Motor Freight Carriers – 27.
Intercity Bus Lines – Greyhound; Wabash-Arrow Lines; Evansville & Ohio Valley Ry.; Gulf Transit.
River Barge Lines – 5.
Airlines : USAir; Eastern; Delta; Britt.

3 - POPULATION:
Corp. City 80 Cen. 130,496
CZ-ABC: (70) 162,556; (81) 161,700
RTZ-ABC: (70) 289,135; (81) 336,900
SMSA 80 Cen. 309,408
County 80 Cen. 167,515
City & RTZ-ABC: (70) 451,691; (81) 498,600

4 - HOUSEHOLDS:
City 80 Cen. 51,310
County 80 Cen. 64,030
SMSA 80 Cen. 113,708
CZ-ABC: (70) 53,031; (81) 60,800
RTZ-ABC: (70) 92,023; (81) 123,400
City & RTZ-ABC: (70) 145,054; (81) 184,200

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$1,016,000,000
Commercial	4	$1,194,211,112

6 - PASSENGER AUTOS: County 73,200

7 - ELECTRIC METERS: 115,251

8 - GAS METERS: 62,026

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Furniture & Fixtures 2,000; Fabricated Metal Products 3,000; Machinery 9,500; Refrigeration & Air-Condiotioning Equipment 7,600; Misc. Durable Goods 8,100; Food Products 2,900; Textile & Apparel 1,000; Printing & Pub. 2,000; Rubber & Misc. Plastics 3,500; Glass 250; All Other Nondurable Goods 4,700; Mining 2,500; Construction 7,700; Trans., Comm. & Utilities 6,700; Wholesale & Retail Trade 31,200; Finance Ins. & Real Estate 4,400; Services 23,500; Government 12,200; All Other Nonagricultural 8,900; Agricultural 1,400.

10 - CLIMATE: Min. & Max. Temp. – Spring 34-86; Summer 63-89; Fall 45-81; Winter 24-55. First killing frost, Oct. 24. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center – 21 blocks Riverside to 7th; Vine to Locust.
Neighborhood Shopping Center – Number of Stores: Ayr-Way North (14); Covert & Vann (4); Fairlawn (6); Harrison Village (8); K mart (4); K mart Plaza (5); K mart South (4); Lawndale (20); North Park (51); Ross (14); Schnucks-Walgreen (2); Shamrock Acres (9); Village Square Mall (4); Weinbach (15); West Side (N.A.); Town Center Mall (24).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ross Center(14)	4	Spaldings
Town Center(29)	4	Kuester's
West Side(8)	2	Moutoux, Jerry's
Covert & Lodge(11)	3	Simpson's
Lincoln & Weinbach	3	Wesselman's
Lawndale(20)	6	Evansville Store, Ayr-Way, Haag Drugs, De Jongs, Wesselman's
North Park(6)	5	De Jongs, Kuester's, Sears, Wesselman's, Kresge
North Brook(24)	5	Schnucks, Walgreen, Strouse's Baby Shop
Division & Weinbach	3	Wesselman's, Weinbach's, Heyden & Steber
Washington Sq.(141)	6	Sears, Stewart's
Eastland Mall(100)	6	J.C. Penney, Service Merchandise, Lazarus, Ben Snyder
Morgan & Booke	4	K mart
Diamond Ave. & St. Joe	6	K mart
S. 41 & Southland Dr.	NA	
Washington & Green. River	6	Schnucks, Walgreen
Plaza West(81)	4	Woolco, Great Scot
Plaza East(15)	7	Woolco, Great Scot
North First Ave.	5	Ayr-Way

Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Department Stores – Fri. Downtown Shopping Center – Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores – Sears Evansville Store; Stewart's; J.C. Penney.
Variety Stores – Woolworth; Kresge; Ben Franklin.
Chain Drug Stores : Naborhood; Haag 8; SupeRx 2; Walgreen 2; Osco 2; Hook's 5.
Chain Supermarkets : Jerry's 4; Wesselman's 10; Columbia; Great Scot 4; Simpson's; Key 11; Spaulding's 6; Schnucks 2.
Other Chain Stores – Shoes: Burt's Baynham's, Rieckers 2, Barker's, Kinney's; Women's Apparel: Three Sisters; Tires: Firestone, United Raben, General, Goodyear; Fabric: Jo Ann Fabrics, Cloth World, Fabrific, Fabs; Hardware: Kuesters, TSC, Heyden-Steber; Misc: Singer Center, Sherwin-Williams, Color Tile, Pittsburgh Plate Glass, Glidden Paint, Radio Shack, Playback, Red Spot.

14 - NEWSPAPERS: COURIER (m) 63,552; PRESS (e) 44,476; Comb. (m&e) 108,028; COURIER & PRESS (S) 117,127; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Kelley, Gen. Adv. Mgr., COURIER & PRESS, 201 N.W. Second St., Evansville, IN 47702; Tel. (812) 424-7711.
National Representative : Story & Kelly Smith.

FORT WAYNE

1 - LOCATION: Allen County (In Fort Wayne SMSA). E&P Map C-2, County Seat. Industrial, agricultural, wholesale, distributing center. On U.S. Hwys. 24, 27, 33 and 30; I-69; State Hwys. 1, 3, 14, 37 and 327. 160 mi. to Chicago; 156 mi. to Detroit, 105 mi. to Toledo; 117 mi. to Indianapolis.

2 - TRANSPORTATION: Railroads : Amtrak; Conrail; Norfolk & Western.
Motor Freight Carriers : 65.
Intercity Bus Lines : ABC; Greyhound; Indiana Motor Bus; Continental Trailways; North Star Line; Southeastern Trailways.
Airlines : Delta; United; Air Wisconsin; Skytrain.

3 - POPULATION:
Corp. City 80 Cen. 172,196
CZ-ABC: (70) 238,941; (81) 238,900
RTZ-ABC: (70) 463,274; (81) 530,400
County 80 Cen. 294,335
SMSA 80 Cen. 382,961
City & RTZ-ABC: (70) 702,215; (81) 769,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 65,961
County 80 Cen. 104,403
SMSA 80 Cen. 134,313
CZ-ABC: (70) 74,465; (81) 88,500
RTZ-ABC: (70) 141,425; (81) 184,000
City & RTZ-ABC: (70) 215,889; (81) 272,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$1,718,949,000
Sav. & Loan	4	$470,310,000

6 - PASSENGER AUTOS: County 165,707

7 - ELECTRIC METERS: Res. City & Suburbs 79,215

8 - GAS METERS: Res. County 67,370

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Elec. Mach. & Equip. 12,600 ($388); Automotive Equip. 11,800 ($461); Non-Electrical Mach. 6,000 ($406); Food Products 4,200 ($325).

10 - CLIMATE: Min. & Max. Temp. – Spring 50-71; Summer 62-83; Fall 31-51; Winter 20-36. First killing frost, Oct. 17. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 12 blocks on Calhoun St.; 3 blocks on Main, Berry, Wayne, Washington & Jefferson Sts.
Neighborhood Shopping Centers : Washington Blvd. & Broadway; Calhoun & Pontiac Sts.; Wells & Fourth Sts.; Huestis Ave. & Broadway; Calhoun & Williams Sts.; State Blvd. & Crescent Ave.; Main & Osage Sts.; Calhoun St. & Rudisill Blvd.; Williams St. & Fairfield Ave.; Waynedale.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anthony Wayne Vlg.	3	Maloley's
Broadway-Taylor	1	Rogers Mkts.
Canterbury	4	Rogers Mkts.
Casselwood Ctr.	4	Maloley's
Coliseum Place	3	King's, Scott's
Covington Plaza	4	Maloley's
Del Mart Plaza	6	White Swan
Diplomat Plaza	3	Scott's
East State	3	Maloley's
Georgetown Sq.	5	Rogers Mkts.
Glenbrook	3	L.S. Ayres, Sears, J.C. Penney, Ayr-Way, J.L. Hudson
Hazelwood Plaza	3	Nobbson Village
Homewood	3	Leath Furniture
K mart North	3	K mart
K mart South	5	K mart
K mart East	3	K mart
K mart West	2	K mart
Lincoln Plaza	5	Kroger
Maplewood Plaza	5	Maloley's
New Haven Plaza	7	Maloley's
North Anthony	3	Maloley's, Rogers Mkts.
Northcrest	3	Mont. Ward, Kroger
Northwood	5	Kroger, Ayr-Way
Oakbrook & Quimby Vlg.	2	King's, Maloley's
Park West	2	Scott's, Mr. Wiggs
Pine Valley	9	Scott's
Riviera Plaza	4	Rogers Mkts.
Rogers S. Anthony	4	Rogers Mkts.
Rudisill-Calhoun	2	Sear's, Hutners, Maier's, Maloley's
Southgate Plz.	3	Kroger
Southtown Mall	5	L.S. Ayres, Penney's, Montgomery Ward
Statewood Plaza	3	Scott's
Time Corners	4	Rogers Mkts., Maloley's
Uncommons	3	Indiana Bank
Washington Sq.	4	Rogers Mkts.
West State Plaza	2	Woolworth, Maloley's
Westland Mall	4	Leath Furniture
White Swan	8	White Swan Groc.

Principal Shopping Days : Wed., Fri., Sat.; drug & discount stores open Sun.
Stores Open Evenings : Dept. – Mon., Wed., Fri.; food, discount & shopping centers – every evg.

13 - RETAIL OUTLETS: Department Stores : L.S. Ayres 2; J.L. Hudson; Sears 2; Montgomery Ward 2; J.C. Penney 2.
Variety Stores : Murphy; Belmont 5; Woolworth; Barrett 2; Dollar General 2.
Chain Drug Stores : Hook's 14; Revco 5; Walgreen 6; Gerding 1; Keltsch 8; Vita-Fair 3; Chronister 4.
Discount Stores : Target/Ayr-Way 3; King's 3; K mart 4; Mr. Wiggs 3; TSC; Tepe; O.G. Wilson 2; Fleet Supply.
Chain Food Stores : Kroger 3; Rogers Mkts. 10; Maloley Bros. 12; Scott's 7; Burger Dairy 2; Didier Bros. 1; Pio 2; 7-Eleven 3.
Other Chain Stores : Shoes: Buster Brown, Fayva, Florsheim, Shoeland, Connie Chandler, Baker's, Wild Pair, Joyce Selby, Hardy, Naturalizer, Chuck's Hush Puppy, Scholl's, Thom McAn, Kinney, Baker, Rega, Hill Bros., Hanover, Martin, Fisher, Gallenkamp; Clothing: Baskin, Redwood & Ross, Chess King, Richman Bros; Jewelers: Kay, Rost, Zales, Gordon, Armstrong, Shane; Auto Supplies: Goodrich, Goodyear, Firestone, NAPA, Nationwide; Women's Apparel: Casual Corner, Foxmoor, Neumode, Jean Nicole, Lane Bryant, Petit Sophisticates, The Limited, Plaza U., Susies Casuals, Paul Harris, Lerner's; Yd. goods: House of Fabrics; Jo-Ann Fabrics, So Fro Fabrics, Singer; Other: S&H Green Stamps, M&M Gold Stamps, Top Value Stamps, Hallmark, Fannie May Candy, Hickory Farms, Spencer Gifts, Radio Shack, Tandy Leather Goods, Bresslers, Baskin Robbins, Coast-to-Coast Hdw., Tru Value Hdwe., TSC Stores, Frank's Nursery; Bldg. Mats.: Furrows, Wickes, Wolohan, Sutherland, 84 LBR.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 60,257; NEWS-SENTINEL (e) 70,945; Comb (m&e) 131,202; JOURNAL GAZETTE (S) 105,836; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gary W. Books, Mktg. Serv. Mgr., NEWS-SENTINEL & JOURNAL-GAZETTE, 600 Main St., Fort Wayne, IN 46802; Tel. (219) 461-8232.
National Representative : Knight-Ridder.

FRANKFORT

1 - LOCATION: Clinton County, E&P Map B-3. County Seat. 45 mi. from Indianapolis; 240 mi. from St. Louis; 175 mi. from Chicago.

2 - TRANSPORTATION: Railroads : Norfolk & Western; Conrail; Louisville & Nashville.
Motor Freight Carriers : 2.

3 - POPULATION:
Corp. City 80 Cen. 15,168
County 80 Cen. 31,545

4 - HOUSEHOLDS:
City 80 Cen. 5,691
County 80 Cen. 11,325

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$201,042,000
Sav. & Loan	2	$75,939,795

6 - PASSENGER AUTOS: County 16,078

7 - ELECTRIC METERS: Res. 5,300

8 - GAS METERS: Res. 6,100

9 - PRINCIPAL INDUSTRIES: Brass Fixtures; Porcelain Products; Resistors; Foods; Cigars; Candy; Batteries; Oil Seals; Grain Dryers; Plastic Products; Printers Ink; Cabinets; Electric Wire Harness; Aluminum & Steel Fabrication; Frito-Lay Snacks.

10 - CLIMATE: Min. & Max. Temp. – Spring 25-60; Summer 50-100; Fall 30-75; Winter 0-60. First killing frost, Oct. 13. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center : 4 sides of Square and 1 to 2 blocks on all streets leading off Square; Frankfort Plaza (4 stores); East Wabash Commercial Strip (12 stores).
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Fri.; others daily.

13 - RETAIL OUTLETS: Department Stores : Thrasher's; J.C. Penney; Sears; Freedman's; Val Discount; K mart; Montgomery Ward.
Variety Stores : Woolworth.
Chain Drug Stores : Hook; Merritt (Rexall); Marsh Drug.
Chain Food Supermarkets : Kroger; Marsh Foods; Ranch Mkt.
Other Chain Stores : Goodyear; Sherwin-Williams; Diana Shop; Western Auto; Holthouse Furniture; Coast-to-Coast; Cato; Mode O'Day; Payless Shoe Source.

14 - NEWSPAPERS: TIMES (e) 8,104; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: R.A. Sutton, Adv. Mgr., TIMES, 251 E. Clinton St., Frankfort, IN 46041; Tel. (317) 659-4622.
National Representative : Landon.

FRANKLIN

1 - LOCATION: Johnson County (In Indianapolis SMSA). E&P Map B-4. 20 mi. S of Indianapolis. Education and agricultural center.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 5.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,563
PMA-ABC: (70) 33,861; (81) 44,000
RTZ-ABC: (70) 27,277; (81) 35,500
SMSA 80 Cen. 1,166,929
County 80 Cen. 77,240
Total PMA & RTZ-ABC: (70) 61,138; (81) 79,500

4 - HOUSEHOLDS:
City 80 Cen. 3,808
PMA-ABC: (70) 9,818; (81) 14,700
SMSA 80 Cen. 25,345
County 80 Cen. 418,536
RTZ-ABC: (70) 7,555; (81) 11,300
Total PMA & RTZ-ABC: (70) 17,373; (81) 26,400

5 - BANKS: 5 Commercial; 4 Savings & Loan.

6 - PASSENGER AUTOS: County 41,464

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 26,500

9 - PRINCIPAL INDUSTRIES: Automotive Parts; Electrical Components; Ladies Garments; Tools & Dies; Laminated Panels; Gas Engines; Compressors.

10 - CLIMATE: Min. & Max. Temp. - Spring 52-75; Summer 58-82; Fall 31-52; Winter 28-47. First killing frost, Oct. 12. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, med. hard.

12 - RETAILING: Principal Shopping Center - 25 blocks on 8 streets; Greenwood Center (63 units); Northwood Center (15 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilgro (14)	8	Haag Drug
Greenwood Park (75)	9	Sears, Woolco, L.S. Ayres, Blocks, Lazarus
Northwood (23)	NA	Murphy's Mart, Guarantee Auto, Kroger, Haag Drug
County Line	NA	Target, Kroger, Mr. Wagg's

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : All Fri.; Shopping centers nightly ex. Sat. (closed Sun.).

13 - RETAIL OUTLETS: Department Stores : Newkirk's; Whitesides; Black's; Lazarus; L. S. Ayres; Sears.
Discount Stores : Franklin; Murphy's Mart; Val's; Greenwood; K mart; Woolco; Zayre; Ary-Way; Value City.
Chain Drug Stores : Franklin; Hook's; Haag's; Greenwood; SupeRx.
Chain Supermarkets : Franklin; Kroger: Regal; IGA; Marsh; Rays; Greenwood; Shurfine; Big E; Standard.
Other Chain Stores : Guarantee Auto; Western Auto; Lord's Greenwood; Goodyear; Singer Co.; Firestone; Woolco.

14 - NEWSPAPERS: JOURNAL (e) 13,612; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Charles Sullivan, Adv. Mgr., JOURNAL, PO Box 366, Franklin, IN 46131; Tel. (317) 736-7101.
National Representative Landon.

GARY

1 - LOCATION: Lake County, E&P Map B-2 (In Gary-Hammond-East Chicago SMSA). Steel manufacturing center at extreme southern end of Lake Michigan. 31 mi. S of Chicago. U.S. Hwys. 6, 12, 20, 30; I-65, 80, 90 (Ind. Toll Road), 94, 95; State Hwys. 51, 53, 55 & 65 end in Gary.

2 - TRANSPORTATION: Railroads : Main lines of Conrail; Baltimore & Ohio; Michigan Central; The Indiana Harbor Belt Line; Elgin; Joliet and Eastern; Chicago, South Shore and South Bend Railroads.
Motor Freight Carriers : 62.
Intercity Bus Lines : Greyhound; Indian Trails; National Trailways; Gary Inter-City; Southeastern.
Airlines : Served by Chicago Airport.

3 - POPULATION:
Corp. City 80 Cen. 151,953
CZ-ABC: (70) 295,813; (81) 292,700
Bal. in PMA-ABC: (70) 134,271; (81) 146,400
County 80 Cen. 522,965
SMSA 80 Cen. 642,781
Total PMA-ABC: (70) 430,084; (81) 439,100
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 49,455
County 80 Cen. 175,098
SMSA 80 Cen. 214,244
CZ-ABC (70) 84,306; (81) 95,400
Bal. in PMA-ABC: (70) 38,159; (81) 48,500
Total PMA-ABC: (70) 122,465; (81) 143,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	15	N.A.
Sav. & Loan	18	N.A.

6 - PASSENGER AUTOS: County 272,087

7 - ELECTRIC METERS: 64,600

8 - GAS METERS: 56,845

9 - PRINCIPAL INDUSTRIES: Steel and Related Indus. 96,000 emp. $450 weekly average.

10 - CLIMATE: Min. & Max. Temp. - Spring 21-90; Summer 46-96; Fall 12-94; Winter -8-67. First killing frost, Oct. 18. Last killing frost, Apr. 21.

11 - TAP WATER: Soft, filtered; fluoridated

12 - RETAILING: Principal Shopping Center - Southlake Mall, U.S. 30 and Mississippi St.
Downtown - B'way, 4th to 9th Ave., Washington St.; 4th Ave. to 9th Ave.; 5th Ave. West 14 blocks; 5th Ave., East 7; 6th Ave., 2 East and 2 West of B'way; 7th Ave., 2 East and 2 West of B'way; 8th Ave. 1 East and 2 West of B'way. Total blocks - 38.
Neighborhood Shopping Centers : Midtown B'way; 9th Ave. to 26th Ave.; Tolleston; 11th Ave., Grant St. to Rutledge and 10th Ave. Roosevelt to Taft. Total - 12 blocks. Ambridge: 2600 to 2800 blocks on West 5th Ave. Total - 2 blocks. Brunswick: 4,400 to 5,700 blocks on West 15th Ave. Total - 13 blocks. Glen Park; B'way, 35th Ave. to 55th Ave. Ridge Road, one East of B'way and nine West. Total blocks - 30. Grant St.; 30th Ave. to 37 Ave. Total blocks - 7. Miller-Aetna; 2 on Aetna St.; Melton Rd.; Benton to Howard Sts; Dunes Hwy; Benton to Lake Sts.; 5 on Lake St.; 2 on Shelby St.; 2 on Miller Ave. Total - 46. Following township areas: Ross Center; Portage; Hobart; Griffith; Black Oak.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri-City Plz. (9)	NA	Jewel, Lyttons
Turkey Creek (2)	NA	Venture, Jewel
Crossroads (15)	NA	Walgreen's, Tittle's, Zayre
Village (34)	NA	J.C. Penney, Kresge, Mont. Ward
12/20 Plz. (3)	NA	K mart, Tittle's, Zayre
Southlake (126)	NA	Sears, J.C. Penney, Carson Pirie Scott, L. S. Ayres
Dunes Plz. (4)	NA	Zayes, K mart
Broadway (9)	NA	May Family Ctr., Wiseway
Liberty Sq. (12)	NA	Jacobsons
80th Place (10)	NA	Ivy Tree
Century Mall (40)	NA	Wards, Goldblatts
Twin Towers (12)	NA	Ardrean Imports
Griffith Park (16)	NA	Venture
Portage Mall (40)	NA	Coast-to-Coast
County Seat (36)	NA	K mart
Marquette (59)	NA	J.C. Penney, Sears, C.P. Scott
Indian Oak (26)	NA	Hooks

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Shopping Centers Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores : In Gary: Goldblatts, Mays; In Valparaiso: Lowenstine's, J.C. Penney, Sears, Miller's.
Leading Variety Stores : Kresge; Harvey's Mart.
Discount Stores : Zayre; Venture; May Family Ctr.; K mart.
Chain Drug Stores : Walgreen 4; Walgreen Agency Stores 12; Scott's 4; Hick's 3; May Vitamin 5; Belles 3; Ribordy (Local) 7; Arthur's 2; Dunes 3; 11th Avenue 2; Hooks.
Chain Food Supermarkets : A&P 5; Jewel 3; Wiseway 4; Tittles 5; Buy Low 7; Thrift-T-Mart 6; Tip Top; Save More 3; Wilco; Candiano's 2; Eagle; Strack & Van Til; Starks.
Other Chain Stores : Richman Bros; Danners; Aldies; Coronet; Thom McAn; Dr. Scholl; Kinneys; Sax Shoes; Firestone; Goodyear; General Tire; Goodrich Tire; Western Tire; Blue Star Auto Stores; Fannie May; Dutch Mill Candies; Buschs Jewelry; Singer Co.; Sherwin-Williams; Pittsburgh Paints; Neumode Hosiery; S&H Green Stamps; Spiegel Catalog.

14 - NEWSPAPERS: POST-TRIBUNE (e) 81,954; (S) 89,388; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Corbett, Nat'l. Adv. Mgr., POST-TRIBUNE, 1065 Broadway, Gary, IN 46402; Tel. (219) 886-5000.
National Representative : Knight-Ridder.

GOSHEN

1 - LOCATION: Elkhart County, E&P Map C-2, County Seat. On U.S. Hwy. 33; State Hwy. 15. 12 mi. S of E West Indiana toll road.

2 - TRANSPORTATION: Railroads - Conrail. B&O.
Motor Freight Carriers - 6.
Intercity Bus Lines - Middlebury; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 19,447
CZ-ABC: (70) 17,171; (81) 19,900
RTZ-ABC: (70) 47,623; (81) 53,500
County 80 Cen. 137,330
City & RTZ-ABC: (70) 64,794; (81) 73,400
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 7,291
County 80 Cen. 48,148
CZ-ABC: (70) 5,631; (81) 7,500
RTZ-ABC: (70) 14,199; (81) 18,400
City & RTZ-ABC: (70) 19,830; (81) 25,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$218,357,194
Sav. & Loan	1	$226,000,000

6 - PASSENGER AUTOS: County 74,699

7 - ELECTRIC METERS: Residence 7,131

8 - GAS METERS: Residence 5,842

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Rubber Plants 1,150 ($304); Electronics 1,300 ($316); Farm Equipment 200 ($216); Recreation Vehicles 360 ($268); Plastics 200 ($296).

10 - CLIMATE: Min. & Max. Temp. - Spring 21-75; Summer 60-98; Fall 15-82; Winter 5-50. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated. Filtered & rust removed.

12 - RETAILING: Principal Shopping Center - 21 blocks on 6 sts. Downtown shopping centers - Linway Plaza, Chicago Pike Plaza, Peddler's Village, Concord Mall.
Principal Shopping Days : Thurs., Fri., Sat., Sun.
Stores Open Evenings : Mon., Thurs., Sat.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Robertson's; Kline's; Spurgeon's; J.C. Penney; P.N. Hirsch; Sears.
Variety Stores - G.L. Perry; G.C. Murphy; Maley's; McCrory.
Chain Drug Stores - Judd's; Hook's; Osco.
Chain Food Supermarkets : Kroger; Hardings; IGA.
Other Chain Stores : Harlan's; Western Auto; K mart; Guarantee Auto; Sherwin-Williams; Payless Shoes; Coast-to-Coast; True Value Hardware; Ace Hardware; TSC; Quality Farm & Fleet.

14 - NEWSPAPERS: NEWS (e) 13,891; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James A. Young, Adv. Mgr., NEWS, 114 S. Main St., Goshen, IN 46526; Tel. (219) 533-2151.
National Representative : None.

GREENCASTLE

1 - LOCATION: Putnam County, E&P Map B-3, County Seat. 40 mi. W by S of Indianapolis. On State Hwy. 43 bet. U.S. Hwys. 36 & 40.

2 - TRANSPORTATION: Railroads : Conrail; Lousville & Nashville.
Intercity Bus Lines : Trailways.

3 - POPULATION:
City 80 Cen. 8,403
County 80 Cen. 29,163

4 - HOUSEHOLDS:
City 80 Cen. 2,682
County 80 Cen. 9,404

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$97,681,000
Sav. & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 13,192

7 - ELECTRIC METERS: Residence 2,956

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Crushed Stone and Agricultural Limestone; IBM; Mallory Capacitors; Greencastle Mfg. Co. (Foundry); Lone Star Industries (cement).

10 - CLIMATE: Min & Max. Temp. - N.A.

11 - TAP WATER: Hard

12 - RETAILING:
Principal Shopping Days : Thu., Fri.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Prevo's; Montgomery Ward; J.C. Penney; Adler's; Troyer's; Greenco; Schultz Bros.
Variety Stores : Murphy's; Pool's.
Chain Drug Stores : SupeRx; Hook's; Haag.
Chain Food Supermarkets : A&P; Kroger; Marsh.

14 - NEWSPAPERS: BANNER-GRAPHIC (e) 5,774; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Larry Gibbs, Pub., BANNER-GRAPHIC, 100 N. Jackson St., Greencastle, IN 46135; Tel. (317) 653-5151.
National Representative : Landon.

GREENFIELD

1 - LOCATION: Hancock County (In Indianapolis SMSA), E&P Map C-3. County Seat. Mostly residential.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 4.

3 - POPULATION:
Corp. City 80 Cen. 11,439
CZ-ABC: (70) 9,986; (81) 12,600
RTZ-ABC: (70) 25,110; (81) 32,500
County 80 Cen. 43,939
SMSA 80 Cen. 1,166,929
City & RTZ-ABC: (70) 35,096; (81) 45,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,954
CZ-ABC: (70) 3,231; (81) 4,700
RTZ-ABC: (70) 7,561; (81) 11,300
County 80 Cen. 14,472
SMSA 80 Cen. 418,536
City & RTZ-ABC: (70) 10,792; (81) 16,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$156,984,000
Sav. & Loan	1	$183,000,057

6 - PASSENGER AUTOS: County 23,996

7 - ELECTRIC METERS: Residence 3,527

8 - GAS METERS: Residence 2,242

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Pharmaceuticals 900 ($200); Textiles 250 ($120); Machinery 170 ($150).

10 - CLIMATE: Min. & Max. Temp - Spring 50-70; Summer 60-98; Fall 40-65; Winter 0-45.

11 - TAP WATER: Hard; natural flouridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St; 3 on State; 2 on East; 1 on North; Northgate, 10 blocks north downtown; 2 on N. State, 3 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadows (20)	NA	Kroger's, P.N. Hirsch, 3-D, Hook Drug, Coast-to-Coast
Northgate (15)	NA	Ben Franklin, Marsh Mkt.
Weston Vlg. (12)	NA	A&P, Hook Drug, K mart

Principal Shopping Days : Fri. and Sat.
Stores Open Evenings : Downtown Fri. - Shopping Centers, Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores : P.N. Hirsch; Dollar.
Variety Stores : Danner Bros.; Ben Franklin.
Discount Stores : K mart; 3-D.
Chain Drug Stores : Hook's; SupeRx 1; Reasner's.
Chain Food Supermarkets : A&P; Marsh Foodliner; Ranch Mkt.; Kroger; Ernie's 2.
Other Chain Stores : Coast-to-Coast Hardware; Radio Shack; Big-Blue; True Value Hardware.

14 - NEWSPAPERS: REPORTER (e) 6,082; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Morris Percifield, Adv. Mgr., REPORTER, 212 E. Main, Greenfield, IN 46140; Tel. (317) 462-5528.
National Representatives : Landon; USSPI.

GREENSBURG

1 - LOCATION: Decatur County, E&P Map C-4, County Seat. 48 mi. from Indianapolis; 62 mi. from Cincinnati; 85 mi. from Louisville; on State Hwys. 46, 3; U.S. Hwys. 421, I-74.

2 - TRANSPORTATION: Railroads : CC&StL; Conrail.
Motor Freight Carriers : 3.
Intercity Bus Lines : Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,254
CZ-ABC: (70) 8,620; (81) 8,700
RTZ-ABC: (70) 21,977; (81) 24,800
City & RTZ-ABC: (70) 30,597; (81) 33,500
County 80 Cen. 23,841
Demographic information (partial) available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,336
CZ-ABC: (70) 2,902; (81) 3,400
RTZ-ABC: (70) 6,546; (81) 8,600
City & RTZ-ABC: (70) 9,448; (81) 12,000
County 80 Cen. 8,069

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$142,249,069
Sav. & Loan	2	$27,895,567

6 - PASSENGER AUTOS: County 11,240

7 - ELECTRIC METERS: Residence 4,850

8 - GAS METERS: Residence 3,171

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Bearings 891 ($246); Faucets 825 ($234); Auto Parts 175 ($200); Plastic Pdts. 325 ($256); Automatic Hoists 100 ($224).

10 - CLIMATE: Min. & Max. Temp. - Spring 50-78; Summer 68-103; Fall 45-90; Winter 10-58.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING:
Nearby Shopping Centers : Greensbury Plaza, 10 blocks from downtown; Hook's Drug; North Bend Plaza, 8 blocks from downtown.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Minear's, Inc.; Lerman Bros.; Little Angel's; Golden Rule Store; Stewart's Dress Shop; Lord's Apparel; Todd's Men-Boy's.
Variety Stores : G.C. Murphy; Dollar General; County Supply; Pleak's Hdwr.
Discount Stores : Val Discount; TG&Y; K mart.
Chain Food Supermarkets : Marsh; Ranch 5; IGA.

14 - NEWSPAPERS: NEWS (e) 6,451; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George W. Williams, Pub., NEWS, 135 S. Franklin St., Greensburg, IN 47240; Tel. (812) 663-3111.
National Representative : None.

HAMMOND-EAST CHICAGO

1 - LOCATION: Lake County (In Gary-Hammond-East Chicago SMSA). E&P Map B-2. Steel, oil refinery and college center. In extreme NW corner of Indiana; 20 mi. SE of Chicago; 145 mi. NW of Indianapolis. On U.S. Hwys 41, 6, 12, 20; I-94, 80, 90; West end of Indiana toll road.

2 - TRANSPORTATION: Railroads - Chesapeake & Ohio (freight); Amtrak (freight); Indiana Harbor Belt Terminal (freight); Elgin, Joliet & Eastern (freight); Chicago, South Shore & South Bend.
Motor Freight Carriers - 104.
Intercity Passenger Bus Lines - Greyhound; Trailways.
Lake Shipping - East Chicago harbors and docks handle over 20,000,000 tons of Great Lake Shipping annually, principally ore and coal shipments to steel mills, and oil tanker shipments to and from refineries. New World Port, Lake Calumet Harbor is 4 mi. NW of downtown Hammond.
Airlines - 45 minutes drive to Chicago's O'Hare Int'l. Airport; Midway Airport - commercial & private.

3 - POPULATION:
Corp. Cities 80 Cen. 133,500
Hammond 80 Cen. 93,714
East Chicago 80 Cen. 39,786
County 80 Cen. 522,965
SMSA 80 Cen. 642,781
CZ-ABC: (70) 292,612; (81) 300,500
Bal. in PMA-ABC: (70) 86,237; (81) 70,100
Total PMA-ABC: (70) 378,849; (81) 370,600

4 - HOUSEHOLDS:
Cities 80 Cen. 47,967
Hammond 80 Cen. 34,280
E. Chicago 80 Cen. 13,687
County 80 Cen. 175,098
SMSA 80 Cen. 214,244
CZ-ABC: (70) 88,982; (81) 104,200
Bal. in PMA-ABC: (70) 22,973; (81) 21,900
Total PMA-ABC: (70) 111,955; (81) 126,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Hammond	3	$606,129,000
East Chicago	4	$369,711,000

6 - PASSENGER AUTOS: County 272,087

7 - ELECTRIC METERS: Res. 112,166

8 - GAS METERS: Res. 84,116

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Steel Mills 36,200 ($535); Fabricators, Foundries 4,600 ($407); Oil Refineries 3,300 ($510); Chemical 1,700 ($504).

10 - CLIMATE: Min. & Max. Temp. - Spring 20-90; Summer 45-100; Fall 12-94; Winter -15-68. First killing frost, Oct. 20. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, medium hard; fluoridated; source, Lake Michigan.

12 - RETAILING: Principal Shopping Center : Downtown Hammond - 8 blocks on Hohman Ave.; 3 blocks on State St.; 2 blocks on Sibley.
Neighborhood Shopping Centers : Woodmar, 8 blocks on Indianapolis Boulevard; Calumet Avenue 10 blocks; Hessville, 5 blocks on Kennedy Avenue.
Other City Zone Shopping Areas : East Chicago: 4 blocks on Michigan Ave., 5 on Main St., 6 on Indianapolis Blvd., 6 on Chicago Ave.; Whiting: Burham Griffith: 3 blocks on Broad St., 2 blocks on Main St., 5 blocks on 119th St., 4 blocks on Indianapolis Blvd.; Lansing: 6 blocks on Ridge Rd., 3 on Torrence; Munster: 2 blocks on Ridge Rd., 2 on Calumet; Highland: 4 blocks on Wicker Park Blvd.; 4 blocks on Highway Ave., 4 on Kennedy Ave.; Calumet City: 6 blocks on Burnham Ave., 4 on Wentworth Ave., 2 on Pulaski Rd., 3 on River Oaks Drive; 2 blocks on Torrence Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
River Oaks West	5	Venture, A&P
River Oaks (Cal. City)	5	Sears, Minas, Marshall Field
Woodmar (Ham'd)	4	Carson Pirie Scott
Wentworth Woods (Cal. City)	3	Woolworth
Columbia (Ham'd)	2	Zayre's, Jewel
Calumet (Munster)	4	Montgomery Ward, Sterks
So. Lake Mall (Merrilville)	14	Sears, Carson's, Minas, J.C. Penney, L.S. Ayres
Century Mall (Merrilville)	13	Montgomery Ward, Goldblatts

Principal Shopping Days : Mon., Thurs., Fri., Sat.
Stores Open Sundays : Discount, drug, some food and dept. stores.
Stores Open Evenings : Downtown Hammond: Monday, Thursday, Friday; Woodmar; Mon. thru Fri.; River Oaks: Mondays thru Fridays; Goldblatts, May Dept., Zayre, K mart, Community Discount, Saxon: Mon. thru Fri.; So. Lake: Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Goldblatt's; Edward C. Minas Co.; J.C. Penney; Sears; Montgomery Ward; Carson Pirie Scott; Marshall Field & Co.; L.S. Ayres.
Discount Stores : K mart 3; Zayre 1; May Dept.; Venture 3; Saxon; Toys R Us.
Variety Stores - S.S. Kresge; Newberry's; Woolworth.
Chain Drug Stores : Walgreen's 5; Osco 2; Ribordy's 5; DeKoven; Physician's Phcy. 3; SupeRx; Harbor Phcy. 2; Stolz-Calaldi 2.
Chain Food Stores : A&P 5; Wisewry 3; De Locks 7; Thrif-t-Mart 3; Strack-Van Tils 4; Burgers 4.
Other Chain Stores : Apparel: Winkleman's, Baskin, Maurice L. Rothschild, Country Seat, Richman, Evans Fur, Henry C. Lytton, Lane Bryant, Albert K., Stuart's, Lerner's, Chas. A. Stevens, Red Robin; Shoes: Thom McAn, Kinney's 3, O'Connor & Goldberg 2, Florsheim, Thayer McNeil, Frank's, Baker's, Chandler's, Joseph Salon, Dr. Scholl, Favya; Furniture: L. Fish, Wickes, John M. Smyth; Automotive: Goodyear, Goodrich, Firestone, Midas Muffler, Car X, Bayco, Mr. Rusty; Music: Radio Shack 8; Paint: Glidden's, Pittsburgh Plate Glass, $2 Bill's, Sherwin-Williams; Candy: Fanny May 2; Jewelry: Lebolt, C. D. Peacock; Others: Kroch & Brentano Books, Page Boy Maternity, Singer Co., Watland Camera, Color Tile, Ace Hardware 4, True Value Hardware 3.

14 - NEWSPAPERS: TIMES (e-mon to fri) 70,042; (S) 79,002; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William A. Lostoski, Adv. & Mktg. Dir., TIMES, 417 Fayette St., Hammond, IN 46325; Tel. (219) 932-3100.
National Representative : Knight-Ridder.

HARTFORD CITY

1 - LOCATION: Blackford County, E&P Map C-3, County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads : Conrail; N&W (freight).
Intercity Bus Lines : Trailways Bus.
Motor Freight Carriers : 7.

3 - POPULATION:
Corp. City 80 Cen. 7,622
County 80 Cen. 15,570

4 - HOUSEHOLDS:
City 80 Cen. 2,887
County 80 Cen. 5,577

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$44,000,000
Sav. & Loan	3	$24,000,000

6 - PASSENGER AUTOS: County 8,130

7 - ELECTRIC METERS: Residence 5,100

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Paper 370 ($120); Glass 130 ($111); Thermo-Fax 625 ($118).

10 - CLIMATE: Min. & Max. Temp. - Spring 26-92; Summer 50-101; Fall 12-91; Winter 4-68. First killing frost, Oct. 7. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : Public Square and 1 block in each direction.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marsh	NA	
N Walnut St. (2)	NA	Hook Drugs, TSC

Principal Shopping Days :Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Val Discount.
Variety Stores : G.C. Murphy.
Chain Drug Stores : Hook's; Marsh.
Chain Food Supermarkets : Marsh, Joe's IGA 3.
Other Chain Stores : Goodyear; ISC; True Value.

14 - NEWSPAPERS: NEWS-TIMES (e) 3,443; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Richard Cain, Gen. Mgr., NEWS-TIMES, 123 S. Jefferson, Hartford City, IN 47348; Tel. (317) 348-0110.
National Representative : None.

HUNTINGTON

1 - LOCATION: Huntington County, E&P Map C-2, County Seat. 94 mi. NE of Indianapolis; 22 mi. SW of Fort Wayne. NE part of state, 160 mi. from Chicago.

2 - TRANSPORTATION: Railroads Norfolk & Western.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,202
County 80 Cen. 35,596

4 - HOUSEHOLDS:
City 80 Cen. 5,910
County 80 Cen. 12,363

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$69,000,000
Sav. & Loan	2	$12,000,000

6 - PASSENGER AUTOS: County 18,445

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,128

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Electronics 2,124; Rubber Goods 267; Asbestos Goods 200; Heating Air Cond. 225; Cranes 100; Chemical 122; Ptg. 342; Avg. hourly wage $3.52.

10 - CLIMATE: Min. & Max. Temp. - Spring 9-65; Summer 47-101; Fall 32-100; Winter 10-60. First killing frost, Oct. 11. Last killing frost, May 4.

11 - TAP WATER: Neutral, softened; not fluoridated.

12 - RETAILING: (No. of Stores) - 6 blocks on Jefferson St. (25); 3 on Warren St. 2 each on Cherry, Franklin, Market and Washington Sts. (18).
Neighborhood Shopping Centers : E. Market St. (32); N. Jefferson St. & S. Jefferson St. (14); N. Jefferson at McGahn (7).
Principal Shopping Days : Thurs., Fri., Sat. & Sun.
Stores Open Evenings : Dept. & food - nightly.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; K mart; Target.
Variety Stores : P.N. Hirsch; K mart.
Chain Drug Stores : SupeRx; Hooks.
Chain Food Supermarkets : Bob's; Marsh Foodliner; Stop 'N' Go Dairies 6; Maloley's.
Other Chain Stores : Wards; Burger Dairy Stores; Sears; Guarantee Auto Stores.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri) 9,216; (S) 9,384; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Richard Bruss, Adv. Dir., HERALD-PRESS, 7 N. Jefferson St., Huntington, IN 46750; Tel. (219) 356-6700.
National Representative : None.

INDIANAPOLIS

1 - LOCATION: Marion County (SMSA). E&P Map B-3. State capital, County Seat. Industrial, wholesale, retail, cultural, medical and educational center. On White River in geographical center of state. 184 mi. from Chicago; 112 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads - Amtrak; Chessie Systems; Louisville & Nashville; Conrail; Illinois Central; Norfolk & Western.
Motor Freight Carriers - 65.
Intercity Bus Lines - ABC; Greyhound; Indiana Motor Bus; Metro Bus System; Indianapolis & Vincennes; Continental Trailways; Trailways.
Airlines - Air Wisconsin; USAir; Britt; American; Eastern; Ozark; TWA; Delta; Mississippi Valley; Continental.

3 - POPULATION:
Corp. City 80 Cen. 700,807
CZ-ABC: (70) 792,299; (81) 765,700
SMSA 80 Cen. 1,166,929
County 80 Cen. 765,233
RTZ-ABC: (70) 822,877; (81) 958,600
City & RTZ-ABC: (70) 1,615,176; (81) 1,724,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 260,167
County 80 Cen. 285,092
SMSA 80 Cen. 418,536
CZ-ABC: (70) 251,522; (81) 280,300
RTZ-ABC: (70) 253,126; (81) 338,800
City & RTZ-ABC: (70) 504,648; (81) 619,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$5,323,197,000
Sav. & Loan	9	$1,391,080,162

6 - PASSENGER AUTOS: County 432,680

7 - ELECTRIC METERS: Res. 327,502

8 - GAS METERS: Res. 204,386

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)- Primary Metals 2,900 ($505); Fabricated Metals 10,300 ($335); Non-electrical Machinery 15,700 ($383); Electrical Machinery 18,900 ($366); Transportation Equipment 29,000 ($435); Food Products 7,800 ($307); Paper & Allied Products 13,900 ($330); Printing & Publishing 9,500 ($282); Chemicals 10,700 ($391); Rubber & Misc. & Plastic Products 4,200 ($295); Construction 21,400 ($485); Trans. Comm. & Utilities 31,200 (N.A.); Trade 465,200 ($191); Finance, Insurance & Real Estate 38,400 ($196); Service, Misc. & Mining 96,900 (N.A.); Government 89,900 (N.A.); Stone, Clay, Glass Products 2,500 (N.A.).

10 - CLIMATE: Min. & Max. Temp. (30-yr. avg.) - Spring 49-73; Summer 60-84; Fall 32-52; Winter 24-42. First killing frost, Oct. 23. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated. Three separate systems with separate sources, separate purification plants. Hardness in one is 258 parts per million. In the second it is 311 parts. The third is 192 parts.

12 - RETAILING: Principal Shopping Center - Downtown - 8 blocks on Washington St.; 5 on Market St.; 4 on Ohio St.; 6 on Massachusetts Ave.; 3 on Indiana Ave.; 1 on Capitol Ave.; 6 on Illinois St.; 3 on Meridian St.; 2 on Pennsylvania St.; 2 on Delaware St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Super Regional : (700,00 sq. ft. or more of selling space). *Completely covered mall centers.		
Castleton Square*	13	Kroger, Lazarus, J.C. Penney, Sears, L. Strauss, SupeRx Drugs, Woolworth's
Glendale*	7	L.S. Ayres, Wm. H. Block, Hook's Drugs, Standard-Del Farm, L. Strauss
Greenwood Park*	9	L.S. Ayres, Kroger, Lazarus, Sears, L. Strauss, Woolworth's, SupeRx Drugs, Wm. H. Block, J.C. Penney
Lafayette Square*	6	L. Ayres, Wm. H. Block, Lazarus, G.C. Murphy, J. J. C. Penney, Sears, SupeRx Drugs, Kroger
Washington Square*	10	L.S. Ayres, Wm. H. Block, Lazarus, J.C. Penney, Sears, SupeRx Drugs, Kroger
Regional : (100,000 to 699,999 sq. ft. of selling space).		
Belaire	28	Danner's, Montgomery Ward, J.C. Penney
Castleton Plaza	13	Specialty Shops
Chapel Hill	8	A & P, Hook's Drugs

County Line Mall	11	Target, Kroger
Devington	36	Haag Drugs, Kroger, Standard-Del Farm
Eagledale Plaza	4	Hook's Drugs, Marsh, Zayre, ADI Foods
Eastgate*	6	Standard-Del Farm, F.W., Woolworth
Esquire Plaza	9	Standard-Del Farm, Zayre
'500' Center	4	Specialty Stores
Georgetown Plaza	6	Specialty Stores
Honeycreek	4	Specialty Stores
Irvington Plaza	4	Haag Drugs, Kroger
Keystone at the Crossing	10	Specialty Stores
Keystone Plaza	6	Ayr-Way, Hook's Drugs, Marsh
Keystone Square	15	Ben Franklin, Haag Drugs, Marsh
Levitz Complex	8	Specialty Stores
Linwood Square	4	Kroger, SupeRx Drugs, Zayre
Marwood Plaza	6	Hook's Drugs, Kroger
Meadows	5	Hook's Drugs, Kroger, G. C. Murphy, Standard-Del Farm
Noblesville Sq.	20	Danner's, Marsh
Nora Plaza	9	Hook's Drugs, Kroger, Standard-Del Farm, Ayr-Way
Norgate	8	Hook's Drugs, Preston-Safeway, Woolco
Shadeland Plaza	6	Kroger, SupeRx Drugs, Woolco
North Eastwood	9	Hook's Drugs, Kroger
Southern Plaza	5	Wm. H. Block, Hook's Drugs, Kroger, J.C. Penney, F.W. Woolworth
Speedway	6	Hook's Drugs, S.S. Kresge, Kroger, J.C. Penney, Standard-Del Farm, Woolco
Target-East	7	Target
Target-N.W.	8	SupeRx Drugs, Target
Target-South	4	SupeRx Drugs, Target
Target-Washington East	8	SupeRx Drugs, Target
Target-Washington West	9	Target
Target-West	3	SupeRx Drugs, Target
Twin-Aire	3	Haag Drugs, S.S. Kresge, Standard-Del Farm
Village	19	Ben Franklin, Hook's Drugs, Kroger

Sub-Regional : (Less than 100,000 sq. ft. of selling space, but having a minimum of 50,000 sq. ft. of selling space).

Arlington Square	7	Big E Warehouse Foods, Osco Drug
Augusta Plaza	8	Hook's Drugs, Marsh
Beechcrest Sq.	4	Kroger, SupeRx Drugs
Brightwood Plaza	6	Hook's Drugs, Standard-Del Farm
Carson Square	6	Standard-Del Farm
Churchman Hill Plz.	5	A&P, Hook's Drugs
Creston Vlg. Sq.	8	Mr. D's Food Mkt., Haag
English Shoppes	3	A&P, Hook's
Georgetown Sq.	7	A&P, Hook's Drugs
Greenbriar	12	Hook's Drugs, Standard-Del Farm
Green Meadows	21	Kroger, SupeRx Drugs
Lakewood Village Shoppes	6	Big E Warehouse Foods, Osco Drugs
Madison Square	7	Hook's Drugs, Standard-Del Farm
Margate Plaza	9	Specialty Stores
Meridian North	10	Kroger
Northbrook	12	Marsh
Northgate	20	Ben Franklin, Marsh
Northview	10	Specialty Stores
Plainfield Plaza	13	Danner's, Hook's Drugs, Marsh
Post Plaza	9	Haag Drugs, Marsh
10th & Arlington	6	Standard-Del Farm
Washington Shoppes	10	Haag Drugs
Westlane	8	Standard Del-Farm
Windridge Center	6	Specialty Stores
Windsor Village	5	Haag Drugs

13 - RETAIL OUTLETS: Department Stores - L.S. Ayres 5; Wm. H. Block 6; Lazarus 4; J.C. Penney 6; Sears 5.
Discount Stores - Target 10; K mart 9; Liberty Bell 2; Murphy Mart 2; Value City 2; Woolco 4; Zayre 5.
Variety Stores - S.S. Kresge 2; G.C. Murphy 3; F. W. Woolworth 4.
Chain Drug Stores - Fairco 4; Haag (People's) 20; Hook's 46; Mi-Lo 3; Osco 9; SupeRx 13; Value Plus 2.
Chain Food Supermarkets - A&P 10; Big E Warehouse Foods 8; IGA 4; Kroger 25; Marsh 14; Preston-Safeway 9; Richard's and Walt's 5; 7-Eleven 6; Shurfine Food Centers 4; Standard-Del Farm 31.
Convenience Food Stores - Majik Markets 14; O'Malia 1; Short Stop Mkts. 3; Stop-N-Go Foods 5; Village Pantry 38.
Other Chain Stores - Auto Suppliers: Carquest, CarX, Fleenor, Firestone, Guarantee, Hiway Parts, NAPA, Nationwise, Goodyear, Kelly-Springfield, Midas Muffler, Precision Transmission, Western Auto; Bakeries: Sophie Factory, Dunkin' Donuts, Jeanne Marie, Roselyn, Tiffany; Candy: Fannie May, Russell Stover; Ice Cream: Baskin-Robbins, Bresler's, Dairy Queen, Lindner's; Jewelers: Goodman, Kay, Rost, Tammey, Zale's; Shoe Stores: Athletic Dept., Baker's, Marott, Fayva, Florsheim, Gallenkamp, Hanover, Kinney, Naturalizer, Pay-Less, Red Cross, Shoe World, Thom McAn; Men's Apparel: Bottomhalf, Chess King, D. Dann's, Edrich Ltd., Harry Levinson, Redwood & Ross, Richman Bros., J. Riggings, Roderick St. John's, Roly's, Silverman's, L. Strauss, Style Store for Big & Tall, Thoroflare; Women's Apparel: Catherine's Stout Shoppes, Dorothy's, Foxmoor Casuals, Frederick's of Hollywood, Jean Lauder's, Lemon Tree, Lerner, Limited, Morrison's, Paul-Harris, Roth's, Stuart's, Sycamore Shops; Furniture Stores: Kittle's 2, Value City 2; Hardware: Ace 15, Central 4, True Value 18.

14 - NEWSPAPERS: STAR (m) 220,292; NEWS (e) 140,576; Comb. (m&e) 360,868; STAR (S) 363,201; March 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Alan Judkins, Adv. Dir., STAR & NEWS, PO Box 145, Indianapolis, IN 46206; Tel. (317) 633-1132.
National Representatives : Million Mkt. Newspapers; Metro. Sunday Newspapers; Leonard.

JASPER

1 - LOCATION: Dubois County, E&P Map B-5, County Seat. Industrial, agricultural, and retail center. In Southern part of state on Patoka River, 120 mi. S of Indianapolis, 57 mi. NE of Evansville; 79 mi. W of Louisville.

2 - TRANSPORTATION: Railroads - Southern (freight).
Motor Freight Carriers - 8.
Intercity Bus Lines - Eastern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,097
County 80 Cen. 34,238
Demographic information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,249
County 80 Cen. 11,201

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$256,385,000
Sav. & Loan	2	$12,317,976

6 - PASSENGER AUTOS: County 17,465

7 - ELECTRIC METERS: Residence 4,807

8 - GAS METERS: Residence 2,250

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Food 298; Apparel 68; Lumber Wood Prod. 911; Furn. 1,397; Ptg. & Pub.30; Chemical 29; Rubber 125; Coal, Stone, Clay & Glass 124; Primary Metals 5; Fabric Metals 114; Mach. (except elec.) 42; Transp. Equip. 78. Avg. Wkly Wage, ($210).

10 - CLIMATE: Min. & Max. Temp. - Spring 27-99; Summer 42-105; Fall 4-99; Winter -4-70.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal area - Vicinity of Court House Square.
Neighborhood Shopping Districts : U.S. 231-South; Vicinity of Bartley and Sixth St. Northwood Park addition; Highway 162 S.
Shopping Centers - North Plaza (18 stores); 3-D Plaza (Southgate Industries) 11 stores.
Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : Mon., Wed. & Fri.; five Supermarkets open on Sunday.

13 - RETAIL OUTLETS: Department Stores : Schneider's; Reising's; Modern.
Variety Stores - J.J. Newberry; Ben Franklin Family Center.
Discount Stores - Danner's 3-D Center; K mart.
Chain Drug Stores - Hooks.
Chain Food Supermarkets : IGA 4; Red & White; Dippel's.
Other Chain Stores - Sears; Sherwin-Williams; Cato's; Montgomery Ward; Jewel Tree (Hallmark House); Guarantee Auto; Sound of Music (Radio Shack); Gamble's; True Value Hdw.

14 - NEWSPAPERS: HERALD (e) 11,407; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Edwin Rumbach, Adv. Mgr., HERALD, 216 E. Fourth St, Jasper, IN 47546; Tel. (812) 482-2500.
National Representative : None.

JEFFERSONVILLE

1 - LOCATION: Clark County (In Louisville, Kentucky-Indiana SMSA). E&P Map C-5, County Seat. On Ohio River opp. Louisville, Kentucky.

2 - TRANSPORTATION: Railroads - Conrail; B&O.
Motor Freight Carriers - 10.

3 - POPULATION:
Corp. City 80 Cen. 21,220
County 80 Cen. 88,838
SMSA 80 Cen. 906,240

4 - HOUSEHOLDS:
City 80 Cen. 7,972
County 80 Cen. 31,021
SMSA 80 Cen. 324,045

5 - BANKS:	NUMBER	DEPOSITS
Saving & Loan	1	$82,000,000
Commercial	3	$171,079,270

6 - PASSENGER AUTOS: County 46,959

7 - ELECTRIC METERS: County 24,599

8 - GAS METERS: County 17,116

9 - PRINCIPAL INDUSTRIES: Chemicals; Textiles; Ordnance; Foundries; Wood Prod.; U.S. Census Bureau; Jeff Boat Works; Colgates.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:
Nearby Shopping centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conner's (11)	NA	General Store
Gateway Plz. (6)	NA	Gateway
Grant Plz. (7)	NA	Winn-Dixie
Greentree (42)	NA	J.C. Penney
Youngstown (30)	NA	Bacon's
K mart Plz. (9)	NA	K mart
Value City (3)	NA	Value City
Wyckshire (7)	NA	Schmidt's
Eastgate (3)	NA	K mart

Stores Open Evenings : In Shopping Centers.
Principal Shopping Days : Thu., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores : Bacon's; J. C. Penney; Sears; Ben Snyders; Danner's.
Variety Stores : Woolworth's; Thrift Dollar Store.
Discount Stores : K mart; Counsolidated Sales; Ayr-Way.
Chain Drug Stores : Taylors; Bills Discount; Walgreen; County Drugs; Clarksville Pharmacy; Freeman & Grimm; Revco.
Chain Food Supermarkets : Key Market; Krogers; Gateway; A&P; IGA; Winn-Dixie; Convenient; 24-Hour Food Mart; Cliff's; One-Stop Mart.
Other Chain Stores : Goodyear; Russell Stovers; Allen Shoes; Bond Clothes; Chess King; Fashion Shop; Fleischers; Hardy Shoes; Kinney Shoes; Motherhood Maternity Shop; National Shirt; Park Lane Hosiery; Paul Harris; So-Fro Fabrics; Spencer Gifts; Tape Centre; Singer Co.; Walgreen's; Will Sales; Davids Style Shop; Firestone; Sherwin-Williams; Cloth World.

14 - NEWSPAPERS: NEWS (e) 17,118; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jessie Napier, Adv. Mgr., NEWS, 225 Spring St., Jeffersonville, IN 47130; Tel. (812) 283-6636.
National Representative : None.

KENDALLVILLE

1 - LOCATION: Noble County, E&P Map C-2, Miscellaneous manufacturing and agricultural center. NE part of state, 150 mi. SE of Chicago; 150 NE of Indianapolis. On U.S. Hwy. 6; State Hwy. 3.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 5.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,299
County 80 Cen. 35,443

4 - HOUSEHOLDS:
City 80 Cen. 2,727
County 80 Cen. 12,065

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$75,000,000
Sav. & Loan	2	$19,600,000

6 - PASSENGER AUTOS: County 17,388

7 - ELECTRIC METERS: Residence 2,870

8 - GAS METERS: Residence (City) 1,929

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Food 600 ($240); Water System 275 ($280); Metal Foundries 875 ($310); Furniture Spring 150 ($260); Machine Shops 275 ($230); Electrical Parts 800 ($170).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-65; Summer 52-95; Fall 28-62; Winter 0-28. First killing frost, Oct. 11. Last killing frost, May 5.

11 - TAP WATER: Softened; fluoridated

12 - RETAILING: Principal Shopping Center - 4 blocks on Main St.; 2 on Mitchell; 2 on William.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Foodtown (10)	NA	Val Discount Center
Publix (11)	NA	Mont. Ward, Hirsch, Dollar General, Roger's, Coast-to-Coast
Kendallville	NA	Murphey's Mart

Principal Shopping Days : Mon. through Sun.
Stores Close : Jewelry stores Wed. afternoon.
Stores Open Evenings : All stores Friday night; shopping centers 6 nights; chain supermarkets 7 nights.
Stores Open Sunday : Chain supermarkets; shopping center stores; Penney's.

13 - RETAIL OUTLETS: Department Stores - Fisher's; J.C. Penney; Hirsch; Sears; Murphy's Mart; Val Discount.
Variety Stores - G.C. Murphy; American Discount.
Chain Drug Stores : Hook's; Fischer's Rexall; Chronister's; Walgreen.
Chain Food Supermarkets : Roger's; Harman's IGA; Big Blue Market.
Other Chain Stores : Mode O' Day; Hallmark; H.W.I. Hardware; Montgomery Ward (catalog); Coast-to-Coast; Goodyear; Firestone; Carquest; NAPA.

14 - NEWSPAPERS: NEWS-SUN (e) 6,618; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: Ron Ensley, Adv. Mgr., NEWS-SUN, 112 N. Main St., Kendallville, IN 46755; Tel. (219) 347-2066.
National Representative : None.

KOKOMO

1 - LOCATION: Howard County, (SMSA); E&P Map B-3, County Seat. North central Indiana on Indiana Hwys. 31-35-22; 50 mi. N of Indianapolis; 150 mi. from Chicago and 157 mi. from Cincinnati. Automotive parts, steel and misc. manufacturing center.

2 - TRANSPORTATION: Railroads : Amtrak (Cinn.-Chi. Div.); Norfolk & Western; Conrail.
Motor Freight Carriers : 21.
Interstate Bus Lines : Trailways; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 47,808
CZ-ABC: (70) 53,282; (81) 60,500
RTZ-ABC: (70) 71,523; (81) 70,800
County 80 Cen. 86,896
SMSA 80 Cen. 103,715
City & RTZ-ABC: (70) 124,805; (81) 131,300

4 - HOUSEHOLDS:
City 80 Cen. 18,240
County 80 Cen. 31,050
SMSA 80 Cen. 37,043
CZ-ABC: (70) 17,661; (81) 23,100
RTZ-ABC: (70) 21,185; (81) 23,900
City & RTZ-ABC: (70) 38,846; (81) 47,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$277,780,273
Sav. & Loan	4	$273,100,903

6 - PASSENGER AUTOS: County 50,126

7 - ELECTRIC METERS: Residence 42,359

8 - GAS METERS: Residence 27,771

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Stone, Clay, Glass 250; Primary Metals 5,313; Fabricated Metals 587; Machy. (ex. Elec.) 434; Electric Machy. 12,000; Trans. Equip. 3,800; Avg. Wkly. Wage (Mfg.) $376.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-70; Summer 60-95; Fall 35-70; Winter 10-40. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St.; 3 on Walnut St.; 3 on Sycamore; 3 on Buckeye.
Neighborhood Shopping Centers : 2 blocks on Main & Markland; 1 block at North & Webster. Forest Park Shopping Center - 19 stores, bank, restaurant, 2 service stations; Maple Crest Plaza Spg. Ctr. - South edge of city 24 stores, 2 service stations, restaurant; Terrace Plaza - 15 shops, bank & restaurant; Kokomo Mall - 21 stores & services; Jackson Square - 7 units; Regency Plaza - 6 units; T-way Plaza - 11 units; Markland Mall - 40 enclosed units; Colonial Plaza, west edge of city, 15 units. Markland Plaza - 12 units; Olds Plaza - 15 units; Northwest Plz. - 9 units. Proposed: Westgate Shopping Center, southwest edge of city; Essex Square, east edge of city; Northgate, northeast edge of city; Westbrook Plaza, southwest of city.
Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Closed : Some on Wed.
Stores Open Evenings : Dept. - Fri. Food Chains - Every evg., Sun. to 6, Shop. Centers - every evg.

13 - RETAIL OUTLETS: Department Stores : Carol Ann 2; Maher's; Golightly's; Stanley's; Sears Roebuck; Montgomery Ward; Penney; Spiegel's; Wm. H. Block Co.; Service Merchandise.
Variety Stores : G.C. Murphy; Ben Franklin 2; Schultz Bros.
Discount Stores : Ayr-Way; K mart 2; T-Way; Hills.
Chain Drug Stores : Hook 6; Muir's; Haag; Rexall 2; Disco; Hutto 2; SupeRx 2; Marsh.
Chain Food Supermarkets : Kroger 4; Marsh Food Liner 2; Standard (Nat'l); A&P 3; Mace's Stop-N-Go 8; Whitacres; Cost-Plus.
Other Chain Stores :Goodyear; Father & Son Shoes; Neumode Hosiery; House of Fabrics; Kay Campbell; Musicland; Goodman Jewelers; Three Sisters; Webster Clothes; A&G Millinery; Royce Shoes; Guarantee Auto Supply; Gallenkamp Shoes; Nobil Shoes; Major Mills; Singer Co.; Western Auto; Pittsburgh Plate Glass; Village Furniture; Wickes; Cashway Lumber; Fleenors Auto Supply; Coast-to- Coast Hdw.; Ace

Hardware; Greggs Inc.; 84 Lumber; Furrow; Carpetland U.S.A.; Sherwin Williams; Fayva Shoes; Pic-Way; Fabrific; Radio Shack; Zales Jewelers; Shane Jewelers; Fabric World; Playback; Fashion Barn.

14 - NEWSPAPERS: TRIBUNE (e) 29,166; (S) 29,759; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J.F. Hoffmann, Adv. Mgr., TRIBUNE, 300 N. Union, Kokomo, IN 46901; Tel. (317) 459-3121.
National Representative : Branham.

LAFAYETTE-WEST LAFAYETTE

1 - LOCATION: Tippecanoe County (SMSA). E&P Map B-3, County Seat. 125 mi. SE of Chicago, 62 mi. NW of Indianapolis. On Wabash River. Agricultural, industrial, educational and cultural center.

2 - TRANSPORTATION: Railroads - Norfolk and Western; Louisville & Nashville.
Motor Freight Carriers - Over 30.
Intercity Bus Lines - Greyhound; Indiana Motor Bus; Trailways.
Airlines - Air Wisconsin.

3 - POPULATION:
Corp. Cities 80 Cen. 64,258
Lafayette 80 Cen. 43,011
West Lafayette 80 Cen. 21,247
CZ-ABC: (70) 64,112; (81) 77,200
RTZ-ABC: (70) 169,582; (81) 183,600
County/SMSA 80 Cen. 121,702
City & RTZ-ABC: (70) 233,694; (81) 260,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 24,328
Lafayette 80 Cen. 17,069
West Lafayette 80 Cen. 70,259
County/SMSA 80 Cen. 40,681
CZ-ABC: (70) 20,925; (81) 29,100
RTZ-ABC: (70) 51,474; (81) 63,800
City & RTZ-ABC: (70) 72,399; (81) 92,900

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$137,840,534
Commercial	4	$518,421,965

6 - PASSENGER AUTOS: County 56,535

7 - ELECTRIC METERS: Residence 37,263

8 - GAS METERS: Residence 22,969

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Metal Prods. 3,000; Pre Fab Homes 879; Electrical Prods. 982; Food 400; Antibiotics 900; Others 3,826.
Principal Pay Days : 1st & 15th; Metal and Rubber Prods., Fri. & Wed.; Others, Thu., Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-60; Summer 61-82; Fall 42-63; Winter 22-40. First killing frost, Oct. 18. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 9 blocks on Main; 5 on Columbia; 2 on Ferry; 3 on Third; 4 on Fourth.
Neighborhood Shopping Centers : 2 blocks on State and Northwestern (West Lafayette); 2 on Main at 16th and South; 1 on 15th at Howell; 1 on Earl Ave. at South; 1 at Elmwood & Greenbush; 1 on Teal Ave.; 1 S. 4th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jefferson Sq. (16)	NA	Haag Drug, Danner Bros.
K mart	NA	K mart
Lafayette Sq. (30)	NA	Woolco, Marsh Mkt.
Market Sq. (44)	NA	Ayre's, Eisner
Purdue Center (16)	NA	Nichol's Thriftway Mkt.
Three Sons (8)	NA	No Frills
Tippecanoe (60)	NA	Montgomery Ward, Osco Drug, Wm. H. Block, J.C.Penney
Wabash Shores (6)	NA	Marsh Mkt.
Zayre (5)	NA	Zayre
Ayrway Plz. (19)	NA	Kroger, Target

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores - Loeb's 2; Sears; J.C. Penney; L.S. Ayres; Montgomery Ward; Block's.
Leading Variety Stores - Danner's.
Chain Drug Stores : Hooks 5; Arth 4; Haag 2; Marsh Drug 2; Osco 3; Wells-Yeager-Best 2
Chain Food Supermarkets : Kroger 3; National Tea; No Frills; Eisner 3; Marsh Foodliner 2; PayLess 2.
Discount Stores : Zayre; Woolco; K mart 2; Target.
Other Chain Stores : Shoes: Gallenkamp, Fayva, Butler, Nobil, Englin's, Kinney's, El-Bee, Regal, Thom McAn; Auto Supply: Firestone, Fleenors, Guarantee Auto; Clothing: Stuart's, Paul Harris, Brook's, Foxmoor, Richman Brothers, Bottom Half, Just Jeans; Candy: Fannie May; Glass: Pittsburgh Plate Glass; Paint: M.A.B., Sherwin-Williams, Glidden.

14 - NEWSPAPERS: JOURNAL & COURIER (e) 39,045; (S) 39,078; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James F. Klaiber, Gen. Adv. Mgr., JOURNAL & COURIER, 217 N. Sixth St., Lafayette, IN 47901; Tel. (317) 423-5511.
National Representative : Gannett.

LA PORTE

1 - LOCATION: La Porte County, E&P Map B-2, County Seat. Industrial, agricultural center, vacation resort. In northern part of Indiana. 2 mi. from east-west toll road; 60 mi. SE of Chicago; 26 mi. W of South Bend, IN; On U.S. Hwy. 35; State Hwys. 2, 4, 39.

2 - TRANSPORTATION: Railroads : Conrail; branches of Chessie Systems; Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 21,796
CZ-ABC: (70) 25,816; (81) 26,200
RTZ-ABC: (70) 92,897; (81) 96,900
County 80 Cen. 108,632
City & RTZ-ABC: (70) 118,713; (81) 123,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 8,578
County 80 Cen. 37,405
CZ-ABC: (70) 8,639; (81) 10,200
RTZ-ABC: (70) 27,138; (81) 32,500
City & RTZ-ABC: (70) 35,577; (81) 42,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$179,882,000
Savings	1	$41,600,000
Sav. & Loan	2	$88,885,738

6 - PASSENGER AUTOS: Co. 67,523

7 - ELECTRIC METERS: Residence 8,771

8 - GAS METERS: Residence 7,503

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners: Farm Mach. 1,000; Sponge Rubber and Urethane Foam Prods. 500; Gray Iron and Semi-Steel Casting 270; Furniture 385; Food Slicing & Packaging Machines 200; Precision Castings 880; Home Appl. Service Parts 600; Industrial Ventilating 140; Automotive Radiator and Unit Heaters 400; Machine Shops 100; Foods 325; Corrugated Cartons 100; Caskets 100.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Neutral, hard; flouridated.

12 - RETAILING: Principal Shopping Centers : 6 blocks on Lincoln Way plus side streets.
Neighborhood Shopping Center - One Stop Shop Center (8 units); Westside, 3 blocks on State Road 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maple Lane Mall	2	K mart, A&P
Marquette Mall	12	Penney's, Sears
Dunes Plaza	12	K mart

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.; shopping centers, every night.

13 - RETAIL OUTLETS: Department Stores - Levine's; Penney's.
Discount Stores : Wonderland; K mart.
Variety Stores - Woolworth's; Harvey's; Danner's.
Chain Drug Stores : Hook's 2; Hilbish; Ribordy Drug; Medicine Shoppe.
Chain Food Supermarkets : A&P; Kroger; Five Star; Al's Supermarkets.
Other Chain Stores : TG&Y; Sears Roebuck (catalog); G.R. Kinney Shoes; Firestone; Goodyear; M.A.B.; Delaney Furniture; Montgomery Ward Automotive Center (catalog & service); Radio Shack; Northwest Fabrics; Nobil Shoes; Newman's; Pic Way Shoes; Quality Farm & Fleet.

14 - NEWSPAPERS: HERALD-ARGUS (e) 13,561; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: T.P. Avery, Nat'l Adv. Mgr., HERALD-ARGUS, 701 State St., La Porte, IN 46350; Tel. (219) 362-2161.
National Representative : Landon.

LEBANON

1 - LOCATION: Boone County, E&P Map B-3 (In Indianapolis SMSA). County Seat. 24 mi NW of Indianapolis; 165 mi. SE of Chicago. At intersection of U.S. Hwys. 5, 52, I-65 and State Hwys. 32 and 39. Light manufacturing center. Rich agriculture.

2 - TRANSPORTATION:
Motor Freight Carriers - 2.
Intercity Bus Lines - Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,456
SMSA 80 Cen. 1,166,929
County 80 Cen. 36,446

4 - HOUSEHOLDS:
City 80 Cen. 4,468
County 80 Cen. 12,647
SMSA 80 Cen. 418,536

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$122,583,838
Sav. & Loan	1	$46,378,921

6 - PASSENGER AUTOS: County 21,213

7 - ELECTRIC METERS: Res. 5,614

8 - GAS METERS: Res. 5,536

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Filters 300 ($200); Industrial Blowers 130 ($200); Business Forms 140 ($200); Plastics 100 ($134).

10 - CLIMATE: Min. & Max. Temp. - Spring 35-70; Summer 70-98; Fall 40-76; Winter 15-62.
First killing frost, Oct. 25. Last killing frost, May 2.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Main, Lebanon, Washington & Meridian (around square); also 1 block SW off square; 2 blocks on Indianapolis Ave.; State Road 39 N. at city limits; 14 on W. South St. at city limits.
Principal Shopping Days : Fri., Sat.
Shopping Centers - Northfield Kroger, Hook's Drug, Ace Hardware, K mart, Radio Shack, Gallery Books, Associates Finance, Beauty Shop, Kawaski, Horsey's, Body Shop, Rick Mount's Sports Shop; McCrory's; Sargeant Paint.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney, K mart, 3-D.
Chain Food Supermarkets : Standard; IGA; Kroger's.
Chain Drug Stores : Hook's 1; E. W. Star 1.
Other Chain Stores - Ace Hdwr.; Brunt's (men's clothing); Sargent-Gerke (paint); Goodyear; Montgomery Ward.

14 - NEWSPAPERS: REPORTER (e) 6,692; sworn Mar. 31. 1981.
Local Contact for Advertising and Merchandising Data: James R. Mossman, Gen. Mgr., REPORTER, 117 E. Washington St., Lebanon, IN 46052; Tel. (317) 482-4650.
National Representative : USSPI.

LINTON

1 - LOCATION: Greene County, E&P Map B-4. In western part of county; 33 mi. SE of Terre Haute; 90 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads : Illinois Central; Chicago, Milwaukee & St. Paul; branches of the CI&L ('Monon'); Conrail.
Motor Freight Carriers : 2.
Intercity Bus Lines : Blue Bird & Wabash Valley.

3 - POPULATION:
Corp. City 80 Cen. 6,315
County 80 Cen. 30,416
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,585
County 80 Cen. 11,519

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$123,439,000

6 - PASSENGER AUTOS: County 14,252

7 - ELECTRIC METERS: Residence 2,730

8 - GAS METERS: Residence 2,445

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Electrical 500 ($125); Textile 350 ($95); Mining 800 ($180); Machine Shops 120 ($120).

10 - CLIMATE: Min. & Max. Temp. - Spring 40-85; Summer 70-102; Fall 20-85; Winter 5-55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers : 3-D Shopping Center, 7 units open every night; Westside Shopping Area, 8 units.
Principal Shopping Days : Sat., Fri.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Hooks; P. N. Hirsch; Sears; Rhodenbeck's; Pirtle's; Danners 3-D.
Variety Stores - G.C. Murphy; Western Auto; Guarantee Auto.
Chain Food Supermarkets : IGA 3; Shurway; Red & White.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,358; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Mitch Faulkner, Pub. & Nat'l Adv. Mgr., CITIZEN, 79 S. Main St., Linton, IN 47441; Tel. (812) 847-4487.
National Representative : Landon.

LOGANSPORT

1 - LOCATION: Cass County, E&P Map B-2, County Seat. Shipping, agricultural, livestock, dairy, meat processing, industrial railroad, and trucking center; Wholesale center for northcentral part of state. 117 mi. to Chicago, 70 mi. S of South Bend, IN and 72 mi. N of Indianapolis.

2 - TRANSPORTATION: Railroads - Conrail; Norfolk & Western.
Motor Freight Carriers - 4.
Intercity Passenger Bus - Indiana Motor Bus.
Airlines : Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,899
CZ-ABC: (70) 20,536; (81) 20,900
RTZ-ABC: (70) 95,269; (81) 102,200
County 80 Cen. 40,936
City & RTZ-ABC: (70) 115,805; (81) 123,100
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,036
County 80 Cen. 14,715
CZ-ABC: (70) 7,303; (81) 8,600
RTZ-ABC: (70) 29,822; (81) 37,000
City & RTZ-ABC: (70) 37,126; (81) 45,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$192,420,000
Sav. & Loan	2	$91,399,000

6 - PASSENGER AUTOS: County 20,857

7 - ELECTRIC METERS: Residence 6,586

8 - GAS METERS: Residence 6,357

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly, Wage) Elec. Controls Mfg. 650 ($185); Meat Processing 920 ($278); Air & Hydraulic Operated Machine Tools 135 ($238); Mech. Springs 525 ($288); Rubber Prod-Automotive 200 ($237); Aluminum Dye Cast, Heat Treating & Machine Shop 105 ($160); Electric Stor. Bat. 210 ($240); Cement Mfg. 115 ($295); Switches & Relays Automotive Elect. Components 1,150 ($170); Custom Stamping Press & Slide 425 ($235); Friction Products Mfg. 165 ($240); Conrail & Norfolk & Western R.R. 332 ($257).
Principal Pay Days : Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-95; Summer 47-104; Fall 11-84; Winter -18-59. First killing frost, Nov 14. Last killing frost, May 12.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Area - 4 blocks on Broadway; 2 on Market St.; 1 on North St.; 7 on intersecting sts.
Neighborhood Shopping Areas - 1 block at 13th and Broadway; 2 on North 3rd St.; 1 at Wilkinson and West Market; 1 at Burlington Ave. and Colfax.

Nearby Shopping Centers

Logansport	3	Sears, J.C. Penney, Fayva, Gallenkamp, JoAnn Fabrics, Radio Shack
Eastgate	2	Hook's, K mart, Wickes
East Class	3	Danners 3-D, A&P, Haag Drugs

Principal Shopping Days: Department Stores - Mon., Fri. & Sat.; Food - Thurs., Fri. & Sat.
Stores Close : Downtown Shpg. Ctr.
Stores Open Evenings : Downtown Shopping Area Fri.; All shopping areas.

13 - RETAIL OUTLETS: Department Stores - Golden Rule; J.C. Penney's; Montgomery Ward; Sears Roebuck; Woolworth.
Discount Stores : K mart: Danners 3-D.
Variety Stores - Woolworth; Total Discount.
Chain Drug Stores : Hook's 3; Haag.
Chain Food Supermarkets : A&P; Standard; Marsh; Corral.
Other Chain Stores : Gallenkamp Shoes; Wickes; Indiana Cashway Stores; Fashion Shop (women's); Carrico Furniture; Sire Shop Men's & Boy's Wear; Musicland; Radio Shack; Palmer's Jewelry, Inc.; Fox's Jewelry; JoAnn Fabrics; Walden Books; Paul Harris; Regis Beauty Salon.

14 - NEWSPAPERS: PHAROS-TRIBUNE (e-mon to fri) 16,431; (S) 16,853; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donald Pollitt, Bus. Mgr., PHAROS-TRIBUNE, 517 E. Broadway, Logansport, IN 46947; Tel. (219) 722-5000.
National Representative : Landon.

MADISON

1 - LOCATION: Jefferson County, E&P Map C-4, County Seat. Residential center. On Ohio River; 44 mi. NE of Louisville; 50 mi. SW of Cincinnati; 85 mi. SE of Indianapolis. Free bridge over Ohio River connects Indiana Hwy. 7; U.S. 421, 56 and 62; Kentucky Hwy. 36, 42 and U.S. 71.

2 - TRANSPORTATION: Railroads - Conrail.
Intercity Bus Lines - Greyhound; White Star.
Motor Freight Carriers - 3.
Freight Steamship Lines - Barges, 2.

3 - POPULATION:
Corp. City 80 Cen. 12,472
County 80 Cen. 30,419
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,638
County 80 Census, 10,288

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$156,821,420
Sav. & Loan	2	$78,512,610

6 - PASSENGER AUTOS: County 13,770

7 - ELECTRIC METERS: Residence City 4,280; County 10,479

8 - GAS METERS: Residence 4,226

9 - PRINCIPAL INDUSTRIES: Industry Number of Wage Earners (Av. Wkly. Wage) - Work clothes 189 ($120); Shoes 421 ($121); Metal Heating Equipment 323 ($131); Hydraulic Lifts 116 ($126); Electric Motors Fractional 547 ($141); Heavy Road Machinery 421 ($142); Auto Parts, 431 ($124); Silicones, 326 ($131); Electric Generation 156 ($151); Electric Organs 613 ($129); Government Proving Ground ($141); Chemicals 320 ($129).

10 - CLIMATE: Av. Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Clifty Plz.	NA	Gateway, P.N. Hirsch, Firestone
Madison W. Plz.	NA	K mart, Big Blue, Hughes Farm
Madison E. Plz.	NA	TG&Y, Jay C Super, Haag Drug, Shappiro's

Principal Shopping Days : Fri. and Sat.
Stores Open Evenings : Fri. and Mon.

13 - RETAIL OUTLETS: Department Stores - Mills; P. N. Hirsch; Louisville Store; Dollar General.
Variety Stores - TG&Y 2; G. C. Murphy; Danners 3-D; K mart.
Discount Stores : Danners 3-D.
Chain Drug Stores : Harpers Rexall; Inglis Walgreen; Hook's; Haag's; Lomark.
Chain Food Supermarkets : Kroger; Jay-C; Jay's Hilltop 2; Gateway; IGA.
Other Chain Stores - Goodyear; Firestone; Western Auto; Lord's; Paris Style; Montgomery Ward; Thrift Dollar; Kiddletown; Sears; Merit Shoe; Singer Co.; Plaza Shop; Bi-N-Save; Lomark; Big Blue; Guarantee Auto; Hill's Shoes.

14 - NEWSPAPERS: COURIER (e) 9,408; Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Don R. Wallis, Pub., COURIER, 310 Courier Sq., Madison, IN 47250; Tel. (812) 265-3641.
National Representative : Landon.

MARION

1 - LOCATION: Grant County, E&P Map B-3, County Seat. Industrial and agricultural center. NE of Indianapolis, midway between Chicago, Columbus and Cincinnati (160 mi.), Detroit and St. Louis (250 mi.) and Indianapolis and Fort Wayne (65 mi.).

2 - TRANSPORTATION: Railroads - C&O; Norfolk & Western; Conrail.
Motor Freight Carriers - 28.
Intercity Bus Lines - Greyhound; Indiana Motor Bus; Hines Coach; Twin City.

3 - POPULATION:
Corp. City 80 Cen. 35,874
CZ-ABC: (70) 65,912; (81) 65,000
RTZ-ABC: (70) 67,048; (81) 66,200
County 80 Cen. 80,934
City & RTZ-ABC: (70) 132,960; (81) 131,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,010
County 80 Cen. 27,943
CZ-ABC: (70) 20,272; (81) 23,300
RTZ-ABC: (70) 20,618; (81) 23,400
City & RTZ-ABC: (70) 40,890; (80) 46,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$225,266,407
Sav. & Loan	2	$176,824,534

6 - PASSENGER AUTOS: County 41,864

7 - ELECTRIC METERS: Res. County 28,000

8 - GAS METERS: Res. County 17,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Workers - all Mfg. 17,455 (Av. Wkly. Wage ($192). Automotive 4,936; Radio & TV 2,802; Glass 1,886; Wire 4,251; Paper Pdts. 645; Iron Fdy. 1,287; Plastics 899; Misc. 4,251.

10 - CLIMATE: Min. & Max. Temp. - Spring 36-61; Summer 58-86; Fall 17-72; Winter 6-65. First killing frost, Sept. Last killing frost, Apr.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - First through Seventh Sts.; Washington and Adams Sts.
Neighborhood Shopping Centers ; K mart (4); K mart Center (9); Marion Plaza (8); Northgate (7); North Park Mall (40); Panorama (2); So. Marion Plaza.
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears Roebuck; Meis Dept. Store.
Discount Stores : Mr. Wiggs; K mart; Hills.
Variety Stores - Newberry.
Chain Drug Stores : Hooks 4; Haag; Revco; Marsh 2.
Chain Food Supermarkets : Marsh 2; Kroger 1; Standard 2; Hank's 2; Doles IGA.
Other Chain Stores - Firestone; Goodyear; Guarantee lire; Schiff Shoes 2; Village Furniture; Pic Way Shoes; Montgomery Ward Catalog; Hart's Shoes; Mary Carter Paint; Coast To Coast Hardware.

14 - NEWSPAPERS: CHRONICLE-TRIBUNE (m) 23,108; (S) 26,753; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: F. Max Crotser, Adv. Dir., CHRONICLE-TRIBUNE, 610 S. Adams, Marion, IN 46952; Tel. (317) 664-5111.
National Representative : Gannett.

MARTINSVILLE

1 - LOCATION: Morgan County, (in Indianapolis SMSA). E&P Map B-4, County Seat. Situated 30 mi. SW of Indianapolis. State Hwys. 37, 67, 39, 252, 44.

2 - TRANSPORTATION: Railroads - Penn Central.
Intercity Bus Lines - Greyhound; Vincennes.

3 - POPULATION:
Corp. City 80 Cen. 11,311
CZ-ABC: (70) 9,723; (81) 11,700
RTZ-ABC: (70) 21,899; (81) 26,400
SMSA 80 Cen. 1,166,929
County 80 Cen. 51,999
City & RTZ-ABC: (70) 31,622; (81) 38,100

4 - HOUSEHOLDS:
City 80 Cen. 4,082
County 80 Cen. 17,160
SMSA 80 Cen. 418,536
CZ-ABC: (70) 3,163; (81) 4,400
RTZ-ABC: (70) 6,238; (81) 8,600
City & RTZ-ABC: (70) 9,401; (81) 13,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$29,939,801
Sav. & Loan	1	$15,580,231

6 - PASSENGER AUTOS: County 26,650

7 - ELECTRIC METERS: Residence 3,299

8 - GAS METERS: Residence 2,989

9 - PRINCIPAL INDUSTRIES: Furniture; Wood Products; Fisheries and Fish Hatcheries; Brick; Cabinets.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Shopping Center - Martinsville Plaza on 39 Bypass.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores - Penney; Sears Roebuck's; Lord's; Schmalz's.
Variety STores - Newberry; Kivett's.
Discount Stores : Dollar General; Danner's 3D; K-Mart.
Chain Drug Stores : Hook's
Chain Food Supermarkets : Kroger; A&P; Schwab's IGA.

14 - NEWSPAPERS: REPORTER (e) 7,418; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Wendell Holt, Adv. Dir., REPORTER, 60 S. Jefferson, Martinsville, IN 46155; Tel. (317) 342-3311.
National Representative : USSPI.

MICHIGAN CITY

1 - LOCATION: LaPorte County, E&P Map B-2. Agricultural and manufacturing center. 55 mi. from Chicago.

2 - TRANSPORTATION: Railroads - CI & LRR Co.; Amtrak; Monon (freight); Chesapeake and Ohio (Pere Marquette Dist); Chicago South Shore and South Bend; Conrail; Nickel Plate Road (freight); Norfolk & Western.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound; Indian Motor

3 - POPULATION:
Corp. City 80 Cen. 36,850
CZ-ABC: (70) 45,180; (81) 48,200
RTZ-ABC: (70) 72,337; (81) 79,600
County 80 Cen. 108,632
City & RTZ-ABC: (70) 117,517; (81) 127,800

4 - HOUSEHOLDS:
City 80 Cen. 12,697
County 80 Cen. 37,405
CZ-ABC: (70) 13,928; (81) 16,300
RTZ-ABC: (70) 22,293; (81) 28,300
City & RTZ-ABC: (70) 35,591; (81) 44,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav.	3	$301,591,656
Sav. & Loan	4	$132,397,709

6 - PASSENGER AUTOS: County Est. 54,486

7 - ELECTRIC METERS: Res. 20,992

8 - GAS METERS: Res. 18,861

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Instrumentation & Compressors 2,070; Heating & Furn. 795; Auto Access. 550; Curled Hair & Furn. 675; Garment 600; Plumbing Prods. 400; Drugs, Pharm. 100; Feb. Welding 150; Pkg., Boxes 190.
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-60; Summer 60-84; Fall 40-64; Winter 16-38. First killing frost, Oct. 10. Last killing frost, May 4.

11 - TAP WATER: Hard (133 ppm.)

12 - RETAILING: Principal Shopping Center - 10 blocks on Franklin St. & 1 each way on side sts.
Neighborhood Shopping Centers - Franklin Square Professional Services, and variety of local retailers and restaurants; 3 on E. Michigan St.; 2 on W. 10th St.; (Marquette Mall); Sears; J.C. Penney; Carson-Pirie-Scott (83 stores); (Dunes Plaza); K mart (28 stores); (Evergreen Plaza); (31 stores).
Shopping Centers - Seven-store park & shop center at Coolspring & Franklin Sts., one mile S of downtown area. Parking for 310 cars.
Major Outlets: King Richards Wine & Spirits; Hook's Drug; Color Tile.
Nine-store East Side Shopping Center at E. Michigan St. & Carroll Ave.
1 1/4 miles SE of downtown area. Parking for 600 cars.
Major Outlets: K&M Foods & Hook's Drug; 83 store Marquette Mall Intersection U.S. 20 & U.S. 421 (Franklin Street) in Michigan City - Parking 2,500 cars.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park & Shop	2	Hook's Drug, Ace Hwr., King Richards
East Side (9)	2	Hooks, Jim's, Ace Hwr.
Marquette (75)	3	Sears, J.C. Penney, Carson, Pirie & Scott
Dunes Plaza (35)	NA	K mart, Michaels Furn., JoAnn Fabrics
Karwick Plaza	2	Jim's, Hooks, Danner Bros.
EvergreenOlz. (35)	3	Bernacchis, LaCusino Rest., The Greenery, Trail Creek Liquor

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon. Sat.; Marquette Mall, Chain Food, Drugs and Discounts open Mon. thru Sat. evenings.

13 - RETAIL OUTLETS: Department Stores - 212 Bargain Ctr.; J.C. Penney; Sears; Carson, Pirie & Scott.
Variety Stores - Harvey's 2; Danner Bros. 2.
Discount Stores : Hwy. 212 Bargain Center; K mart; 3-D; Aldis.
Chain Drug Stores : Hooks 3; Walgreen 1.
Chain Food Supermarkets : A&P; Al's Thrift-Market 2; Jewel Tea; Jim's Fiesta Villas 3.
Other Chain Stores - Singer Co.; Goodyear; Firestone; Rowley's; Kaplans; Baker Shoe; Ace Hardware; Kinney Shoe; Fox Jewelry; Lerner Shops; Fayva Shoes; So Fro Fabrics; Minnesota Plywood; Fannie May Candies; Foxmor; Chess King.

14 - NEWSPAPERS: NEWS-DISPATCH (e) 18,272; (m-sat) 17,616; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Rob Reyher, Adv. Mgr., NEWS-DISPATCH, 121 W. Michigan Blvd., Michigan City, IN 46360; Tel. (219) 874-7211.
National Representative : Landon.

MISHAWAKA

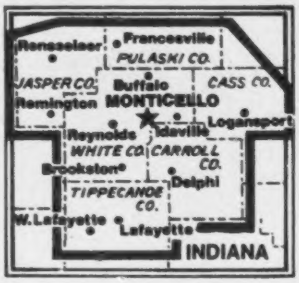
See SOUTH BEND

MONTICELLO

1 - LOCATION: White County, E&P Map B-2, County Seat. 84 mi. NW of Indianapolis; 107 mi. SE of Chicago. On U.S. Hwys. 24 & 421; State Hwys. 39 & 119.

2 - TRANSPORTATION: Railroads - L&N; Effner branch of Penna.; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 5,126
County 80 Cen. 23,867



Monticello Herald-Journal (e) 6,050 sworn 9/30/81

4 - HOUSEHOLDS:
City 80 Cen. 2,007
County 80 Cen. 8,798

5 - BANKS:	**NUMBER**	**DEPOSITS**
Community	2	$90,000,000
Sav. & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 12,487

7 - ELECTRIC METERS: 2,996

8 - GAS METERS: 2,468

9 - PRINCIPAL INDUSTRIES: Radio Cabinets; Automotive Supplies; Textiles; Paper Prod.; Machinery; Welding; Cosmetics; Rotary Tools; Ball Bearings; Electrodes; Recreation & Tourism (Lake Resort).

10 - CLIMATE: Annual Av. Min. & Max. Temp. - 42-57. Last killing frost, Mar. 15.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Shopping Centers : Downtown, 5 blocks on Main, 3 blocks on Broadway, Northgate (Kroger, Hook's).

13 - RETAIL OUTLETS: Department Stores - Miller's; M-B; Schultz; Family Store.
Variety Stores - Ben Franklin.
Chain Drug Stores : Don's Rexall; I.G.A.; Hook's.
Chain Supermarkets : A&P; Briney's; Sixbey's; Thrif-T Mart; Kroger Super Store.
Other Chain Stores : Men's: Muller & Muller, King's; Women's: Adler's, Clothesline; Goody's Sports Centers.

14 - NEWSPAPERS: HERALD-JOURNAL (e) 6,050; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Robert G. Fisher, Pub., HERALD-JOURNAL, 114 S. Main St., Monticello, IN 47960; Tel. (219) 583-5121.
National Representative : None.

- White County's only daily newspaper and greatest advertising medium.
- One of top agricultural counties in Indiana
- Indiana's largest summer resort area
- New downtown area after 1974 tornado.

Monticello Daily Herald-Journal

(219) 583-5121
P.O. Box 409
Monticello, IN 47960

MOUNT VERNON

1 - LOCATION: Posey County, (In Evansville, IN-KY-SMSA). E&P Map A-5. County Seat. Residential, manufacturing and oil shipping terminal center. 15 mi. SW of Evansville, IN. Junction Indiana State Roads 62, 69. Wabash river bridge connecting Indiana's Rte. 62 and Illinois Rte. 141.

2 - TRANSPORTATION: Railroads - Louisville & Nashville.
Motor Freight Carriers - All major Midwest truck lines.
Intercity Bus Lines - Evansville & Ohio Valley Line.

3 - POPULATION:
Corp. City 80 Cen. 7,656
SMSA 80 Cen. 309,408
County 80 Cen. 26,414

4 - HOUSEHOLDS:
City 80 Cen. 2,830
County 80 Cen. 9,075
SMSA 80 Cen. 113,708

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$94,000,000
Sav. & Loan	3	$477,000,000

6 - PASSENGER AUTOS: County, 12,692

7 - ELECTRIC METERS: (Res. inc. Sub) 8,601

8 - GAS METERS: (Res.) 2,192

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Oils and Gasoline 550 ($250); Wheat and Corn Mills 225 ($200); Polycarbonate Resin 1,000 ($300); Garment Mfg. 100; Roofing Materials 15≀ ($175); Pharmaceuticals 300 ($400¢).

10 - CLIMATE: Min. & Max. Temp. - Spring 50-80; Summer 75-95; Fall 48-85; Winter 15-45.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Shopping Centers - Gerber's; Lutterman's; Southwind Shopping Center.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Roth's; P.N. Hirsch; K mart.
Chain Drug Stores - Mt. Vernon Pharmacy (Rexall); Hook's; Revco.
Chain Food Supermarkets : IGA; Bi-Rite (Gerber's); Lutterman's; Hironimus; Wesselman's.
Other Chain Stores - Western Auto; Lord's; Mode O'Day; Index.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,981; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jackie Phillips, Adv. Dir., MOUNT VERNON DEMOCRAT, 430 Main St., Mount Vernon, IN 47620; Tel. (812) 838-4811.
National Representative : None.

MUNCIE

1 - LOCATION: Delaware County (SMSA), E&P Map C-3, County Seat. Industrial and agricultural center. 55 mi. from Indianapolis; 210 mi. from Chicago.

2 - TRANSPORTATION: Railroads - Norfolk & Western; C&O (freight); Conrail.
Motor Freight Carriers - 44.
Intercity Bus Lines - ABC Coach; Trailways; Greyhound.
Air Lines - Britt.

3 - POPULATION:
Corp. City 80 Cen. 77,216
CZ-ABC: (70) 87,469; (81) 94,800
RTZ-ABC: (70) 131,790; (81) 124,700
City & RTZ-ABC: (79) 219,259; (81) 219,500
County/SMSA 80 Cen. 128,587

4 - HOUSEHOLDS:
City 80 Cen. 27,465
County/SMSA 80 Cen. 44,670
CZ-ABC: (70) 26,999; (81) 33,800
RTZ-ABC: (70) 41,680; (81) 45,500
City & RTZ-ABC: (70) 68,679; (81) 79,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$432,100,000
Sav. & Loan	2	$317,540,000

6 - PASSENGER AUTOS: County 79,004

7 - ELECTRIC METERS: Residence 45,062

8 - GAS METERS: Res. Muncie only 21,360

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Automotive; Batteries Transmissions, etc. 7,853 ($372); Glass Prod. 950 ($246); Electrical 1,685 ($236); Precision Forgings 250 ($221).

10 - CLIMATE: Min. & Max. Temp. - Spring 55-72; Summer 70-100; Fall 56-78; Winter 0-48. First killing frost, Oct. 5. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center - 14 blocks on Walnut St.; 7 blocks on Main St.; 5 blocks on Mulberry St.; Muncie Mall, N. Broadway and McGalliard.
Neighborhood Shopping Centers - Southway Plaza, State Roads 67 & 3, S. of Muncie; N. Gate, N.E. part of Muncie, State Hwys. 35 & 67; Northwest Plaza, 2000 block N. on on Wheeling Ave.; Madison Street, 28 blocks along S. Madison St.; Village, 1600 block on University Ave.; Westside, 27, 28, 2900 blocks W. on Jackson St. on Tillotson Ave.; Suburban Centre, 2500 block on Wheeling Avenue; Meadows, 1000 block on W. Jackson; County Village, 4700 block on Wheeling Ave.; 600 Court, 600 Blk-Tillotson Ave. Bethel & Chadam Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Muncie Mall (50)	3	Sears, L. S. Ayres, Penneys
Village	2	Collegienne
Northwest Plz. (28)	3	Marsh, Haag, King's
Southway Plz. (23)	3	Marsh, Hook's, King's
Northgate Ctr. (10)	2	H&H Rexall
S. Walnut St.	2	K mart, Ross
Tillotson	2	Marsh, Ross
Meadows (25)	NA	Zayre, Ross
Broadway	NA	K mart
Northgate (10)	NA	H&H Drugs
Country Village	NA	Leath's
Westside	NA	17 Stores
Bethel & Chadam Lane (2)	NA	

Principal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Dept. - Fri.; Food - Nightly; Downtown - Mon. & Fri.
Stores Open Sundays : Food, Drug, Shpg. Ctrs.

13 - RETAIL OUTLETS: Department Stores - Ball Stores; Penney; Sears; Hoyt Wright Co.; Collegienne Shops; L. S. Ayres.
Variety Stores - TG&Y (Scotts); K mart.
Chain Drug Stores : Osco 2; Owl 2; Haney; Spartan West; Marsh Drug 4; Waag.
Discount Stores : King's; Zayre; K mart 2; Target; Kokomo Bargain Center.
Chain Food Supermarkets : A. L. Ross 3; Wise 2; Eavey; Marsh 11; Working Man's Store.
Other Chain Stores : Sears; J. C. Penney; Singer Co.; Father & Sons Shoes; Kinney Shoes; National Shirt Co.; Regal Shoes; Zale's Jewelers; Paul Harris; So Fro Fabrics; Mode O'Day; Musicland; Brooks; Goodyear Tire & Rubber; MCL; Tobacco Village; Neumode Hosiery; Russell Stover Candies; Tiffany Bakery; Century Stores; Athlete's Foot; Connie's Shoes; Reader's World; Bottom Half; Things Remembered.

14 - NEWSPAPERS: STAR (m) 29,151; PRESS (e) 17,224; Comb. (m&e) 46,375; STAR (S) 33,387; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Grimes, Adv. Dir., STAR and PRESS, PO Box 369, Muncie, IN 47302; Tel. (317) 747-5744.
National Representative : Story & Kelly Smith.

NEW ALBANY

1 - LOCATION: Floyd County, E&P Map C-5 (In Louisville, KY-IN SMSA). Industrial Center. On north bank of Ohio River; 112 mi. S of Indianapolis; 7 mi. NW of Louisville, KY On U.S. Hwys. 31W, 150, 460M, I-64, I-265; State Hwys. 62, 64, 111, 231.

2 - TRANSPORTATION: Railroads - B&O; L&N; K&IT, Southern; Illinois Central; C&O; Conrail.
Motor Freight Carriers - 6.
Intercity Bus Lines - Home Transit; Greyhound; Salem Coach.
Airlines - American; Eastern; Piedmont; Ozark, TWA and Delta at Standiford Field, Louisville, KY.

3 - POPULATION:
Corp. City 80 Cen. 37,103
CZ-ABC: (70) 38,402; (31) 39,000
RTZ-ABC: (70) 58,419; (81) 76,300
SMSA 80 Cen. 906,240
County 80 Cen. 61,169
City & RTZ-ABC: (70) 96,821; (81) 115,300

4 - HOUSEHOLDS:
City 80 Cen. 14,042
County 80 Cen. 21,459
SMSA 80 Cen. 324,045
CZ-ABC: (70) 12,816; (81) 15,000
RTZ-ABC: (70) 17,393; (81) 26,400
City & RTZ-ABC: (70) 30,209; (81) 41,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$155,000,000
Sav. & Loan	2	$138,225,000

6 - PASSENGER AUTOS: County 32,462

7 - ELECTRIC METERS: Residence 14,850

8 - GAS METERS: Residence 10,044

9 - PRINCIPAL INDUSTRIES: Agriculture; Lumbering; Shipping; Plywood; Veneer; Furn.; Clothing; Fertilizer; Machy.; Baskets; Stoves; Stokers Refrigerated Dough Prod.; 58 establishments, 3,700 emp. $30,184,000 wages annually.

10 - CLIMATE: Min. & Max. Temp. - Spring 49-65; Summer 69-88; Fall 50-69; Winter 28-46

11 - TAP WATER: Aklaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Manor (7)	NA	Kroger
New Albany Plz. (18)	NA	Rose's, Winn-Dixie Kroger, SupeRx
Twin Daisy (8)	NA	Furniture Liquidators
University Mall	NA	
Highlander Point	NA	Otto Drugs, Jay-C Grocery

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon., Fri; Shopping centers every evening & Sun.

13 - RETAIL OUTLETS: Department Stores - Fair; Ayrway K mart; Rose's; Penney's; Value City; Sears' Holiday Gifts; Montgomery Ward (catalog); Bacon's.
Variety Stores Tresslars.
Discount Stores : Shop & Save; C.P. Sales; Will Sales.
Chain Drug Stores : T P Taylor; Walgreen's Mill Discount; Medicine Shoppe 1; Otto Drugs; SupeRx.
Chain Food Supermarkets : A&P; Krogers 3; Winn-Dixie 3; Gateway; Convenient 4; Save-A-Step; Key Market 3; IGA; Great Scot; Jay-C Grocery.
Other Chain Stores - Ace Hardward; Furniture Liquidators; Cloth World; Goodyear; Firestone; S & T Hdwr.; ABC Hdwr.; Evans Furn.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,386; LEDGER-TRIBUNE (S) 10,886; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gen. Mgr., James Dietrich, Adv. Mgr., TRIBUNE, 303 W 2nd St., New Albany, IN 47150; Tel. (812) 944-6481.
National Representative : Thomson.

NEW CASTLE

1 - LOCATION: Henry County, E&P Map C-3, County Seat. 50 mi. E of Indianapolis; on I-70; State Hwys. 3, 38, 103, 234.

2 - TRANSPORTATION: Railroads - Norfolk & Western; Conrail.
Motor Freight Carriers - 9.
Intercity Bus Lines - ABC.

3 - POPULATION:
Corp. City 80 Cen. 20,056
CZ-ABC: (70) 27,860; (81) 27,000
RTZ-ABC: (70) 38,687; (81) 40,700
County 80 Cen. 53,366
City & RTZ-ABC: (70) 66,547; (81) 67,700

4 - HOUSEHOLDS:
City: 80 Cen. 7,251
County: 80 Cen. 6,707
CZ-ABC: (70) 8,872; (81) 9,800
RTZ-ABC: (70) 12,139; (81) 14,800
City & RTZ-ABC: (70) 21,011; (81) 24,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$120,000,000
Sav. & Loan	2	$212,000,000

6 - PASSENGER AUTOS: County 27,781

7 - ELECTRIC METERS: Res. 7,540

8 - GAS METERS: Residence 6,614

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Steel Prods. 2,000 ($400); Folding Doors 500 ($300); Brake Linings 300 ($300).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-62; Summer 59-83; Fall 42-64; Winter 20-37. First killing frost, Oct. 8. Last killing frost, May 5.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Broad St.; 2 on Main St.; 2 on 14th St.; and about 4 other blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Castle (10)	NA	Murphy's Mart
Payne Vlg. (5)	NA	Ben Franklin
Riley (12)	NA	Becker, K mart

Principal Shopping Days : Fri., Mon.
Stores Open Evenings : Fri., Mon.

13 - RETAIL OUTLETS: Department Stores - Sears J.C. Penney.
Variety Stores - Ben Franklin.
Discount Stores : Val Discount; Dollar Stores; K mart, Murphy's Mart.
Chain Drug Stores) : Hook 3; Lomark.
Chain Food Supermarkets : Marsh Foodliner; Standard; Kroger; Sav-On.
Other Chain Stores: Paul Harris; Goodyear; Smith-Alsop Paint; Montgomery Ward Catalog; True Value Home Auto; Guarantee; Sherwin-Williams; Radio Shack; Fleenor's; Gallenkamp's

14 - NEWSPAPERS: COURIER-TIMES (e) 14,206; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William Bailey, Adv. Mgr., COURIER-TIMES, PO Box 369, New Castle, IN 47362; Tel. (317) 529-1111.
National Representative : Landon.

NOBLESVILLE

1 - LOCATION: Hamilton County, (In Indianapolis SMSA). E&P Map B-3. County Seat. Agricultural Center 22 mi. N of Indianapolis. On State Hwys. 32, 37, 38.

2 - TRANSPORTATION: Railroads Norfolk & Western.
Motor Freight Carriers - 3.
Intercity Bus Lines - ABC.

3 - POPULATION:
Corp. City 80 Cen. 12,056
SMSA 80 Cen. 1,166,929
County 80 Cen. 82,381

4 - HOUSEHOLDS:
City 80 Cen. 4,340
County 80 Cen. 27,314
SMSA 80 Cen. 418,536

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$265,500,000
Sav. & Loan	1	$105,590,513

6 - PASSENGER AUTOS: County 48,927

7 - ELECTRIC METERS: Residence 4,907

8 - GAS METERS: Residence 4,230

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Rubber Prods. 1,000 ($308); Plastics 150 ($260); Castings 350 ($290).
Principal Industrial Pay Days - Mon., Thu.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-75; Summer 60-100; Fall 40-75; Winter -10-50. First killing frost, Oct. 16. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center - Noblesville Square

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza	NA	Mitee Handy, A&P, Haag Drugs, Hook's Drug, Danners Variety
Castleton	NA	Lazarus, J.C. Penney, Sears
Western Plaza	NA	O'Malia Mkt., Sherwin-Williams, Reasner's
Noblesville Square	NA	Marsh Super Mkt., Haag Drugs, Danners, Mitee Handy, Radio Shack, Baskin-Robbins, Payless Shoes

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.; Food-every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; E.H. Willits.
Variety Stores - Bargain World; Danner's.
Chain Drug Stores: Corner Rexall; Hook; Reasner's; Haag.
Chain Food Supermarkets : A&P; O'Malia's; Marsh.
Other Chain Stores - Firestone; Goodyear; True Value; Sears (catalog); Burger Chef; Smith's Jewelry; McDonald's; Guarantee Auto; Mister Clark's Appliances; Bumper-To-Bumper Auto Parts; Jeanne Marie Bakery; Roselyn Bakery; Lindner's; Dairy Queen; Falvey; Sherwin-Williams; Clancy's Restaurants; Jim Dandy Restaurants; Mac's Steak House; Perkin's Pancake House; Pizza Hut; Long John Silver; Taco Rico; Kentucky Fried Chicken; Noble Roman's; Pasquale's.

14 - NEWSPAPERS: LEDGER (e) 8,654; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Robert Bardonner, Adv. Mgr., LEDGER, 957 Logan St., Nobesville, IN 46060; Tel. (317) 773-1210.
National Representative : None.

PERU

1 - LOCATION: Miami County, E&P Map B-2, County Seat. Railroad, agricultural and industrial center. Division point with switching yards for 3 railroads. 74 mi. N of Indianapolis; 70 mi. S of South Bend; 146 mi. from Chicago. In center of north half of Indiana on U.S. Hwy. 24 (E to Fort Wayne, W to Illinois) and U.S. 31 (N to South Bend, S to Indianapolis). On State Hwy. 19 Important motor freight terminal.

2 - TRANSPORTATION: Railroads - Division HQ. for Chesapeake and Ohio, Chicago to Cincinnati Division; Norfolk & Western.
Motor Freight Carriers - 10.
Intercity Bus Lines - Indiana Motor; Southeastern Trailways.
Airlines - USAir; Air Wisconsin, Delta, United, Republic; Britt.

3 - POPULATION:
City 80 Cen. 13,764
County 80 Cen. 39,820

4 - HOUSEHOLDS:
City 80 Cen. 5,258
County 80 Cen. 7,571

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$116,000,000
Sav. & Loan	2	$78,654,000

6 - PASSENGER AUTOS: County 19,752

7 - ELECTRIC METERS: Residence 8,346

8 - GAS METERS: Res., County 8,250

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Railroads 400 ($400); Furniture Mfg. 450 ($160) Metals 175 ($200); Heating Equip. 200 ($180); Plastics 125 ($160); Fabricated Metal Prod. 225 ($200); Paper Prod. 175 ($140); Elect. Machy. & Eqipt. 900 ($240).

10 - CLIMATE: Min. & Max. Temp. - Spring 32-75; Summer 50-90; Fall 45-75; Winter 10-45. First killing frost, Oct. 25. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 9 blocks on Broadway; 2 on Wabash; 2 on Miami; 2 on Second; 2 on Third; 2 on Main; 2 on Fifth; 1 on Sixth.
Neighboring Shopping Centers - Main & Grant; Main & Benton.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadway (17)	NA	J. C. Penney, Hook Drug
Peru (3)	NA	Rinks, Five Star, Ribordy Drug
Sherwood Sq. (4)	NA	Hook's Drugs, K mart, Kroger, SupeRx
Eastwood Sq. (4)	NA	Scotts Food Center

Principal Shopping Days : Thurs., Fri., Sat.
Stores Close : Wed. aft. (June, July, Aug.).

13 - RETAIL OUTLETS: Dept. Stores - J.C. Penney; Rinks Discount; K mart.
Variety Stores : Ben Franklin.
Chain Drug Stores - Hook's 2; Ribordy; SupeRx.
Discount Stores : Rinks's; K mart.
Chain Food Supermarkets : Kroger; Maces; Five Star.
Other Chain Stores - Goodyear; Goodrich; Cato; Gallenkamp; Montgomery Ward Catalog.

14 - NEWSPAPERS: TRIBUNE (e) 9,059; (m-sat) 9,245; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Barbara Brown, Natl. Adv. Mgr., TRIBUNE, PO 87, Peru, IN 46970; Tel. (317) 473-6641.
National Representative : Landon.

PLYMOUTH

1 - LOCATION: Marshall County (In South Bend SMSA). E&P Map B-2, County Seat. Central northern Indiana at junction of U.S. Hwys. 30 and 31; 90 mi. to Chicago; 65 mi. to Ft. Wayne; 24 mi. to South Bend; 116 mi. to Indianapolis. Diversified agricultural community with misc. small mfrs.

2 - TRANSPORTATION: Railroads - (freight only) - Conrail; Nickel Plate (br.).
Motor Freight Carriers - 22.
Intercity Bus Lines - Greyhound; Indiana Motor Bus.

3 - POPULATION:
City 80 Cen. 7,693
County 80 Cen. 39,155
SMSA 80 Cen. 280,772
Demographic Information available from Chamber of Commerce .

4 - HOUSEHOLDS:
City 80 Cen. 2,940
County 80 Cen. 13,640
SMSA 80 Cen. 99,844

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$171,808,257
Sav. & Loan	2	$10,465,169

6 - PASSENGER AUTOS: County 20,025

7 - ELECTRIC METERS: Residence 3,421

8 - GAS METERS: Residence 2,725

9 - PRINCIPAL INDUSTRIES: Industry - Radiators; Dairy Products; Foundry; Door Mfg. Co.; Pre-Fab Homes; Wax Paper; TV Towers; Boat Stabilizers; Tool Mfg.; Elec. Wiring; Elec. Converters; Canning; Plastics; Corrugated Boxes; Concrete Pipes & Culverts; Mobile Homes; Soft Drink Mfg.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-68; Summer 65-90; Fall 29-53; Winter 15-40. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 3 1/2 blocks on Michigan; 3 on LaPorte; 1 on Water; 2 on Garro; 2 on Washington.
Shopping Areas : North on Business 31, 5 stores; East on Jefferson & Kingston, 25 stores.
Shopping Centers : Plymouth Plaza (Ben Franklin Store) 1/2 mile East; Plymouth Center (Murphy's Mart, Kroger's) 1 mi. North.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward (catalog); J.C. Penney; Bosworth's; Lauer's; Treats.
Variety Stores : Sears (Catalog); Harvey's; Murphy Mart; G.L. Perry.
Drug Stores : People's Walgreen; Meister Drug; Revco; Hook's.
Food Supermarkets : G&G; Kroger; Dave's.
Other Chain Stores - Firestone; Sherwin-Williams (paint); Arvensen's Hdwr.; Carl Sheets Elec.; Kline's Appliance.

14 - NEWSPAPERS: PILOT-NEWS (e) 9,266; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Richard Derf, Natl. Adv. Mgr., PILOT- NEWS, 217 N. Center St., PO Box 220, Plymouth, IN 46563; Tel. (219) 936-3101.
National Representative : Landon.

PORTLAND

1 - LOCATION: Jay County, E&P Map C-3, County Seat. Residential & industrial center. 42 mi. N of Richmond; 50 mi. S of Ft. Wayne; On U.S. Hwy. 27; State 26 & 67.

2 - TRANSPORTATION: Railroads - Served by Lake Erie & Western branch of Norfolk & Western.
Motor Freight Carriers - 6.
Intercity Bus Lines - ABC.
Airlines - Charter Service at Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,074
CZ-ABC: (70) 7,115; (81) 6,500
RTZ-ABC: (70) 25,360; (81) 26,400
County 80 Cen. 23,239
City & RTZ-ABC: (70) 32,475; (81) 32,900

4 - HOUSEHOLDS:
City 80 Cen. 2,767
County 80 Cen. 8,359
CZ-ABC: (70) 2,608; (81) 2,700
RTZ-ABC: (70) 7,813; (81) 9,500
City & RTZ-ABC (70) 10,421; (81) 12,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	1	N.A.
Commercial	3	$112,000,000

6 - PASSENGER AUTOS: County 11,872

7 - ELECTRIC METERS: Residence 3,072

8 - GAS METERS: Residence 2,791

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Steering wheels and molded rubber 150; Drop forgings 465; Work garments 500; Soybean proc. 125; Brooms 100; Food 125; Feed milling 100; Mobile homes 115. Av. Wkly. Wage (Mfg.) $192.

10 - CLIMATE: Min. & Max. Temp. - Spring 49-67; Summer 63-82; Fall 40-55; Winter 24-39.

11 - TAP WATER: Alkaline, very hard; city has water softening plant.

12 - RETAILING:
Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Weiler Bros.
Variety Stores - G.C. Murphy; Sutton's.
Discount Stores : Jack's Surplus City; 3D.
Chain Drug Stores : Hooks; Haags.
Chain Food Supermarkets : Marsh; Ludwig.
Other Chain Stores - Western Auto Associate; Sear's (catalog); Montgomery Ward (catalog); Cato; Holthouse Furn.; Goodyear; Economy Millinery; Rodefeld's Auto; Sutton's True Value Hardware.

14 - NEWSPAPERS: COMMERCIAL-REVIEW (e) 6,095; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Lewis, Adv. Mgr., COMMERCIAL-REVIEW, 309 W. Main St., Portland, IN 47371; Tel. (219) 726-8141.
National Representative : None.

PRINCETON

1 - LOCATION: Gibson County. E&P Map A-5, County Seat. 28 mi. N of Evansville; 116 mi. W of Louisville, KY; 156 mi. SW of Indianapolis; 160 mi. E of St. Louis. On U.S. Hwy. 41; State 64.

2 - TRANSPORTATION: Railroads - L&N and Southern.
Motor Freight Carriers - 8.
Intercity Bus Lines - Central Greyhound; Southeastern Trailways; Suburban Lines; Wabash Valley.
Airlines - Eastern; Delta; USAir; Eastern (Evansville airport).

3 - POPULATION:
Corp. City 80 Cen. 8,976
CZ-ABC: (70) 7,431; (81) 9,600
RTZ-ABC: (70) 26,425; (81) 27,800
County 80 Cen. 33,156
City & RTZ-ABC: (70) 33,856; (81) 37,400

4 - HOUSEHOLDS:
City 80 Cen. 3,597
County 80 Cen. 12,800
CZ-ABC: (70) 2,753; (81) 4,100
RTZ-ABC: (70) 8,548; (81) 10,200
City & RTZ-ABC: (70) 11,301; (81) 14,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$176,564,692
Sav. & Loan	6	$32,877,271

6 - PASSENGER AUTOS: County 16,555

7 - ELECTRIC METERS: Residence 4,157

8 - GAS METERS: Residence 3,473

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage) - Electronics 834; Electric Clocks 404; Tools & Die 147; Rubber Products 145; Oil Refinery N.A.; Fundraising Items 186.

10 - CLIMATE: Min. & Max. Temp. - Spring 60-80; Summer 80-95; Fall 60-80; Winter 20-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Shopping Center: 3-D Plaza (13 Stores).
Principal Shopping Days : Fri., Sat., Wed.
Stores Open Evenings : Discounts, Groc. & Drug - Mon.-Sat.; Downtown - Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores - Sears; J.C. Penney; Hirsch; Schuetz's; Tulip Tree; Wanda's; Franks.
Variety Stores - G.C. Murphy; Index Notion; 3-D;
Chain Drug Stores : Rexall 3; Walgreen; Hooks.
Chain Food Supermarkets : Key Mkt.; Gaston's; IGA; Red & White 2; Super Valu.
Other Chain Stores : Western Auto; Goodyear; Sherwin-Williams; Firestone.

14 - NEWSPAPERS: CLARION (e-mon to fri) 6,619; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Larry W. Hiatt, Pres./Pub., CLARION, 100 N. Gibson, Princeton, IN 47670; Tel. (812) 385-2525.
Representative : None.

RENSSELAER

1 - LOCATION: Jasper County, E&P Map B-2, County Seat. In Northwestern Indiana, 72 mi. SE of Chicago. On U.S. Hwy. 231 and Indiana 114; 3 mi. E of I-65.

2 - TRANSPORTATION: L&N Railroad; Indiana Motor Bus. Hard-surfaced airport runway.

3 - POPULATION:
City 80 Cen. 4,944
County 80 Cen. 26,138

4 - HOUSEHOLDS:
City 80 Cen. 1,893
County 80 Cen. 8,288

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$47,026,514
Sav. & Loan	1	$1,425,965

6 - PASSENGER AUTOS: County 12,418

7 - ELECTRIC METERS: Residence 1,756

8 - GAS METERS: Residence 1,308

9 - PRINCIPAL INDUSTRIES: Crushed Stone; Grain Elevators; Cement; Spring & Coil Mfg.; Trailers for Road Eqpt.; Plastic Table Tops; Casework.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, softened to 4 grains of hardness.

12 - RETAILING:
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears Roebuck.
Variety Stores - Schultz Bros.
Chain Drug Stores : Rexall; Hooks; Ribordy.
Chain Food Supermarkets : A&P; Tom's; Elsner's.

14 - NEWSPAPERS: REPUBLICAN (e) 3,975; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: David L. Smith, Pub., REPUBLICAN, 117 N. Van Rensselaer St., Rensselaer, IN 47978; Tel. (219) 866-5111.
National Represantative : None.

RICHMOND

1 - LOCATION: Wayne County, E&P Map C-3, County Seat.
Manufacturing center; Agricultural area, 3 mi. W of Ohio state line; 290 mi. SE of Chicago; 68 mi. E of Indianapolis; 40 mi. W of Dayton; 58 mi. NW of Cincinnati; on U.S. Hwys. I-70, 40, 27 & 35; State Hwys. 21, 38, 227, 627 & 121.

2 - TRANSPORTATION: Railroads - Conrail; Chesapeake & Ohio.
Motor Freight Carriers - 29, with 7 terminals.
Intercity Bus Lines - ABC Coach; Continental Trailways; Greyhound.
Airlines : TWA; United; American; Delta; USAir (Dayton, Ohio Airport).

3 - POPULATION:
Corp. City 80 Cen. 41,349
CZ-ABC: (70) 53,484; (81) 52,600
RTZ-ABC: (70) 115,232; (81) 120,900
County 80 Cen. 76,058
City & RTZ-ABC: (70) 168,716; (81) 173,500
Demographic Information available from Newspaper . See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 15,682
County 80 Cen. 27,430
CZ-ABC: (79) 17,420; (81) 19,900
RTZ-ABC: (70) 36,361; (81) 43,700
City & RTZ-ABC: (70) 53,781; (81) 63,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$267,101,294
Sav. & Loan	3	$153,798,687

6 - PASSENGER AUTOS: County 39,277

7 - ELECTRIC METERS: Residence 20,350

8 - GAS METERS: Residence 11,503

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Machy. ex. elec. 2,992 ($272); Trans. Eqpt. 1,301 ($256); Elect. Machy. 687 ($168); Fab. Metal Parts 951 ($287).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 21-92; Summer 40-92; Fall 4-81; Winter 7-73.

11 - TAP WATER: 18 Grains per Gallon; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 block promenade on Main St.
Neighborhood Shopping Centers - 16th & E. Main; W. 5th & Main; 3400 E. Main; U.S. 40E. Garwood Rd.; S. W. 18th and National Road West; Salisbury Road & U.S. 40 West; 2400 National Road.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Side (6)	2	Long's
East End	1	Haag Drug
Ravinia-Plaza	2	Corvair's, Tim Hogans
Gateway (25)	3	Target, Sears, MacDonald Sales Center
Richmond Sq. (36)	3	J. C. Penney, Wards
Kings Plaza (8)	4	Warehouse Foods, King's,
East Side	3	Jo Ann Fabrics, Revco Drug, Krogers, Sav-on, Fleenors, K mart

Principal Shopping Days : Fri., Sat., Sun.
Stores Open Evenings : Downtown - Mon. & Fri.; Sprmkts. nightly; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores - Knollenberg's; J. C. Penney; Sears Roebuck; Montgomery Ward; Elder-Beerman.
Discount Stores : Target; Mr. Wiggs; K mart 2; King's.
Variety Stores - F. W. Woolworth; L. M. Veach.
Chain Drug Stores : Hook's 4; Rexall 2; Haag; Thrift; Vita Fair; Phillips; Revco.
Chain Food Supermarkets : Thornburgs Super Value; Kroger; National Tea (Standard); Village Pantry (Marsh) 3; Cox's IGA 4; Long's; Lawson Milk 3; Warehouse Foods; Wilt's Food Stores.
Other Chain Stores - Thom McAn; Gallenkamp Shoe; Goodrich; Mab Paints; Sherwin-Williams; Nobil Shoe, Paul Harris; Hanover Shoe; Radio Shack; Golden Rule Fashions; Zales Jewelers; Stuart's; Spencer Gifts; Jo Ann Fabrics; Roger Jewelers; Brooks Fashions; TSC Stores; House of Fabrics; 84 Lumber; Cashway Lumber; Big Blue.

14 - NEWSPAPERS: PALLADIUM-ITEM (e-mon to fri) 24,678; (m-sat) 25,155; (S) 29,793; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Brooks Johnson, Adv. Dir., PALLADIUM-ITEM, 1175 North 'A' St., Richmond, IN 47374; Tel. (317) 962-1575.
National Representative : Gannett.

ROCHESTER

1 - LOCATION: Fulton County, E&P Map B-2, County Seat. Lake resort town. Small manufacturing plants. Rich agricultural center. 120 mi. from Chicago; 95 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads - Indiana Interstate Railway Co. (freight); Norfolk and Western (freight).
Motor Freight Carriers - 6.
Intercity Bus Lines - Indiana Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,050
County 80 Cen. 19,335
Demographic information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,075
County 80 Cen. 7,203

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$82,675,384
Sav. & Loan	1	$62,149,652

6 - PASSENGER AUTOS: County 9,976

7 - ELECTRIC METERS: Residence 2,512

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Food; Metal Pdts.; Dairy Pdts.; Men's Clothing; Business Forms.
Principal Industrial Pay Days - Tues.; Fri.

10 - CLIMATE: First killing frost, Oct. 9. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** - 6 blocks on Main St.; 2 on 9th St.; 1 on 8th St.; Rochester Plaza Shopping Center (south edge).
Stores Close : Thurs. afternoon.
Stores Open Evenings : Fri, Some Sun.

13 - RETAIL OUTLETS: **Department Stores** - Spurgeon's; P.N. Hirsch; 3-D Discount Store.
Variety Stores - Schultz.
Chain Drug Stores : Hook's; Ribordy; SupeRx.
Chain Food Supermarkets : Kroger; IGA; Wilt's.

14 - NEWSPAPERS: SENTINEL (e) 4,681; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Arthur L. Hoffman, Adv. Mgr., SENTINEL, 118 E. 8th Street, Rochester, IN 46975; Tel. (219) 223-2111.
National Representative : None.

RUSHVILLE

1 - LOCATION: Rush County, E&P Map C-4, County Seat. Manufacturing Center. 40 mi. from Indianapolis; 72 mi. from Cincinnati; on U.S. Hwy. 52; State Hwys. 44 and 3.

2 - TRANSPORTATION: **Railroads** - B&O; Norfolk & Western; (all freight lines).
Motor Freight - 2.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,113
CZ-ABC: (70) 6,686; (81) 6,800
RTZ-ABC: (70) 13,666; (81) 12,800
~~County 80 Cen. 19,604~~
City & RTZ-ABC: (70) 20,352; (81) 19,600

4 - HOUSEHOLDS:
City 80 Cen. 2,232
County 80 Cen. 6,641
CZ-ABC: (70) 2,219; (81) 2,600
RTZ-ABC: (70) 4,034; (81) 4,400
City & RTZ-ABC: (70) 6,253; (80) 7,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$75,000,000
Sav. & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 9,441

7 - ELECTRIC METERS: Residence 2,464

8 - GAS METERS: Residence 2,417

9 - PRINCIPAL INDUSTRIES: Furniture; Piston Rings; Air Conditioning 1,200 employees $120 Avg. Wage.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-80; Summer 60-100; Fall 50-80; Winter 10-50.

11 - TAP WATER: Neutral (pH 6.5); 10 grains hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** - 6 blocks on two streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northwood (8)	NA	Marsh Foods, Hooks Drugs, Ben Franklin
Rushville (5)	NA	Krogers, Revco.

Principal Shopping Days : Fri., Sat.
Stores Close : Wed. afternoon.
Stores Open Evenings : Department Stores - Fri.; Food - Daily & Sunday.

13 - RETAIL OUTLETS: **Department Stores** - P.N. Hirsch; Minear's; Val Discount.
Drug Stores - Hook's; Revco; Rushville Phcy.
Variety Stores - 3-D; Ben Franklin.
Chain Food Supermarkets - Kroger; Marsh.

14 - NEWSPAPERS: REPUBLICAN (e) 4,216; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William B. Trimble, III, Pub., REPUBLICAN, PO Box 189, Rushville, IN 46173; Tel. (317) 932-2222.
National Representative : None.

SEYMOUR

1 - LOCATION: Jackson County, E&P Map C-4. Situated 60 mi. S of Indianapolis; 50 mi. N of Louisville; 80 mi. W of Cincinnati. Crossing of U.S. Hwys. 50, 31; I-65.

2 - TRANSPORTATION: **Railroads** - Conrail; B&O main line (fgt.); Milwaukee Road (fgt. only).
Interstate Bus Lines - Greyhound.
Motor Freight Carriers - 23.

3 - POPULATION:
Corp. City 80 Cen. 15,050
CZ-ABC: (70) 13,352; (81) 14,500
RTZ-ABC: (70) 47,257; (81) 29,400
County 80 Cen. 36,523
City & RTZ-ABC: (70) 60,609; (81) 43,900

4 - HOUSEHOLDS:
City 80 Cen. 5,665
County 80 Cen. 12,995
CZ-ABC: (70) 4,416; (81) 5,300
RTZ-ABC; (70) 14,509; (81) 10,300
City & RTZ-ABC: (70) 18,925; (81) 15,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$102,132,473
Sav. & Loan	2	$299,329,708

6 - PASSENGER AUTOS: County 18,734

7 - ELECTRIC METERS: 5,436

8 - GAS METERS: Residence 4,833

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Heavy Machy. 950 ($350); Light Mfg. 1,500 ($320); Paper & Pkg. 280 ($300); Woodworking 120 ($280); Textiles 650 ($180).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Avg. Min. & Max. Temp. - Spring 20-70; Summer 60-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 15. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluronidated.

12 - RETAILING: **Principal Shopping Center** - 5 blocks N & S on Chestnut St.; 6 E & W on St. Louis Ave.; Tipton St.; 2nd & 3rd St.; several smaller shopping centers adjoining city's main section of business.
Shopping Centers (No. of Stores) : Danner-3D (3); Jackson Park (13); West Towne Plaza (3).
Principal Shopping Days : Fri., Sat., Sun.
Stores Open Evenings : Mon. & Fri.; Center open nightly.

13 - RETAIL OUTLETS: **Department Stores** - Sears Roebuck; J. C. Penncy.
Discount Stores : Danner-3D
Variety Stores - Murphy; K mart.
Chain Food Supermarkets : Jay-C 2; IGA; Noltings Super Jaly 3; Beefking 2; Convenient Food Mart 2.
Other Chain Stores - Goodyear; Paris Style; Hook Drugs; Montgomery Ward; Taylor Drugs; Guarantee Auto; Revco Drug; Big Blue Store; Radio Shack; Coast to Coast Hdwe; Monique Fabrics.

14 - NEWSPAPERS: TRIBUNE (e) 9,562; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George Main, Adv. Mgr., TRIBUNE, 1215 E. Tipton, Seymour, IN 47274; Tel. (812) 522-4871.
National Representative : Landon.

SHELBYVILLE

1 - LOCATION: Shelby County (In Indianapolis SMSA). E&P Map C-4, County Seat. 27 mi. SE of Indianapolis; U.S. Hwys. 421, I-74; State Hwys. 9, 44, 244.

2 - TRANSPORTATION: **Railroads** - Conrail.
Intercity Bus Lines - Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,989
CZ-ABC: (70) 15,094; (81) 13,900
RTZ-ABC: (70) 23,248; (81) 26,900
SMSA 80 Cen. 1,166,929
County 80 Cen. 39,887
City & RTZ-ABC: (70) 38,342; (81) 40,800

4 - HOUSEHOLDS:
City 80 Cen. 5,639
County 80 Cen. 13,823
SMSA 80 Cen. 418,536
CZ-ABC: (70) 5,120; (81) 5,400
RTZ-ABC: (70) 6,939; (81) 9,4000
City & RTZ-ABC: (70) 12,059; (81) 14,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$218,133,762
Sav. & Loan	2	$42,832,742

6 - PASSENGER AUTOS: County 22,670

7 - ELECTRIC METERS: Residence 18,526

8 - GAS METERS: Residence 5,622

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Fiber Glass 650; Paper-Plastics 580; Furn. 275; Industrial Heating and Wire Coating 800; Radio-TV Parts 200; Auto-Aircraft Seals 300; Alum. Doors-Windows 175; Business Forms 100; Camper Parts 150. Avg. Wkly. Wage, $295.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Shopping Centers : Belair (16 stores - J. C. Penney; K mart; Gallenkamp; Danners; Radio Shack; Nationwide Auto); Target (16 Stores-Kroger; Haags; Hook's; Thriftmart; Ranch; Guarantee Auto; Godfathers; Sears); Junction by Sycamore.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.; Shopping centers nightly.
Stores Open Sundays : Most supermarkets, shopping centers, and downtown.
Stores Close : Some Wed. afternoon.

13 - RETAIL OUTLETS: **Department Stores** - J.C. Penney; Sears; Wards; Target; K mart.
Variety Stores - G.C. Murphy; Danner's.
Chain Drug Stores : Haag; Hook's 2; Lomark.
Chain Food Supermarkets : Standard; Kroger; Thriftmart; Allied Grocers; Ranch; Thomas.
Other Chain Stores - Gamble's; Firestone; Diana; PPG; Sherwin-Williams; Paul Harris; Big Blue; Jo Ann; Radio Shack; Goodyear; Nationwide Auto.

14 - NEWSPAPERS: NEWS (e) 10,979; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bob Knopp, Gen. Adv. Mgr., NEWS, 123 E. Washington St., Shelbyville, IN 46176; Tel. (317) 398-6631.
National Representatives : Landon; USSPI.

SOUTH BEND-MISHAWAKA

1 - LOCATION: St. Joseph County (In South Bend SMSA). E&P Map B-2. Industrial, wholesale and educational center. NW part of state, 4 mi. S of Michigan state line; 86 mi. E of Chicago; 135 mi. N of Indianapolis on Northern Indiana Toll Road.

2 - TRANSPORTATION: **Railroads** (Passenger) - Amtrak; Chicago South Shore/South Bend Electric Road; (Freight) - Conrail; Chessie System; Grand Trunk Western/Canadian National; Norfolk & Western; New Jersey, Indiana & Illinois.
Motor Freight Carriers - 48.
Intercity Bus Lines - Indian Trails; South Bend Public Transportation Corp; Greyhound; Indiana Motor Bus; Cardinal.
Airlines - United; Republic; Air Wisconsin; Britt Airways; Midstate Airline.

3 - POPULATION:
Corp. Cities 80 Cen. 149,951
South Bend 80 Cen. 109,727
Mishawaka 80 Cen. 40,224
CZ-ABC: (70) 218,150; (81) 210,600
RTZ-ABC: (70) 363,307; (81) 398,700
County 80 Cen. 241,617
SMSA 80 Cen. 280,772
City & RTZ-ABC: (70) 581,457; (81) 609,300

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 64,378
South Bend 80 Cen. 48,082
Mishawaka 80 Cen. 16,296
County 80 Cen. 86,204
SMSA 80 Cen. 99,844
CZ-ABC: (70) 67,770; (81) 75,300
RTZ-ABC: (70) 112,641; (81) 142,600
City & RTZ-ABC: (70) 180,411; (81) 217,900

5 - BANKS: 7 Banks; 6 Savings & Loan.

6 - PASSENGER AUTOS: County 126,878

7 - ELECTRIC METERS: South Bend 79,000

8 - GAS METERS: South Bend 36,800

9 - PRINCIPAL INDUSTRIES: (SMSA, St. Joseph and Marshall Counties) - Industry, Number of Wage Earners; Total Mfg. 34,700; Transportation Equip. 9,600; Machinery ex. electrical 8,500; Elec. Machy. 2,200; Primary Metals 1,500; Nondurable Goods 8,400; Non-manufacturing 81,600.

10 - CLIMATE: Avg. Temp. - Summer 71; Winter 31. Normal annual precipitation 35.7 inches. Normal annual snowfall, 68.5 inches.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers** : (South Bend) - 9 blocks on Michigan St.; 8 on Main; 7 on Lafayette Blvd.; 2 on LaSalle and 3 on Colfax Ave.; 3 on Washington; 4 on Jefferson; 3 on Wayne, Western and Monroe Sts.; 2 on Lincoln Way. (Mishawaka) - 7 blocks on Main; 4 blocks on Lincoln Way; 2 blocks on Mishawaka Ave.; 12 blocks on McKinley.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
N. Village (27)	NA	Walgreen
Scottsdale (110)	NA	L.S. Ayres, Ayr-Way, Montgomery Ward
University Park (107)		L.S. Ayres, Sears, Penney's, J.L. Hudson

Neighborhood Shopping Centers : 100 Center, Lincolnway W. at Center St., Mishawaka; Greenwoods, Ironwood Dr. & Rte. 23; Broadmoor, Ireland Rd. and Miami St.; Town and Country, E. McKinley & Hickory Rd., Mishawaka; McKinley Square, Logan and McKinley, South Bend; Hartman Plaza, Lincolnway W. at Sheridan; Georgetown, Emmons Rd. off Cleveland; Belleville, Western Ave. at Lombardy; Southland Plaza, Ireland & Ironwood Rds; LaSalle Square, Bendix Dr. & Ardmore; College Square, Logan & McKinley, Mishawaka; University Center, Grape at Rte. 23, Mishawaka; University Commons, Rte. 23 & Cleveland, South Bend.
Store Hours - South Bend, Downtown daily 10-6, Thursday 10-9, closed Sundays; Mishawaka, open Fri. evgs.; Some Tues. evgs.; Self-Service Dept. Stores in Shopping Centers open to 10 p.m. daily & varying hours Sun.; Super Mkts., South Bend and Mishawaka open to 9 p.m., Mon. thru Sat., and to 4 p.m. Sun.

13 - RETAIL OUTLETS: **Department Stores** - Penney 2; Robertson's; Sears; L.S. Ayer's 2; Montgomery Ward; J.L. Hudson.
Discount Stores : Brite Way; Cook's/Rink's; K mart 3; Ayr-Way/Target 3.
Variety Stores : McLellan; Ben Franklin 3.
Chain Drug Stores : Hook's 6; Osco 3; Don's 3; Vita Fair; Darnell's; Merricks; Medicine Shoppe; Ribordy.
Chain Supermarkets : Kroger 7; A&P 2; Certified 12; Central Food Stores 4; IGA 5; W.W. Wilt 3; Martin's 7; Park N' Shop 2.
Other Chain Stores : Clothing: Richman Bros., Gilbert's, Redwood & Ross, Tie Rack; Women's Apparel: Lerner's, Lane Bryant, The Bagpiper, Casual Corner, Gantos, Just Jeans, Brooks Fashions, Marianne Shops, Claire's Boutique, Foxmoor Casuals, Motherhood Maternity Shops, Parklane Hosiery, Paul Harris, Tall Girl's, Ups N' Downs, The Village Scene; Shoes: Mary Jane, Maling, Baldwin, Gallenkamp's, Hardy's, Del's, Florsheim, Kinney, Morse, Regal, J. Riggings, Stride Rite, Thom McAn; Jewelry: Fox's, Gordon's, Rost, Shifrin Willens; Candies: Fannie Mae, Dutch Mill; Bakeries: Weber, Nickles; Tire Stores: Goodrich, Goodyear, Firestone.

14 - NEWSPAPERS: TRIBUNE (e) 106,211; (S) 126,044; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Albert E. Petersonn, Gen. Adv. Mgr., TRIBUNE, 223 W. Colfax, South Bend, IN 46626; Tel. (219) 233-6161.
National Representative : CWO&O.

SPENCER

1 - LOCATION: Owen County, E&P Map B-4, County Seat. 25 mi. from Greencastle; 55 mi. SW of Indianapolis; 17 mi. from Bloomington. On U.S. Hwy 231; State Hwys. 43, 46, 67.

2 - TRANSPORTATION: **Railroads** - Conrail.
Motor Freight Carriers - 2.
Airlines - USAir at Bloomington; American, Eastern, TWA, United, Delta at Indianapolis.
Intercity Bus Lines - Indianapolis & Vincennes.

3 - POPULATION:
City 80 Cen. 2,732
County 80 Cen. 15,840

4 - HOUSEHOLDS:
City 80 Cen. 1,122
County 80 Cen. 5,631

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	1	$54,610,000
Sav. & Loan	1	$12,400,000

6 - PASSENGER AUTOS: County 7,077

7 - ELECTRIC METERS: Residence 1,300

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Insulative Moldings; Agricultural & Building Stone; Printing; Metal Signs; Tarpaulins; Canvas Products; Tents; Boat Covers; Camping Equipment; Chemical Toilets; Surgical Supplies.

10 - CLIMATE: Min. & Max. Temp. - Spring 16-86; Summer 50-107; Fall 27-93; Winter -4-60. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center** - 4 blocks on Public Sq. and one block each way.
Principal Shopping Days : Fri., Sat.
Stores Close : Wed. aft.
Stores Open Evenings : Furniture Fri.; Food nightly & Sun.

13 - RETAIL OUTLETS:
Variety Stores - Tresslar's; Money's Variety.
Chain Drug Stores - Rexall; Spartan.
Chain Food Supermarkets : IGA; Red & White; Shur-Fine.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,657; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: John T. Gillaspy, Pub., WORLD, 114 E. Franklin, Spencer, IN 47460; Tel. (812) 829-2255.
National Representative : None.

SULLIVAN

1 - LOCATION: Sullivan County (In Terre Haute, IN SMSA). E&P Map B-4, County Seat. 27 mi. S of Terre Haute; 32 mi. from Vincennes. On U.S. Hwy. 41 and State Hwy. 154.

2 - TRANSPORTATION: Railroads - L&N; Ill. Central.
Motor Freight Carriers - 6.
Intercity Bus Lines - Wabash Valley; Arrow; Greyhound.

3 - POPULATION:
City 80 Cen. 4,774
SMSA 80 Cen. 176,583
County 80 Cen. 21,107

4 - HOUSEHOLDS:
City 80 Cen. 1,985
County 80 Cen. 7,948
SMSA 80 Cen. 64,382

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$38,500,000
Sav. & Loan	1	$5,000,000

6 - PASSENGER AUTOS: County 10,006

7 - ELECTRIC METERS: Residence 2,298

8 - GAS METERS: Residence 1,389

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Rubber 290 ($110).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Shopping Center for County. Stores Close: Thu. aft., open Fri. to 8 p.m.
Principal Shopping Days : Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Roots; Tindall's.
Variety Stores - Index Notion; Tindall's.
Chain Drug Stores : Rexall; Hooks.
Chain Food Supermarkets : Baesler's; Super Valu; Red & White; Shurway; Key Market.

14 - NEWSPAPERS: TIMES (e-mon to fri) 5,400; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Rex Pierce, Pub., TIMES, 115 W. Jackson Ave., Sullivan, IN 47882; Tel. (812) 268-6356.
National Representative : None.

TERRE HAUTE

1 - LOCATION: Vigo County (SMSA) E&P Map B-4, County Seat. Industrial center. Shipping center for nine-county industrial mining and agricultural area. Wholesale center for W Central Indiana and E Illinois. College center. 10 mi. E of Illinois State line; 180 mi. S of Chicago; 168 mi. E of St. Louis; 111 mi. N of Ohio River; 70 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads - Conrail; L&N; CM&StP (freight).
Motor Freight Carriers - 29.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - USAir; Britt.

3 - POPULATION:
Corp. City 80 Cen. 61,125
CZ-ABC: (70) 78,093; (80) 70,700
RTZ-ABC: (70) 175,179; (80) 184,200
County 80 Cen. 112,385
SMSA 80 Cen. 176,583
City & RTZ-ABC: (70) 253,272; (80) 254,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,984
County 80 Cen. 40,278
SMSA 80 Cen. 64,382
CZ-ABC: (70) 25,966; (80) 27,200
RTZ-ABC: (70) 58,518; (80) 73,600
City & RTZ-ABC: (70) 84,484; (80) 97,490

5 - BANKS:	**NUMBER**	**DEPOSITS**
Saving	1	$66,478,331
Sav. & Loan	6	$198,095,177
Commercial	3	$433,796,002

6 - PASSENGER AUTOS: County 54,447

7 - ELECTRIC METERS: Residence 34,655

8 - GAS METERS: Residence 27,433

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Food 1,982 ($201); Mining 152 ($205); Beverages 428 ($201); Chem. and Allied Prod. and Plastics 1,411 ($244); Metals 1,435 ($300); Truck and Trans. 6,869 ($245); Paper Prod. and Printing 2,061 ($195).

10 - CLIMATE: Min. & Max. Temp. - Spring 18-50; Summer 50-95; Fall 30-60; Winter 0-50. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, 240 to 325 ppm.; not fluoridated.

12 - RETAILING: Principal Shopping Center - 7 blocks on Wabash Ave.; 2 on 7th St.; 2 on 6th St.; 1 on 5th.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
12 Points	2	Super Valu, Hooks
Meadows	2	Woolworth, Kroger
Southland	3	K mart, IGA
North Plaza	3	Woolco, No Frills, Kroger, IGA
K mart Plaza	2	
East Wabash	2	Hooks, No Frills
Honey Creek Sq.	4	Sears, Roots, Osco Drug, G.C. Murphy, Meis, Great Scot, Penney's
S. 3rd St.	NA	K mart Mont. Ward
Riverside Plaza	4	Woolco
Towne So. Plaza	5	Service Mdse., Kroger Sav-On, Cloth World

Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Mon., Thu.

13 - RETAIL OUTLETS: Department Stores - Roots; Meis Bros.; Brown Shoe Co.; Montgomery Ward; Schultz; Sears; J.C. Penney.
Variety Stores - Woolworth; Danners; G. C. Murphy.
Chain Drug Stores : Hook 5; Osco 1; Haags 3.
Discount Stores : K mart 2; Woolco 2; Service Merchandise.
Chain Food Supermarkets : Kroger's 4; A&P 1; No Frills 2; Super Valu 1; IGA 5; Great Scot 2; Bi-Rite.
Other Chain Stores : Fannie May (candy); Firestone; Diana Shoes; Krasner's Bros. (ladies ready-wear); Nobil's Shoes; Darlene Shoe; Levitt Millinery; Singer Co.; Hill Shoes; Barker's (ladies' shoes); General Tire; Sherwin-Williams Paint; Pittsburgh P&G; M.A.B. Inc. (paint); Bachrach's; Qualicraft Shoes; Bresier's Ice Cream; Hallmark Cards; Orange Julius; Radio Shack; Service Mdse.; Cloth World.

14 - NEWSPAPERS: STAR (m) 24,242; TRIBUNE (e) 21,317; TRIBUNE-STAR (S) 45,337; Sept. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: T.F. Willey, Adv. Dir., TRIBUNE & STAR, 721 Wabash Ave., Terre Haute, IN 47808 Tel. (812) 232-0581.
National Representative : Landon.

TIPTON

1 - LOCATION: Tipton County (In Kokomo SMSA). County Seat. E&P Map B-3.

2 - TRANSPORTATION: Railroads - Norfolk & Western.
Motor Freight Carriers - 1.
Intercity Bus Lines - Indiana R.R.; Hines Coach.

3 - POPULATION:
Corp. City 80 Cen. 5,004
County 80 Cen. 16,819
SMSA 80 Cen. 103,715

4 - HOUSEHOLDS:
City 80 Cen. 1,934
County 80 Cen. 5,993
SMSA 80 Cen. 37,043

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$74,986,000
Sav. & Loan	2	N.A.

6 - PASSENGER AUTOS: County 8,954

7 - ELECTRIC METERS: Residence 3,295

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Auto Piston Rings; Steel Parts Mfg.; Food Can., Poultry & Livestock Equip.; Seed Corn.
Principal Industrial Pay Day : Fri.

10 - CLIMATE: First killing frost, Oct. 13. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Jefferson St.; 2 S. on Main; 2 N. on Main.
Principal Shopping Days : Fri., Sat., Mon.
Stores Close : Wed. afternoon.
Stores Open Evenings : Dept. Stores, Friday; Food, Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney.
Variety Stores : Danner Bros.; Val-U Center.
Chain Drug Stores : Marsh; Hook's.
Chain Food Supermarkets : Marsh Foodliners; Carter's; McGraw's.
Other Chain Stores - Adlers Style Shop; J.P. Falvey.

14 - NEWSPAPERS: TRIBUNE (e) 3,859; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Clyde Bayne, Adv. Mgr., TRIBUNE, PO Box 248, Tipton, IN 46072; Tel. (317) 675-2115.
National Representative : None.

VALPARAISO

1 - LOCATION: Porter County, E&P Map B-2 (In Gary-Hammond-East Chicago SMSA). County Seat. Agricultural, dairy and manufacturing center; college city. NW part of state; 55 mi. from Chicago; 145 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads - Conrail; CN; Norfolk and Western.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 22,247
SMSA 80 Cen. 642,781
County 80 Cen. 119,816
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,486
County 80 Cen. 39,146
SMSA 80 Cen. 214,244

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$314,861,699
Sav. & Loan	2	$520,221,010

6 - PASSENGER AUTOS: County 64,964

7 - ELECTRIC METERS: 10,060

8 - GAS METERS: 8,094

9 - PRINCIPAL INDUSTRIES: - Type of industry - Ball; Roller Bearings; Permanent Magnets; Electrical Specialties; Novelty Aprons; Food Proc. Machy.; Extruded Aluminum Prod.; Bearing Screws; Fiberglass Tanks; Can Manufacturing; Resin Mfg.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 7-87; Summer 36-104; Fall 16-90; Winter-20-67. First killing frost, Oct. 25. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers - 7 blocks on Lincolnway; 3 on Franklin St.; 3 on Washington St.; 2 on Lafayette; 2 on Michigan; 4 on Indiana; 2 on Jefferson; 83 store mall 15 mi. NE; 122 store mall 15 mi. W.
Neighborhood Shopping Centers : 7 blocks on Lincolnway near Roosevelt; 8 on Calumet; Bush to Glendale; 31 store plaza 2 mi. N.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Mon., Fri.

13 - RETAIL OUTLETS: Department Stores - Lowenstine's; J.C. Penney; Sears; Fetla's; Miller's Mart; K mart; Montgomery Ward.
Variety Stores - Harvey's; Danner's; 3-D.
Chain Drug Stores : Sievers (Rexall); Gil's; Ribordy; Hook 3; Medicine Shoppe 1; Walgreen 2.
Chain Food Supermarkets : Certified 3; Spartan 1; Eagle 1; Scot Lad 1; Foodliner 1.
Other Chain Stores - Singer Co.; Firestone; Sherwin-Williams Paints; Goodyear; Falvey's; Paramount Shoes; Owens Auto Supplies; Coronet; Valpo Paint & Wallpaper (Smith-Alsop); TSC Store; Fayva; Paul Harris; Minn Fabrics.

14 - NEWSPAPERS: VIDETTE-MESSENGER (e; m-sat) 13,320; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Daniel R. Harrington, Adv. Dir., VIDETTE-MESSENGER, PO Box 551, Valparaiso, IN 46383; Tel. (219) 462-5151.
National Representative : Landon.

VINCENNES

1 - LOCATION: Knox County, E&P Map B-4, County Seat. Agricultural and industrial center. 115 mi. SW of Indianapolis; 120 mi. NW of Louisville; 211 mi. W of Cincinnati; 150 mi. E of St. Louis; 62 mi. S of Terre Haute; 52 mi. N of Evansville. On U.S. 41, 50 and 150; Indiana 61 and 67.

2 - TRANSPORTATION: Railroads - B&O; L&N.
Motor Freight Carriers - 18.
Intercity Bus Lines - Greyhound; Indianapolis- Vincennes; Vincennes Transit (charter only).

3 - POPULATION:
Corp City 80 Cen. 20,857
CZ-ABC: (70) 24,388; (81) 24,300
RTZ-ABC: (70) 49,232; (81) 51,300
County 80 Cen. 41,838
City & RTZ-ABC: (70) 73,620; (81) 75,600

4 - HOUSEHOLDS:
City 80 Cen. 7,768
County 80 Cen. 15,481
CZ-ABC: (70) 7,775; (81) 8,900
RTZ-ABC: (70) 17,064; (81) 20,500
City & RTZ-ABC: (70) 24,839; (81) 29,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$214,142,000
Sav. & Loan	3	$133,750,000

6 - PASSENGER AUTOS: County 21,055

7 - ELECTRIC METERS: Residence 9,673

8 - GAS METERS: Residence 7,470

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage); Batteries 410 ($300); Paper Products 100 ($218); Glass Fabrication 275 ($210); Auto Seat Assembly 220 ($240); Steel Fabrication 150 ($265); Magnet Wire 249 ($240).

10 - CLIMATE: Av. Temp. Winter 34, Summer 79; Rainfall 42 in. annual.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Days : Sun., Fri., Thu.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Gimbel (Gamble-Skogmo); J. C. Penney; Hills (Interstate); Walgreen's; Central Hardware; Finke's.
Variety Stores - Tresslar's.
Discount Stores : Danner's 30; K mart.
Chain Food Supermarkets : Kroger; IGA; Standard Del Farms; Harold's.

14 - NEWSPAPERS: SUN-COMMERCIAL (e-mon to fri) 14,808; (S) 15,874; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Veronica A. Kopp, Nat'l. Adv. Mgr., SUN- COMMERCIAL, 702 Main St., Vincennes, IN 47591; Tel. (812) 886-9955.
National Representative : Landon.

WABASH

1 - LOCATION: Wabash County, E&P Map C-2. County Seat. Industrial, agricultural & residential center on Wabash River. 45 mi. WSW of Ft.
Wayne. On U.S. Hwy. 24; State Hwys. 15 and 13.

2 - TRANSPORTATION: Railroads - Norfolk & Western (pass. & frt.); Conrail.
Intercity Bus Lines - Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,985
County 80 Cen. 36,640
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,799
County 80 Cen. 12,586

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$175,000,000
Sav. & Loan	2	$51,000,000

6 - PASSENGER AUTOS: County 18,153

7 - ELECTRIC METERS: Residence 9,994

8 - GAS METERS: Residence 3,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Rubber 2,000 ($240); Electronics 2,000 ($220); Rock Wool 750 ($220); Paperboard Containers 750 ($210); Metals 400 ($220).

10 - CLIMATE: Min. & Max. Temp. - Spring 25-80; Summer 50-95; Fall 15-75; Winter 5-60. First killing frost, Sept. 15. Last killing frost, Apr. 30

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 2 blocks each on Wabash, Canal, Miami and Market Sts.; Wabash Village Shopping Mart on U.S. Hwy. 24; Central Shoppers Mall on Hwy. 15.
Principal Shopping Days : Dept. stores-Thurs., Fri. Sat.; Food stores-Thurs., Fri., Sat.
Stores Close : 40% Wed. Afternoon.
Stores Open Evenings : All stores Mon.; Food, Hardware, Drug, Variety and Department-every evening.

13 - RETAIL OUTLETS: Department Stores J. C. Penney; Hirsch; Robin Hood; K mart.
Discount Stores : K mart.
Variety Stores - Danner.
Chain Drug Stores : Gachenheimer 4; Hooks.
Chain Food Supermarkets : Kroger; Marsh; Clark's; Finer Food 3.
Other Chain Stores - Resneck's; Val-U; Leath (Furn.); Moore's; Smith-Alsop; Ream-Steckbeck (Paint); Tractor Supply Co.; Firestone; Goodyear; Farm Bureau.

14 - NEWSPAPERS: PLAIN DEALER (e) 8,067; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Rex Lutz, Adv. Dir., PLAIN DEALER, 123 W. Canal St., Wabash, IN 46992; Tel. (219) 563-2131.
National Representative : Landon.

WARSAW

1 - LOCATION: Kosciusko County, E&P Map, C-2 County Seat. Agriculture, manufacturing, and center of No. Indiana lake resort area. 42 mi. W of Fort Wayne; 40 mi. S of South Bend. On National Yellowstone Hwy. U.S. 30; State Hwy. 15, 25.

2 - TRANSPORTATION: Railroads – Conrail.
Motor Freight Carriers – 27.
Intercity Bus Lines – Greyhound; Indiana Motor.
Airport Charter Flights; Warsaw Municipal.

3 - POPULATION:
Corp. City 80 Cen. 10,647
CZ-ABC: (70) 17,073; (81) 22,700
RTZ-ABC: (70) 60,040; (81) 70,300
County 80 Cen. 59,555
City & RTZ-ABC: (70) 77,113; (81) 93,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,934
County 80 Cen. 20,863
CZ-ABC: (70) 5,376; (81) 8,300
RTZ-ABC: (70) 18,992; (81) 25,400
City & RTZ-ABC: (70) 24,368; (81) 33,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$220,000,000
Sav. & Loan	2	$6,000,000

6 - PASSENGER AUTOS: County 35,000

7 - ELECTRIC METERS: Res. 13,456

8 - GAS METERS: Res. 7,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Manufacturing (incl. food & kindred prods.) 7,500 ($350), Furniture and Fixtures, Printing and Publishing, Chemicals and Allied Products, Rubber and Plastics Products, Stone, Clay, and Glass Products, Primary Metal, (Iron and Steel and Gray Iron Foundries), Fabricated Metal Products, Machinery, Transportation Equipment, Orthopedic, Instruments and Related Products; Transportation and Other Public Utilities 800 ($300); Retail Trade 1,200 ($200); Finance, Insurance and Real Estate 362 ($250); Services 1,000 ($225).
Principal Industrial Pay Days: Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 26-74; Summer 59-98; Fall 28-78; Winter 15-52. First killing frost, Oct. 13. Last killing frost, May 5.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers: 30 blocks on Center, Indiana, Market, Buffalo, Lake and Main Sts.
Neighborhood Shopping Centers: E. Center; E. Market; So. Buffalo; E. Winona Ave.; W. Winona Ave.; N. Lake St.; Road 30 East & West.

13 - RETAIL OUTLETS:
Variety Stores: Schultz; Harvey's; W. R. Thomas.
Discount Stores: Harvey's; Wonder; Schultz; Clinton; Big T; 3D; K mart; Woolco.
Chain Drug Stores: Hook's; Walter's; Thorburg; Brennan's; Rexall; Walgreen.
Chain Food Supermarkets: Kroger; Marsh; Burger; Owen's.
Other Chain Stores: Guarantee Auto; Western Auto; Firestone; Glover's; Sears; Kimm Paints; Gambles; Montgomery Ward (catalog); Ream-Steckbeck; Ace; Goodyear; Faley's; P.N. Hirsch; Quality Farm & Fleet Center; Kline's; Radio Shack; W&W Shoes; TSC Industries; J.C. Penney (catalog).

14 - NEWSPAPERS: TIMES-UNION (e) 12,000; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dean Tucker, Adv. Mgr., TIMES-UNION, PO Box 1448, Warsaw, IN 46580; Tel. (219) 267-3111.
National Representative: None.

The Washington Times-Herald

Where agriculture and coal are king.

DONREY MEDIA GROUP

WASHINGTON

1 - LOCATION: Daviess County, E&P Map B-4, County Seat. Agricultural center halfway (170 mi.) between Cincinnati and St. Louis; 90 mi. NW of Louisville, KY; 100 mi S of Indianapolis; 250 mi. S of Chicago; 57 mi. NE of Evansville. On U.S. Hwys. 50, 150; State Hwys. 57, 257.

2 - TRANSPORTATION: Railroads – Big Four Freight; Conrail (N & S); Chessie System (E & W).
Motor Freight Carriers – 3.
Intercity Bus Lines – Blue Bird; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,325
CZ-ABC: (70) 11,358; (81) 11,200
RTZ-ABC: (70) 37,487; (81) 40,500
County 80 Cen. 27,836
City & RTZ-ABC: (70) 48,845; (81) 51,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,552
County 80 Cen. 9,878
CZ-ABC: (70) 4,067; (81) 4,600
RTZ-ABC: (70) 11,770; (81) 14,700
City & RTZ-ABC: (70) 15,837; (81) 19,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$149,812,000
Sav. & Loan	2	$47,498,871

6 - PASSENGER AUTOS: County 12,465

7 - ELECTRIC METERS: Residence 6,995

8 - GAS METERS: 4,370

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Rail Repair 216 ($275); Ball Bearings 110 ($260); Food Processing 400 ($175); Brick Veneer 150 ($190); B&O RR 200 ($400); Mining 125 ($500).
Principal Industrial Pay Days – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 29-50; Summer 46-96; Fall 45-80; Winter 0-42. First killing frost, Oct. 23. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center – 5 blocks on Main St.; 4 on Van Trees; 4 on South St.; East 50 Shopping center; 3-D; K mart.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
East 50	1	Jay-C, Williams Rexall, Allison Elec.
3-D Plaza (14)	1	Danner's Shurway, Hook's, K mart, Radio Shack, Cato, TJ's TV

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.
Stores Open Sundays: Drugs, Grocery, Discount.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Montgomery Ward; Sears.
Variety Stores – G. C. Murphy; Yeager Hardware; Danner's; Dollar General; Lord's Hardware.
Discount Stores: 3-D; K mart.
Chain Drug Stores: Williams Rexall 2; Hook's.
Chain Food Supermarkets: IGA; Jay C; Red & White 4; Shurway Food Center.
Other Chain Stores – Larkin's; Paris Style; MBA Paints; Sherwin-Williams; Big Blue Stores; Home Outfitters.

14 - NEWSPAPERS: TIMES-HERALD (e) 11,062; Mar. 31, 1981 ABC.
Local Contact for Advertising Data: Lars Purdue, TIMES-HERALD, 102 E. Van Trees St., Washington, IN 47501; Tel. (812) 254-0480.
National Representative: Landon.

WEST LAFAYETTE
See LAFAYETTE

WINCHESTER, IN-UNION CITY, OH

1 - LOCATION: Randolph, IN and Darke County OH, E&P Map C-3. 32 mi. E of Muncie; 52 mi. from Dayton. On State Hwy. 277, 32, 28; Ohio 71 and 47.

2 - TRANSPORTATION: Railroads – Conrail.
Motor Freight Carriers – 7.

3 - POPULATION:
Corp. Cities 80 Cen. 7,375
Winchester, IN 80 Cen. 5,659
Union City, OH 80 Cen. 1,716
Counties 80 Cen. 85,093
Randolph, IN 80 Cen. 29,997
Darke, OH 80 Cen. 55,096

4 - HOUSEHOLDS:
Cities 80 Cen. 2,867
Winchester, IN 80 Cen. 2,213
Union City, OH 80 Cen. 654
Counties 80 Cen. 29,573
Randolph Co., IN 80 Cen. 10,709
Darke Co., OH 80 Cen. 18,864

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$161,000,000
Sav. & Loan	2	$12,000,000

6 - PASSENGER AUTOS: Counties Randolph, IN 15,018; Darke, OH (1978) 32,422

7 - ELECTRIC METERS: Residence 8,838

8 - GAS METERS: Residence 4,816

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Body Co. 1,118; Furniture 200; Leather 200; Small Motors 553; Metal Supplies 1,200; Glass 2,128.

10 - CLIMATE: Min. & Max. Temp. – Spring 54-62; Summer 67-84; Fall 53-60; Winter 12-55.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Fri., Many Daily.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; P.N. Hirsch; Boston Store 2.
Discount Stores: Val Discount.
Variety Stores – Danner's; G. C. Murphy; Ben Franklin; True Value Hardware.
Chain Drug Stores: Hook's 2.
Chain Food Supermarkets: Marsh.

14 - NEWSPAPERS: NEWS-GAZETTE (e) 5,225; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Greg Howell, Adv. Mgr., NEWS-GAZETTE, 224 W. Franklin St., Winchester IN 47394; Tel. (317) 584-4501.
National Representative: None.

IOWA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Cedar Rapids – Linn County.
Davenport-Rock Island-Moline, Iowa-Ill. – Scott County, Iowa; Henry and Rock Island Counties, Ill.
Des Moines – Polk and Warren Counties.
Dubuque – Dubuque County.
Iowa City – Johnson County.
Omaha, Neb.-Iowa – Douglas and Sarpy Counties, Neb.; Pottawattamie County, Iowa.
Sioux City, Iowa-Neb. – Woodbury County, Iowa; Dakota County, Neb.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**
Under 5 Years	233	222
5-14 Years	574	443
15-24 Years	478	549
25-44 Years	612	752
45-64 Years	579	560
65 and Over	349	387
TOTAL	2,825	2,913

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1982 Estimate**
Bldg. Mat./Hdwr	398	800	1,107
Genral Mdse	749	1,164	1,576
Food	1,234	1,969	3,008
Automobiles	1,231	2,231	2,788
Gasoline Stations	593	954	1,804
Apparel	272	408	554
Furniture	266	450	637
Eat-Drink Places	450	806	1,232
Drugs	192	275	410
TOTAL	5,875	9,833	14,413

AMES

1 - LOCATION: Story County, E&P Map C-2. On Hwy. 30 (E&W); Hwy. 69 (N&S); I-35 (N&S).

2 - TRANSPORTATION: Railroads – Chicago & Northwestern.
Intercity Bus Lines – Greyhound; Jefferson Transportation.
Motor Freight Carriers – 7.

3 - POPULATION:
Corp. City 80 Cen. 45,775
CZ-ABC: (70) 39,505; (81) 46,600
RTZ-ABC: (70) 26,533; (81) 29,800
County 80 Cen. 72,326
City & RTZ-ABC: (70) 66,038; (81) 76,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,015
County 80 Cen. 23,665
CZ-ABC: (70) 10,717; (81) 14,600
RTZ-ABC: (70) 8,582; (81) 11,000
City & RTZ-ABC: (70) 19,299; (81) 25,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$197,025,000
Sav. & Loan	4	$1,195,617,000

6 - PASSENGER AUTOS: County 37,000

7 - ELECTRIC METERS: Residence 12,644

8 - GAS METERS: Residence 11,636

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – State Univ. 7,500; Iowa Hwy. HQ 1,100; Federal Gov't. 900; Electronics 600; Sport Clothing 135; Grain Equipment 150; Transportation Center 1,000; Equipment Mfg. 1,000; Chemicals 150.

10 - CLIMATE: Min. & Max. Temp. – Spring 39-56; Summer 66-87; Fall 40-58; Winter 12-30. First killing frost, Oct. 5. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers – 4 blocks on Main St.; 2 on 5th St.; 3 on Kellogg.
Shopping Centers – 6 blocks on N. Grand Ave.; 2 blocks on Lincoln Way; 1 on Welch, Campustown, located 3 mi. W. of downtown; K mart Plaza, 4 mi. W. of downtown; Lincoln Plaza, 2 blocks S. of Main St.; N. Grand Center, 2 mi. N.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lincoln Plaza	0	Target, Safeway, TG&Y
North Grand	2	Younker's, Penney, Sears
Campustown	3	K mart, Hy-Vee
West Ames	4	

Principal Shopping Days: Sat., Sun. & Thurs.
Stores Open Evenings: Dept. – Mon. thru Fri.; Food – every evening; Campustown – Mon.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Younkers; Sears; TG&Y; Target; K mart.
Chain Supermarkets – Fareway; Randall's; Hy-Vee 2; Safeway; Warehouse Market.
Other Chain Stores – Goodyear; Firestone; Woolworth's; Fastco Drug; A.J. August; Musicland; Baskin Robbins; Maurice's; Earl May; Big Bear; Drug Town; Radio Shack.

14 - NEWSPAPERS: TRIBUNE (e) 10,325; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Verle H. Burgason, Adv. Dir., TRIBUNE, PO Box 380, Ames, IA 50010; Tel. (515) 232-2160.
National Representative: Iowa Daily Press.

ATLANTIC

1 - LOCATION: Cass County, E&P Map B-3, County Seat. Agricultural area of 40 mi. radius. SW part of state; 60 mi. to Omaha; 89 mi. to Des Moines; 440 mi. to Chicago.

2 - TRANSPORTATION:
Motor Freight Carriers – 6.
Intercity Bus Lines – Overland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,789
County 80 Cen. 16,932

4 - HOUSEHOLDS:
City 80 Cen. 3,141
County 80 Cen. 6,524

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$33,281,000
Commercial	2	$93,238,000

6 - PASSENGER AUTOS: County 20,052 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Feed Mfg. 320 ($265); Steel Bldg. Const. 230 ($290); Street & Road Const. 710.
Principal Industrial Pay Days: Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 18-91; Summer 33-98; Fall 5-82; Winter 17-62. First killing frost, Oct. 5. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, med. soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 5 blocks on Chestnut St.; 4 blocks on Walnut.
Neighborhood Shopping Centers: East and West Seventh Sts.; Highway 6; Atlantic Plaza (12 units).
Principal Shopping Days: Thurs., Sat.

Stores Open Evenings : Thurs.; grocery & discount stores nightly.

13 - **RETAIL OUTLETS: Department Stores** - C.R. Anthony; J.C. Penney; Spurgeon's; Connol's.
Variety Stores - Ben Franklin; Bonnesen's.
Discount Stores : Wheeler's; Cappel Impl.; Pamida; Alco; K mart.
Chain Food Supermarkets : Safeway; Hy-Vee; Super Valu.
Other Chain Stores - Earl May Seed & Nursery; Brown's Shoe Fit; Montgomery Ward; Davis Paint; Bair's Firestone; Goodyear; Singer Co.; Fullerton Lumber; Seifert's; Tober's; Sears (catalog); Gamble's; Western Auto; Payless; Cashway Lumber.

14 - **NEWSPAPERS:** NEWS-TELEGRAPH (e) 7,745; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Robert Brodensteiner, Adv. Mgr., NEWS-TELEGRAPH, 410 Walnut St., Atlantic, IA 50022; Tel. (712) 243-2624.
National Representative : Iowa Daily Press.

BETTENDORF
See DAVENPORT

BOONE

1 - **LOCATION:** Boone County, E&P Map B-2, County Seat. 42 mi. N of Des Moines. On U.S. Hwy. 30; State Hwy. 60.

2 - **TRANSPORTATION: Railroads** - Chicago & North Western.
Motor Freight Carriers - 5.
Intercity Bus Lines - Greyhound.

3 - **POPULATION:**
Corp. City 80 Cen. 12,602
County 80 Cen. 26,184

Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 5,005
County 80 Cen. 9,731

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$94,615,605
Commercial	2	$94,396,153

6 - **PASSENGER AUTOS:** County 29,515 (All Vehicles)

7 - **ELECTRIC METERS:** Residence 5,298

8 - **GAS METERS:** Residence 4,602

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners (Av. Wkly. Wage) - R.R. 600 ($400); Wire & Iron 150 ($210); Misc. 225 ($165).
Principal Industrial Pay Days - 1st and 15th.

10 - **CLIMATE:** First killing frost, Oct. 4. Last killing frost, May 6.

11 - **TAP WATER:** Hard.

12 - **RETAILING: Principal Shopping Center** - 21 blocks on Story; 11th St.; 10th, 9th, 8th, 7th and 6th Sts. also 9 blocks on Arden, Keeler, Allen and Runyan (30 blocks total).
Stores Open Evenings : Thurs.

13 - **RETAIL OUTLETS: Department Stores** - J.C. Penney; Spurgeon's.
Variety Stores - P.M. Place.
Discount Stores - Gibson's; Alco.
Chain Drug Stores : Osco; Walgreen.
Chain Food Supermarkets : Fareway; Safeway; Randalls.
Other Chain Stores - Big Bear; Tradehome Shoes.

14 - **NEWSPAPERS:** NEWS-REPUBLICAN (e; S) 6,126; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Walt Handy, Gen. Mgr., NEWS-REPUBLICAN, PO Box 100, Boone, IA 50036; Tel. (515) 432-1234.
National Representative : Iowa Daily Press.

BURLINGTON

1 - **LOCATION:** Des Moines County, E&P Map D-3, County Seat. Agricultural, dairy area; manufacturing & wholesale center, 206 mi. W of Chicago; 227 mi. N of St. Louis; 290 mi. E of Omaha; 165 mi. SE of Des Moines. On U.S. Hwys. 34, 61.

2 - **TRANSPORTATION: Railroads** - Burlington-Northern; Rock Island.
Motor Freight Carriers - 13.
Intercity Bus Lines - Continental.
Airlines - Ozark; Mississippi Valley Airline.
Water - Mississippi River Barge Lines.

3 - **POPULATION:**
Corp. City 80 Cen. 29,529
CZ-ABC: (70) 35,505; (81) 31,700
RTZ-ABC: (70) 107,757; (81) 114,900
County 80 Cen. 46,203
City & RTZ-ABC: (70) 143,262; (81) 146,600

4 - **HOUSEHOLDS:**
City 80 Cen. 11,325
County 80 Cen. 17,350
CZ-ABC: (70) 12,161; (81) 12,500
RTZ-ABC: (70) 35,456; (81) 40,700
City & RTZ-ABC: (70) 47,617; (81) 56,100

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$147,722,614
Commercial	3	$199,796,000

6 - **PASSENGER AUTOS:** County (All vehicles) 43,176

7 - **ELECTRIC METERS:** Residence 11,162

8 - **GAS METERS:** Residence 10,611

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners: Ordnance 1,169; Electrical 2,190; Food Products 350; Heavy Machy. 2,140; Furniture 500; Retail Trade 3,990; Wholesale Trade 860.
Principal Industrial Pay Days : Thurs., Fri.

10 - **CLIMATE:** Min. & Max. Temp. - Spring 40-61; Summer 63-84; Fall 43-64; Winter 17-35. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - **TAP WATER:** Alkaline; moderately hard avg. 10 grains; fluoridated.

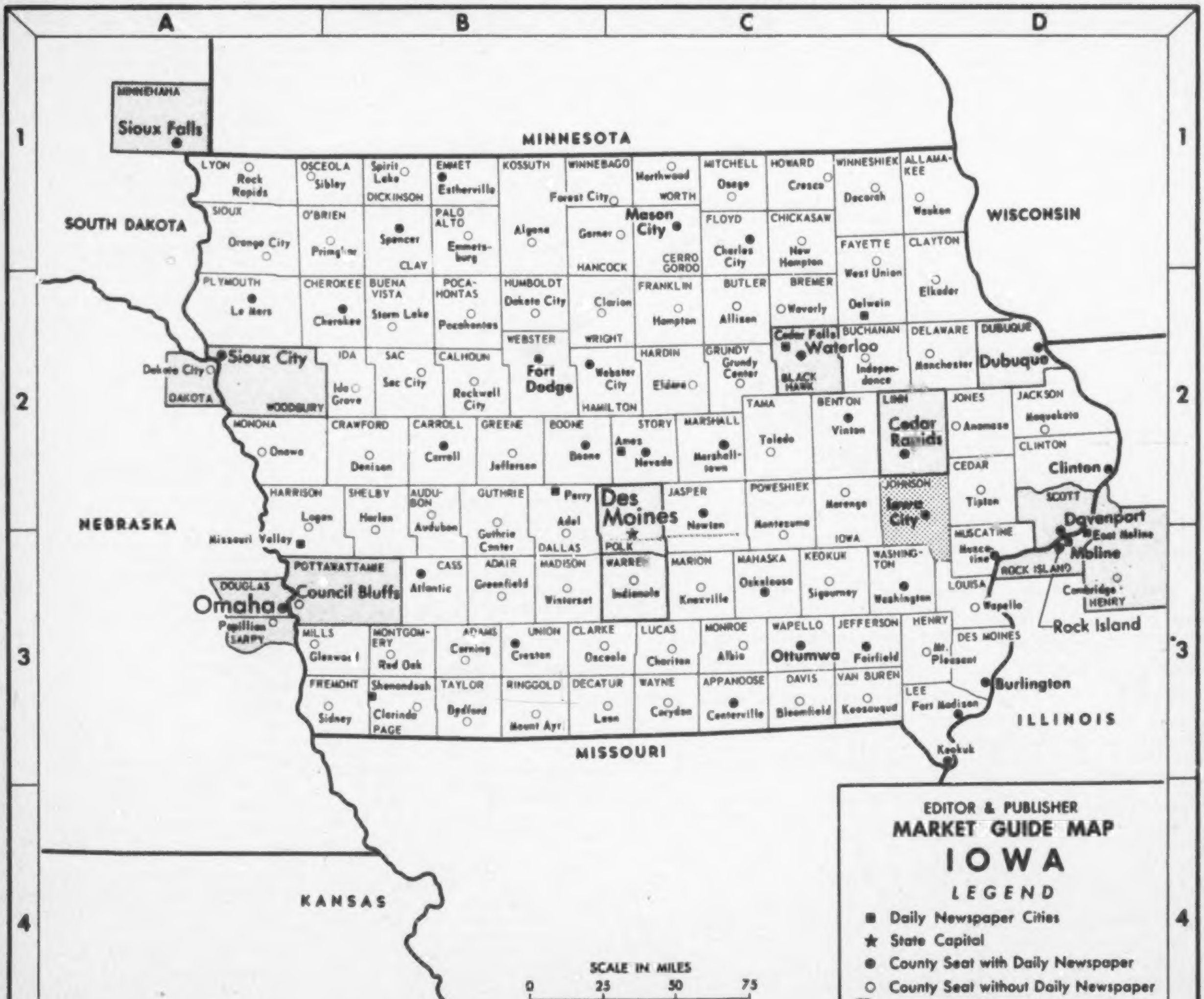
12 - **RETAILING: Principal Shopping Center** - 7 blocks on Jefferson St.; 5 on Main St.; 2 on 3rd and 4th Sts.; Fairway Shopping Center 21, K mart 7, Mt. Pleasant St. & Roosevelt Rd.; Hwys. 34 & 61; Westland Mall (50), Gear Ave., West Burlington.
Neighborhood Shopping Areas : Osborn & Oak Sts., 2 blocks; Maple at 8th & 9th Sts., 2 blocks; Roosevelt Road, 5 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairway (21)	2	Mont. Ward, Younker's
K mart Plaza (7)	2	K mart
Westland Mall (50)	2	JC Penney, Younkers, Woolworth's

Principal Shopping Days : Mon., Fri.
Stores Open Evenings : Dept. - Mon.-Fri. Food - Every night.

13 - **RETAIL OUTLETS: Department Stores** - Sears Roebuck; Montgomery Ward; J.C. Penney; J.S. Schramn; Jack's; Younkers; K mart.
Variety Stores - Woolworth.
Discount Stores - Jack's; K mart; Woolworth's.
Chain Drug Stores - Osco 1; Sutter 2; Drug Fair.
Chain Food Supermarkets : Aldi 2; Eagle; Hy-Vee 2; Naifeh's; Warehouse Mkt.; Benner Tea 21.
Other Chain Stores - Kinney's (shoes); Brown Shoe; Firestone; Goodyear; Singer Ctr.; Smith; Alsop; Coast to Coast; Payless; Schiff Shoes; Fanny Farmer; Kirlins; Nobil's Shoes; Radio Shack; B 5; Chumleys Rest; So-Fro Fabrics; Lord's Jewelers; Zales Jewelers; The Land of Oz; General Nutrition.



14 - NEWSPAPERS: HAWK EYE (e-mon to fri) 19,797; (S) 21,468; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Nelson H. Showalter, Adv. Dir., HAWK EYE, 800 S. Main, Burlington, IA 52601; Tel. (319) 754-8461.
National Representatives : Iowa Daily Press; Southwest Dailies.

CARROLL

1 - LOCATION: Carroll County, E&P Map B-2, County Seat. 100 mi. NW of Des Moines; 100 Mi. SW of Sioux City; 100 mi. NE of Omaha. On U.S. Hwys. 30, 71.

2 - TRANSPORTATION: Railroads - Chicago & North Western.
Motor Freight Carriers - 5.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,705
County 80 Cen. 22,951

4 - HOUSEHOLDS:
City 80 Cen. 3,398
County 80 Cen. 7,869

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$71,637,000
Sav. & Loan	2	$72,711,000

6 - PASSENGER AUTOS: County (All Vehicles) 21,624

7 - ELECTRIC METERS: Residence 3,636

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Hospital 235 ($225); Trucking 180 ($325); Elect control Mfg. 630 ($270); Ham Canning Facility 165 ($325).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 34-75; Summer 55-103; Fall 38-85; Winter 20-70. First killing frost, Oct. 10. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on 2 Sts.; 2 suburban areas; Westgate Mall.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Discount, Variety, Food - every evening to 9; Others - Thurs.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Spurgeon's.
Variety Stores - Sernett's.
Discount Stores - Pamida; K mart.
Chain Food Supermarkets : Safeway; Fareway B&H; Super Valu.
Other Chain Stores - Coast to Coast; Western Auto; Star Walgreen Drug; S&S Store; Earl May Garden Center; Tractor Supply Co.; Firestone; Montgomery Ward (catalog); Sears (catalog); Beno's.

14 - NEWSPAPERS: TIMES-HERALD (e) 7,134; sworn Mar. 31. 1981.
Local Contact for Advertising and Merchandising Data: James B. Wilson, Pub., TIMES-HERALD, 508 N. Court, Carroll, IA 51401; Tel. (712) 792-3573.
National Representative : Iowa Daily Press.

CEDAR FALLS

1 - LOCATION: Black Hawk County, (In Waterloo-Cedar Falls SMSA). E&P Map C-2. On Cedar River, 7 mi. NW of Waterloo. On U.S. Hwy. 20, 218; State Hwy. 57, 58.

2 - TRANSPORTATION: Railroads - Illinois Central Gulf; Chicago North Western.
Motor Freight Carriers - 10.
Intercity Bus Lines - Greyhound; Jefferson; Iowa Coach.
Airlines - Ozark; Mississippi Valley.

3 - POPULATION:
Corp. City 80 Cen. 36,322
County/SMSA 80 Cen. 137,961
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 11,712
County/SMSA 80 Cen. 48,205

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$116,885,880
Sav. & Loan	2	$94,643,707

6 - PASSENGER AUTOS: County (All Vehicles) 122,807

7 - ELECTRIC METERS: Residence 13,565

8 - GAS METERS: Residence 8,590

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Pump Mfg. 926; Farm Equipment 345; University of Northern Iowa 1,650; Engineering 114; Tool and Die 279.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-70; Summer 70-100; Fall 25-85; Winter 15-50. First killing frost, Oct. 4. Last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Main St. and 2 on side streets.
Neighborhood Shopping Centers - 23rd and College; Highway 218 East; East 18th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Sq. (60)	2	Montgomery Ward, Woolco, Younkers, Donaldsons
Crossroads (79)	9	Sears, Penney's Donaldsons, HyVee
Black Hawk Vlg.	2	Eagle, Donaldsons, Sears
Cedarloo (8)	3	Wickes
College Hill	2	University Book & Supply Kinney's, Walgreens
Valley Park (9)	NA	HyVee

Principal Shopping Days : Mon. & Fri.
Stores Open Evenings : Mon.-Fri.
Stores Open Sundays : In shopping centers.

13 - RETAIL OUTLETS: Department Stores - Donaldsons; Younker Bros.; Montgomery Ward; Woolco.
Variety Stores - Woolworth; Harrison's; Walgreens.
Discount Stores - Woolco.
Chain Drug Stores : Mays; Walgreen.
Chain Food Supermarkets : Eagle; HyVee; Jack & Jill.

14 - NEWSPAPERS: RECORD (m-tues to sat) 4,184; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Dave Tansey, Adv. Dir., RECORD, 124 E. 18th St., Cedar Falls, IA 50613; Tel. (319) 266-2611.
National Representatives : Iowa Daily Press; Story & Kelly-Smith.

CEDAR RAPIDS-MARION

1 - LOCATION: Linn County, (SMSA). E&P Map D-2, County Seat. Industrial, wholesale center. Chicago 219 mi. SE; St. Louis 319 mi. S; Kansas City 296 mi. SW; Omaha 269 mi. SW; Minneapolis & St. Paul 266 mi. N. On U.S. Hwys. I-380, 30, 151, 218; State Hwys. 11, 13, 64, 149, 150, 84.

2 - TRANSPORTATION: Railroads - Cedar Rapids & Iowa City; CMStP&P; Chicago & Northwestern; Waterloo R.R. Co.
Motor Freight Carriers - 24.
Intercity Bus Lines - Greyhound; Jefferson Trans.; Missouri Transit; Iowa Coaches; Continental Trailways.
Airlines - United; Ozark; Mississippi Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 129,717
Cedar Rapids 80 Cen. 110,243
Marion 80 Cen. 19,474
CZ-ABC: (70) 131,899; (81) 132,700
RTZ-ABC: (70) 237,342; (81) 257,900
SMSA/County 80 Cen. 169,775
City & RTZ-ABC: (70) 369,241; (81) 390,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 48,525
Cedar Rapids 80 Cen. 41,662
Marion 80 Cen. 6,863
CZ-ABC: (70) 41,970; (81) 48,500
RTZ-ABC: (70) 73,371; (81) 92,100
County/SMSA 80 Cen. 61,770
City & RTZ-ABC: (70) 115,341; (81) 140,600

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$1,728,005,000
Commercial	7	$633,417,000

6 - PASSENGER AUTOS: County 101,376

7 - ELECTRIC METERS: Res. 53,421

8 - GAS METERS: Res. 51,117

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)- Durable Goods 21,700 ($308); Fabric, Metal 1,700 ($278): Machinery 18,700 ($312); Transportation 2,000 (NA); Non-Durable 1,400 ($343); Food 5,600 ($369); Manufacturing 29,200 ($318).

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 36-103; Fall 0-99; Winter 25-65. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Downtown Shopping District: 5 blks. on 1st, 2nd, 3rd and 4th Ave., East; 4 blks. on 1st, 2nd, 3rd. 4th and 5th Sts., East.
Shopping Centers (No. of Stores) : Lindale Mall (38); Town & County (17); First Ave. East at 36th St and 44th St.; May's City (6); 16th Ave. at 31st St. S.W.; Vernon Village 5. Mt. Vernon Rd. and 34th to 36th Sts.; Cedar Hills (6); Johnson Ave. at Jacolyn Dr. N.W. (5); Park Towne Square (10) 42nd St. and Center Pt. Rd.; Westdale Mall (125) Hwy 149 & Wison Ave. SW.
Neighborhood Shopping Areas : 2 blocks at 15th St. & 1st Ave. E.; 2 at 32nd St. & 1st Ave. E.; 2 on 16th Ave. S.W.; 2 on 3rd Ave. S.W. from 1st to 3rd St.; 2 on 3rd Ave. S.W. from 8th to 10th St.; 4 on 3rd St. S.E. from 10th to 14th Aves.

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country (40)	2	Arden
Kenwood	2	Pidgeon's
Lindale Mall (55)	3	Sears, Younkers
Mays City	2	Killian's
16TH Ave.	1	Jack's, May Drug
Vernon (9)	2	Eagle
Target (4)	NA	Target Discount
Cedar Hills (11)	NA	Me Too Mkt.
K mart/Cedar Mall	NA	K mart
Westdale (144)	NA	J.C. Penney, Wards, Younkers
Park Town Sq.	2	Revco

Stores Open Evenings: Downtown, Mon. & Thurs. Shopping Centers, every nite. Super Mkts., Sun. & every nite.

13 - RETAIL OUTLETS: Department Stores: Killian's; Younker's; Armstrong's; Martin's; Sears; Montgomery Ward; J.C. Penney; Smulekoff's; K mart; Target; Kiecks; Killian's; Peterson; Harned Von Maur.
Variety Stores : Woolworth.
Discount Stores : K mart, Target; Jack's.
Chain Drug Stores : Drugtown 4; Paramount 6; Osco 3; Revco 6.
Chain Food Supermarkets : Eagle 4; Me Too 5; Super Valu 3; Warehouse Mkt. 1; HyVee 8; Econo Foods 1.
Other Chain Stores: Auto Supplies: Goodrich, Goodyear, Firestone, Coast to Coast; Shoes: Barker's, Baker's, Kinney; Women's Apparel: Seifert's, Wolf's, Young Fashions, Brook's, Neumode Hosiery, Sears Roebuck; Paint: Standard Glass & Paint, Sherwin-Williams, Iowa Paint, Pittsburgh Plate Glass, Seed's; Earl May; Mary Lester Fabrics; Northwest Fabrics; So-Fro Fabrics Fabs.

14 - NEWSPAPERS: GAZETTE (e) 67,812; (S) 75,676; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jon Kemmerer, Nat'l. Adv. Dept., GAZETTE, 500-3rd Ave. SE, Cedar Rapids, IA 52401; Tel. (319) 398-8206.
National Representatives: Branham; Iowa Daily Press.

CENTERVILLE

1 - LOCATION: Appanoose County, E&P Map C-3, County Seat. Agricultural, industrial, residential; 90 mi. S and E of Des Moines; 100 mi. W of Burlington. State Hwys. 2, 60.

2 - TRANSPORTATION: Railroads :CRI&P; CB&O.
Motor Freight Carriers :4.

3 - POPULATION:
Corp. City 80 Cen. 6,558
County 80 Cen. 15,511

4 - HOUSEHOLDS:
City 80 Cen. 2,708
County 80 Cen. 6,011

5 - BANKS: 2 Commercial; Dep. $88,323,867

6 - PASSENGER AUTOS: County 15,086 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,384

8 - GAS METERS: Residence 2,441

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Utility Hd. 175 ($250); Plastic Food Pkg. 350 ($200); Radiators 160 ($220); Fireplace Equipment 208 ($220).

10 - CLIMATE: Min. & Max. Temp. - Spring 40-59; Summer 65-88; Fall 36-60; Winter 22-43.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moulton	15	Woods Bros.
Moravia	13	Turner & Son
Mystic	6	Clark & Son
Corydon	25	Rexall, HyVee
Unionville, MO	25	Comstock, HyVee

Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : S&L; Spurgeons; J.C. Penney.
Variety Stores : Ben Franklin.
Discount Stores : Gibson's; Matco.
Chain Drug Stores : City Drug; Walgreen; Owl Rexall.
Chain Food Supermarkets : HyVee; Super Valu.
Other Chain Stores : Coast to Coast; Gamble's; Western Auto; Firestone; Brown Shoe-Fit; Sears (catalog); Montgomery Ward (catalog); Mode O'Day.

14 - NEWSPAPERS: IOWEGIAN & CITIZEN (e-mon to fri) 5,004; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Roger Bryant, Pub., IOWEGIAN & CITIZEN, 105 N. Main St., Centerville, IA 52544; Tel. (515) 856-6336.
National Representative : Iowa Daily Press.

CHARLES CITY

1 - LOCATION: Floyd County, E&P Map C-1, County Seat. Wholesale center. NE part of state; 313 mi. from Chicago; 135 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads - Illinois Central; Milwaukee; Iowa Terminal RR.
Motor Freight Carriers - 8.
Intercity Bus Lines - Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 8,778
County 80 Cen. 19,597
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,401
County 80 Cen. 7,084

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$32,303,889
Commercial	3	$126,775,061

6 - PASSENGER AUTOS: County 21,218

7 - ELECTRIC METERS: Residence 3,559

8 - GAS METERS: Residence 3,139

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Farm Mach. 750 ($310); Animal Health Pdts. 402 ($285).
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-57; Summer 60-82; Fall 39-60; Winter 11-28. First killing frost, Oct. 2. Last killing frost, Apr. 26.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers - 6 blocks on Main St.; 2 on Clark; 2 on Kelly; 2 on Blunt; 1 on 2nd St.; 1 on Gilbert St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cendar Mall (31)	NA	HyVee
Red Owl Family Ctr.	NA	Super Mkt.

Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Dept.-Fri. & Mon.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Spurgeon's.
Discount Stores - Red Owl Family Center; Gibson; K mart.
Variety Stores - Thomson's; Ben Franklin.
Chain Drug Stores - Kruse; Red Owl; Medicine Chest.
Chain Supermarkets - Red Owl; Fareway Stores; HyVee.
Other Chain Stores - Montgomery Ward (order store); Sears (order store); Brown's Shoe Fit Co.; Stevensons/Trade Home; Damons Too; Coach House; Roberts Villa; Hanson Tire; Dorfman Auto Supply; Sieg Co.; McGregor Furniture.

14 - NEWSPAPERS: PRESS (e-mon to fri) 4,212; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: James Sweet, Adv. Mgr., PRESS, 100 N. Main, Charles City, IA 50616; Tel. (515) 228-3211.
National Representatives : Amer. Newspaper

CHEROKEE

1 - LOCATION: Cherokee County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: Railroads - Illinois Central.
Motor Freight Carriers - 7.
Intercity Bus Lines - Iowa Coaches.

3 - POPULATION:
Corp City 80 Cen. 7,004
County, 80 Cen. 16,238

4 - HOUSEHOLDS:
City 80 Cen. 2,689
County 80 Cen. 5,999

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$83,416,418
Sav. & Loan	2	$318,000,000

6 - PASSENGER AUTOS: County 12,874

7 - ELECTRIC METERS: Residence 2,644

8 - GAS METERS: Residence 2,422

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Farm Imp. 280 ($247); Meat Packing 800 ($404).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 18-68; Summer 55-79; Fall 26-79; Winter 0-38. First killing frost, Oct. 8. Last killing frost, May 20.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: Principal Shopping Center - 10 blocks on Main and Second St.; North Star Plaza (7 stores - variety, disc.); Southside Shopping Center (7 stores - grocery, disc.).
Principal Shopping Days : Wed., Thurs., Fri.
Stores Open Evenings : Thurs., Food and discount-nightly.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; Hawley Allison; Spurgeon's; Bomgaar's.
Discount Stores : Gibson's; Alco; K mart; Drugtown.
Chain Drug Stores - McWilliams; Drug Town.
Chain Food Supermarkets : Fareway; HyVee; Super Valu.
Other Chain Stores - Coast to Coast; Brown Shoe; Sears; Earl May; Montgomery Ward; Casey's General Store; Kum & Go; The Clothes Peddler; Fusfield's; Thermo Gas Co; Payless; Hardees; Happy Chef.

14 - NEWSPAPERS: TIMES (e). 4,541; sworn Mar. 31, 1981. Converted to morning July 6, 1981.
Local Contact for Advertising and Merchandising Data: Gary Barnes, Adv. Mgr., TIMES, 435 Summit, Cherokee, IA 51012; Tel (712) 225-5111.
National Representative : Iowa Daily Press Assn.

CLINTON

1 - LOCATION: Clinton County, E&P Map D-2, County Seat. Manufacturing and agricultural center. Extreme E point in Iowa; 138 mi. W of Chicago; 300 mi. S of Minneapolis; 300 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads - Burlington Northern; CMSt.P&P; C&NW; CRI&P. Mississippi River Municipal Barge Terminal.
Motor Freight Carriers - 5.
Intercity Bus Lines - Greyhound; River Trails Transit; Scenic Stage; Clinton Municipal Transit Authority.
Airlines - Mississippi Valley.

3 - POPULATION:
Corp. City 80 Cen. 32,828
CZ-ABC: (70) 34,719; (81) 31,900
RTZ-ABC: (70) 85,467; (81) 92,000
County 80 Cen. 57,122
City & RTZ-ABC: (70) 120,186; (81) 123,900

4 - HOUSEHOLDS:
City 80 Cen. 12,261
County 80 Cen. 20,345
CZ-ABC: (70) 11,277; (81) 11,900
RTZ-ABC: (70) 26,699; (81) 33,100
City & RTZ-ABC: (70) 37,946; (81) 45,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$112,357,000
Commercial	4	$180,379,000

6 - PASSENGER AUTOS: County 34,565

7 - ELECTRIC METERS: Residence 13,495

8 - GAS METERS: Residence 9,976

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Avg. Wkly. Wage) - Corn Processing 1,211 ($320); Cellophane and Clysar Mfg. 1,007 ($310); Railroading and Car Repair 615 ($300); Structural Steel 167 ($280); Steel Tubing and Parts 281 ($276); Ladies Garments 176 ($200); Paper Cartons and Labels 861 ($250); Chemical Products 495 ($310); Coupon Clearing 600 ($200); Wire Products 285 ($220); Plastic Pipe 323 ($280); Automotive Parts 191 ($220); Sheet Metal 112 ($250); Plastic Forming 102 ($260); Dressed and Canned Poultry 231 ($200); Metal Screens and Doors 115 ($235).
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 22-82; Summer 55-92; Fall 21-84; Winter 8-38. First killing frost, Oct. 19. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on S. 2nd St.; 2 on S. 3rd St.; 3 on 5th Ave. S.; 3 on 6th Ave. S.; 2 on 4th Ave. S.
Neighborhood Shopping Centers : 8 blocks on Main Ave.; 4 on S. 4th St.; 2 on Camanche Ave.; 100 Block N. & S. on 2nd St.
Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Dept., Chain & Variety, Mon. & Fri.; Food, nightly.

13 - RETAIL OUTLETS: Department Stores - Petersen; Harned Von Maur; Kline's; J. C. Penney; Montgomery Ward; Sears.
Discount Stores : Paul's Target; K mart.
Variety Stores - Woolworth; Main Ave.
Chain Drug Stores - Bond-Walgreen's; Osco.
Chain Food Supermarkets : Eagle Food Centers 3; IGA (Affiliates) 3; Randall's Super Valu; Jewel Food; Kopp's 4; Red & White; Aldi Foods.
Other Chain Stores - Singer Co.; Firestone; Diamond Paint; Sherwin-Williams; Cobb Optical Co.; Kinney Shoe; Brown's Shoe-Fit; Fullerton Lumber; Eclipse Lumber; Radio Shack; Plywood Minnesota; Farm & Fleet.

14 - NEWSPAPERS: HERALD (e) 22,249; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: D. H. Cunningham, Adv. Dir., HERALD, 221 6th Ave. S., Clinton, IA 52732; Tel. (319) 242-7101.
National Representative : Branham.

COUNCIL BLUFFS

1 - LOCATION: Pottawattamie County, (In Omaha, NE-IA SMSA). E&P Map A-3, County Seat. Railroad center. Miscellaneous light manufacturing. Western edge of Iowa overlooking Missouri River.

2 - TRANSPORTATION: Railroads - Burlington Northern; Illinois Central; Chicago & Northwestern; Norfolk & Western; Missouri Pacific.
Motor Freight Carriers - 48.
Intercity Bus Lines - Greyhound; Continental Trailways.
Airlines - United; Frontier; Braniff; Ozark; North Central; Eastern; TWA; Continental Mississippi Valley; Republic; Midway; Texas International.

3 - POPULATION:
Corp. City 80 Cen. 56,449
CZ-ABC: (70) 60,348; (81) 57,500
RTZ-ABC: (70) 68,674; (81) 71,900
County 80 Cen. 86,500
SMSA 80 Cen. 570,399
City & RTZ-ABC: (70) 129,022; (81) 129,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 20,872
County 80 Cen. 30,781
SMSA 80 Cen. 203,489
CZ-ABC: (70) 18,948; (81) 20,800
RTZ-ABC: (70) 21,288; (81) 25,900
City & RTZ-ABC: (70) 40,236; (81) 46,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$278,164,905
Sav. & Loan	3	$292,045,842

6 - PASSENGER AUTOS: County 61,740

7 - ELECTRIC METERS: Residence 23,209

8 - GAS METERS: Residence 20,202

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Transp. & Public Utilities 2,900; Mfg. 3,200; Finance, Insurance, Real Estate 890; Wholesale and Retail Trade 5,710; Government 4,130.

10 - CLIMATE: Min. & Max. Temp. - Spring 52-72; Summer 68-100; Fall 31-72; Winter 20-38. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - 5 blocks on Broadway between 1st & 7th Sts.; Midlands Mall, Broadway & Main St.
Neighborhood Shopping Centers - 5 blocks on Broadway near 20th & 25th Sts.; Broadway; 28th to 35th St.; 16th Ave. bet. 7th & 8th Sts.; Bluff's Plaza-3 stores; Sundel Plaza-6 Stores; Bluffs Northway Shop. Ctr., 16th St. & I-29.
Principal Shopping Days : Mon., Fri., Sat., Sun.
Stores Open Evenings : Dept - Mon. and Thu.; Midlands Mall every evening.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Richman-Gordman; Marcus; Sears; Brandies; Philips.
Discount Stores : K mart.
Chain Drug Stores : Walgreen 2; Skagg's 1; Drug Town 2.
Chain Food Supermarkets : Safeway 2; Hinky Dinky 2; Super Valu 2; HyVee 2.
Other Chain Stores : Firestone; Goodrich; Goodyear; Montgomery Ward (catalog); Tractor Supply, Payless Shoes; Kinney Shoes; So-Fro Fabrics; Zales Jewelry.

14 - NEWSPAPERS: NONPAREIL (e-mon to fri) 19,149; (e-sat) 16,534; (S) 20,300; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Kent A. Johnson, Adv. Dir., NONPAREIL, 117 Pearl Street, Council Bluffs, IA 51501; Tel. (712) 328-1811.
National Representatives : Thomson; Iowa Daily Press.

CRESTON

1 - LOCATION: Union County, E&P Map B-3, County Seat. Farm area in south central Iowa; livestock, dairying. 75 mi. SW of Des Moines, 100 mi. E of Omaha. On U.S. Hwy. 34; State Hwy. 25.

2 - TRANSPORTATION: Burlington Northern R.R.; 2 Motor Freight Carriers; All Weather Airport, 5,000 Ft. Runway.

3 - POPULATION:
Corp. City 80 Cen. 8,429
County 80 Cen. 13,858

4 - HOUSEHOLDS:
City 80 Cen. 3,403
County 80 Cen. 5,314

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$84,734,000
Sav. & Loan	1	$50,060,000

6 - PASSENGER AUTOS: County 13,475

7 - ELECTRIC METERS: Residence 4,242

8 - GAS METERS: Residence 2,937

9 - PRINCIPAL INDUSTRIES: Burlington Northern R.R. Shop and Operating Personnel; Light Machinery; Feed Mixing; Concrete Block; Electric Generation; Precision Magnesium and Aluminum Casting (Valves & Fittings, Airplane Parts); Anhydrous Ammonia Mfg.; Plastics Molding and Plastic Piping; Coffee Making Appliances.
Principal Industrial Pay Days : Fri., Sat., 17th and last day of month.

10 - CLIMATE: Min. & Max. Temp. - Spring 18-101; Summer 47-101; Fall 15-84; Winter 10-55. First killing frost, Oct. 10. Last killing frost, May 2.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 12 blocks on Maple, Montgomery, Pine, Adams, Elm and Union Sts.
Neighborhood Shopping Centers : Hwy. 34 & Summer; Hwy. 25 & Townline; Hwy. 25 and Summer and Sheldon.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon.; Shopping Centers every evg. ex. Sunday.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; Spurgeon Merc.
Variety Stores : P. M. Place; Ben Franklin; K mart.
Discount Stores : Farm Home & Supply; Pamida.
Chain Food Supermarkets : HyVee; Fareway; Super Valu.
Other Chain Stores : Montgomery Ward (catalog); Coast to Coast; Goodyear; Tractor Supply Co.; Sears (catalog).

14 - NEWSPAPERS: NEWS-ADVERTISER (e-mon to fri) 6,840; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: O. L. Lesan, Adv. Mgr., NEWS-ADVERTISER, 503 W. Adams St., Creston, IA 50801; Tel. (515) 782-2141.
National Representative : Iowa Daily Press.

DAVENPORT-BETTENDORF

1 - LOCATION: Scott County, (in Davenport-Rock Island-Moline, IA-IL SMSA) E&P Map D-3. County Seat. Small manufacturing. On W bank of Mississippi River, 183 mi. W by S of Chicago. On U.S. Hwy. 6, 61, 67; State Hwy. 122, 22 and 74; I-80.

2 - TRANSPORTATION: Railroads - Davenport, Rock Island & Northwestern Ori Line; Burlington Northern.
Motor Freight Carriers - 38.
Intercity Bus Lines - Continental Trailways; Greyhound; River Trails Transit; Scenic Stage.
Airlines - United; Ozark; Mississippi Valley; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 130,645
Davenport 80 Cen. 103,264
Bettendorf 80 Cen. 27,381
CZ-ABC: (70) 278,045; (81) 292,400
RTZ-ABC: (70) 358,655; (81) 393,100
County 80 Cen. 160,022
SMSA 80 Cen. 383,958
City & RTZ-ABC: (70) 636,700; (81) 685,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 47,357
Davenport 80 Cen. 38,024
Bettendorf 80 Cen. 9,333
County 80 Cen. 56,677
SMSA 80 Cen. 138,256
CZ-ABC: (70) 88,740; (81) 107,200
RTZ-ABC: (70) 112,934; (81) 142,800
City & RTZ-ABC: (70) 201,674; (81) 250,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	37	$1,538,600
Sav. & Loan	10	$771,100,000
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 112,738

7 - ELECTRIC METERS: Res. 113,036

8 - GAS METERS: Res. 112,113

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (SMSA) Total Employment 172,200; Mfg. 44,625; (farm equipment, aluminum milling) Non-Manufacturing 87,750; Sector 25,500. Av. Wkly. Wage $329.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 7-93; Summer 40-92; Fall 13-42; Winter 7-63. Annual rainfall 31.27 in.

11 - TAP WATER: From Mississippi River. Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers - Davenport - 4 blocks on 2nd St., 4 on 3rd St., 3 on Brady-Main Harrison; N. Brady bet. 30th St. & Kimberly Rd. Northpark, between Harrison and Brady on West Kimberly; Northgate Eastern & Kimberly. Spring Village on E. Kimberly & Spring Sts. Bettendorf - State St., from 14th to 19th Sts.; Duck Creek Plaza.
Neighborhood Shopping Centers : Davenport - 6 blocks on North Harrison St., 8 near Locust & Division Sts. in NW Davenport, Midtown Plz., Baudy & Locust; Village 27 units & Venture shopping area on N. 18th in Bettendorf, Westfair, 9 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
N.W. Davenport	3	Geifman's
W. Locust	5	Randall's
Midtown Plaza	2	Aldi, Walgreen
Northgate	4	Interstate Book Store, Strum, Geifman's
Spring Village	4	Eagles, Walgreen
Northpark	3	Penney, Younker's, Mont. Ward
Cumberland Sq.	4	Jewel, Osco
East Locust	3	Eagles
Venture	3	Venture, Jewel, Osco
Bettendorf	2	Haag
Village	4	Supreme, Eagles
Old Town Mall	3	Haag, Playback, Sherwin-Williams
Duck Creek Plz.	5	Younkers, Target, Randall's
Westfair	4	Randall's

Principal Shopping Days : Dept. Stores - Mon., Fri. and Sat.; Food: Thurs., Fri., Sat. & Sun.
Stores Open Evenings : Dept. - Mon. & Fri. Super Mkts. - Every evg., Mon. thru Sun.
Stores Close : Mon. morning and Sat. evgs.
Stores Open Sundays - Discount, Super Mkts., Drug, Shopping Malls.

13 - RETAIL OUTLETS: Department Stores - McCabes; Younkers 3; Petersen Harned von Maur 3; Penney 2; Sears 2; Montgomery Ward 2.
Discount Stores : Venture 2; Zayre; Target 2; K mart 4.
Variety Stores - Ben Franklin 2; Kresge; Woolworth 2; Jupiter.
Chain Drug Stores : Haag 14; Bond-Walgreen 9; Osco 3; Main at Locust Phcy.; Medicine Shoppe 3; Stewart 2; Revco 11.
Chain Food Supermarkets : Eagle 11; Randall's 7; Geifman's 8; Tri-City 3; Jewel 4; 7-Eleven 19; Aldi 4; Convenient 10.
Independent Buying Groups : Royal Blue; Jack & Jill 5; Super Valu 2; Certified.
Other Chain Stores - Fannie May 4; Firestone 5; Thom McAn 2; Goodyear 5; Bakers; Kaybee 2; Kinney 5; Lober's; Western Auto 2; Fashion; Singer Co. 2; S&H Green Stamps 2; Richmond Bros. 2; Just Pants 2; Seiferts 2; Paul Harris 2; Walden Books 2; Coach House Gifts 2; So-Fro Fabrics 3; Gliden; Interstate Bookstore 2; Richman Bros. 2; Plywood Minn.; Wallpaper to Go; Murray's; Arden's 2; Radio Shack 6; Playback 2.

14 - NEWSPAPERS: QUAD-CITY TIMES (all day) 64,752; (S) 84,175; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Johnston, Display Adv. Mgr., QUAD-CITY TIMES, 124 E. 2nd St., Davenport, IA 52808; Tel. (319) 383-2200.
National Representative : Branham.

DES MOINES

1 - LOCATION: Polk County, (In Des Moines SMSA). E&P Map C-2, Capital and County Seat. Insurance, publishing, commercial, farm and industrial center. 358 mi. from Chicago; 206 mi. from Kansas City; 240 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads - Rock Island Chicago Northwestern; Norfolk & Western; Burlington Northern; Des Moines Union.
Motor Freight Carriers - 68.
Intercity Bus Lines - Trailways; Brothers; Inter-City Airport Transit; Sedalia-Marshall-Booneville Stage Line; Greyhound; Jefferson.
Airlines - Braniff International; United; Ozark; Frontier; Republic; TWA.

3 - POPULATION:
Corp. City 80 Cen. 191,003
CZ-ABC: (70) 274,409; (81) 293,000
RTZ-ABC: (70) 883,592; (81) 903,900
SMSA 80 Cen. 338,048
County 80 Cen. 303,170
City & RTZ-ABC: (70) 1,158,001; (81) 1,196,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 75,249
County 80 Cen. 114,817
SMSA 80 Cen. 126,330
CZ-ABC: (70) 89,744; (81) 110,000
RTZ-ABC: (70) 288,959; (81) 340,000
City & RTZ-ABC: (70) 378,703; (80) 450,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	24	$2,085,374,000
Sav. & Loan	9	$1,638,300,000

6 - PASSENGER AUTOS: 268,999 (All Vehicles)

7 - ELECTRIC METERS: 114,437

8 - GAS METERS: 87,373

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Mfg. 25,000 ($343); Trnsp. 11,400 (N.A.); Food 2,600 ($389); Printing 6,200 ($352).
Principal Pay Days : Fri., Mon., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 4-93; Summer 50-102; Winter 9-60; Fall 12-92; First killing frost, Oct. 12. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal shipping center is East 7th to West 12th on Walnut, Locust, and Grand Aves.
Neighborhood Shopping Centers : Highland Park at Sixth and Euclid Ave.; Beaverdale at Beaver and Urbandale Ave.; University at University Ave. and 24th St.; Uptown at University Ave. and 42d St.; Ingersoll at Ingersoll Ave. (28th to 38th Sts.); Roosevelt at Chamberlain and 42d Sts.; Park Ave. Shpg. Ctr. at Park Ave. and 9th St.; Park Fair at Second & Euclid; Merle Hay Mall at Merle Hay & Douglas; McNeal at Merle Hay and Urbandale; East Gate at E. 14th and Euclid; Sherwood Forest at 74th and Hickman; Fairmont Plaza (E. 26 & Euclid); Wakonda Shpg. Ctr. (4200 Fleur); Westown (I-35 & 22nd WDM); Southgate (S.E. 14th & Indianola Road); Franklin Plaza, 49th and Franklin Ave.; Thompson Plaza Triangle (2700 Douglas Ave.); Oliver Plaza Triangle (2700 Douglas Ave.); Oliver Plaza (23rd & Euclid Ave.); Valley West (I. 235 & 35th, WDM); South Ridge Mall; S.E. 14th & E. Army Post Rd.; Village Green (2nd & Grand, WDM); Indian Hills (35th & University Ave., WDM); Apple Valley (7100 University Ave.); Valley Junction Plaza (63rd & Grand Avenue, WDM); Merle Hay Market (4300 Merle Hay Rd.); Ellis Heights (I-80 & NE 14th St.); Ardan Plaza (4000 Merle Hay Rd.).
Principal Shopping Days : Department Stores - Mon., Fri. and Sat.; Food Stores - Fri. & Sat.
Stores Open Evenings : Downtown-Mon.; Neighborhood-Fri.; Shopping Centers-Monday-Friday; Food-Every night till 9 or later and most of Sun.

13 - RETAIL OUTLETS: Department Stores - Younkers 7; Brandeis 2; Sears 2; Penney 2; Montgomery Ward 2; Bond's of Beaverdale; Kleins; Petersen Harned VanMaur; Richman Gordman 2.
Discount Stores : K mart 5; J. Brannam 2; Service Merchandise; Target 3; Woolco 2; Half Price Store; Ardans 2. Drug Town 3; Union Prescription Center 2.
Variety Stores - Kresge 2; Woolworth 2; Ben Franklin; Claytons 3; Place's.
Chain Drug Stores : Walgreen 5; Drug Mart 4; Medicine Chest 5; Dahl's 9; Drug Town 4; Union Prescription Center 2.
Chain Food Supermarkets : Hy-Vee 10; Super Valu 8; Hinky Dinky 2; Dahl's 9; Safeway 6; Sav-On Foods 2; Food 4 Less; Aldi's 2.
Other Chain Stores Convenience; Kwik Shop 17; Quik Trip 16; Git-N-Go 7; 7-Eleven 9; Helzberg 3; Plumbs 3; Ginsbergs 2; Josephs 2; Zales 4; Bakers 3; Florsheims 2; Kinney 6; Payless 3; Flynn; Gallenkamp 2; Thom McAn 2; Country Cobbler 2; Roosevelt Bootery; Arnolds 4; Paul Harris 2; Seiferts 3; The Bottomhalf 3; County Seat 3; Foreman & Clark 2; The Gap 3; Brooks 3; Casual Corner 3; The Limited 3; Maurices 3.

14 - NEWSPAPERS: REGISTER (m) 210,465; TRIBUNE (e) 80,114; Comb. (m&e) 290,579; REGISTER (S) 391,421; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David E. Tibbetts, Adv. Dir., REGISTER and TRIBUNE, PO Box 957, Des Moines, IA 50304; Tel. (515) 284-8041.
National Representatives : CWO&O.

DUBUQUE, IA-
EAST DUBUQUE, IL

1 - LOCATION: Dubuque County in Iowa, Jo Daviess County in Illinois. (In Dubuque, IA SMSA). E&P Map D-2. Rail and transportation center. On U.S. Hwy. 20, 52, 61, 67 and 151; State Hwy. 3. Manufacturing and secondary wholesale center. 159 air mi. from Chicago; 162 mi. from Des Moines; 209 mi. from Minneapolis- St. Paul.

2 - TRANSPORTATION: Railroads : Amtrak; Burlington Northern; Illinois Central Gulf; Milwaukee.
Motor Freight Carriers : 16.
Intercity Bus Lines : Greyhound; Iowa Coaches.
Airlines : Ozark; Beyer Aviation; Mississippi Valley; Tri-State Flite; Mid-Continent Airlines.

3 - POPULATION:
Corp. Cities 80 Cen. 64,515
Dubuque, IA 80 Cen. 62,321
E. Dubuque, IL 80 Cen. 2,194
CZ-ABC: (70) 64,717; (81) 62,100
RTZ-ABC: (70) 138,437; (81) 150,700
Counties 80 Cen. 117,265
Dubuque, IA 80 Cen. 93,745
Jo Daviess, IL 80 Cen. 23,520
SMSA 80 Cen. 93,745
City & RTZ-ABC: (70) 203,154; (81) 212,800

4 - HOUSEHOLDS:
Cities 80 Cen. 21,862
Dubuque, IA 80 Cen. 21,107
E. Dubuque, IL 80 Cen. 755
CZ-ABC: (70) 18,023; (81) 19,800
RTZ-ABC: (70) 98,058; (81) 49,200
Counties 80 Cen.
Dubuque, IA 80 Cen. 30,021
Jo Daviess, IL 80 Cen. 8,328
SMSA 80 Cen. 30,021
City & RTZ-ABC: (70) 57,081; (81) 69,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$424,130,399
Sav. & Loan	2	$258,425,047

6 - PASSENGER AUTOS: Counties: Dubuque, IA 47,654; Jo Daviess, IL 10,985

7 - ELECTRIC METERS: Res. 22,418

8 - GAS METERS: Res. 18,910

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Heavy Machy. 6,036; Meat Packing 1,990; Upholstered Furn. 707; Fab. Metal 359; Paper Prod. 297; Publishing 370; Av. Industrial Wage Per Hr. - $10.52.
Principal Pay Days : Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-58; Summer 61-81; Fall 42-60; Winter 14-30. First killing frost, Oct. 28. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline (ph 8.8), soft; fluoridated.

12 - RETAILING: Principal Shopping Centers : Kennedy Mall; Town Clock Plaza; Asbury Square; Inn Plaza; Century Plaza; Warren Plaza; Plaza 20.
Neighborhood Shopping Areas : University (Alpine to Delhi); Central Ave. (4th to 25th); University (Loras to Asbury); Rhomburg Ave. (Kniest to Windsor); First St. (Locust to Main); Dodge St. (Bluff to Alpine); Intersection (Carter & Asbury); Intersection (Hill & West 5th); S. Locust (Dodge to Railroad); Hwy. 52 North.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza 20(25)	3	K mart
Kennedy(75)	5	Rosheks, Wards, Ardan, Younkers, Woolworth
Warren	5	Target, Randalls

Principal Shopping Days : Dept. - Mon., Fri., Sat.; Food - Fri., Sat.
Stores Open Evenings : Central Ave. Stores - Mon. thru Fri.; Food - Nightly. Most store open Sun. noon to 5.

13 - RETAIL OUTLETS: Department Stores : Roshek's; Stampfer's; J.C. Penney; Montgomery Ward; Sears; K mart; Zayer; Younkers; Theisen; Target.
Discount Stores : K mart; Zayre; Target; Ardan
Variety Stores : Kresge; Woolworth.
Chain Drug Stores : Hartig-Rexall 4; Walgreen; Nabors; Revco; Union Prescription.
Chain Supermarkets : Eagle Food 3; Randall's 2; Oky-Doky 8; Save-U-More.
Other Chain Stores : Leath Furniture; Goodyear; Firestone; Sherwin-Williams; Shoes: Barker's, Kinney, Tradehome, Payless, Gallenkamp, Schiff, Country Cobbler; Women's Apparel: Lerner Shops, Neumode, Seiferts, Maurice's, Fashion Gal, Rosheks, Fashion Crossroads, Brooks, Stuarts; Men's Apparel: Gildner's, A.J. August; Singer Co.; Zales Jewelry; Musicland; So-Fro Fabrics; North West Fabric.

14 - NEWSPAPERS: TELEGRAPH-HERALD (e-mon to fri) 38,232; (S) 41,490; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Charles Grady, Adv. Dir., TELEGRAPH-HERALD, 8th & Bluff, Dubuque, IA 52001; Tel. (319) 588-5723.
National Representatives : Branham; Iowa Daily Press.

ESTHERVILLE

1 - LOCATION: Emmet County, E&P Map B-1. On west fork of Des Moines River, 186 mi. NW of Des Moines; 125 mi. NE of Sioux City; 170 mi. SW of Minneapolis. On State Hwys. 4, 9.

2 - TRANSPORTATION: Railroads - Rock Island.
Motor Freight Carriers - 5.
Intercity Bus Lines - Fort Dodge Line; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,518
County 80 Cen. 13,336

4 - HOUSEHOLDS:
City 80 Cen. 2,854
County 80 Cen. 4,844

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$25,856,854
Sav. & Loan Assn.	2	N.A.

6 - PASSENGER AUTOS: County (All Vehicles) 13,723

7 - ELECTRIC METERS: Residence 2,473

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Meat Packing 600; Produce 110; Livestock Feeds 125
Principal Pay Days : Tues., Wed., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 24-84; Summer 35-94; Fall 12-90; Winter 20-55. First killing frost, Oct. 29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 12 blocks on 4 Sts.
Neighborhood Shopping Centers : E. Central Ave; Plaza, - 7 Stores.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores - Christensen; Alco; Pamida; Sears; J. C. Penney; Anthony's.
Variety Stores - Ben Franklin; Alco; Pamida.
Chain Drug Stores : Hoye Super Rexall 3; Estherville Drug (Snyder).
Chain Food Supermarkets : HyVee; Fareway, Inc.; Harold's Red Owl; Mike's; Super Valu.
Other Chain Stores - Firestone; Montgomery Ward(catalog); Our Own Hardware; Coast to Coast.

14 - NEWSPAPERS: NEWS (e-mon. to fri.) 3,011; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Richard Myers, Adv. Mgr., NEWS, 10 N. 7th St., Estherville, IA 51334; Tel. (712) 362-2622.
National Representatives : Amer. Newspaper

EVANSDALE
See WATERLOO

FAIRFIELD

1 - LOCATION: Jefferson County, E&P Map D-3. Educational and manufacturing center. County Seat. 120 mi. SE of Des Moines; 260 mi. E of Omaha; 285 mi. W of Chicago. On U.S. Hwy. 34, State Hwy. 1.

2 - TRANSPORTATION: Railroads - Rock Island; Burlington Ry.
Motor Freight Carriers - 4.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,428
County 80 Cen. 16,316

4 - HOUSEHOLDS:
City 80 Cen. 3,311
County 80 Cen. 5,716

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$58,941,000
Sav. & Loan	1	$32,423,000

6 - PASSENGER AUTOS: County 14,931 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,371

8 - GAS METERS: Residence 2,894

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Foundry 754 ($190); Automotive 370 ($180); Heavy Equipment 262 ($195); Textiles 146 ($110); Plastics 200 ($112); Job Manufacturing 134 ($154).
Principal Industrial Pay Days : Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-80; Summer 55-100; Fall 10-75; Winter -20-50. First killing frost, Oct. 7. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 8 blocks on Central Square.
Neighborhood Shopping Center : 5 blocks on Hwy. 34 W.
Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Spurgeon's.
Variety Stores - Harrison's; Ben Franklin.
Discount Stores - Gibson's.
Chain Drug Stores - Rexall.
Chain Supermarkets - Hy-Vee; Mayne's; Super Valu; IGA Foodliner.
Other Chain Stores - Brown Shoe; Western Auto; Gamble's; Coast-to-Coast; TSC; Martha Brown.

14 - NEWSPAPERS: LEDGER (e) 5,592; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: David Scolatti, Pub., LEDGER, 112 E. Broadway, Fairfield, IA 52556; Tel. (515) 472-4129.
National Representative : Iowa Daily Press.

FORT DODGE

1 - LOCATION: Webster County, E&P Map B-2, County Seat. Farming, meat packing, farm machinery, gypsum; 385 mi. to Chicago.

2 - TRANSPORTATION: Railroads - Ill. Central (freight); Chicago Northwestern (freight).
Motor Freight Carriers - 13.
Intercity Bus Lines - Greyhound; Sioux.
Airlines - Ozark.

3 - POPULATION:
Corp. City 80 Cen. 29,423
CZ-ABC: (70) 31,263; (81) 28,500
RTZ-ABC: (70) 112,705; (81) 107,300
County 80 Cen. 45,953
City & RTZ-ABC: (70) 143,968; (81) 135,800

4 - HOUSEHOLDS:
City 80 Cen. 11,120
County 80 Cen. 16,886
CZ-ABC: (70) 10,112; (81) 10,600
RTZ-ABC: (70) 35,949; (81) 39,400
City & RTZ-ABC: (70) 46,061; (81) 50,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$287,379,727
Sav. & Loan	3	$111,984,214

6 - PASSENGER AUTOS: County (All Vehicles) 43,504

7 - ELECTRIC METERS: Residence 10,052

8 - GAS METERS: Residence 9,366

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Farm Machy. 212; Meat Packing 1,134; Gypsum 691; Biological 319.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-85; Summer 40-100; Fall 10-80; Winter 20-45. First killing frost, Oct. 3. Last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on Central Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(70)	NA	Sears, Penney, Younker's
Wood Plaza(10)	NA	Target
K mart(1)	NA	K mart
Trolley Center(15)	NA	Bobby Rogers

Principal Shopping Days : Dept. Stores - Mon., Fri., Sat., Sun. Food - Thu., Fri., Sat.
Store Close : Downtown - Mon. a.m.
Stores Open Evenings : Downtown - Mon. & Thu.; Shpg. Center 1/em 5 Nites; Food - every night & Sunday

13 - RETAIL OUTLETS: Department Stores - Boston; Younkers; Sears; Penney; Fantles; Target; K mart.
Variety Stores - Woolworth; Big Bear.
Discount Stores : K mart; Target, Payless Cashway.

Chain Drug Stores : Disco; Walgreen; Medicine Chest.

Chain Food Supermarkets : Fareway; Safeway; Randalls; Warehouse Mkt.; Hy Vee.
Other Chain Stores - G. R. Kinney Shoe; Barkers Shoes; Firestone; Goodyear; S&H Green Stamps; Sherwin-Williams Paint; Zale's Jewelry; Earl May Seed; Payless Shoes; So-Fro Fabrics; Big Bear; Lazy M Shoes; Coast to Coast; Foxmoor; Thom McAn; Lerners; Country Cobbler; Hickory Farms; Seiferts; Maurices; Mr Mark The Closet; Radio Shack; Musicland; Connies Shoes; Northwest Fabrics; The Bottom Half; Brooks Fashions; Chess King; Coach House; County Seat; Spencer Gifts; Stevensons; Susie's Casuals; Aladdin's Castle; TrueValue Hardware; OK Hardware, Plywood Hardware.

14 - NEWSPAPERS: MESSENGER (e) 25,781 Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Mike Schlesinger, Adv. Dir., MESSENGER, PO Box 659, Fort Dodge, IA 50501; Tel. (515) 573-2141.
National Representatives : Landon; Iowa Daily Press.

FORT MADISON

1 - LOCATION: Lee county, E&P Map D-3, county Seat. 20 mi. SW of Burlington on Mississippi River; in SE part of the state. On U.S. Hwy. 61; State Hwys. 103, 88.

2 - TRANSPORTATION: Railroads - Santa Fe; Burlington-Northern.
Motor Freight Carriers - 21.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,520
County 80 Cen. 43,106

4 - HOUSEHOLDS:
City 80 Cen. 5,043
County 80 Cen. 15,618

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$95,589,000
Sav. & Loan	2	$57,500,000

6 - PASSENGER AUTOS: County (All Vehicles) 39,414

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Sterile canned meat products 650; Hair care products 300; Anhydrous ammonia, carbon dioxide, nitric acid, ammonium nitrate 210; Paper corrugating medium 137; Decorating and protective finish paints 379; Van trailers 550; Wheels, hand trucks, automotive safety equipment 176; Pens, pencils, marking instruments 1,382; Fertilizer 296.

10 - CLIMATE: Min. & Max. Temp. - Spring 37-92; Summer 52-99; Fall 28-93; Winter 1-59.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Shopping Centers: Fort Plaza Shopping Center, 5 miles from downtown, west city limits (5 stores).
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Spurgeon's; Jack's; TG&Y; Gamble's.
Variety Stores - Woolworth.
Chain Drug Stores - Your Drug; Rashid Rexall; Lampe Drug; Valu-Rite.
Chain Food Supermarkets : Greenwald's; Easter Foods; Aldi's; Hy Vee.
Other Chain Stores - Sears(catalog); Montgomery Ward(catalog); J. C. Penney(catalog); Eitman's; Kessler's; Lou Marise; Colony Shoppe; Mode O'Day; Glasgow, Ltd.; Hesse's; Finley's; Boylan's.

14 - NEWSPAPERS: DEMOCRAT (e; m-sat) 7,506; Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: John Taylor, Pub., DEMOCRAT, 1226 Avenue H, Ft. Madison, IA 52627; Tel. (319) 372-6421.
National Representatives : Iowa Daily Press; Southwest Dailies.

IOWA CITY

1 - LOCATION: Johnson County (SMSA). E&P Map D-2, County Seat. Agricultural and educational center. SE center of state; 55 mi. W of Davenport on U.S. Hwys. 6, 218; State Hwy. 1; I-80.

2 - TRANSPORTATION: Railroads - (Freight only) - Crandic.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound; Missouri; Transit; Continental Trailways.
Airlines - Ozark; United; Mississippi Valley (Cedar Rapids Airport - 20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 50,508
CZ-ABC: (70) 54,245; (81) 59,400
RTZ-ABC: (70) 33,000; (81) 39,200
County/SMSA 80 Cen. 81,717
City & RTZ-ABC: (70)87,245; (81) 98,600

4 - HOUSEHOLDS:
City 80 Cen. 18,594
County/SMSA 80 Cen. 30,220
CZ-ABC: (70) 17,300; (81) 21,800
RTZ-ABC: (70) 9,859; (81) 13,500
City & RTZ-ABC: (70) 27,159; (81) 35,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$406,698,713
Sav. & Loan	4	$90,000,000

6 - PASSENGER AUTOS: County 56,719

7 - ELECTRIC METERS: Residence 26,700

8 - GAS METERS: Residence 23,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Univ. of Iowa 4,522; State Hosp. 1,969; Vet. Hosp. 670; Printing 270; Contracting 542; Drug Prod. Mfg. 230; Toothbrush Mfg. 380; Feeds 255; Foam Rubber 170; Electronic Equipment 125.
Principal Industrial Pay Days : 1st & 16th.

10 - CLIMATE: Min. & Max. Temp. - Spring 15-50; Summer 50-100; Fall 5-50; Winter 20-25. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 8 blocks on Clinton, Dubuque, Washington College, Iowa & Linn Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Old Capitol(60)	NA	Younkers, Oscos, JC Penney
Sycamore Mall(50)	NA	Killian Dept., Sears, Walgreen
Lantern Park Plaza(15)	NA	Hy Vee Foods, Drug Four, TG&Y
Towncrest	NA	Drug Fair
Wardway Plaza(6)	NA	Eagle's Mkt., Montgomery Ward
K mart	NA	K mart

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : All Shopping Centers; Food, every eve. and Sun.
Stores open Sundays : 2 Drug; Food; Mall Stores; Old Capitol Center; TG&Y Family Center.

13 - RETAIL OUTLETS: Department Stores - Younker's; J. C. Penney; Sears; Montgomery Ward; Killians.
Discount Stores : K mart; TG&Y Family Center.
Variety Stores - TG&Y.
Chain Drug Stores : Osco; Revco 1; Drug Fair 3; Pearson's 2; Walgreen 1; Drug Town 2.
Chain Food Supermarkets : Randall's Super Valu 2; HyVee Food Stores 4; Eagle 2.
Other Chain Stores - Firestone; Goodyear; Pittsburgh; Sherwin-Williams; Gallenkamp; Kwik Shop; Walden Book; A. J. August; Musicland; Maurice's; Seifert's; Younkers; Dean's; Radio Shack; Kirlin's; Radio World; Kinney Shoes; Susie Casuals; Braun's; Record Bar; Brook's Fashions.

14 - NEWSPAPERS: PRESS-CITIZEN (e) 17,090; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Geoffrey T. White, Adv. Dir., PRESS-CITIZEN, 319 E. Washington St., Iowa City, IA 52240; Tel. (319) 337-3181.
National Representatives : Iowa Daily Press; Gannett.

KEOKUK

1 - LOCATION: Lee County, E&P Map D-3, County Seat. Diversified manufacturing center surrounded by rich farming area. Extreme SE corner of Iowa. 171 mi. N of St. Louis; 180 mi. SE of Des Moines; 240 mi. SW of Chicago. On W bank of Mississippi; on U.S. Hwys. 61 & 218; Hwy. 136 across Mississippi to Illinois.

2 - TRANSPORTATION: Railroads - Chicago; Burlington & Quincy; Chicago Rock Island & Pacific; Norfolk & Western; TP&W (freight); Santa Fe; Conrail; Burlington Northern.
Motor Freight Carriers - 17.
Airlines - Non-Commercial facilities.
Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,536
CZ-ABC: (70) 14,631; (81) 13,600
RTZ-ABC: (70) 45,637; (81) 46,500
County 80 Cen. 43,106
City & RTZ-ABC: (70) 60,268; (81) 60,100

4 - HOUSEHOLDS:
City 80 Cen. 5,224
County 80 Cen. 15,618
CZ-ABC: (70) 5,007; (81) 5,400
RTZ-ABC: (70) 14,855; (81) 17,500
City & RTZ-ABC: (70) 19,862; (81) 22,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$129,578,000
Sav. & Loan	2	$9,000,000

6 - PASSENGER AUTOS: County 39,414 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,021

8 - GAS METERS: Residence 5,104

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Steel Castings 562; Iron Alloys 450; Corn Prod. 542; Rubber Prod. 950; Industrial Cast Parts 150; Fiber Boxes 200; Food 200.
Principal Industrial Pay Days : Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 52-71; Summer 63-84; Fall 36-54; Winter 19-33. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 14 blocks on Main; Keosippi Mall (32 stores, including Montgomery Ward & Penney); Discount Shopping Center, 3 blocks, 20th & Main to 23rd & Main includes K mart, Pamida, Easter Foods, MacDonald's.
Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Mon. & Fri.; Food nightly; Mall, discounts & grocers 1/2 day Sun.; shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores - P.N. Hirsch; J.C. Penney; Montgomery Ward.
Discount Stores - Big Bear; Pamida; K mart; Irwin Phillips.
Variety Stores - Woolworth.
Chain Drug Stores - Osco; J&S Walgreen.
Chain Supermarkets - Denholm's IGA; Hy Vee; Easter Food; Jack & Jill.
Other Chain Stores - Sears (catalog); McLaughlin Auto; Mode O'Day; Sherwin Williams; Chanen's; Goodyear; Stevenson's; Gallenkamp; Nobil Shoes; JoAnn Fabric; Kirlin's Candies; Hardee's; Kentucky Fried Chicken; Country Kitchen; Pizza Hut; McDonald's; Happy Joe's; Maurice's.

14 - NEWSPAPERS: GATE CITY (e) 7,160; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J.W. Nelson, Adv. Dir., GATE CITY, 1016 Main St., Keokuk, IA 52632; Tel. (319) 524-8300.
National Representative : Iowa Daily Press.

LE MARS

1 - LOCATION: Plymouth County, E&P Map A-2, County Seat. Agricultural area; in NW Iowa; 25 mi. N of Sioux City; 250 mi. SW of Minneapolis; 500 mi. W of Chicago. On U.S. Hwy. 75; State Hwys. 60 & 3.

2 - TRANSPORTATION: Railroads - Chicago, St. Paul, Minneapolis & Omaha; Illinois Central.
Motor Freight Carriers - 4.
Intercity Bus Lines - Midwest Coaches; Iowa Coaches.
Airlines - Local airport, charter service available.

3 - POPULATION:
Corp. City 80 Cen. 8,853
County 80 Cen. 24,743

4 - HOUSEHOLDS:
City 80 Cen. 2,961
County 80 Cen. 8,425

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	1	$36,700,000
Savings	1	$52,000,000
Sav. & Loan	3	$385,525,000

6 - PASSENGER AUTOS: 14,150

7 - ELECTRIC METERS: Residence 3,010

8 - GAS METERS: Residence 2,531

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Ice Cream 300 ($300); Overalls 112 ($210); Packing Plant 120 ($330); Food Processing 250 ($300).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 15-95; Summer 34-106; Fall 5-95; Winter 6-65. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11 - TAP WATER: Natural, medium hardness.

12 - RETAILING: Principal Shopping Center - 14 blks. on 4 sts.
Neighborhood Shopping Centers - 3 on Hwy. 75 S.; 2 on Hwy. 75 N.
Principal Shopping Days : Wed., Thu., Fri. & Sat.
Stores Open Evenings : Thu.; Supermarkets Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Spurgeon's.
Variety Stores - Ben Franklin.
Chain Supermarkets - HyVee; Fareway; Super Valu.
Other Chain Stores - Bomgaars (farms supplies); Coast to Coast (gen. mdse.); Goodyear; Ward's; Sears; Pamida; Alco.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,671; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Quin R. Stangby, Adv. Mgr., SENTINEL, 41 First Ave., Le Mars, IA 51031; Tel. (712) 546-7031.
National Representative : Iowa Daily Press.

MARION

See CEDAR RAPIDS

MARSHALLTOWN

1 - LOCATION: Marshall County, E&P Map C-2, County Seat. Residential, agricultural and industrial center . 60 mi. SW of Waterloo; 50 mi. to Des Moines; 300 mi. to Chicago; 200 mi. to Omaha; 250 mi. to Minneapolis & Kansas City. On U.S. Hwys. 30 & 330; Iowa 14.

2 - TRANSPORTATION: Railroads - C&NW.
Motor Freight Carriers - 8.
Intercity Bus Lines - Greyhound.
Airport - State/Municipal.

3 - POPULATION:
Corp. City 80 Cen. 17,148
CZ-ABC: (70) 26,219; (81) 26,400
RTZ-ABC: (70) 62,851; (81) 65,400
County 80 Cen. 41,652
City & RTZ-ABC: (70) 89,070; (81) 91,800

4 - HOUSEHOLDS:
City 80 Cen. 10,244
County 80 Cen. 15,410
CZ-ABC: (70) 8,762; (81) 10,200
RTZ-ABC: (70) 20,313; (81) 24,200
City & RTZ-ABC: (70) 29,075; (81) 34,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & State	3	$234,355,936
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 31,000

7 - ELECTRIC METERS: Residence 10,094

8 - GAS METERS: Residence 9,115

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Heating Equip. 664; Oil & Gas Controls 3,450.
Principal Industrial Pay Days : 1st & 15th; Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 21-97; Summer 34-97; Fall 8-97; Winter 20-65. First killing frost, Oct. 9. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 11 blocks on Main St. & intersecting streets, open Mon. evenings; some on Sun. & Thurs.
Shopping Centers : N. 13th St.; S. 3rd Ave. and Olive St.; Center & Olive Sts.; Center & Southridge.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marshalltown(50)	NA	J.C. Penney, Walgreen, Younkers, Sears, Woolco
Meadow Ln.(10)	NA	Mont. Ward, Hy Vee

Principal Shopping Days : Mon., Thu., Sat. & Sun.
Stores Open Evenings : Mon., Thu., Sun. afternoon; supermarkets open each evening.

13 - RETAIL OUTLETS: Department Stores - Younkers; Fantle's; Spurgeon's; Montgomery Ward; J.C. Penney.
Variety Stores - Kresge.
Chain Drug Stores - Osco; Drug Town; Gregor's; Walgreen; Medicine Store.
Discount Stores - Woolco.
Chain Supermarkets - Fareway; Randalls; Cliftons; Smitty's; Hy-Vee.
Other Chain Stores - Kinneys (shoes); Sears Roebuck; Firestone; Goodyear; Newton's (jewelry); Coast-to-Coast; Seifert's; Matt Furniture; Nichols & Green; Musicland; Stuart's; Mode O'Day; Baskin Robbins; Gallenkamp Shoes; Coach House; Walden Book; General Nutrition Center; Acme Piano; Maurices; Toy Fair; McGregor Furniture; Shepherd of The Hills; Flowerama; Hal's; Karmel Korn; Radio Shack; Stevensons; Sunflower; Tobers; Trouser Works; Zales; As You Like It; Bottomhalf; Gildner's; Corn Dog Factory; So Fro Fabrics; Lamasters; Bobby Rogers; Crazy Top Shop; Athlete's Foot; Donutland; Long John Silver; Fantle's; Leath Furniture.

14 - NEWSPAPERS: TIMES-REPUBLICAN (e) 15,520; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Karl D. Melcher, Adv. Dir., TIMES-REPUBLICAN, 135 W. Main St., Marshalltown, IA 50158; Tel. (515) 753-6611.
National Representative : Iowa Daily Press.

MASON CITY

1 - LOCATION: Cerro Gordo County, E&P Map C-1, County Seat. Wholesale and shipping center for rich agricultural area. 350 mi. from Chicago; 120 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads - Chicago, Milwaukee, St. Paul & Pacific; Chicago, Rock Island & Pacific; Chicago Northwestern; Iowa Terminal RR.
Motor Freight Carriers - 31.
Intercity Bus Lines - Scenic Hawkeye Stages; Jefferson Trans.; Public Transit Co.
Airlines - Ozark.

3 - POPULATION:
Corp. City 80 Cen. 30,144
CZ-ABC: (70) 38,639; (81) 38,700
RTZ-ABC: (70) 92,207; (81) 90,300
County 80 Cen. 48,458
City & RTZ-ABC: (70) 130,846; (81) 129,000

4 - HOUSEHOLDS:
City 80 Cen. 11,884
County 80 Cen. 18,694
CZ-ABC: (70) 12,982; (81) 15,100
RTZ-ABC: (70) 29,900; (81) 33,800
City & RTZ-ABC: (70) 42,882; (81) 48,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$147,285,545
Sav. & Loan	2	$115,088,220

6 - PASSENGER AUTOS: County 45,810

7 - ELECTRIC METERS: Residence 12,405

8 - GAS METERS: Residence 11,368

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Total: 22,170; Mfg. 3,410; Non-Mfg. 18,760.
Principal Pay Days - Fri.; 3rd, 4th, 5th; 15th thru 19th.

10 - CLIMATE: Min. & Max. Temp. - Spring 16-99; Summer 40-102; Fall 13-98; Winter 20-64.

11 - TAP WATER: Very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 14 blocks on Federal Ave.; 4 each on 6 side streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plaza	NA	~~K mart~~
Sears Mason City(17)	NA	Sears, Target
Willowbrook(24)	NA	Sprugen, HyVee
Regency(11)	NA	Drug Town, HyVee

Neighborhood Shopping Centers - 1300 to 1500 N. Federal; 1400-1700 S. Federal.

Principal Shopping Days : Mon., Thu. & Fri.
Stores Open Evenings : All Mon.; some Thu.; shopping centers every night.
Stores Open Sundays : Supermarkets, Sears, K mart, Target.

13 - RETAIL OUTLETS: Department Stores – Stevenson's; Damon's; Younkers; Penney's; Sears Roebuck; Raizes; K mart; Target.
Variety Stores – S.S. Kresge; Ben Franklin.
Discount Stores – Osco; Drug Town.
Chain Supermarkets – Fareway; Safeway; HyVee 2; Super Valu; Warehouse Market; Grupps 2.
Other Chain Stores – Shoes: Tradehome, Merit, Nichols & Green, Payless, Walkers; Auto: Goodyear, Coast to Coast, J&L, Aroc; Paint: Sherwin-Williams, Iowa Paint, Morris, Diamond, Pittsburgh, Cooks; Clothing: Buttrey's, Gildner's, St. Paul Clothiers, St. Clair-Starks, Three Sisters; Furniture: McGregor; Fanny Farmer Candy; Earl May; T.S.C.

14 - NEWSPAPERS: GLOBE-GAZETTE (e) 22,064; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don Johnson, Adv. Dir., GLOBE-GAZETTE, 300 N. Washington, Mason City, IA 50401; Tel. (515) 423-4270.
National Representatives : Branham; Iowa Daily Press.

MOUNT PLEASANT

1 - LOCATION: Henry County, E&P Map D-3, County Seat. Agricultural, insurance and shopping center. Situated 28 mi. NW of Burlington. Junction of U.S. 34 & 218.

2 - TRANSPORTATION: Railroads – Burlington Northern; Amtrak.
Motor Freight Carriers – Arledge.
Intercity Bus Lines – Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,322
City Zone, Local Est. 10,841
County 80 Cen. 18,890
City & RTZ, Loc. Est. 47,444

4 - HOUSEHOLDS:
City 80 Cen. 2,611
County 80 Cen. 6,707

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$91,377,000
Sav. & Loan	1	$122,510,068

6 - PASSENGER AUTOS: 12,422

7 - ELECTRIC METERS: Residence 3,211

8 - GAS METERS: Residence 3,141

9 - PRINCIPAL INDUSTRIES: Engrg. & Mfg.; Bus Bodies; Electronics-Metal & Prefabrication; Communication Cable; Envelope Mfg.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:
Principal Shopping Days : Fri. & Mon.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Spurgeon's; Pamida Discount; Alco.
Variety Stores – Harrison's.
Chain Drug Stores – Rexall; Valu-Rite.
Chain Supermarkets – Hy-Vee; Super-Valu; Beaver's; Jack & Jill.

14 - NEWSPAPERS: NEWS (e) 4,149; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Neil Wikel, Adv. Mgr., NEWS, 215 W. Monroe St., Mount Pleasant, IA 52641; Tel. (319) 385-3131.
National Representatives : Landon; Iowa Daily Press.

MUSCATINE

1 - LOCATION: Muscatine County, E&P Map D-3. West on the Mississippi in Iowa, near most interior Iowa points. On U.S. Hwy. 61; State Hwys. 26 & 38.

2 - TRANSPORTATION: Railroads – CMStP&P.
Motor Freight Carriers – 6.
Intercity Bus Lines – Continental; American.
Barge Lines – Barge transportation on the Mississippi hauls coal, petroleum products, grain, iron, steel and miscellaneous lines.

3 - POPULATION:
Corp. City 80 Cen. 22,309
CZ-ABC: (70) 22,405; (81) 23,900
RTZ-ABC: (70) 48,288; (81) 53,800
County 80 Cen. 40,436
City & RTZ-ABC: (70) 70,693; (81) 77,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 8,517
County 80 Cen. 14,214
CZ-ABC: (70) 7,401; (81) 9,100
RTZ-ABC: (70) 15,254; (81) 19,500
City & RTZ-ABC: (70) 22,655; (81) 28,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$616,000,000
Sav. & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 23,015

7 - ELECTRIC METERS: Residence 9,683

8 - GAS METERS: Residence 9,144

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – 54 diversified industries including: Chemicals & allied industries 2,500 ($300); Food Proc. 1,000 ($215); Fab. Metal Products 1,000 ($300); Heavy Const.; Utilities 200 ($275); Consulting Engineers 425 ($450); Machinery 250 ($215); Button Mfg. 140 ($200); Mining, Sand & Gravel 250 ($175); Grain & Feed Proc. 250 ($400).
Principal Industrial Pay Days : Thurs. & Fri.

10 - CLIMATE: Av. Temp. – Spring 63; Summer 74; Fall 49; Winter 28. First killing frost, Oct. Last killing frost, late April.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers – 8 blocks on Second St.; 5 on Third St.; 11 on Sts. connecting Second & Third Sts.
Neighborhood Shopping Centers : Muscatine Plaza; Woolworth on Park Ave. (Walgreen, Hy-Vee Foods); 5 blocks on Mulberry Ave.; 3 on Hershey Ave.; 6 on Grandview Ave.; 2 on Park Ave.
Principal Shopping Days : Fri., Sat. & Mon.
Stores Open Evenings : Mon. thru Fri. Food every evg.
Stores Open Sundays : Some food, drug & hdwr.; Muscantine Plaza evgs. to 9 & Sun. til 5 p.m.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Woolco; Petersen's.
Variety Stores – Woolco; Jupiter.
Discount Stores – Pamida.
Chain Supermarkets – Sun-Mart 3; Foodland; Hy-Vee.
Chain Drug Stores – Stiles; Walgreen.
Other Chain Stores – Spurgeon's; Sieg (auto supplies); Sherwin-Williams; Goodrich; Firestone; Western Auto.

14 - NEWSPAPERS: JOURNAL (e) 11,696; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Grey Veon, Mkt. Dir., JOURNAL, PO Box 809, Muscatine, IA 52761; Tel. (319) 263-2331.
National Representatives : Branham; Iowa Daily Press.

NEVADA

1 - LOCATION: Story County, E&P Map C-2, County Seat. Located practically in geographical center of Iowa in excellent farm territory.

2 - TRANSPORTATION: Railroads – Chicago Northwestern; E&W; Rock Island; N&S.
Motor Freight Carriers – 2.

3 - POPULATION:
Corp. City 80 Cen. 5,912
County 80 Cen. 72,326
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,230
County 80 Cen. 23,665

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$40,243,000
Sav. & Loan	1	$12,079,936

6 - PASSENGER AUTOS: County 54,429 (All Vehicles)

7 - ELECTRIC METERS: 4,500

8 - GAS METERS: 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Printing 500 ($130); Fertilizer Mfg. ($145).
Principal Industrial Pay Days : 15th, 31st; Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 15-90; Summer 40-100; Fall 4-86; Winter 12-61. First killing frost, Oct. 16. Last killing frost, Apr. 9.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center – 6 blocks on Main St.
Principal Shopping Days : Mon., Wed. & Sat.
Stores Open Evenings : Mon.
Stores Open Sundays : 1 groc.; 1 variety; 1 farm & home.

13 - RETAIL OUTLETS: Department Stores – Scudder's; Ambroses.
Variety Stores – Ben Franklin; Johnson Hdwr.
Chain Drug Stores – Daehler Rexall; Gandrup; Walgreen.
Chain Supermarkets – Super-Valu; Fareway.
Other Chain Stores – Western Auto; True Value Hardware; Our Own Hdwr.

14 - NEWSPAPERS: JOURNAL (e) 3,309; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Karen Jordison, Adv. Mgr., JOURNAL, 1133 Sixth St., Nevada, IA 50201; Tel. (515) 382-2161.
National Representative : Iowa Daily Press.

NEWTON

1 - LOCATION: Jasper County, E&P Map C-2, County Seat. Residential center. 35 mi. NE of Des Moines; 320 mi. W of Chicago. On I-80.

2 - TRANSPORTATION: Railroads – CRI&P.
Motor freight Carriers : 2.

3 - POPULATION:
Corp. City 80 Cen. 15,292
County 80 Cen. 36,425

4 - HOUSEHOLDS:
City 80 Cen. 6,143
County 80 Cen. 13,564

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$100,000,000
Sav. & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 35,920 (All Vehicles)

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 4,526

9 - PRINCIPAL INDUSTRIES: Washing Machines; Dryers; Heavy Machinery; Advertising; Novelties; Cheese.

10 - CLIMATE: Min. & Max. Temp. – Spring 35-70; Summer 75-100; Fall 32-75; Winter -20-40. First killing frost, Oct. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Softened.

12 - RETAILING: Principal Shopping Center : Downtown Newton.
Shopping Center : Newton (2 mi./25 stores – Younkers Dept.).

Principal Shopping Days : Fri., Sat. & Mon.
Stores Open Evenings : Dept. – Mon.; Food – Mon. thru Sat.; Drug – nightly.
Stores Open Sundays : Grocery & discount.

13 - RETAIL OUTLETS: Department Stores – Montgomery Ward; J.C. Penney; Spurgeon's; Younker's; K mart; Big Bear; Farm & Home Store; Alco.
Variety Stores – Woolworth; Jupiter Discount.
Chain Drug Stores – Powers Rexall; Nollen 3; Drugtown; Drugfair.
Chain Supermarkets – Safeway; Super Valu; Hy-Vee.
Other Chain Stores – Goodyear; Mode O'Day; Earl May Seed.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,897; sworn Mar. 31, 1981.

Local Contact for Advertising and Merchandising Data: John De Grado, Adv. Mgr., NEWS, PO Box 967, Newton, IA 50208; Tel. (515) 792-3121.
National Representative : Iowa Daily Press.

OELWEIN

1 - LOCATION: Fayette County, E&P Map C-2. Retail and industrial center (19 industries); NE part of state; 250 mi. to Chicago; 200 to Minneapolis; 350 to Omaha; 753 to Kansas City.

2 - TRANSPORTATION: Railroads – Chicago Northwestern (division point).
Motor Freight Carriers – 16.
Intercity Bus Lines – Scenic Hawkeye Stages; Jefferson Blue Lines.

3 - POPULATION:
Corp. City 80 Cen. 7,564
County 80 Cen. 25,488

4 - HOUSEHOLDS:
City 80 Cen. 2,890
County 80 Cen. 9,093

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$59,901,978
Sav. & Loan	2	$29,318,700

6 - PASSENGER AUTOS: County 23,830 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,450

8 - GAS METERS: Residence 2,718

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Railroads 210 ($270); Air Cleaners 141 ($345).
Principal Industrial Pay Days : Air cleaners Thu.; Railroad 10th & 25th.

10 - CLIMATE: Min. & Max. Temp. – Spring 50-80; Summer 65-109; Fall 45-83; Winter -36-59. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers – 4 blocks on Frederick; 2 on Charles; 3 on 1st St.; 2 on 1st Ave. E.
Neighborhood Shopping Centers : 1 block at Frederick & 10th S. & N.; E. Charles at 8th Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairbank	7	Cranston Hardware
Maynard	8	Maynard Co-Op
Arlington	18	Arlington Co-Op
Fayette	17	Dahlke IGA

Principal Shopping Days : Thur., Fri. & Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores – Montgomery Ward; J.C. Penney; Spurgeon's; Conner's; Pamida; Ace Hardware; K mart; Meyer Lincoln; True Value.
Farm Stores – Mobile Farm Center; Big Bear; Farm Fleet; American; Farm Store.
Variety Stores – Woolworth's; Ben Franklin.
Chain Supermarkets – Fareway; IGA; Super Valu.

14 - NEWSPAPERS: REGISTER (e) 7,266; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Victor Gallo, Adv. Mgr., REGISTER, 26 1st Ave. S.E., Oelwein, IA 50662; Tel. (319) 283-2144.
National Representatives : Iowa Daily Press; Thomson.

OSKALOOSA

1 - LOCATION: Mahaska County, E&P Map C-3, County Seat. Residential center; 60 mi. SE of Des Moines. On U.S. Hwy. 163, 63; Iowa 92 & 137. 30 mi. S of I-80.

2 - TRANSPORTATION: Railroads – Branch line of Chicago & Northwestern; branch of CRI&P.
Motor Freight Carriers – 6.
Intercity Bus Lines – Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,629
County 80 Cen. 22,507

4 - HOUSEHOLDS:
City 80 Cen. 4,294
County 80 Cen. 8,447

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$105,619,258
Sav. & Loan	3	$57,740,747

6 - PASSENGER AUTOS: County 16,884

7 - ELECTRIC METERS: County Res. 10,000

8 - GAS METERS: County Res. 10,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Machinery 672; Textiles 90.

10 - CLIMATE: Min. & Max. Temp. – Spring 38-60; Summer 61-83; Fall 41-63; Winter 13-32.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center – Downtown District; Atpic Mall, located 18 blocks east of downtown district (14 stores).
Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores – Sears Roebuck; Montgomery Ward; Alsop's; J.C. Penney; Spurgeon's.
Variety Stores – Woolworth.
Discount Stores – Pamida; K mart.
Chain Drug Stores – Drug Fair.
Chain Supermarkets – Hy-Vee; Easters Super Valu; Fareway; Jack & Jill.
Other Chain Stores – Firestone; Goodyear; Western Auto: Coast-to-Coast; Brown Shoes; Big Bear; Siefert's; Earl E. May; Maurice's; Orschlien.

14 - NEWSPAPERS: HERALD (e) 6,466; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Jim Elsberry, Adv. Dir., HERALD, 123 N. Market, Oskaloosa, IA 52577; Tel. (515) 672-2581.
National Representatives : Iowa Daily Press; Southwest Dailies.

OTTUMWA

1 - LOCATION: Wapello County, E&P Map C-3. SE Iowa. Industrial and agricultural center, 75 mi. W of Mississippi River, 42 mi. N of Missouri state line.

2 - TRANSPORTATION: Railroads – Burlington Northern; CMStP&P; Norfolk & Western.
Motor Freight Carriers – 51.
Intercity Bus Lines – Greyhound; Missouri Transit; Continental Trailways.
Airlines – Mississippi Valley.

3 - POPULATION:
Corp. City 80 Cen. 27,381
CZ-ABC: (70) 29,610; (81) 26,300
RTZ-ABC: (70) 94,274; (81) 96,800
County 80 Cen. 40,241
City & RTZ-ABC: (70) 123,884; (81) 123,100

4 - HOUSEHOLDS:
City 80 Cen. 10,914
County 80 Cen. 15,436
CZ-ABC: (70) 10,487; (81) 10,700
RTZ-ABC: (70) 31,614; (81) 36,600
City & RTZ-ABC: (70) 42,101; (81) 48,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$39,418,000
Commercial	3	$211,364,000

6 - PASSENGER AUTOS: County 37,535 (All Vehicles)

7 - ELECTRIC METERS: Residence 12,041

8 - GAS METERS: Residence 10,828

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners - Meats 850; Farm Machy. 2,100; Electronic Parts 200; Dairy Prod. 126; Gen'l Const. 120; Bakery Prod. 265; Pre-built Homes 125 ($123); Auto Parts 400.
Principal Pay Days - Thurs., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-62; Summer 63-86; Fall 42-65; Winter 17-35. First killing frost, Oct. 12. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - 29 blocks on 8 sts.
Neighborhood Shopping Areas - Jefferson & Pennsylvania, North Gate Shopping Center, Southgate Shopping Center (Hwy. 34).
Principal Shopping Days : Thurs. & Sat.
Stores Open Evenings : Department - Mon., Thu. & Fri.; Food, supermarkets & discount - every night.
Stores Open Sundays : Supermarkets, drug & discount.

13 - RETAIL OUTLETS: Department Stores - Sears (catalog & auto appl.); Younker's; J.C. Penney; Big Bear.
Chain Drug Stores - Osco; Revco; K mart; McWilliams.
Discount Stores - Target; Pamida; K mart.
Chain Supermarkets - Aldi's; Cal's; Jack & Jill; HyVee 2; Easters; Fareway; Warehouse Market.
Other Chain Stores - Goodyear; Goodrich; Kinney Shoes; Kaybee; Sherwin-Williams; McGregor Furniture; Gamble's; Seifert's (women's apparel); Brown's Shoe Fit; Tractor Supply Co.; Radio Shack; Firestone.

14 - NEWSPAPERS: COURIER (e) 17,360; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Michael Drey, Sales Mgr., COURIER, 213 E. Second St., Ottumwa, IA 52501; Tel. (515) 684-4611.
National Representatives : Branham; Iowa Daily Press.

PERRY

1 - LOCATION: Dallas County, E&P Map B-2. Agricultural shipping center. Misc. small manufacturing center. W. central part of state, 357 mi. from Chicago, 42 mi. from Des Moines. On state Hwys. 141 and 144.

2 - TRANSPORTATION: Railroads - Chicago Northwestern.
Intercity Bus Lines - SCL Coaches; Fort Dodge.
Airlines : Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,053
County 80 Cen. 29,513
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,764
County 80 Cen. 10,688

5 - BANKS: 2 Savings; Dep. $82,200,000

6 - PASSENGER AUTOS: County 31,071 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,957

8 - GAS METERS: Residence 2,390

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Chemical Fertilizer 20 ($200); Pork Processing 800 ($408); Drop Forged Pdts. 67 ($240).
Principal Industrial Pay Days - 1st, 2nd, 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 36-70; Summer 64-102; Fall 25-64; Winter 20-52. First killing frost, Oct. 8. Last killing frost, May 2.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on 2nd St., 2 on Willis Ave.
Neighborhood Shopping Centers - 3 blocks on E. Willis Ave., First Perry Plaza; East Perry Plaza.
Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : Dept. - Fri., Food - nightly.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Spurgeon's.
Variety Stores : Ben Franklin.
Discount Stores : Perry Discount; Wheeler's Farm Supply; Alco; P.M. Place.
Chain Drug Stores : Walgreen; Rexall; Drug Mart.
Chain Food Supermarkets : Fareway; HyVee.
Other Chain Stores - Gamble's; Spurgeon's; Mode O'Day; Sears Roebuck (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: CHIEF (e-mon to fri) 3,310; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Barry Sanders, Adv. Mgr., CHIEF, 1323 Second St., Perry, IA 50220; Tel. (515) 465-4666.
National Representative : Iowa Daily Press.

SHENANDOAH

1 - LOCATION: Page County, E&P Map B-3. Agricultural Center, 65 mi. SE of Omaha, 95 mi. N of St. Joseph, MO, 145 mi. SW of Des Moines. On State Hwys. 2 and 48; U.S. Hwy. 59.

2 - TRANSPORTATION: Railroads - On branch of Burlington Northern and Omaha-St. Louis line of Norfolk & Western.
Intercity Bus Lines - Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,274
City Zone, Local Est. 6,600
County 80 Cen. 19,063
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,616
County 80 Cen. 7,317

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav.	2	$64,581,224
Sav. & Loan	1	$49,031,763

6 - PASSENGER AUTOS: (All Vehicles) 17,217

7 - ELECTRIC METERS: Residence 2,698

8 - GAS METERS: Residence 2,560

9 - PRINCIPAL INDUSTRIES: - Seeds; Nurseries; Hatcheries; Hybrid Corn; Gloves; Farm Equip.; Agricultural Chemicals; Aluminum & Steel Gates; Eaton Corp (Trans. Div.) 700.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Stores Open Evenings : Thurs.
Stores Open Sunday - Discount, Grocery; Woolworth; Alco; Penney; Spurgeon, Pamida.

13 - RETAIL OUTLETS: Department Stores - Penney; Gamble's; Western Auto; Spurgeon's; Woolworth; Coast to Coast.
Discount Stores : Farm Supply; Gibson's.
Variety Stores - Woolworth; Gibson's; Alco.
Chain Food Supermarkets : Super Valu; Safeway; HyVee; IGA.

14 - NEWSPAPERS: SENTINEL (e mon to fri) 3,883; sworn Mar 31, 1981.
Local Contact for Advertising and Merchandising Data: Thelma Burkhiser, Adv. Mgr., SENTINEL, 118 S. Elm, Shenandoah, IA 51601; Tel. (712) 246-1100.
National Representatives : Amer. Newspaper Rep., Iowa Daily Press.

SIOUX CITY

1 - LOCATION: Woodbury County, (in Sioux City IA-NE SMSA). E&P Map A-2. Trading center of 49 county agricultural area. 501 mi. from Chicago. 104 mi. from Omaha, 196 mi. from Des Moines, 268 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads - Chicago, Northwestern; Burlington Northern; Chicago, Milwaukee; Illinois Central.
Motor Freight Carriers - 40.
Intercity Bus Lines - Arrow; Des Moines; Springfield & Southern; Sedalia; Marshall; Boonvile; Greyhound; Continental; Sioux Lines.
Airlines - Ozark; Republic.
River Barge Lines - 2 Sioux City, New Orleans; Federal Barge Lines.

3 - POPULATION:
Corp. City 80 Cen. 82,003
CZ-ABC: (70) 96,915; (81) 95,300
RTZ-ABC: (70) 244,833; (81) 247,400
County 80 Cen. 100,884
SMSA 80 Cen. 117,457
City & RTZ-ABC: (70) 341,748; (81) 342,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 30,098
County 80 Cen. 36,632
SMSA 80 Cen. 42,348
CZ-ABC: (70) 30,918; (81) 34,800
RTZ-ABC: (70) 76,109; (81) 88,700
City & RTZ-ABC: (70) 107,027; (81) 123,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	9	$385,742,115
Sav. & Loan	3	$163,230,063
Commercial	8	$385,199,853

6 - PASSENGER AUTOS: County 56,554

7 - ELECTRIC METERS: 33,178

8 - GAS METERS: 29,695

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Meat Packing 2,890 ($250); Food Proc. 1,860 ($182); Metal Fabricating & Machinery 2,740 ($150); Other Mfg. 2,400 ($149).
Principal Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 19-105; Summer 44-111; Fall 5-108; Winter 35-89. First killing frost, Oct. 27. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very hard. constant 56 temp.; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 10 blocks on 4th and 5th Sts.; 6 on 6th St.; and 6 on West 7th St; Southern Hills Mall, Hwyzo.
Neighborhood Shopping Areas - So. St. Aubin and Morningside Ave.; 27th and Pierce Sts.; 20th and Pierce Sts.; Cecelia and Jay Sts.; Riverside Blvd. and Military Road; Floyd Ave. & 41 St.; Shopping Cntr., 29 & Hamilton.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southern Hills (80)	NA	Target, Sears, Younkers
Sunset Plaza (25)	NA	Woolco, Boulevard Foodstore, Bostwicks
K mart Plaza (1)	NA	K mart
River-View	NA	
Peters Park (25)	NA	
Transit Plaza (9)	NA	

Principal Shopping Days : Department - Fri., Sat., Sun., Mon.; Food - Fri., Sat.
Stores Open Evenings : Food Mon. thru Sat.; Downtown Mon.; Shopping Centers Mon. thru Sat.; Furniture Mon.

13 - RETAIL OUTLETS: Department Stores - Younker's; Sears; Penney; Bostwick-S&L; Walgreen's; Woolco; K mart; Kresge; TG&Y; Richmann Gordman; Target.
Discount Stores : Woolco; K mart.
Chain Drug Stores : White's; Walgreen 2; Sioux Thrifty 2.
Chain Food Supermarkets : Sunshine Food 5; Safeway 3; Hinky Dinky; Cohn 12; IGA 3; HyVee 2.
Other Chain Stores - Barker's Shoe; Fantle's (women's apparel); Firestone; Goodyear; International Harvester; G. R. Kinney Shoes; Remington Rand; Royal Typewriter; Parkinson Music; Sieg-Sioux (auto supplies); Singer Co.; Smith-Corona (typewriters); Walker's (shoes); Zales Jewelers; Radio Shack; Team Electronics; Northwest Fabrics; National Payless Shoes; Ardan's.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 59,290; (e-sat; hols) 58,704; (S) 51,033; Mar. 31, 1981 ABC.
Local Contact for Advertising : Jerry Dunning, Adv. Dir., JOURNAL, 6th & Pavonia, Sioux City, IA 51106; Tel. (712) 279-5032.
National Representatives : Branham; Iowa Daily Press.

SPENCER

1 - LOCATION: Clay County, E&P Map B-1, County Seat. Distributing point of NW Iowa; S edge of Iowa's Great Lakes; 180 mi. NW of Des Moines; 180 mi. SW of Minneapolis. Little Sioux & Ocheyedan Rivers merge within city limits.

2 - TRANSPORTATION: Railroads - Chicago, Milwaukee & St. Paul; Chicago & Northwestern.
Motor Freight Carriers - 5.
Intercity Bus Lines : Greyhound; Scenic Hawkeye.

3 - POPULATION:
Corp. City 80 Cen. 11,726
County 80 Cen. 19,576

4 - HOUSEHOLDS:
City 80 Cen. 4,550
County 80 Cen. 7,377

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$52,698,475
Commercial	3	$58,316,986

6 - PASSENGER AUTOS: County (All Vehicles) 19,999

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Hydrostatic Engines 500 ($200); Meat Packing 240 ($205); Metal Fabricating 275 ($130); Metal Assembly 125 ($154); Wood Fabricating 150 ($128); Apparel 135 ($100).

10 - CLIMATE: Min. & Max. Temp. - Spring 22-42; Summer 40-85; Fall 30-60; Winter 20-52. First killing frost, Oct. 3. Last killing frost, May 9.

11 - TAP WATER: Softness 16 PPM.

12 - RETAILING: Shopping Center - 7 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Spencer (18)	NA	Younkers Dept., Jack & Jill
Southpark Mall (40)	NA	J.C. Penney, Bostwicks, Woolco

Principal Shopping Days : Fri. and Sat.
Stores Open Evenings : All stores Mon.; shopping center, Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Bostwicks; Feldman's; Montgomery Ward; Pamida; J.C. Penney; Winslows; Younkers; Sernett's; Eddie Quinn's; Squire Shoppe.
Discount Stores : Gibson's; K Mart; Woolco.
Chain Drug Stores : Rexall; Star Drug; Walgreen.
Chain Food Supermarkets : Hy-Vee; Spencer Super Valu; Safeway.
Other Chain Stores : Gambles; Sears Roebuck; S&H Green Stamps; Coast-to-Coast; Matt Furniture; Kinney Shoes; Brown's Shoe Fit; Singer Co.

14 - NEWSPAPERS: REPORTER (e-mon to fri; m-sat) 4,211; sworn Mar 31, 1981.
Local Contact for Advertising and Merchandising Data: Jeanne Gentry-Sieh, Adv. Dir.; REPORTER, 416 1st Ave. W., Spencer, IA 51301; Tel. (712) 262-6610.
National Representatives : Amer. Newspaper Rep.; Iowa Daily Press.

VINTON

1 - LOCATION: Benton County, E&P Map C-2, County Seat. Agricultural center; 32 mi. NW of Cedar Rapids, 34 mi. SE of Waterloo. On U.S. Hwy. 218.

2 - TRANSPORTATION: Railroads - CRI&P.
Intercity Bus Lines - Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 5,040
County 80 Cen. 23,649

4 - HOUSEHOLDS:
City 80 Cen. 1,991
County 80 Cen. 8,561

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$51,711,000
Sav. & Loan	1	$3,445,000

6 - PASSENGER AUTOS: County (All Vehicles) 23,948

7 - ELECTRIC METERS: Residence 1,894

8 - GAS METERS: Residence 1,735

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Farm Equipment 150 ($180); Industrial Cooling 80 ($170); Food Processing 60 ($180).

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Stores open Thu. evenings.
Principal Shopping Days : Thu. & Sat.

13 - RETAIL OUTLETS: Department Stores - Sears;
Variety Stores - Ben Franklin; Feller's; Cromers.
Chain Food Supermarkets : Fareway; Jack & Jill; Family Food; Super Value.
Other Chain Stores : Western Auto; Goodyear; True Value; Coast to Coast; Mode O' Day.

14 - NEWSPAPERS: CEDAR VALLEY TIMES (e-mon to fri) 3,412; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Merlin Alpers, Adv. Mgr., CEDAR VALLEY TIMES, 108 E. 5th, Vinton, IA 52349; Tel. (319) 472-2311.
National Representative : Amer. Newspaper Rep.

WASHINGTON

1 - LOCATION: Washington County, E&P Map D-3, County seat in Southeastern part of state 248 rail mi. from Chicago.

2 - TRANSPORTATION: Railroads - CB&Q; CMStP&P; CRI&P.
Motor Freight Carriers - 3.
Intercity Bus Lines - Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,584
County 80 Cen. 20,141
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,618
County 80 Cen. 7,213

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$60,000,000
Sav. & Loan	2	$35,500,000

6 - PASSENGER AUTOS: County (All Vehicles) 19,930

7 - ELECTRIC METERS: Res. County 6,926

8 - GAS METERS: Residence 4,772

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Wkly. Wage) - Valves Foundry & Machine Shop 271 ($200); Calendars 400 ($180); Seedcorn, Agronomy Research 38 ($240) (more than 150 detasselers in season); Industrial Valves 100.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 0-98; Summer 53-100; Fall 0-95; Winter 12-61. First killing frost, Sept. 20. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Square and 8 blocks surrounding.
Principal Shopping Days : Thurs., Sat.
Stores Open Evenings : Dept. - Thurs.; Food - 7 days.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Spurgeons; J. C. Penney; Harrisons.
Variety Stores - Thomassen's.
Discount Stores : Oershlein Distributing; Pamida; Drug Fair; Discount Drugs; Alco.
Chain Food Supermarkets : Eareway; HyVee; Jack & Jill.

14 - NEWSPAPERS: JOURNAL (e) 5,711 sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Darwin Sherman, Adv. Mgr., JOURNAL, 111 N. Marion Ave., Washington, IA 52353; Tel. (319) 653-2191.
National Representative : Iowa Daily Press.

WATERLOO-CEDAR FALLS-EVANSDALE

1 - LOCATION: Black Hawk County (In Waterloo-Cedar Falls, SMSA). E&P Map C-2. Agriculture, manufacturing and dairy center. NE part of state. 300 mi. to Chicago; U.S. Hwys. 63, 218, 20; State Hwys. 197, 57.

2 - TRANSPORTATION: Railroads - Illinois Central; Rock Island; Chicago, North Western; Waterloo RR.
Motor Freight Carriers - 14.
Intercity Bus Lines - Greyhound; Arrow Coach; Jefferson, Iowa Coach; Waterloo & Cedar Falls.
Airlines : Ozark; Mississippi Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 117,105
Waterloo 80 Cen. 75,985
Cedar Falls 80 Cen. 36,322
Evansdale 80 Cen. 4,798
CZ-ABC: (70) 111,925; (81) 121,500
RTZ-ABC: (70) 236,271; (81) 233,600
County/SMSA 80 Cen. 137,961;
City & RTZ-ABC: (70) 348,196; (81) 355,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 41,683
Waterloo 80 Cen. 28,349
Cedar Falls 80 Cen. 11,712
Evansdale 80 Cen. 1,622
County/SMSA 80 Cen. 48,205
CZ-ABC: (70) 33,924; (81) 42,300
RTZ-ABC: (70) 73,434; (81) 83,800
City & RTZ-ABC: (70) 107,358; (81) 126,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$350,546,240
Sav. & Loan	4	$440,263,221

6 - PASSENGER AUTOS: County 122,807

7 - ELECTRIC METERS: 31,848

8 - GAS METERS: 27,696

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Farm Equip. 18,800; Meat Packing 2,000; Ordnance 625; Truck Mixers 325

10 - CLIMATE: Min. & Max. Temp. - Spring 40-59; Summer 60-100; Fall 36-63; Winter 23-34. First killing frost, Oct. 4. Last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - Crossroads - S.E. edge of Waterloo, Downtown East Side.
Neighborhood Shopping Centers : W. 9th and Mitchell; La Porte Rd. and Mitchel; Kimball and Ridgeway; Logan Ave. and Donald.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads Center (82)	NA	Sears, J.C. Penney, Donaldsons
College Sq. (70)	NA	Mont. Ward, Woolco, Younkers
Kimball (8)	NA	Ben Franklin, S&S Meats
Logan Plz. (6)	NA	May Drug, Eagle Food
Villa (12)	NA	Ben Franklin

Principal Shopping Days : Department - Mon. Thurs., Fri., Sat.; Shopping Centers-daily; Food-Thurs., Fri., Sat.
Stores Open Sundays : Shopping centers, drug, discount and food.
Stores Open Evenings : Downtown-Mon; Food chains-every night; Shopping centers-nightly ex. Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; Donaldsons; Montgomery Ward; Younkers.
Discount Stores : K mart; Woolco; Ardans.
Variety Stores - Kresge; Woolworth; Ben Franklin 4.
Chain Drug Store : Osco 2; May 2; Walgreens 2.
Chain Food Supermarkets : Eagles 4; Super-Valu 5; HyVee 5.
Other Chain Stores : Endicott Johnson Shoes; Kinney Shoes; Zales.

14 - NEWSPAPERS: COURIER (e-mon to fri) 53,169; (S) 56,283; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David E. Tansey, Ret. Adv. Mgr., or Robert E. Mullen, Natl. Adv. Mgr., COURIER, 501 Commercial St., Waterloo, IA 50704; Tel. (319) 234-3551.
National Representatives : Story & Kelly-Smith; Iowa Daily Press.

WEBSTER CITY

1 - LOCATION: Hamilton County, E&P Map B-2, County Seat. Agricultural & residential center. 70 mi. NW of Des Moines; 20 mi. E of Ft. Dodge. On U.S. Hwy. 20; State 17; 9 mi. to U.S. 69; 12 mi. to I-35.

2 - TRANSPORTATION:
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,572
CZ-ABC: (70) 8,488; (81) 8,400
RTZ-ABC: (70) 23,810; (81) 22,300
County 80 Cen. 17,862
City & RTZ-ABC: (70) 32,298; (81) 30,700

4 - HOUSEHOLDS:
City 80 Cen. 3,243
County 80 Cen. 6,623
CZ-ABC: (70) 2,922; (81) 3,300
RTZ-ABC: (70) 7,901; (81) 8,700
City & RTZ-ABC: (70) 10,823; (81) 12,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$28,000,000
Sav. & Loan	2	$30,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 20,907

7 - ELECTRIC METERS: Residence 3,528

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Washer Mfg. 900 ($270); Metal Castings 100 ($175); Packing Plant 125 ($175); Printing ($180).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp - Spring 32-60; Summer 70-95; Fall 40-78; Winter 20-45. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - 8 blocks on 2nd St.; 4 blocks along side streets.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Dept. Thurs.; Food nightly; Discount-nightly except Sun.
Stores Open Sundays : Discount and Food.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Osweller's; Lubbers; Masmar's; Pringle's; Home Appliance.
Variety Stores : Ben Franklin.
Discount Stores : K mart; Pamida.
Chain Drug Stores : Williams Walgreen; Olson Pharmacy.
Chain Food Supermarkets : Fareway; Hy-Vee Foods; Dunn's Super Value.
Other Chain Stores - Hunter Oil & Gas; Derby Oil & Gas; Spurgeon's (ready-to-wear); Gamble's; Goodyear; Coast-to-Coast; Pamida; OK Hardware; Casey's.

14 - NEWSPAPERS: FREEMAN JOURNAL (e) 4,378; March 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Michael A. Grandstaff, Pub. FREEMAN-JOURNAL, 720 Second St., Webster City, IA 50595; Tel. (515) 832-4350.
National Representatives : Landon; Iowa Daily Press.

KANSAS SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Kansas City, Mo.-Kans. - Cass, Clay, Jackson, Platte, and Ray Counties, Mo.; Johnson and Wyandotte Counties, Kans.
Lawrence - Douglas County.
Topeka - Jefferson, Osage and Shawnee Counties.
Wichita - Butler and Sedgwick Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	175	181
5-14 Years	441	344
15-24 Years	406	451
25-44 Years	502	624
45-64 Years	460	457
65 and Over	265	306
TOTAL	2,249	2,363

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	293	517	749
Genral Mdse	640	991	1,405
Food	970	1,522	2,431
Automobiles	1,089	1,839	2,404
Gasoline Stations	456	661	1,308
Apparel	228	369	525
Furniture	224	365	540
Eat-Drink Places	316	596	954
Drugs	141	192	299
TOTAL	4,765	7,696	11,750

ABILENE

1 - LOCATION: Dickinson County, E&P Map C-2, County Seat. Milling, Steel fabricating, agriculture and tourist center; 160 mi. W of Kansas City, MO.

2 - TRANSPORTATION: Railroads - Union Pacific; Santa Fe; Rock Island.
Motor Freight Carriers - 5.
Intercity Bus Lines - Continental; Greyhound.

3 - POPULATION:
City 80 Cen. 6,572
County 80 Cen. 20,175

4 - HOUSEHOLDS:
City 80 Cen. 2,654
County 80 Cen. 7,716

5 - BANKS: 3 Commercial, Dep. $62,258,000

6 - PASSENGER AUTOS: County 11,556

7 - ELECTRIC METERS: Residence 3,461

8 - GAS METERS: Residence 28,812

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Milling 100 Machine Shop 200; Steel Mfg. (new) 200; Steel Fabricating 225.
Principal Industrial Pay Days - Fri., Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-65; Summer 75-105; Fall 40-70; Winter 0-40. First killing frost, Oct. 13. Last killing frost, May. 10.

11 - TAP WATER: Alkaline, Medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 12 blocks on 4 sts.
Neighborhood Shopping Center - North Buckeye; South Cedar; South First St. & West Third; South Buckeye.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Sears Roebuck; J.C. Penney; Hamburg; Gambles; Add-A-Touch of Furniture; Pinkhams; Shockey & Landes Furn. & Hdwe.; Belle Springs Furniture Galleries.
Variety Stores - Ben Franklin.
Discount Stores : Alco Gibsons.
Chain Food Supermarkets : Zey's; IGA; Boogaarts; Cummings Jack & Jill.

14 - NEWSPAPERS: REFLECTOR-CHRONICLE (e mon to fri; m-sat) 5,669; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: V.L. Sadowski, Adv. Mgr., REFLECTOR-CHRONICLE, 303 Broadway, Abilene, KS 67410; Tel. (913) 263-1000.
National Representative : None.

ARKANSAS CITY

1 - LOCATION: Cowley County, E&P Map C-3. S Central part of state on Arkansas River. 285 mi. SW of Kansas City. U.S. Hwys. 166, 77; I-35.

2 - TRANSPORTATION: Railroads - Santa Fe; Frisco; Missouri Pacific; Amtrak.
Intercity Bus Lines - Continental; MKO.
Motor Freight Carriers - 6.

3 - POPULATION:
Corp. City 80 Cen. 13,201
County 80 Cen. 36,824

4 - HOUSEHOLDS:
City 80 Cen. 5,346
County 80 Cen. 13,897

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$69,688,000
Sav. & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 20,132

7 - ELECTRIC METERS: City 5,942

8 - GAS METERS: Residence 6,085

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Meat Packing 811 ($330); Oil Refining 345 ($260); Flour Milling 220 ($190); Aircraft Mfg. 699 ($200); Railroad 300 ($250); Jet Engine Overhaul 384 ($215); Mobile Homes Mfg. 152 ($180).
Principal Industrial Pay Days - Fri., 1st and 15th.

10 - CLIMATE: Av. annual temp., 58; Jan. 33; July 80; Av. Annual precipitation 33 inches; snow 9 inches.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center - 6 blocks on Summit St.; 2 on 6 cross streets.
Neighborhood Shopping Centers - The Plaza, 2 miles north on Summit St.; TG&Y Family Center.
Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores - Newman Dry Goods; J.C. Penney; Sears; C.R. Anthony's; Litwin's; Montgomery Ward; Halligan's.
Variety Stores - Woolworth; TG&Y.
Discount Stores : K mart.
Chain Drug Stores : Graves.
Chain Food Supermarkets : Safeway; Dillon; Boogaart's; Food Fair.
Other Chain Stores - Oklahoma Tire; Firestone; Mode O'Day.

14 - NEWSPAPERS: TRAVELER (e) 6,905; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Bill Stauffer, Adv. Mgr., TRAVELER, 200 E. Fifth Ave., Arkansas City, KS 67005; Tel. (316) 442-4200.
National Representative : Southwest Dailies.

ATCHISON

1 - LOCATION: Atchison County, E&P Map D-1, County Seat. 22 mi. SW of St. Joseph, MO; 50 mi. NW of Kansas City, MO. On U.S. Hwys. 59, 73; State Hwys. 4, 7, 9 & 45.

2 - TRANSPORTATION: Railroads - Santa Fe; Rock Island; Missouri Pacific; Northern.
Motor Freight Carriers - 18.
Intercity Bus Lines - Trenton-St. Joseph.
Freight Steamship Lines - 2.

3 - POPULATION:
Corp. City 80 Cen. 18,397
County 80 Cen. 11,407

4 - HOUSEHOLDS:
City 80 Cen. 3,901
County 80 Cen. 6,225

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$114,566,000
Sav. & Loan	2	$125,404,245

6 - PASSENGER AUTOS: County 9,196

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 4,608

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Foundry and Machine Shop 997 ($360); Milling 160 ($320); Alcohol 349 ($335).

10 - CLIMATE: Min. & Max. Temp. - Spring 26-99; Summer 46-102; Fall 9-103; Winter 9-77. First killing frost, Oct. 18. Last killing frost, May, 11.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Commercial and Main Sts. (3 1/2 blocks, Mall area); W. Main St., E. Atchison, MO; 10th & Sky Way; TG&Y Family Center.
Shopping Center : Atchison Mall (45 stores - Sears, TG&Y, Mont. Ward, Ramsay's Dept., J.C. Penney, Litwin's Dept.; Coast-to-Coast; Domann Walgreen Outlet).
Principal Shopping Days : Mon., Thurs., Fri., Sat.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J.C. Penney; Sears; Ramsey's.
Variety Stores - TG&Y.
Discount Stores - Pamida.
Chain Food Supermarkets : Safeway; Arensberg Foods 2; Price Chopper.
Other Chain Stores - Litwin's; Firestone; Goodrich.

14 - NEWSPAPERS: GLOBE (e-mon to fri) 5,973; (S) 6,206; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jay Austill, Adv. Mgr., GLOBE, 1015 Main St., Atchison, KS 66002; Tel. (913) 367-0583.
National Representative : Thomson.

AUGUSTA

1 - LOCATION: Butler County, E&P Map C-3 (In Wichita SMSA). Residential Center; 20 mi. E of Wichita, KS; 200 mi. SW of Kansas City. On U.S. Hwys. 54 & 77; State Hwy. 96. On fork of Whitewater and Walnut Rivers.

2 - TRANSPORTATION: Railroads - Frisco and Santa Fe.

Intercity Bus Lines - Continental; Greyhound.

3 - POPULATION:
City 80 Cen. 6,968
County 80 Cen. 44,782
SMSA 80 Cen. 411,313

4 - HOUSEHOLDS:
City 80 Cen. 2,603
County 80 Cen. 16,087
SMSA 80 Cen. 153,831

5 - BANKS: Comm.; Est. Dep. $56,000,000

6 - PASSENGER AUTOS: County 26,651

7 - ELECTRIC METERS: Residence 2,130

8 - GAS METERS: Residence 2,152

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Mobil Refinery 485; Knebler Construction 300;

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Shopping Center : Augusta Plaza (12 stores, IGA).
Principal Shopping Days : Mon., Wed., Fri. & Sat.
Stores Open Evenings : All on Thu.

13 - RETAIL OUTLETS: Department Stores - C.R. Calverts; Chiaros True Value Home Center.
Chain Drug Stores : Rexall; Walgreen.
Chain Food Supermarkets : Safeway; IGA; Dillon's.
Other Chain Stores : Mode O'Day; Jack's Mens Wear; The Style Shop; C.R. Calvert Dept. Stores; Wal-Mart.

14 - NEWSPAPERS: GAZETTE (e) 3,178; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Carter J. Zorbe, GAZETTE, 204 E. 5th St., Augusta, KS 67010; Tel. (316) 775-2218.
National Representative : None.

BELOIT

1 - LOCATION: Mitchell County, E&P Map B-1, County Seat. On Solomon River, in North-Central Kansas. On U.S. Hwy. 24, State Hwys. 9; 14.

2 - TRANSPORTATION: Railroads - Union Pacific and Missouri Pacific branches.
Intercity Bus Lines - Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,367
County 80 Cen. 8,117

4 - HOUSEHOLDS:
City 80 Cen. 1,691
County 80 Cen. 3,148

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$35,000,000
Saving & Loans	3	$135,000,000

6 - PASSENGER AUTOS: County 4,697

7 - ELECTRIC METERS: Residence 1,961

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Agriculture; Poultry; Dairy Prods.; Livestock Feed Mill; Cement Block Plant; Concrete Prod.; Farm Implement Manufacturing.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days : Wed., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Mill Street Emporium.
Variety Stores : Duckwall's; Ben Franklin.
Chain Drug Stores : Bunch Drugs; S&S Rexall.
Chain Food Supermarkets : Boogaarts; Beloit IGA; Torr's Hy-Clas.
Other Chain Stores - Gamble's; Western Auto; Sears (catalog); Grerf Jewelers; Cook Jewelry; Montgomery Ward (catalog).

14 - NEWSPAPERS: CALL (e) 3,004; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Brad Buchta, Adv. Mgr., CALL, 122 E. Court St., Beloit, KS 67420; Tel. (913) 738-2711.
National Representative : Landon.

BURLINGTON

1 - LOCATION: Coffey County, E&P Map D-2, County Seat. 60 mi. from Topeka. On U.S. Hwy. 75, off I-135S.

2 - TRANSPORTATION:
Motor Freight Carriers - 2.

3 - POPULATION:
Corp. City 80 Cen. 2,901
County 80 Cen. 9,370

4 - HOUSEHOLDS:
City 80 Cen. 1,112
County 80 Cen. 3,526

5 - BANKS: 2 Commercial, Dep. $68,000,000

6 - PASSENGER AUTOS: County 5,096

7 - ELECTRIC METERS: Residence 1,803

8 - GAS METERS: Residence 1,603

9 - PRINCIPAL INDUSTRIES: Site of Kansas first Nuclear power plant to be completed 1982; Weekly Salary ($316); Counter Top mfg. at Gridley.

10 - CLIMATE: First killing frost, Oct. 17. Last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 2 blocks each side of 3rd St.; 4 blocks each side of Neosho. City of New Strawn - 4 mi. N.
Principal Shopping Days : Wed. & Sat.

13 - RETAIL OUTLETS: Discount/Department Stores - S&S Discount.
Variety Stores - Duckwalls.
Chain Drug Stores - Cooksey & Crisp.
Chain Supermarkets - IGA; AG 2.
Other Chain Stores - Firestone; Pro-Hwd.; Mode O'Day; Quick Shop; Get-N-Go.

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 2,674; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Homer Owens, Adv. Dir., REPUBLICAN, 324 Hudson St., Burlington, KS 66839; Tel. (316) 364-5325.
National Representative : None.

CHANUTE

1 - LOCATION: Neosho County, E&P Map D-3. 117 mi. SW of Kansas City; 106 mi. E of Wichita; 120 mi. N of Tulsa. On U.S. Hwy. 169; State Hwy. 39.

2 - TRANSPORTATION: Railroads - AT&SF; MKT (freight only).
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,506
CZ-ABC: (70) 10,341; (81) 9,900
RTZ-ABC: (70) 14,866; (81) 15,700
County 80 Cen. 18,967
City & RTZ-ABC: (70) 25,207; (81) 25,500

4 - HOUSEHOLDS:
City 80 Cen. 4,183
County 80 Cen. 7,241
CZ-ABC: (70) 3,818; (81) 4,200
RTZ-ABC: (70) 5,014; (81) 6,200
City & RTZ-ABC: (70) 8,832; (81) 10,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$104,300,000
Sav. & Loan	1	$47,600,000

6 - PASSENGER AUTOS: County 10,381

7 - ELECTRIC METERS: 6,200

8 - GAS METERS: 4,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Cement Plant 125 ($210); Heavy Equip. Mfg. 250 ($180); Electronics 500 ($160); Wood Pdts. 130 ($170).
Principal Industrial Pay Days - every other week.

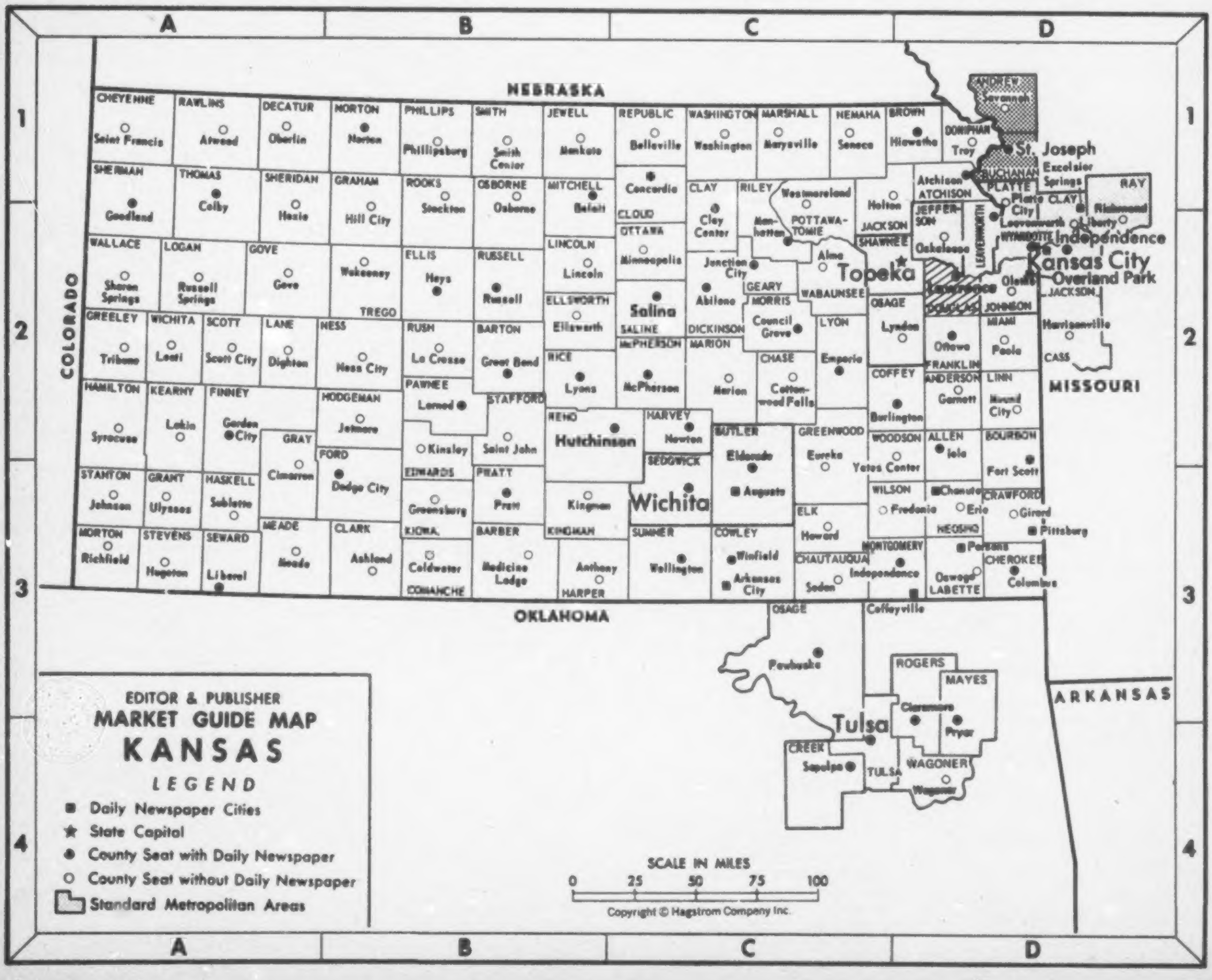
10 - CLIMATE: Min. & Max. Temp. - Spring 20-90; Summer 65-103; Fall 30-[illegible]; Winter 0-63. First killing frost, Oct. 20. Last killing frost, April 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 10 blocks on Main; 2 on Lincoln; 2 on Grant; 2 on Highland.

Neighborhood Shopping Centers - 14th and Santa Fe; and on West Cherry.

Principal Shopping Days : Tues., Thurs., Fri.
Stores Open Evenings : Thurs.



13 - RETAIL OUTLETS: Department Stores J. C. Penney; Montgomery Ward; Litwins.
Discount Stores : Wal-Mart; Revco Drug.
Chain Food Supermarkets : Self-Service Foodtown; Rooster's Thriftway; Pence IGA.
Other Chain Stores - Sears Roebuck (catalog); Davis Paint; Sherwin-Williams; Goodyear; Montgomery Ward; Mode O'Day; Singer; Coast-to-Coast.

14 - NEWSPAPERS: TRIBUNE (e) 5,844: Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Susie Cooper, Adv. Mgr., TRIBUNE, 15 N. Evergreen, Chanute, KS 66720; Tel. (316) 431-4100.
National Representative : Southwest Dailies.

CLAY CENTER

1 - LOCATION: Clay County, E&P Map C-2, County Seat. NC part of state. 160 mi. from Kansas City; 130 mi. from Wichita.

2 - TRANSPORTATION: Intercity Bus : Trailways.
Motor Freight Carriers - 3.

3 - POPULATION:
Corp. City 80 Cen. 4,948
County 80 Cen. 9,802

4 - HOUSEHOLDS:
City 80 Cen. 2,111
County 80 Cen. 3,830

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$63,800,000
Sav. & Loan	1	$65,200,000

6 - PASSENGER AUTOS: County 5,437

7 - ELECTRIC METERS: Residence 2,125

8 - GAS METERS: Res. 2,175

9 - PRINCIPAL INDUSTRIES: Farming; Farm Equip.; Feed Mfg.; House bldg. Av. Wages per hr.: Skilled - $5-$6.31; Semi-skilled - $4.75-$5.41; Unskilled - $4.25-$4.54. Total Employment: 5,080.
Principal Pay Days - 1st and 15th; Sat.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 30 blocks on 4th, 5th and 6th; Grant; Lincoln; Court; Dexter.
Neighborhood Shopping Centers - West Crawford; Clay Center Plaza.
Stores Open Evenings : Thu.
Principal Shopping Days : Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Browne's; J. C. Penney; Mayo's.
Variety Stores - Duckwalls; Gibson's; TG&Y.
Chain Food Supermarkets : Thriftway; Boogaart's; Clay Center IGA Foodliner.
Other Chain Stores : Plainsman Supply.

14 - NEWSPAPERS: DISPATCH (e) 3,934; sworn Oct. 2, 1980.
Local Contact for Advertising and Merchandising Data: Dean F. Hixon, Ass't. Mgr., DISPATCH, 805 5th St., Clay Center, KS 67432; Tel. (913) 632-2127.
National Representative : Landon.

COFFEYVILLE

1 - LOCATION: Montgomery County, E&P Map D-3. Manufacturing Center. 3 mi. N of OK Line; 60 mi. W of MO Line; 135 mi. from Wichita; 75 mi. from Tulsa; 171 mi. from Kansas City. On Hwy. 166, 169.

2 - TRANSPORTATION: Railroads - MK&T; MP; AT&SF.
Motor Freight Carriers - 7.
Intercity Bus Lines - Continental; Greyhound; M. K. & O. Trailways; Kansas Trails.

3 - POPULATION:
Corp. City 80 Cen. 15,185
CZ-ABC: (70) 16,898; (81) 16,800
RTZ-ABC: (70) 27,869; (81) 31,000
County 80 Cen. 42,281
City & RTZ-ABC: (70) 44,767; (81) 47,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,981
County 80 Cen. 16,388
CZ-ABC: (70) 6,184; (81) 7,100
RTZ-ABC: (70) 10,036; (81) 12,900
City & RTZ-ABC: (70) 16,220; (81) 20,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$131,517,638
Sav. & Loan	1	$111,295,669

6 - PASSENGER AUTOS: County 20,600

7 - ELECTRIC METERS: Residence 8,376

8 - GAS METERS: Residence 6,463

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees - Power Transmissions 900; Pattern Shops & Foundries 655; Refinery 405; Chemicals & Pigments 250; Oil Field Equipment 971; Recreational Vehicles & Furnishings 51; Meat Packing 33; Printing & Publishing 53; Machine Shops 110; Riding Mowers 90; Printed Assembly 250; Flour Mills 69.

10 - CLIMATE: First killing frost, Nov. 1. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: Principal Shopping Center - 3 blocks on 8th St.; 3 on 9th St.; 2 on Maple; 5 on Walnut. (105 Units).
Neighborhood Shopping Centers - 11th St. Mall (7 units); East 8th Shop Area (16 units); Centerville (6 units).
Principal Shopping Days : Sat., Thu., Fri., Mon.
Stores Open Evenings : Thu.
Stores Open Sundays : Grocery, Variety and Discount.

13 - RETAIL OUTLETS: Department Stores - H. W. Read's; J.C. Penney; Westco; Econo-Mart.
Discount Stores : Wal-Mart; TG&Y; Gibson.
Chain Drug Stores : Rexall; Revco Inc.
Chain Food Supermarkets : Foodtown; Nu Way; Safeway; Elmore's IGA.
Other Chain Stores - Otasco; Litwins; Westco; Singer Co.; Firestone; Bailly Farm Stores; Sears Roebuck; Montgomery Ward; Goodyear; Coast-to-Coast; Bynum's; B.F. Goodrich.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 8,370; (S) 9,296, Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gary Husman, Adv. Dir., JOURNAL, PO Box 562, Coffeyville, KS 67337; Tel. (316) 251-3300.
National Representative : Gannett.

COLBY

1 - LOCATION: Thomas County. County Seat. Manufacturing, agricultural, medical and military reserve center for nine NW counties. NW corner of state. 230 mi. E of Denver, 110 mi. W of Hays. On U.S. Hwys. 24, I-70; State Hwy. 25.

2 - TRANSPORTATION: Railroads - Union Pacific.
Motor Freight Carriers - 8.
Intercity Bus Lines - Trailways; Greyhound.
Airlines - Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 8,451
County 80 Cen. 5,544

4 - HOUSEHOLDS:
Corp City 80 Cen. 2,034
County 80 Cen. 3,072

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 4,829

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: N.A.
Principal Pay Days - Fri., Mon.

10 - CLIMATE: Average annual temperature 51; Jan 28 deg; July 77 deg.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - 4 blks on Main, Colby Plaza (3 stores) and South Range (to I-70, 3/4 mi. of stores).

13 - RETAIL OUTLETS: Department Stores - J.C. Penney.
Discount Stores : TG&Y; Duckwall's.
Chain Drug Stores : Rexall; Walgreen.
Chain Food Stores : IGA; Bestyet; Boogaart's.
Other Chain Stores - Goodyear; Goodrich; Coast-to-Coast; Gamble's; Handi-Mart; Loves; Snappy's; McDonald's.

14 - NEWSPAPERS: FREE PRESS (m) 3,179; (sat) 3,299; sworn Mar. 31,1981.
Local Contact For Advertising and Merchandising Data: Nick Partsch, Pub., FREE PRESS, 155 W. 5th, Colby, KS 67701; Tel. (913) 462-3963.
National Representative : Landon.

COLUMBUS

1 - LOCATION: Cherokee County, E&P Map D-3, County Seat. SE section of state, 25 mi. from Pittsburg. On U.S. Hwy. 69; State Hwys. 7, 96.

2 - TRANSPORTATION: Railroads - Frisco; MKT.
Motor Freight Carriers - 1.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,426
County 80 Cen. 22,304

4 - HOUSEHOLDS:
City 80 Cen. 1,435
County 80 Cen. 8,550

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$51,340,000
Sav. & Loan	1	N.A.

6 - PASSENGER AUTOS: County 11,159

7 - ELECTRIC METERS: Residence 1,450

8 - GAS METERS: Res. & Com. 1,644

9 - PRINCIPAL INDUSTRIES: Bldg. Const.; Textiles; Vacation Trailers; Chemicals; Auto Parts Mfg.

10 - CLIMATE: Min. & Max. Temp. - Spring 18-80; Summer 50-117; Fall 12-102; Winter 3-60. First killing frost, Oct. 24. Last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center - Central square and adjoining streets.
Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney.
Variety Stores - Ben Franklin; Adam's.
Chain Food Supermarkets : Town & Country; IGA.
Other Chain Stores : Montgomery Ward (catalog); Sears (catalog); Itco: Napa Auto Store; Westco Furniture; True Value.

14 - NEWSPAPERS: ADVOCATE (e-mon to fri) 3,235; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: J.M. Lacy, Bus. Mgr., ADVOCATE, 215 S. Kansas, Columbus, KS 66725; Tel. (316) 429-2773.
National Representative : None.

CONCORDIA

1 - LOCATION: Cloud County, E&P Map C-1, County Seat. Agricultural, wholesale & health center. 210 mi. W of Kansas City on U.S. Hwy. 81; State 9, 28.

2 - TRANSPORTATION: Railroads : AT&SF.
Motor Freight Carriers - 5.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
City 80 Cen. 6,847
County 80 Cen. 12,494
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,624
County 80 Cen. 4,758

5 - BANKS: Comm. 3; Est. Dep. $61,122,000

6 - PASSENGER AUTOS: County 6,935

7 - ELECTRIC METERS: Residence 2,460

8 - GAS METERS: Residence 2,540

9 - PRINCIPAL INDUSTRIES: Number of Employees - Food 150; Feed 20; Concrete Prod. 35; Brick 95; Metal 165.

10 - CLIMATE: Min. & Max. Temp. - Spring 21-74; Summer 62-92; Fall 30-81; Winter 17-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:
Principal Shopping Days : Thu., Sat.
Nearby Shopping Centers : Alco Plaza Discount Store.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J.C. Penney; J.M. McDonald's; Bon Marche; Gambles.
Variety Stores - Gibson's-Alco; Banner 5-10.
Chain Drug Stores : Rexall; Walgreen.
Chain Food Supermarkets : Boogaarts 2; IGA.
Other Chain Stores : Coast-to-Coast; Western Auto; Mode O'Day; Goodyear.

14 - NEWSPAPERS: BLADE-EMPIRE (e-mon to thur; m-sat) 3,790; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Art Lowell, Pres., BLADE-EMPIRE, 510 Washington St., Concordia, KS 66901; Tel. (913) 243-2424.
National Representative : None.

COUNCIL GROVE

1 - LOCATION: Morris County, E&P Map C-2, County Seat. 30 mi. NW of Emporia on U.S. Hwy. 56; State Hwys. 13, 57.

2 - TRANSPORTATION: Missouri Pacific RR; Motor Freight Carriers.

3 - POPULATION:
City 80 Cen. 2,381
County 80 Cen. 6,419

4 - HOUSEHOLDS:
City 80 Cen. 1,008
County 80 Cen. 2,560

5 - BANKS: Commercial 2, Dep. $24,080,875

6 - PASSENGER AUTOS: County 3,603

7 - ELECTRIC METERS: Residence 840

8 - GAS METERS: Residence 796

9 - PRINCIPAL INDUSTRIES: Railroad; Milling; Dairying; Sporting Goods; Concrete Products; Plastic Items; Sheetmetal Products.

10 - CLIMATE: Av. Ann. Temp. - 52; Jan. - 28; July - 77.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Blims.
Variety Stores : Duckwall's.
Chain Food Super Markets : IGA; Thriftway; Super Saver.
Other Chain Stores : Western Auto; True Value; Rexall; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 3,010; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Craig A. McNeal or Don A. McNeal, Co- Publishers, REPUBLICAN, 208 W. Mail St., Council Grove, KS 66846; Tel. (316) 767-5124.
National Representative : None.

DODGE CITY

1 - LOCATION: Ford County, E&P B-3, County Seat. Wholesale, educational center. 350 railroad mi. W of Kansas City, Missouri and same E of Denver, Colorado.

2 - TRANSPORTATION: Railroads - Santa Fe; Rock Island.
Motor Freight Carriers - 14.
Intercity Bus Lines - Greyhound; Continental; Bickel; Green Diamond.
Airlines - Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,001
CZ-ABC: (80) 18,300
RTZ-ABC: (70) 74,493; (81) 82,900
County 80 Cen. 24,315
City & RTZ-ABC: (70) 90,968; (81) 101,200

4 - HOUSEHOLDS:
City 80 Cen. 6,590
County 80 Cen. 8,776
CZ-ABC: (70) 5,270; (81) 6,700
RTZ-ABC: (70) 23,259; (81) 29,800
City & RTZ-ABC: (70) 28,529; (81) 36,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$154,746,243
Sav. & Loan	4	$439,643,006
Fed. Credit Union	1	$16,000,000

6 - PASSENGER AUTOS: County 14,327

7 - ELECTRIC METERS: Residence 6,282

8 - GAS METERS: Residence 6,194

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Food 600 ($180); Machinery 250($250); Power 200 ($300); Cattle Feeding & Sales 115 ($180); Meat Packing 800 ($200).

10 - CLIMATE: Min. & Max. Temp. - Spring 40-66; Summer 64-88; Fall 44-69; Winter 20-44. First killing frost, Oct. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Hard; not fluoridated; chlorinated.

12 - RETAILING: Principal Shopping Center - Wyatt Earp Blvd. W from Central 5 blocks; 2nd Ave. from river bridge 6 blocks N; Gunsmoke St. from Central Ave. to 3rd St. Important business district S of river bridge to city limits.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northridge (4)	NA	Long's Dept., Dillon & Sons Groc.
Village Square (42)	NA	Penney, Woolworth, McDonalds, Calhoons
Comanche Plaza	NA	TG&Y, Revco, Otasco, IGA, Mardees, Anthonys
High Plains	NA	Wal-Mart

Principal Shopping Days : Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores - Eckles; McDonalds; Penney; Litwins; Anthonys; Calhoons.
Discount Stores : Wells-Dick Furniture; Gibson's; Alco Stores; TG&Y; Revco Drug; Wal-Mart.
Variety Stores - Woolworth; TG&Y.
Chain Drug Stores : Anderson's Rexall; Palace Rexall.
Chain Food Supermarkets : Dillons 2; Safeway; Pay Day; IGA 2.
Other Chain Stores - Sears; Mode O'Day; Goodyear.

14 - NEWSPAPERS: GLOBE (e) 8,959; March 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Honnold, Adv. Mgr., GLOBE, Box 820, Dodge City, KS 67801; Tel. (316) 225-4151.
National Representatives : None.

EL DORADO

1 - LOCATION: Butler County, E&P Map C-3 (In Wichita SMSA). County Seat. Agriculture, oil, small mfg. 166 mi. from Kansas City; 21 mi. from Wichita on Tpk. On U.S. Hwy. 54, 77; State Hwy. 13,196; Kansas Tpk.

2 - TRANSPORTATION: Railroads - Santa Fe; Missouri Pacific.
Motor Freight Carriers - 4.
Intercity Bus Lines - Continental.

3 - POPULATION:
City 80 Cen. 10,150
SMSA 80 Cen. 411,313
County 80 Cen. 44,782

4 - HOUSEHOLDS:
City 80 Cen. 4,261
County 80 Cen. 16,087
SMSA 80 Cen. 153,831

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$90,117,000
Sav. & Loan	2	$202,500,000

6 - PASSENGER AUTOS: County 25,889

7 - ELECTRIC METERS: Residence 8,942

8 - GAS METERS: Residence 4,761

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Refinery 956 ($275); Kansas Aluminum 100 ($200); Union Tankcar 69 ($225).
Principal Pay Days - 1st, 10th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-70; Summer 60-109; Fall 30-70; Winter 7-50. First killing frost, Oct. 8. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 16 blocks on 6 streets.
Neighborhood Shopping Centers - 600 N. Main; 2300-2600 W. Central.
Principal Shopping Days : Wed., Thu., Sat.
Stores Open Evenings : Dept. Thu.; Food Nightly.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; Litwins; McDonald's; Farm n' Home; K-T Oil Co.
Discount Stores TG&Y; Wal-Mart.
Variety Stores - Family Center;
Chain Drug Stores : Graves; Revco.
Chain Food Supermarkets : Thriftway; Safeway; Dillon's; Boogaarts.
Other Chain Stores - Sears (catalog); Wards Tire & Catalog; Western Auto.

14 - NEWSPAPERS: TIMES (e) 5,460; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Steven Stallwitz, Adv. Mgr., TIMES, 114 N. Vine, El Dorado, KS 67042; Tel. (316) 321-1120.
National Representative : None.

EMPORIA

1 - LOCATION: Lyon County, E&P Map C-2, County Seat. On Cottonwood and Neosho Rivers, 50 mi. SW of Topeka; 119 mi. SW of Kansas City.

2 - TRANSPORTATION: Railroads - Santa Fe; Amtrak.
Motor Freight Carriers - 9.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,287
CZ-ABC: (70) 23,327; (81) 24,400
RTZ-ABC: (70) 27,408; (81) 31,400
County 80 Cen. 35,108
City & RTZ-ABC: (70) 50,735; (81) 55,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,524
County 80 Cen. 13,009
CZ-ABC: (70) 7,611; (81) 9,200
RTZ-ABC: (70) 9,621; (81) 12,600
City & RTZ-ABC: (70) 17,232; (81) 21,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$120,504,393
Sav. & Loan	3	$60,326,700

6 - PASSENGER AUTOS: County 18,301

7 - ELECTRIC METERS: Res. & Bus. 12,827

8 - GAS METERS: Res. & Bus. 8,016

9 - PRINCIPAL INDUSTRIES: R.R.; Cattle; Manufacturing; Farming; Food Processing; Hospitals; Banking; Meat Packing; Mobile Homes; Education.
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-65; Summer 65-100; Fall 40-85; Winter 0-40. First killing frost, Oct. 18. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - 14 blocks on Sixth Ave.; 13 on Commercial St.; 4 on Merchant St.; 5 on Mechanic St.; 7 on Twelfth Ave.; 2 on Fifth Ave.; 2 on 7th Ave.; 3 on Fourth Ave.; 2 on Neosho St.
Shopping Center : Flint Hills Village, 22 stores; Emporia West Plaza, 8 stores.
Principal Shopping Day : Fri.
Stores Open Evenings : Wed.; Flint Hills - nightly & Sun.

13 - RETAIL OUTLETS: Department Stores - Newman's; Montgomery Ward; J.C. Penney.
Variety Stores : Woolco; K mart; TG&Y; David's.
Drug Stores : Berg & Frost 2; Graves; Prescription Center; Red-X; Hill's Apothcary; David's; Revco.
Chain Food Supermarkets : A&P; Reeble's 2; Econo Foods; Safeway; Gene's IGA; Dillon's 2; Price Chopper.

14 - NEWSPAPERS: GAZETTE (e) 11,687; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Knaak, GAZETTE, 517 Merchant St., Emporia, KS 66801; Tel. (316) 342-4803.
National Representative : Landon.

FORT SCOTT

1 - LOCATION: Bourbon County, E&P Map D-3, County Seat. Dairy, agricultural center & small manufacturing center; SE part of State. 96 mi. S of Kansas City, MO. On U.S. Hwys. 69, 54; State Hwys. 7, 39.

2 - TRANSPORTATION: Railroads : Burlington Northern; Missouri Kansas-Texas.
Motor Freight Carriers - 9.
Intercity Bus Lines : Trailways.

3 - POPULATION:
City 80 Cen. 8,893
CZ-ABC: (70) 8,967; (81) 8,600
RTZ-ABC: (70) 14,185; (81) 15,800
City & RTZ-ABC: (70) 23,152; (81) 24,400
County 80 Cen. 15,969

4 - HOUSEHOLDS:
City 80 Cen. 3,794
CZ-ABC: 3,504; (81) 3,900
RTZ-ABC: (70) 5,166; (81) 6,600
County 80 Cen. 6,388
City & RTZ-ABC: (70) 8,670; (81) 10,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$103,152,000
Sav. & Loan	1	$35,286,570

6 - PASSENGER AUTOS: County 8,732

7 - ELECTRIC METERS: Residence 4,963

8 - GAS METERS: Residence 4,158

9 - PRINCIPAL INDUSTRIES: Work Clothes; Cement; Marble and Granite; Aluminum Windows & Doors; Business Forms; Calendars; Aluminum Extrusions; Insurance Companies; Midwestern Distribution.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-87; Summer 55-110; Fall 31-83; Winter -3-72, First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 12 blocks on five streets.
Shopping Center : Wal-Mart (Wal-Mart Discount, Foodtown).
Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Thu.
Stores Open Sundays : Groceries, Drugs & Discount.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J.C. Penney; Calhoun's; Sears Roebuck; Litwin's; Gambles; Ace Hardware; True-Value Hardware.
Variety Stores - Ben Franklin.
Discount Stores : Wal-Mart.
Chain Food Supermarkets : Quik trip; 7-Eleven; Foodtown; Whitesides 2.
Other Chain Stores - Singer Co.; Midwest Auto; Sherwin-Williams; Marshall Auto; Western Auto.

14 - NEWSPAPERS: TRIBUNE (e) 5,979; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tom Elben, Gen. Mgr., TRIBUNE, 6 E. Wall St., Fort Scott, KS 66701; Tel. (316) 223-1462.
National Representative : Southwest Dailies.

GARDEN CITY

1 - LOCATION: Finney County, E&P Map A-2, 324 mi. SE of Denver, CO; 400 mi. SW of Kansas City on U.S. Hwys. 50, 156 and 83.

2 - TRANSPORTATION: Railroads - Santa Fe; Amtrak; Garden City Western.
Motor Freight Carriers - 1.
Intercity Bus Lines - Continental.
Airlines - Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,256
CZ-ABC: (70) 14,708; (81) 19,100
RTZ-ABC: (70) 37,670; (81) 40,600
County 80 Cen. 23,825
City & RTZ-ABC: (70) 52,378; (81) 59,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,305
County 80 Cen. 8,104
CZ-ABC: (70) 4,397; (81) 6,600
RTZ-ABC: (70) 11,553; (81) 14,400
City & RTZ-ABC: (70) 15,950; (81) 21,000

5 - BANKS: 3, Deposits $139,415,488

6 - PASSENGER AUTOS: County 14,319

7 - ELECTRIC METERS: Residence 7,547

8 - GAS METERS: Residence 7,410

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Construction 675 ($150); Beef Packing 350 ($185); Irrigation 210 ($170); Agricultural Machinery 150 ($180); Cattle Feeding 200 ($150); Plastic Pipe 70 ($160).

10 - CLIMATE: Min. & Max. Temp. - Spring 40-80; Summer 60-107; Fall 20-70; Winter 0-45.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Most on Thu.

13 - RETAIL OUTLETS: Department Stores - Anthony; McDonald; J.C. Penney; Sears Roebuck; Calhoun's.
Discount Stores - Gibson.
Variety Stores - Alco; Woolworth; K mart.
Chain Drug Stores : Prescription Center 1.
Chain Food Supermarkets : Dillon's; Wall's IGA; Safeway; Dart 12; Dart-In 3; Kwik Shop 2; Loves 2; 7-11 2; Garden City; IGA.
Other Chain Stores - Sweetbriar Shops; Mode O'Day; Dairy Queen; Coast to Coast; Otasco; Firestone; Baily's Big R.

14 - NEWSPAPERS: TELEGRAM (e) 10,022; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Le Roy Allman, Adv. Mgr., TELEGRAM, 310 N. Seventh, Garden City, KS 67846; Tel (316) 275-7105.
National Representative : Landon.

GOODLAND

1 - LOCATION: Sherman County, E&P Map A-2, County Seat. Residential Center. 200 mi. E of Denver; State 27; Interstate 70.

2 - TRANSPORTATION: Rock Island RR; Greyhound Bus; Air Midwest.
Motor Freight Carriers : 4.

3 - POPULATION:
City 80 Cen. 5,708
County 80 Cen. 7,759

4 - HOUSEHOLDS:
City 80 Cen. 2,157
County 80 Cen. 2,861

5 - BANKS: Comm. 2; Dep. $57,669,000

6 - PASSENGER AUTOS: County 4,584

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Res. 2,230

9 - PRINCIPAL INDUSTRIES: Great Western Sugar Co.; Railroad Shops; Building Materials; Laundry; Ready Mix Concrete; Rubber Welding; Pump Mfg.; 3 Feed Mills; Construction; 4 Livestock Feedlots.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, Hard.

12 - RETAILING: Principal Shopping Days : Wed., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; J.M. McDonald; Schneider's; Goodland Clothing; Elliott's; Collage; Gambles.
Discount Stores : Alco; Gibson's.
Chain Food Supermarkets : Safeway; Boogaart's; Larry's IGA.
Other Chain Stores : Mode O'Day; Twila's; Fabric Shop; Montgomer Ward; Sears; Tipton Hdwr.; Jacobs Applicance; Malper Drug; Plainsman Supply; Fixsen's TV-Appliance; Price Right Meat Mkt.; Caldwell's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,052; (S) 3,052; sworn Oct 1, 1980.
Local Contact for Advertising and Merchandising Data: Robert R. McCants, Gen. Mgr., NEWS, 1205 Main, Goodland, KS 67735; Tel. (913) 899-2338.
National Representative : None.

GREAT BEND

1 - LOCATION: Barton County, E&P Map B-2, County Seat. Industrial, oil and wheat center. 120 road mi. NW of Wichita. On U.S. Hyws. 56, 281, 156; State Hwys. 4, 96.

2 - TRANSPORTATION: Railroads : Atchison, Topeka & Santa Fe.
Motor Freight Carriers : 13.
Intercity Bus Lines : Continental; Tri-State.
Airlines : Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,608
County 80 Cen. 31,343

4 - HOUSEHOLDS:
City 80 Cen. 6,379
County 80 Cen. 11,797

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$182,963,500
Sav. & Loan	3	$325,894,012

6 - PASSENGER AUTOS: County 20,533

7 - ELECTRIC METERS: Res. City 7,818

8 - GAS METERS: Residence 8,436

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Oil Production 1,030 ($212); Marlette Coach 200 ($214); O'Neill Tank 139 ($189); GB Manufacturing 75 ($160); Fuller Brush 630 ($178).
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 30 blocks on Main, Lakin, Kansas, Broadway, Forest, Williams and Tenth.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Great Bend (8)	NA	IGA
Westgate (10)	NA	Calhouns
Zarah Mall (10)	NA	Brass Buckle
Village Mall (8)	NA	Alco
Mini Mall (7)	NA	Ruths

Neighborhood Shopping Centers - Washington; Crescent Park; West Tenth; Westgate (West Broadway); Village Mall.
Principal Shopping Days : Thurs. and Sat.
Stores Open Evenings : Thurs. and Sat.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Isern-Lutschg; Sears; Calhoun's.
Discount Stores : Gibson; Mammel's; Wells; Furniture Whse.; Alco; TG&Y; K mart.
Chain Drug Stores : Self-Service; Revco.
Chain Food Supermarkets : Dillon's 2; Mammel's 2; Boogaart's 1; Payday IGA; Food-For-Less.
Other Chain Stores : Sweetbriar; McCoy's Shoes; Otasco; Goodyear Tire Center; Brown's Shoes; Gibson Hallmark Gifts; Hirsch; Ward's; Mode O'Day; Discomode; True Value Hdwr; TG&Y 2.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 11,805; (S) 11,928; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Robert B. Werner, Pub., TRIBUNE, 2012 Forest St., Great Bend, KS 67530; Tel. (316) 793-3521.
National Representatives : Southwest Dailies; Morris.

HAYS

1 - LOCATION: Ellis County, E&P Map B-2, County Seat. Shipping, shopping, wholesale center for NW Kansas. Hospital center. On U.S. Hwys. 40, 183; I-70.

2 - TRANSPORTATION: Railroads - Union Pacific.
Motor Freight Carriers - 3.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,301
CZ-ABC: (70) 15,396; (81) 17,500
PMA-ABC: (70) 53,991; (81) 52,900
Bal. in PMA-ABC: (70) 38,595; (81) 35,400
County 80 Cen. 26,098

4 - HOUSEHOLDS:
City 80 Cen. 6,225
CZ-ABC: (70) 4,832; (81) 6,300
County 80 Cen. 9,200
PMA-ABC: (70) 17,037; (81) 19,200
Bal. in PMA-ABC: (70) 12,205; (81) 12,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$145,916,790
Sav. & Loan	3	$233,956,254

6 - PASSENGER AUTOS: County 22,830

7 - ELECTRIC METERS: Residence 10,907

8 - GAS METERS: Residence 7,250

9 - PRINCIPAL INDUSTRIES: Trade Construction, Gov., Mining, 6,000 emp.; Baxter Travenol Laboratories 946 emp.; University payroll over 14 million.
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 48-76; Summer 61-89; Fall 29-57; Winter 20-48. First killing frost, Oct. 15. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - 18 blocks on Main and adjoining streets; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Centennial (13)	NA	Tempo, Boogarts Groc.
Hillcrest (1)	NA	Dillon
The Mall (32)	NA	McDonald Dept., Safeway, J.C. Penney, Skagg's

Alco Plaza (2)	NA	Alco Discount, Food Bonanza

Principal Shopping Days : Thurs.
Stores Open Evenings : Downtown – Thurs. Shopping Centers – Every Evening.

13 - RETAIL OUTLETS: Department Stores – Wiesner's; J. M. McDonald; J.C. Penney.
Variety Stores – Ben Franklin; Woolworths.
Discount Stores : Gibson's; Tempo; Alco; K mart.
Chain Drug Stores : Skagg's.
Chain Food Supermarkets : Dillon's; Safeway; Mammel's; Boogaart's; Food Bonanza; Mini Mkts.
Other Chain Stores – Sears (catalog); Montgomery Ward (catalog); Sweetbriar; Firestone; Brown Shoe Fit Co.; Western Auto; Oklahoma Tire; Tempo; J V Mens Wear; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,386; (S) 13,975; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don Haas, Adv. Mgr., NEWS, PO Box 857, Hays, KS 67601; Tel. (913) 928-1081.
National Representative : None.

HIAWATHA

1 - LOCATION: Brown County, E&P Map D-1 County Seat. Residential Center. 100 mi. from Kansas City. 45 mi. From St. Joseph, Missouri. Hwys. 36, 73, 159.

2 - TRANSPORTATION: Railroads : Union Pacific; Missouri Pacific.
Motor Freight Carriers : 6.
Bus Lines : Greyhound.

3 - POPULATION:
City 80 Cen. 3,702
County 80 Cen. 11,955

4 - HOUSEHOLDS:
City 80 Cen. 1,517
County 80 Cen. 4,612

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$55,000,000
Sav. & Loan	1	$11,000,000

6 - PASSENGER AUTOS: County 6,510

7 - ELECTRIC METERS: Residence 1,901

8 - GAS METERS: Residence 1,555

9 - PRINCIPAL INDUSTRIES: Ind., Number of Workers (Av. Wkly. Wage) – Wood Mfg. 360 ($170); Hand Tools 137 ($180).

10 - CLIMATE: Min. & Max. Temp. – Spring 40-70; Summer 50-100; Fall 40-75; Winter -1-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Neighborhood Shopping Centers – Between 1st and 10th St. on Oregon St. (45 Stores) and 16 blocks on 1st St. (17 stores). Wal-Mart one mile west on Oregon St.
Principal Shopping Days : Wed., Sat., and Sun.
Stores Open Evenings : Discount till 9 PM, Grocery till 8 PM.

13 - RETAIL OUTLETS: Department Stores : Glynn's; Family Fashions.
Variety Stores : Ben Franklin.
Discount Stores : Wal-Mart.
Chain Food Supermarkets : Safeway; Lindys-Thriftway; CashSaver; Casey's Gen. Store.
Other Chain Stores : Coast-to-Coast; Sonic; Dairy Queen; Sears (catalog); Montgomery Ward (catalog); Pizza Hut; Bailly's Farm and Home.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,437; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: David J Cazalet, Gen. Mgr., WORLD, 607 Utah St., Hiawatha, KS 66434; Tel. (913) 742-2111.
National Representative : Landon.

HUTCHINSON

1 - LOCATION: Reno County, E&P Map C-2. 240 mi. SW of Kansas City, MO. Wholesale center.

2 - TRANSPORTATION: Railroads – Rock Island; Missouri Pacific; Amtrak; Santa Fe.
Motor Freight Carriers – 21.
Intercity Bus Lines – Continental Trailways.
Airlines – Air Midwest.

3 - POPULATION:
City 80 Cen. 40,284
County 80 Cen. 64,983
CZ-ABC: (70) 46,510; (81) 52,600
RTZ-ABC: (70) 139,402; (81) 139,400
City & RTZ-ABC: (70) 185,912; (81) 192,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,748
County 80 Cen. 24,448
CZ-ABC: (70) 15,514; (81) 20,300
RTZ-ABC: (70) 46,844; (81) 53,800
City & RTZ-ABC: (70) 62,358; (81) 74,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$328,061,857
Sav. & Loan	3	$243,000,000

6 - PASSENGER AUTOS: County 34,724

7 - ELECTRIC METERS: Residence 26,217

8 - GAS METERS: Residence 16,774

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Manufacturing 6,675 ($312); Mining 250 ($389); Contract Construction 925 ($213); Transportation, Electric, Gas, etc. 1,275 ($217).
Principal Pay Days – 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 46-63; Summer 66-88; Fall 44-61; Winter 26-41. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center – 6 blocks on both sides of Main St.; 2 blocks on First St. and Sherman St.
Neighborhood Shopping Centers – 13th & Main Sts.; 27th & Main Sts.; 5th & Adams St.; South Hutchinson; 4th & Pershing; 30th & Plum.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alco Plz. (3)	NA	Alco, Harper's IGA
Larkland (11)	NA	Interstate Electronics
Northgate (12)	NA	Calhoun's, Jr. Dept. Store, Dillon Super Mkt., Coberly Drug
Sears Plz. (4)	NA	Sears, Zales

Principal Shopping Days : Dept. Mon., Thu. Food Wed.; Fri.; Sat., Food open nightly & Sun.

13 - RETAIL OUTLETS: Department Stores – Wiley's; Pegues; Anthony's; Meschke (Mens); Long's; Sears Roebuck; Penney's; Calhoun's; Biles & Long (Mens).
Discount Stores : Gibson's; Alco 2; Skagg's; K mart.
Variety Stores – Ben Franklin 3.
Chain Drug Stores : Coberly 2; Fraese; Self-Service; Medicine Shoppe; Dillon Drugs.
Chain Food Supermarkets : Dillon's 10; Jack & Jill 2; Safeway; Risley's IGA; Harper's IGA; Warehouse Mkt.
Other Chain Stores – Firestone; Goodrich; Otasco; Western Auto; Zale's Jewelers; Sweetbriar; Seifert's.

14 - NEWSPAPERS: NEWS (all day) 44,409; (S) 46,700; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard D. Popp, Adv. Dir., NEWS, 300 W. Second St., Hutchinson, KS 67501; Tel. (316) 662-3311.
National Representative : Southwest Dailies.

INDEPENDENCE

1 - LOCATION: Montgomery County, E&P Map D-3, County Seat. Agricultural, manufacturing, oil and gas area; SE part of State; 150 mi. from Kansas City; 86 mi. from Wichita; 103 mi. from Tulsa.

2 - TRANSPORTATION: Railroads – Santa Fe; Missouri Pacific.
Motor Freight Lines – 5.
Intercity Bus Lines – Greyhound; Continental.
Airlines – Air Midwest.

3 - POPULATION:
City 80 Cen. 10,598
CZ-ABC: (70) 10,347; (81) 11,000
RTZ-ABC: (70) 27,820; (81) 29,600
County 80 Cen. 42,281
City & RTZ-ABC: (70) 38,167; (81) 40,600

4 - HOUSEHOLDS:
City 80 Cen. 4,323
County 80 Cen. 16,388
CZ-ABC: (70) 3,890; (81) 4,800
RTZ-ABC: (70) 10,328; (81) 12,700
City & RTZ-ABC: (70) 14,218; (81) 17,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$89,445,776
Sav. & Loan	1	$39,111,199

6 - PASSENGER AUTOS: County 22,891

7 - ELECTRIC METERS: Residence 5,474

8 - GAS METERS: Residence 5,140

9 - PRINCIPAL INDUSTRIES: Oil Products and Movement 745; Cement Mfg. 330; Beverage Truck Body Mfg. 195; Electric Mtr. mfg. 385; Farm Machinery Mfg. 52; Automotive Electrial Replacement Part Mfg. 940; Gas Light Mfg. 72; Oil Well Pumps 40.

10 - CLIMATE: Min. & Max. Temp. – Spring 44-68; Summer 66-87; Fall 47-73; Winter 24-47. First killing frost, Nov. 3. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center – 6 blocks on Penn. Ave.; 6 on Main St.; 4 on 8th St.; 2 on Myrtle; 3 on 6th St.; Reed-Gibson, 2 blks, 5 stores plus medical cent. TG&Y and K mart 20 blocks west on Hwy. 160.
Principal Shopping Days : Thur., Fri., Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores – Montgomery Ward; C. R. Calvert; Gamble's; J. C. Penney; Litwin's; Westco Home Center.
Discount Stores : Gibson's; K mart; TG&Y.
Chain Drug Stores : Defever-Osborn Rexall.
Chain Food Supermarkets : Safeway; Foodtown; Nu-Ways; Convenient Marts; IGA; Jiffy Mart; Quik- Trip; Grewell's.
Other Chain Stores – Firestone; Okla. Tire; Mode O'Day (women's wear).

14 - NEWSPAPERS: REPORTER (e-mon to fri) 7,942; (S) 8,491; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: E. H. Marshall, Adv. & Bus. Mgr., REPORTER, PO Box 869, Independence, KS 67301; Tel. (316) 331-3550.
National Representative : Southwest Dailies.

IOLA

1 - LOCATION: Allen County, E&P Map D-2, County Seat. Shipping and distribution center for farming area. 105 mi. S of Kansas City, MO and 115 mi. E of Wichita; at intersection of U.S. Hwys. 169 and 54.

2 - TRANSPORTATION: Railroads – Santa Fe; Missouri Pacific.
Motor Freight Carriers : 6.
Intercity Bus Lines : Kansas Trails System; Continental Trailways; Southern Kansas; Greyhound.

3 - POPULATION:
City 80 Cen. 6,938
County 80 Cen. 15,654

4 - HOUSEHOLDS:
City 80 Cen. 2,716
County 80 Cen. 5,997

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$29,175,601
Sav. & Loan	2	$6,620,421

6 - PASSENGER AUTOS: County 8,279

7 - ELECTRIC METERS: Residence 2,527

8 - GAS METERS: Residence 2,502

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage) – Dress Factory 110 (N.A.); Gates Rubber Co. (N.A.); Berg Mfg. Co. (N.A.); Intercollegiate Press (N.A.); Columbia Metal Products (N.A.); Walton Foundry (N.A.).
Principal Pay Days – Fri., 10th & 25th.

10 - CLIMATE: Min. & Max. Temp. – Spring 45-66; Summer 66-88; Fall 47-69; Winter 24-44. First killing frost, Oct. 20. Last Killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 8 blocks on Public Square & 2 Shopping Centers north edge of city.
Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores : Sears; Montgomery Ward; P.N. Hirsch; Litwin's; Penney; TG&Y; McGinty-Whitworth.
Discount Stores : Pamida.
Chain Drug Stores : Iola Pharmacy; Knorp Drug.
Chain Food Supermarkets : Food Town; Self-Service; Singer IGA.
Other Chain Stores : Western Auto; Oklahoma Tire; Coast-to-Coast.

14 - NEWSPAPERS: REGISTER (e) 5,444; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Jack Hastings, Adv. Mgr., REGISTER, 302 S. Washington, Iola, KS 66749; Tel. (316) 365-2111.
National Representative : Southwest Dailies.

JUNCTION CITY

1 - LOCATION: Geary County, E&P Map C-2, County Seat. N central part of state; 100 air mi. from Kansas City and Wichita. Manufacturing, farming, shipping, wholesale distributing center, adjacent to Fort Riley. On U.S. Hwys. 40 & 77; State Hwys. 18 & 57; I-70.

2 - TRANSPORTATION: Railroads : UP.
Motor Freight Carriers : 14.
Intercity Bus Lines : Overland & Southwest Greyhound; Continental Motor Trails.
Airlines : Frontier; Capitol; Royal.

3 - POPULATION:
Corp. City 80 Cen. 19,305
CZ-ABC: (70) 41,968; (81) 45,900
RTZ-ABC: (70) 13,521; (81) 14,100
County 80 Cen. 29,852
City & RTZ-ABC: (70) 55,489; (81) 60,000
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,328
County 80 Cen. 10,075
CZ-ABC: (70) 9,214; (81) 11,300
RTZ-ABC: (70) 4,819; (81) 5,800
City & RTZ-ABC: (70) 14,033; (81) 17,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$84,032,000
Sav. & Loan	2	$48,000,000

6 - PASSENGER AUTOS: County 17,333

7 - ELECTRIC METERS: Residence 9,842

8 - GAS METERS: Residence 8,903

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Fort Riley 21,793 ($225); Mfg. 300 ($240); Mobile Homes, Camper Mfg. 500 ($190); Auto Electronic Mfg. 300 ($180); North Central Foundry 350 ($250); Evan's Railcar 220 ($240); F. W. Woolworth Distribution Center 400 ($190).
Principal Pay Days – Fri.; Military: 1st & 15th; Gov't.: 1st and 15th; Industrial: Wkly.

10 - CLIMATE: Min. & Max. Temp. – Spring 28-85; Summer 60-100; Fall 20-90; Winter -15-60. First killing frost, Oct. 15. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 8 blocks on N. Washington; 2 on 8th; 2 on 9th; 5 on 6th; 2 on 7th; 4 on Grant Ave.
Neighborhood Shopping Centers : North Washington, 1200 block to 1700 block; Grant Ave.; W. 6th, 300 block to 1000 block; South Washington, 700 to 1000 block.
Principal Shopping Days : Sat. & Thurs.
Stores Open Evenings : Thu. & Mon.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Longs; Montgomery Ward.
Discount Stores : Gibsons; Ft. Riley (3 Post Exchanges); Commissary; Wal-Mart; Alco.
Variety Stores : Woolworth.
Chain Supermarkets : Dillon's; Safeway; Falley's; Food for Less.
Other Chain Stores : Firestone; Sears Roebuck (mail order); Goodyear; Ashleys; Payless Shoes; Sherwin-Williams.

14 - NEWSPAPERS: UNION (e-mon to fri) 8,531; (S) 8,843; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don Heath, Adv. Mgr., UNION, 814 N. Washington St., Junction City, KS 66441; Tel. (913) 762-5000.
National Representative : Landon.

KANSAS CITY

1 - LOCATION: Wyandotte County (In Kansas City, MO-KS SMSA), E&P Map D-2. County Seat. In Northeastern corner of state. Varied industry. 508 mi. from Chicago; 492 mi. from Indianapolis. On U.S. Hwys. 24, 40, 50, 56, 69, 73, 169; I-70; State Hwys. 5, 35, 29, 435, 10, 32, 58, 132.

2 - TRANSPORTATION: Railroads : AT&SF; CB&Q; CGW; CM&StP; KC Southern; MKT; MP; CRI&P; Frisco; UP; Wabash; GM&P; K.C. Terminal; Norfolk & Western.
Motor Freight Carriers : 204 Common Carriers.
Intercity Bus Lines : Greyhound; Trailways; ATA.
Airlines : TWA; Braniff; Delta; United; Continental; Ozark; Central; Frontier.

3 - POPULATION:
City 80 Cen. 161,087
County 80 Cen. 172,355
SMSA 80 Cen. 1,327,020
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 59,655
County 80 Cen. 63,392
SMSA 80 Cen. 493,453

5 - BANKS:	NUMBER	DEPOSITS
Commercial	21	$641,151,000
Sav. & Loan	6	$334,273,000

6 - PASSENGER AUTOS: County 89,347

7 - ELECTRIC METERS: Residence 54,924

8 - GAS METERS: Residence 44,885

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Food Processing 3,400 ($127); Glass, Clay, Stone 4,200 ($183); Equipment Mfg. 15,750 ($131); Chemical 5,400 ($158); Steel Fabricating 1,650 ($122).
Principal Industrial Pay Days – Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 45-64; Summer 68-87; Fall 48-67; Winter 10-40. First killing frost, Oct. 2. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : Indian Springs 87 stores.
Neighborhood Shopping Centers : 6 blocks at 17th to 22nd on Quindaro Blvd.; 4 on 5th to 8th on Kansas Ave.; 3 on 6th on Central Ave.; 3 on 9th to 11th on Central Ave.; 6 on 14th to 19th on Central Ave.; 10 on 25th to 34th on Strong Ave.; 3 on 8th to 10th on Southwest Blvd.; 1 on South 34th from Gibbs to Junction Roads; 3 on Brown Ave. from 27th to 30th; 3 on 18th from Armstrong to Nebraska; 2 on Leavenworth Road from 50th to 52nd; Sunset Plaza, 6000 Leavenworth Rd. 22 shops; Wyandotte Plaza, 78th & State 55 stores; Tower Plaza, 38th & State 18 stores; Indian Springs, 4800 State Ave. 60 Shops.

Principal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Mon., Fri.

13 - RETAIL OUTLETS: Department Stores : Macy's; Montgomery Ward; J.C. Penney; Jupiter; Sears.
Discount Stores : Venture; K mart; Woolco; TG&Y; Brodkin's.
Variety Stores : Ben Franklin; TG&Y.
Chain Drug Stores : Walgreen; De Goler's 2; ECO Discount 2; Treasury; Skagg's 2.
Chain Food Supermarkets : Milgram's 6; A&P 5; Thriftway 5; Ball's 5; Lipari's 2; Safeway 4; Foodbarn 2; Sav Mart 2; C. Balls 2.
Other Chain Stores : Auto: Western Auto, P.N. Hirsch, Firestone; Clothing: Gold's; Furniture: Falconers, Fuhr, ABC, Economy, L.A., Singer; Paints: Rickeys, Cook, Great Western, Sherwin-Williams; Shoes: Baker's, McNichols, Robinson; Jewelry: Kreigles, Helzberg, Winklers; Others: Gateway Sporting Goods, Singer Co., Sears Roebuck, Montgomery Ward, Venture, Woolco.

14 - NEWSPAPERS: KANSAN (e-mon to fri) 23,533; (S) 23,986; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Joie Mellenbruch, Adv, Dir, KANSAN, 901 N. Eigth St., Kansas City, KS 66101; Tel. (913) 371-4300.
National Representative : Landon.

LARNED

1 - LOCATION: Pawnee County, E&P Map B-2, County Seat. On State Hwy. K-19; U.S. Hwys. 56 and 156.

2 - TRANSPORTATION: Railroads : AT&SF.
Motor Freight Carriers : 4.
Intercity Bus Lines : Trans-State.
Airlines : Air Midwest (at Great Bend, 20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 4,811
County 80 Cen. 8,065

4 - HOUSEHOLDS:
City 80 Cen. 2,005
County 80 Cen. 3,066

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$85,000,000
Sav. & Loan	1	$10,000,000

6 - PASSENGER AUTOS: County 4,985

7 - ELECTRIC METERS: Residence 1,986

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Metal products, 104 emp. (av. wkly wage $250); Combine canvasses and parts; State Hospital, 700 emp. (av. monthly wage $1,000-$2,000); Doctors & Psychiatrists ($1,000-$4,000); Farming, Ranching, Feedlots; Oil, Natural gas.

10 - CLIMATE: Min. & Max. Temp. – Spring 45-70; Summer 62-89; Fall 42-69; Winter 20-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center – 4 blocks on Broadway; 2 on Main.
Principal Shopping Days : Tue., Thu., Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores : A.A. Doerr.
Discount STores : Alco.
Chain Food Supermarkets : J.S. Dillon; Mammel; Uncle Bill's AG; Ryan's Jack & Jill.

14 - NEWSPAPERS: TILLER & TOILER (e-mon to fri) 3,070; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jeris Teegerstrom, Adv. Mgr., TILLER & TOILER, 323 State St., Larned, KS 67550; Tel. (316) 285-3802.
National Representative : Kansas Press.

LAWRENCE

1 - LOCATION: Douglas County (SMSA). E&P Map D-2. County Seat. Agriculture, insurance, educational, residential, distribution and manufacturing center. On Kansas River, 28 mi. E of Topeka, 37 mi. W of Kansas City. U.S. Hwys. 40, 24, 59 and State Hwys. 10, 32 and Kansas Tpke.; I-70.

2 - TRANSPORTATION: Railroads – A.T. & Santa Fe; Union Pacific; Amtrak.
Motor Freight Carriers – 18.
Intercity Bus Lines – Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 52,738
CZ-ABC: (70) 45,698; (81) 53,400
RTZ-ABC: (70) 34,149; (81) 40,100
County/SMSA 80 Cen. 67,640
City & RTZ-ABC: (70) 79,847; (81) 93,500

4 - HOUSEHOLDS:
City 80 Cen. 18,773
County-SMSA 80 Cen. 23,817
CZ-ABC: (70) 13,615; (81) 18,300
RTZ-ABC: (70) 10,424; (81) 14,100
City & RTZ-ABC: (70) 24,039; (81) 32,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$229,200,000
Sav. & Loan	4	$170,000,000

6 - PASSENGER AUTOS: County 30,500

7 - ELECTRIC METERS: Residence 20,799

8 - GAS METERS: Residence 16,877

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Corrugated Box Plant and Paper Mill 300; Food Products 435; Univ. of Kans. 6,700; Fertilizers 390; Chemicals 541; Dehydrating 85; Organ Factory 70; Greeting Cards Ribbon 1,000; Distributing 475; Electronics 300; Printing 420; Plastics 330; Movie-Film 45; Pharmacy-Research 30; Haskell Indian Junior College 250; Brakes-Gaskets 225; Electricity 225. Median hourly wage $5.00.

10 - CLIMATE: Min. & Max. Temp. – Spring 15-95; Summer 40-110; Fall 16-95; Winter 10-69. First killing frost, Oct. 15. Last killing frost, May. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 6 blocks on Massachusetts St.; 5 on 2 parallel sts.
Neighborhood Shopping Centers – 19th & Massachusetts; 9th & Iowa Sts.; 23rd & Louisiana; 25th & Iowa; 23rd & Iowa; Sixth & Kasold.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dillon Plz. (8)	NA	Dillon's
Hillcrest (30)	NA	Hillcrest IGA
The Malls (21)	NA	TG&Y, Family Center
Westridge (10)	NA	Westridge IGA
SW Plaza (15)	NA	Safeway
Holiday Plz. (30)	NA	Kerls Discount Records & Stereo Supply

Principal Shopping Days : Thu., Sat.
Stores Open Evenings : Dept., Thu.; Spmkts., Montgomery Ward, Gibsons, TG&Y, SupeRx, nightly.

13 - RETAIL OUTLETS: Department Stores – Weaver's; Montgomery Ward; J.C. Penney; Sears Roebuck Catalog Store.
Discount Stores : Gibsons; K mart; TG&Y Family Center.
Variety Stores – Woolworth; Ben Franklin.
Chain Drug Stores : Raney's 3; Gibson Pharmacy; SupeRx; Medicine Shoppe.
Chain Food Supermarkets : Rusty's IGA 4; Kroger; Safeway; Dillon's 3; Food-4-Less.
Other Chain Stores – Singer Co.; Goodrich; Cook Paint; Litwin's (gen. merch.); Davis Paint; Sherwin-Williams Paint; McCrory-Otasco; Coast to Coast; Calhoun's; Wickes; McCalls Shoes; Radio Shack; Mr. Guy Men's Wear; House of Fabrics; Raney Drugs; Team Electronics; So-Fro Fabrics; Whelan Lumber Co.; Briman's Jewelers; Gregg Tires (Goodyear); Janell Ladies Wear; Ed Marlings; Town Crier; Village Set Ladies; Zercher Photo; General Jeans; Co-op Farm Store; Seifert's; Bostwicks; Sentry Hardware; Diamond International; Maupintour Travel; Pier 1 Imports; Ace Hardware; 84 Lumber; J. Michaels Dept. Store; Scot's Ladies Wear.

14 - NEWSPAPERS: JOURNAL-WORLD (e) 19,380; (S) 19,804; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dolph C. Simons, Jr., Pub., JOURNAL-WORLD, 609 New Hampshire, Lawrence, KS 66044; Tel. (913) 843-1000.
National Representative : Landon.

LEAVENWORTH

1 - LOCATION: Leavenworth County, E&P Map D-2, County Seat, 34 mi. NW of Kansas City. Extreme east part of state; on Missouri River. On U.S. Hwy. 73; State Hwys. 5, 7, 92.

2 - TRANSPORTATION: Railroads : Missouri Pacific; Union Pacific; Santa Fe; Burlington; Chicago North Western.
Motor Freight Carriers : 5.
Intercity Bus Lines : Trenton-St. Joseph Lines.

3 - POPULATION:
Corp. City 80 Cen. 33,656
CZ-ABC: (70) 33,207; (81) 33,800
RTZ-ABC: (70) 32,069; (81) 41,200
County 80 Cen. 54,809
City & RTZ-ABC: (70) 65,276; (81) 75,000

4 - HOUSEHOLDS:
City 80 Cen. 10,480
County 80 Cen. 17,030
CZ-ABC: (70) 9,545; (81) 10,700
RTZ-ABC: (70) 8,335; (81) 13,400
City & RTZ-ABC: (70) 17,880; (81) 24,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$116,327,000
Sav. & Loan	2	$77,500,000

6 - PASSENGER AUTOS: County 27,315

7 - ELECTRIC METERS: 24,868

8 - GAS METERS: N.A

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Batteries 180 ($200); Steel Fab. 230 ($160); Greeting Cards 650 ($150); Fed. Prison 420 ($150); Ft. Leavenworth Civ. Emp. 2,326 ($150); Ft. Leavenworth Army Pers. 2,560 ($175); Veterans Adm. 1,110 ($150).
Principal Pay Days – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 3-91; Summer 49-98; Fall 32-89; Winter 4-67. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center – Downtown: 30 blocks on 3 parallel streets: Leavenworth Plaza-1 Block Long Enclosed Mall; Westside Village, 1 Block Long.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Leavenworth Plaza (24)	NA	Penney's, Sears, Mont. Ward
Westside Vlg. (4)	2	Ball's Supermkt., Wal-Mart

Principal Shopping Days : Thu., Fri., Sat. and Mon.
Stores Open Sundays : Leavenworth Plaza; Food, Some Drug & Discount.
Stores Open Evenings : Leavenworth Plaza; Westside Village; Food; All Drug & Discount.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Montgomery Ward; Bohm's; Bakers.
Variety Stores : Woolworth; Duckwall.
Discount Stores : Wal-Mart; Alco.
Chain Drug Stores : Claude's Rexall; Russell's Walgreen.
Chain Food Supermarkets : A&P; Jahn 2; Inkman IGA; Safeway; Waymire's IGA; 7-Eleven 2; E-Z Shop; Food-4-Less; Ball's Supermarket.
Other Chain Stores : Western Auto; Firestone; Goodrich; Gallenkamp Shoes; Goodyear; Sears (Mail Order); J.C. Penney; Mode O'Day; Playworld; Nelly Don; Gamble's; Radio Shack; Mont. Wards.

14 - NEWSPAPERS: TIMES (e-mon to fri) 9,679; 10,032; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Johnston III, Gen. Mgr., TIMES, 416-22 Senaca, Leavenworth, KS 66048; Tel. (913) 682-0305.
National Representative : Thomson.

LIBERAL

1 - LOCATION: Seward County, E&P Map A-3, County Seat. 200 mi. SW of Wichita; 170 mi. N of Amarillo, TX; 200 mi. NW of Oklahoma City, OK. On U.S. Hwys. 54, 83, 270.

2 - TRANSPORTATION: Railroads : Southern Pacific.
Intercity Bus Lines : Continental; Mid-Continent Coaches.
Airlines : Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 14,911
County 80 Cen. 17,071
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,407
County 80 Cen. 6,125

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$150,000,000
Sav. & Loan	2	$230,000,000

6 - PASSENGER AUTOS: County 10,290

7 - ELECTRIC METERS: Residence 7,275

8 - GAS METERS: Residence 6,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earrers – Grocers, Whlse. 165; Aircraft 520; Beef Packing 1,000; Oil & Gas 1,150.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers – Alco Plaza, 15th & Kansas; Elk Center, 11th & Kansas Ave.; Ideal Center, 500 block S. Kansas Ave.; Ellington's Western Center; Southgate Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate (26)	NA	Gibson's, IGA, K mart
S. Ideal (7)	NA	Ben Franklin, Mont. Ward, Allied Super Mkt.
Plaza (9)	NA	Alco, Boogaart's
Wal-Mart Ctr. (2)	NA	Wal-Mart, IGA

Principal Shopping Days : Mon., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores : C. R. Anthony Co.; J. C. Penney; Wood's; Long's.
Variety Stores : Ben Franklin.
Discount Stores : Gibson's; Duckwall; Alco; Surplus Outlet; K mart; Wal-Mart.
Chain Drug Stores : Gibson's; H&R.
Chain Food Supermarkets : Ideal 2; Safeway Super Store; Jack & Jill; Boogaarts; Thrifty-Wise; IGA.
Other Chain Stores : Sweetbriar's; Mode O'Day; Grisier's; Jo-Le Shop; Casual Shop; Anna Trahern; Tucker's; Kelley's; Western Shop; Kiddie Korner; Cinderella Shop; Brown's Shoe; Olliver's Shoes; Williams Shoes; Shoeland; Montgomery Ward; Sears; Otasco; Firestone; Uniroyal; Goodyear; Plain-Fancy.

14 - NEWSPAPERS: SOUTHWEST TIMES (e) 9,164; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: James S. Head, SOUTHWEST TIMES, 16 S. Kansas Ave., Liberal, KS 67901; Tel. (316) 624-2451.
National Representative : Southwest Dailies.

LYONS

1 - LOCATION: Rice County, E&P Map B-2, County Seat. 30 mi. East of Great Bend, 32 mi. Northwest of Hutchinson on U.S. Hwy. 56 and State Hwys. 14 and 96.

2 - TRANSPORTATION: Railroads – AT&SF; St. Louis-San Francisco; MP.
Motor Freight Carriers – 5.
Intercity Bus Lines – Continental Trailways; Trans-State.

3 - POPULATION:
Corp. City 80 Cen. 4,152
County 80 Cen. 11,900

4 - HOUSEHOLDS:
City 80 Cen. 1,679
County 80 Cen. 4,525

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$22,000,000
Sav. & Loan	1	$30,000,000

6 - PASSENGER AUTOS: County 6,967

7 - ELECTRIC METERS: Residence 1,900

8 - GAS METERS: Residence 1,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Oil, Salt 150 ($300); Airplane Parts 100 ($350); Concrete 10 ($300); Foundry 50 ($300).

10 - CLIMATE: Min. & Max. Temp. – Spring 25-80; Summer 50-100; Fall 25-88; Winter 10-70.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Principal Shopping Days : Thu., Sat.

13 - RETAIL OUTLETS: Department Stores – J. C. Penney; Calhoun's.
Variety Stores – Duckwall.
Chain Drug Stores : Hogan; Rexall.
Chain Food Supermarkets : Jack & Jill; IGA; Boogaarts.
Other Chain Stores – Gamble's; Otasco; Mode O'Day; Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 3,232; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Paul E. Jones, Adv. Dir., NEWS, PO Box 560, Lyons, KS 67554; Tel. (316) 257-2368.
National Representative : None.

MANHATTAN

1 - LOCATION: Riley County (County Seat), Pottawatomie County, E&P Map C-2. Home of Kansas State Univ. Permanent military reservation; 125 mi. W. of Kansas City. On U.S. HWY. 24; State Hwys. 177, 18, 29; 5 mi. from Tuttle Creek Dam and Reservoir; 6 miles from I-70.

2 - TRANSPORTATION: Railroads : Union Pacific; CRI&P.
Motor Feight Carriers : 13.
Intercity Bus Lines : Greyhound; Continental.
Airlines : Frontier; Capitol Air Service.

3 - POPULATION:
Corp. City 80 Cen. 32,644
CZ-ABC: (70) 36,290; (81) 44,100
RTZ-ABC: (70) 33,132; (81) 36,400
Counties 80 Cen. 78,287
Riley 80 Cen. 63,505
Pottawatomie 80 Cen. 14,782
City & RTZ-ABC: (70) 69,422; (81) 80,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,821
Counties 80 Cen. 24,670
Riley 80 Cen. 19,269
Pottawatomie 80 Cen. 5,401
CZ-ABC: (70) 11,012; (81) 15,500
RTZ-ABC: (70) 7,357; (81) 9,200
City & RTZ-ABC: (70) 18,369; (81) 24,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$175,000,000
Sav. & Loan	4	$140,000,000

6 - PASSENGER AUTOS: Riley County 21,952
Pottawatomie County 8,126

7 - ELECTRIC METERS: Residence 17,844

8 - GAS METERS: Residence 13,311

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Constr. 925; Mfg. 1,000; Transp., Communication 525; Trade 4,350; Fin., Ins. & Real Estate 1,050; Services 2,800; Govt. (incl. Schools) 9,100; All Other 1,400.

10 - CLIMATE: Min. & Max. Temp. – Spring 53-77; Summer 63-89; Fall 43-61; Winter 24-47. First killing frost, Oct. 12. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center** – 3 blocks on Poyntz Ave.; 3 blocks on 4th St. between Pierre and Humboldt Streets.
Neighborhood Shopping Centers – Moro St. (Aggieville); N. Manhattan (Aggieville); Anderson Ave. (West Loop); Tuttle Creek Blvd. (Blue Hills); Wal-Mart (Tuttle Creek Blvd.); K mart (East Poyntz); Village Plaza (Anderson Avenue).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aggieville	NA	NCR, Woody's
Blue Hills	3	Blue Hills Mkt., Ben Franklin
Village Plaza	5	Alco, Safeway, Revco
West Loop	5	TG&Y, Calhoun's, Robi's, Dillon's
Wal-Mart	1	Wal-Mart, Dillon, K mart, Food 4 Less

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Thu.
Stores Open Sundays : Chain Grocery; Drug; Dept.; K mart; Woolworth; TG&Y; Wal-Mart; Alco; Revco; Sears; Penneys.

13 - RETAIL OUTLETS: **Department Stores** : Sears; J. C. Penney 2; Keller's; Browne's; Alco; Woolworth; Wal-Mart; Calhoun's; K mart.
Variety Stores : Woolworth; TG&Y.
Discount Stores : Alco; K mart; Wal-Mart.
Chain Drug Stores : Norton Rexall 3; Barry's; Revco.
Chain Food Supermarkets : Safeway 2; Dillon 2; Dutch Maid 5; Food 4 Less.
Other Chain Stores : Cook's Paint; Coast-to-Coast; Firestone; Goodyear; Brown Shoe Fit; Burke's Shoes; McCall's Shoes; Calhoun's.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 13,463; (S) 14,058; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edward Seaton, Pub., James Findley, Adv. Mgr., MERCURY, 5th at Osage, Manhattan, KS 66502; Tel. (913) 776-8805.
National Representative : Landon.

McPHERSON

1 - LOCATION: McPherson County, E&P Map C-2, County Seat. 51 mi. NW of Wichita, U.S. Hwys. 56 and 81 intersect here; State Hwy. 61, I-35.

2 - TRANSPORTATION: **Railroads** : Cotton Belt; AT&SF; Missouri Pacific; UP (freight only).
Motor Freight Carriers : 5.
Intercity Bus Lines : Continental.

3 - POPULATION:
Corp. City 80 Cen. 11,753
County 80 Cen. 26,855

4 - HOUSEHOLDS:
City 80 Cen. 4,491
County 80 Cen. 9,807

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$121,166,000
Sav. & Loan	3	$375,000,000

6 - PASSENGER AUTOS: County 16,550

7 - ELECTRIC METERS: Residence 4,656

8 - GAS METERS: Residence 4,798

9 - PRINCIPAL INDUSTRIES: Ind., Number of Wage Earners – Milling 57; Oil Refining 1,300; Salt Bed Oil Storage 30; Mobil Homes 185; Fiberglas Insulation 400; Welding Industries 110; Plastics 458; Concrete Pdts. 25; Misc. mfg. 215; Sterling Drug 600.

10 - CLIMATE: Min. & Max. Temp. – Spring 15-99; Summer 57-111; Fall 24-106; Winter 2-69. First killing frost, Oct. 16. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral; hard.

12 - RETAILING: **Principal Shopping Center** – 11 blocks on Main and 12 just off Main.
Neighborhood Shopping Center – 5 blocks North Main, 3 blocks on South Main; Plaza Shopping Center (3 stores, 1200 W. Kansas); Dillions Shopping Center (1300 N. Main, 5 stores.)
Principal Shopping Days : Mon.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: **Department Stores** : Calhoun's; J. C. Penney; Sears; Montgomery Ward (catalog).
Variety Stores : Radio Shack.
Discount Stores : TG&Y; P. N. Hirsch; K mart.
Chain Drug Stores : Grave's; Dillon's.
Chain Food Supermarkets : J.S. Dillon; IGA; Mr. D's; Buy for Less.
Other Chain Stores : Gambles; Cook's (paint); Firestone; Coast-to-Coast; Sherwin-Williams.

14 - NEWSPAPERS: SENTINEL (e) 6,045; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: F. Harvey Nelson, Adv. Mgr., SENTINEL, 301 S. Main St., McPherson, KS 67460; Tel. (316) 241-2422.
National Representatives : Landon.

NEWTON

1 - LOCATION: Harvey County, E&P Map C-2, County Seat. Center for part of county agricultural area. Santa Fe division point. Mennonite religious college & Publication headquarters. Just E & S of center of state, 27 mi. N of Wichita; 200 mi. SW of Kansas City. U.S. Hwys. 50, 81, I-35; State Hwys. 15 and 196.

2 - TRANSPORTATION: **Railroads** – Santa Fe; Missouri Pacific.
Motor Freight Carriers – 8.
Intercity Bus Lines – Continental Trailways.
Airlines – Municipal airport-charter service.

3 - POPULATION:
Corp. City 80 Cen. 16,332
County 80 Cen. 30,531
Demographic information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 6,233
County 80 Cen. 10,947

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$95,844,000
Sav. & Loan	2	$290,348,901

6 - PASSENGER AUTOS: County 17,666

7 - ELECTRIC METERS: Residence 5,700

8 - GAS METERS: Residence 6,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Railroad 705 ($200); Milling (Flour) 100 ($150); Mobile Homes 1,050 ($175); Aircraft 150 ($200); Agricultural Implements 3,150 ($175).
Prinipal Industrial Pay Days – R.R., 1st & 15th; Mfg., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 0-60; Summer 55-110; Fall 10-70; Winter 15-60. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center** – 9 blocks on Main St.; 1 block each way off Main, third to Broadway (5 blocks).
Neighborhood Shopping Centers – S. 12th & Washington Rd.; 1100 block N. Main; Biz. Route Hwy. 81 & Anderson Ave.; S. 2nd to N. 5th & Meridian Ave. (Hwy 50).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cedar Village	2	Moore's, IGA
Dillon Plaza	1	Dillon's
Alco Plaza	2	Alco
Meridian	1	Gibson's, K mart

Principal Shopping Days : Thu., Sat., 1st & 15th.
Stores Open Evenings : Dept. Thu.; Food nightly; Shopping centers and food stores open Sundays.

13 - RETAIL OUTLETS: **Department Stores** – Montgomery Ward; J.C. Penney; Cunningham's.
Variety Stores – Woolworth; Davis Paint; Dillon's Family Center.
Discount Stores : Moore's; Alco (Duckwall's); Gibson's; K mart.
Chain Drug Stores : Carter Phcy. (Walgreen).
Chain Food Supermarkets : Dillon 2; Safeway; IGA 2.
Other Chain Stores – Goodrich; Western Auto; Oklahoma Tire; Firestone; Sears (catalog); Sherwin-Williams; Bailly's; Nat'l. Bldg. Center.

14 - NEWSPAPERS: KANSAN (e) 8,559; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Bob Anderson, Gen. Mgr., KANSAN, Box 268, Newton, KS 67114; Tel. (316) 283-1500.
National Representative : None.

NORTON

1 - LOCATION: Norton County. E&P Map B-1, County Seat. 300 mi. E of Denver; 300 mi. W of Kansas City. On U.S. Hwys. 36, 283, 383.

2 - TRANSPORTATION: **Railroads** – Burlington Northern.
Motor Freight Carriers – 3.
Intercity Passenger Bus Lines – Interstate.

3 - POPULATION:
City 80 Cen. 3,400
County 80 Cen. 6,689
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,412
County 80 Cen. 2,589

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$23,000,000
Sav. & Loan	1	$7,074,397

6 - PASSENGER AUTOS: County 4,046

7 - ELECTRIC METERS: Residence 1,853

8 - GAS METERS: Residence 1,821

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Oil Field Supply ($150); Water Well Pipe 15 ($125); Ptg. 18 ($150); Contracting 100 ($150); Truck Transp. 75 ($225); Hospital 300 ($200); Hwy. Shops 80 ($200); Aluminum Fabricating 40 ($200); Farm Machinery Manufacturing 35 ($200).
Principal Industrial Pay Days – 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 38-64; Summer 64-78; Fall 34-56; Winter 30-50. First killing frost, Oct. 13. Last killing frost, Apr. 30.

11 - TAP WATER: Soft from Bureau of Rec. Lake.

12 - RETAILING: **Principal Shopping Center** – 3 blocks on State; 6 on Main; 4 on Washington; 3 on Kansas; 3 on N. First; 4 on N. Second; 1 on W. Lincoln; 1 on S. First; 2 on S. Second; 1 on N. Norton.
Principal Shopping Days : Thu. & Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: **Department Stores** – J.C. Penney; Browne; Lu Jon's.
Variety Stores – A.L. Duckwall.
Chain Drug Stores : Moffet Rexall; Stapleton Walgreen.
Other Food Supermarkets : Safeway; Kellings; Haxton's Surface.
Other Chain Stores – Auto Parts; Sidles Auto Supply; Wheeler's Farm Supply; Gibson's Discount; True Value Hardware; Coast-to-Coast; Napa.

14 - NEWSPAPERS: TELEGRAM (e) 3,749; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Richard D. Boyd, Pub., TELEGRAM, 215 S. Kansas St., Norton, KS 67654; Tel. (913) 877-3361.
National Representative : Landon.

OLATHE

1 - LOCATION: Johnson County, E&P Map D-2 (In Kansas City, MO-KS, SMSA). County Seat. Industry, military, agriculture. 20 mi. SW of Kansas City, MO; 35 mi. S of Leavenworth, 55 mi. SE of Topeka. Hwys.: U.S. 50, 56, 169, 69; State 7, 58, 150; I-35.

2 - TRANSPORTATION: **Railroads** – AT&SF; St. Louis & San Francisco.
Motor Freight Carriers – 9.

3 - POPULATION:
Corp. City 80 Cen. 37,258
Retail Trading Area Loc. Est. 90,000
SMSA 80 Cen. 1,327,020
County 80 Cen. 270,269

4 - HOUSEHOLDS:
City 80 Cen. 12,021
County 80 Cen. 96,927
SMSA 80 Cen. 493,453

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	6	$55,000,000
Commercial	4	$200,000,000

6 - PASSENGER AUTOS: County 191,251

7 - ELECTRIC METERS: Res. 9,700

8 - GAS METERS: Res. 9,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage – Earners – Boots 84; Batteries 450; Wood Prods. 75; Farm Mach. 100; Aircraft Radio 1,500; Misc. Light Industry 500; Petroleum 200. Av. Wkly. Wage – $250.

10 - CLIMATE: Min. & Max. Temp. – Spring 20-70; Summer 60-100; Fall 30-90; Winter 0-65. First killing frost, Oct. 19. Last killing frost, Apr. 15.

11 - TAP WATER: 10-17 grains, hardness; fluoridated.

12 - RETAILING: **Principal Shopping Center** .– 4 blocks around Square; 5 off Square.
Neighborhood Shopping Centers – 4 blocks on S. Kansas Ave.; 1 on U.S. 56; 1 on U.S. 56 and K7; 1 on Old KC Road; 10 blocks on Santa Fe; Dennis West Shops; Doubletree; Rolling Ridge.
Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Supermarkets every night and Sun; Others-Fri.

13 - RETAIL OUTLETS: **Department Stores** – Miller's; Calhoun's.
Variety Stores : TG&Y; Waymire.
Discount Stores : Gibson's; Alco; K mart.
Chain Food Supermarkets : A&P; Safeway, Thriftway; Waymire; Milgram's; Dillon's.
Other Chain Stores – Western Auto; Firestone; Sears Roebuck; Montgomery Ward.

14 - NEWSPAPERS: NEWS (m-tues to sat) 10,690; (S) 11,465; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Edwin T. Koon. Adv. Mgr., NEWS, PO Box 271, Olathe, KS 66061; Tel. (913) 764-2211.
National Representative : None.

OTTAWA

1 - LOCATION: Franklin County, E&P Map D-2, County Seat. College center 60 mi. SW of Kansas City. On U.S. Hwys. 50S, 59; State Hwy. 68; I-35.

2 - TRANSPORTATION: **Railroads** : Sante Fe; Missouri Pacific.
Motor Freigt Carriers : 4.
Intercity Bus Lines : Continental; Greyhound.
Airlines : Ottawa Flying (30 min. to Kansas City Int'l.).

3 - POPULATION:
Corp. City 80 Cen. 11,016
CZ-ABC: (70) 11,036; (81) 10,600
RTZ-ABC: (70) 32,232; (81) 37,400
County 80 Cen. 21,813
City & RTZ-ABC: (70) 43,268; (81) 48,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,259
County 80 Cen. 8,051
CZ-ABC: (70) 3,789; (81) 4,200
RTZ-ABC: (70) 10,550; (81) 14,200
City & RTZ-ABC: (70) 14,339; (81) 18,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$34,871,000
Sav. & Loan	2	$64,802,000

6 - PASSENGER AUTOS: County 12,226

7 - ELECTRIC METERS: Res. 4,133

8 - GAS METERS: Res. 3,980

9 - PRINCIPAL INDUSTRIES: Women's Dresses; Steel Prods.; Nursery Stock; Men's Work Clothes; Plastic Frames for Work Glasses; Highway Signs; Mobile Homes; Sign Erection Cranes; Blue Rock Targets; Dog Food; Kitchen Cabinets; Plastic Products; Electronics.

10 - CLIMATE: Min. & Max. Temp. – Spring 40-64; Summer 70-100; Fall 40-65; Winter 15-45; First killing frost, Oct. 27. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** : 12 blocks on Main St.
Neighborhood Shopping Center : 4 blocks on S. Main St.; 3 blocks on N. Main St.
Principal Shopping Days : Wed., Fri. & Sat.
Stores Open Evenings : Wed.

13 - RETAIL OUTLETS: **Department Stores** : Litwin's; Sears Roebuck; Montgomery Ward; J.C. Penney; Calhoun's; Stockyard Farmers Store.
Variety Stores : Woolworth's; Jean's Gifts.
Discount Stores : Wal-Mart; Alco.
Chain Drug Stores : Raney's.
Chain Supermarkets : A&P; Safeway; Pence 2: Waymire's Food Stores.
Other Chain Stores : Firestone; Oklahoma Tire & Supply; Davis Paint.

14 - NEWSPAPERS: HERALD (e) 6,335; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jim Hornbeck, Adv. Dir., HERALD, 104 S. Cedar, Ottawa, KS 66067; Tel. (913) 242-4700.
National Representative : Southwest Dailies.

PARSONS

1 - LOCATION: Labette County, E&P Map D-3. In SE Kansas; 137 mi. from Kansas City; 143 mi. from Wichita; 125 mi. from Tulsa.

2 - TRANSPORTATION: **Railroads** – Missouri-Kansas-Texas; Frisco.
Motor Freight Carriers – 7.
Intercity Passenger Bus Lines – Continental Trailways.
Airlines – Air Midwest.

3 - POPULATION:
City 80 Cen. 12,898
CZ-ABC: (70) 13,802; (81) 12,800
RTZ-ABC: (70) 28,690; (81) 30,800
County 80 Cen. 25,682
City & RTZ-ABC: (70) 42,492; (81) 42,800

4 - HOUSEHOLDS:
City 80 Cen. 4,995
County 80 Cen. 9,702
CZ-ABC: (70) 4,857; (81) 4,900
RTZ-ABC: (70) 10,070; (81) 12,400
City & RTZ-ABC: (70) 14,927; (81) 17,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$67,468,076
Sav. & Loan	2	$133,512,803

6 - PASSENGER AUTOS: County 13,164

7 - ELECTRIC METERS: Residence 5,997

8 - GAS METERS: Residence 5,229

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Kansas Army Ammunition Plant 690 ($274); Parsons State Hosp. & Training Ctr. 435 ($227); Katy R.R. 480 ($450); Steel Products 153 ($196); Peabody Tec Tank ($261); Color Graphics.
Principal Pay Days - R.R. and State, 1st and 16th.

10 - CLIMATE: First killing frost, Oct. 26. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center : 5 blocks on Parsons Plaza; 2 on Broadway; 1 on 18th.
Neighborhood Shopping Centers - 300 Main; Belmont Square Shopping Center, 21st and Main.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Thu., Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Wal-Mart; TG&Y; Litwins.
Chain Food Supermarkets : Rooster's Thriftway; Safeway; Price Cutter; Consumers Discount; Greaves NuWay AG.
Other Chain Stores - Sears Roebuck (order); Sherwin-Williams (paint); Montgomery Ward; Revco (drug); Wal-Mart Prescription Center; Westco.

14 - NEWSPAPERS: SUN (e-mon to fri) 9,134; (m-sat) 9,151; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gordon Nordquist, Gen. Mgr., SUN, 220 S. 18th, Parsons, KS 67357; Tel. (316) 421-2000.
National Representative : Southwest Dailies.

PITTSBURG

1 - LOCATION: Crawford County, E&P Map D-3, 127 mi. S of Kansas City. On U.S. Hwys. 69, 160; State Hwys. 57, 126.

2 - TRANSPORTATION: Railroads - K.C.; Southern; AT&SF; Missouri Pacific; Frisco.
Motor Freight Carriers - 7.
Bus Lines - Continental Trailways.
Airlines - Commercial-25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,770
County 80 Cen. 37,916

4 - HOUSEHOLDS:
City 80 Cen. 7,737
County 80 Cen. 15,212

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$135,523,214
Sav. & Loan	2	$156,070,771

6 - PASSENGER AUTOS: County 19,846

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 9,464

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wager Earners (Av. Wkly. Wage) - Armature 106 ($211); Lithography 20 ($260); Grocers 153 ($320); Coal 170 ($275); Coal Prepaaration 730 ($240); Census Bureau 187 ($229); Tile 260 ($240); Textile 125 ($170); Chemical 300 ($340); Livestock Feed 100 ($210); Paper Products 103 ($210).
Principal Industrial Pay Days - 1st, 5th, 15th & 20th.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-95; Summer 50-102; Fall 18-90; Winter 3-70. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 10 blocks on Broadway; 1 block each on 4th, 5th, 6th, 7th; 5 on Locust; 5 on Pine; Pittsburg Mall 23 stores; Wal-Mart Discount Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
The Mall (24)	NA	J.C. Penney, Newman's

Principal Shopping Days : Downtown Thu.; Shopping Ctrs. every night ex. Sun.
Stores Open Sunday : Supermarkets, Drug, Discounts, Mall.

13 - RETAIL OUTLETS: Department Stores Ragon's; Ramsay's; Montgomery Ward (mail order); J.C. Penney; Sears (mail order); Newman's.
Variety Stores - Woolworth.
Discount Stores : Wal-Mart.
Chain Drug Stores : Green Cross; Crowell 2; Scottie; Vista.
Chain Food Supermarkets : Safeway; Foodtown 3; TruValue 2; Consumers; Dillons; IGA 2.
Other Chain Stores - Mode O'Day; Sherwin Williams; Merle Norman Cosmetics; Rexall; Green Cross; Gallenkamp's; Baskin-Robbins; Quik-Trip; Musicland; Lumberjack Building Supply; Otasco; Pay Less Shoes; Sutherland Lumber; Davis Paint; Bailly's of Kansas; Kutz Music; Convenient Foods; 7-11; Bob's Shoes.

14 - NEWSPAPERS: SUN (m) 13,463; (S) 13,484; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: James R. Ward, Adv. Mgr., SUN, 701 N. Locust, Pittsburg, KS 66762; Tel. (316) 231-2600.
National Representative : Southwest Dailies.

PRATT

1 - LOCATION: Pratt County, E&P Map B-3, County Seat. 80 mi. W of Wichita; 300 mi. SW of Kansas City. On U.S. Hwys. 281, 54.

2 - TRANSPORTATION: Railroads - Main line Rock Island (Sante Fe Spur).
Motor Freight Carriers - 5.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,885
County 80 Cen. 10,275

4 - HOUSEHOLDS:
City 80 Cen. 2,824
County 80 Cen. 4,078

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$80,654,000
Sav. & Loan	1	$11,278,263

6 - PASSENGER AUTOS: County 6,254

7 - ELECTRIC METERS: Residence 2,665

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Petroleum Prod. & Equip. 85 ($185); Rock Island Div. Point 65 ($387); Farm EQuip. Mfg. 98 ($168); Dairying 50 ($125); Mining Gypsum 55 ($135); Oil Feed Tanks 40 ($168); 35,000 Animal Capacity Feed Lot 45 ($125); R.V. Toppers 25 ($169); Furniture 30 ($155); Area Hospital 66 ($247); State Hdqrs. Forestry, Fish & Game 75 ($200).
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 15-94; Summer 54-108; Fall 36-92; Winter 4-76. First killing frost, Nov. 1-10. Last killing frost, Mar. 20-30.

11 - TAP WATER: Alkaline.

12 - RETAILING:
Principal Shopping Center - 11 blocks on 3 streets.
Neighborhood Shopping Centers - North Main; East First and West First.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
East End	1	Gibson's
West End	1	Drive Inn

Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores - Gibson's; Jett's; J.C. Penney; Litwins; Alco.
Discount Stores : Gibson's; Alco.
Chain Food Supermarkets : Dillons; Safeway; Discount Food Center; Drive Inn.
Other Chain Stores : Gambles; Western Auto, Woolwines Auto Supply; Goodrich; Sears Roebuck (Catalog); Montgomery Ward (Catalog).

14 - NEWSPAPERS: TRIBUNE (e) 4,090; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Charles G. Barnes, Pub., TRIBUNE, S. Ninnescah, Pratt, KS 67124; Tel. (316) 672-5511.
National Representative : Landon.

RUSSELL

1 - LOCATION: Russell County, E&P Map B-2, County Seat. 75 mi. from Salina; on U.S. Hwys. 40, 281; I-70.

2 - TRANSPORTATION: Railroads : UP.
Motor Freight Carriers : 2.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
City 80 Cen. 5,427
County 80 Cen. 8,868

4 - HOUSEHOLDS:
City 80 Cen. 2,228
County 80 Cen. 3,612

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$100,000,000
Sav. & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 6,064

7 - ELECTRIC METERS: Residence 2,919

8 - GAS METERS: Residence 2,435

9 - PRINCIPAL INDUSTRIES: Oil Production; Pipeline Construction; Wheat; Cattle; Wire Mfg.; Mobile Home Mfg.; Venetian Blind Mfg.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-80; Summer 65-115; Fall 50-85; Winter 10-55.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days : Thu. & Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores : L. Banker Mercantile; J.C. Penney; Kiltzke's; Anthony's.
Variety Stores : TG&Y.
Chain Food Supermarkets : IGA 2; Boogaart's.
Other Chain Stores : Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 3,632; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Allan D. Evans, Adv. Dir., NEWS, 802 Maple St., Russell, KS 67665; Tel. (913) 483-2116.
National Representative : Landon.

SALINA

1 - LOCATION: Saline County, E&P Map C-2, County Seat. Agricultural, wholesale, residential & educational center. 112 mi. W of Topeka; 91 mi. NW of Wichita. On U.S. Hwys. 81 & 40; Interstate Hwys. 70 & 135.

2 - TRANSPORTATION: Railroads - Union Pacific; Missouri Pacific; CRI&P; Santa Fe.
Motor Freight Carriers - 15.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - Frontier; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 41,843
CZ-ABC: (70) 40,414; (81) 41,200
RTZ-ABC: (70) 115,960; (81) 119,100
County 80 Cen. 48,905
City & RTZ-ABC: (70) 156,374; (81) 160,300

4 - HOUSEHOLDS:
City 80 Cen. 16,216
County 80 Cen. 18,613
CZ-ABC: (70) 13,178; (81) 15,400
RTZ-ABC: (70) 40,898; (81) 47,600
City & RTZ-ABC: (70) 54,076; (81) 63,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$269,208,181
Sav. & Loan	4	$125,816,776

6 - PASSENGER AUTOS: County 30,584

7 - ELECTRIC METERS: Residence 19,722

8 - GAS METERS: Residence 16,956

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Elect 213; Sheet Metal 150; Const. 200; Mills 243; Feed 134; Dairy Prods. 131; Aircraft 1,100; Fluorescent Lamps 400; Food Processing 2,100; Battery Mfg. 500; Agricultural Equip. 700.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-72; Summer 65-91; Fall 45-71; Winter 23-46.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elmore Ctr. (20)	NA	IGA, NCR
Kraft Manor (16)	NA	Suburban TV
Mid-State Mall (40)	NA	Mont. Ward, Woolco, Walgreen
Sears Ctr. (7)	NA	Sears, Kresge's
Southview (2)	NA	Safeway, Alco
Sunset Plz. (24)	NA	Rexall, Dillon, Otasco, Duckwall
Southgate (9)	NA	Rexall, Dillons, Calhouns
Park West	NA	K mart

Principal Shopping Days : Mon., Thu., Sat., Sun.
Stores Open Evenings : Mon., Thu.

13 - RETAIL OUTLETS: Department Stores - Klein's; Montgomery Ward; Sears Roebuck; Penney; Alco; Woolco; Calhoun's; Gibson's; K mart.
Variety Stores - Kresge; Gambles.
Discount Stores : Gibson's; Weeks; Alco; Woolco; K mart.
Chain Drug Stores - Morriss 2; Walgreen.
Chain Food Supermarkets : Dillon 3; Safeway; Food-4-Less 2; Warehouse Market.
Other Chain Stores - Firestone; Zales; G. R. Kinney; Goodyear.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 32,435; (S) 35,283; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul G. Webb, Adv. Dir., JOURNAL, Box 779, Salina, KS 67401; Tel. (913) 823-6363.
National Representative : Southwest Dailies.

TOPEKA

1 - LOCATION: Shawnee County (In Topeka SMSA). E&P Map D-2, County Seat. U.S. Hwys. (junction) 24, 40, 75. On State Hwys. 4, 10; on Kansas Tpk. (I-70), 70 mi. W of Kansas City; 175 mi. NE of Wichita.

2 - TRANSPORTATION: Railroads : Santa Fe; Union Pacific; Missouri Pacific; St. Louis Southwestern.
Motor Freight Carriers : 26.
Intercity Bus Lines : Continental; Greyhound.
Airlines : Frontier; Capitol; Trans Central; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 115,266
CZ-ABC: (70) 155,322; (81) 155,700
RTZ-ABC: (70) 363,682; (81) 399,600
County 80 Cen. 154,916
SMSA 80 Cen. 185,442
City & RTZ-ABC: (70) 519,004; (81) 555,300
Demographic Information available from Newspaper. Sev paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 46,256
County 80 Cen. 58,832
SMSA 80 Cen. 69,729
CZ-ABC: (70) 49,986; (81) 57,800
RTZ-ABC: (70) 115,552; (81) 145,600
City & RTZ-ABC: (70) 165,338; (81) 203,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial		$871,000,000
Sav. & Loan		$1,585,000,000

6 - PASSENGER AUTOS: County 92,516

7 - ELECTRIC METERS: 55,632

8 - GAS METERS: Residence 50,012

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Government 21,900; Trade 18,800; Services 17,100; Manufacturing 10,300; Transportation, Communications and Utilities 7,400; Finance 6,200; Rubber and Plastics; Construction 3,600; Printing; Food. Av. Weekly Wage - $328.
Principal Industrial Pay Days : 1st, 15th, 16th.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-97; Summer 43-98; Fall 20-90; Winter 9-68; First frost, Oct. 20. Last frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 10 blocks on 3 sts.
Neighborhood Shopping Centers : 20 neighborhood centers spread throughout city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookwood (27)	6	Dillons, TG&Y
Campus North (14)	5	Vivians
Eastboro (14)	3	Duckwalls, Falleys
Gage Center (28)	4	Woolworth, Zerchers
Gage Vlg. (30)	4	Rosies Show Off

What it takes, every day

Serving Northeast Kansas, one of the best newspaper markets in the nation!!

Represented by Branham Newspaper Sales

The Topeka Capital-Journal

616 Jefferson Topeka, Kansas 66607 1-913-295-1111

Highland Crest (40)	4	K mart, Sak 'N Save
Highland Vlg. (12)	6	Alco, IGA
Hillsdale (7)	6	Dillons, Midwestern Music
Holliday Sq. (29)	4	Dibbles, Marlings
Huntoon & Wannamaker	5	K mart
Indian Hills	5	Alco, Safeway, Revco
Market Place (8)	5	Dibbles
North Plaza (4)	5	Suttons, Alco, Calhouns
N. Topeka Bus. District	5	Marlings, Safeway
Northland	8	Falleys, Lisa's Casuals
Seabrook (4)	4	Falleys, Calhouns
South City (12)	2	Skaggs, Pay 'N Pak
Southwest Center	5	S.W. Bowl
University Vlg. (6)	4	Porterfields, IGA
Washburn View	3	Roachs, Suttons
Westboro	3	Paul's, Billies
White Lakes (50)	3	Sears, Walgreen, Woolworth, Penneys
White Lakes Plz.	4	Team Electronics, Interiors International

Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Department Stores-Mon. & Thurs. Supermarkets-Every evening.
Stores Open Sundays : Grocery, supermarkets, discount houses, dept. stores.

13 - RETAIL OUTLETS: Department Stores : Pelletier's; Sears; Montgomery Ward; J.C. Penney; P.N. Hirsch; Macy's; J.M. McDonald's; Calhoun's; Richman-Gordman; Seiferts; Northland.
Discount Stores : Skagg's; Ardan's; Woolco; K mart 2; Alco 3; Richard's.
Variety Stores : Woolworth 3; Duckwall's 3; TG&Y.
Chain Drug Stores : Walgreen 3; Blaylock 4; Jacquith 2; Medical Arts 2; Super D; Northside Family RX; Revco.
Chain Supermarkets : Dibble's 3; Harry's IGA 3, Falley's 6; Safeway 4; Sutton's 2; Dillon's 3; C&W Discount; Fleming's 10; Tilton's 2; Thriftway 5.
Other Chain Stores : American Handicrafts; Athletes Foot; B. Dalton; Bumper to Bumper; Caldwells; Carpet Center; Casual Aire, Inc.; Cloth World; CMC Stereo; Color Tile; Cook Paint; Extension One; Firestone; First Serve; Flowerama; Foot Locker; Freeman Factory Outlet; Glidden Paint; Goodyear Service; Hancock Fabrics; Harding Glass; Harper Fabrics; Jenkins Music; Kaybee Toys; Kinney Shoes; Lee Optical; Leeds; Lerner Shop; Lighting Centre; Litwins; Maaco Auto Painting; Merle Norman; Payless Lumber; Payless Shoes; Pay 'N Pak; Pittsburgh Paint; Pier I Imports; Pro Am Partstop; Radio Shack; Robinsons Shoes; Sherwin- Williams; Singer; So Fro Fabrics; Russell Stover; Susies Casuals; Sutherland Lumber; Swiss Colony; Tandy Leather; Team Electronics; Topps & Trowsers; Wolfes Jewelry; Zales Jewelry; A.J. August; Tango Boutique; Susie's Casuals; The Gap; Foxmoor; Fashion Conspiracy; Adler's; Extension I.

14 - NEWSPAPERS: CAPITAL-JOURNAL (all day-mon to fri) 69,639; (sat) 65,367; (S) 74,379; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William Osborne, Adv. Dir., CAPITAL-JOURNAL, 616 Jefferson St., Topeka, KS 66607; Tel. (913) 295-1159.
National Representative : Branham.

WELLINGTON

1 - LOCATION: Sumner County, E&P Map C-3, County Seat. S central Kansas near Oklahoma; 33 mi. S of Wichita. On U.S. Hwys. 81, 160; Kansas Tpk.

2 - TRANSPORTATION: Railroads : Rock Island; Santa Fe.
Intercity Bus Lines : Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,212
County 80 Cen. 24,928

4 - HOUSEHOLDS:
City 80 Cen. 3,332
County 80 Cen. 9,413

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$20,000,000

6 - PASSENGER AUTOS: County 14,777

7 - ELECTRIC METERS: Res. 3,169

8 - GAS METERS: Res. 2,948

9 - PRINCIPAL INDUSTRIES: Railroad Shops; Mobile Homes; Grain Elevators; Mills; Sheet Metal and Machine Shops.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; J.C. Penney; TG&Y; Sears; Gibson's.
Chain Food Supermarkets : J.C. Dillon; IGA; Wellington Discount Foods.
Other Chain Stores : Oklahoma Tire & Supply; Gambles; Firestone.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,025; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jackson Mitchell, Pub. & Ed., NEWS, 113 W. Harvey, Wellington, KS 67152; Tel. (316) 326-3326.
National Representative : Landon.

WICHITA

1 - LOCATION: Sedgwick County, E&P Map C-3 (SMSA). 161 mi. SE of the geographical center of the continental United States; 190 mi. SW of Kansas City, MO. On U.S. Hwys. 54, 81, I-35; State Hwys. 15, 42, 96; Kansas Tpke.

2 - TRANSPORTATION: Railroads - (Freight service only) Santa Fe; Missouri Pacific; Frisco.
Motor Freight Carriers - 71.
Intercity Bus Lines - Trailways.
Airlines - TWA; Braniff; Frontier; Continental; Air Midwest; Republic; Trans Central; United; Great Western; Air Plains.

3 - POPULATION:
Corp. City 80 Cen. 279,272
County 80 Cen. 366,531
SMSA 80 Cen. 411,313
PMA-ABC: (70) 763,056; (81) 812,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 110,306
County 80 Cen. 137,744
SMSA 80 Cen. 153,831
PMA-ABC: (70) 250,696; (81) 307,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	17	$1,712,543,763
Sav. & Loan	13	N.A.

6 - PASSENGER AUTOS: County 227,568

7 - ELECTRIC METERS: 153,227

8 - GAS METERS: 126,356

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Total Labor Force 225,300; Meat Packing 2,400 ($363); Construction 9,200; Transportation Equip. (Inc. Aircraft) 40,200 ($400); Manufacturing 63,800 ($357).
Principal Industrial Pay Days - Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26. Last killing frost, Apr. 7.

11 - TAP WATER: Soft.

12 - RETAILING: Downtown Shopping Center - 8 blocks on Douglas Ave.; 1 N and 1 S on Water St.; Topeka Ave.; Emporia Ave. and St. Francis Ave.; 2 N and 2 S on Main St.; Market St. and Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amidon Plz. (4)	NA	Safeway
Blvd. Plaza (15)	NA	IGA
Central Hgts. (17)	NA	TG&Y, IGA
Eastgate (28)	NA	Dillon, Ardan's
Indian Hills (12)	NA	IGA
Ken-Mar (16)	NA	Woolworth's, IGA
Lincoln Hgts. (25)	NA	Gessler, Barrier's
Marina Lakes (28)	NA	Woolco
Morris Town (12)	NA	Carl Bell's
Normandie (28)	NA	TG&Y, Safeway
Parklane (64)	NA	TG&Y, David's
Pawnee Plz. (20)	NA	Woolco, IGA
Plaza West (19)	NA	IGA, TG&Y
Prairie Vlg. (21)	NA	Dillon, Calhoun's
Seneca Sq. (31)	NA	Dillon
Sweetbriar (40)	NA	IGA, David's
Towne East Sq. (121)	NA	Dillard's, Penney's, Sears
Towne West Sq. (87)	NA	Dillards, Penneys, Ward's
Twin Lakes (65)	NA	Sears, Henry's
Westlink (27)	NA	Dillon, Calhoun's
Westway (23)	NA	Safeway, David's, IGA
Wichita Mall (43)	NA	IGA, Ward's

Principal Shopping Days : Thu., Fri., Sat., Sun.
Stores Open Evenings : Shopping Centers every evening to 9; Macy's (downtown) – Thurs.

13 - RETAIL OUTLETS: Department Stores – Macy's; Wards 2; Sears 3; J.M. McDonald 5; J.C. Penney 2; Dillard's 2; Calhoun's 4.
Discount Stores : David's 5; K mart 4; TG&Y Family Centers 10; Woolco 2; Target 2.
Variety Stores – Woolworth 2; TG&Y 4; Duckwall's.
Chain Drug Stores : Hart 2; Skagg. 4; Gessler's 4; Sellers 2; Norris 2; May's 3; Cummings 5; Revco 3; David's 2; TG&Y 5; K mart 4; Rexall 2.
Chain Supermarkets : Dillon's 16; Safeway 12; Associated Grocers 7; IGA 28; Quick Trip 38; Town & Country 28; Kwik Shops 16; Leeker's 3; Johnson's 10; Bestyet 3.
Other Chain Stores : Arden's 2; Baker's Shoes 3; Casual Corner 2; Cloth World 3; Gallenkamp 3; Gallery Shoes 4; Gordon's Jewelers 2; Hanover Shoes 2; Heaven Cent 2; Helzberg's 3; Jo-Ann Fabrics 2; Otasco 7; Royal Optical 2; Russell Stover 2; Radio Shack 10; Singer Co. 2; Team Electronics 3; Wilson's Jewelers; World Bazaar 2; Zales 4; Woolf Bros.

14 - NEWSPAPERS: EAGLE-BEACON (m) 124,984; (S) 173,591; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David Hunke, Natl. Adv. Mgr., EAGLE-BEACON, PO Box 820, Wichita, KS 67201; Tel. (316) 268-6381.
National Representative : Knight-Ridder.

WINFIELD

1 - LOCATION: Cowley County, E&P Map C-3, County Seat. Educational medical center. 50 mi. SE of Wichita; 150 mi. N of Oklahoma City. On U.S. Hwys. 77 & 160; State 15.

2 - TRANSPORTATION: Railroads - AT&SF; Frisco.
Motor Freight Carriers - 1.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
City 80 Cen. 10,736
CZ-ABC: (70) 11,405; (81) 11,500
RTZ-ABC: (70) 19,958; (81) 22,200
County 80 Cen. 36,824
City & RTZ-ABC: (70) 31,363; (81) 33,700

4 - HOUSEHOLDS:
City 80 Cen. 4,172
County 80 Cen. 13,897
CZ-ABC: (70) 3,723; (81) 4,300
RTZ-ABC: (70) 6,801; (81) 8,700
City & RTZ-ABC: (70) 10,524; (81) 13,000

5 - BANKS: 2 Commercial, Dep. $56,987,000

6 - PASSENGER AUTOS: County 20,132

7 - ELECTRIC METERS: Residence 5,708

8 - GAS METERS: Residence 4,521

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Oil 600 ($250); Food Proc. 250 ($200); Metal Prods. 550 ($250); Aircraft 1,500 ($250); Medical 600 ($200); Plastics 300 ($200).
Principal Industrial Pay Day - Fri.

10 - CLIMATE: First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Lake water, fairly soft.

12 - RETAILING: Principal Shopping Center - 7 blocks on 2 sts.
Shopping Centers - Winfield Plaza.
Principal Shopping Days - Wed., Fri., Sat.
Stores Open Evenings - Thu.; Shopping Centers 7 days.

13 - RETAIL OUTLETS: Department Stores - Kerr's; J.C. Penney; Litwin's; C.R. Anthony.
Discount Stores - TG&Y.
Chain Drug Stores - Rexall; Graves.
Chain Food Supermarkets - Dillons; Boogaarts.
Other Chain Stores - Oklahoma Tire; Western Auto.

14 - NEWSPAPERS: COURIER (e) 6,492; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: W.W. Keith, Gen. Mgr., COURIER, 201 E. 9th St., Winfield, KS 67156; Tel. (316) 221-1050.
National Representative : Landon.

KENTUCKY SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Cincinnati, Ohio-Ky.-Ind. - Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.
Clarksville-Hopkinsville, Tenn.-Ky. - Montgomery County, Tenn.; Christian County, Ky.
Evansville, Ind.-Ky. - Gibson, Posey, Vanderburgh and Warwick Counties, Ind.; Henderson County, Ky.
Huntington-Ashland, W. Va.-Ky.-Ohio - Cabell and Wayne Counties, W. Va.; Boyd and Greenup Counties, Ky.; Lawrence County, Ohio.
Lexington-Fayette - Bourbon, Clark, Fayette, Jessamine, Scott and Woodford Counties.
Louisville, Ky.-Ind. - Bullitt, Jefferson and Oldham Counties, Ky.; Clark and Floyd Counties, Ind.
Owensboro - Daviess County.

STANDARD CONSOLIDATED STATISTICAL AREA

Cincinnati-Hamilton, Ohio-Ky.-Ind. - Includes Cincinnati Ohio-Ky.-Ind. SMSA; Hamilton-Middletown, Ohio SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	271	283
5-14 Years	651	591
15-24 Years	585	700
25-44 Years	732	991
45-64 Years	645	686
65 and Over	336	410
TOTAL	3,220	3,661

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	399	656	948
Genral Mdse	817	1,192	1,686
Food	1,434	2,490	3,971
Automobiles	1,258	2,292	2,991
Gasoline Stations	543	1,021	2,015
Apparel	274	438	621
Furniture	271	456	674
Eat-Drink Places	393	772	1,231
Drugs	232	354	551
TOTAL	6,161	10,492	16,134

ASHLAND

1 - LOCATION: Boyd County, E&P Map F-1 (In Huntington-Ashland, WV-KY-OH SMSA). On Ohio River at mouth of Big Sandy River. On U.S. Hwys. I-64, 60, 23, 52 and State Hwys. 168 and 5.

2 - TRANSPORTATION: Railroads - Chessie System; Norfolk & Western; Barge Lines.
Motor Freight Carriers - 12.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - Tri-State Airport, 10 mi. from Ashland; USAir; Piedmont; Tri-State Aviation.

3 - POPULATION:
Corp. City 80 Cen. 27,064
CZ-ABC: (70) 55,615; (81) 60,400
RTZ-ABC: (70) 108,232; (81) 139,600
SMSA 80 Cen. 311,350
County 80 Cen. 55,513
City & RTZ-ABC: (70) 163,847; (81) 200,000

4 - HOUSEHOLDS:
City 80 Cen. 10,620
County 80 Cen. 19,960
SMSA 80 Cen. 110,793
CZ-ABC: (70) 17,853; (81) 22,200
RTZ-ABC: (70) 30,966; (81) 46,300
City & RTZ-ABC: (70) 48,819; (81) 68,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$308,869,264
Sav. & Loan	4	$123,632,302

6 - PASSENGER AUTOS: County 29,709

7 - ELECTRIC METERS: Residence 18,642

8 - GAS METERS: Residence 11,178

9 - PRINCIPAL INDUSTRIES: Steel Sheets; Mine Equip.; Chemicals; Brick; Air Prod.; Activated Carbon; Nickel Prod.; Leather: Garments; Oil Refining; Railroading; RR Car Repair; Coke Mfg.; Show Case and Store Fixtures.
Principal Industry Pay Days - Fri.; 1, 5, 15, 20.

10 - CLIMATE: Min. & Max. Temp. - Spring 36-75; Summer 82-104; Fall 46-92; Winter 0-43. First killing frost, Oct. 31. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - Winchester Ave. bet. 12th & 18th Sts.; Greenup Ave. bet. 13th & 19th Sts.; Carter Ave. bet. 15th & 17th Sts.; 13th St. bet. Winchester & Central; 15th bet. Greenup & Central; 16th St. bet. Front & Central; 17th St. bet. Front & Central; 35th and Winchester; Russell Road.
Neighborhood Shopping Centers - Winchester Ave., 25th to 30th Sts.; 29th St., Greenup to Carter; 29th St., Holt to Moore 4 blocks; 13th St., Lexington to Oakview 3 blocks; 17th St. at Blackburn Ave.; 13th St. and Oakview Rd.; South 29th St.; 2 on 29th St. & Blackburn; 2 on 13th St. Winchester to Central.

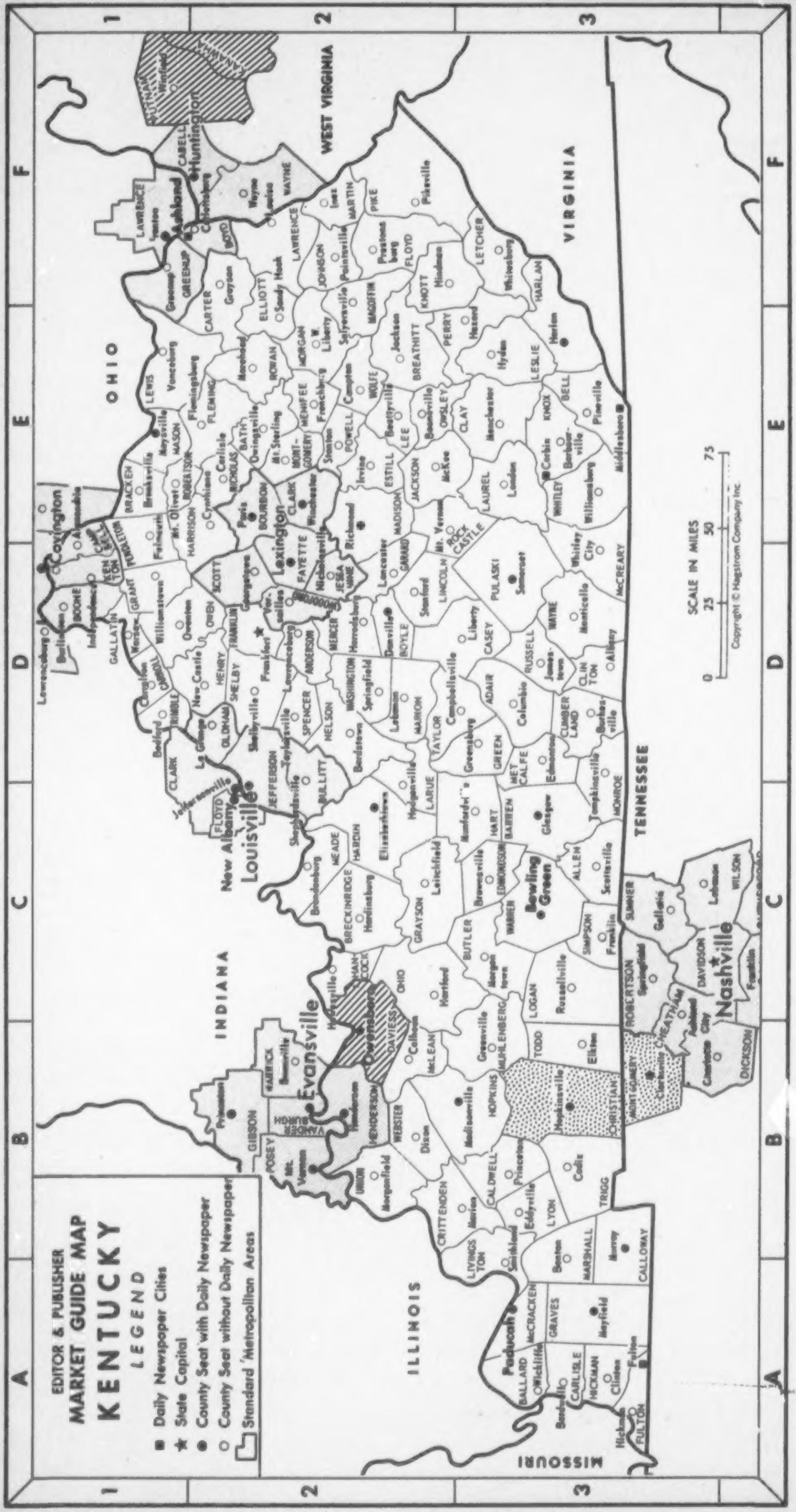
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Catlettsburg	3	Foodland
Russell	6	Heck's Hills
Ashland Plaza	6	G.C. Murphy
Midtown Mall (2)	NA	
Oakview	NA	Thrift Drug

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Downtown-Mon.; Food-every night.

13 - RETAIL OUTLETS: Department Stores - C.H. Parsons; Sears; J.C. Penney; Star Store; K mart.
Variety Stores - Murphy.
Discount Stores - Heck's; Hill's; Woolco.

Chain Drug Stores - Revco 2; Thrift 2; SupeRx; Begley Drugs.
Chain Food Supermarkets - Mussetter's 4; Kroger 2; Miller's; Co-ops; Gateway 3; Key Mkts.; Foodland 6; IGA 2; Cardinal 4.
Other Chain Stores - Walker's; Nobil's; Schiff's;


EDITOR & PUBLISHER
MARKET GUIDE MAP
KENTUCKY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
OHIO
INDIANA
ILLINOIS
MISSOURI
TENNESSEE
VIRGINIA
WEST VIRGINIA
Louisville
Lexington
Covington
Ashland
Huntington
Evansville
Owensboro
Paducah
Bowling Green
Nashville
Frankfort
SCALE IN MILES
0 25 50 75
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Goodrich; Firestone; Peoples; Pic-Way Shoes; Schiff's Shoes.

14 - NEWSPAPERS: INDEPENDENT (e) 25,405; (S) 27,826; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: R. Kelly Voiers, Ret. Adv. Mgr., INDEPENDENT, 224 17th St., Ashland, KY 41101; Tel. (606) 329-1717.

National Representative : Branham.

BOWLING GREEN

1 - LOCATION: Warren County, E&P Map C-3, County Seat. Agricultural section. College town; increasing mfg.; tourist center; 65 mi. N of Nashville; 120 mi. S of Louisville; 40 mi. S of Mammoth Cave Nat'l Park. On U.S. Hwys. 31 W., 68 & 231. State Hwys. 67, 71, 234, 80; I-65 and Green River Parkway.

2 - TRANSPORTATION: Railroads : Louisville & Nashville.

Motor Freight Carriers : 11.

Intercity Bus Lines : Greyhound; Trailblazer.

3 - POPULATION:

Corp. City 80 Cen. 40,450
CZ-ABC: (70) 36,253; (81) 41,700
RTZ-ABC: (70) 129,755; (81) 155,500
County 80 Cen. 71,828
City & RTZ-ABC: (70) 166,008; (81) 197,200

4 - HOUSEHOLDS:

City 80 Cen. 14,313
County 80 Cen. 24,833
CZ-ABC: (70) 10,898; (81) 14,400
RTZ-ABC: (70) 41,696; (81) 57,400
City & RTZ-ABC: (70) 52,594; (81) 71,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$318,227,125
Sav. & Loan	2	$142,806,971

6 - PASSENGER AUTOS: 35,483

7 - ELECTRIC METERS: Residence 16,389

8 - GAS METERS: Residence 13,265

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage-N.A.) - Garments 1,315; Auto Parts 2,075; Wood-working 135; Laundry Equipment 230; Wood Products 221; Controls 880; Portable Heavy Equipment 448; Crane and Excavator Manufacture 391; Tire Cord Fabric 712; Auto Assembly 925; Bakery 200.

10 - CLIMATE: Min. & Max. Temp. - Spring 44-85; Summer 58-89; Fall 28-71; Winter 25-57. First killing frost, Oct. 20. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - Parts of State, College and Main Sts. & Public Square; 31 W. Bypass, Nashville, Russellville & Scottsville-Louisville Roads; Fairview Ave., Broadway.

Neighborhood Shopping Centers - Broadway; Bypass - 31 W. Alternate; Russellville Rd.; Scottsville Rd., 31 W. South, Fairview Avenue.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bowling Green Mall	NA	Woolco
Fairview Plaza (19)	NA	Reeves, K mart
Western Gtwy. (15)	NA	Rose's, Houchen's
Bowling Green Ctr. (11)	NA	Big K, Kroger
Kings Plaza (15)	NA	King's, Treasury Drug
Northgate Ctr.	NA	Gibson's, Reeves
Greenwood Mall (65)	NA	Ben Snyders, J.C. Penney, Osco, Castner-Knott

Principal Shopping Days : Mon., Fri. & Sat.

Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Sears; J.C. Penney; Norman's; Caster-Knott; Woolco; King's; Rose's; Big K; K mart; Ben Snyder; Wal-Mart.

Discount Stores : Gibson; Factory Return Shoes; Plaza Discount; Goofs Factory Outlet.

Variety Stores : Woolworth.

Chain Drug Stores : SupeRx 2; Taylor's 2; Carpenter-Dent-Sublett 3; Treasury; Osco; Begley's.

Chain Supermarkets : Kroger's; Houchins 6; Reeves 4; Campbell's 3; Moore Bros. IGA; Tucker's Minit Mkts. 2; Winn-Dixie; Big Star 2.

Other Chain Stores - Firestone; Singer Co.; Dollar Bros. (shoes); Sherwin-Williams; Pittsburgh Paint; S&H Green Stamps; Goodyear; Mary Carter Paint; Zale Jewelers; Radio Shack; Western Auto; Adams Shoes; Nobil Shoes; Hancock Fabric; Pic Way; Payless; Golden Farley; Sportswear Mart; Behr's; Fashion Shop; Poppe Shoppe; Connie Shoes; B. Dalton Bookseller; Naturalizer; B&B Service Center; Hallmark; Morrisons; Merle Norman; Grandma Lowes Cookies; Connie Shoes; General Nutrition Center; Richman Brothers; Ormand Musicland; Gallenkamp Shoes; Clifford's Jewelry; Orange Julius; Caramel Korn; Brook; Command Performance; Kenney Shoes; Earring Tree; Walden Books; Peck & Peck; World Bazaar; Embrys; Clifford's Keepsake; Hickory Farms; Kay Bee Toys; Benjamin Moore Paint; Glidden Paint; Bottomhalf; Baskin Robbins; Happy Joe's Pizza; The Junction; Piecegoods Store; Dollar General.

14 - NEWSPAPERS: PARK CITY NEWS (e-mon to fri) 18,820; (S) 21,673; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Mary Gaines, Gen. Adv. Mgr., PARK CITY NEWS, 813 College St., Bowling Green, KY 42101; Tel. (502) 843-4321.
National Representative : Branham.

CORBIN

1 - LOCATION: Whitley & Knox Counties, E&P Map E-3. Junction of Whitley-Knox, Laurel Counties. Lexington, KY, 87 mi. N Knoxville, TN, 100 mi. S. On U.S. Hwys. 25, 25-E, 25-W & State Hwys. 6, 90, 26,312, Interstate 75.

2 - TRANSPORTATION: Railroads - Louisville & Nashville RR 2; Motor Freight Carriers; Consolidated Freightways; United Trucking Co.
Intercity Bus Lines - Greyhound; Trailways; Ken-Ten; Indian Creek Bus.
Airlines - Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 8,075
Counties 80 Cen. 63,535
Whitley 80 Cen. 33,296
Knox 80 Cen. 30,239

4 - HOUSEHOLDS:
City 80 Cen. 3,211
Counties 80 Cen. 21,283
Whitley 80 Cen. 11,338
Knox 80 Cen. 9,945

5 - BANKS: 2 Comm.; Dep. $83,924,000

6 - PASSENGER AUTOS:
Knox Co. 9,784; Whitley Co. 15,700

7 - ELECTRIC METERS: Residence 3,192

8 - GAS METERS: Residence 5,009

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Railroad (shops, yards, offices) 1,121 ($300); Coal Cleaning Plant 67 ($354); Bricks 60 ($198); Electrical Pdts. (325 emp.) ($189); Woven Wire Products 279 ($210); Greeting Cards 1,157 ($201); National Cash Register NA ($223); Certainteed Products NA ($220).
Principal Industrial Pay Days - Sat., 14 & 29.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-75; Summer 60-90; FAll 30-70; Winter 20-60. First killing frost, Oct. 3. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on Main St.; 2 on Center St.; and a 4 block area in South Corbin and Trademart Shopping Center.
Neighborhood Shopping Centers - In East, North and West Corbin.
Principal Shopping Days : Sat., Mon., Fri., and railroad paydays, twice monthly.
Stores Open Sundays : Drug, Grocers, Department and Discount Stores.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Belk-Simpson; Daniel's; Rose's; Heavy Equipment: Whayne Supply.
Variety Stores - Newberry; Dollar Stores; Southern Dollar Stores; Hobb's.
Discount Stores : Howard Bros.; S & T Hdwr.
Chain Drug Stores : Huff (Walgreen); Cottongin (Rexall); Begley's (Walgreen).
Chain Food Supermarkets : IGA 2; Convenient Super 2; Piggly Wiggly; Kroger's; Pic Pac.

14 - NEWSPAPERS: TIMES-TRIBUNE (e-mon to fri) 7,982; (S) 7,982; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: John L. Crawford, Pub., TIMES-TRIBUNE, Kentucky & Monroe Sts., Cobin, KY 40701; Tel. (601) 528-2464.
National Representative : Landon.

COVINGTON

1 - LOCATION: Kenton County, E&P Map D-1 (in Cincinnati, OH-KY-IN SMSA). N Kentucky across Ohio River from Cincinnati. U.S. Hwys. 25, 27, 42, 127, I-75, I-71 service the area. Manufacturing and agriculture center.

2 - TRANSPORTATION: Railroads - Chesapeake & Ohio; Louisville & Nashville; Southern.
Airlines - American; Delta; Eastern; North Central; Piedmont; TWA; Pan American; USAir.
Bus Lines - Greyhound; Trailways; Transit Authority of Northern Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 49,013
County 80 Cen. 137,058
SMSA 80 Cen. 1,401,403
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 18,505
County 80 Cen. 48,062
SMSA 80 Cen. 498,649

5 - BANKS: 40 Savings; 35 Sav. & Loan

6 - PASSENGER AUTOS: County 71,825

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Kenton County: Covington 15 blocks; Erlanger & Elsemere 6 blocks; Ludlow 4 blocks; Campbell County: Newport 10 blocks; Bellevue & Dayton 6 blocks; Fort Thomas 6 blocks; Boone County: Burlington 4 blocks; Florence 6 blocks; Hebron 3 blocks; Walton 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crestview Mall	NA	McAlpins
Edgewood	9	K mart, Gray Drug, Liberal
Expressway	7	Kroger, Rinks
Florence Mall	12	J.C. Penney, Shillito's, Pogues, Sears, Gray Drug, Lerner, Thom McAn, Dawahare's, Radio Shack
Latonia	4	Twin Fair, Liberal Mkt., Value City, Walgreen
Newport	1	J.C. Penney, Kroger, Walgreen
Newport Mall	1	Thriftiway Mkt., Becker Drugs
Zayre's	5	Zayre's, Walgreen, McHales

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : All in shopping centers, Monday thru Saturday. Downtown Covington, Newport, Erlanger, Fort Thomas, Bellevue & Dayton open Friday.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; McAlpins; Covington & Newport; Shillito's; Pogues; Sears.
Discount Stores : Rinks; Van Leunenhs; Twin Fair; K mart; Zayre; Value City; Gold Circle.
Variety Stores : Kresge; Woolworth; Ben Franklin.
Chain Drug Stores : Gray; SupeRx; Walgreen; Becker; Sav-All.
Chain Food Stores : Kroger 8; Thriftway 3; IGA 7; Food Mart; Stop-N-Go 9; Remke's 2; King Kwik 8; U-Tote-M Foods 7.
Other Chain Stores : Goodrich; Goodyear; Firestone; Western Auto; Richman Bros.; Thom McAn; Hill Bros.; Schiff Shoes; Martin's; Spiegel (catalog); Nobil Shoes; Sherwin-Williams; Haroide's; Gallenkamp Shoes.

14 - NEWSPAPERS: KENTUCKY POST (e) 50,647; sworn Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Charles Hammond, Adv. Sales Mgr., KENTUCKY POST, 309 Garrard St., Covington, KY 41011; Tel. (606) 282-7104.
National Representative : Gannett.

DANVILLE

1 - LOCATION: Boyle County, E&P Map D-2, County Seat. 36 mi. SSW of Lexington.

2 - TRANSPORTATION: Railroads - Southern; L&N.
Motor Freight Carriers - 5.
Intercity Bus Lines - Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,942
CZ-ABC: (70) 11,542; (81) 12,400
RTZ-ABC: (70) 59,622; (81) 70,300
County 80 Cen. 25,066
City & RTZ-ABC: (70) 71,164; (81) 82,700

4 - HOUSEHOLDS:
City 80 Cen. 4,750
County 80 Cen. 8,816
CZ-ABC: (70) 3,839; (81) 4,800
RTZ-ABC: (70) 18,980; (81) 26,000
City & RTZ-ABC: (70) 22,849; (81) 30,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$94,363,000
Sav. & Loan	2	$64,808,151

6 - PASSENGER AUTOS: County 13,500

7 - ELECTRIC METERS: Residence 5,300

8 - GAS METERS: Res. County 5,119

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)-Textile 649 ($150); Glass 350 ($250); Shoe 426 ($130); Furniture 145 ($145); Distribution 790 ($200); Appliance 650 ($230); Auto 655 ($200); Conveyor 488 ($160).
Principal Industrial Pay Days - Thurs., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-69; Summer 60-97; Fall 47-65; Winter 30-48. First killing frost, Oct. 10. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Center - 4 blocks on Main; 1 on North 4th; 1 on South 4th; 1 on North 3rd; 1 on South 3rd.
Neighborhood Shopping Centers - 1 Block on S. 4th (4 Units); 1 block on Stanford Ave. (5 Units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenleaf	2	Super Key Mkt
Danville Manor	2	Rose's, Winn-Dixie
Danville Sq.	2	Big-K, Super-Valu, Revco
Ridgefield	3	Kroger, K mart

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Downtown Fri.; Danville Manor, Danville Square & Ridgefield every weekday night and Sunday.

13 - RETAIL OUTLETS: Department Stores - Hub-Frankels; Louisville Store; Rose's; Heck's; Big K; K mart.
Chain Food Supermarkets : Kroger; A&P; Super Key Market; Winn-Dixie; Super-Valu, Foodtown.
Other Chain Stores - Dollar General; Goodyear; Sherwin-Williams; Devoe Paint; Pic 'N Pay Shoes; Behr's; Cato; Adams Shoes; Lowe's; Cowden; Sears Catalog.

14 - NEWSPAPERS: ADVOCATE-MESSENGER (e-mon to fri) 11,072; ADVOCATE (S) 11,891; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gerald E. VanGilder, Adv. Mgr., ADVOCATE-MESSENGER, 326 W. Walnut, Danville, KY 40422; Tel. (606) 236-2551.
National Representative : Landon.

ELIZABETHTOWN

1 - LOCATION: Hardin County, E&P Map C-2, County Seat. Military (Fort Knox), Industrial, Agricultural and Tourist area; in central Kentucky at crossroads, I-65 (north & south), and Bluegrass and Western Pkwy. (Hwy. 62-east & west).

2 - TRANSPORTATION: Railroads - Illinois Central; Louisville & Nashville.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - All major lines at Louisville (40 miles).

3 - POPULATION:
Corp. City 80 Cen. 15,380
PMA-ABC: (70) 87,104; (81) 101,000
County 80 Cen. 88,917

4 - HOUSEHOLDS:
City 80 Cen. 5,788
County 80 Cen. 24,610
PMA-ABC: (70) 19,759; (81) 26,500

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$95,000,000
Commercial	6	$152,000,000

6 - PASSENGER AUTOS: County 37,592

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Rubber Belts; Electric Cable; Magnets; Sealants; Ice Cream; Clothing.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-75; Summer 55-100; Fall 20-75; Winter 0-70. First killing frost, Nov. 7. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers (No. of Stores : Helmwood Plaza (23); Elizbethtown Plaza (22); North Mulberry (6); Redmar Plaza (20); Radcliff Plaza (15).
Principal Shopping Days : Thu., Fri., & Sat.
Best Food Days : Mon. & Thur.
Stores Open Evenings/Sundays : Discount and most Supermarkets open till 9 p.m. (Major discounters & Super Mtks. open till 6 p.m. Sun.). Major Shopping Centers till 9 every evening.

13 - RETAIL OUTLETS: Department Stores - The Hub; People Store 2.
Discount Stores : Rose; Big K; K mart.
Variety Stores - Newberry; TG&Y; Murphy Mart.
Chain Drug Stores : Taylor; SupeRx; Walgreen Begley's.
Chain Food Stores : Pic-Pac; Kroger 2; Winn-Dixie 2; Houchein's 4; Convenient 2; Kwik Chek 2.
Other Chain Stores - Firestone; Goodrich; Goodyear; Western Auto; Ann Herbert 2; Ethan Allen Gallery; Montgomery Ward; True Value Hdwre; Coast-to-Coast Hdwre; Mode O'Days; Sears.

14 - NEWSPAPERS: NEWS-ENTERPRISE (e-mon to fri) 13,183; March 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tom Shreve, Adv. Mgr., NEWS-ENTERPRISE, 408 W. Dixie, Elizabeth, KY 42701; Tel. (502) 769-2312.
National Representatives : Landon; USSPI.

FRANKFORT

1 - LOCATION: Franklin County, E&P Map D-2, State capital. On the N and S sides of the Kentucky River, a tributary of the Ohio River, fully navigable. Floodwall protects most of city.

2 - TRANSPORTATION: Railroads - C&O; L&N; F&C.
Motor Freight Carriers - 7.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - Eastern; Piedmont; Delta (all at Bluegrass Field, Lexington).

3 - POPULATION:
Corp. City 80 Cen. 25,973
County 80 Cen. 41,830
Demographic Information Available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 10,392
County 80 Cen. 15,681

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$500,000,000
Sav. & Loan	2	$108,000

6 - PASSENGER AUTOS: County 22,625

7 - ELECTRIC METERS: Residence 12,051

8 - GAS METERS: Residence 9,146

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Distilling 1,700 ($180); State Gov't. 10,000 ($200); Underwear 900 ($165); Auto Machinery, Gauges, Appliances ($165).

10 - CLIMATE: Min. & Max. Temp. - Spring 44-80; Summer 65-80; Fall 47-80; Winter 27-42.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Franklin Sq	25	Kroger, Penney, Firestone
Petite Plaza	7	Pizza Hut
Century Plaza	8	Big K, Buy-Low Foods, Begley Drug
Eastwood	18	Sears, Gateway, Ben Franklin
Frankfort Plaza	5	Radio Shack, Vagel Hardware
By Pass	10	Night Owl Mkt.
Winn-Dixie	NA	Winn-Dixie
Capital Center	NA	Winn-Dixie
Brighten Park Mall	12	Kroger, Ace Hdwe., Taylor Drug

13 - RETAIL OUTLETS: Department Stores - Sears; J.C. Penney.
Variety Stores - Hudson's.
Discount Stores : K mart; Big K; Heck's.
Chain Drug Stores : Walgreen; Rexall; Taylor 2; Begley Drug.
Chain Supermarkets : Kroger 3; A&P; Winn-Dixie; IGA 2; Gateway; Blue Bonnet 2; Handy Mkts. 4; Buy-Low.
Other Chain Stores - Singer; Goodyear; Sherwin-Williams; LeRoy's; Adams Shoes; Cinderella.

14 - NEWSPAPERS: STATE JOURNAL (e-mon to fri) 10,727; (S) 11,565; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: C.A. McClain, Adv. Dir., STATE JOURNAL, 321 W. Main St., Frankfort, KY 40601; Tel. (502) 227-4556.
National Representative : Landon.

FULTON, KY-SOUTH FULTON, TN

1 - LOCATION: Fulton County (KY) and Obion County (TN), E&P Map A-3. 45 mi. SE of Paducah; 125 mi. N of Memphis, TN On U.S. Hwys. 51, 45; State Hwys. 94 and 307 and Purchase Parkway.

2 - TRANSPORTATION: Railroads - Illinois Central; Gulf Amtrak.
Motor Freight Carriers - 7.
Intercity Bus Lines - Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 5,872
Fulton, KY 80 Cen. 3,137
S. Fulton, TN 80 Cen. 2,735
Counties 80 Cen. 41,752
Fulton, KY 80 Cen. 8,971
Obion, TN 80 Cen. 32,781

4 - HOUSEHOLDS:
Cities 80 Cen. 2,401
Fulton, KY 80 Cen. 1,308
S. Fulton, TN 80 Cen. 1,093
Counties 80 Cen. 15,463
Fulton, KY 80 Cen. 3,384
Obion, TN 80 Cen. 12,079

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$75,034,296
Sav. & Loan	1	$22,064,388

6 - PASSENGER AUTOS: Counties: Fulton, KY 4,465; Obion, TN 19,187 (1979)

7 - ELECTRIC METERS: Residence Fulton, KY 1,790; S. Fulton, TN 1,200

8 - GAS METERS: Residence Fulton, KY 1,081; S. Fulton, TN 945

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Garments 837; Dairy 150; Seed Packaging 350; RR 250; Misc. 175.

10 - CLIMATE: Min. & Max Temp. - N.A.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores - Leader Store; Kasnow; P.N. Hirsch; Sears; K. Homra.
Variety Stores - Ben Franklin.
Discount Stores : Walmart.
Chain Drug Stores - City Drug; Southside Drug; Evan's Rexall; Supefx.
Chain Supermarkets - A&P; Big John; Mart; IGA.
Other Chain Stores : Leader Sporting; Noffel's; Family Shoes; Goodyear; Sherwin-Williams; Roper Television; Wood Television; Irene's Women's Apparel; Huddleston's Electrical & Hdwre.; Fulton Hdwr.; Graham Furn.; Wade Television; Olasco.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,082; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: William Mitchell, Asst. Pub., LEADER, 304 E. State Line, Fulton, KY 42041; Tel. (502) 472-1121.
National Representative : Landon.

GLASGOW

1 - LOCATION: Barren County, E&P Map C-3, County Seat. Agriculture & manufacturing area. SC portion of state. 90 mi. S of Louisville on U.S. Hwy. 31-E, 68; State Hwys. 35, 63, 80, 90, and 249; 9 mi. via direct connection East of I-65. Glasgow Airport is 2 mi. from city limits.

2 - TRANSPORTATION: Railroads - L&N.
Motor Freight Carriers - 2.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,958
County 80 Cen. 34,009
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,864
County 80 Cen. 12,267

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$155,612,000
Savings	5	$155,612,000
Sav. & Loans	3	$63,828,550

6 - PASSENGER AUTOS: County 16,755

7 - ELECTRIC METERS: Residence 4,632

8 - GAS METERS: Residence 3,661

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage - N.A.) - Automotive 1,450; Axle 335; Building Materials 70; Electronics 620; Feed, Meal, Fertilizers 62; Food Processing 218; Printing 400; Textiles 575; Woodworking 65.

10 - CLIMATE: Min. & Max. Temp. - Spring 44-85; Summer 58-100; Fall 35-95; Winter -10-43. First killing frost, mid Oct. Last killing frost, late March.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Happy Valley	2	Houchen's
Park Avenue	1	S&H Stamps, Houchen's
Central	3	K mart, Houchen's, Watsons
Grinstead's	2	
Glasgow Square	2	Big-K

Principal Shopping Days : Fri., Sat., Sun.
Stores Open Evenings : Fri., downtown; nightly at shopping centers.

13 - RETAIL OUTLETS: Department Stores - National; J.C. Penney; Lerman Bros.; Bernards; Ira Watson Stores.
Variety Stores - Ben Franklin; Newberry's; Dollar General.
Discount Stores : Heck's; Big K; K mart.
Chain Drug Stores : Elyhs Walgreen 4; Begley's; Geo. J. Ellis Riteway Drugs.
Chain Food Supermarkets : Houchen's 4; Big Star; IGA.

14 - NEWSPAPERS: TIMES (e-mon to fri) 6,945 (S) 6,960; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Harold Spear, Adv. Dir., TIMES, 301 S. Green St., Glasgow, KY 42141; Tel. (502) 651-5171.
National Representative : Landon.

HARLAN

1 - LOCATION: Harlan County, E&P Map E-3, County Seat. In extreme SE part of the state at the headwaters of the Cumberland River. On state Hwys. 72, 38; U.S. Hwys. 119, 421.

2 - TRANSPORTATION: Railroads - Louisville & Nashville.
Motor Freight Carriers - 4.
Intercity Bus Lines - Southern Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,024
CZ-ABC: (70) 4,530; (81) 4,600
RTZ-ABC: (70) 32,840; (81) 38,300
County 80 Cen. 41,889
City & RTZ-ABC: (70) 37,370; (81) 42,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,191
CZ-ABC: (70) 1,600; (81) 1,800
RTZ-ABC: (70) 9,568; (81) 13,000
County 80 Cen. 13,849
City & RTZ-ABC: (70) 11,168; (81) 14,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$74,120,000

6 - PASSENGER AUTOS: County 16,484

7 - ELECTRIC METERS: Residence, city 1,500; County 10,134

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Coal Mining, 4,000 ($400); Lumber 1,650 ($150); Railroad 400 ($250).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. & Temp. - Spring 50-80; Summer 60-95; Fall 45-75; Winter 0-65. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Main St.; 1 on Second; 3 on Central; 2 on First; 1 on Cumberland Ave.
Shopping Center : 3 mi. south of town on U.S. 421; Mack's Family Center (2 mi. west of town on KY 840); 86,400 sq. ft. shopping center, A&P and TG&Y are main stores, located on U.S. 421 one mi. south of town.
Principal Shopping Days : Mon., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Powers & Horton; Collins; Belk's; Alex; Sears; Pope & Cawood; Kregar's; Modern Electric; Fuller's; Harlan Farmers Supply; Star Furniture; Pope Cawood; McComb Supply Co.; Lee Furniture; Cato's.
Discount Stores : Dixie; Dollar General; U-Save; Valu-Mart; Mack's Family Center; Southern Dollar; Save-Rite; Super Dollar.
Variety Stores - TG&Y; Newberry.
Chain Drug Stores - Lee (Rexall); Creech (Walgreen).
Chain Food Supermarkets : A&P; Mack's; Cas Walker's.

14 - NEWSPAPERS: ENTERPRISE (e) 7,443; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Rod Harris, Adv. Mgr., ENTERPRISE, Central St., Harlan, KY 40831; Tel. (606) 573-4510.
National Representative : Landon.

HENDERSON

1 - LOCATION: Henderson County (In Evansville IN-KY SMSA). E&P Map B-2, County Seat. 300 mi. from Chicago, 140 mi. from Louisville, 160 mi. from St. Louis.

2 - TRANSPORTATION: Railroads - L&N and IC.
Intercity Bus Lines - Greyhound; Evansville and Ohio Valley.
Airlines - Eastern; Delta; USAir; Evansville. Loc. Airport for pvt. planes.

3 - POPULATION:
Corp. City 80 Cen. 24,834
CZ-ABC: (70) 22,976; (81) 25,200
RTZ-ABC: (70) 37,179; (81) 44,100
SMSA 80 Cen. 309,408
County 80 Cen. 40,849
City & RTZ-ABC (70) 60,155; (81) 69,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,453
County 80 Cen. 14,688
SMSA 80 Cen. 113,708
CZ-ABC: (70) 7,625; (81) 9,600
RTZ-ABC: (70) 11,190; (81) 15,400
City & RTZ-ABC: (70) 18,815; (81) 25,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$210,000,000
Sav. & Loan	3	$290,000,000

6 - PASSENGER AUTOS: County 21,899

7 - ELECTRIC METERS: Residence 10,880

8 - GAS METERS: Residence 9,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Furniture Mfg. 250 ($100); Needle Industries 250 ($90); Plastics 800 ($130); Aluminum Rendering 600 ($185); Axle Assembly 350 ($165) Steel Products (wheel rims) 300 ($165).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-80; Summer 70-95; Fall 40-70; Winter 18-70. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks square bounded by Water, Green, Washington and Third; Eastgate Shpg. Ctr.; Old Orchard Shopping Cntr.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Department - Mon., Fri.; Food, Supermarkets - Daily.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; P. N. Hirsch.
Variety Stores - J.J. Newberry; Ben Franklin.
Discount Stores : Cook's; Kuhn Bros.; Big G; K mart.
Chain Drug Stores : Dunnaway's Walgreen; Haag's; Sav Rite; Slater Drugs.
Chain Food Supermarkets : Dixie Marts; Sureway 3; Dick's Finer Foods 3; D&M Family Foods; Wesselmans; Del's Key Market.
Other Chain Stores - Goodyear; Western Auto; Sherwin-Williams; Mode O'Day; Audubon Tire Center; Ewing Tire Center; Mac's Apparel; Montgomery-Ward Catalog; Valley Firestone; Big G (home improvement); Young's Family Center (clothing).

14 - NEWSPAPERS: THE GLEANER (m-tues to sat) 11,300; (S) 13,231; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Steve Austin, Adv. Dir., THE GLEANER, 455 Klutey Park Plaza, Henderson, KY 42420; Tel. (502) 827-2000.
National Representative : Story & Kelly-Smith.

HOPKINSVILLE

1 - LOCATION: Christian County, E&P Map B-3 (In Clarksville-Hopkinsville, TN-KY SMSA). Located within a 300 mi. radius of Indianapolis, Evansville, Knoxville, Louisville, Nashville, and St. Louis. At junction of Pennyrile Pkwy. & U.S. Hwy. 68, 41 & 41A; State Hwys. 80, 91, 107, 109.

2 - TRANSPORTATION: Railroads - Illinois Central; L&N.
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound; Bowling Green-Hopkinsville.

3 - POPULATION:
Corp. City 80 Cen. 27,318
CZ-ABC: (70) 32,199; (81) 39,100
RTZ-ABC: (70) 66,251; (81) 76,100
County 80 Cen. 66,878
SMSA 80 Cen. 150,220
City & RTZ-ABC: (70) 98,450; (81) 115,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,955
County 80 Cen. 19,646
SMSA 80 Cen. 46,844
CZ-ABC: (70) 10,099; (81) 14,200
RTZ-ABC: (70) 18,510; (81) 24,100
City & RTZ-ABC: (70) 28,609; (81) 38,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$214,782,224
Sav. & Loan	2	$113,543,204

6 - PASSENGER AUTOS: County 25,282

7 - ELECTRIC METERS: Residence 22,044

8 - GAS METERS: Residence 8,896

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Shoes 363; Lighting 500; Clothing 350; Milling 65; Springs 150; Wire 500; Plastic 128; Rivets 107; Bowling Balls 223; Furniture-Hardware 150; Synthetic Graphite 30; Non-Woven Textiles 78; Metal Extrusion 25.

10 - CLIMATE: Average Temp. - Winter 32-40; Summer 74-79.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Principal Shopping Days : Mon., Fri., Sat.
Nearby Shopping Areas - Skyline, N. Main, Indian Hills and Fort Campbell Blvd., Park Plaza, Pennyrile Mall.
Stores Open Evenings : Mon. thru Sat. 9-9; Sun. 1-6.

13 - RETAIL OUTLETS: Montgomery Wards; J.C. Penney; Hirsch 2; Cayce Yost; Wade's (Men's Store); Floyd's Men's Wear; Golden-Farley; Briggs-Stanfill; Marshall's (Men's); Furniture: Herb Hays; Keach; Edna's; Boulevard Furniture; Bill Beilies; Furniture Savings; Ladies: Thrifty Shop; Klein's; Arnolds; Carothers ; Quin; Stuart's; Clothes Closet; Strawberry Patch; Unicorn; Buck's; Brooks; That's All; Social Butterfly; Jackson Purchase; Occasions; Arnold's Too.
Discount Stores : Big 'K'.
Variety Stores : Woolworth; Kress 1; Dollar; Triangle; Hecks.
Chain Drug Stores : Walgreen; Thril-T 2; Wood's Rexall; Revco.
Chain Food Supermarkets : Kroger; A&P; IGA 3; Joiners; Houchen's; Wyndell's; Drury Bros. 1; Minit-Mkts. 7; Covington's Super Food; Sav-A-Lot.
Other Chain Stores - Burnett Shoes; Firestone; Sears Roebuck (Catalog); Singer; Goodyear; Nobil Shoe; Butler's Shoes; Pic-Way Shoes; JoAnn Fabrics; Paper Mill; Radio Shack; Sherwin Williams; Walden Books.

14 - NEWSPAPERS: KENTUCKY NEW ERA (e) 15,204; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William E. Renshaw, Dir. of Sales, KENTUCKY NEW ERA, 1618 E. 9th St., Hopkinsville, KY 42240; Tel. (502) 886-4444.
National Representative : Landon.

LEXINGTON

1 - LOCATION: Fayette County, E&P Map D-2. (In Lexington-Fayette SMSA). County Seat. Second largest city in Kentucky. Shipping and wholesale center for central and E Kentucky. Livestock and general farming; horse breeding and sales; loose leaf tobacco; education; medical; tourist; small manufacturing; army depot. 84 mi. S of Cincinnati; 80 mi. E of Louisville; 140 mi. W of Huntington; 194 mi. N of Knoxville. On U.S. Hwys. 25, 27, 60, 68 & 421; State Hwys. 922 & 956; I-64 & 75; Blue Grass Parkway.

2 - TRANSPORTATION: Railroads - Chesapeake and Ohio; Southern Railway; Louisville and Nashville.
Motor Freight Carriers - 30.
Intercity Bus Lines - Greyhound.
Airlines - Eastern; Delta; Peidmont; USAir; Air Kentucky.

3 - POPULATION:
City/County 80 Cen. 204,165
CZ-ABC: (70) 174,323; (81) 208,000
RTZ-ABC: (70) 260,850; (81) 327,500
SMSA 80 Cen. 318,136
City & RTZ-ABC: (70) 435,173; (81) 535,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 75,440
CZ-ABC: (70) 54,463; (81) 74,800
RTZ-ABC: (70) 80,768; (81) 116,600
SMSA 80 Cen. 113,924
City & RTZ-ABC: (70) 135,231; (81) 191,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$1,093,316,000
Sav. & Loan	5	$222,526,282

6 - PASSENGER AUTOS: County 113,730

7 - ELECTRIC METERS: Res. 74,515

8 - GAS METERS: Res. 50,623

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners - Service 24,000; Wholesale and Retail Trade 22,000; Mfg. 17,500; Construction 5,500; Fin., Insur., Real Estate 4,800; Trans., Comm., Util. 4,300; Agriculture 2,800; Govt. 2,300.
Principal Industrial Pay Days - Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-79; Summer 48-95; Fall 26-83; Winter 6-62. First killing frost, Oct. 14. Last killing frost, May 4.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers - 9 blocks on Main St.; 5 on Short St.; 3 on Limestone St.; 3 on Upper St.; 2 on Broadway; 2 on Mill St.; 1 on Walnut St.; 1 on Esplanade.
Neighborhood Shopping Centers - 3 blocks at Idle Hour; 3 blocks at Gardenside; 5 blocks on Euclid, High

Glasgow Daily Times

Serving Glasgow and Barren County — the tobacco capital of south central Kentucky.

DONREY MEDIA GROUP

St. & Tates Creek Pike; 1 block on Harrodsburg Pike Lafayette Centers; 5 blocks on Winchester Pike; 1 block on S. Limestone; 2 blocks on N. Broadway; 2 blocks on Harrodsburg Pike at old city limits; 3 blocks on Zandale; 1 block on Versailles Pike; 8 blocks on Southland Dr.; 3 blocks on Northern Belt-Line; 3 blocks on Leestown Pike; 5 blocks on Eastland, New Circle Rd. & Winchester Pike; 3 blocks on Gardenside Dr.; 4 blocks on Second & Deweese Sts.; 2 blocks on Georgetown St.; 1 block on Hi Acres; 3 blocks in Northland Shopping Center; 2 blocks on E. Third St. at Race & on Waller Ave.; Crossroads, 2 blocks on Nicholasville Rd.; N. Park on New Circle Rd.; S. Park on Nicholasville and New Circle Rds.; 3 blocks on Woodhill Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Broadway	2	Begley Drug, Winn-Dixie
Lafayette Sq.	3	Rexall Drug
Southland	3	Weigo, Kroger, Foodtown, A&P
Winchester Pike	1	Weigo
Cardinal Valley	3	Gateway Mkt.
Chevy Chase	1	Kroger
Meadowthorpe	2	Winn-Dixie
Idle Hour	3	Winn-Dixie
Eastland	2	Woolworth, Kroger, Winn-Dixie, Begley Drug
Lakeview Plz.	3	K mart, Kroger
Zandale	4	Begley Drug, Gateway
Gainesway Mall	4	Foodtown, Weigo
Gardenside	4	A&P, Kroger
Imperial	3	Begley Drug
Hi-Acres	4	Gateway
Turfland (40)	3	Mont. Ward, Walgreen, McAlpin, Penney's
Romany Rd.	2	Randall's
Lexington (45)	2	McAlpin, CSC, Randall's
Fayette (74)	4	Shillito's, Sears, Shearis
Crossroads	4	Randall's, O.G. Wilson, Begley Drug
N. Park	3	Hills, Kroger, SupeRx
S. Park	4	Hills, Kroger, Begley Drug
Woodhill	4	Foodtown, Service Merchandise

Principal Shopping Days - Department stores: Mon. & Sat.; Food: Wed., Fri. & Sat.

Stores Open Evenings - Downtown: Mon. & Fri.; Eastland: Mon., Thu. & Fri.; Southland: Fri.; Chevy Chase: Fri.; Meadowthorpe: every night; Zandale: Fri.; Turfland, Fayette and Lexington: every night ex. Sun.

13 - RETAIL OUTLETS: Department Stores - Wolf Wile; Stewart Dry Goods; Ben Snyder 2; Montgomery Ward; Sears; Weigo 3; Shillito's; McAlpin 2; Meyer's; J.C. Penney; Hill's 2.

Discount Stores - K mart 3; Mr. Wiggs 3; C&H; Rauch 2; Consolidated Sales; Gold Circle; MacDonald Sales Center 2; Service Merchandise; Hill's 2.

Variety Stores - Woolworth 2; McCroy's - H.L. Green; Southern Dollar 3; Ben Franklin.

Chain Drug Stores - Walgreen 2; SupeRx 2; Mr. Wiggs 3; Woodland; Gardenside; Professional Phcy.; Hale's; Sageser 2; Begley 12; Mill's Discount; Rexall; Treasury.

Chain Supermarkets - Kroger 7; A&P 5; Winn-Dixie 5; Mini-Marts 3; Buy-Low 2; Convenient Food Mart 21; Randall's 6; Gateway 3; Foodtown 4; Kentucky Food Store 11; PDQ 3; Bestway; Pic Pac 2.

Other Chain Stores - Thom McAn; Baker Shoes; Western Auto; B.F. Goodrich; Singer Co. 2; Field's Millinery; American Optical; Shackleton's (musical supplies); Lowe Bros. Paints; Pittsburgh Plate Glass; Porter Paint Service; Sherwin Williams; Edison Shoes; Firestone; Lerner's; Midas; Richman Bros. (clothing); S&T Stores; TG&Y; Florsheim Shoes; FAO Schwarz; Piece Goods Shop, Inc. 3.

14 - NEWSPAPERS: HERALD (m-mon to fri) 72,079; LEADER (e-mon to fri) 33,878; Comb. (m&e) 105,907; HERALD-LEADER (m-sat) 96,363; (S) 114,484; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Lewis Owens, Adv. Dir., HERALD-LEADER, Main & Midland, Lexington, KY 40507; Tel. (606) 231-3100.

National Representative : Knight Ridder.

LOUISVILLE

1 - LOCATION: Jefferson County, (In Louisville KY-IN SMSA) E&P Map C-2, and D-2. Industrial and wholesale center. Fort Knox (Army) Training Center, and Ohio River. 113 mi. SW of Cincinnati; 114 mi. S of Indianapolis; 180 mi. N of Nashville; 264 mi. E of St. Louis. On U.S. Hwys. 31, 31-E, 31-W, 42, 69, 62, 150, 460, I-64, I-65 (Kentucky Turnpike), I-71, I-264.

2 - TRANSPORTATION: Railroads - L&N; Southern; B&O; C&O; Illinois Central; Conrail; Kentucky & Indiana (K&I).

Motor Freight Carriers - (Commercial) 139. Ohio River Freight (Tonnage (78) 152,571,017); Port of Louisville (Tonnage (78) 8,838,067).

Intercity Bus Lines - Greyhound; Blue Motor Coach; Continental Trailways.

Airlines - Eastern; American; TWA; Piedmont; Ozark; Delta; USAir; Air Kentucky; Hughes Air Republic; New York Air.

3 - POPULATION:
Corp. City 80 Cen. 298,451
CZ-ABC: (70) 737,911; (81) 733,400
RTZ-ABC: (70) 522,942; (81) 653,100
County 80 Cen. 684,793
SMSA 80 Cen. 906,240
City & RTZ-ABC: (70) 1,260,853; (81) 1,386,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,178
County 80 Cen. 11,405
SMSA 80 Cen. 324,045
CZ-ABC: (70) 232,654; (80) 266,800
RTZ-ABC: (70) 149,265; (81) 215,700
City & RTZ-ABC: (70) 381,919; (81) 482,500

5 - BANKS:	NUMBER	DEPOSITS
Banks	8	$4,440,740,252
Sav. & Loan	11	$1,655,180,169

6 - PASSENGER AUTOS: County 389,210

7 - ELECTRIC METERS: 295,059

8 - GAS METERS: 232,739

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Food Products 10,800; Fab. Metal Prods 9,400; Mach. Elec. & Non-Elec. 29,700; Tobacco Prods. 8,200; Chem. Prods. 9,100; Construction 17,200; Trans. Comm. 24,200; Transportation Equip. 7,200 Wholesale & Ret. Trade 87,600; Printing & Pub 7,400; Lumber & Wood Prods. 4,200.

Principal Industrial Pay Days : Tues. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 43-66; Summer 65-87; Fall 46-68; Winter 27-45. First killing frost, Nov. 7. Last killing frost, Apr. 1.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers - 7 blocks on Broadway, Chestnut, Walnut, Liberty, Jefferson, Market, Main; Shelbyville Rd., bet. Chenoweth Lane & Hurstbourne Lane; Dixie Hwy. bet. Waterson X-way & Page's Lane.

Neighborhood Shopping Areas - Beechmont; Bonnycastle; Churchill Downs; Cresent Hill; Dixie Highway; Fairgrounds; Highlands; St. Matthews; Shelby Street; Shively; Southside; Taylor Blvd.; Buechel; Valley Station; Southern Parkway; Berry Blvd.; Westport Road; West Broadway; Hikes Lane; Bon Air; Lyndon; Brownsboro Rd.; Eastern Pkwy.; Poplar Level Rd.; Preston; Bardstown Rd.; Taylorsville Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Algonquin Manor	4	Ben Snyders, Roses, Winn-Dixie, A&P, McCrory
Auburndale	NA	Kroger, SupeRx, Dimeco
Bacon's Shively	8	Bacon's, Kresge, Winn-Dixie, Dimeco
Bashford Manor	7	Bacon's, Ary-Way, Ben Synder's, A&P
Bittersweet	NA	Winn-Dixie, U.S. Dollar
Bluegrass Manor	8	Woolco, Kroger
Bon Air Manor	NA	Melton Mkt.
Breckinridge	NA	Winn-Dixie, TG&Y
Brownsboro 23NA		Winn-Dixie
Camelot	NA	Winn-Dixie
Central Center	NA	Kroger
Chenoweth	NA	Gateway
Charleston	NA	Goodyear
Cliftboro	NA	Kroger, SupeRx Drug
Dahlem (12)	NA	
Dixie Manor	8	Murphy's, Stewart's, A&P, Ben Snyder, Winn-Dixie
DuPont Village	NA	Consolidated Sales Co., Levy Bros. Lumber
Eastland	NA	Kroger, Winn-Dixie, Dollar General, Sears
Gardiner Lane	5	Kroger, Cloth World, Woolworth
Green Tree Mall	5	Donners, Penneys, Sears, Ben Snyder, Geengarry, Key Market, Dollar General Store
Gateway Plaza	NA	Gateway Supermarket
Hikes Point Plz.	7	Kroger, Woolworth
Holiday Manor	7	Kroger, TF&Y, SupeRx
Hurstbourne (31)		A&P, Drug World
Grant Plaza	NA	Winn-Dixie
Indian Trail	8	Levy, Woolco, Winn-Dixie, Kroger, Behr's, Hancock Fabrics, Ben Snyder's
Iroquois Manor	6	Kresge, Walgreen, A&P, Winn-Dixie
J-Town Center	14	Gateway, Winn-Dixie, Sav-On Variety
Jefferson Mall	12	Penney's, Sears, Shillito's, Stewart's, Levy Bros.
K mart Plaza	5	K mart, IGA
Knob View	NA	Dimeco Variety, Kroger
LaGrange Sq.	NA	Gateway, [illegible] Markets
Louisville's First	NA	Kroger, Walgreen
Lynnview	NA	A&P, Gateway Super Market
The Mall	8	Dawahare's, Penney's, Stewart's, O.G. Wilson
Maryville (15)	NA	Dollar General Store
McMahan Center (12)	NA	Gateway Super Markets
McMahan Plz.	NA	A&P, Dimeco
Medical Plaza (19)	NA	
Mid-City Mall	3	Zayre's, A&P, Winn-Dixie, S.S. Kresge
Middletown Plaza	NA	Gateway Supermarket, Dollar General Store
New Albany	NA	Winn-Dixie, Rose's
Okolona	NA	Sears, IGA
Outerloop	NA	A&P, TG&Y
Oxmoor Center	8	Stewart's, Shillito's
Plantation (9)	NA	
Poplar Level (24)	NA	
Poplar Plaza	NA	IGA
Preston Center (7)	NA	Dollar General Store
Preston Manor	NA	Planned
Preston Park	NA	Ayr-Way
Prospect Point	NA	Winn-Dixie
Raceland	9	CSC
Rockford Plaza	NA	Key Mkt.
Rolling Hills Plaza (7)	NA	Kroger, TG&Y
St. Denis	NA	Winn-Dixie
St. Matthews Triangle	NA	Woolworth
Shaker Heights	NA	Gateway Super Mkt.
Shawnee	NA	Winn-Dixie, Taylor Drug
Shelbyville Rd.	7	Consolidated, Evans Furniture, Gateway, Walgreen
Silver Hts.	NA	Key Mkt., Walgreen, Dimeco
Southland Terr.	8	Penney, Kroger, Walgreen, Woolworth, J.C. Penney
Southwick	NA	Planned
Tradewinds	NA	Kroger
Tradewinds West	NA	Kroger, TG&Y
Value City	3	Walgreen, Winn-Dixie
Watts (8)	NA	
Westchester	NA	Winn-Dixie, TG&Y
Westland Mall	10	Ayr-Way, Consolidated
Valley Station	NA	Winn-Dixie, Sears
Village Square	NA	Kroger, TG&Y
Village West	NA	Gateway
Youngtown Ctr.	2	Woolworth, Super Value, Bacon's
Westport	NA	A&P, K mart

Principal Shopping Days : Mon., Fri., Sat.

Stores Open Evenings : Department, Mon.-Sat., except Monday only Downtown.

13 - RETAIL OUTLETS: Department Stores - Stewart's 5; Ben Snyder 5; J. Bacon 4; J.C. Penney 5; Sears 3; Shillito's 2.

Discount Stores : Ayr-Way 7; Consolidated 7; K mart 10; Value City 2; Woolco 3; Zayre 2; TG&Y 8.

Variety Stores : Woolworth 4; Kresge 2; McCrory 2; Ben Franklin 2; Star; Behr; Dimeco 3; Dollar General 14; Thrift 10; Rose's 3.

Catalog Showroom Stores : Service Merchandise 2; Wilson's 2.

Chain Drug Stores : Taylor 33; Walgreen's 15; SupeRx 15; Otto 9; Rouben's Drug World; Wish's 2; Harding; Cox's 2; Jones Apothecary 9; Louisville Apothecary 3; Oak 3; Zegart 3; Mill Discount 3.

Chain Food Supermarkets : Kroger 35; A&P 21; Winn-Dixie 26; Pic Pac 4; Convenient 100.

Voluntary Chain Food Stores : Key 27, Gateway 11, Majik 24, Valu Supermarkets 2; IGA; Foodliner 6.

Other Chain Stores : Men's Apparel and Furnishings: Bond's 3, National Shirt 6, Loevenhart's, Richman Bros. 3, Peachy Marks, Geoffrey Schilling, Schupp & Snyder, Fashion Post 2, Levy Bros. 5, Moseson & King, Martin's, Rodes 3, Strauss 2, Chapps East Ltd.; Shoes: Hardy 2, Hill Bros. 4, Florsheim 4, Thom McAn, Kinney 2, Boston 3, McJohn 2; Women's Apparel: Lerner 4, Lane Bryant, Joy Shop 2, Fashion Shop 6, Hurlingham Ltd., Hytken's, Byck's 4, She, Sportswear Mart 4; Paint: Sherwin-Williams 3, Devoe 3, DeHart 2, Porter 13, Jefferson Wallpaper; Auto Supplies: Firestone 10, Western Auto 11, Goodyear 6, B.G. Goodrich 3, Midas Muffler 5, Bill's Auto Stores, Big O Tires 11, Gil Mueller 2, Gleenor's 4, Toohey's 2; Home Furnishing: Hubbuch in Kentucky, Bensinger's 3, Carriage House, Crossroads, Evans 5, Furniture Liquidators 3, Furniture Showrooms, Heleringer's, Kelly & Cohen 5, Kinnarid & Francke, Rhodes-Burford 3, Runny Mead, Sleep Mart/Recliner Mart 5, Smith 9, Suburban United 4, Downtown United; Candy: Russell Stover 4, Fanny Farmer, Barton, Rebecca Ruth 2; Other: Spiegel Catalog 2, S&H Green Stamps 2, Radio Shack 18, Sound Systems.

14 - NEWSPAPERS: COURIER-JOURNAL (m) 186,348; TIMES (e) 149,423; Comb. (m&e) 335,771; COURIER-JOURNAL (S) 327,56[illegible] Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: James D. Marchal, Adv. Dir., COURIER-JOURNAL & TIMES, 525 W. Broadway, Louisville, KY 40202; Tel. (502) 582-4386.

National Representative : Leonard.

MADISONVILLE

1 - LOCATION: Hopkins County, E&P Map B-2. Audubon-Pennyrile area of Western KY. Six mi. from crossroads of Western KY. Tpke. & Pennyrile Parkway. On U.S. Hwys. 41, 41-A, 62, State Hwy. 85; 50 mi. S of Evansville; 80 mi. N of Nashville; 150 mi. SW of Louisville.

2 - TRANSPORTATION: Railroads - Illinois Central; Louisville and Nashville.

Motor Freight Carriers - 5.

Intercity Bus Lines - Greyhound; Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 16,979
CZ-ABC: (70) 15,332; (81) 7,400
RTZ-ABC: (70) 27,381; (81) 12,500
County 80 Cen. 46,174
City & RTZ-ABC: (70) 42,713; (81) 19,900
Demographic information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,498
County 80 Cen. 16,552
CZ-ABC: (70) 5,214; (81) 18,900
RTZ-ABC: (70) 8,928; (81) 33,200
City RTZ-ABC: (70) 14,142; (81) 52,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$186,299,214
Sav. & Loan	2	$66,196,440

6 - PASSENGER AUTOS: County 22,126

7 - ELECTRIC METERS: 7,297

8 - GAS METERS: County 9,530

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Clothing 375 ($80); Commercial Clothes Dryers 150; Coal Mining 3,741 ($250); Medical Center 1,410; Agriculture 1,150; Aircraft Engines 150; Canning ($250); Air Conditioning 200; Paper Filters 50.

Principal Industrial Pay Days : 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 56-77; Summer 61-102; Fall 40-64; Winter 0-53. First killing frost, Nov. 5. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 12 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Madison Square (26)	NA	Winn-Dixie, Revco, K mart, Watsons
Madisonville (5)	NA	Big K Dept., SupeRx Drug
S. Plaza Mall (16)	NA	Sure Way Mkt.
Brairwood (11)	NA	Kroger, SupeRx
Parkway (63)	NA	Roses, J.C. Penney, Harvey's

Nearby Shopping Centers : Madisonville: 2 mi. from downtown; Parkway: 1 mi. from downtown; Madison Square: 1 mi. from downtown.

Principal Shopping Days : Fri. & Sat.

Stores Open Evenings : Fri., Shopping Center - every night.

Stores Open Sundays : Supermarkets, drug, shopping centers.

13 - RETAIL OUTLETS: Department Stores : Harvey's; Baker & Hickman; J.C. Penney; Jere's; P.H. Hirsch; Young's; Watson's; T.B.A. Service Store; Furniture: Hale, Jordan's, McGary Bros., Price, Legate.

Chain Drug Stores : Robard's Walgreen 2; SupeRx; Revco.

Discount Stores : Big K; Revco; K mart; Roses.

Chain Supermarkets : Kroger; Big Star; Sureway 2; Shop-Rite; IGA 4; Kwik-Pik 19; Winn-Dixie.

Other Chain Stores : Goodyear; Firestone; Singer Co.; Dollar Bros. (shoes); Stag Shop; Dollar General Store; Family Shoes: W.H. Arnold; The Vogue; Needlewoman Fabrics; Pic-Way Shoes; Papermill; Sears (catalog); Kuesters; Shoe World.

14 - NEWSPAPERS: MESSENGER (e) 10,844; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: David A. Clevenger, Adv. Dir., MESSENGER, 221 S. Main, Madisonville, KY 42431; Tel. (502) 821-6833.

National Representative : Landon.

MAYFIELD

1 - LOCATION: Graves County, E&P Map A-3. 30 mi. S of Atomic Energy Plant. County Seat. Center of Purchase area of W Kentucky 25 mi. W of KY Lake Tabacco; Dairy and Beef cattle center. About 200 mi. from St. Louis, Louisville, Nashville and Memphis.

2 - TRANSPORTATION: Railroads - Illinois Central.

Motor Freight Carriers - 5.

Passenger Bus Lines - Greyhound; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 10,705
County 80 Cen. 34,049
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,425
County 80 Cen. 12,775

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$106,268,877
Sav. & Loan	2	$118,640,001

6 - PASSENGER AUTOS: County 21,735

7 - ELECTRIC METERS: Residence 4,854

8 - GAS METERS: Residence 5,312

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Clothing 700; Rubber 2,200; Clay Mining 57; Ceramics 400; Compressors 300; Other Industry 600.
Principal Industrial Pay Days : Clothing Manufacturers – Wed. Others – Fri.

10 - CLIMATE: First killing frost, Oct. 22. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center – 4 blocks around court house square and 4 W on Broadway; 1 S on 8th St.; At South End 4 S on Paris Highway; Mayfield Plaza, South Mayfield; East Shopping Center, East Broadway.
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores – J. C. Penney; Anderson & Son; Vincent's; P.N. Hirsch; Wal-Mart; Gibson's; K mart.
Variety Store – Newberry; Fred's.
Discount Stores : Gibson; Young Blood.
Chain Drug Stores : Payless; Super D; Gibson's; Wilson Rexall; Superx.
Chain Food Supermarkets : Smith's; Watson's; Bob Paschal; Rogers; Burgess; Kroger; Young-Bloods; Sureway 2.
Other Chain Stores :Michelson's; Rogers; P & H General Tire Service; Howard D. Happy; Singer Co.; Family Shoe; Sears (Catalog); Lindsey's; Goodyear; Firestone; Mayfield Tire Center; Monique Fabrics; Pic 'N Pay Shoes; Pay-Less; Montgomery-Wards (catalog); Druther's; McDonald's; Captain D's; Kentucky Fried Chicken; Ward-Elkins; Higdon Furniture; Myers Lumber Co.

14 - NEWSPAPERS: MESSENGER (e) 7,365; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Dan Matthews, Adv. Dir., MESSENGER, 201 North 8th, Mayfield, KY 42066; Tel. (502) 247-5223.
National Representatives : Gen. Adv. Ser.

MAYSVILLE

1 - LOCATION: Mason County, E&P Map E-1. On the Ohio River, 60 mi. SE of Cincinnati. On State Hwys. 10 & 11; U.S. Hwys. 68 & 62.

2 - TRANSPORTATION: Railroads – Louisville & Nashville; Chesapeake & Ohio.
Motor Freight Carriers – 7.

3 - POPULATION:
Corp. City 80 Cen. 7,983
County 80 Cen. 17,760
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,120
County 80 Cen. 6,360

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$90,000,000
Sav. & Loan	1	$20,000,000

6 - PASSENGER AUTOS: County 8,454

7 - ELECTRIC METERS: Res. County 3,962

8 - GAS METERS: Residence 2,841

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Textile 289 ($125); Pulleys, Power Trans. 1,100 ($200); Bicycle, Auto Parts 290 ($160); Milk Condenser, Canning ($150); Shoes 445 ($130); Limestone Mining 200 ($200); Power Plants 200 ($250).

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central Center	2	Kroger, Sears, G.C. Murphy, Begley's
Forest Ave.	NA	Clyde's Mkt., Begley's

Principal Shopping Days : Sat., Mon. & Fri.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores – Merz Bros.; United; J.C. Penney.
Variety Stores – G.C. Murphy.
Discount Stores – Heck's.
Chain Drug Stores : Begley's.
Chain Supermarkets : Kroger; Clyde's Super Value 4; Larry's IGA.

14 - NEWSPAPERS: LEDGER-INDEPENDENT (m-mon to fri) 7,691; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: James W. Morgan, Jr., Adv. Dir., LEDGER-INDEPENDENT, 41-43 W. Second St., Maysville, KY 41056; Tel. (606) 564-9091.
National Representative : Gen. Adv. Serv.

MIDDLESBORO

1 - LOCATION: Bell County, E&P Map E-3. SE part of county at junction of 3 states – KY, VA and TN. Center for light manufacturing, coal, lumber, tobacco and cattle. Rich agricultural section. 230 mi. from Cincinnati; 110 mi. from Bistol, TN-VA; 45 air mi. from Knoxville. Gateway to America's largest federal historical park, 20,000 acre Cumberland Gap Historical National Park.

2 - TRANSPORTATION: Railroads – Southern (freight); Louisville & Nashville.
Motor Freight Carriers – 4.
Intercity Bus Lines – Middlesborough LaFolette; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,251
CZ-ABC: (70) 11,844; (81) 11,700
RTZ-ABC: (70) 72,694; (81) 91,800
County 80 Cen. 34,330
City & RTZ-ABC: (70) 84,538; (81) 103,500

4 - HOUSEHOLDS:
City 80 Cen. 4,452
County 80 Cen. 11,407
CZ-ABC: (70) 3,898; (81) 4,500
RTZ-ABC: (70) 21,634; (81) 31,500
City & RTZ-ABC: (70) 25,532; (81) 36,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$134,000,000
Sav. & Loan	3	$120,000,000

6 - PASSENGER AUTOS: County 12,800

7 - ELECTRIC METERS: City 6,252

8 - GAS METERS: City 2,634

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Tanning 350 ($200); Mining 1,500 ($450); Garments 160; Food 150 ($185); Elastic 150 ($130); Plastic 100; Tourist 200; Metal Fabricating 125 ($276).

10 - CLIMATE: Min. & Max. Temp. – Spring 20-80; Summer 65-96; Fall 30-70; Winter -5-60. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center – 4 blocks on Cumberland Ave.; 3 on 19th St.; 1 on 20th St.
Neighborhood Shopping Centers : Cumberland Square; Noetown; Junction; Village Square; Manor.

13 - RETAIL OUTLETS: Department Stores – Sears; Montgomery Ward; J.C. Penney; Tamer's; Fair Store; Rose's; Ashley's; Big K.
Variety Stores – Woolworth; Dollar General; John's 88 Store.
Chain Drug Stores : Lee's (Rexall); Perry & Pope; Mikel's; Begley's; SupeRx; U-Save; Silver Circle.
Chain Supermarkets : Kroger; A&P; Wakins; Food Basket; Latiff's; Piggly-Wiggly; IGA.
Other Chain Stores – Sterchi's (furniture); Pic 'N Pay Shoes; Cato's; Ashleys; Radio Shack; Ball Bros. (furn.).

14 - NEWSPAPERS: NEWS (e) 7,004; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Earl Burchfield, Pub., NEWS, 120 N. 11th St., Middlesboro, KY 40965; Tel. (606) 248-1010.
National Representative : Landon.

MURRAY

1 - LOCATION: Calloway County, E&P Map B-3. In W part of State, 42 mi. from Paducah. On State Hwys. 94, 121; U.S. Hwy. 641, 35 mi. from I-24, 20 mi. from Purchase Parkway (toll road). Southern gateway to land between the Lakes Federal recreation area.

2 - TRANSPORTATION: Railroads – L&N.
Intercity Bus Lines – Brooks Bus Lines; Greyhound.
Motor Freight Carriers – One local based terminal
Airlines – Sunbird Charter Service (based at Kyle Field, Local Airport with 4,000 ft. strip).

3 - POPULATION:
Corp. City 80 Cen. 14,248
County 80 Cen. 30,031
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,873
County 80 Cen. 10,766

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$189,412,933
Sav. & Loan	3	$18,300,000

6 - PASSENGER AUTOS: County 25,630

7 - ELECTRIC METERS: Res. 5,610; Co. 8,481

8 - GAS METERS: Propane 2,425; Natural Gas 3,193

9 - PRINCIPAL INDUSTRIES: Toys 800 ($215); Women's designer clothes 250 ($160); Textiles, Popcorn processing; Tobacco; Adhesives; Oil Filters; Educational center; Original stock and stockingnettes; Specialty work gloves 200 ($165).

10 - CLIMATE: Min. & Max. Temp. – Spring 40-60; Summer 75-100; Fall 45-70; Winter 25-50.

11 - TAP WATER: Alkaline, very soft, abundant.

12 - RETAILING: 7 block area in downtown business district (around court square); 9 blocks along S. 12th St. (U.S. 641); 10 block area extending from intersection of N. 12th St. (U.S. 641) and Chestnut St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belair (13).	NA	Storey's Food Giant, Sears
Central (7)	NA	K mart, Kroger, Wal-Mart, Coast-to-Coast
Dixieland (20)	NA	Buckingham-Ray, Clayton
Northside (6)	NA	Adams IGA, Murray Home & Auto
Southside (8)	NA	Adams IGA, Sherwin-Williams

Principal Shopping Days : Mon., Thur. and Fri.
Stores Open : Friday evenings and Sunday. Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores – Lerman Bros., National Stores; Settle-Workman; Bright's; Behrs; Western Auto; Otasco.
Discount Stores K mart; Wal-Mart; Freds; Uncle Jeffs; Big Mac's.
Variety Stores – P. N. Hirsch; Starks Hardware; Jeffrey's.
Chain Drug Stores :Revco; Begley's 2.
Chain Food Supermarkets : Kroger; Big John; Jim Adams; IGA.
Other Supermarkets : Storey's Food Giant; Parker's Market; Owens Food Market.
Other Chain Stores – Goodyear; Minnens; Payless Shoe Source; Lindsey Jewelry; Michelson's Jewelry; Bookmart; Cherry's; Singer Sewing Center; Big B Cleaners; Uncle Lee's Sporting Goods; Coast-to-Coast; Radio Shack; Auto Shack.

14 - NEWSPAPERS: LEDGER & TIMES (e) 7,542; sworn Mar. 31, 1981.
Local contact for Advertising and Merchandising Data: Walter L. Apperson, Pub., MURRAY LEDGER & TIMES, 103 North 4th St., Murray, KY 42071; Tel. (502) 753-1916.
National Representative : Landon.

OWENSBORO

1 - LOCATION: Daviess County, E&P Map B-2, (SMSA). County Seat. 2 Colleges, Farming, manufacturing and industrial center in W Central part of state. 90 (air) mi. SW of Louisville; 28 mi. E of Evansville, IN. On U.S. Hwys. 60, 231, 431; State Hwys. 54, 56 & 81; Audubon & Green River Parkways.

2 - TRANSPORTATION: Railroads – L&N; IC.
Motor Freight Carriers – 14.
Intercity Bus Lines – Greyhound; Fuqua Bus; E&OV Bus; Hughes Transit; Audubon Trails Coach Lines; Cardinal Coach Lines.
Airlines – Air Kentucky.
Water – American Barge Line; Federal Barge Line; Union Barge Line; Walker Towing Co.; Ohio Barge Line; Mississippi Valley Barge Lines; Owensboro Riverport Authority; Mid America Terminals of Kentucky; Owensboro River Rail Terminal.

3 - POPULATION:
Corp. City 80 Cen. 54,450
CZ-ABC: (70) 61,569; (81) 66,600
RTZ-ABC: (70) 157,819; (81) 184,500
Co./SMSA 80 Cen. 85,949
City & RTZ-ABC: (70) 219,388; (81) 251,100

4 - HOUSEHOLDS:
City 80 Cen. 20,188
County/SMSA 80 Cen. 30,208
CZ-ABC: (70) 19,185; (81) 23,900
RTZ-ABC: (70) 50,191; (81) 67,900
City & RTZ-ABC: (70) 69,376; (81) 91,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$279,526,810
Commercial	3	$352,000,646

6 - PASSENGER AUTOS: County 45,910

7 - ELECTRIC METERS: Residence 20,647

8 - GAS METERS: (City total) 23,338

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Aluminum Windows & Doors 251; Bakery 116; Chemical 322; Distilleries 448; Electric Utilities 195; Electronics 175; Electric Lamps 263; Furniture Mfg. 357; Food Processing 129; Hospitals 1250; Meat Packing 418; Milk Products 161; Natural Gas 704; Publishing & Printing 163; Small Electric Motors 492; Steel Fabricating 682; Telephone Services 445; Tobacco 570.
Principal Industrial Pay Days : Mon., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 44-67; Summer 65-88; Fall 46-69; Winter 27-44. First killing frost, Oct. 26. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Downtown Shopping – 3 blocks on Main St.; 2 on Frederica St.; 1 on Allen St.; 1 on St. Ann St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Audubon Plaza (6)	NA	Kroger, Haag Drug
Gabe's (10)	NA	Wyndall's Mkt., Haag Drug, Star Furniture
Lincoln Mall (19)	NA	Woolco, Winn-Dixie, Sullivan's
Shawnee Park (7)	NA	Wyndall's Mkt., Taylor Drug
Sherwood Plaza (2)	NA	Kuhn's Big K, Wetzel's Mkt.
S. Frederica (10)	NA	Taylor's IGA, Cloth World
Stop-N-Shop (6)	NA	Wyndall's Mkt.
The Thatch (10)	NA	Little Old Gift Shoppe, Hubbards, Ltd. (men's)
Towne Sq. Mall (55)	NA	Sears, J.C. Penney, Bacon's, Andersons
Village West (14)	NA	Wetzel's Mkt., P.N. Hirsch, Ben Franklin, Kuesters Hdwe.
Wesleyan Park (39)	NA	Kroger, SupeRx Drug, K mart, Heck's
Williamsburg Sq. (9)	NA	Baptist Book Store
Wyndall's (10)	NA	King's, Wyndall's Mkt.

Neighborhood Shopping Centers : 2 blocks on Frederica St. at 10th; 2 on E. 4th bet. Hathaway & Leitchfield Rd.; 1 at 8th & Leitchfield Rd.; 2 blocks on Parrish Ave. at Crabtree; 1 block on Crabtree at 9th; Mid-City Plaza, 18th & Sweeney (5 stores).
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Shopping Centers open 6 nights a week and Sunday afternoons.

13 - RETAIL OUTLETS: Department Stores – Anderson's; Sears; J.C. Penney; Bacon's; Sullivan's.
Variety Stores :Ben Franklin; P.N. Hirsch.
Discount Stores : Bi-Low; Kuhn's Big K; Heck's King's; Woolco; K mart.
Chain Drug Stores : Haag 2; Taylor's; SupeRx; Osco.
Chain Food Stores : Winn-Dixie; Kroger 2; Wyndall's 4; Taylor (IGA) 2; Wetzel's 4; Convenient 5; Key 3; Ray's IGA 2; Stop'n Go 6; Kwik-Pik 7.
Other Chain Stores – Behr (women's); Baynham's (shoes); Pic-Way (shoes); Kuester's (hardware); Zale's Kay Jewelry; Hancock Fabrics; Firestone; Singer Co.; Radio Shack; Goodyear; Young's; Shoe World; Ben Franklin; Wickes; Central Tractor; Jaccard's Jewelry; Gordon's Jewelry; Earring Tree; World Bazaar; Levinson's (men's wear); General Nutrition Center; Swiss Colony; Sherwin-Williams; Morrison's Cafeteria; Regis Beauty Salon; Waldenbooks; Thom McAn; Kinney Shoes; Barkers Shoes; Brooks; Jean Nicole; Foxmoor; P.N. Hirsch; S&T Store; Spencer Gifts.

14 - NEWSPAPERS: MESSENGER-INQUIRER (m) 33,042, (S) 33,014; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Hugh T. Hawkins, Adv. Mgr., MESSENGER-INQUIRER, 1401 Frederica St., Owensboro, KY 42301; Tel. (502) 926-0123.
National Representative : Story & Kelly-Smith.

PADUCAH

1 - LOCATION: McCracken County, E&P Map A-3. On Ohio River at the mouth of the Tennessee River; 48 mi. E by N from the Mississippi, 185 mi. from Memphis. On U.S. Hwys. 45, 60, 62, 68; I-24; and State Hwys. 284, 358.

2 - TRANSPORTATION: Railroads – Illinois Central; Gulf; CB&Q; Paducah and Illinois; L&N.
Motor Freight Carriers – 9.
Intercity Bus Lines – Greyhound; Brooks; Southern Trailways.
Airlines – Ozark; Air Kentucky; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 29,315
CZ-ABC: (70) 47,379; (81) 49,700
RTZ-ABC; (70) 177,330; (81) 197,300
County 80 Cen. 61,310
City & RTZ-ABC: (70) 224,709; (81) 247,000

Discount Stores : Bill's Dollar Store; Payless; Shoe Town.
Variety Stores – Vee's.
Chain Drug Stores : Eckerd's; K&B; Thrift-T-Way; Cashway.
Chain Food Supermarkets – Winn-Dixie; National; IGA; AG.
Other Chain Stores – Green Light; Sears; 7-Eleven; Stop & Shop.

14 - NEWSPAPERS: MERIDIONAL (e-tues to fri; S) 6,412; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: David Goff, Adv. Mgr., Jack Spence, Pub., MERIDIONAL, 318 N. Main St., Abbeville, LA 20122; Tel. (318) 893-4223.
National Representative : None.

ALEXANDRIA-PINEVILLE

1 - LOCATION: Rapides Parish, (In Alexandria SMSA). E&P Map B-3. Parish Seat. Agricultural and retail trade center. On the Red River; 200 mi. NW of New Orleans; 125 mi. SE of Shreveport. U.S. Hwys. 71, 165, 167; State Hwys. 1, 28.

2 - TRANSPORTATION: Railroads – L&A; Kansas City Southern; Missouri Pacific; Texas & Pacific; Rock Southern Pacific.
Motor Freight Carriers – 14.
Intercity Bus Lines – Continental Trailways; Harlan.
Airlines – Delta; Royale.

3 - POPULATION:
Corp. Cities 80 Cen. 63,599
Alexandria 80 Cen. 51,565
Pineville 80 Cen. 12,034
CZ-ABC: (70) 64,128; (81) 76,200
RTZ-ABC: (70) 210,369; (81) 230,700
SMSA 80 Cen. 151,985
Parish 80 Cen. 135,282
City & RTZ-ABC: (70) 274,497; (81) 306,900

4 - HOUSEHOLDS:
Cities 80 Cen. 29,559
Alexandria 80 Cen. 18,291
Pineville 80 Cen. 11,268
Parish 80 Cen. 44,759
SMSA 80 Cen. 50,529
CZ-ABC: (70) 19,824; (81) 27,100
RTZ-ABC: (70) 54,269; (81) 69,300
City & RTZ-ABC: (70) 74,093; (81) 96,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$595,544,124
Sav. & Loan	4	$435,684,839

6 - PASSENGER AUTOS: 50,350

7 - ELECTRIC METERS: (Bus. & Res.) 27,099

8 - GAS METERS: (Bus. & Res.) 23,722

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Bakery Products 450; Bottlers 175; Concrete Products 190; Lumber and Creosote Products 1,150; Furniture and Fixtures 300; Meat and Poultry Products 600; Steel and Metal Products 900; Wood Products – Millwork 300; Gov't Agencies 3,500; Detergents (P&G) 200; Liner Board (Pineville Kraft) 500; Printing, Publishing and Allied 300.
Principal Industrial Pay Days – 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. – Spring 22-94; Summer 57-98; Fall 30-93; Winter 11-92. First killing frost, Dec. 1. Last killing frost, Mar. 1.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Center – 25 blocks on Main, Third and Fourth St.; Westgate Shopping Center; Alexandria Mall; MacArthur Village; Pine Plaza; Garden District Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alexandria (60)	NA	Penney, Sears
MacArthur Vlg. (29)	NA	TG&Y, Eckerd Drug, Kroger
Southgate Mall (3)	NA	Woolco, Mont. Ward, Winn-Dixie
Southside (11)	NA	Food Mart
Westgate (17)	NA	A&P, K mart
Edgewood Plaza	NA	Piggly Wiggly, Ben Franklin, Pearson Drug
Pineville Plaza	NA	Kroger, Wackers, Eckerd
Ingrams	NA	Nichols, Ingram Super Mkt.

Principal Shopping Days : Sat., Thu., Mon.
Stores Open Evenings : Every night.

13 - RETAIL OUTLETS: Department Stores – Wellan's; Weiss & Goldring; Sears; J.C. Penney; Green's; Montgomery Ward; Gus Kaplan; Beall's.
Discount Stores : Howard Bros.; Woolco; K mart; H.J. Wilson.
Variety Stores – C.G. Murray; TG&Y; Ben Franklin.

Chain Drug Stores : Red Cross Drugs; Pearson's 8; K&B; Eckerd's 3.

Chain Supermarkets : A&P 3; Kroger 2; Market Basket; F&F 2; The Food Mart 3; Food Service 6; Salley's 3; Winn-Dixie 2; Piggly Wiggly.

Other Chain Stores : Firestone; Goodyear; Singer Co.; Edison Brothers (shoes); Lerner's (women's); Ben Franklin; Gem Jewelry; Goodrich, Hardy (shoes); Kinney (shoes); Gallenkamp (shoes); General Nutrition; Radio Shack; Gordon Jewelers; Sweeney Jewelers; Newsom Music; Musicland; Lowe's Bldg. Mat.; Wickes Lbr.

14 - NEWSPAPERS: TOWN TALK (e-mon to fri) 37,585; (m-sat) 38,733 (S) 38,434; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Cade M. Fogleman, Nat'l Adv. Mgr., TOWN TALK, Box 7558, Alexandria, LA 71306; Tel. (318) 787-6397.
National Representative : Branham.

BASTROP

1 - LOCATION: Morehouse Parish, E&P Map B-1, Parish Seat. Pulp and paper center; sales area for agricultural products of Parish. 150 mi. N and W of Baton Rouge; 120 mi. E of Shreveport; 125 mi. W of Jackson, MS; 183 mi. S and F of Little Rock, AR. On U.S. Hwy. 165; State Hwy. 2 and 139.

2 - TRANSPORTATION: Railroads – Missouri Pacific; Arkansas; Louisiana and Missouri.
Motor Freight Carriers – Red Ball; Steve Thompson; Great Western.
Airlines – Delta; Republic; Texas International; Royal (Airport, 23 mi. at edge of Monroe, La.).

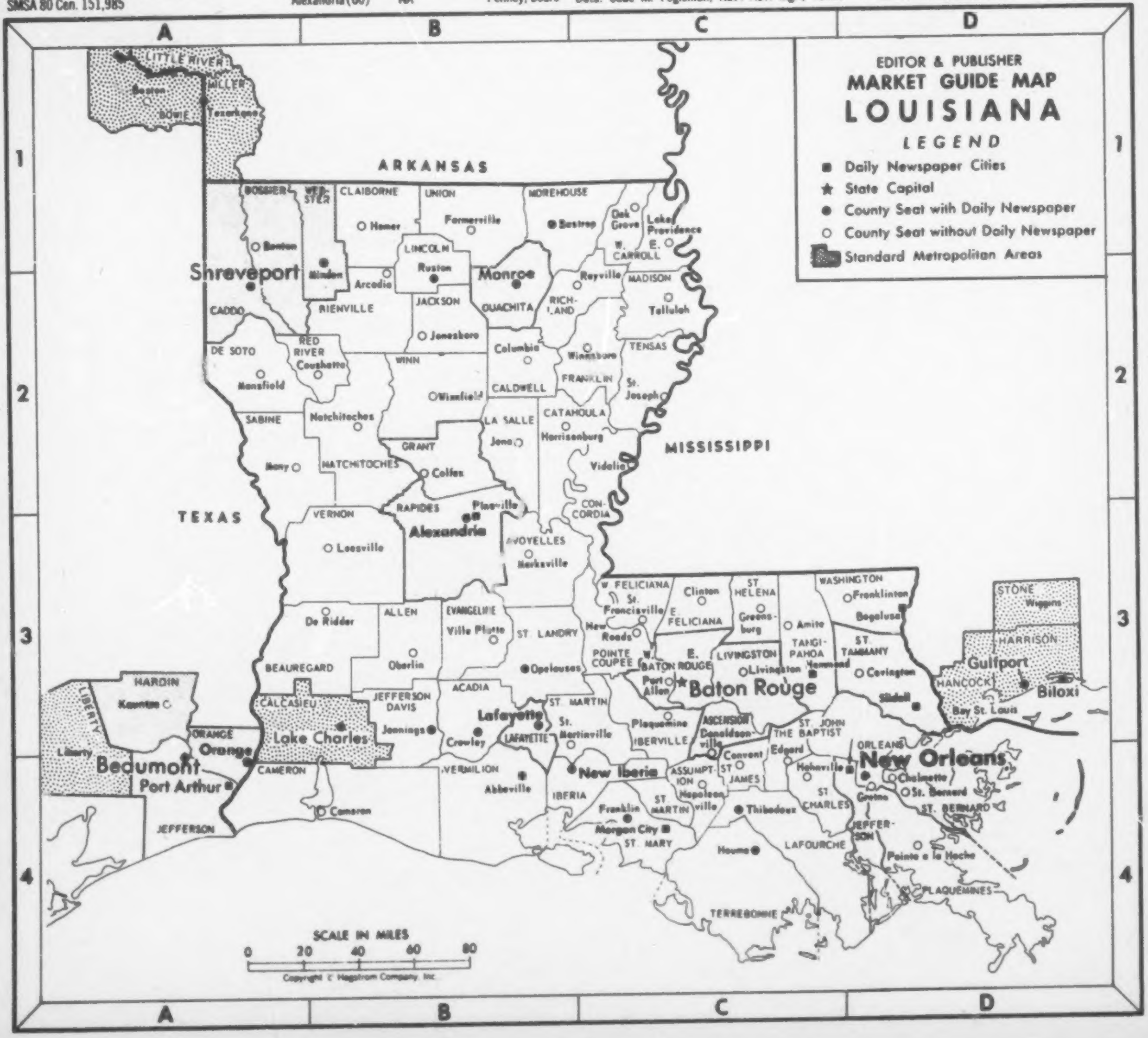
3 - POPULATION:
City 80 Cen. 15,527
CZ-ABC: (70) 14,713; (81) 15,100
RTZ-ABC: (70) 36,039; (81) 39,200
Parish 80 Cen. 34,803
City & RTZ-ABC: (70) 50,752; (81) 54,300

4 - HOUSEHOLDS:
City 80 Cen. 5,454
Parish 80 Cen. 11,611
CZ-ABC: (70) 4,635; (81) 5,500
RTZ-ABC: (70) 10,473; (81) 13,100
City & RTZ-ABC: (70) 15,108; (81) 18,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$115,219,000
Sav. & Loan	1	$32,207,000

6 - PASSENGER AUTOS: Parish 12,022

7 - ELECTRIC METERS: N.A.


EDITOR & PUBLISHER
MARKET GUIDE MAP
LOUISIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
A
B
C
D
1
2
3
4
ARKANSAS
TEXAS
MISSISSIPPI
LITTLE RIVER
MILLER
BOWIE
Texarkana
Shreveport
Monroe
Alexandria
Lake Charles
Lafayette
Baton Rouge
New Orleans
Beaumont
Port Arthur
Orange
New Iberia
Gulfport
Biloxi
Bastrop
Minden
Ruston
Houma
Thibodaux
Opelousas
SCALE IN MILES
0 20 40 60 80
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8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Paper Making & Converting 1,800 ($293); Also Chemicals; Trailer Mfg.; Wood Prods.; Paper Container Mfg.; Men's Pants 350 ($148).
Principal Industrial Pay Days – Thu.; 1st & 15th.

10 - CLIMATE: Av. Min. & Max. Temp. – Winter 21-75; Summer 68-98.

11 - TAP WATER: Natural, soft.

12 - RETAILING: **Principal Shopping District** – 3 blocks each on Madison, Jefferson, Washington, Cypress, Pine, Vine, Franklin; 2 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Magnolia (13)	NA	Big Star, West Bros.
Washington Sq. (10)	NA	Safeway, TG&Y, Otasco, Kent's

Neighborhood Shopping Centers – 7 blocks W. of Center on W Madison; 8 N of center on N Washington; 10 E of center on E Madison; 18 N & E at Cherry; Ridge & McCreight; 18 S on S Washington; 25 W on Hwy. 165.
Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores – Seligman's; J.C. Penney.
Discount Stores : Howard Bros.; Kent's; Fred's; Wal-Mart; West Bros.
Variety Stores Murphy's; TG&Y.
Chain Food Supermarkets : Piggly Wiggly; Big Star; Dixie Dandy; Safeway.
Other Chain Stores : Western Auto; Otasco; Bastrop Tire (Goodrich); Goodyear; Firestone.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 6,626; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Chapmin, Bus. Mgr., ENTERPRISE, PO Box 311, Bastrop, LA 71220; Tel. (318) 281-4421.
National Representative : None.

BATON ROUGE

1 - LOCATION: East Baton Rouge Parish. (SMSA), E&P Map C-3. State Capital and Parish Seat. Deep water port, 4th largest in the U.S., 240 mi. inland from the Gulf of Mexico; lying along 11 mi. of the first high land along the Mississippi River. On the eastern bank; 80 land mi. NW of New Orleans; 237 mi. SE of Shreveport. Heavy concentration of oil refining (2nd largest oil refinery in the U.S.) and chemical processing industries. Principal state offices and bureaus. Retail and wholesale marketing center. On U.S. Hwys. 190, 61, 65, 71, I-10, I-12.

2 - TRANSPORTATION: Railroads : Illinois Central; Kansas City Southern; Missouri Pacific; Texas and Pacific.
Motor Freight Carriers : 11.
Intercity Bus Lines : Trailways; Greyhound.
Airlines : Delta; Texas International; Republic; American; Royale.

3 - POPULATION:
Corp. City 80 Cen. 219,486
CZ-ABC: (70) 285,167; (81) 378,800
RTZ-ABC: (70) 365,481; (81) 331,000
Parish 80 Cen. 366,164
SMSA 80 Cen. 493,973
City & RTZ-ABC: (70) 550,648; (81) 709,800

4 - HOUSEHOLDS:
City 80 Cen. 78,595
CZ-ABC: (70) 81,460; (81) 124,700
RTZ-ABC: (70) 70,172; (81) 101,100
Parish 80 Cen. 124,337
SMSA 80 Cen. 164,040
City & RTZ-ABC: (70) 151,632; (81) 225,800

5 - BANKS:	NUMBER	DEPOSITS
Savings	7	$2,269,976,000
Sav. & Loan	7	$779,400,000

6 - PASSENGER AUTOS: Parish 160,641

7 - ELECTRIC METERS: Residence 155,870

8 - GAS METERS: Residence 84,506

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Chemicals & Petroleum 15,175 ($503); Mfg. 26,425 ($421); Const. 24,000; Trans., Comm., Util. 10,700; Trade 46,000; Govt. 47,325.
Principal Industrial Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max. Temp – Spring 58-76; Summer 71-91; Fall 59-79; Winter 45-63. First killing frost, Nov. 15. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center : 5 blocks on Third; 6 on Main; 4 on N. Blvd.; Main Suburban; 5,000- 8,000 Florida Blvd.
Neighborhood Shopping Area : Choctaw & Planks Rds.; Highland Rd. & Chimes St.; Weller Ave. and Scenic Hwy.; Main and N. 16th Sts.; Plant Rd. from 2,500 to 4,000; Government St. from 2,500 to 3,200; Florida Ave. at Cora Dr.; Florida Ave. at N. Foster Dr.; 7,100 to 7,500 Florida St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bon Marche Mall	4	D.H. Holmes, Montgomery Ward
Forest-McCall	3	A&P, Rexall
Delmont Village	NA	D.H. Holmes, A&P, Winn-Dixie, Woolworth
Broadmoore	5	National, TG&Y
University (15)	3	A&P, TG&Y
Choctaw	3	A&P
Twin Cedars	3	Winn-Dixie, TG&Y
Laurel Lea (18)	6	Laurel Lea Mkt., Rexall
Tynes	5	B.R. Furn., Food Town
Acadian Plaza	3	Rexall, National
Foster	4	Griffith Drug, National
Mid-City	4	7-Eleven
Foodtown	3	Foodtown, TG&Y
Goodwood	4	Joe D's, Sleep Shop, Romano's
Greenway	8	Foodtown, TG&Y
Plank Rd. Mall (4)	6	A&P, Morgan & Lindsey
Rebel	4	Kroger
Southdowns	5	
Broadwood (10)	NA	
Cedar Crest (9)	NA	
Central (16)	NA	TG&Y
Claitors	NA	TG&Y, Kroger
Cloverleaf (19)	NA	
Cole's Plaza	NA	Cracker Barrel
Colonial	NA	Nat'l Food, Kent's
Corporate Mall (4)	NA	
Cortana Mall	NA	J.C. Penney, Dillard, Goudchaux's, Sears, Wilson's
Drusilla	NA	Stop & Go Mkt.
Florida Plaza (10)	NA	
Florida-Sharp	NA	Foodtown
Highland South	NA	TG&Y, Winn-Dixie
Interstate	NA	TG&Y, Winn-Dixie
Jefferson Plaza	NA	A&P
Merrydale	NA	A&P, TG&Y
Monterey Village	NA	A&P
Northpark	NA	Woolco, Eckerd, Kroger
Ogden Park	NA	Western Auto
Perkins Road	NA	Nat'l. Food
Prescott-Beechwood	NA	Foodtown, TG&Y
Quick and Handy	NA	Stop & Go
Scenic	NA	Nat'l. Food, TG&Y
Seneca (10)	NA	Phil-A-Sak
Sherwood Forest (7)	NA	TG&Y, Winn-Dixie
Sherwood Plz. (13)	NA	Katz & Besthoff
Sherwood South (11)	NA	J. Howard, Ltd., A&P, Eckerd's, TG&Y
Shopper's Fair (4)	NA	Shopper's Fair
Stanford Ave.	NA	Little Gen'l.
Village Green (6)	NA	Winn-Dixie, TG&Y
Village Square		Katz & Besthoff, Kroger, Wilson's
Westmoreland (15)	NA	A&P, D.H. Holmes
Woolco Plaza (19)	NA	Woolco, Kroger

13 - RETAIL OUTLETS: Department Stores : Holmes 3; Goudchaux's 2; Sears; Montgomery Ward; J.C. Penney.
Discount Stores : Kent Dollar Stores; Wilson's Whsl. & Dist.; Gibson's; Howard Bros.; K mart 4; Woolco 3.
Variety Stores : Woolworth; Kress; Morgan-Lindsay; McCrory's; TG&Y.
Chain Drug Stores : Walgreen 2; Rexall 9; K&B 7; Eckerd 8; Griffin's 3; Kare 5; Medicine Shoppe 2.
Chain Food Supermarkets : A&P 10; Winn-Dixie 8; National Food 9; 7-Eleven; Kroger 5; Community 2; Cracker Barrel 4; Phil-A-Sak 14; Stop & Go 10; Albertsons; Acadiene.
Other Chain Stores : Thom McAn; Lerner (women's); Mangel's (women's); Stein's; Gordon's Jewelers; Busch Jewelry; Zale's Jewelry; Singer Co.; G.R. Kinney; Baker Shoes; Russell Stover; S&H Green Stamps.

14 - NEWSPAPERS: ADVOCATE (m) 76,488; STATE TIMES (e) 39,480; Comb. (m&e) 115,968; ADVOCATE (S) 118,573; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Mike Nola, Natl. Adv. Mgr., STATE TIMES and ADVOCATE, PO Box 588, Baton Rouge, LA 70821; Tel. (504) 383-1111.
National Representative : Branham.

BOGALUSA

1 - LOCATION: Washington Parish, E&P Map D-3. 71 mi. NE of New Orleans. On State Hwys. 10, 21, 60 & 1075; 30 mi. to Lake Pontchartrain Causeway to New Orleans.

2 - TRANSPORTATION: Railroads – Illinois Central Gulf.
Intercity Bus Lines – Greyhound Bus; Continental Trailways.
Motor Freight Carriers – 4.
Waterway – Pearl River Canal to Gulf of Mexico.

3 - POPULATION:
Corp. City 80 Cen. 16,976
CZ-ABC: (70) 22,371; (81) 21,300
RTZ-ABC: (70) 109,984; (81) 147,900
Parish 80 Cen. 44,207
City & RTZ-ABC: (70) 132,319; (81) 169,200

4 - HOUSEHOLDS:
City 80 Cen. 6,331
Parish 80 Cen. 15,399
CZ-ABC: (70) 7,309; (81) 8,000
RTZ-ABC: (70) 31,794; (81) 49,400
City & RTZ-ABC: (70) 39,103; (81) 57,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$175,000,000

6 - PASSENGER AUTOS: 17,282

7 - ELECTRIC METERS: Residence 8,210

8 - GAS METERS: Residence 8,326

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Papermaking, Box & Bag Mfg. 2,000 ($275); Lumbering 600 ($220); Agriculture (Dairying, Grains, Soybeans, Tomatoes, Melons); Iron & Steel Fdry.; Wholesale Nursery; Freshwater Catfish Raising; Electrical Assembly Plant; Seafood Packing; Garment Factory.
Principal Industrial Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 45-89; Summer 61-100; Fall 45-90; Winter 31-73.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pine Tree Plz. (12)	1	Winn-Dixie, Sears, Eckerd, Radio Shack
Pleasant Hill	2	Bogalusa Home Super, White Auto
Northgate (12)	1	Natl. Foods, TG&Y, Bill's Dollar Store
Shopyard Square (9)	1	A&P, Super 5 & 10, Katz & Besthoff Drugs, Payless Shoes
Eastgate	20	West Bros., Winn-Dixie, McCrory's, Goodyear
Riverside	22	National Mkt., Sears, TG&Y

13 - RETAIL OUTLETS: Department Stores – Rosenblum's; Berenson's; Goldman's; J.C. Penney; Case Shoes; Diana Shop; Cato's.
Discount Stores : West Brothers; Ashley's; Fred's; Dollar General Store.
Variety Stores – Super 5 & 10; TG&Y; Bill's Dollar Store.
Chain Drug Stores : Seal Walgreen; Rexall 2; Eckerd's; Starns; Katz & Besthoff.
Chain Supermarkets : A&P; National Tea; Winn-Dixie; Piggly-Wiggly; Bogalusa Home Super 3; Joe Valenti 2.
Other Chain Stores – Sears (catalog); Rosenblum's (ready-to-wear); Western Auto; Goodyear; Goodrich; Montgomery Ward (catalog); Gibson Discount; Dixie Auto-Lec; Townsend Music; Radio Shack; Pizza Hut; Pizza Inn.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,267; (S) 9,220; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Louise Fitzgerald, Adv. Mgr., NEWS, 525 Avenue V, Bogalusa, LA 70427; Tel. (504) 732-2565.
National Representative : None.

CROWLEY

1 - LOCATION: Acadia Parish, E&P Map B-3. Midway between New Orleans and Houston, Texas. Baton Rouge 98 mi.; Alexandria, 80 mi. N. On U.S. Hwy. 90, Old Spanish Trail; State Hwy. 26.

2 - TRANSPORTATION: Railroads – Southern Pacific; Missouri Pacific.
Motor Freight Carriers – 4.
Intercity Bus Lines – Greyhound.
Airlines – Texas International; La Gros Airport.

3 - POPULATION:
Corp. City 80 Cen. 16,036
CZ-ABC: (70) 16,104; (81) 16,300
RTZ-ABC: (70) 66,926; (81) 75,700
Parish 80 Cen. 56,427
CZ & RTZ-ABC: (70) 83,030; (81) 92,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,411
Parish 80 Cen. 18,117
CZ-ABC: (70) 4,862; (81) 5,700
RTZ-ABC: (70) 19,416; (81) 25,300
City & RTZ-ABC: (70) 24,278; (81) 31,000

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$145,702,000
Commercial	3	$53,000,000

6 - PASSENGER AUTOS: 20,486

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage - N.A.) – Food Proc. 869; Retail 1,669; Personal Serv. 981; Govt. 881; Transp. & Util. 550; Oil Prod. & Refining 515; Agriculture 3,050; Garment Mfg. 420.

10 - CLIMATE: Min. & Max. Temp. – 10 year average year round Min. 57; Max. 85.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
A&P (6)	NA	A&P, Ben Franklin
Gateway	NA	
Northpark (9)	NA	Winn-Dixie
Wager's (4)	NA	Wager's Phcy., Sears, United Dollar

Principal Shopping Days : Mon., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores – Nichols; Beall; West Bros.; Mervine Kahn; Sears (catalog); Goodyear; Western Auto; Montgomery Ward (catalog).
Variety Stores – Morgan & Lindsey; Ben Franklin.
Discount Stores : Gibson's.
Chain Drug Stores : Eckerd 2.
Chain Supermarkets : National Food; A&P; Winn-Dixie; Shop Rite 2.

14 - NEWSPAPERS: POST-SIGNAL (e-tues to fri) 5,189; (S) 5,662; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Milo A. Nickel, Pub., POST-SIGNAL, 602 N. Parkerson Ave., Crowley, LA 70526; Tel. (318) 783-3450.
National Representative : None.

FRANKLIN

1 - LOCATION: St. Mary Parish, E&P Map C-4, S part of state, County Seat.

2 - TRANSPORTATION: Railroads – So. Pac.; Mo. Pac.
Intercity Bus Lines – Greyhound.
Motor Freight Carriers – 5.

3 - POPULATION:
Corp. City 80 Cen. 9,584
Parish 80 Cen. 64,395

4 - HOUSEHOLDS:
City 80 Cen. 3,062
Parish 80 Cen. 20.096

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$59,007,000
Sav. & Loan	1	$19,542,000

6 - PASSENGER AUTOS: Parish 24,379

7 - ELECTRIC METERS: Residence 3,290

8 - GAS METERS: Residence 3,762

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Carbon Black Mfg.; Steel Fabrication; Salt Mining; Gas & Oil Processing; Elect. Pur. Plant; Water Transportation.

10 - CLIMATE: Average – Min.-Max. Summer 60-100; Winter 25-70; Av. Rainfall 66 in. annually.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Center : Blakesley-Main St. St Brown Castille.
Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores – Louis Wormser's; Marx Silverman; A. Friedman; West Bros.; Sears (catalog); Acme; Montgomery Ward (catalog); Murphy Mart.
Variety Stores – Ben Franklin.
Chain Drug Stores – Eckerd's; Cashway.
Chain Food Supermarkets : A&P; National; Gus's Big Star; Rick's IGA; Robie's; Lombardo's; Ledet's.
Other Chain Stores – White Bros.; Western Auto; Auto-Lec.

14 - NEWSPAPERS: BANNER-TRIBUNE (e-mon to fri) 3,900; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Pub., BANNER-TRIBUNE, 111 Willson St., Franklin, LA 70538; Tel. (318) 828-3707.
National Representative : None.

HAMMOND

1 - LOCATION: Tangipahoa Parish, E&P Map C-3. Dairy, poultry, strawberry, candy, plywood center, home of Southeastern Louisiana University; SE portion of state, 55 mi. N of New Orleans; 40 mi. E of Baton Rouge. On U.S. Hwys. 51 and 190; Interstate 55 and 12.

2 - TRANSPORTATION: Railroads – Illinois Central.
Motor Freight Carriers – 6.
Intercity Bus Lines – Southern Greyhound; Elderidge's.

3 - POPULATION:
Corp. City 80 Cen. 15,043
PMA-ABC: (70) 64,131; (81) 82,900
Parish 80 Cen. 80,698

4 - HOUSEHOLDS:
City 80 Cen. 4,507
Parish 80 Cen. 25,963
PMA-ABC: (70) 17,935; (81) 26,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$188,764,780
Sav. & Loan	3	$29,755,720

6 - PASSENGER AUTOS: Parish 31,628

7 - ELECTRIC METERS: Res. 4,587

8 - GAS METERS: Res. 3,537

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Mfg. 2,[illegible]94; Retail & Wholesale Trade 5,318; Govt. 2,440; Agricultural 2,969; Construction 651; Transportation 440; Mining 74; Fin., Ins. & Real Estate 475; Services & Misc. 952.

10 - CLIMATE: Ozone Belt - Av. low temp. 51; av. high 82. First killing frost, Nov. 21. Last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very soft; 99.8 pure; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers** : 1100 W. Thomas to 1900 W. Thomas St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponchatoula Gateway	6	A&P
Channel	1	American Dept., Sunflower
Hammond Sq. Mall	1	Sears, D.H. Holmes, Winn-Dixie, Bealls, TG&Y, J.C. Penney
Town & Country	NA	Rose's
West Gate	1	Nat'l Food, Freds
Bogue Falaya	20	Nat'l Food
Woolco Vlg.	NA	Woolco, K&B Drugs, Delchamps

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : All major dept. stores.
Principal Industrial Pay Days : 1st & 15th.

13 - RETAIL OUTLETS: Department Stores - Penney; Rosenblum's; Sears; Anthony's.
Discount Stores : Direct Factory.
Variety Stores : Morgan & Lindsey; TG&Y.
Chain Drug : Rexall; Walgreen; Eckerd; K&B Drug; Fasullo Drug.
Chain Supermarkets : A&P; Winn-Dixie; National Food; Handi-Pak 2; Sunflower; Delchamps.
Other Chain Stores - Auto Accessories: Goodrich, Goodyear, Firestone, General Tire; Bill's Dollar Stores (Walker Variety); Wickes Lumber; Montgomery Ward (catalog); United Dollar; TG&Y; Smart & Thrifty; Otasco; Radio Shack; Zales Jewelry; Sherwin-Williams.

14 - NEWSPAPERS: STAR (e-mon to fri) 8,181 Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Chris Bond., Adv. Dir., STAR, PO Box 1149, Hammond, LA 70401; Tel. (504) 345-2333.
National Representative : Mid-South-Miss. Dailies.

HOUMA

1 - LOCATION: Terrebonne Parish, E&P Map C-4, Parish Seat. Southern part of state. Manufacturing, agriculture (sugar cane, soy beans), oil and gas exploration, seafood. 54 mi. SW of New Orleans. On U.S. Hwy. 90; State Hwy. 90.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Intercity Bus Line - Greyhound.
Motor Freight Carriers - 7.
Airlines - Charlie Hammonds.

3 - POPULATION:
Corp. City 80 Cen. 32,602
Parish 80 Cen. 94,393
PMA-ABC: (70) 76,049; (81) 97,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,013
Parish 80 Cen. 29,285
PMA-ABC: (70) 19,599; (81) 28,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$584,652,000
Sav. & Loan	4	$105,193,689

6 - PASSENGER AUTOS: Parish 38,213

7 - ELECTRIC METERS: 35,183

8 - GAS METERS: 25,122

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Gas & Oil Processing; Agriculture; Seafood. Average employment 42,245; Av. $295 weekly.

10 - CLIMATE: Av. Temp. 69. Av. Rainfall 5.16 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers - Southland Mall (82), Hy. 659, 3 mi. from downtown Houma; Downtown, 51, 8 blocks on East Main, 6 blocks off Main.
Neighborhood Shopping Centers - Grand Gaillou Road, 6; Tunnel Blvd., 5; Corner Bond and Barrow Sts.; West Main St., 4; West Park Ave., 5.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sundberry (4)	NA	Nat'l. Foods, Morgan & Lindsey
Colonial Acres (7)	NA	United Dollar, Cannata's, Howard's Shoetown, West Bros.
Lynn Park (9)	NA	Winn-Dixie, K&B, Radio Shack, Bealls, West Bros., TG&Y
Tunnel Blvd. (5)	NA	TG&Y, Winn-Dixie
Grand Ciallou	NA	A&P, W. Bros., Murphy Mart
Southland (82)	NA	Sears, Woolworth, Holmes, Shainberg's, J.C. Penney, Leonard Krower, Zale Jewelers

Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : All 82 stores in Mall; downtown open Tues.-Fri.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; West Bros.; Montgomery Ward; Holmes; Godchaux's; Western Auto; Goodyear; Howard Bros.; TG&Y; Beall's.
Discount Stores : Dollar General; Wilson's; Murphy's Mart; Handy City; Hill Behan; Walco; K mart; Gaylord's; TG&Y.
Variety Stores - Woolworth; Murphy's Mart; TG&Y; Leonard Krower.
Chain Drug Stores : K&B 3; Eckerd's 2; Kare Pharmacy.
Chain Food Stores : A&P 3; Winn-Dixie 2; National 2; IGA 4; Big Star 6; La Food Store 2.
Other Chain Stores - Lerner's; Gordon's Jewelry; Singer Co.; Kinney Shoes; Butler Shoes; Halperns; Shainbergs; Miller-Whol.; Wilson's Distributors; Thom McAn; Radio Shack; Hausmann's Jewelers; Kay Jewelers.

14 - NEWSPAPERS: COURIER AND TERREBONNE PRESS (e-mon to fri) 20,179; (S) 20,720; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ray Dill, Pub., COURIER AND TERREBONNE PRESS, PO Box 2717, Houma, LA 70361; Tel. (504) 879-1557.
National Representative : None.

JENNINGS

1 - LOCATION: Jefferson Davis Parish. E&P Map B-3, Parish Seat. Agriculture, wholesale and oil center. Southwest portion of state, 200 mi. W of New Orleans; 120 mi. SW of Baton Rouge; 30 mi. E of Lake Charles; 180 mi. E of Houston. On U.S. Hwy. 90; State 99, 108; I-10.

2 - TRANSPORTATION: Railroads - S.P.
Motor Freight Carriers - 3.
Intercity Bus Lines - Teche Greyhound.
Airlines - TTA; (Lake Charles Terminal).

3 - POPULATION:
Corp. City 80 Cen. 12,401
CZ-ABC: (70) 11,783; (81) 12,600
RTZ-ABC: (70) 41,198; (81) 44,900
Parish 80 Cen. 32,168
City & RTZ-ABC: (70) 52,981; (81) 57,500

4 - HOUSEHOLDS:
City 80 Cen. 4,148
Parish 80 Cen. 10,392
CZ-ABC: (70) 3,538; (81) 4,300
RTZ-ABC: (70) 11,809; (81) 14,800
City & RTZ-ABC: (70) 15,347; (81) 19,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$97,006,934
Sav. & Loan	1	$30,133,192

6 - PASSENGER AUTOS: Parish 11,097

7 - ELECTRIC METERS: Residence 5,000

8 - GAS METERS: Residence 3,840

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Shipyard & River Trans. 300; Rice Driers (Seasonal) 30; Oil Field Service 453; Pipe Wrapping 40; Refinery 73; Bottling 80; Clothing 250.

10 - CLIMATE: Min. & Max. Temp. - Spring 51-85; Summer 71-92; Fall 48-89; Winter 44-67. First killing frost, Dec. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft; not flouridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on Main St.; 5 on North Bdwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piggly Wiggly (4)	NA	Piggly Wiggly, Big Star, Sears
Zigler (5)	NA	TG&Y
Jennings (5)	NA	Weill Dept., TG&Y, West Bros., Winn-Dixie, Eckerd
Jennings Vlg. (4)	NA	Murphy's Mart, A&P, K&B, Shoe Towne

Principal Shopping Days : Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - West Bros.; Weills; Silvermans; Nichols; Gervais Smart Shop.
Variety Stores - Morgan & Lindsey; TG&Y.
Discount Stores : Gibson.
Chain Drug Stores : Phenix Rexall; Eckerd's.
Chain Food Supermarkets : A&P; Piggly Wiggly; Daley's; Winn-Dixie; Big Star; Cormierl.
Other Chain Stores - Western Auto; Swifts Shoe; Ivan's (men's clothes); Betty Lee Shoes; Frank West Furniture; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,728; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Oberst, Pub., NEWS, 238 Market St., Jennings, LA 70546; Tel. (318) 824-3011.
National Representative : None.

LAFAYETTE

1 - LOCATION: Lafayette Parish, (Lafayette SMSA). E&P Map B-3. Wholesale, agricultural, oil, medical and educational center. On U.S. Hwys. 90, 167; 1-10; State Hwys. 5, 43; 160 mi. W of New Orleans.

2 - TRANSPORTATION: Railroads - S.P.
Motor Freight Carriers - 8.
Intercity Bus Lines - Greyhound; Lafayette.
Airlines - Texas Intl.; Royale; Air East.

3 - POPULATION:
Corp. City 80 Cen. 81,961
CZ-ABC: (70) 91,045; (81) 125,100
RTZ-ABC: (70) 112,966; (81) 135,700
Parish/SMSA 80 Cen. 150,017
City & RTZ-ABC: (70) 204,011; (81) 260,800

4 - HOUSEHOLDS:
City 80 Cen. 28,479
Parish/SMSA 80 Cen. 50,330
CZ-ABC: (70) 24,523; (81) 39,500
RTZ-ABC: (70) 31,645; (81) 43,600
City & RTZ-ABC: (70) 56,168; (81) 83,100

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	4	$337,673,895
Commercial	6	$825,500,211

6 - PASSENGER AUTOS: Parish 68,054

7 - ELECTRIC METERS: Res. City 30,539

8 - GAS METERS: Residence, City 28,033

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Oil Industry 5,350; Bakery Prods. 448; Meat Packing 182.
Principal Pay Days - Fri., Sat., 15 & 30.

10 - CLIMATE: Min. & Max. Temp. - Spring 60-83; Summer 72-93; Fall 54-83; Winter 44-65. First killing frost, Nov. 14. Last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center - Oil Center, Johnston St, Acadiana Mall, Northgate Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acadian Vlg. (7)	NA	Winn-Dixie, TG&Y
Acadiana Mall (83)	NA	Sears
Four Corners	NA	National Foods
Fiesta Vlg. (11)	NA	Bed & Bath
Galeries Lafayette (1)	NA	U Mark It
Grande Marche (14)	NA	Woolco, Bealls
La Promenade (26)	NA	Brown's Jewelers
La Villa Espanela (15)	NA	Sandy Austin Ltd.
Northgate (34)	NA	Penney, Mont. Ward, TG&Y Weingarten's Mkt.
Oil Center (20)	NA	The Fair, Bealls, Weingarten's
South College (15)	NA	Emile Joseph's, Walgreen, Nat'l.
Winn Wood (12)	NA	Hancock, Conn's
Woodland Village (9)	NA	Elle's, Rattan Arts
Boulevard (20)	NA	Piccadilly Bros., Krogers

Principal Shopping Days : Wed., Sat.

13 - RETAIL OUTLETS: Department Stores - Abdalla's; Heymann's; Montgomery Ward; J.C. Penney; Sears; The Fair; Beall's; Wormser's; Goudchaux; Selber Bros.
Variety - Woolworth; Murphy's; McCrory; Ben Franklin; TG&Y; Walgreen's; United Dollar; Katz & Bestoff.
Discount Stores : Gibson's; Woolco; Kroger's Family Center; K mart; Howard's.
Chain Drug Stores - Eckerd's 3; Walgreen 2; Begneaud's 2; Medical Arts 2; Teche 3; Katz & Besthoff.
Chain Food Supermarkets : A&P; National 2; National Brand 15; Winn-Dixie 2; Heymanns; IG Foods 14; Kroger 2; Weingarten 3; Adrian's 2; Serve-O-Save 7; Stop & Shop 8; Albertson's; Southco (7-11 stores); Delchamps.

14 - NEWSPAPERS: ADVERTISER (e-mon to fri) 29,472; (m-sat) 29,261; (S) 35,961; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard D' Aquin, Pub., ADVERTISER, PO Box 3268, Lafayette, LA 70502; Tel. (318) 235-8511.
National Representatives : Thomson; Mid South Miss. Dailies.

LAKE CHARLES

1 - LOCATION: Parish seat of Calcasieu Parish (SMSA). E&P Map B-3. 245 mi. W of New Orleans. On Calcasieu River and Ship Channel which flows into Gulf of Mexico; 150 mi. E of Houston. On U.S. Hwys. 90, 171, 165 and State Hwys. 14, 27; I-10 & 210.

2 - TRANSPORTATION: Railroads - SP; Missouri Pacific and Kansas City Southern.
Motor Freight Carriers - 9.
Intercity Bus Lines - Greyhound; Trailways.
Freight Steamship Lines - 81 Call at Port.
Airlines - Texas International; Royale; Transit Aviation of Lake Charles.

3 - POPULATION:
Corp. City 80 Cen. 75,051
CZ-ABC: (70) 112,697; (81) 129,600
RTZ-ABC: (70) 146,328; (81) 170,100
Parish/SMSA 80 Cen. 167,048
City & RTZ-ABC: (70) 259,025; (81) 299,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 26,463
Parish/SMSA 80 Cen. 56,339
CZ-ABC: (70) 32,736; (81) 43,300
RTZ-ABC: (70) 42,513; (81) 57,100
City & RTZ-ABC: (70) 75,249; (81) 100,400

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$529,889,460
Commercial	5	$902,856,000

6 - PASSENGER AUTOS: Parish (All vehicles) 74,277

7 - ELECTRIC METERS: Residence 39,139

8 - GAS METERS: Residence 25,999

9 - PRINCIPAL INDUSTRIES: Non-Farm Employees 67,700; Mining 2,300; Construction 9,100; Mfg. 13,900; Trade 14,800; Finance & Insurance 2,800; Services 9,800; Govt. 11,100.
Principal Pay Days - Fri.

10 - CLIMATE: Mean Annual Av. Temp. of last 10 years, 68.3.

11 - TAP WATER: Alkaline, soft; not flouridated.

12 - RETAILING: Principal Shopping Center - Downtown Mall: Ryan St.; Prien Lake Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central City	NA	TG&Y
Downtown Mall (68)	NA	Sears, Muller's
East Town (6)	NA	Anthony
G.T.Northgate	NA	
Gulfway (5)	NA	Kroger
K mart Plz.	NA	K mart, Bealls
Mid City	NA	Pak-A-Sak Mkt.
Oak Park (6)	NA	Market Basket
Park Plz. (9)	NA	Weingarten's Mkt., Howard's, TG&Y
Prien Lake (46)	NA	Penney, Mont. Ward, United Jewelers, White House
Second Ave.	NA	
Southgate (21)	NA	The Fair, TG&Y, Weingartens, Kroger
12th Street	NA	Kroger
Westpoint (13)	NA	Gibson, Morgan & Lindsey, Consumer Warehouse

Principal Shopping Days : Tues., Sat., Thurs.
Stores Open Evenings : Thurs. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores - Muller's; Sears Roebuck; The Fair 2; J.C. Penney; W.F. Beall 2; White House; Montgomery Ward; Anthony's.
Discount Stores : Gibson 2; Men's Discount Shop; Howard Bros. 2; Shoe Town; K mart; Wal-Mart.
Variety Stores - Perry's 2; TG&Y 5; Woolworth; Cost Plus.
Chain Drug Stores : Walgreen 2; Eckerd's 3; K&B.
Chain Food Supermarkets : Weingarten's 3; Market Basket 3; Kroger 2; Theriot's 10; Abe's 3; Smitty's 3; Stopmor 4; Winn Dixie 2.
Other Chain Stores - Lerner; Gordon's Jewelers 2; Hoffer's; Thom McAn; Gem Jewelry; Western Auto 4; S&H Green Stamps; Shoe Town; Newstadt's; Jean's; United Jewelers; Firestone; Uniroyal; Goodyear; White's Auto; A-V Wilson.

14 - NEWSPAPERS: AMERICAN-PRESS (m) 40,749; (S) 43,741; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Delaney, Adv. Dir., AMERICAN PRESS, PO Box 2893, Lake Charles, LA 70602; Tel. (318) 439-2781.
National Representative : Direct.

MINDEN

1 - LOCATION: Webster Parish, (In Shreveport-SMSA). E&P Map B-1, County Seat. 30 mi. E. of Shreveport.

2 - TRANSPORTATION: Railroads - La. & Ark.
Intercity Bus Lines - Continental Trailways.
Motor Freight Carriers - 4.

3 - POPULATION:
Corp. City 80 Cen. 15,074
Parish 80 Cen. 43,631
SMSA 80 Cen. 376,646
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,523
Parish 80 Cen. 15,692
SMSA 80 Cen. 133,063

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$100,000,000
Bldg.	2	$15,000,000

6 - PASSENGER AUTOS: 18,205

7 - ELECTRIC METERS: Res. Est. 15,830

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Wells; RR Shops; Cotton Compressing; Cottonseed-oil Milling; Army Ammunition Plant; Tidecraft; FMC; Sidewinder; Pharmaceuticals; Jack Winter Plant.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: N.A.

12 - RETAILING: 6 blocks downtown on Main and Broadway; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Homer Road (22)	NA	Shuler Dixie Dandy Groc.
Park City (12)	NA	Safeway, Beall's, Otasco, TG&Y, Walgreens
West Plz. (3)	NA	Gibson
East Union (12)	NA	Shuler Dixie Dandy Groc., Piggly Wiggly

13 - RETAIL OUTLETS: Department Stores - Bealls; TG&Y; West & Co.; Montgomery Ward; Sears; Otasco; The Fashion Store, Inc.
Discount Stores : Gibson's; Wal-Mart; Dollar General.
Chain Drug Stores : Eckerd; City Rexall.
Chain Food Stores : Dixie Dandy; Piggly Wiggly; Safeway.
Other Chain Stores : Goodyear; Mode O'Day; Pay Less Shoes; Western Auto; Kenwin Ladies; Dixie Dept. Store.

14 - NEWSPAPERS: PRESS-HERALD (e-mon to fri) 4,051; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Arthur Specht, Pub./Gen. Mgr., PRESS-HERALD, 109 Dixie St., Minden, LA 71055; Tel. (318) 377-1866.
National Representative : None.

MONROE

1 - LOCATION: Ouachita Parish, (In Monroe SMSA). E&P Map B-2. Parish Seat. Northeast Louisiana on Ouachita River; 74 mi. W of Vicksburg; 100 mi. E of Shreveport. On U.S. Hwys. 80, 165, I-20; State Hwy. 15.

2 - TRANSPORTATION: Railroads - Illinois Central; Gulf; A&LM; Missouri Pacific.
Motor Freight Carriers - 10.
Intercity Bus Lines - Trailways.
Airlines - Delta; Republic; Royale.

3 - POPULATION:
Corp. City 80 Cen. 57,597
CZ-ABC: (70) 78,324; (81) 79,300
RTZ-ABC: (70) 236,260; (81) 275,400
Parish/SMSA 80 Cen. 139,241
City & RTZ-ABC: (70) 314,584; (81) 354,700

4 - HOUSEHOLDS:
City 80 Cen. 19,639
Parish/SMSA 80 Cen. 47,322
CZ-ABC: (70) 24,109; (81) 28,700
RTZ-ABC: (70) 68,277; (81) 91,500
City & RTZ-ABC: (70) 92,386; (81) 120,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$994,510,756
Sav. & Loan	3	$200,106,943

6 - PASSENGER AUTOS: Parish 54,923

7 - ELECTRIC METERS: Monroe, W. Monroe 28,671

8 - GAS METERS: Monroe, W. Monroe 28,382

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Mfg. 7,900; Services 7,900; Wholesale 4,125; Construction 3,775; Retail 8,900; Finance; Ins. & Real Est. 3,500; Transp Comm. & Util 2,550; Mining 425; Gov't 9,875.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-78; Summer 74-95; Fall 50-83; Winter 28-60; First killing frost, Nov. 2. Last killing frost, Feb 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center - 5 blocks on DeSaird.
Neighborhood Shopping Centers - No. of Blocks: DeSaird Rd., 5; Forsythe Ave., Monroe, 4; Trenton, W. Monroe 2; Jackson St., 3; Louisville Ave., 24; McGuire, W. Monroe, 2; Westgate, W. Monroe, 1; Plum St. 1; Cypress St., W. Monroe 10; McMillian Mall 3; North; 18th St. 6; Oliver Road 3.; N. 7th St.; W. Monroe 4; Thomas Road 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Gate (18)	NA	Safeway, Fair Dept., Shainberg's, K&B Drug, Fields
Forsythe	NA	Safeway
K mart Plz. (5)	NA	K mart Dept., Auto, Lakeshore Drugs
Lakeshore	NA	Piggly Wiggly
McMillan (32)	NA	K&B Drug, Murphy Mart, A&P, Bealls
Mid City Plz. (4)	NA	Beall, Sears
North Gate (15)	NA	TG&Y, Piggly Wiggly
Southgate (4)	NA	
Southside (10)	NA	TG&Y, West's Dept. Safeway, Otasco, TG&Y
Twin City (58)	NA	Mont. Ward, Selber's Morgan Lindsey, G. C. Murphy, Levine's
Wilson's (10)	NA	Sunflower Foods
Highland (17)	NA	Brookshire's, Fields, D & E
18th St (11)	NA	Brookshire's, Kroger, Osco Drugs, Fashion Extra Eckerd's Drugs
Howard Bros. (W. Monroe) (4)	NA	Howard Bros., Piggly Wiggly
Hogan's (3)	NA	Hogan's Disc. Foods
Geneva's (3)	NA	Brookshire's, Geneva's, Eckerd Drugs

Principal Shopping Days : Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Palace; Montgomery Ward; Sears; J.C. Penney; Haddad's; Shainberg; West's; The Fair; Beall's 2; Fred's; Levine's; Selber's.
Discount Stores : Howard Bros. 4; Dollar General; K mart; Wilson's; Geneva's 2.
Chain Drug Stores - K&B Drugs 3; Howard Bros.; Med-Save 5; Spat's Rexall 2; D & E 3; Osco 1; Eckerds 2.
Chain Super Markets : A&P 1; Safeway 7; Piggly Wiggly 5; Brookshire's 3; Kroger; Sunflower, Big Star 3.
Other Chain Stores - Butler's Shoe; Firestone 2; Goodyear 3; Sherwin-Williams 2; Gordon's Jewelry; Peacock Jewelry; Zale's Jewelry; Rhealee Millinery; Binswanger Glass; Selber's; Singer; Murphy's Mart, 4; Color Tile; Handy City; Otasco 3; TG&Y 4; Pittsburgh Plate Glass; Baker's Shoes; Browse-A-Bit; Kent's; Cloth World; Wickes; Lowe's, Murray Place, Goldring Jewelers, Eckerds Drogs, The Pipe Shop, Kelly Lynn (SPA).

14 - NEWSPAPERS: NEWS-STAR-WORLD (m) 41,686; (S) 48,533; Mar. 31 1981 ABC.
Local Contact for Advertising and Merchandising Data: John L. Bluck, Adv. Mgr., NEWS-STAR-WORLD, 411 N. 4th St., Monroe, LA 71201; Tel. (318) 322-5161.
National Representative : Gannett.

YOUR GUIDE TO SUBURBAN NEW ORLEANS
GUIDE NEWSPAPERS
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P.O. BOX 354; GRETNA, LA. 70054
(504) 362-4310

MORGAN CITY

1 - LOCATION: St. Mary Parish, E&P Map C-4. 90 mi. W of New Orleans; 70 mi. S of Baton Rouge; On U.S. 90.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Intercity Bus Lines - Greyhound.
Airlines : Hudson Air; Hammond Air.

3 - POPULATION:
Corp. City 80 Cen. 16,114
Parish 80 Cen. 64,395

4 - HOUSEHOLDS:
City 80 Cen. 5,353
Parish 80 Cen. 20,096

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$350,000,000
Saving & Loan	3	$285,000,000

6 - PASSENGER AUTOS: Parish 24,379

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry (Number of Plants) - Chemicals 6; Food 17; Printing, Publishing 4; Lumber Pdts. 4; Furniture, Metal Working 2; Machinery 12; Transp. Equip. 13; Offshore Oil Drilling; Stone, Clay, Glass; Shipyards 3; Fabrication Yards 6.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-80; Summer 60-100; Fall 38-73; Winter 26-65.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Guarisco-Evans (14)	NA	Sears, Walgreen, Nationals, Murphy's
Colonial Plz. (8)	NA	TG&Y, Zales, Anthony's
Business Prof. (5)	NA	
Eastgate (8)	NA	Winn-Dixie, West Bros., Bealls
Inglewood Mall	NA	

Other Shopping Centers : Cannata's Shopping Ctr., Bay on Vista Pl.; Norman Shopping Village, Patterson; St. Mary Plaza Shopping Center, Bayou Vista.
Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - West Bros. 2; Howard Bran Discount; Woolco; TG&Y; Kroger; C. R. Anthony.
Chain Supermarkets : Kroger; National; Winn-Dixie 2; Delchamps.
Variety Stores - Morgan & Lindsey.
Chain Drug Stores - Walgreen 3; Eckerd's; K&B 2.
Other Chain Stores - Montgomery Ward (catalog); Sears (catalog); Singer Co.; White's Auto; Western Auto; Merle Norman Cosmetics; Myron's Shoes; Philip-Morris Furn.; Radio Shack; Goodrich; Goodyear; Payless; Zales; Cato.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 6,957; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Ed. & Pub., REVIEW, PO Box 948, Morgan City, LA 70381; Tel. (504) 384-8370.
National Representative : Mid South Miss. Dailies.

NEW IBERIA

1 - LOCATION: Iberia (Govt. Seat) Parish, E&P Map B-4. Manufacturing commercial and cultural center in SW part of state. 150 mi. from New Orleans; 110 mi. from Baton Rouge. On U.S. Hwy. 90; State Hwy. 182.

2 - TRANSPORTATION: Railroads - So. Pac. R.R.; Mo. Pac. R.R.; Amtrak.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound; LaPorte; Abbeville.
Airlines - Texas Int'l; Royal Airlines; "Southern Sky Commuter.

3 - POPULATION:
Corp. City 80 Cen. 32,766
CZ-ABC: (70) 32,752; (81) 36,900
RTZ-ABC: (70) 51,255; (81) 57,600
Parish 80 Cen. 63,572
City & RTZ-ABC: (70) 84,007; (81) 94,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,685
CZ-ABC: (70) 9,231; (81) 12,000
RTZ-ABC: (70) 13,301; (81) 17,200
Parish 80 Cen. 19,915
City & RTZ-ABC: (70) 22,532; (81) 29,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	5	$309,133,542
Sav. & Loan	5	$328,650,440

6 - PASSENGER AUTOS: City 31,458

7 - ELECTRIC METERS: Residence 11,302

8 - GAS METERS: Residence 11,765

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Petroleum 2,100 ($320); Food 1,465 ($210); Supply House (Oil) 721 ($215); Sugar Mills 800 ($160); Salt Mines 500 ($275); Pepper Sauce Plants 425; Port of New Iberia 3,500 ($275); Acadiana Regional Airport & Industrial Park 800 ($250). Total laborers 32,350.
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 56-91; Summer 71-93; Fall 38-77; Winter 39-69. First killing frost, Nov. 29. Last killing frost, Apr. 3.

11 - TAP WATER: Slightly alkaline; hard; not flouridated.

12 - RETAILING: Principal Shopping Center 8 blocks on Main St.; 1 block on Julia St.; 2 blocks on Iberia St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jeanerette	10	Wormser, Weill's Ben Franklin, Robie Star, Winn-Dixie
Shoptown	1	Nat'l. Foods, Broussard's Men's, Western Auto, Hancock's
Torrido (31)	1	TG&Y, Beall's, Mont. Ward, Radio Shack, Sears, Sherwin Williams
Iberia Mall (16)	1	A&P, West-Gibson, Eckerds
K mart		K mart
Kroger	1	Kroger
West Park	1	Howards, Eckerds, Winn-Dixie
Town & Country	NA	A&P, Katz & Bestoff
Iberia Plz. (19)	NA	Woolco, Delchamp Foods

Principal Shopping Days : Fri., Sat., Thur.

13 - RETAIL OUTLETS: Department Stores - Abdalla's; Men's Fashions; Gulotta's; Oubre Furniture; Home Furniture; Anthony's; Broussard's; West; Beall; Wormser.
Discount Stores : Howard Bros.; Wicke's; West; K mart; Woolco; Kroger; Otasco.
Variety Stores - Murphy's; TG&Y.
Chain Drug Stores : Rexall; Eckerd 4; Kare's; Kroger Phcy.; Medicine Shoppes; K&B.
Chain Supermarkets : I.G. Stores (Co-Op) 10; National Brands 3; A&P; National Stores; Winn-Dixie 3; Kroger; Family Store; IGA.

14 - NEWSPAPERS: DAILY IBERIAN (e) 15,823; (S) 16,645; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Will Chapman, Adv. Mgr., DAILY IBERIAN, PO Box 1270, New Iberia, LA 70560; Tel. (318) 365-6773.
National Representative : Mid South-Miss. Dailies.

NEW ORLEANS

1 - LOCATION: Orleans Parish (In New Orleans SMSA). E&P Map D-4, Parish Seat. Seaport. Oil, Wholesale, educational and medical center. 110 mi. up from mouth of Mississippi; 70 mi to Gulf of Mexico via Mississippi River - Gulf Outlet channel, lying between river and Lake Pontchartrain; 957 mi. from Chicago; Atlanta 523 mi.; Dallas 506 mi. On U.S. Hwys. 61, 51, 91, 11 and 90. State Hwys. 1, 2, 30, 31 and 33; I-10.

2 - TRANSPORTATION: Railroads - Amtrak; Illinois Central; Kansas City Southern; Louisville & Nashville; Southern; S.P.; Missouri Pacific.
Intercity Bus Lines - Trailways; Greyhound.
Motor Freight Carriers - 92.
Airlines - American; Aviateca; Braniff Intl.; Coastal Airways; Continental; Delta; Eastern; National; Northwest; Pan American; Republic; Royale; Sahsa-Honduras; TACA Intl.; Texas-International; TWA; United.
Steamship Lines - 112 regularly scheduled lines. Approx. 15 common carrier barge lines - numerous others on charter.

3 - POPULATION:
City/Parish 80 Cen. 557,482
CZ-ABC: (70) 844,593; (81) 897,800
RTZ-ABC: (70) 886,224; (81) 1,158,200
SMSA 80 Cen. 1,186,725
City & RTZ-ABC: (70) 1,731,417; (81) 2,056,000
Demographic Information available from Newspaper.

See paragraph 14.

4 - HOUSEHOLDS:
City/Parish 80 Cen. 206,435
SMSA 80 Cen. 225,552
CZ ABC: (70) 264,650; (81) 321,706
RTZ-ABC: (70) 239,456 (81) 360,700
City & RTZ-ABC: (70) 504,106; (81) 682,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	29	$5,696,865,000
Sav. & Loan	48	$3,474,600,000

6 - PASSENGER AUTOS: Parish 192,055

7 - ELECTRIC METERS: Parish Res. 192,000

8 - GAS METERS: Parish Res. 163,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Lumber & Wood Pdts. 2500 (NA); Durable Goods 34,100 ($364); Stone, Clay & Glass Pdts. 3,100 ($266); Fabric Metal 4,800 ($437); Machinery 3,400 (NA); Transp. Equipt. 18,400 (NA); Ship & Boat Bldg. 15,400 ($354); Other Durable Goods 3,900 (NA); Nondurable Goods 20,400 ($283); Food Ptds. 8,600 ($266); Apparel & Textile Pdts. 2,700 ($107); Paper Pdts. 1,500 ($311); Printing Publ. Inds. 1,500 ($311); Chem. Pdts. 2,100 ($276); Petroleum Pdts. 400 (NA); Other Nondurable Goods 600 (NA); Non-Manufacturing 445,100 (NA).

10 - CLIMATE: Normal Average Temp. Spring 69; Summer 82; Fall 70; Winter 57.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 12 blocks adjacent to Canal Street.
Neighborhood Shopping Centers - Airline Park; Atlantic Thrift; Aurora Mall; Azalea Gardens; Barlon Plaza; Canal Center, Carolyn Park; Carrollton; The Center; Claiborne & Washington; Clearview; Colonial; Commerce Center; Continental Plaza; Crescent Airline; Donna Villa, East Gate, Ernst; Gentilly-Elysian Fields; Gentilly Woods; M.A. Green; Harrison Ave.; Jefferson Plaza; Kenilworth Mall; Lake Terrace; Lake Vista; Lakeshore; Lakeside; Marrero; Metairie; Mid-City; Oak Street; Oakside; Parkchester; Schwegmann; K mart; Trading Post; Tulane- Carrollton; Upstream; Uptown Square; Vans; Village Square; Wego; Westland; Westside; Woolco-Kirschman.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airline Park	8	Woolworth, Winn Dixie
Airline Village	4	Maison Blanche
Arabi Properties	4	A&P, Atlantic Thrift
Azalea Gardens	6	Winn-Dixie, TG&Y
Barker's-A&P	7	Barker's, A&P
Barlon Plaza	10	A&P, K&B
Carrollton	1	J.C.Penney, Gus, Mayer
The Center	5	Winn-Dixie, D&B
Clearview	8	Sears, Maison Blanche
Commerce	11	TG&Y,Singer
Donna Villa	7	TG&Y, Winn-Dixie
Elmwood	10	K mart, Levitz, Lawhorn
Gentilly-Elysian Fields	3	Maison Blanche, A&P
Gentilly Woods Mall	4	Labiches
M.A. Green	10	TG&Y, Western Auto
Gretna Shp. Vlg.	3	Shainbergs, Winn-Dixie
Harrison Ave.	5	Winn-Dixie, K&B
Jefferson Plaza	6	Levine's, Radio Shack
Kenilworth Mall	6	Kress, K&B
Kenner Plaza	12	Barker's
Kirschman's Lakeshore	4	Shoe Town, A&P
Smith-Lupo	6	TG&Y, A&P
Lakeside	7	Holmes, Godchaux's
Marrero	4	Woolworth, A&P
Oakwood	2	Sears, Holmes
Plaza Lk. Forest	8	Holmes, Maison Blanche, Sears
Scwegmann, Gentillity	4	Shoe Town
Schwegmann, Westbank Exp.	3	Shoe Town
Schwegmann, Woodland	5	Schwegmann's
Schwegmann, Judge Perez	5	Shoe Town
Schwegmann, Airline	5	Shoe Town
Schwegmann, Broad	2	Shoe Town
Schwegmann, Airline	10	Shoe Town
South Claiborne	1	Kents, TG&Y
Terrytown Plz.	9	
Tulane-Carrollton	2	Maison Blanche
Upstream	9	National Foods
Uptown Sq.	5	Kreiger's
Van's	6	A&P, Walgreens
Village Aurora	4	Walgreen
Wego	8	Winn-Dixie
Westland	12	Sears Catalog
Westside	2	Maison Blanche
Westwood	8	Shainberg's
Wilshire	5	Atlantic Dept.
Woolco-Kirschman	2	Woolco, A&P

Principal Shopping Days : Thu., Mon., Fri., Sat.
Stores Open Evenings : Mon., Thurs.

13 - RETAIL OUTLETS: Department Stores - Maison Blanche; D. H. Holmes; Sears; Krauss; J. C. Penney; Labiches.
Variety Stores - K mart 6; S. H. Kress 2; McCrory's 1; Murphy's 7; Woolworth 10; TG&Y 17; Kresge.
Discount Stores : Barker's; Ward's; Gaylords; General Distributors; Kent's Dollar Store; Levine; Shainberg's; Shopper's World; Leonard Krower; Woolco; Valu-Mart.
Chain Drug Stores : Katz & Betshoff 33; Walgreen Louisiana 12; Rexall 5; Medical Arts 2; Bynum's 2; McCune's 2; Mozer's 2; Professional Rx 2; Albert & Wegman 5; Fasullo Drugs 11; Eckerd's 12.
Chain Food Supermarkets : Breux Mart 6; Winn-Dixie 27; A&P 14; Schwegman 11; National/Canal-Villere 15; Piggly Wiggly 3; 7-Eleven 21; Tenneco 34; Li'l General 15; Time-Saver 62; Delchamps 7.
Other Chain Stores - Goodrich; Firestone; Goodyear; Mangels; Singer Co.; Pittsburgh Plate Glass; Western Auto; Thom McAn; Sherwin-Williams Paints; National Shirts; Lerner's; S&H Green Stamps; Top Value Stamps; One-Hour Martinizing; Gordon's; Zales.

14 - NEWSPAPERS: TIMES-PICAYUNE/STATES-ITEM (all day-mon to fri) 281,546; (sat) 249,787; THE TIMES-PICAYUNE (S) 323,731; March 31,1981 ABC.
Local Contact for Advertising and Merchandising Data: Lester S. Key, Mgr. Gen. Adv., TIMES-PICAYUNE, 3800 Howard Ave., New Orleans, LA 70140; Tel.(604) 586-3785.
National Representative : STATES-ITEM and TIMES-PICAYUNE: Newhouse.

OPELOUSAS

1 - LOCATION: St. Landry Parish, E&P Map B-3, Parish Seat. Shipping, wholesale and small mfg. center. South-central part of state; 135 mi. from New Orleans; 59 mi. W of Baton Rouge; 75 mi. from Lake Charles. On U.S. Hwys. 167, 190; State Hwys. 5, 7, 22, 45, 40 and 219.

2 - TRANSPORTATION: Railroads - Missouri Pacific; S.P.; Texas & Pacific.
Motor Freight Carriers - 7.
Intercity Bus Lines - Continental Trailways; Toche; Greyhound; Opelousas.
Airlines - Charter Service; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 31,839
CZ-ABC: (70) 31,543; (81) 32,000
RTZ-ABC: (70) 83,453; (81) 89,800
Parish 80 Cen. 84,128
City & RTZ-ABC: (70) 114,996; (81) 121,800

4 - HOUSEHOLDS:
City 80 Cen. 6,438
Parish 80 Cen. 26,823
CZ-ABC: (70) 8,659; (81) 10,100
RTZ-ABC: (70) 23,253; (81) 28,800
City & RTZ-ABC: (70) 31,912; (80) 38,900

5 - BANKS:	NUMBER	DEPOSITS
City	4	$320,000,000
Parish	10	$200,000,000

6 - PASSENGER AUTOS: 30,600

7 - ELECTRIC METERS: Residence 9,000

8 - GAS METERS: Residence 7,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Food 800 ($160); Lbr. & Wood Prods. 300 ($160); Drug Mfg. 200 ($160); Chemical (Fertilizer) 100 ($160); Natural Gas Rfy. 125 ($200); Pipe Fittings & Valves 300 ($200); Oil Ind. 800($300).
Principal Industrial Pay Days - Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-90; Summer 53-101; Fall 34-90; Winter 22-80. First killing frost, Dec. 2. Last killing frost, Feb.27.

11 - TAP WATER: Alkaline; flouridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Main St.; 5 on Landry St.; 3 on Court St.; 2 on Market St.; 2 on Bellevue; 2 on Union; Hwy 167 & Heather; Hwy 167 & Creswell.
Neighborhood Shopping Centers : 3 blocks W. Landry; 2 S. Union; 2 Washington Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indian Hill(7)	NA	Magic Mart
St. Landry Plaza(12)	NA	Woolco, K&B, Delchamps
Oline's(2)	NA	Olindes Furniture, Kroger, A&P
Vista Village(20)	NA	Winn-Dixie, TG&Y

Principal Shopping Days : Department Stores- Fri., Sat.; Food-Sat., Mon., Wed.

13 - RETAIL OUTLETS: Department Stores - Sears (catalog); Abdalla's; Anthony's; West Bros.; W. F. Beall.
Variety Stores - Vee's; J. W. Low; Ben Franklin; TG&Y.
Discount Stores : Dollar General; Howard Bro.; Woolco.
Chain Drug Stores : Walgreen; New Rexall; Ethical Pharmacies; Thrift-Way 2; Eckerd's 3; Thrif-t-way; K&B.
Chain Food Supermarkets : National Food; A&P; Kroger; Winn-Dixie; Delchamps.
Other Chain Stores - Franklin's (women's); Mengel's (women's); Singer Co.; Dimmick Auto Sup.; Western Auto Sup.; Pope Auto Sup.; W. F. Real; West Bros.; Ward's(catalog); Otasco; Howard Bros, Woolco.

14 - NEWSPAPERS: WORLD (e-mon to fri) 14,018; (S) 15,293; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Aaron Parsons, Pub., WORLD, Hwy 167 South, Opelousas, LA 70570; Tel. (318) 942-4971.
National Representative : Mid South Miss. Dailies.

PINEVILLE
See ALEXANDRIA

RUSTON

1 - LOCATION: Lincoln Parish, E&P Map B-2. 72 mi. E of Shreveport; 32 mi. W of Monroe; 97 mi. N of Alexandria; 175 mi. S of Little Rock, AR. At intersection of Interstate 20; U.S. 80 & 167.

2 - TRANSPORTATION: Railroads - Illinois Central.
Motor Freight Carriers - 4.
Intercity Bus Lines - Continental Trailways; Salter.

3 - POPULATION:
Corp. City 80 Cen. 20,585
Parish 80 Cen. 39,763
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 6,557
Parish 80 Cen. 12,280

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	12	$115,477,663
Commercial	5	$119,771,589

6 - PASSENGER AUTOS: Parish 13,961

7 - ELECTRIC METERS: 6,717

8 - GAS METERS: 6,238

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Wage-Saw Mill & Related 155 (NA); Wood Processing 320 (NA); Construction 1200 (NA); Petroleum Prod 240 (NA); Gas-Oil 200 (NA); Glass 300 (NA); Soft Drink 60 (NA); Transportation 140 (NA); Agricultural Prod. 54 (NA); Wholesale Trade 250 (NA); Retail Trade 2300 (NA); Colleges 2000 (NA); Insurance 300 (NA).

10 - CLIMATE: First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Center - 2 blocks along W. Calif. Ave.; Village Plaza Shopping Center (15 Stores); North Park Mall; I-20 Shopping Center.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Village Plaza Center (Mon.-Fri.); North Park Mall and Safeway (Mon.-Sat.); Drive in Groceries; Safeway; A&P (Mon.-Sun.); Wal Mart; K mart.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Lewis; Beall's; Fred's.
Variety Stores - Murphys.
Discount Stores : Gibson; Wal-Mart; Value Mart; K mart.
Chain Drug Stores : Marbury (Rexall); Brazill; (Walgreen); K&B; Gibson.
Chain Food Stores : Piggly Wiggly 2; A&P; Safeway 2; Jiffy Mart; Handee Mart 6; 7-Eleven.
Other Chain Stores - Rose Oil; Sears (catalog); Goodyear; Montgomery Ward (catalog); Goodrich; Otasco; Ollinger Co.; Wickes Lumber; Sherwin Williams; Radio Shack.

14 - NEWSPAPERS: LEADER (e-mon to fri) 6,632; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Jimmy Watson, Adv. Mgr., LEADER, PO Box 520, Ruston, LA 71270; Tel. (318) 255-4353.
National Representative : Mid-South Miss. Dailies.

SHREVEPORT

1 - LOCATION: Caddu Parish (In Shreveport, SMSA). E&P Map A-2; Parish Seat. Distributing, manufacturing and trading center. Headquarters for natural gas industry. Military air center. On Red River, 220 mi. NE of Houston; 190 mi. E of Dallas; 360 mi. SW of Memphis; 325 mi. NW of New Orleans.

2 - TRANSPORTATION: Railroads : Missouri Pacific; St. Louis & Southwestern; Louisiana & Arkansas; Kansas City Southern; Illinois Central Gulf; Southern Pacific.
Airlines : American; Frontier; Delta; Royale.
Motor Freight Carriers : 15.
Intercity Bus Lines : Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 205,815
CZ-ABC: (70) 269,411; (81) 305,800
RTZ-ABC: (70) 497,535; (81) 581,200
SMSA 80 Cen. 376,646
Parish 80 Cen. 252,249
City & RTZ-ABC: (70) 766,946; (81) 887,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 74,649
Parish 80 Cen. 90,694
SMSA 80 Cen. 133,063
CZ-ABC: (70) 83,316; (81) 108,800
RTZ-ABC: (70) 148,238; (81) 201,000
City & RTZ-ABC: (70) 231,554; (81) 309,800

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$225,000,000
Commercial	12	$2,750,000,000

6 - PASSENGER AUTOS: Parish 118,082

7 - ELECTRIC METERS: 110,594

8 - GAS METERS: 98,941

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Agriculture; Oil; Gas; Lumber; Retail Trade; Manufacturing; Food Products 2,000 ($220); Apparel 850 ($150); Lumber 1,700 ($175); Printing 1,100 ($200); Chem. & Petrol. 1,600 ($285); Metal Prod., Machy. 28,300 ($290); Other 3,400 ($175).

10 - CLIMATE: Min. & Max. Temp. - Spring 55-75; Summer 73-94; Fall 55-81; Winter 38-56.

11 - TAP WATER: Slightly alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks on Texas St.; 4 on Milam; 1 each on McNeil, Marshall & Edwards; 3 on Market.
Neighborhood Shopping Centers : (Shreveport & Bossier) - Cedar Grove, 6 blocks on 70th St.; Centenary, 5 on E. Kings Hwy.; Bossier City's main dist. is 8 on Barksdale Blvd.; Broadmoor at Youree & Ockley Dr. West End Dist., 6 on Texas Ave.; Sunset Village, 2 at Mansfield Rd. & Sunnybrook; Lakeshore at Lakeshore Dr. & Jewella Rd.; Greenwood Rd., 3; Glenwood, 3,300 on Line Ave.; Heart O'Bossier at Barksdale Blvd. & Benton Rd.; Southfield, 1 sq. block at Youree Dr. & Southfield Rd.; Uptown; 5,800 on Line Ave.; Eastgate Plaza; Mall St. Vincent; Madison Park, 3,800 Gilbert; Fairway, 2700 Benton Rd., Bossier City; Greenwood Plaza, Greenwood Rd. 6 Westwood Dr.; Westwood, Jewella & Greenwood Rd.; Shreve Island, Capt. Shreve Drive & Reilly Lane; Old River Center, & Kings Hwy at Southfield; Freestate Unit 1, Freestate Industrial Park; North Market Plaza, 3 on North Mkt. St.; 2 on Old Minden Rd. & Highway 80, Bossier City; Shreve City Regional Center, Shreveport-Barksdale Highway; Southside Village, Mansfield Rd. & Jewella; South Park Mall, Jewella Rd. & Mackley Ln.; Mid Town Plaza, Kings Hwy & Mansfield Rd.; Grant Plaza, Mansfield & Flournoy-Lucas Rds. in Shreveport; Eastgate Ctr., Hwy. 1 & 70th St.; Mall St. Vincent, Kings Hwy. & St. Vincent; Pierremont Mall, Line Ave at Southfield; Quail Creek, Shreveport-Barksdale Hwy.; Grant Plaza, Airline Dr. & Hwy. 80 in Bossier City, 1 mi. distant Heart O'Bossier Center.
Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Sears 3; J. C. Penney 2; Rubenstein's 3; Hearne 2; Selbers 3; Woolco 2; Beall 6; Dixie Stores 2; Palais Royal 4; Yearwood's; Dillard's 2; Montgomery Ward.
Variety Stores : Woolworth 2; Kress; Burt's 5; TG&Y 11; G. C. Murphy Co.
Discount Stores : United Jewelers 2; Gibson's 3; Globe 2; Wilsons Woolco 2; K mart 3.
Chain Drug Stores : Lewis 5; Walgreen 2; Naremore; Barksdale 3; G&H; Chuck Snyder's 4; Rexall 3; McKeller Sunset; Plaza; Shreve Island, Tri-State; Uptown; Medic 11; Mitchell's 2; Eckerd's 9; Williams; Albertsons-Southco 2; K&B 3.
Chain Supermarkets : Safeway 2; Kroger 5; Weingarten 5; Brookshire 9; Best-Yet 4; 7-Eleven 51; Piggly Wiggly 3; Albertsons-Southco 2.
Other Chain Stores : Pants Parlor; Goldrings 3; Haspel; Lee Martin's 3; Male Shop; Jordan & Booth; Rosenblath's; The Ranch; Pants Place; Casual Corner; Western Auto; Autolec; Firestone; Goodrich; Goodyear; Int'l. Harvester; White Auto; Otasco; Florsheim; Thom McAn; Singer; Necchi; Zales Jewelers; DuPont Paint; Sherwin-Williams; Pittsburgh Plate Glass; Russell Stover Candies; Jarman Shoes; The Glidden Co., Margolis Shoes; Bell Bros. Shoes; S&H Green Stamps; Wilson's.

14 - NEWSPAPERS: TIMES (m) 86,093; JOURNAL (e) 32,659; Comb. (m&e) 118,752; TIMES (S) 123,558; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Benoit Lynn, Nat'l. Adv. Mgr., JOURNAL and TIMES, 222 Lake St., Shreveport, LA 71130; Tel. (318) 459-3364.
National Representative : Gannett.

SLIDELL

1 - LOCATION: St. Tammany Parish, (In New Orleans SMSA). E&P Map D-3. Agricultural area (strawberries & cotton). 22 mi SE of Covington. On U.S. Hwys. 11, 190 and Interstate 10, 12, 59; State Hwy. 433.

2 - TRANSPORTATION: Railroads - SOU; GM&O.
Intericty Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,718
Parish 80 Cen. 110,554
SMSA 80 Cen. 1,186,725

4 - HOUSEHOLDS:
City 80 Cen. 8,295
Parish 80 Cen. 35,576
SMSA 80 Cen. 418,287

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Parish 47,424

7 - ELECTRIC METERS: City 4,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp. - Spring 60-83; Summer 72-94; Fall 53-81; Winter 42-64. First killing frost, Nov. 15. Last killing frost, Mar. 2.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northside Plz. (22)	NA	Winn-Dixie, Beall's, TG&Y
Plaza 190 (17)	NA	A&P, Rose's, Sears, K&B Drugs
Tammany Mall (26)	NA	A&P, Mont. Ward, West Bros. Dept.
Manor Plaza	NA	
Gibson Plz. (7)	NA	Gibson
Sunflower (4)	NA	Sunflower Mkt, K mart
Midtown (15)	NA	Woolco, Delchamps, Shoetown, Fasullo Drug, Radio Shack

13 - RETAIL OUTLETS: Department Stores : Sears; West Bros; Montgomery Ward.
Chain Supermarkets : A&P; Sunflower Mkt.
Other : K mart; Radio Shack; Shoetown; Woolco; TG&Y.

14 - NEWSPAPERS: SENTRY-NEWS (m) 6,021; (S) 6,402; sworn Mar. 31, 1981. TIMES (e-tues to fri) 10,316; (S) 10,487; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Steve Krehl, Adv. Dir., SENTRY-NEWS, 3648 Pontchartrain Dr., Hwy. 11 South, Slidell, LA 70458; Tel. (504) 643-4918. M. Gerald Stone, TIMES, 1441 Short Cut Rd., Slidell, LA 70458; Tel. (504) 643-5236.
National Representatives : SENTRY-NEWS: None. TIMES: Mid-South Miss. Dailies.

THIBODAUX

1 - LOCATION: Lafourche Parish, E&P Map C-4, Parish Seat. Agriculture, commercial fishing and oil and gas production center; light industry. SE portion of state. 68 mi. SE of Baton Rouge; 58 mi. SW of New Orleans.

2 - TRANSPORTATION: Railroads - Southern Pacific; Texas and Pacific.
Motor Freight Carriers - 5.
Intercity Bus Lines - Teche-Greyhound Lines.

3 - POPULATION:
Corp. City 80 Cen. 15,810
Parish 80 Cen. 82,483

4 - HOUSEHOLDS:
City 80 Cen. 5,119
Parish 80 Cen. 25,391

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$583,548,862
Sav. & Loan	3	$180,533,651

6 - PASSENGER AUTOS: County 27,063

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 4,832

9 - PRINCIPAL INDUSTRIES: Steel Fabrication; Agricultural machy. Mfg.; Nicholls State University; Candy; Fertilizer; Oil, Gas And Related Industries; Commercial Fishing; Sugarcane; Shipbuilding.

10 - CLIMATE: Annual mean temp. 68. Highest average temp. June - 96; lowest average temp. Dec. - 27.

11 - TAP WATER: Alkaline; hard.

12 - RETAILING: Principal Shopping Center - 8 blocks on West 3rd St.; 3 blocks on Green and St. Philip Sts. (35 Stores).
Neighborhood Shopping Centers : Food Town 4; Johnson 5; Nicholls 7; Peltier 11; Rienzi 12; Lafourche Plaza 2.
Nearby Shopping Centers - Southland Mall - 12 miles. Holmes; Godchaux's; Kirschmann's; Sears; Woolworth; Shainberg's; Miller-Wohl; Arthur Coplon; Katz & Besthoff. Sugarland-15 miles. TG&Y; Family Center; Winn-Dixie; Eckerd's; Bill's Dollar Stores.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores - Ellis Braud; Arthur Coplon; Jake's; Morgan & Lindsey; Weill's; TG&Y; Sears (catalog); Montgomery Ward (catalog); Woolco.
Discount Stores - West Gibson.
Variety Stores - Morgan & Lindsey; National Dollar Store; TG&Y; Walker's.
Chain & Local Operated Drug Stores - West Bros.; D&M Drug 2; Lafourche Drug; Eckerds; Katz & Besthoff; Southland Walgreen 2.
Chain & Local Operated Food Stores - Rouses; L&N Food Stores; St. Charles Super Mkt.; A&P; National Food Stores; Winn-Dixie 2; Ricks IGA, Delchamps.
Other Chain Stores - Goodyear; Western Auto; Firestone; B.F. Goodrich; A to Z Rental; Philip Morris.

14 - NEWSPAPERS: COMET (e-mon to fri) 11,000; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jay Loncon, Adv. Mgr., COMET, 705 W. 5th St., Thibodaux, LA 70301; Tel. (504) 447-4055.
National Representative : None.

MAINE SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Bangor - Bangor, Brewer, Old Town cities; Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington and Veazie towns; Penobscot Indian Island Indian Reservation in Penobscot County; Winterport town in Waldo County.
Lewiston-Auburn - Auburn and Lewiston cities; Lisbon town in Androscoggin County.
Portland - Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Scarborough, Windham and Yarmouth towns in Cumberland County; Saco city; Old Orchard Beach town in York County.
Portsmouth-Dover-Rochester, N.H.-Me. - Portsmouth city; Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton and Rye towns in Rockingham County, N.H.; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury and Rollinsford towns in Strafford County, N.H.; Berwick, Eliot, Kittery, South Berwick and York towns in York County, Me.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	85	79
5-14 Years	201	178
15-24 Years	170	206
25-44 Years	219	302
45-64 Years	205	219
65 and Over	114	141
TOTAL	994	1,125

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	150	248	354
Genral Mdse	275	393	548
Food	546	872	1,370
Automobiles	442	724	931
Gasoline Stations	162	244	474
Apparel	87	132	184
Furniture	76	116	169
Eat-Drink Places	140	261	410
Drugs	266	103	158
TOTAL	2,233	3,616	5,076

AUBURN

See LEWISTON

AUGUSTA

1 - LOCATION: Kennebec County, E&P Map B-4, Capital of the state; County Seat. On Kennebec River. 62 mi. from Portland; 74 mi. from Bangor and 170 mi. from Boston. Shopping and manufacturing center in agricultural area on Hwys. 201, 202, 200, 11, 104, 105, 17; Maine Tpke.; I-95.

2 - TRANSPORTATION: Maine Central RR (freight); Greyhound Bus.
Motor Freight Carriers - 10.
Airlines - Air New England; Bar Harbor Airline.

3 - POPULATION:
Corp. City 80 Cen. 21,819
CZ-ABC: (70) 24,759; (81) 24,100
RTZ-ABC: (70) 186,841; (81) 230,100
County 80 Cen. 109,889
City & RTZ-ABC: (70) 211,600; (81) 254,200

4 - HOUSEHOLDS:
City 80 Cen. 8,405
County 80 Cen. 38,579
CZ-ABC: (70) 7,662; (81) 8,500
RTZ-ABC: (70) 56,417; (81) 79,700
City & RTZ-ABC: (70) 64,079; (81) 88,200

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$128,501,053
Sav. & Loan	2	$46,950,000
Commercial	15	$491,269,474

6 - PASSENGER AUTOS: County 55,071

7 - ELECTRIC METERS: Residence 29,700

8 - GAS METERS: Residence 100 Bulk Gas Res. 29,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Emp. (Av. Wkly. Wage N.A.) - Cotton 1,202; Paper Products 635; Publishers and Printers 225; Food Processing 608; State Employees 8,014; Veterans Administration 1,080; City Employees 900; Teachers 1,107; Boots and Shoes 1,038; Electrical 267; Iron Fabrication 245; Telephone 156; IRS 175.

10 - CLIMATE: Average Temp. - Spring 42; Summer 65; Fall 45; Winter 23. First killing frost, Oct. 16. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers : Water St., 1,800 ft. both sides.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Augusta Plz. (15)	NA	Giguere's, K mart
Capitol (13)	NA	King's, Shaw's
Turnpike Mall (12)	NA	Sears, Zayre's, Cottle's

Neighborhood Shopping Centers - Cony St., State St., Western Ave., Bangor St.
Principal Shopping Days : Wed., Thu., Fri.
Principal Shopping Night : Thu., Shopping Centers open every evening.

13 - RETAIL OUTLETS: Department Stores - Adam's; Chernowsky's; Frank X Pomerleau.
Variety Stores : McLellan's; McCrory.
Discount Stores : Rix; Zayre's; K mart; King's.
Chain Drug Stores : LaVerdiere's 2; Lovell's; Brooks Super Drug.
Chain Food Supermarkets : Sampson's; Cottle's 3; Mister Market; Barden's 2; Shaw's; Giguere's.
Other Chain Stores : J. C. Penney Co.; Sears Roebuck; King's; Zayre's; Firestone; Goodrich; Beaconway Fabrics; Day's Jewelry; Sherwin-Williams; Lamey-Wellehan's; Augusta Supply Co.; Hit or Miss; K mart.

14 - NEWSPAPERS: KENNEBEC JOURNAL (m) 18,720; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Susan Haskell, Adv. Dir., KENNEBEC JOURNAL, 274 Western Ave., Augusta, ME 04330; Tel. (207) 623-3811.
National Representative : Landon.

BANGOR

1 - LOCATION: Penobscot County (SMSA) E&P Map C-4. On Penobscot River; 60 mi. NE of Augusta; connected with city of Brewer by 2 bridges; 130 mi. NE of Portland. On U.S. Hwys. 1A-2; I-95; State Hwys. 9, 15, 100, 178, 222.

2 - TRANSPORTATION: Railroads - Maine Central; Bangor & Aroostook.
Motor Freight Carriers - 15.
Intercity Bus Lines - Greyhound; B&A; Citibus.
Airlines - Delta; Bar Harbor Airways; Federal Express; Bangor Int'l. Airlines.

3 - POPULATION:
Corp. City 80 Cen. 31,643
CZ-ABC: (70) 71,335; (81) 71,200
RTZ-ABC: (70) 321,808; (81) 363,000
County 80 Cen. 137,015
SMSA 80 Cen. 83,919
City & RTZ-ABC: (70) 393,143; (81) 434,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,772
County 80 Cen. 45,974
SMSA 80 Cen. 28,362
CZ-ABC: (70) 20,449; (81) 23,100
RTZ-ABC: (70) 96,337; (81) 126,800
City & RTZ-ABC: (70) 116,786; (81) 149,900

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$711,125,059
Sav. & Loan	1	$40,021,851
Commercial	6	$451,205,667

6 - PASSENGER AUTOS: County Est. 68,790

7 - ELECTRIC METERS: Residence 21,818

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Leather/Leather Products 1,560; Paper 1,170; Wood 246 ($218); Retail 6,530 ($130); Wholesale 2,120 ($209); Services-Miscellaneous 7,730 ($145); Non-Farm 36,900 ($184).

10 - CLIMATE: Min. & Max. Temp. - Spring 30-80; Summer 50-100; Fall 30-70; Winter -2044. First killing frost, Sept. 8. Last killing frost, May 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 3 blocks on Main; 3 on Hammond; 6 on State; 4 on Harlow St.; 2 on Exchange; Central Broad; Bangor Mall, Bangor Shopping Center; Westgate Mall; Airport Mall Shopping Plaza; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bangor Mall	5	Sears, Porteous, J.C. Penney, Doug's
Bangor	3	Zayre's, Kresge, T.J.Maxx, Doug's
Westgate	2	King's, IGA
Airport Mall	3	Woolco, Freese's Drugs
K mart	5	K mart, A&P
North Brewer	3	IGA, Miller's
Brewer	4	A&P
Twin City		Doug's
Old Town	9	Giguere's
University Mall	8	King's, Sampson
Ellsworth	23	Zayre's, First National
Maine Coast	23	Woolworth, King's, IGA
Belfast	35	J.C. Penney, First National
Millinocket	35	Woolworth, IGA

Principal Shopping Days : Fri., Sat., Mon.
Stores Close : Sun. & Major Holidays.
Stores Open Evenings : Thu., Fri.

13 - RETAIL OUTLETS: Department Stores - Freese's 2; Sears Roebuck; Porteous; J.C. Penney.
Variety Stores - Kresge.
Drug Stores :Allen; Liggett-Rexall; Miller; Ohmart & Hinkley 2; La Verdiere's 3; Wellby 3, CVS 2.
Discount Stores : K mart; Miller's; King's Woolco; Zayre's.
Chain Supermarkets : A&P 2; IGA Foodliner 2; Shop 'n Save; Sampson's 3.
Other Chain Stores : Thom McAn; Fayva Shoe; Dexter Shoes; Standard Shoes; Kinney Shoe; Baker Shoes; Anderson-Little; Singer Co; Benoits; The Gap; Hit or Miss; Spencer Gifts; Radio Shack; Zale Jewelry; G. M. Pollack & Son; Days; Gordon Jewelers; So-Fro Fabrics; MD Stores; T. J. Maxx; Fanny Farmer; Marianne's; Kresge; Baskin Robbins; Brooks Fashion; B. Dalton; Levi Strauss; Fields Hosiery; Foxmoor Casuals; Mothercare; The Weathervane; Chess King; Hickory Farms; Rings 'n Things; GNC; Service Merchandise; Sherwin Williams; Firestone; Steego Auto Parts; CAP Auto.

14 - NEWSPAPERS: NEWS (m) 80,118; Mar. 31, 1981 ABC.
Local Contact for Advertising and Marketing Data: Kenneth L. MacMannis, Dir. Mkt., NEWS, 491 Main St., Bangor, ME 04401; Tel. (207) 942-4881.
National Representative : Sawyer-Ferguson-Walker.

BIDDEFORD- SACO

1 - LOCATION: York County, (In Portland SMSA). E&P Map B-5. Residential center on Saco River, 6 mi. from its mouth; 15 mi. SW of Portland. On U.S. Hwy. 1 and Maine Tpke.

2 - TRANSPORTATION: Railroads - B & M.
Motor Freight Carriers - 13.
Intercity Bus Lines - Biddeford & Saco; Greyhound; Maine Trailways; Brunswick Transportation.

3 - POPULATION:
Corp. Cities 80 Cen. 32,559
Biddeford 80 Cen. 19,638
Saco 80 Cen. 12,921
PMA-ABC: (70) 84,737; (81) 101,600
SMSA 80 Cen. 183,625
County 80 Cen. 139,666

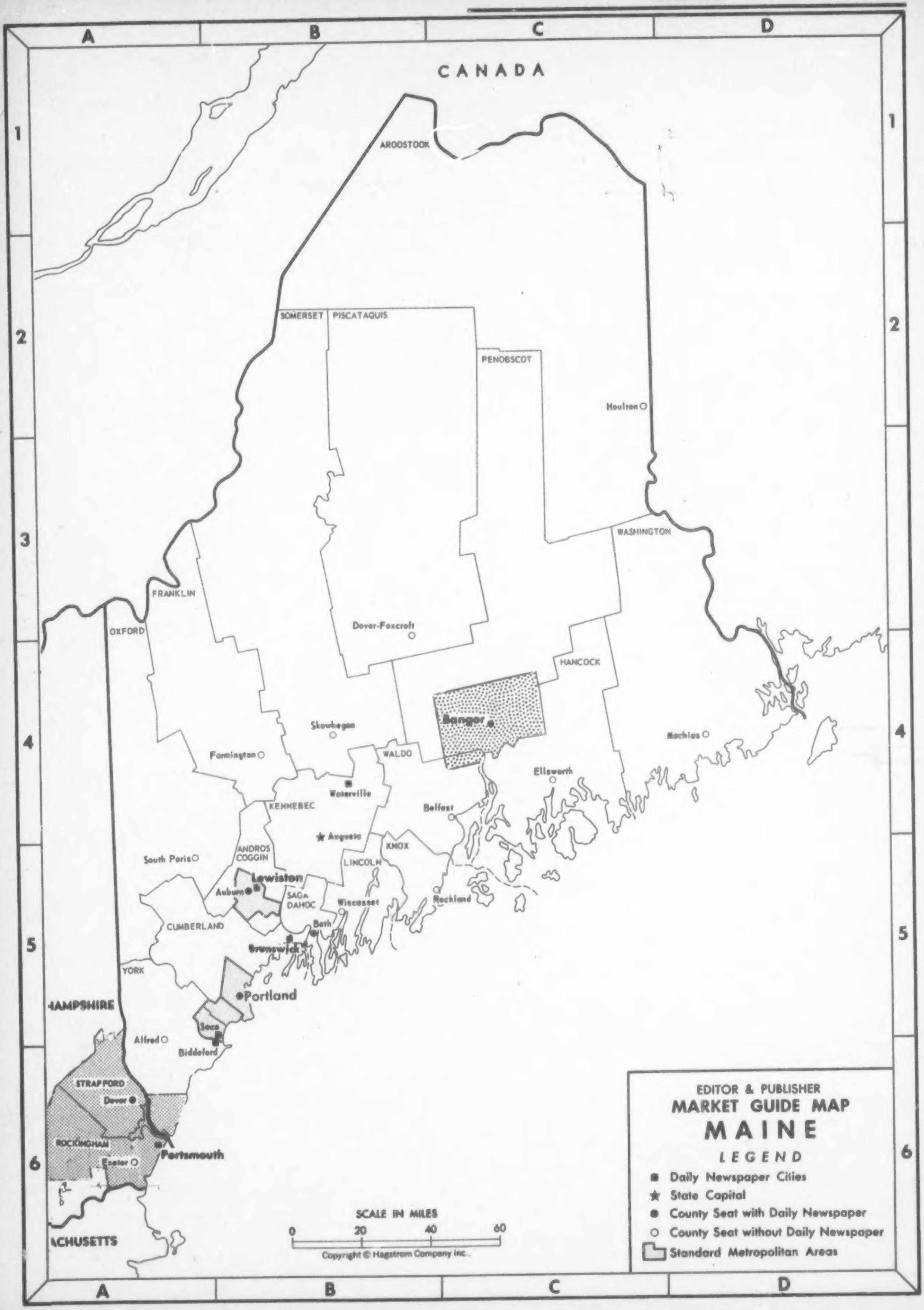
4 - HOUSEHOLDS:
Cities 80 Cen. 11,633
Biddeford 80 Cen. 7,077
Saco 80 Cen. 4,556
County 80 Cen. 49,648
SMSA 80 Cen. 68,232
PMA-ABC: (70) 26,385; (81) 39,500

5 - BANKS: 4 Savings, 2 Comm.; Total Dep. $1,000,000,000. 1 Fed. S&L, 5 Credit Unions; Total Assets $12,000,000.

6 - PASSENGER AUTOS: County 58,691

7 - ELECTRIC METERS:
Residence: Biddeford and Saco 14,670

8 - GAS METERS: Bottled gas used.


A
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1
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6
CANADA
AROOSTOOK
SOMERSET
PISCATAQUIS
PENOBSCOT
Houlton
WASHINGTON
FRANKLIN
OXFORD
Dover-Foxcroft
HANCOCK
Bangor
Skowhegan
Machias
Farmington
WALDO
Ellsworth
Waterville
KENNEBEC
Belfast
Augusta
ANDROS COGGIN
KNOX
South Paris
LINCOLN
Lewiston
Auburn
SAGA DAHOC
Wiscasset
Rockland
CUMBERLAND
Bath
Brunswick
YORK
Portland
HAMPSHIRE
Saco
Alfred
Biddeford
STRAFFORD
Dover
ROCKINGHAM
Portsmouth
Exeter
ACHUSETTS
SCALE IN MILES
0
20
40
60
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EDITOR & PUBLISHER
MARKET GUIDE MAP
MAINE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Automotive Parts 1,200 ($187); Textile Prod. 900 ($150); Shoe & Heel 600 ($150); Tannery 700 ($180); Wearing Apparel 400 ($130); Precision Products 450 ($185); Building Fabricators 175 ($185).
Principal Industrial Pay Days - Thurs. & Fri.

10 - CLIMATE: Average Temp. - Spring 42; Summer 65; Fall 48; Winter 22. First killing frost, Oct. 6. Last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biddeford	2	Finasi, Sears
Saco Valley	13	Zayre's, Shaw's Mkt.
5 Points	11	IGA, Rich's Dept.

Principal Shopping Days : Downtown-Fri.; Shopping Centers-6 Nights.

13 - RETAIL OUTLETS: Department Stores - Butler's; Youland; Nichols.
Variety Stores - Woolworth; Wellwoods; Bookland.
Chain Drug Stores : Central-Colonial Phcy. 2; General Sales; Laverdiere 2; Brooks 2; Wellby.
Discount Stores : Zayre's; King's; Rich's.
Chain Food Supermarkets : First National; Farm Store; Shaw's; Martin's Discount; Jos. Sneider; IGA Foodliner; Foodland.
Other Chain Stores - Shoes: Butler, Colonial; Jewelry: Day's, Youland's; Furniture: Warren, Potter's; Western Auto; Singer Co.; Sherwin-Williams; Mary Carter; The Men's Shop, Inc.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e) 13,909; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donald Lauzier, Adv. Mgr., JOURNAL-TRIBUNE, Alfred Rd., Biddeford, ME 04005; Tel. (207) 282-1535.
National Representative : Landon.

BRUNSWICK

1 - LOCATION: Cumberland County, E&P Map B-5. 27 mi. E of Portland; Harbor, Port of entry. 12 mi. from mouth of Kennebec River. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroads - Maine Central (freight).
Intercity Bus Lines - Greyhound.
Motor Freight Carriers - 12.

3 - POPULATION:
Corp. City 80 Cen. 17,366
CZ-ABC: (70) 31,732; (81) 36,300
RTZ-ABC: (70) 15,320; (81) 21,500
County 80 Cen. 215,789
City & RTZ-ABC: (70) 47,052; (81) 57,800

4 - HOUSEHOLDS:
City 80 Cen. 5,843
County 80 Cen. 78,704
CZ-ABC: (70) 9,651; (81) 12,700
RTZ-ABC: (70) 4,759; (81) 7,700
City & RTZ-ABC: (70) 14,410; (81) 20,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$97,114,000
Sav. & Loan	2	$64,298,000
Savings	6	$169,048,000
Credit Unions	5	$20,000,000

6 - PASSENGER AUTOS: County 97,767

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipbuilding; Sportswear; Shoes; Papermaking; Children's Clothing; Artist's Brushes.
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Average Temp. - Spring 42; Summer 68; Fall 47; Winter 23. First killing frost, Oct. 18. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers (17 stores) - Cooks Corner (Sears, Holiday Inn); J.C. Penney; Route 1 Kings.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Mon. thru Sat. 9 a.m.-9 p.m.

13 - RETAIL OUTLETS: Department Stores - Senter's; J.C. Penney; Sears; Grand City.
Chain Drug Stores : General Sales; Combined Sales; Welby Super Drug; CVS; Drapeau's; LaVerdiere's.
Variety Stores - Grand City; J.J. Newberry.
Discount Stores : Kings.
Chain Stores : Burgess' 2; Shaws; Cottle's.
Other Chain Stores : G.M. Pollack & Sons; Day's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; L&A Tire; Lamey-Wellahan; Beaconway Fabrics; Radio Shack; Fayva; Bookland.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 13,358; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Daniel H. Snow, Vice President, TIMES-RECORD, Industry Rd., Brunswick, ME 04011; Tel. (207) 729-3311.
National Representative : Landon.

LEWISTON- AUBURN

1 - LOCATION: Androscoggin County, E&P Map B-5, County Seat (In Lewiston-Auburn SMSA). Industrial, wholesale and agricultural center. SW inland Maine; 135 mi. from Boston; 350 mi. from New York City.

2 - TRANSPORTATION: Railroads - Maine Central.
Motor Freight Carriers - 26.
Intercity Bus Lines - Greyhound; Blue; Hudson; Trailways.
Airlines - Bar Harbor.

3 - POPULATION:
Corp. Cities 80 Cen. 63,609
Lewiston 80 Cen 40,481
Auburn 80 Cen. 23,128
CZ-ABC: (70) 65,930; (81) 64,300
RTZ-ABC: (70) 164,351; (81) 203,800
County 80 Cen. 99,657
SMSA 80 Cen. 72,378
City & RTZ-ABC: (70) 230,281; (81) 268,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities: 23,451
Lewiston 80 Cen. 14,960
Auburn 80 Cen. 8,491
County 80 Cen. 35,233
SMSA 80 Cen. 26,359
CZ-ABC: (70) 21,171; (81) 23,800
RTZ-ABC: (70) 49,496; (81) 70,700
City & RTZ-ABC: (70) 70,667; (81) 94,500

5 - BANKS:	NUMBER	DEPOSITS
Savings	6	$165,514,614
Commercial	4	$73,099,000

6 - PASSENGER AUTOS: County 37,523

7 - ELECTRIC METERS: Residence 36,000

8 - GAS METERS: Residence 8,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Shoe Mfg. 7,812; Cotton Mfg. 2,650; Electronics 732; Poultry Processing 350; Wool Blankets 250; Wire Goods Mfg. 110; Almanacs, Calendars, Diaries, etc. 150; 75; Bakery Products 220; Paper Boxes 100; Woolen Yarns 225; Carbonated Beverages 133; Metal Stamping 130; Plastics 450; Printing 214; Milk Processing 135.

10 - CLIMATE: Min. & Max. Temp. - Spring 22-70; Summer 50-90; Fall 27-75; Winter -6-50. First killing frost, Oct. 8. Last killing frost, May 2.

11 - TAP WATER: Slightly acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - Lewiston : Approx. 2 mi. on Lisbon St.; 2 mi. on Main St.; Lewiston Mall; Promenade Mall; Northwood Park; Bonneau's.
Auburn : Main; N. Main; Court; Turner; Center St. Plaza; Auburndale Ctr.; K mart Ctr.; Auburn Mall.
Principal Shopping Days : Department - Mon., Fri., Sat. Food - Wed., Fri., Sat.
Stores Close : Mon. a.m.
Stores Open Evenings : Dept. - Mon., Fri.; Food - Thurs., Fri.; some Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Pecks; Sears; Bradlees; J.C. Penney; Kings; Porteous, Mitchell & Braun; Ward Bros.; Zayre's; K mart.
Variety Stores : Kresege; Big L; Mac's; Valu Plus; Laverdieres 2.
Discount Stores : Kings; K mart; Bradlees; Zayre
Chain Drug Stores : CVS 2; Clark's 2; Big L 2; Valu Plus.
Chain Food Supermarkets : Foodtown 3; Sampson's 11; Shaw's 2; Cottle's 2.
Other Chain Stores : Dodge Clothes (men's); Day's Jewelry; Lamey-Wellehan (shoes) 2; Thom McAn (shoes); Beconway (fabrics); New England Furniture; Snow's Appliances; Fanny Farmer; Owen Moore (woman's) 2; Deering Ice Cream; Friendly Ice Cream; Baskin Robbins Ice Cream; So Fro Fabrics 2; Fayva Shoes; Carriage House 3 (cards & gifts); Dog House (pet); Petland; Bonanza Rest.; York Steak House; Carbur's Rest.; Strictly Formal; Angeloni Pizza; Bookland 2; Walden Books; Radio Shack; Dexter Shoes; Hit or Miss ; Quoddy Mocs; Athletic Attic; Brooks Fashion (womens); Carlyle (Jewelry); Chess King (men's); ; Dream Machine (amusement); Earring Tree; Fields Hosiery; Foxmoor (womens); The Gap (M/W clothing); General Nutrition; Gifts From the Heart; Golden Fry (food); Great Hot Dog (food); Hickory Farms; Jack & Jill (clothing); JoAnn's Nuthouse; Kay-Bee Toys; Kinney Shoes; Lowrey Piano/Organ; Marianne (woman's clothes); Merle Norman Cosmetics; Mothercare (maternity); Musicland; Ormond (womans); Papa Gino's (food); Pearl Vision; Phone Center; G.M. Pollack (jewelry); Proving Ground (men's); Regis Hair Styling; Spencer Gifts; Swiss Pretzel; Thatcher's (food); Tiffaney Bakery; Tourraine (woman's); Upstage (shoes) ; Weathervane (womans); Zales Jewelry; Gil Poliquin (Eye/Hearing wear); J. Dostie Jewelry; Art Circle (art supplies); Camera Service Center; Grant Clothes (men's) ; Jason Gifts & Antiques; Morin's Bridal.

14 - NEWSPAPERS: SUN (m) 34,631; JOURNAL (e) 13,962; Comb. (m&e) 48,593; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Y. Roger Fontaine, Adv. Dir., SUN/ JOURNAL, 104 Park St., Lewiston, ME 04240; Tel (207) 784-5411.
National Representative : Landon.

PORTLAND

1 - LOCATION: Cumberland County, E&P Map B-5 (SMSA). County Seat. 108 mi. E of Boston. On U.S. Hwys 1; Interstate Hwys. 9, 26, 100 and 302.

2 - TRANSPORTATION: Railroads - Boston & Maine; Maine Central; Grand Trunk.
Motor Freight Carriers - (Interstate) 20.
Freight Steamship Lines - 7.
Intercity Bus Lines - Greyhound; Trailways; Vermont Transit.
Airlines - Delta; Air New England; Bar Harbor Airlines.

3 - POPULATION:
Corp. City 80 Cen. 61,572
CZ-ABC: (70) 116,991; (81) 112,900
RTZ-ABC: (70) 210,565; (81) 278,500
County 80 Cen. 215,789
SMSA 80 Cen. 183,625
City & RTZ-ABC: (70) 327,556; (81) 391,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 25,419
County 80 Cen. 78,704
SMSA 80 Cen. 68,232
CZ-ABC: (70) 38,400; (81) 42,700
RTZ-ABC: (70) 63,830; (81) 98,100
City & RTZ-ABC: (70) 102,230; (81) 140,800

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$556,786,177
Sav. & Loan	4	$172,483,709
Commercial	5	$708,611,762

6 - PASSENGER AUTOS: County 97,767

7 - ELECTRIC METERS: 62,500

8 - GAS METERS: Res. 11,190

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Metals & Machy. 4,800 ($139); Food Prods. 2,500 ($151); Paper 2,600 ($178); Leather & Prod. 1,400 ($123); Lumber & Wood Prod. 800 ($123).
Principal Industrial Pay Days - Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 24-74; Summer 52-90; Fall 33-68; Winter 8-42.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas - Between Longfellow and Monument Squares; Maine Mall.
Neighborhood Shopping Areas - Woodford's Corner; Allen's Corner; Rosemont; Pond Cove; Westbrook.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Ave. Plaza (6)	NA	A&P
Lunt's Plz. (5)	NA	Martin Foods
North Gate (11)	NA	Shaw's Mkt., Wellwood
Northport (6)	NA	
Pine Tree (19)	NA	Zayre
Rainbow Mall (20)	NA	
West End	NA	First Nat'l
West Gate (9)	NA	Shaw's Mkt., Wellwood 5-10
Mill Creek	NA	Shaw's Mkt., Kings Dept.
Falmouth	NA	Shaw's Mkt., Kings Dept.
K mart (2)	NA	K mart, Martin Foods
Westbrook (6)	NA	Bradlee's, Martin Foods

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Dept. - Mon. & Thu.; Supermarkets - nightly.

13 - RETAIL OUTLETS: Department Stores - Benoit's; Sears; Owen Moore; Rines Bros.; Porteous Mitchell & Braun; Jordan Marsh; Ward Bros.
Variety Stores - Woolworth; Wellwood.
Discount Stores : Zayre; King's; Bradlee's; Mammoth Mart; Foden's; Value House; Romanow's; K mart; Child World; Marshall's.
Chain Drug Stores : Welby's 3; Dudley-Weed 2; LaVerdiere's 5; Lovell's.
Chain Food Supermarkets : A&P 1; First Natl. 1; Martins 4; Geo. C. Shaw 5; Federal 1; Gold Star IGA 1.
Other Chain Stores - Firestone; Thom McAn; Anderson-Little; Day's; Goodyear; Singer; Radio Shack; Consumer Value Stores; Lerner's; Bell Shops; Baker Shoe; Stowell's Jewelry; Foxmore Casuals; Hanover Shoe; Spencer Gifts; Kinney Shoe; Castro Convertible; Casual Corner; Zale Jewelry; The Gap; A.S. Beck Shoes; Stride Rite; Lamey Wellehan Shoes.

14 - NEWSPAPERS: PRESS-HERALD (m) 55,939; EXPRESS (e) 30,371; Comb. (m&e) 86,310 TELEGRAM (S) 120,136 Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Nisbet, Adv. Dir., or Arthur Keniston, Asst. Ad. Dir. and Ret. Mgr., PRESS-HERALD, EXPRESS and TELEGRAM, 390 Congress St., Portland, ME 04104; Tel. (207) 775-5811.
National Representative Landon.

SACO

See BIDDEFORD

WATERVILLE

1 - LOCATION: Kennebec County, E&P Map B-4. Shipping and wholesale center. Situated on U.S. Hwy. 201 and State Hwys. 11, 137; I-95. 18 mi. N. of Augusta 56 mi. E of Bangor.

2 - TRANSPORTATION: Railroads - Maine Central (freight).
Motor Freight Carriers - 3.
Intercity Bus Lines - Greyhound.
Airlines - Air New England; Bar Harbor Airlines.

3 - POPULATION:
Corp. City 80 Cen. 17,779
CZ-ABC: (70) 27,275; (81) 27,500
RTZ-ABC: (70) 71,718; (81) 89,200
County 80 Cen. 109,889
City & RTZ-ABC: (70) 98,993; (81) 116,700

4 - HOUSEHOLDS:
City 80 Cen. 6,201
County 80 Cen. 38,579
CZ-ABC: (70) 8,310; (81) 9,700
RTZ-ABC: (70) 21,326; (81) 30,200
City & RTZ-ABC: (70) 29,636; (81) 39,900

5 - BANKS: Savings 3; Sav. & Loan 2; Commercial 6

6 - PASSENGER AUTOS: County 43,289

7 - ELECTRIC METERS: Residence 13,990

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Pulp & Paper 1,539; Molded wood fibre products 1,050; Woolen fabric mfg. 550; Shirt makers 800; Wooden products 270; Railroad repair shop 400; Medical center 1,100.
Principal Pay Days - Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 28-72; Summer 54-100; Fall 33-78; Winter -30-42.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - Main St.; Silver St.; College Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elm Plz. (12)	NA	King's, K mart
Concourse (17)	NA	Zayre, Cottle's
JFK Mall (14)	NA	A&P, Blake Hdwe.

Principal Shopping Days : Thu., Fri.
Stores Open Evenings : Fri., Shpg. Ctr. Nightly.

13 - RETAIL OUTLETS: Department Stores - Butler's; Sterns; K mart; Zayre; King's; Levine's.
Chain Drug Stores - LaVerdiere's.
Chain Food Supermarkets - Cottle's; A & P; First National; IGA; Sampson's.
Other Chain Stores - Radio Shack; Mr. Paperback; Big L; Consumer Auto Parts; Steego; So-Fro; Sherwin Williams.

14 - NEWSPAPERS: SENTINEL (m) 25,705; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Drouin, Sr., Adv. Dir. SENTINEL, 25 Silver St., Waterville, ME 04901; Tel. (207) 873-3341.
National Representative : Landon.

MARYLAND SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Baltimore - Baltimore City; Anne Arundel, Baltimore, Carroll, Harford and Howard Counties.
Cumberland, Md.-W. Va. - Allegany County, Md.; Mineral County, W. Va.
Hagerstown - Washington County.
Washington, D.C.-Md.-Va. - Washington, D.C.; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, Va.; Arlington, Fairfax, Loudoun and Prince William Counties, Va.; Charles, Montgomery and Prince Georges Counties, Md.
Wilmington, Del.-N.J.-Md. - New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

STANDARD CONSOLIDATED STATISTICAL AREA

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J. - Includes Philadelphia, Pa.-N.J. SMSA; Trenton, N.J. SMSA; Wilmington, Del.-N.J.-Md. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	345	272
5-14 Years	815	649
15-24 Years	682	797
25-44 Years	997	1,252
45-64 Years	787	850
65 and Over	298	396
TOTAL	3,924	4,216

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	338	531	759
Genral Mdse	1,490	2,037	2,853
Food	2,077	3,198	5,051
Automobiles	1,780	2,825	3,651
Gasoline Stations	686	1,210	2,365
Apparel	504	687	964
Furniture	464	628	918
Eat-Drink Places	740	1,257	1,986
Drugs	386	516	795
TOTAL	9,480	14,377	21,942

ANNAPOLIS

1 - LOCATION: Anne Arundel County (In Baltimore SMSA). E&P Map C-2. State Capital. County Seat. U.S. Naval Academy; yachting and water sport center. 26 mi. S. of Baltimore; 32 mi. NE of Washington. On U.S. Hwy. 2.

2 - TRANSPORTATION:
Motor Freight Carriers - 4.
Intercity Bus Lines - Baltimore & Annapolis; Trailways; Greyhound.
Airlines - Delta; Eastern; American; TWA; Texas Int'l; USAir; Braniff; United; British Airways.

3 - POPULATION:
Corp. City 80 Cen. 31,740
CZ-ABC: (70) 53,043; (81) 55,900
RTZ-ABC: 70 Cen. 26,436; (81) 28,300
County 80 Cen. 370,775
SMSA 80 Cen. 2,174,023
City & RTZ-ABC: (70) 79,479; (81) 84,200
Demographic Information avavilable from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,430
County 80 Cen. 121,028
SMSA 80 Cen. 756,980
CZ-ABC: (70) 14,929; (81) 18,100
RTZ-ABC: (70) 7,351; (81) 9,100
City & RTZ-ABC: (70) 22,280; (81) 27,200

5 - BANKS:

Savings	$522,200,000
Savings & Loan	$386,700,000

Total Number of Banks 13

6 - PASSENGER AUTOS: County 205,012 (1979)

7 - ELECTRIC METERS: County/Res. 126,880

8 - GAS METERS: County/Res. 49,399

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Fort Meade 16,000; Westinghouse (3 locations) 13,000; USNA (including Middies) 6,000; US Naval Station; US Naval Security Over 10,000; US Dept. of Motor Vehicles Over 1,000; US Coast Guard; Md. State Gov't; Vectra (fiber); Exxon; Amtech.; Kennecott Corporation.
Principal Industrial Pay Days - Govt. 15 & 30; Wkly. Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 41-75; Summer 60-97; Fall 55-72; Winter 8-63. First killing frost, late Nov. Last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center** - 3 blocks on Main St., 3 on West St.; 1 on Maryland Ave.; 1 on State Circle; Parole Plaza; Forest Plaza.
Neighborhood Shopping Centers - 4 blocks on West St.; Stores in Eastport, W. Annapolis Hillsmere.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Annapolis (85)	NA	Hecht, Montgomery Ward
Colonial Parole (10)	NA	Kaleidoscope Fabric
Eastport (12)	NA	Safeway
Forest Plz. (16)	NA	Hechinger's
Parole S.C. (30)	NA	Sears, Food Fair, K mart

Principal Shopping Days : Thu., Fri., & Sat.
Stores Open Evenings : Mon., Thu. & Fri.
Stores Open Sundays : Discount.

13 - RETAIL OUTLETS: Department Stores - Hecht's; Sears; Woodward & Lothrop; Kirson's; Montgomery Ward; Garfinkels.
Discount Stores : Murphy Mart, K mart.
Variety Stores - G. C. Murphy; Woolco.
Chain Drug Stores - Kitchin's; Rite-aid 2; Nationwide; Homewood 1, Giant Food Pharmacy; Revco 1.
Chain Food Supermarkets : A&P 2; Acme 3; Safeway 3; Food Fair; Giant Foods 4; 7-11 2; Convenient Food Mart 3; Magruder's.
Other Chain Stores - Firestone; Goodyear; Western Auto; Singer; Montgomery Ward; Penn Jersey; Auto.

14 - NEWSPAPERS: CAPITAL (e) 31,481 Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George R. Cruze, Jr., Bus. Mgr., CAPITAL, 213 West St., Annapolis, MD 21401; Tel. (301) 268-5000.
National Representatives : Landon; USSPI.

BALTIMORE

1 - LOCATION: Independent City within Baltimore County (In Baltimore SMSA). E&P Map C-1. Nation's ninth city. On Patapsco River, 12 mi. NE of point where the river enters Chesapeake Bay. Second largest foreign tonnage port and most westerly seaport city on North Atlantic coast; transportation services center (water, land and air); 186 mi. S of New York; 95 mi. S of Philadelphia, and 40 mi. NE of Washington. Center of industrial, shipping and commercial activities; important banking, financial and insurance community. Nationally ranked as a certified test market.

2 - TRANSPORTATION: Railroads - Amtrak; Chessie System; Penn-Central; Canton (freight); Western Maryland; Baltimore & Annapolis; Conrail (freight).
Motor Freight Carriers - 160 (Interstate).
Freight Steamship Lines - 107 (Scheduled liner services).
Intercity Bus Lines - MTA (with bus lines); Greyhound; McMahon Transp.; Trailways; Baltimore Motor Coach; Clyde's Charter.
Airlines - Altair; American; Delta; Eastern; TWA; United; USAir; Ozark; Piedmont; Air Virgina; Texas Int.; World Airways; Republic; Air New England; Holiday; New Air Page; People's Express.

3 - POPULATION:
Corp. City 80 Cen. 786,775
County 80 Cen. 655,615
SMSA 80 Cen. 2,174,023
SUN: PMA-ABC:
(70) 1,740,419; (81) 1,749,400
NEWS AMERICAN:
CZ-ABC: (70) 1,619,870; (81) 1,589,000
RTZ-ABC: (70) 497,810; (81) 650,400
City & RTZ-ABC: (70) 2,117,680; (81) 2,239,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 281,414
County 80 Cen. 237,371
SMSA 80 Cen. 756,980
SUN: PMA-ABC: (70) 534,147; (81) 613,100
NEWS AMERICAN:
CZ-ABC: (70) 501,599; (81) 563,200
RTZ-ABC: (70) 137,440; (81) 206,100
City & RTZ-ABC: (70) 639,039; (81) 769,300

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$1,107,541,519
Sav. & Loan	215	$5,446,950,566
Commercial	7	$7,788,540,537

6 - PASSENGER AUTOS: County 408,961

7 - ELECTRIC METERS: Res. SMSA 796,227

8 - GAS METERS: Res. SMSA 505,735

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Primary Metal Ind. 29,100 ($379); Food Products 14,800 ($208); Apparel & Textile 10,893 ($179); Textile Mill 800 ($153); Transportation Eqp. 14,470 ($345); Elect. Eqpt. 19,800 ($226); Printing & Pub. 12,000 ($273); Machinery 11,300 ($273); Chemical Products 10,911 ($314); Chemicals 11,300 ($283); Transportation & Public Utilities 52,666; Wholesale Trade 46,403; Retail Trade 137,727; Finance & Real Estate 50,644; Services 157,515; Fed. Govt. 48,510; State & Local govt. 146,500.
Principal Pay Days - Fri., Thu.; 1st, 16th.

10 - CLIMATE: Min. & Max. Temp. - Spring 19-90; Summer 55-99; Fall 25-98; Winter 0-78. First killing frost, Oct 27. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** - Bounded on the South by Pratt St., St. Paul and Light St. on the East, Mulberry on the North and Eutaw on the West. An area 5 blocks from north to south, and 4 blocks east to west.
Neighborhood Shopping Areas - Highland Town; Old Town; Corn Beef Row; Lexington Market; Cross St; Towson; West Baltimore St.; Essex; Irvington; Glen Burnie; Greenmount Ave.; Belvedere & York Rd.; Belair Rd.; Pikesville; Catonsville; Arbutus.
Neighborhood Shopping Centers : Northwood; Dundalk; Freedom; Drumcastle; Loch Raven; Alameda; Brooklyn Park; Charing Cross; Ingleside; Westview.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carrolltowne	17	K mart, A&P
Chatham Mall	12	K mart, Cook's, Giant
Columbia Mall	15	Hecht Co., Woodward & Lothrop
Drumcastle	5	Stewart's
Eastpoint Mall	6	HK, Hutzler's, Penny's
Eudowood	7	Montgomery Ward
Glen Burnie Mall	9	A&P, Montgomery Ward
Glen Burnie Center	8	Sears, Giant
Golden Ring Mall	9	Montgomery Wards, Hecht, Stewart's
Governor Plaza	8	
Harundale Mall	8	HK
Hunt Valley	NA	Bamberger's, Sears
Jumper's Mall	9	K mart, Grand Union
Kenilworth Bazaar	8	Hochschild-Kohn,
Middlesex S.C.	10	Montgomery Ward
Northwood	4	Hecht
Perring Pkwy.	7	Cooks
Perring Plaza	9	
Reisterstown Rd. Plaza	8	Hecht, Stewart's
Security Sq. Mall	8	Woolworth, Hochschilds, Penney, Sears, Hecht
Southdale	12	Hutzler's, Giant
Timonium Mall	10	Stewart's
Towson Plaza	8	Hutzler's, Hecht's
Westview Mall	6	Hutzler's, Stewart's
White Marsh	NA	Bamberger's, Woodward & Lathrop
York Rd. & Belvedere	4	HK
Kenilworth Bazaar	-	HK
Mondawmin Mall	NA	
North Plaza Mall	NA	HK
Rotunda Mall	-	Giant
Hunt Valley	NA	Bamberger's, Sears

Principal Shopping Days : Department Stores - Mon., Thurs., Fri. during Summer. Mon., Thurs., Sat. during rest of the year. Food and other stores - Thurs., Fri. and Sat.
Stores Open Evenings : Downtown-Thu. & Mon.; Neighborhood Centers-Sat. and many 6 nights.

13 - RETAIL OUTLETS: Dept. Stores & Specialty Shops - Brager-Gutman's; Hecht; J. C. Penney; Hochschild Kohn; Hutzler Bros.; Montgomery Ward; Sears; K mart; Stewart; Woodward & Lothrop; Lane Bryant; Franklin Simon; Princess Shops; Farber's; Epstein's; Pants Corral; Wetzler's; Fashion Bug; Hamburgers; Jos. A. Bank; Cushner's; Young Mens Stores; Linda Lynn; Casual Corner; Pat Arnold's Tall; Bamberger's; Woodward; Lothrop.
Variety Stores - Woolworth; McCrory; Ben Franklin; Murphy; Kresge.
Discount Stores : Ames 4; Cooks 5; K mart 9; Murphy Mart 6; Sunny's Surplus 12; Toy Barn 4; Toytown U.S.A. 4; Two Guys 4.
Chain Drug Stores : Aid 25; Drug Fair 16; Giant 23; Howard & Maris 4; Revco 14; Rite-Aid 37; Woolco 1; Memco 1; Sav-a-Lot 3; Rexall 5; Wagner & Wagner 2; Westview 6.
Chain Food Supermarkets : Acme 22; A&P 35;

The Baltimore Sun
Means Business

MORE READERS
The Baltimore Sun is read by 816,000 adults daily (unduplicated morning/evening) and by 911,000 adults every Sunday — more than any other newspaper in Maryland.

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MORE ADVERTISING
The Baltimore Sun is the advertiser's choice. We run 77% of all the advertising linage placed in the market's major daily newspapers.

Reach the business in the 14th largest market with The Baltimore Sun. Represented nationally by CWO&O and Metropolitan Sunday Newspapers.

Sources: The Scarborough Report, 1980; Media Records, 1980

Brown's 6; Eddie's 12; Food-A-Rama 15; Giant 26; IGA & Shop N Save 10; Mars 4; Memco 1; Supper Suppe Whse.; Royal Farm 32; Safeway 17; Super Thrift 4; Seven Eleven.

Other Chain Stores - Shoes: Thom McAn, Regal, Vandyke & Bacon, Florsheim, Buster Brown, Selwyn, Hanover Shoe Fair, Carnon, Sachs, Hess; Auto Supplies: Western Auto, Firestone, Pep Boys, Penn-Jersey, Ezrine, Goodyear RPS Furniture B. Bugatch, Ethan Allen, Fradkin Bros., Pollack-Blums, Shaivitz; Scan, Towne & Country, Wielands, Levitz, Levinson & Klein; Appliances: Bernie & Harry's, Himelfarbs, Baltimore G & E, Singer, Luskin's.

14 - NEWSPAPERS: NEWS-AMERICAN (e-mon to fri) 142,119 (m-sat) 108,967; (S) 204,052; Mar. 29, 1981 ABC. SUN (m-mon to fri) 178,515; (e-mon to fri) 169,944; Comb (m&e-mon to fri) 348,459; (m-sat) 161,140; (e-sat) 136,683; comb. (sat) 297,823 (S) 375,644; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Trainor, Adv. Dir., SUN-PAPERS, Calvert & Centre Sts., Baltimore, MD 21203; Tel. (301) 332-6000. Dan Aquilino, Adv. Dir., NEWS-AMERICAN, 301 E. Lombard St., Baltimore, MD 21203; Tel. (301) 528-8000.
National Representatives : SUN-PAPERS - CWO&O; Leonard Co. (Florida). NEWS AMERICAN - Hearst.

CAMBRIDGE

1 - LOCATION: Dorchester County, E&P Map C-2, County Seat. Agricultural, sea food, timber, manufacturing area. On Choptank River near Chesapeake Bay; U.S. Hwy. 50; State Hwy. 16.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 3.
Waterways : Cambridge Port Authority for deep-water import-export traffic.

3 - POPULATION:
Corp. City 80 Cen. 11,703
County 80 Cen. 30,623
PMA-ABC (70) 53,087; (81) 56,900

4 - HOUSEHOLDS:
City 80 Cen. 4,446
County 80 Cen. 11,329
PMA-ABC: (70) 17,639; (81) 21,800

5 - BANKS:	NUMBER	DEPOSITS
Saving & Loan	3	N.A.
Commercial	4	$120,000,000

6 - PASSENGER AUTOS: County 15,013 (1979)

7 - ELECTRIC METERS: Residence 10,750

8 - GAS METERS: Residence, 1,581

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Electronics 1,800 ($175); Wire Cloth 325 ($165); Shirts 600 ($185); Food Processing 1,200 ($175); Printing 350 ($260); Total Co. Av. Wkly. Wage ($175);
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas : Downtown - 4 blocks on one street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge (20)	NA	Super Safeway, Ames, Drug Fair
Shoal Creek (10)	NA	Montgomery Ward, Acme

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Downtown - Fri. to 8 p.m.; Shopping Centers - every night to 9 p.m.

13 - RETAIL OUTLETS: Department Stores - Leggett's; Sears; Montgomery Ward.
Variety Stores - McCrory's; Woolworth's; Dollar General.
Chain Drug Stores : Drug Fair.
Discount Stores : Ames.
Chain Food Supermarkets : A&P; Super Safeway; Quick Shops 5; Acme; 7-11; Big Star.
Other Chain Stores - Western Auto; Montgomery Ward (catalog); Dollar General; Revco.

14 - NEWSPAPERS: BANNER (e) 7,720; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Herman Stevens, Pres. or Claude Gootee, Gen. Mgr., BANNER, PO Box 580, Cambridge, MD 21613; Tel. (301) 228-3131.
National Representative : Landon.

CUMBERLAND

1 - LOCATION: Allegany County (In Cumberland, MD-WV SMSA). E&P Map A-1, County Seat. Railroad and industrial center of Western Maryland. On the Potomac River, 140 mi. W of Baltimore and Washington; 110 mi. SW of Pittsburgh; on U.S. 40 and 48; Horseshoe Trail U.S. 220.

2 - TRANSPORTATION: Railroads - B&O, C&O.
Motor Freight Carriers - 31.
Intercity Bus Lines - Greyhound; Allegany County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 25,933
CZ-ABC: (70) 47,053; (81) 45,200
RTZ-ABC: (70) 109,914; (81) 126,000
County 80 Cen. 80,548
SMSA 80 Cen. 107,782
City & RTZ-ABC: (70) 156,967; (81) 171,200

4 - HOUSEHOLDS:
City 80 Cen. 25,487
County 80 Cen. 29,669
SMSA 80 Cen. 39,107
CZ-ABC: (70) 16,382; (81) 18,100
RTZ-ABC: (70) 33,865; (81) 44,700
City & RTZ-ABC: (70) 50,247; (81) 62,800

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	1	$201,902,025
Commercial	3	$255,827,109

6 - PASSENGER AUTOS: County 42,176

7 - ELECTRIC METERS: Residence 31,120

8 - GAS METERS: Residence 27,570

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Kelly Springfield Tire Co. 1,980; PPG Industries 900; Celenese Corp. 1,100; Chessies System 2,200; West Virginia Pulp & Paper Co. 2,100; Alleghany Ballistics Laboratory 900.

10 - CLIMATE: Min. & Max. Temp. - Spring 51-74; Summer 63-86; Fall 34-58; Winter 30-48. First killing frost, Oct. 10. Last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club (50)	NA	JC Penney, K mart, McCrory, Rite Aid
Cumberland (70)	NA	
La Vale Plz. (26)	NA	Safeway, McCrory, People's Drug, H.P. Store
Searstown (20)	NA	Thrift Drug, Sears, Acme Mkt., Woolworth
White Oaks (11)	NA	Hills, Acme Mkt., Thrift Drug, A&P

Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Mon., Thu. (Center City) Nearby shopping centers, Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Sears; Everly's; JC Penney.
Variety Stores - Murphy; McCrory's; Woolworth.
Discount Stores : King's; Hills; Gee Bee; Hecks; K mart.
Chain Drug Stores : People's 2; Thrift 3; Revco Drug Fair 2; Rite Aid 3.
Chain Food Supermarkets : A&P 5; Acme 3; Foodland 2; Browning 2; Foodliner (IGA).
Other Chain Stores - Nobil Shoe; Lerner's; Zales Jewelry; Wolf Furniture; Joe, The Motorist; Kay Jewelers; Pearle Vision Center; Hanover Shoe; Camelot Music; Waldenbook; Hickory Farms; Kinney Shoe; Radio Shack; Super Shoes; Gordon Jewelers; Thom McAn.

14 - NEWSPAPERS: NEWS (m) 14,401; TIMES (e) 20,616; comb. (m&e) 35,017; (S) 37,771 Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J. R. Wilkinson, Adv. Mgr., NEWS and TIMES, 7-9 S. Mechanic St., Cumberland, MD 21502 ; Tel. (301) PA 2-4600.
National Representative : Landon.

EASTON

1 - LOCATION: Talbot County, E&P Map C-2, County Seat. On Avon River; manufacturing and farming area. 38 mi. W of Salisbury. On State Hwys. 37, 328, 331 & 333; I-50.

2 - TRANSPORTATION: Railroads - Baltimore & Eastern; Conrail.
Motor Freight Carriers - 3.
Intercity Bus Lines - Greyhound; Carolina Trailways.
Airlines - American; Eastern; USAir.

3 - POPULATION:
Corp. City 80 Cen. 7,536
CZ-ABC: (70) 6,809; (81) 7,100
RTZ-ABC: (70) 36,654; (81) 42,500
County 80 Cen. 25,604
City & RTZ-ABC: (70) 43,463; (81) 49,600

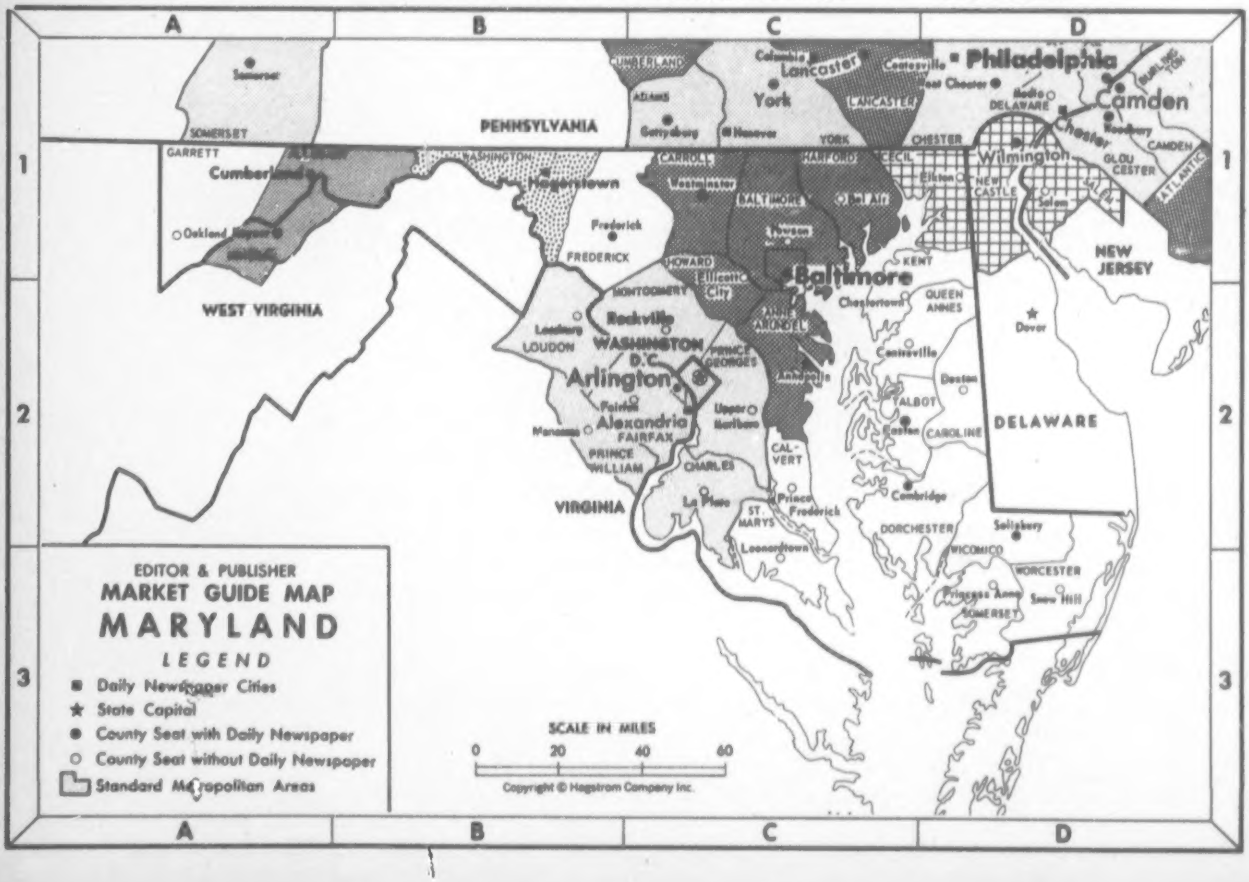
4 - HOUSEHOLDS:
City 80 Cen. 3,125
County 80 Cen. 9,934
CZ-ABC: (70) 2,368; (81) 2,800
RTZ-ABC: (70) 11,906; (81) 16,000
City & RTZ-ABC: (70) 14,274; (81) 18,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 14,814 (1979)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.


A
B
C
D
1
2
3
EDITOR & PUBLISHER
MARKET GUIDE MAP
MARYLAND
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
20
40
60
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PENNSYLVANIA
WEST VIRGINIA
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NEW JERSEY
DELAWARE
Philadelphia
Camden
Wilmington
Lancaster
York
Cumberland
Hagerstown
Frederick
Baltimore
Bel Air
Towson
Westminster
Ellicott City
Rockville
WASHINGTON D.C.
Arlington
Alexandria
Annapolis
Chestertown
Centreville
Easton
Cambridge
Salisbury
Princess Anne
Snow Hill
Dover
Leonardtown
La Plata
Prince Frederick
Upper Marlboro
Oakland
Somerset
Gettysburg
Hanover
Elkton
Chester
Leesburg
Fairfax
Manassas

9 - PRINCIPAL INDUSTRIES: Canning Fruits & Vegetables; Seafood Packing; Mfg. Brick; Tile; Hosiery; Clothing; Furniture; Farming (tomatoes, corn, wheat); Nurseries; Printing.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. 1. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glebe Road	NA	A&P, Sears, Drug Fair
Talbottown	NA	J.C. Penney, Hess
Tred Avon Sq.	NA	Acme Super Mkt., Peebles, Hoschild-Kohn

Principal Shopping Days : Wed., Fri. & Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: STAR-DEMOCRAT (m-mon to fri) 11,053; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David Kramer, Pub., STAR-DEMOCRAT, 1 Airpark Dr., Easton, MD 21601; Tel. (301) 822-1500.
National Representative : Landon.

FREDERICK

1 - LOCATION: Frederick County, E&P Map B-1, County Seat. At intersection of U.S. Hwys. 40, 15, 240, 340, I-70, I-270; 42 mi. NW of Washington, D.C.; 45 mi. W of Baltimore.

2 - TRANSPORTATION: Railroads - Chessie System (C&O; B&O; WM).
Motor Freight Carriers - 8.
Intercity Bus Lines - Greyhound; Trailways.
Air Charter - Fred. Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 27,557
CZ-ABC: (70) 23,641; (81) 29,200
RTZ-ABC: (70) 164,285; (81) 229,500
County 80 Cen. 114,263
City & RTZ-ABC: (70) 187,927; (81) 258,700

4 - HOUSEHOLDS:
City 80 Cen. 10,417
County 80 Cen. 37,269
CZ-ABC: (70) 7,819; (81) 11,100
RTZ-ABC: (70) 47,233; (81) 76,300
City & RTZ-ABC: (70) 55,052; (81) 87,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$2,257,500,000
Sav. & Loan	7	$89,952,221

6 - PASSENGER AUTOS: County 62,411

7 - ELECTRIC METERS: 55,800

8 - GAS METERS: City 3,227; County 765

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Biological Research 1,819 ($421); Cement Limestone 954 ($300); Clothing 772 ($135); Aluminum 910 ($418); Shoes 620 ($125); Insurance 451 ($220); Conveying 372 ($240); Foods 210 ($175); Dairy Products 165 ($218); Communications 303 ($165).
Principal Pay Days - 1st & 15th, weekly.

10 - CLIMATE: Min. & Max. Temp. - Spring 31-55; Summer 59-84; Fall 54-79; Winter 24-42. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Nearly neutral; very soft.

12 - RETAILING: Principal Shopping Area - Downtown: 8 blocks on 2 streets, 160 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Francis Scott Key Mall (70)	NA	Woolworth, Hess, Sears, Gee Bees
Frederick Shoppers World (4)	NA	Carmack, Jays, Revco, Towers
County Sq. (7)	NA	Giant, K mart
Frederick Ctr. (30)	NA	Woolco, People's, Woolworth
Frederick Towne Mall (77)	NA	Penney, McCrory, Montgomery Ward, Everly's, Mor-Val:
Monocay Vlg.	NA	
Patrick (4)	NA	Drug Fair
Prospect	NA	Peoples Drug, Safeway

Stores Close : Downtown, Wed. afternoon.
Stores Open Evenings : Downtown - Fri.; Malls-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Woolco; Sears; Routzahn's; J.C. Penney; Parsons; Everly's; Montgomery Ward; Hess; Gee Bee; Anderson Little.
Variety Stores - McCrory; Woolworth.
Discount Stores : Wise; Woolco.
Chain Drug Stores - Peoples Service 3; Drug Fair; Revco; Rea and Derick, Inc; Rite Aid.
Chain Supermarkets : Pantry Pride 2; A&P; Safeway 2; Weis Mkt.; Giant; Carmack-Jays 2; Mor-Valu.
Other Chain Stores - Singer Co.; Sherwin-Williams; Thom McAn; Kinney; Glick; Melart; Joe the Motorist's Friend; High's Dairy Prod.; 7-Eleven; Country Legend; Pants Corral; Sidney's; Radio Shack.

14 - NEWSPAPERS: POST (m) 20,049; NEWS (e) 13,854; Comb. (m&e) 33,093; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Mull, Adv. Dir., NEWS and POST, 200 E. Patrick St., Frederick, MD 21701; Tel. (301) 662-1177.
National Representative : Landon.

HAGERSTOWN

1 - LOCATION: Washington County (SMSA). E&P Map B-1, County Seat. Fruit and agricultural belt; miscellaneous manufacturing. NW part of State; 72 mi. W. of Baltimore; 70 mi. NW of Washington, D.C.; 73 mi. S of Harrisburg, Pa.; 64 mi. E of Cumberland. U.S. Hwys. 11, 40, I-70, I-81; State Hwys. 58, 60, 64, 65, 632.

2 - TRANSPORTATION: Railroads - Conrail; Chessie System (Western Maryland; Norfolk & Western; B&O; Reading).
Intercity Bus Lines - Greyhound.
Airlines - Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 34,132
CZ-ABC: (70) 67,396; (81) 69,300
RTZ-ABC: (70) 117,509; (81) 151,500
County/SMSA 80 Cen. 113,086
City & RTZ-ABC: (70) 184,905 (81) 220,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,965
CZ-ABC: (70) 22,495; (81) 26,500
RTZ-ABC: (70) 36,064; (81) 54,100
County/SMSA 80 Cen. 39,957
City & RTZ-ABC: (70) 58,559; (81) 80,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial (Major)	4	$360,541,000
Commercial (Small)	5	$58,350,000
Sav. & Loan	2	$209,346,000

6 - PASSENGER AUTOS: County 58,366 (1979)

7 - ELECTRIC METERS: County 43,370

8 - GAS METERS: County 8,159

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Manufacturing 13,461; Transportation, Communication & Utilities (excl. railroads) 1,951; Contract construction 2,318; Wholesale Trades 1,699; Retail Trades 7,159; Finance, Insurance & Real Estate 1,042; Services & Other (incl. State & local govt.) 5,720; Federal Govt. 1,231. (Major employers included above - Mack Truck 4,488; Fairchild Republic 2,300; Carborundow Co. 900; Londontown Mfg. Co. 905; Jamison Door Co. 243; Moller Pipe Organs 214; Brandt Cabinet 225.)

10 - CLIMATE: Min. & Max. Temp. - Spring 38-62; Summer 62-85; Fall 42-66; Winter 21-40. First killing frost, Sept. 11. Last killing frost, May 4.

11 - TAP WATER: Mountain source alkaline, very soft. River source alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping District - 1 1/2 blocks on Washington St.; 2 on Potomac St.; 2 on Franklin St.; 1 on Summit Ave.; Long Meadow Shopping Ctr., 35 units 1 1/2 mi. from ctr. of town. South Hagerstown Shopping Ctr., 12 units 1 1/2 mi. from center of town; Valley Mall 90 stores, 2 miles south of town, I-81 & I-70; Zayre Shopping Center 11 stores, 1 mile east of town.
Principal Shopping Days : Thurs., Fri. Sat.
Stores Open Evenings : Downtown - Mon., Fri.; Shopping center - Mon. thru Sat. Food and drug stores open Sun.

13 - RETAIL OUTLETS: Department Stores - Everly's; Montgomery Ward; J. C. Penney; Routzahn's 2; Sears.
Variety Stores - McCrory's 2; Kresge's;
Discount Stores : K mart; King's; Two Guys; Zayre's.
Chain Drug Stores : Peoples 3; Chatkin 3; Drug Fair; Revco 3; Dart Drug. Rea and Derick.
Chain Food Supermarkets : A&P 1; Grand Union 3; Martin's 3; Safeway 1; 7-Eleven 5; High's Dairy 8; Weis 2.
Other Chain Stores - Women's Clothing: Brooks. Shoes: Thom McAn, Gallenkamps, Kinney, Hanover, Giant Shoe Mart, Super Shoes. Tire/ Battery/Accessories: Goodyear, Firestone, Joe The Motorist. Furniture and/or Appliances: Routzahn's, Grand Piano & Furniture. Jewelry: Kay's, Melarts 3. Miscellaneous: Lowe's Lumber & Appliances, Singer Sewing, Radio Shack 2, Lumber Yard, Channel Home Ctr.

14 - NEWSPAPERS: HERALD (m-mon to fri) 20,680; (m-sat.) 18,892; MAIL (e-mon to fri) 25,235; (e-sat.) 24,692; Mar. 31, 1981 ABC.
Local Contact for Market Information: Les Armstrong, Ad Manager, HERALD-MAIL, 100 Summit Ave., Hagerstown, MD 21740; Tel. (301) 733-5131.
National Representative : Story & Kelly-Smith.

SALISBURY

1 - LOCATION: Wicomico County, E&P Map D-2, County Seat. Agricultural and poultry area; medical & wholesale center. Eastern part of State. 106 mi. from Baltimore; 101 mi. from Wilmington; 129 mi. from Phila.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 13.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - U.S. Air

3 - POPULATION:
Corp. City 80 Cen. 16,429
CZ-ABC: (70) 28,577; (81) 34,900
RTZ-ABC: (70) 140,706; (81) 167,900
County 80 Cen. 64,540
City & RTZ-ABC: (70) 169,283; (81) 202,800

4 - HOUSEHOLDS:
City 80 Cen. 6,543
County 80 Cen. 22,876
CZ-ABC: (70) 8,937; (81) 12,600
RTZ-ABC: (70) 44,562; (81) 61,400
City & RTZ-ABC: (70) 53,499; (81) 74,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	10	$241,871,000
Sav. & Loan	5	$156,068,000

6 - PASSENGER AUTOS: County 32,781

7 - ELECTRIC METERS: Res. City 11,461

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: No. of wage earners (Av. weekly wage), Durable Goods 1,656 ($252); Nondurable Goods 5,015 ($198); Transportation, communication & Utilities, excl. railroads 1,265 ($306); Wholesale Trade 1,532 ($236); Retail Trade 5,329 ($146); Finance Ins. & Real Estate 921 ($188); State Government 2,007 ($151); Local Government 2,817 ($216).
Principal Pay Days : Fri., Wed. & Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-64; Summer 62-82; Fall 49-67; Winter 27-46. First killing frost, Oct. 21. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on Main St.; 2 on Division St.; 1 on Market St.; 10 on Salisbury Blvd.; 3 on Rt. 50, 55 acres Civic & Glen Aves, 3 Blks. Shoppers World.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Plz. (5)	NA	Ames Dept. Store, A&P
Clairmont (6)	NA	Drug Fair, Safeway
Downtown Plaza (40)	NA	Hess, Penney's
Salisbury Mall (75)	NA	Sears, Hecht, Food Fair, Hutzler's
Waverly (16)	NA	Super Giant Discount
Salisbury Pkwy	NA	Acme
Shopper's World (10)	NA	K mart, Dart Drug

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Dept.-Mon., Fri.; Food; Salisbury Mall Stores, Woolco, and K mart-nightly.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J. C. Penney; Hecht; Sears; Hutzler's; K mart.
Discount Stores : Super Giant; Moore's; Nichols; Ames; Lowe's Discount Land; K mart; Towers.
Variety Stores - Woolworth; McCrory.
Chain Drug Stores : Rite Aid 3; Eckerd Drug.
Chain Supermarkets : Safeway 1; Acme 2; Big Star; A&P 2; Giant Super; Pantry Pride.
Other Chain Stores - Firestone; Goodrich; Singer; Barett Shoe; Catelberg's (jewelry); Penn-Jersey (Auto Parts); Pep Boys (Auto Parts); Pic N-Pay (shoes); Kinney; Butler Shoes; Lerner Shops; Parkland Hosiery; Russell Stover; Hanover Shoe; Sherwin-Williams; Webster Clothes; Brooks Fashions; Philipsborn.

14 - NEWSPAPERS: TIMES (e) 26,402; (S) 28,880; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donald H. Brown, Adv. Mgr., TIMES, Carroll St., Salisbury, MD 21801; Tel. (301) 749-7171.
National Representative : Thomson.

WESTMINSTER

1 - LOCATION: Carroll County, E&P Map C-1 (in Baltimore SMSA). County Seat. Western Maryland College, Westminster Theological Seminary, Carroll County Farm museum. Manufacturing, warehousing & distribution center. Located in N central MD, 30 mi. W of Baltimore; 50 mi. N of Washington, D.C. On MD Routes 140, 30, 26, 97 & 27.

2 - TRANSPORTATION: Railroads - Chessie System (B.O. Western MD & Motor Freight Carrier. No mass transportation).
Motor Freight Carriers - 16.
Airlines - Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,808
PMA-ABC: (70) 69,006; (81) 99,900
County 80 Cen. 96,356
SMSA 80 Cen. 2,174,032

4 - HOUSEHOLDS:
City 80 Cen. 3,323
PMA-ABC: (70) 19,623; (81) 32,700
County 80 Cen. 30,631
SMSA 80 Cen. 756,980

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	10	N.A.
Commercial	11	N.A

6 - PASSENGER AUTOS: County 52,902

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Industrial Power Tools 2,041; Rain Ware & Outer Ware 591; Book Distribution 590; Rubber Foot Ware 4/4; Electric Controls 374; Low Voltage Motor Control Ctr. 331; Industrial Heating Altrasonic Cleaning 318.
Principal Industry Pay Days - Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Avg. Year 53.6; Snow Fall 27.8 First killing frost, Oct. 18. Last killing frost, April 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - Westminster Ctr., U.S. Rte 140 & Englar Rd. (29 stores).
Neighborhood Shopping Centers - Carroll Plaza; 140 Village (42 stores); Carrolltowne Mall (73 stores); Fairground Ctr. (6 stores); North Carroll Plaza (11 stores); Crossroad Sq.; Mount Airy Ctr. (14 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Hanover Mall	25	Sears, Bon-ton, K mart, Kinney's

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Loggetts, Hub, J.C. Penney.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; Leggetts.
Discount Stores - K mart; Woolworth; Ames; Joe the Motorist's Friend.
Chain Drug Stores - Drug Fair; Rite Aid; Sentry Drug.
Chain Supermarkets - A&P; Pantry Pride; Safeway.
Other Chain Stores - Goodyear; RPS; Princess Shop; Fashion Bug.

14 - NEWSPAPERS: CARROLL COUNTY TIMES (m-mon to fri) 18,526; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Charles W. Baker, Adv. Mgr., CARROLL COUNTY TIMES, 201 Railroad Ave., Westminster, MD 21157; Tel. (301) 848-4400.
National Representative : Landon.

MASSACHUSETTS SURVEYS

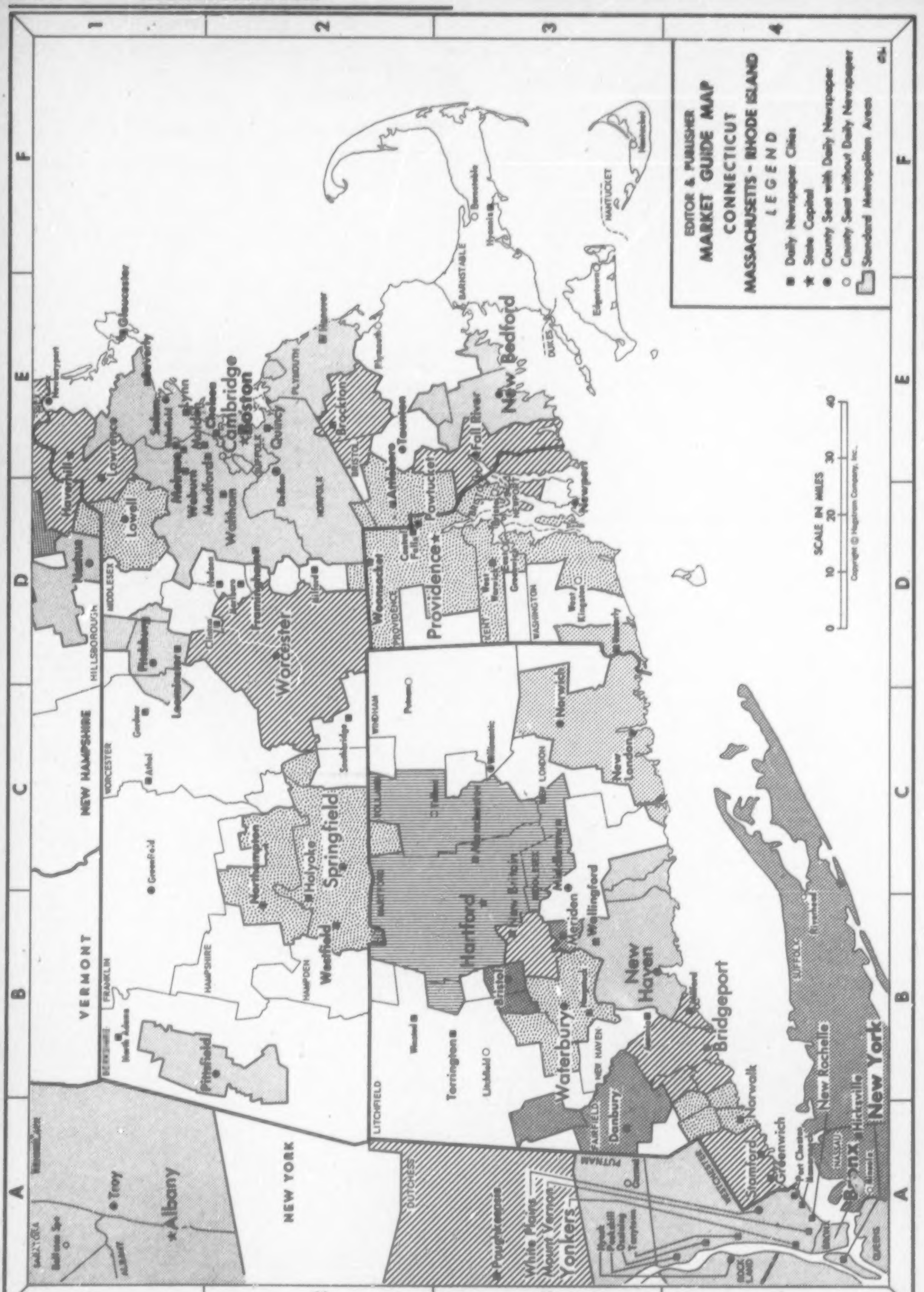
STANDARD METROPOLITAN STATISTICAL AREAS

Boston - Boston, Chelsea, Revere cities and Winthrop town in Suffolk County, Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns in Middlesex County; Beverly, Lynn, Peabody and Salem cities; Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middletown, Nahant, Saugus, Swampscott, Topsfield and Wenham towns in Essex County. Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Mills, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County. Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland and Scituate towns in Plymouth County.

Brockton - Brockton city; Bridgewater, East Bridgewater, West Bridgewater, Halifax and Whitman towns in Plymouth County; Avon town in Norfolk County; Easton town in Bristol County.

Fall River, Mass.-R.I. - Fall River city; Dighton, Somerset, Swansea and Westport towns in Bristol County, Mass.; Little Compton, Portsmouth and Tiverson towns in Newport County, R.I.

Fitchburg-Leominster - Fitchburg and Leominster cities; Lunenburg and Westminster towns in Worcester County; Shirley and Townsend towns in Middlesex County.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 10 20 30 40
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VERMONT
NEW HAMPSHIRE
NEW YORK
Boston
Cambridge
Worcester
Springfield
Lowell
New Bedford
Fall River
Brockton
Providence
Pawtucket
Hartford
New Haven
Bridgeport
Waterbury
Pittsfield
Albany
Troy
Yonkers
New York
A
B
C
D
E
F
1
2
3
4

Lawrence-Haverhill, Mass-N.H. - Lawrence and Haverhill cities; Amesbury, Andover, Georgetown, Groveland, Merrimac, Metheun, North Andover, Salisbury and West Newbury towns in Essex County, Mass. Atkinson, Hampstead, Kingston, Newton, Plaistow, Salem and Windham towns in Rockingham County, N.H.

Lowell, Mass.-N.H. - Lowell city; Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough and Westford towns in Middlesex County, Mass.; Pelham town in Hillsborough County, N.H.

New Bedford - New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County, Mass. Lakeville, Marion and Mattapoisett towns in Plymouth County, Mass.

Pittsfield - Pittsfield city; Adams, Cheshire, Dalton, Lanesborough, Lenox, Lee and Stockbridge towns in Berkshire County.

Providence-Warwick-Pawtucket, R.I.-Mass. - Barrington, Bristol and Warren towns in Bristol County, Mass.; Warwick, Coventry, East Greenwich and West Warwick towns in Kent County, R.I. Jamestown town in Newport County; Central Falls, Cranston, East Providence, Pawtucket, Providence and Woonsocket cities; Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate and Smithfield towns in Providence County; Narragansett, North Kingstown and South Kingstown towns in Washington County; Attleborough, Norton, Rehoboth, and Seekonk towns in Bristol County; Plainville town in Norfolk County; Blackstone and Millville towns in Worcester County.

Springfield-Chicopee-Holyoke, Mass.-Conn - Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Palmer, Sothwick, West Springfield and Wilbraham towns in Hampden County. Northampton city; Belchestown, Easthampton, Granby, Hadley, Hatfield, South Hadley and Southampton towns in Hampshire County. Warren town in Worcester County. Somers town in Tolland County, Conn.

Worcester - Worcester city; Auburn, Berlin, Boylston, Brookfield, Charlton, East Brookfield, Grafton, Holden, Leicester, Milbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Shrewsbury, Spencer, Sterling, Sutton, Upton, Uxbridge, Webster, Westborough and West Boylston towns in Worcester County.

STANDARD CONSOLIDATED STATISTICAL AREAS

Boston-Lawrence-Lowell, Mass.-N.H. - Includes Boston SMSA; Brockton SMSA; Lawrence-Haverhill, Mass.-N.H. SMSA; Lowell, Mass.-N.H. SMSA.

Providence-Fall River, R.I.-Mass. - Includes Providence- Warwick-Pawtucket, R.I.-Mass. SMSA; Fall River, Mass.-R.I. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	470	337
5-14 Years	1,099	836
15-24 Years	980	1,101
25-44 Years	1,295	1,563
45-64 Years	1,212	1,173
65 and Over	633	727
TOTAL	5,689	5,737

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	585	776	1,092
Genral Mdse	1,850	2,361	3,253
Food	2,905	4,210	6,542
Automobiles	2,112	2,887	3,671
Gasoline Stations	794	1,290	2,481
Apparel	803	1,061	1,466
Furniture	685	729	1,048
Eat-Drink Places	1,226	1,828	2,842
Drugs	384	579	878
TOTAL	13,298	18,474	28,001

ATHOL

1 - LOCATION: Worcester County, E&P Map C-1. On Millers River, 15 mi. W of Gardner; 24 mi. E of Greenfield. On State Hwys. 2 and 32; U.S. Hwy. 202.

2 - TRANSPORTATION: Railroads - B&M.
Motor Freight Carriers - 2.
Intercity Bus Lines - Englander Coach.

3 - POPULATION:
Town 80 Cen. 10,634
County 80 Cen. 646,352
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Town 80 Cen. 3,894
County 80 Cen. 225,323

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$36,000,000
Sav. & Loan	2	$33,208,983
Commercial	2	$27,105,000

6 - PASSENGER AUTOS: County (All Vehicles 1977) 443,117

7 - ELECTRIC METERS: Residence 4,075

8 - GAS METERS: None

9 - PRINCIPAL INDUSTRIES: Tools; Instruments; Shoes; Toys; Plastics; Textile Machinery; Wood & Metal Furniture.
Principal Industrial Pay Days : Thu.

10 - CLIMATE: First killing frost, Oct. 3. Last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center - 5 blocks on Main St.; 2 on Exchange St.
Neighborhood Shopping Centers : Upper Main St.; Crescent St.; Lord Pond Plaza; Main & Freedom Sts.; Mohawk Shopping Plaza, Rt. 2-A at Orange Town line.
Principal Shopping Days : Department Stores - Thu., Fri., Sat.; Food - Thu. & Fri.
Stores Close : Wed.
Stores Open Evenings : Department - Thu; Food - Mon. thru Sat.

13 - RETAIL OUTLETS:
Variety Stores - J.A. Tepper; Skinner True Value.
Discount Stores : Mars Bargainland; M D Drugs.
Chain Food Supermarkets : IGA; Dohelan's Supermarket; Stan's Sooper.
Other Chain Stores : Western Auto; W. E. Aubuchon; Sears Roebuck; Montgomery Ward; Agway Stores; Mars Bargainland.

14 - NEWSPAPERS: NEWS (e) 5,556; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: John J. Michalski, Nat. Adv. Mgr., NEWS, 225 Exchange St., Athol, MA 01331; Tel. (617) 249-3535.
National Representative : None.

ATTLEBORO

1 - LOCATION: Bristol County (In Providence- Warwick-Pawtucket RI-MA SMSA). E&P Map D-2, 32 mi. SW of Boston, Mass.; 12 mi. N of Providence, RI U.S. Hwy 1; State Hwys. 123, 118, 152; I-95-295-495.

2 - TRANSPORTATION: Railroads - NYNH&H.
Motor Freight Carriers - 8.
Intercity Bus Lines - ABC Bus; connecting outside city.
Airlines - Mansfield Airport (6 mi.); No. Central Airport (RI) (15 mi.); Hillsgrove (RI) (30 mi.); Logan intl. (40 mi.)

3 - POPULATION:
Corp City 80 Cen. 34,196
CZ-ABC: (70) 32,907; (81) 32,600
RTZ-ABC: (70) 57,262; (81) 66,600
SMSA 80 Cen. 919,216
County 80 Cen. 474,641
City & RTZ-ABC: (70) 90,169; (81) 99,200

4 - HOUSEHOLDS:
City 80 Cen. 11,898
County 80 Cen. 166,938
SMSA 80 Cen. 315,394
CZ-ABC: (70) 10,142; (81) 11,600
RTZ-ABC: (70) 16,279; (81) 21,900
City & RTZ-ABC: (70) 26,421; (81) 33,500

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$166,095,000
Sav. & Loan	2	$69,496,108
Commercial	2	$116,314,617

6 - PASSENGER AUTOS: County Est. 305,045 (All Vehicles 1977)

7 - ELECTRIC METERS: Residence 16,031

8 - GAS METERS: Residence 8,315

9 - PRINCIPAL INDUSTRIES: Jewelry Findings; Jewelry and Silverware; Precious Metals; Tech. Instr.; Machine Tools; Fabricated Metals; Paper Prods.; Electronics & Components; Rings. Wage Earners 27,413; Av. Wkly. Wage $168-$175.
Principal Pay Days - Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-70; Summer 70-90; Fall 45-60; Winter 15-40. First killing frost, Nov. 1. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 4 blocks on Park St.; 2 on S. Main St.; 10 on Pleasant; 2 on Union St.; 2 on N. Main St.
Neighborhood Shopping Centers : Tri-Boro Plaza; Attleboro Falls; Washington Plaza, South Attleboro; Pine St., Attleboro; Norton Center, Mansfield; Foxfield Plaza, Foxboro; South Main St., Attleboro; Wilkins Cors., Plainville; Central Plaza, Seekonk; North Plaza, Kelley Blvd., North Attleboro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pleasant St.	1	Sears, First Nat'l
Swansea Mall	17	Outlet, Sears
Tri-Boro Plaza	3	K mart, Almac's
Fox Field Plaza	14	
North Plaza	5	First Nat'l. Stores
Walpole Mall	20	Bradlee's, Almy's
Taunton Mall	15	Bradlees, Cherry, Rite Aid, Stop & Shop.
Washington Plaza	5	Star Mkt., Zayre, Woolco
Lincoln Mall	15	Outlet Cherry, Anderson Little, Casual Corner, Almac

Principal Shopping Days : Dept. stores - Tues., Wed., Thurs., Fri.; Food stores - Mon. Thurs. & Fri.
Stores Open Evenings : Wed. and Fri.

13 - RETAIL OUTLETS: Department Stores - London's; Mars.
Discount Stores : King's; Gob Shop; Ann & Hope; Zayre; Mars; Kidstown; K mart; Woolco.
Chain Drug Stores : Adam's; Brooks; Medicine Shoppe; Big L; Thayer Pharmacy.
Chain Food Supermarkets : First National 3; A&P; Almac 5; Stop'N Shop; Fernandes 5; Super Service 2; Star Mkt; Food Mart; Valueland; IGA.
Other Chain Stores : General Mills; Benny's; Gob Shops; Sears (catalog); Singer Co.; Goodyear; Goodrich; Kinney Shoes; Sherwin-Williams; Thom McAn; Nugents; Alpine Ski Shop; Radio Shack.

14 - NEWSPAPERS: SUN-CHRONICLE (e) 22,353; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Roland Demers, Adv. Mgr., SUN-CHRONICLE, 34 South Main St., Attleboro, MA 02703; Tel. (617) 222-7000.
National Representative : Landon.

BEVERLY

1 - LOCATION: Essex County (In Boston SMSA): E&P Map E-1. Residential and industrial center. Located in the Northeastern part of the state on the N side of Massachusetts Bay, 18 mi. from Boston. U.S. Hwys. 128, 127, 1A, 97 and 62.

2 - TRANSPORTATION: Railroads - Boston and Maine.
Intercity Bus Lines - Michaud.
Motor Freight Carriers - 42.
Airlines - Irish International; Northeast; United; TWA; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 37,655
CZ-ABC: (70) 38,348; (81) 37,700
RTZ-ABC: (70) 34,018; (81) 39,800
SMSA 80 Cen. 2,763,357
County 80 Cen. 633,632
City & RTZ-ABC: (70) 72,366; (81) 77,500

4 - HOUSEHOLDS:
City 80 Cen. 13,578
County 80 Cen. 228,432
SMSA 80 Cen. 990,660
CZ-ABC: (70) 11,565; (81) 13,100
RTZ-ABC: (70) 9,879; (81) 13,200
City & RTZ-ABC: (70) 21,444; (81) 26,300

5 - BANKS:	NUMBER	DEPOSITS
Bev. Sav.		$127,468,969
Bev. Nat'l.		$22,300,000
Bev. Co-op		$33,344,000
Bay Bank		$588248,660

6 - PASSENGER AUTOS: County (All Vehicles 1977) 429,780

7 - ELECTRIC METERS: Residence 13,810

8 - GAS METERS: Residence 7,746

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Emp. - Shoe Machy. 1,300; Electronics 720; Metal Hydrides 250; Industrial Machinery 518; Fishing 470. Av. Wkly. wage $200.
Principal Industrial Paydays - Thu.

10 - CLIMATE: Av. Temp. Summer 71; Winter 34. Annual precipitation 42 inches.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers - North Beverly Plaza, 12 blocks on Cabot St. plus 3 on Rantoul St. and Gloucester Crossing. Marshall's Shopping Center, North Beverly and Beverly Farms.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Shore	5	Jordan Marsh
N. Beverly	1	Zayre
Endicott Plaza	4	K mart
Danver's Plaza	7	Almy's
Liberty Tree Mall	4	Ann & Hope; Lechmere
Beverly Plz.	NA	Woolworth's, Stop & Shop
Cabot St.	NA	6 Stores

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings - All shopping centers & plazas; Thur. for Almy's, Bell Market, most downtown stores; Fri. all.

13 - RETAIL OUTLETS: Department Stores - Almy, Bigelow & Washburn.
Discount Stores - Zayre's.
Chain Drug Stores - Eaton's; General Sales; Brook's; Mall Drug; CVS; Osco.
Chain Food Supermarkets : A&P 2; Star Market; Bell; Star; Purity-Supreme 2; Harvestmarket.

14 - NEWSPAPERS: TIMES (e) 10,209; Mar. 28. 1981 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancelone, Adv. Dir., TIMES, Dunham Road, Beverly, MA 01915; Tel. (617) 922-1234.
National Representative : USSPI; BAND (Boston Area Newspaper Daily).

BOSTON

1 - LOCATION: Suffolk County (In Boston, MA SMSA). E&P Map E-2. State Capital, County Seat. Wholesale, education and research center, principal marketplace of New England.

2 - TRANSPORTATION: Railroads - Amtrak; Boston & Maine; Conrail; NYNH&H; North Station (terminal on B&M); So. Station (terminal on NYNH&H & B&A). Also, District-owned Metropolitan Bay Transit Authority, more than 2 million passengers annually.
Motor Freight - More than 500 lines.
Intercity Bus Lines - Almeida; Boston; Worcester; Brushill; Canton & Bluehill; Englander Coachlines; MBTA; Michaud; Rapid Trans. Inc.; Sangees Trans; Shortline; Transit Bus Lines; Greyhound; Hudson; Johnson; Middlesex & Boston; Peter Pan; Plymouth & Brockton; Trailways of N.E.; Vermont Transit.
Airlines - Air New England; Continental; Alitalia; USAir; American; Braniff; British Airways; Delta; Eastern; Flying Tiger (freight); Irish; Lufthansa; National; Republic; Northwest Orient; Pan American; Piedmont; Provicetown-Boston; Air Canada; TAP; Swissair; Trans-World; United; Air France.
Shipping - Port of Boston handles about 26 million short tons of cargo and approx. 10,500 passengers annually.
Steamship Lines and Agents - Practically every major steamship line serving the Port of New York also serves the Port of Boston.

3 - POPULATION:
Corp. City 80 Cen. 562,994
CZ-ABC: (70) 2,116,862; (81) 1,929,500
RTZ-ABC: (70) 1,735,812; (81) 1,872,100
SMSA 80 Cen. 2,763,357
County 80 Cen. 650,142
City & RTZ-ABC: (70) 3,852,674; (81) 3,801,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 218,457
County 80 Cen. 251,929
SMSA 80 Cen. 990,660
CZ-ABC: (70) 680,872; (81) 712,800
RTZ-ABC: (70) 500,094; (80) 622,800
City & RTZ-ABC: (70) 1,180,966; (81) 1,355,600

5 - BANKS:	NUMBER	DEPOSITS
Savings	14	$4,831,691,000
Trust Companies	11	$3,570,238,000
Credit Union	103	$46,939,675
Cooperative	24	$445,783,117

6 - PASSENGER AUTOS: County 450,000

7 - ELECTRIC METERS: Greater Boston 660,000

8 - GAS METERS: Greater Boston (79) 475,527

9 - PRINCIPAL INDUSTRIES: Industry, Number employed (1977 data) - Total 1,367,437; All Mfg. 377,830; Construction 45,297; Transp. & Util. 84,554; Wholesale 89,880; Retail 274,382; Financial, Insur. & Real Estate 106,088; Services 383,747; Gov't (N.A).

10 - CLIMATE: Min. & Max. Temp. - Spring 31-78; Summer 59-98; Fall 37-78; Winter 4-45. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: : Metropolitan Water District (combined source, Quabbin Reservoir and Wachusett Reservoir) supplies municipal Boston and the ABC City Zone; Slightly acid water and slightly on alkaine side. Supplied by MWD are Arlington, Boston, Belmont, Brookline, Chelsea, Everett, Lexington, Naiden, Marblehead, Medford, Melrose, Milton, Nahant, Newton, Norwood, Quincy, Revere, Saugus, Somerville, Stoneham, Swampscott, Waltham, Watertown, Winthrop, Winchester, total hardness, 15 ppm. Calcium Carbonate; PH is 8.7 ppm.

12 - RETAILING: Central shopping district has over 9,000 retail establishments, accounts for about 39% of retail sales in the metropolitan area. Principal Shopping Centers are Downtown on Washington St. from Adams Sq. to Essex St. Department Stores: Jordan Marsh, Filene's; Shoes: Regal, Florsheim, Richard's, Coward, Thom McAn, Flagg; Jewelry: Roger's, E. B. Horn, Kay's; Variety: Kresge, Woolworth's; Books: B. Dalton, Doubleday/Old Corner Book, Lauriat's; Barnes & Noble, Walden, Brentano's.
On Summer St., at Washington: Long Jewelers.
On Winter St., Edw. Case Shoe; Baker Shoe; Parlane Hosiery; Miles Card Shop; Tall Apparel Shop; Stowell's Jewelry; Homer's Jewelry; Solby-Bayes Shoes; Roaman's; Osco Drug.
On Temple Pl., Women's Specialties. Also Dr. Scholl's; Singer Co.; Narrow Width.
On West St., Women's; Lane-Bryant; Burt Shoes.
On Tremont St. from School St. to Boylston St.; Men's: Sumner's; Shoes: Kay's-Newport, Cinderalla, Wilbar's.
Back Bay: On Boylston St. from Tremont to Prudential Center: Brighan's Ice Cream; Wilbar Shoe; Casual Corner Sportswear; Arthur Murray Dance; Cook's Travel Serv.; Mont. Frost; Lloyd's Optical; Makanna-Linens; Kay's Newport: Florsheim Shoe; Louis Men's Elkins Shoe; Copley Camera; H. Poulson Stationery; at Prudential Center; Brentano Books; Lord & Taylor; Ground Round; Sak's 5th Ave.; Wallachs; Bally Shoe; Brigham's; Star Market; Olson Electronics.
On Newbury St. from Arlington: Ludwig Furs; E.F. Kakas Furs; Charles Sumner's; Bonwit Teller; Brooks Bros. Women's Apparel: Stuart's Hurwitch Bros.
On Arlington St.: Paine Furniture; Shreve, Crump & Low; Gray Shop.
Neighborhood Shopping Centers : Charlestown; East Boston; Birghton; Roslindale; Roxbury; South Boston; West Roxbury; Dorchester; Hyde Park; Allston; Grove-Hall; Jamaica Plain; Mattapan.

Name (No. of stores)	Miles from Downtown	Principal Stores
In Burlington :		
Burlington Mall (64)	NA	Sears, CVS, Hermans
In Newton :		
Chestnut Hill (20)	NA	Star Mkt., Legal Sea Food Restaurant.
Mall at Chestnut Hill (62)	NA	Filenes, Bloomingdales Furn.
In Dedham :		
Dedham Mall (48)	NA	Sears, Bradlees, Woolworths
In Medford :		
Fellsway Plaza (22)	NA	Woolworths, CVS
In Hanover :		
Hanover Mall (78)	NA	Sears, Zayre, Woolworths
In Danvers :		
Liberty Tree (72)	NA	Ann&Hope Dept. Store, Lechmere, J.Homestock
In Chelsea :		
Mystic Mall (45)	NA	K mart, Demoulas Mkt., Osco
In Natick :		
Natick Shpg. Mall (2)	NA	Stop&Shop
In Saugus :		
New England (34)	NA	Woolworth, Liggett Drug, Sears
In Revere :		
Northgate (30)	NA	Lerners, CVS
In Peabody :		
Northshore (87)	NA	Jordan Marsh, Filenes, Sears, J.J. Newberry
In Stoneham :		
Redstone (27)	NA	Star Mkt, Woolworth, Caldor
In Framingham :		
Shopper's World (56)	NA	Jordan Marsh, Bradlees
In Braintree :		
South Shore Plz. (110)	NA	Sears, Jordan Marsh, Lord&Taylor, Filenes
In Brockton :		
Westgate Mall (57)	NA	Bradlee, Jordan Marsh
In Walpole :		
Walpole Mall (40)	NA	Fernandez Super Mkt.

13 - RETAIL OUTLETS: Department Stores : Aimy's 13; Bloomingdale's 2: Filene's 8; Jordan Marsh 9; Sears 11; Lord & Taylor 3.
Discount Stores : Ann & Hope; Bradlees 17; Caldor 8; Kings 23; Lechmere 4; Marshall's 15; Zayre 19; K mart 13.
Men's Clothing : Bolter's., Brooks Brothers, Louis, Matini Carl, Milton's, J. Press, Wallach's Zareh.
Women's Clothing : Ann Taylor, Bonwit Teller, Casual Corner, Cherry & Webb, Deerskin Trading, Leo Diutsh, Edward's Fur, Edward Kakas, Lane Bryant, Ludwig, Makanna, Roaman's, Roberts Furs, Anne Star, Charles Summer, The Talbots, Touraine, Jaeger, Yolanda, Loebman's, Hoffman's.
Family Clothing : Anderson-Little, Kennedy's, Simon & Sons, You & You, Guys & Dolls, Adam & Eve, The Gap, Wrangler Ranch.
Drug Chains : Consumer Value Stores; Mall Drug; Drug Mutual; Archer Kent; Osco Drug; Medi Mart; Rix.
Chain Food Stores : A&P 11; Stop & Shop 45; Purity Supreme 27; First National 35; Star Mkt. 40. **Furniture** : J.Homestock-Levitz 3, Mayflower Furniture, Paine Furnitue, Allen Furn., Rapids Furn., Ruderman'a Summerfield's, Puritan, Scott Gordan, Scandinavian Design, Bradford.
Variety Stores : Kresges; Woolworth's.
Shoes : Bally, Baker's, Farber's, Charles Panza, Pappagalo, Richard's, Solby Bayes, Florsheim, French Shriner, Hanlon's Regal, Coward, Dr. Scholl's, Fayva, Knapp Shoes, Stride Rite, Thayer McNeil, Thom McAn, Edwin Case, Taymor's, George Davis.

14 - NEWSPAPERS: THE CHRISTIAN SCIENCE MONITOR (m-mon to fri) 164,311; Mar. 31, 1981 ABC. Clayton Westland, Adv. Dir., One Norway St., Boston, MA 02115; Tel. (617) 262-2300.
GLOBE (all day-mon to fri) 502,920; (m-sat.) 435,192; (S) 741,614; Mar. 31, 1981 ABC. Millard G. Owin, Adv. Dir., 135 Morrissey Blvd., Boston, MA 02107; Tel. (617) 929-2000.
National Representatives : Million Mkt. Newspapers; Leonard; Amer. Pub. Rep.
HERALD AMERICAN (m-mon fri) 209,128 (m-sat) 191,576; (S) 246,298; Mar. 31, 1981 ABC. Robert E. Lange, Adv. Dir., 300 Harrison Ave., Boston, MA 02106; Tel. (617) 426-3000.
National Representatives : Hearst; Met. Pub. Rep.

BROCKTON

1 - LOCATION: Plymouth County, (SMSA). E&P Map E-2. Industrial center. SE part of the State; 19 mi. S of Boston on main route to Cape Cod from N and W.

2 - TRANSPORTATION: Railroads – Conrail.
Interstate Bus Lines – Mass. Bay Trans. Authority; Greyhound; Unda's; Brockton Area Trans. Authority; Plymouth Brockton Exp. Ser. to Boston; Brockton to Logan Bus Ser.
Airlines – At Logan Airport, Boston; All major American, Canadian & European lines.

3 - POPULATION:
Corp. City 80 Cen. 95,172
CZ-ABC: (70) 181,536; (81) 198,700
RTZ-ABC: (70) 177,089; (81) 237,500
SMSA 80 Cen. 169,374
County 80 Cen. 405,437
City & RTZ-ABC: (70) 358,625; (81) 436,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 35,955
County 80 Cen. 132,580
SMSA 60 Cen. 55,881
CZ-ABC: (70) 53,102; (81) 66,600
RTZ-ABC: (70) 49,407; (81) 78,300
City & RTZ-ABC: (70) 102,509 (81) 144,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$210,000,000
Sav. & Loan	3	$113,031,600
Commercial	3	$50,608,370

6 - PASSENGER AUTOS: County Est 177,640

7 - ELECTRIC METERS: Residence 29,283

8 - GAS METERS: Residence 14,265

9 - PRINCIPAL INDUSTRIES: Leather and Leather Products 3,500 ($152 wk.); Clothing 1,692 ($156 wk.); 15,200 emp. in Mfg. in Metro Area at ($162 wk.)
Principal Pay Days – Wed., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 30-90; Summer 46-90; Fall 25-87; Winter -9-65. First killing frost, Sept. 30. Last killing frost, Apr. 23.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center – Westgate Mall; Downtown 12 blocks on Main St. and 12 side sts. off Main; West Shopping Ctr.; East Shopping Center; Eastway Plaza; Southgate Plaza, Oak St. Shopping Center; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brockton East Plz. (20)	NA	Channel Lumber, King's, Woolworth
East-Way (10)	NA	Shaw's BPM
K mart Plaza (6)	NA	K mart, Value King
Park Plaza (9)	NA	T.J. Maxx, Service Merchandise
South (12)	NA	Shaw's BPM
Tedeschi's	NA	Stop & Shop
Westgate (55)	NA	Kennedy's, Bradlee's, Jordan Marsh
West (15)	NA	Sears, Shaw's BPM, Sunshine Country
Oak Plaza (6)	NA	Fernandes Super

Principal Shopping Days : Wed., Thur., Fri.
Stores Open Evenings : Dept. – Wed. & Fri.; Food & Shpg. Ctrs. Nightly.

13 - RETAIL OUTLETS: Department Stores – Almy's; Sears; Jordan Marsh.
Variety Stores – Woolworth 2.
Discount Stores : Bradlee's 2; King's 2; Zayre; K mart; Stuarts; Woolworth; Caldor.
Chain Drug Stores : Dunnington's 5; Brooks 3; CVS; Drug Mutual 8; Rix.; Pharmacity 3.
Chain Food Supermarkets : Shaw's BPM 3; Star Market; Christy's 3; Fernandes 3; First Nat'L; Sunshine Country; Purity-Supreme.
Other Chain Stores – Atherton's Furniture; K mart; Child World; Fanny Farmer; Fields Hosiery; Firestone; General Tire; Goodyear; Howard Clothes; Kay Jewelry; Kempton's Ladies; Kennedy's Clothing; Merchants Tire; Mr. Slacks 2; Nugent's Ladies; Radio Shack 2; Thom McAn; Spencer Gifts; Singer; Storey's Ladies; Touraine Ladies; Sherwin-Williams; Anderson-Little.

14 - NEWSPAPERS: ENTERPRISE & TIMES (e) 60,696; Mar. 31, 1981 ABC. (Sunday edition started Sept. 13, 1981).
Local Contact for Advertising and Merchandising Data: Paul H. Daniels, Adv. Dir., ENTERPRISE & TIMES, 60 Main St., Brockton, MA 02403; Tel. (617) 586-6200.
National Representative : Landon.

CAPE COD
See HYANNIS

CHELSEA

1 - LOCATION: Suffolk County, E&P Map E-2 (In Boston SMSA). 3 mi. N of Boston; in Metropolitan district and part of Port of Boston. On U.S. Hwy. 1C and State Hwy. 107.

2 - TRANSPORTATION: Railroads – Boston & Maine; Boston & Albany.
Intercity Bus Lines – M.B.T.A. Service Bus.
Airlines – Logan International Airport.
Motor Freight Carriers – 5.

3 - POPULATION:
Corp. City 80 Cen. 25,431
SMSA 80 Cen. 2,763,357
County 80 Cen. 650,142

4 - HOUSEHOLDS:
City 80 Cen. 9,715
County 80 Cen. 251,929
SMSA 80 Cen. 990,660

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$115,060,435
Savings & Loan	5	$178,007,903
Credit Unions	10	$24,515,461

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 11,996

8 - GAS METERS: Residence 8,719

9 - PRINCIPAL INDUSTRIES: Paper Products; Clocks; Brass Pipe Fittings; Structural and Ornamental Iron; Composition Sales; Meat Processing; Wholesale Produce Mkts. Center; Rubber Pdts.; Sun Glass; Staple Guns; Wallpaper & Wallcoverings.
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 50-80; Summer 60-97; Fall 50-80; Winter 15-60. First killing frost, Nov. 30. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center – 4 blocks on Broadway.
Neighborhood Shopping Centers : Prattville; Carv Sq. Mill Hill; Chelsea Sq.; Central & Everett Ave.; Revere Beach Pkwy.; Parkway Plaza (21 shops).
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Thur. & Fri.

13 - RETAIL OUTLETS: Leading Department and Variety Stores – Gorin's; Bradlees; Rix; Brooks Discount; Ply-Gem; Grossman's; Pond Jewelers; BD's.
Chain Drug Stores : Rexall 4; E&M.
Chain Food Supermarkets : Stop 'N Shop; I.G.A.; Blackstone.
Discount Stores : Bradlee's.
Other Chain Stores : Thom McAn (shoes); Brigham's.

14 - NEWSPAPERS: RECORD (e-mon to fri) 4,000; Publishers Est. Jan. 1980.
Local Contact for Advertising and Merchansing Data: Edward H. Rabin, Adv. Mgr., RECORD, 18 4th St., Chelsea, MA 02150; Tel. (617) 884-2416.
National Representative : None.

CLINTON

1 - LOCATION: Worcester County. E&P Map D-2. 15 mi. N of Worcester on Route 70 and 110.

2 - TRANSPORTATION: Railroads – Amtrak; Boston & Maine.
Intercity Bus Lines – Worcester; Regional Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 12,771
County 80 Cen. 646,352
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,662
County 80 Cen. 225,323

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$443,000,000
Co-op	1	$12,000,000
Savings	2	$90,000,000
Credit Union	1	$18,000,000

6 - PASSENGER AUTOS: City 8,430 (1977); County 443,117 (1977).

7 - ELECTRIC METERS: Residence 4,904

8 - GAS METERS: Residence 2,438

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Flashlights & Batteries 800; Textiles 300; Plastics 2,000; Wire Insulations 800.
Principal Industrial Pay Days : Thu.

10 - CLIMATE: Min. & Max. Temp. – Spring 40-70; Summer 60-90; Fall 40-70; Winter 10-60. First killing frost, Oct. 1. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center – 6 blocks on High St. (35 Stores), Downtown. 1 block on Main St. (15 Stores), Woodroff Plaza. 1 block on Union St. (4 stores), Chestnut Hill Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Town (40)	NA	Sears
Lincoln Plaza (28)	NA	Zayre

Principal Shopping Days : Thurs., Fri.
Stores Open Evenings : Thurs. until 9:00 pm.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney.
Variety Stores – K mart.
Chain Drug Stores : MD Drug; Brooks.

14 - NEWSPAPERS: ITEM (e) 4,068; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: James C. Coulter, Pub., ITEM, 156 Church St., Clinton, MA 01510; Tel. (617) 368-0176.
National Representative : Landon.

DEDHAM

1 - LOCATION: Norfolk County (In Boston SMSA) E&P Map D-2/E-2, County Seat. Manufacturing and residential area; on the Charles River; 9 mi. SW of Boston. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroads – Conrail.
Motor Freight Carriers – 27.
Intercity Bus Lines – Trailways; Greyhound.
Airlines – TWA; Delta; Pan Am; Eastern; United; National; American; USAir; Republic.

3 - POPULATION:
Corp. City 80 Cen. 25,298
PMA-ABC: (70) 100,251; (81) 97,400
SMSA 80 Cen. 2,763,357
County 80 Cen. 606,587
Demographic Information available from Newspaper. See pargraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 1,629
PMA-ABC: (70) 28,900; (81) 32,400
SMSA 80 Cen. 990,660
County 80 Cen. 207,823

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial (Local)	4	$120,484,000
Savings	9	N.A.

6 - PASSENGER AUTOS: County All Vehicles 421,450 (1977)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Envelopes; Corrugated Boxes; Dental & Surgical Instruments; Knit Goods (Sweaters, Garments); Electronic Parts; Hosiery; Printing Ink; Cloth for Books; Floor Covering; Printing & Binding of Books; Foundry Work; Controls; Distribution & Warehousing; Food Processing; Electronics.

10 - CLIMATE: Min. & Max. Temp. – Spring 58-78; Summer 75-85; Fall 45-62; Winter 26-41. First killing frost, Oct. 24. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dedham Mall (48)	NA	Sears, Bradlee's, Levitz Furn., Radio Shack, Woolworth, Stop & Shop
Dedham Plaza (33)	NA	Woolworth, CVS, Capitol Mkt., King's, Torraine
Lechmere Sales	NA	Lechmere Sales
Walpole Mall (33)	NA	Bradlees, Almy's, Stop & Shop

Principal Shopping Days : Wed., Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores – Sears; Lechmere; Kline's.
Variety Stores : Woolworth.
Discount Stores : Paperama; King's; Bradlee's; Almy's.
Chain Food Stores : Star Mkt.; Stop & Shop; Roche Bros.; Capitol Mkts.; Farm Stand; Valueland.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 9,619; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz, Adv. Mgr., TRANSCRIPT, PO Box 70, Dedham, MA 02026; Tel. (617) 329-5000.
National Representatives : Landon; USSPI.

FALL RIVER

1 - LOCATION: Bristol County, (In Fall River MA- RI SMSA). E&P Map E-3. At mouth of Taunton River and Mt. Hope Bay; part of Narragansett Bay; 20 mi. SE of Providence. On U.S. Hwys. 6; I-195; State Hwy. 138.

2 - TRANSPORTATION: Railroads - Amtrak.
Motor Freight Carriers - [illegible]5.
Intercity Bus Lines - Bonanza.
Airlines - Delta (via Providence).

3 - POPULATION:
Corp. City 80 Cen. 92,574
CZ-ABC: (70) 1[illegible]4,582; (81) 150,300
RTZ-ABC: (70) 13,599; (81) 21,700
SMSA 80 Cen. 176,831
County 80 Cen. 474,641
City & RTZ-ABC: (70) 162,181; (81) 172,000

4 - HOUSEHOLDS:
City 80 Cen. 34,895
County 80 Cen. 166,938
SMSA 80 Cen. 63,015
CZ-ABC: (70) 48,547; (81) 56,200
RTZ-ABC: (70) 4,040; (81) 7,500
City & RTZ-ABC: (70) 52,587; (81) 63,700

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	$444,639,341
Sav. & Loan	3	$218,505,246
Commercial	3	$335,323,013

6 - PASSENGER AUTOS: City 47,481; County 305,045 (1977)

7 - ELECTRIC METERS: Residence 45,309

8 - GAS METERS: Residence 36,027

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Textiles 4,300 ($175); Garment 53,644 ($160); Gen. Mfg. ($205).
Principal Industrial Pay Days : Fri. & Thurs.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-60; Summer 56-93; Fall 30-60; Winter 15-40. First killing frost, mid October. Last killing frost, early Apr.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 8 blocks on Main; Flint-Pleasant St.; So. End-South Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fall River (12)	NA	Edgar's, Edwards Mkt.
Harbour Mall (31)	NA	Bradlees, K mart
Indian Spring Plaza (13)	NA	Grand Central Market
N. Dartmouth Mall (72)	NA	Outlet Company, Zayre
Somerset Plaza (13)	NA	Bradlees, Stop & Shop
Swansea Mall (90)	NA	Sears, Edgar's
K mart (14)	NA	K mart, Almac's

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Close : Sun.
Stores Open Evenings : Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Cherry & Webb 3; Sears 2; Edgar's 2; Caldor; Outlet Co. 2.
Discount Stores : Kerr Mills (Topps); Globe Mills; Zayre 2; Bradlees 2; Nira Whlse.; K mart 3; Ann & Hope; CVS 5.
Variety Stores - Woolworth; McCrory's.
Chain Drug Stores : Adam 3; CVS 2.
Chain Supermarkets : Stop & Shop 3; Edwards Mkt.; Food Mart 3; Valueland.
Other Chain Stores - Thom McAn; Liss Dept. 1; Sawyer's Men's; Almac's 3; Morse Shoe; Firestone; Goodyear; Anderson Little; Zale's Jewelers; Singer Co.; Fayva Shoes; Hickory Farms; Kay Jewelers.

14 - NEWSPAPERS: HERALD NEWS (e) 39,681; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Frank A. Connolly, HERALD NEWS, 207 Pocasset St., Fall River, MA 02722; Tel. (617) 676-8211.
National Representative : Landon.

FITCHBURG

1 - LOCATION: Worcester County, (In Fitchburg-Leominster, MA SMSA). E&P Map D-1, County Seat Northern Worcester County. Industrial city with agricultural region surrounding. Seat of Fitchburg State College; 45 mi. NW of Boston.

2 - TRANSPORTATION: Railroads : B&M; Conrail.
Motor Freight Carriers : 7.
Intercity Bus Lines : Englander; Johnson; Trailways; Short Line; Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 39,580
CZ-ABC: (70) 76,[illegible]82; (81) 76,800
RTZ-ABC: (70) 140,829; (81) 150,500
SMSA 80 Cen. 99,957
County 80 Cen. 646,352
City & RTZ-ABC: (70) 217,111; (81) 221,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 14,323
County 80 Cen. 225,323
SMSA 80 Cen. 35,[illegible]87
CZ-ABC: (70) 24,035; (81) 25,600
RTZ-ABC: (70) 40,153; (81) 49,800
City & RTZ-ABC: (70) 64,206; (81) 75,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$231,847,491
Sav. & Loan	1	$38,285,623
Co-operative	1	$49,024,340
Commercial	2	$629,819,000
Credit Unions	3	$76,344,651

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 15,065

8 - GAS METERS: Residence 10,322

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Mach. & Elec. Machy. 4,900; Paper & Paper Prods. 1,900; Leather Prods. 600; Textile 1,200; Clothing 700; Plastics 6,000; Average annual Earnings Production Workers N.A.
Principal Industrial Pay Days : Fri. & Thurs.

10 - CLIMATE: Min. & Max. Temp. - Spring 45- 66; Summer 54-81; Fall 33-56; Winter 22- 42. First killing frost, Oct. 16. Last killing frost, Apr. 29.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping District : 12 blocks on Main St. and several side streets for one block from Main; 80 stores.
Neighborhood Shopping District at Cleghorn District: Fairmont and Daniel Sts.; Water St. District Nos. 27 to 400 Water St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
John Fitch (18)	1	King's, Iandoli's
Central Plaza	1	DeMoula's, Stuart's
Parkhill (7)	2	Victory Mkts.
Searstown (30)	4	Sears, DeMoulas
No. Main St.	3	Marshall's, Farmers Whse.
Twin City Plaza	1	K mart, Victory Mkt.
Wallace (6)	NA	DeMoulas, Rich's

Principal Shopping Days : Fri. & Sat.; Food Thur. & Fri.
Stores Open Evenings : Department Stores - Thurs. & Fri.; Food Stores - Wed., Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores : Sears; R.H. White's.
Variety Stores : Woolworth.
Discount Stores : King's; Marshall's; Stuart's; K mart; Bradlees.
Chain Drug Stores : Barone's 6; Freedom Drug 2: Rite-Aid; Giguere Drug 3.
Chain Food Supermarkets : Iandoli's; Victory 6; DeMoulas 3.
Other Chain Stores - Firestone; Thom McAn 2; Spencer Shoes; Fanny Farmer Candies; L. Grossman Sons; CVS; Child World; S&H Green Stamps; Anderson Little; Touraine; Radio Shack; Kay Jewelers; Bradlee's.

14 - NEWSPAPERS: SENTINEL-ENTERPRISE (e) 23,965; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: S. John Siam, Pub., SENTINEL-ENTERPRISE, 808 Main St., Fitchburg, MA 01420; Tel. (617) 343-6911.
National Representative : Thomson.

FRAMINGHAM

1 - LOCATION: Middlesex County (In Boston SMSA); E&P Map D-2. 20 mi. W of Boston; 20 mi. E of Worcester; 200 mi. from NYC. On State Hwys. 9, 20, 27, 126, 135, 495. Two interchanges on U.S. 90 Mass. Tpke.

2 - TRANSPORTATION: Railroads - Amtrak.
Intercity Bus Lines - Continental Trailways; Peter Pan; Greyhound; Milford Bus; Graylines.

3 - POPULATION:
Corp. Cities 80 Cen. 65,113
PMA-ABC: (70) 186,047; (81) 190,300
SMSA: 80 Cen. 2,763,357
County 80 Cen. 1,367,034
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 23,943
County 80 Cen. 476,201
SMSA 80 Cen. 990,660
PMA-ABC: (70) 52,811; (81) 62,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$172,817,000
Savings	4	$285,732,000
Co-operative	2	$76,635,000

6 - PASSENGER AUTOS: County All Vehicles 1,039,080

7 - ELECTRIC METERS: Residence 32,794

8 - GAS METERS: Residence 16,440

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Products 3,200 ($190); Auto Assembly 2,000 ($235); Rubber 250 ($160).
Principal Industrial Pay Days : Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 37-59; Summer 57-90; Fall 40-63; Winter 19-41.

11 - TAP WATER: Neutral, soft and hard (2 sources).

12 - RETAILING: Principal Shopping Center - Route 9, 4 miles, (400 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial (10)	NA	Cumberland Farms
Deerskin Plaza (11)	NA	Deerskin, Winery
Framingham Mall (30)	NA	Lechmere, Filene's
Nobscott (11)	NA	Wonder Mkt.
Pinefield (14)	NA	Purity Mkt.
Shopper's World (44)	NA	Jordan Marsh, Herman's, Toys R Us
Sherwood Plz. (20)	NA	Zayre
Mini Mall (9)	NA	Medi Shack Papa Ginos
Natick Mall (40)	NA	Sears, Filene's, Anderson Little, Star Mkt.
Temple Plz. (8)	NA	Stop & Shop, Medi-Mart
Natick Towne Mall (16)	NA	K mart
Natick (20)	NA	Rix Stores, Stop & Shop

Principal Shopping Days : Mon., Thurs. & Fri.
Stores Open Evenings : Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores -K mart; Marshall's; Sears; Jordan Marsh; King's; Bradlee's; Anderson-Little; Calder; Filene's; J.C. Penney; Lechmere; Rich's.
Variety Stores - Woolworth.
Chain Drug Stores : Liggett; Bond; Medi-Mart; Rix; Medi-Shack; CVS; Brooks.
Chain Food Supermarkets : Stop & Shop 2; Purity 3; IGA 2; Wonder Mkt.; Star Mkt.; Farm Stand 2; Almac's 2; Roche Bros.; Iandoli's; Heartland.
Other Chain Stores - Herman's Sporting Goods; Levitz Furniture; Plywood Ranch; Diamond International; Grossman's; Radio Shack; Tech Hi Fi; Lerner Shops; Lane Bryant; Kennedy's; Thom McAn; Baker's; Ann Taylor; Stowell's; Fanny Farmer; Merchant's Tire; Firestone; Carvel; Garland; Wallach's; Rozman's; Fayva Shoes; Singer; Child World; Hickory Farms; Kinney Shoes; Windsor Button.

14 - NEWSPAPERS: THE MIDDLESEX NEWS (e-mon to fri) 51,334; (Sat m) 51,234; (S) 56,283; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James F. Carney, Dir. of Sales, THE MIDDLESEX NEWS, 33 New York Ave., Framingham, MA 01701; Tel. (617) 872-4321.
National Representatives : Landon; Harte-Hanks.

GARDNER

1 - LOCATION: Worcester County, E&P Map C-2. Residential Center. On Routes 2, 68, 101 & 140; 59 mi. W of Boston; 28 mi. from Worcester; 61 mi. to Springfield.

2 - TRANSPORTATION: Railroads - Boston and Maine.
Motor Freight Carriers - 30.
Intercity Bus Lines - New England Trailways; Englander Coach; Wilson Bus; Vermont transit; Bonanza Bus.

3 - POPULATION:
Corp. City 80 Cen. 17,900
CZ-ABC: (70) 19,748; (81) 17,100
RTZ-ABC: (70) 22,501; (81) 26,000
County 80 Cen. 646,352
City & RTZ-ABC: (70) 42,249; (81) 43,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 7,038
CZ-ABC: (70) 6,284; (81) 6,300
RTZ-ABC: (70) 6,577; (81) 8,800
County 80 Cen. 225,323
City & RTZ-ABC: (70) 12,861; (81) 15,100

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$80,003,703
Co-Operative	2	$22,851,000
Sav. & Loan	2	$15,270,277
Commercial	2	$560,467,000

6 - PASSENGER AUTOS: County Est. 443,117 (All vehicles 1977)

7 - ELECTRIC METERS: Residence 7,473

8 - GAS METERS: Residence 1,216

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Furniture & Fixtures 3,018; Machy. 728; Paper & Pdts. 314 ; Misc. Mfg. 528.
Principal Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-53; Summer 60-79; Fall 41-59; Winter 16-31. First killing frost, Oct. 1. Last killing frost, May 30.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 3 blocks on Main St.; 8 on Parker St.; 2 on Pleasant St.; 3 on So. Main St.; 1 on Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardner Plaza (10)	NA	Brook's, Dunelan's Friendly, Penneys
Timpany Plaza (16)	NA	Rich's, Stop & Shop, Thom McAn, Radio Shack, Almy's
Pearson Triangle	NA	IGA Mkt.
Pearson Blvd. (3)	NA	Grossman, R. Smith

Principal Shopping Days : Thu., Fri., Sat.
Stores Close : Some Wed. aft. summer - downtown.
Stores Open Evenings : Downtown - Thurs. to 9; Centers daily to 9; Food daily to 9.

13 - RETAIL OUTLETS: Department Stores - Goodnow-Pearson; Rose's; Almy's; J.A. LeBlanc.
Discount Stores : Big L; Rich.
Variety Stores - Newberry.
Chain Drug Stores - Rexall 2; Brooks 2; Edards.
Chain Food Supermarkets : Dunelan's; Stop & Shop; Atter; IGA; Victory; Lil' Peach; Cumberland 6.
Other Chain Stores - Aubuchon; Sears; Clark; Grossman's.

14 - NEWSPAPERS: NEWS (e) 7,783; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James D. Murphy, Adv. Mgr., NEWS, 309 Central St., Gardner, MA 01440; Tel. (617) 632-8000.
National Representative : Landon.

GLOUCESTER

1 - LOCATION: Essex County. E&P Map E-1. Fishing, manufacturing, and resort center. On S side of Cape Ann Peninsula on State Hwys. 133, 127 & 128; 30 mi. NE of Boston.

2 - TRANSPORTATION: Railroads - Boston & Maine.
Motor Freight Carriers - 10.
Intercity Bus Lines - Community Bus Line.

3 - POPULATION:
Corp. City 80 Cen. 27,768
CZ-ABC: (70) 33,577; (81) 34,200
RTZ-ABC: (70) 7,821; (81) 9,300
County 80 Cen. 633,632
City & RTZ-ABC: (70) 41,398; (81) 43,500

4 - HOUSEHOLDS:
City 80 Cen. 10,517
County 80 Cen. 228,432
CZ-ABC: (70) 11,304; (81) 13,400
RTZ-ABC: (70) 2,474; (81) 3,400
City & RTZ-ABC: (70) 13,778; (81) 16,800

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$80,153,000
Cooperative	1	$38,200,000
Commercial	2	$95,188,000

6 - PASSENGER AUTOS: County 429,780 (1977)

7 - ELECTRIC METERS: Residence 12,055

The Community
Information
Center In
Middlesex
County,
Massachusetts.

The
Middlesex News
A Harte-Hanks
NEWSPAPER

8 - GAS METERS: Residence 5,884

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Yrly. Wage) - Food Processing 1,386 ($8,275); Machinery Trades 596 ($12,204); Service 1,494 ($5,570).
Principal Industrial Pay Days : Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-78; Summer 65-97; Fall 24-58; Winter 7-56.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 12 blocks on Main St.
Neighborhood Shopping Centers : East Main St. Washington St.; Bass Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore	18	Jordan Marsh, Stop & Shop
Beverly Plaza	12	Zayre, Star Mkt.
Liberty Tree Mall	15	Ann & Hope, Lechmere
K mart	15	K mart, DeMoulas
A&P Plaza	NA	DeMoulas
Gloucester	NA	Stop & Shop, King's

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores - Goldman's; Empire.
Discount Stores : King's.
Chain Drug Stores : Sterling; Connor's 2; Brook's; CVS.
Chain Supermarkets : A&P; First National; Stop & Shop; IGA.
Other Chain Stores Goodyear.

14 - NEWSPAPERS: TIMES (e) 11,438; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Michael Jameson, Adv. Mgr., TIMES, Whittemore St., Gloucester, MA 01930; Tel. (617) 283-7000.
National Representative : USSPI.

GREENFIELD

1 - LOCATION: Franklin County, E&P Map G-1. County Seat. Industrial center on Conn. River 38 mi. N of Springfield; 100 mi. W of Boston; Entrance to Mohawk Trail, terminus of Route 91, on Hwys. 2, 5 & 10.

2 - TRANSPORTATION: Railroads - B&M.
Motor Freight Carriers - 10.
Intercity Bus Lines - Vermont Transit; Englander; Greenfield Worcester; Boston.

3 - POPULATION:
Corp. City 80 Cen. 18,436
CZ-ABC: (70) 29,891; (81) 30,300
RTZ-ABC: (70) 35,464; (81) 42,500
County 80 Cen. 64,317
City & RTZ-ABC: (70) 65,355; (81) 72,800

4 - HOUSEHOLDS:
City 80 Cen. 7,214
County 80 Cen. 24,228
CZ-ABC: (70) 10,190; (81) 12,000
RTZ-ABC: (70) 11,237; (81) 15,400
City & RTZ-ABC: (70) 21,427; (81) 27,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	$202,200,000
Sav. & Loan	1	$31,213,605
Commercial	4	$89,300,000

6 - PASSENGER AUTOS: County (All Vehicles 1977) 50,137

7 - ELECTRIC METERS: 8,830; County 24,200

8 - GAS METERS: Residence 3,140

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Tap & Die 1,642; Sterling Silver 160; Machine Parts 407; Small Tools 1,622; Papermaking 580; Electrodes Components 250; Insurance 650.
Principal Pay Days : Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-75; Summer 60-90; Fall 59-80; Winter 0-50. First killing frost, Sept. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Nearby Shopping Centers - Greenfield Plaza (1 mi distant): Kings; Food Mart; Super Mkts.; Pioneer Valley Center: King's; Harvestland; 1 1/4 miles distant Cherry Rum Plaza: Stop & Shop; CVS Drugs.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Wilson's; Sears; W.L. Goodnow; J.C. Penney.
Variety Stores - McLellan.
Chain Drug Stores : West (PDK) 2; Big L; Rite Aid; Brooks; CVS.
Discount Stores : Railroad Salvage; Kings.
Chain Food Supermarkets : Grand Union; A&P; IGA 4; Stop & Shop; Food Mart; Carroll's; Foster's; Harvestland 2; Crockers.
Other Chain Stores - R&R Jewelry; Kinney; Western Auto; Sherwin-Williams; Goodyear; Bob Weiner Tires; Lodge Tire.

14 - NEWSPAPERS: RECORDER (e) 15,102; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Russell Webster, Adv. Dir., RECORDER, 14 Hope St., Greenfield, MA 01301; Tel. (413) 772-0261.
National Representative : Landon.

HANOVER

1 - LOCATION: Plymouth County (in Boston, MA SMSA) E&P Map E-2. SE portion of Mass. 28 mi. S. of Boston; residential and commercial center for Plymouth County.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 14.
Intercity Bus Lines - P&B Street Railway.

3 - POPULATION:
Corp. City 80 Cen. 11,358
SMSA 80 Cen. 2,763,357
County 80 Cen. 405,437

4 - HOUSEHOLDS:
City 80 Cen. 3,218
SMSA 80 Cen. 990,660
County 80 Cen. 132,580

5 - BANKS:	NUMBER	DEPOSITS
Commercial	11	$686,000,000
Savings & Loan	25	$1,437,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 103,522

8 - GAS METERS: Residence 51,500

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)- Paperback bookprinting 650 ($321); Regional supermarket headquarters 425 ($285); Banking 515 ($167); Chemical polymers 188 ($281); Newspaper publishing 171 ($248); Sandpaper mfg. 303 ($168).
Principal Industrial Pay Days - Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-60; Summer 60-100; Fall 25-50; Winter 0-30. First killing frost, Oct. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Driven wells.

12 - RETAILING: Principal Shopping Center - Hanover Mall, 188 acres at Junction, opposite Routes 3, 53, and 123 (124 stores).
Other Shopping Centers - Hanover Mall Plaza, Tedeschi Plaza, Hanover Shopping Plaza, Assinippi Center, West Hanover, Hanover Four Corners.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rockland Plaza	12	Stop N' Shop, K mart
Marshfield	10	Marshall's, Angelo's
Kingsbridge Plaza	8	Bradley's,Angelo's
Plymouth Center	15	Purity Supreme, Rich's

13 - RETAIL OUTLETS: Department Stores - Sears; Jordan Marsh; Almy's; Touraine; Kennedy's.
Discount Stores K mart; Zayre's.
Variety Stores - Woolworth.
Chain Drug Stores : CVS.
Chain Food Stores : Angelo's; Stop 'n' Shop.

14 - NEWSPAPERS: SOUTH SHORE NEWSDAY (e) 3,647 Publishers Est., Mar. 31, 1979; (latest statement available).
Local Contact for Advertising and Merchandising Data: James Stack, Adv. Mgr., SOUTH SHORE NEWSDAY, 1 Mayflower Dr., Hanover, MA 02339; Tel. (617) 878-1111.
National Representative : Amer. Newspaper Rep.

HAVERHILL

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH SMSA). E&P Map E-1. NE part of state on Merrimack River. 33 mi. N of Boston; 248 mi. to New York; 6 mi. E of U.S. No. 1 on State Hwys. 97, 108, 110, 113, 125; Interstate 495.

2 - TRANSPORTATION: Railroads - Boston & Maine.
Motor Freight Carriers - 17.
Water - 7 ft., 15 mi. river channel to Atlantic at Newburyport.
Intercity Bus Lines - Mass.; Mich[illegible]; Trailways of N.E.;Appleyard Bus Line; Bos. Com.
Airports - North Andover and Haverhill (Charter Service).

3 - POPULATION:
Corp. City 80 Cen. 46,865
CZ-ABC: (70) 46,120; (81) 44,000
Bal. in PMA-ABC: (70) 123,864; (81) 161,900
Total PMA-ABC: (70) 169,984; (81) 205,900
SMSA 80 Cen. 281,981
County 80 Cen. 633,632
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,261
County 80 Cen. 228,432
SMSA 80 Cen. 98,825
CZ-ABC: (70) 15,233; (81) 16,800
Bal. in PMA-ABC: (70) 37,223; (81) 56,000
Total PMA -ABC: (70) 52,456; (81) 72,800

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$252,168,481
Commercial	4	$629,002,518
Cooperative	1	$12,600,000

6 - PASSENGER AUTOS: County 429,780 (1977 All Vehicles)

7 - ELECTRIC METERS: Residence 31,696

8 - GAS METERS: Residence 12,013

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Leather & Shoe 8,200 ($125); Paper Pdts. 468 ($128); Western Electric 5,000; others 4,750 ($22,250,000 yearly wages); Compugraphic 180 (N/A).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-75; Summer 35-105; Fall -12-94; Winter -19-76. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Merrimack St.; 4 on Washington St.; 1 on River St.; 2 on Emerson St.; 2 on Essex St.; 2 on Main St.; 2 on Water St.; 2 on Winter St.; 2 on White St.
Neighborhood Shopping Centers (No. of Stores) : Central Sq.; Bradford; Haverhill Plaza (19); Lincoln Ave.; West Gate Ctr. (12); Metheun Mall, Methuen, Mass. (87); Rockingham Mall, Salem, N.H. (20); State Line Ctr., Plaistown, N.H. (15); Hoyt City Ctr., Plaistown, N.H. (8).
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Food-Mon. thru Sat.; Dept. and all other-Fri.; some Tues. eve.

13 - RETAIL OUTLETS: Department Stores - Mitchell's; Maguire's Bradford; King's; K mart; Jordan Marsh; Sears; Cummings; Howland's; Caldor; Woolco; Bradlees.
Discount Stores Zayre.
Chain Drug Stores : Consumer Valu; Freedom Drug.
Chain Food Supermarkets : Butcher Boy 1; Harvest Mkt. 2; De Moulas Mkt.; Cerretanis Mkt.
Other Chain Stores : Barretts (men's clothing); Thom McAn; Hanover; Kinney (shoes); Atherton (furniture); Sherwin-Williams; Hudson's (women's); Cherry & Webb (women's); Best Buy; Service Merchandise Inc.

14 - NEWSPAPERS: GAZETTE (e) 17,709; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard W. Timmons, Adv. Mgr., GAZETTE, 440 W. Lowell Ave, Haverhill, MA 01830; Tel. (617) 374-0321.
National Representative : Landon.

HOLYOKE

1 - LOCATION: Hampden County (In Springfield-Chicopee-Holyoke, MA-CT SMSA). E&P Map B-6. Industrial center; on U.S. Hwys. 5,202; 3 Exits off I-91; State Hwy. 116; 8 mi. N of Springfield; 3 mi. N Exit 4, Mass. Tpk.

2 - TRANSPORTATION: Railroads - Boston & Maine; Conrail.
Motor Freight Carriers - 50.
Intercity Bus Lines - Greyhound; Peter Pan; Interstate Trailways; Vermont Transit; Springfield; Northampton; Holyoke.
Airlines - Altair; American; United; Delta; Eastern; Pilgrim; Trans-World; USAir; Mass. Helicopter.

3 - POPULATION:
Corp. City 80 Cen. 44,678
PMA-ABC: (70) 161,311; (81) 143,600
County 80 Cen. 443,018
SMSA 80 Cen. 530,668

4 - HOUSEHOLDS:
City 80 Cen. 16,615
County 80 Cen. 158,027
SMSA 80 Cen. 187,818
PMA-ABC: (70) 49,738; (81) 50,700

5 - BANKS:	NUMBER	DEPOSITS
Banks	12	$786,267,935

6 - PASSENGER AUTOS: 303,155 (1977 All Vehicles)

7 - ELECTRIC METERS: Residence 41,292

8 - GAS METERS: Residence 24,299

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Food 705; Textile Mill Prod. 1,140; Apparel 917; Furniture 243; Paper Prod. 3,998; Printing & Publishing 3,450; Chemical 250; Rubber Prod. 2,734; Primary Metal 1,125; Fabr. Metal 975; Machy. (Ex. Elec.) 1,853; Elec. Machy. 171; Utilities 328; Misc. 3,217.
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 9-91; Summer 36-97; Fall 17-84; Winter 4-56. First killing frost, Sept. 17. Last killing frost, May 3.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 18 blocks on six streets; Holyoke Mall at Ingleside (180 units).
Neighborhood Shopping Centers : Hampden St.; South St. (12 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview	4	Food Mart
Main Gate	4	Big-Y
Zayre	4	Zayre, Shop Rite
So. Hadley	2	Food Mart
Big Y	4	Big Y
Fairfield Mall	4	Two Guys
Hampden Plz.	NA	Shop Rite
Holyoke Plaza	NA	Big Y, McDonald's
Lincoln Plaza	NA	J.M. Fields, Stop & Shop
Mountain Farms	10	Woolco
South St.	NA	Food Marts, Tagway, Zal's
K mart Plaza	NA	K mart, Shop-Rite

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Mon., Thurs.; Some Fri.

13 - RETAIL OUTLETS: Department Stores - A. Steiger; Dorothy Dodd; J.C. Penney; Sears.
Discount Stores : Zayre's; Two Guys; K mart; Caldor.
Chain Food Supermarkets : Stop & Shop; AG 3; Food Mart 3; Big Y 5; Pats 2; Shop Rite 2; Edgar's 2; Ryback's; Bi Low 1.
Other Chain Stores - Thom McAn; Kempton's Fanny Farmer; Sherwin-Williams; Rucki's; Rix; Archer Kent; Grossman's; Mall Drug; Fayva Shoes; Hit or Miss; Dora Dale.

14 - NEWSPAPERS: TRANSCRIPT-TELEGRAM (e) 29,005; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David R. Ferro, Adv. Dir., TRANSCRIPT-TELEGRAM, 120 Whiting Farms Rd., Holyoke, MA 01040; Tel. (413) 536-2300
National Representative : Landon.

HUDSON

1 - LOCATION: Middlesex County, E&P Map D-2. 26 mi. to Boston; 16 mi. to Worcester. State Hwys. 85 & 62; I-495.

2 - TRANSPORTATION: Intercity Bus Lines - Hughes.

3 - POPULATION:
Hudson Town 80 Cen. 16,408
County 80 Cen. 1,367,034

4 - HOUSEHOLDS:
City 80 Cen. 5,320
County 80 Cen. 476,201

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$94,594,000
Savings	[illegible]	$30,235,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 5,076

8 - GAS METERS: Residence 3,347

9 - PRINCIPAL INDUSTRIES: Textiles; Plastics; Tools; Chemicals; Electronics; Automotive.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Nearby Shopping Center : Hudson (1/2 mi.) Victory Mkts.; Mars Bargainland.
Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Gould's; Hudson Dress Shoppe; Redwood; Boston Furniture; Poplin's Furniture.
Variety Stores - Godin's.
Discount Stores : Arthur's; Mar's Bargainland; Brook's.
Chain Drug Stores : Rexall.
Other Chain Stores : A&P; IGA; Food Farm; Victory Mkt.; Aubuchon's.

14 - NEWSPAPERS: SUN (e) 2,487; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: D. Mark Forkey, Adv. Dir., SUN, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative : Landon.

HYANNIS

1 - LOCATION: Barnstable County, E&P Map F-3. 50 mi. from New Bedford; 60 mi. from Brockton. 40 mi. from Plymouth and 80 mi. from Boston. On U.S. Hwy. 6 and State Hwy. 28 crossing Cape Cod Canal.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound; Bonanza; Plymouth & Brockton.
Passenger Steamship Lines - 1.
Airlines - Air New England; 3 Air Taxis.

3 - POPULATION:
Hyannis 70 Cen. 6,847; Loc. Est. 8,683
PMA-ABC: (70) 96,656; (81) 153,500 Area includes Barnstable Town(incl. Hyannis) and towns of Bourne, Brewster, Chatham, Dennis, Eastham, Fair-

mouth, Harwich, Mashpee, Orleans Provincetown, Sandwich Truro, Wellfleet, Yarmouth-all in Barnstable County; Martha's Vineyard, Dukes County; Nantucket Islands, Nantucket County.

Counties: 80 Cen. 161,954
Barnstable 80 Cen. 147,925
Dukes 80 Cen. 8,942
Nantucket 80 Cen. 5,087
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Counties: 80 Cen. 64,583
Barnstable 80 Cen. 58,556
Dukes 80 Cen. 3,872
Nantucket 80 Cen. 2,155
PMA-ABC: (70) 32,936; (81) 60,300

5 - BANKS: 12 Commercial; 7 Savings; 4 Savings and Loan; 6 Co-operative (does not include branches); deposit totals not available.

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 92,000

8 - GAS METERS: Residence 30,000

9 - PRINCIPAL INDUSTRIES: Candles; Cement Prod: Novelties; Boats; Cigars; Cranberries; Electronics; Shoes; Plastic Packaging; Tourism & Resort; Marine Research.
Principal Pay Days: Thurs., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp. – Spring 62-72; Summer 72-85; Fall 50-70; Winter 35-55. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING:
Principal Shopping Centers – Downtown Hyannis and outlying Shopping Centers, principally Cape Cod Mall (75 stores) and Capetown Shopping Center.
Neighborhood Shopping Centers: Falmouth; Buzzards Bay; Dennisport; Harwichport; Chatham; Orleans; Wellfleet; Provincetown; So. Yarmouth; Nantucket; Edgartown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wareham (12)	30	Cornwell's, A&P, First Nat'l., Angelo's
Falmouth (22)	20	Bradlee, A&P, First Natl., Angelo's, Stop & Shop
South Yarmouth	5	Stop & Shop, Angelo's, Bradlee
Buzzards Bay	15	A&P, Newman's, First Natl.
Dennisport	10	Bradlee, Frist Natl., Stop & Shop, Angelo's
Harwichport	13	Buttner's, A&P, Angelo's
Chatham	20	Chatham Furn., A&P, First Natl., Stop & Shop
Orleans	20	Nickerson, A&P, First Natl., Stop & Shop
Provincetown	50	
Cape Cod Mall (77)	NA	Sears, Woolworth, Star Mkt., Filene's, Jordan Marsh

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Department Stores-Mon., Thu., Fri. Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores – Filene's; Sears; Jordan Marsh.
Variety Stores – Woolworth; Newberry.
Discount Stores: King's; Zayre; K mart; Bradlee 4.
Chain Drug Stores: Rexall 10; Brooks 5; Big A 2; CVS 2; Dunnington Drug 2.
Chain Food Supermarkets: A&P 9; First National 7; Stop & Shop 6; Angelo's 7; Star Mkt.; Christy Bros; Farmland.
Other Chain Stores: Buttners; Puritan Clothing; Kennedy's; Anderson-Little; Castro; Kinney Shoes; Consumer Value; Lerner's; Cherry & Webb; Fanny Farmer; Morse Shoe; Hanover Shoe; Singer Co; Radio Shack; Thom McAn; Hickory Farms; Mid Cape Center; Grossmans; Plywood Ranch.

14 - NEWSPAPERS: CAPE COD TIMES (e) 34,261; (S) 39,505; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George Vagenas, CAPE COD TIMES, 319 Main St., Hyannis, MA 02601; Tel. (617) 775-1200.
National Representative: Branham.

LAWRENCE

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH SMSA). E&P Map D-1, County Seat. Industrial and wholesale center. On Merrimack River; on State Hwys. 28, 110, 113, 114, 125, 133; Interstate Routes 93 and 495; 27 mi. NW of Boston.

2 - TRANSPORTATION: Railroads – Boston & Maine.
Motor Freight Carriers – 69.
Intercity Bus Lines – Trailways; Greyhound; Hudson; Michaud; Trombly.

3 - POPULATION:
Corp. City 80 Cen. 63,175
CZ-ABC: (70) 162,492; (81) 170,100
RTZ-ABC: (70) 94,635; (81) 119,000
SMSA 80 Cen. 281,981
County 80 Cen. 633,632
City & RTZ-ABC: (70) 257,127; (81) 289,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,798
County 80 Cen. 228,432
SMSA 30 Cen. 98,825
CZ-ABC: (70) 51,712; (81) 61,900
RTZ-ABC: (70) 26,688; (81) 38,600
City & RTZ-ABC: (70) 78,400; (81) 100,500

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	$564,077,265
Commercial	5	$1,170,377,702
Co-operative	4	$274,667,228

6 - PASSENGER AUTOS: City est. 35,000

7 - ELECTRIC METERS: Res. 60,000

8 - GAS METERS: Res. 30,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners – Construction 2,835; Manufacturing 41,800; Transportation 4,700; Wholesale Trade 3,510; Retail Trade 18,136; Finance 3,900 Service 15,500; Textile Mill 2,551; Apparel & Finished 2,037; Paper & Allied 1,418; Chemicals & Allied 1,660; Plastic & Rubber 3,256; Leather 5,618; Fabricated Metal 1,161; Machinery 4,808; Electrical Mach. 11,635.

10 - CLIMATE: Min. & Max. Temp. – Spring 26-93; Summer 48-101; Fall 24-78; Winter -7-65. First killing frost, Oct. 13; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center – 8 blocks on Essex St.; 6 blocks on Broadway.
Neighborhood Shopping Centers: Main St. in Andover; Main St. in N. Andover; Hampshire St. in Methuen, & Rt. 28, Salem, N.H.; Rt. 114 in Lawrence; Rte. 213 Methuen.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Essex Plaza	1	DeMoulas Mkt., Stuart's
Merrimack Plz.	5	DeMoulas Mkt., Almy's
No. Andover Mall	4	DeMoulas Mkt., K-Mart
Rockingham Mall	10	Channel Home Ctrs. Cherry Webb & Touraine, Bradlees
Salem Plaza	9	DeMoulas Mkt., Woolco
Shawsheen Plz.	4	DeMoulas Mkt., New England Stores
Zayre	2	Zayre, Messina's, Osco Drug
K mart	10	K mart, Market Basket
Methuen Mall	5	Sears, Jordan Marsh
Caldor	5	Caldor, Market Basket
Zayre	2	Zayre, Barcelos Mkt.

Principal Shopping Days: Tues., Fri., Sat.
Stores Open Evenings: Tue. & Fri.; Food 6 nights.
NH Shopping Centers: open Sunday 1 to 6.
Shopping Centers: Essex Plaza; Essex St.; Lawrence 4 Stores; Merrimack Plaza, Haverhill St., Methuen 6 Stores; North Andover Mall, Route 114, No. Andover 6 Stores; Salem Plaza, Route 28, Salem N.H. 12 Stores; Shawsheen Plaza, Main 9., Andover 10 Stores; Zayre, Route 114; Lawrence 3 Stores; K mart Plaza, Route 28 Salem, N.H. 12 Stores; Rockingham Mall, Rte. 28, Salem, N.H., 35 stores. Methuen Mall 19 Rte. 213 Methuen. 70

13 - RETAIL OUTLETS: Department Stores Caldor; Sears; Almy's; Bradlees; Howland; Jordan Marsh.
Variety Stores – Woolworth.
Discount Stores: Woolco; Stuart's; Marshall's; Zayre 2; K mart 2; T.J. Maxx.
Chain Drug Stores: Osco; Adams; Riverside 1; Pharmacity 1; Nahill 2; CVS 5; MD; Med-X 2.
Chain Food Supermarkets: Messina's 1; Purity Save-Mor 1; De Moulas 5; J. Market Basket; DeMoulas/Market Basket 2; Barcelos 2; Heartland Jr.
Other Chain Stores – McQuades; Cherry & Webb 3; Thom McAn 2; Scott's; Fanny Farmer 1; Smith's; Sherwin-Williams 3; Allied Radio Shack 4; Child World; Fayva; Taylor Rent All Ctr. 2; American Handcraft; Anderson Little; Hit or Miss 2; Brooks Fashion; Casual Corner; Chess King; Cummings; Curtis Music, Deering Ice Cream; Diamond Jewelers; Endicott Johnson; Eva Gabor; Fields Hosiery; Foxmoor; General Nutrition; Hallees Air Step; Hickory Farms; Hudsons; Kay Jewelers; Kennedys; Kiddie Photo; Kinney Shoe; Lauriets; Midland Records; Miles Shoe; Mother-To-Be; National Shirt; N.E. Piano & Organ; Ormonds; Pearl Vision Ctr.; Sachett's Hallmark Cards; So-Fro Fabrics; Spencer Gifts; Spectrum; Walden Book; You & You; Zale Jewelers; Baskin Robbins; Hanover Shoe; Male Stop; Orange Bowl; Play 'n Learn; Swiss Pretzel; Rosebud Flowers.

14 - NEWSPAPERS: EAGLE-TRIBUNE (e) 52,699; (S) 52,455; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Chester J. Zembruski, Adv. Dir., EAGLE-TRIBUNE, Box 100, Lawrence, MA 01842; Tel. (617) 658-1000, ext. 154.
National Representative: Story & Kelly-Smith.

LOWELL

1 - LOCATION: Middlesex County (In Lowell; MA-NH SMSA) E&P Map D-1. County Seat. 28 mi. N of Boston at confluence of Merrimack and Concord Rivers. On Routes 3, 4, 110, 133; I-495.

2 - TRANSPORTATION: Railroads – Boston & Maine; N.Y., N.H. & H; Conrail.
Motor Freight Carriers – 4.
Intercity Bus Lines – Massachusetts Bay Transp. Authority; Greyhound; Continental Trailways; Vermont Transit; Lowell Regional Transportation Authority.

3 - POPULATION:
City 80 Cen. 92,418
CZ-ABC: (70) 212,860; (81) 223,300
RTZ-ABC: (70) 127,043: (81) 149,800
SMSA 80 Cen. 233,410
County 80 Cen. 1,367,034
City & RTZ-ABC: (70) 340,835; (81) 366,900

4 - HOUSEHOLDS:
City 80 Cen. 32,691
County 80 Cen. 476,201
SMSA 80 Cen. 74,270
CZ-ABC: (70) 60,447; (81) 72,000
RTZ-ABC: (70) 33,508; (81) 45,600
City & RTZ-ABC: (70) 93,955; (81) 117,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial 234		$588,900,000
Sav. & Loan	1	$179,000,000
Savings	6	$371,500,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Middlesex 44,309; Lowell 23,495

8 - GAS METERS: Middlesex 73,000; Lowell 31,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Machinery 4,060; Textiles 3,060; Printing & Publishing 2,510; Electrical Machinery 1,680; Ordnance 1,670; Apparel 1,400; Food 1,280; Leather 1,350; Paper & Applied Products 1,010; Durable Goods 10,410; Non-Durable Goods 11,880; Average Weekly Wage - April 1976 Production Workers; Manufacturing $161.41; Employment Total - 60,600 April 1976.
Principal Industrial Pay Days: Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 24-98; Summer 36-94; Fall 40-86; Winter 15-65. First killing frost, Sept. 16. Last killing frost, Apr. 26.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center – 5 blocks on Central St.; 5 on Merrimack St.; 5 on Middlesex St.; Alexander's (4 stores); Central Plaza (8 stores); Sunrise (9 stores); Sears (4 stores).
Nearby Shopping Centers: Lowell Plaza, Rte. 495 Connector; Stadium Plaza, Jct. Rte. 38 & 495; Sunrise Shopping Center, Bridge St.; Drum Hill, Jct. Rtes. 4 & 3, Chelmsford; Eastgate Plaza, Jct. Rtes. 3 & 110, Chelmsford; Towne Plaza, Rte. 3A, Billerica; Tewksbury Shopping Center. Rte 38 Tewksbury; Wilmington Plaza, Rte. 38, Wilmington; Pelham Plaza, Rte. 38, Pelham, N.H.
Enclosed Malls – Chelmsford Mall, Rte. 110; Oakdale Mall, Tewksbury, Rte. 38; Burlington Mall, Jct. Rtes. 3 & 128, Burlington; Nashua Mall, Rte. 3, Nashua, N.H.; Billerica Mall
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Dept. – Mon., Thu.; Food – Every Night ex. Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores – Cherry & Webb; Caldor; Sears; Kings; Jordan Marsh.
Discount Stores: Zayre; Stuart's 4; Brooks; Consumer Value, Marshal's 3; Mal's; Mammoth Mart; Sparks; Thorndike Factory Outlet; Mars; Bradlees; K mart.
Variety Stores – Woolworth; Kresge; Wellwood.
Chain Drug Stores – W. M. Alexis 2; Page's 2; Plunkette 3; Brook's 2; Osco.
Chain Food Supermarkets – Stop & Shop 2; Alexander's 3; Clermont's 2; Demoulas Foods 7; Food Fair; Purity-Supreme 3; Star Markets 2; Lowell Warehouse.
Other Chain Stores – Elliott Stores (housewares, furnishings); Scott Jewelry; Goodrich; Goodyear; Firestone; McQuade (clothing); Confectionery: Brigham's, Candyland, Fanny Farmer; Sherwin-Williams; Singer Co.; Kent Jewelry.

14 - NEWSPAPERS: SUN (e) 58,558; (S) 50,810; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James I. O'Hearn, Gen. Mgr., SUN, 15 Kearney Sq., Lowell, MA 01852; Tel. (617) 458-7100.
National Representative: Story & Kelly-Smith.

LYNN

1 - LOCATION: Essex County, E&P Map E-1 (In Boston SMSA). 10 mi. N of Boston; 4 mi. from Route 1 and new circumventing Hwy. 128. Also served by Hwys. 1A, 129.

2 - TRANSPORTATION: Railroads – Boston & Maine.
Motor Freight Carriers – 9.
Intercity Bus Lines – Mass. Bay Transit Authority.
Airlines – 7 mi. to Logan Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 78,471
CZ-ABC: (70) 133,101; (81) 116,900
RTZ-ABC: (70) 278,001; (81) 267,300
SMSA 80 Cen. 2,763,357
County 80 Cen. 633,632
City & RTZ-ABC: (70) 411,102; (81) 384,200

4 - HOUSEHOLDS:
City 80 Cen. 30,421
County 80 Cen. 228,432
SMSA 80 Cen. 990,660
CZ-ABC: (70) 43,732; (81) 44,000
RTZ-ABC: (70) 85,667; (81) 94,800
City & RTZ-ABC: (70) 129,399; (81) 138,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$134,538,800
Co-op	5	$43,360,418
Savings	2	$252,894,415

6 - PASSENGER AUTOS: County Est. 429,780 (1977)

7 - ELECTRIC METERS: Residence 40,716

8 - GAS METERS: Residence 40,381

9 - PRINCIPAL INDUSTRIES: More than 58,000 Wage Earners in Electrical Transportation Equipment; Turbines; Jet Engines; Research; Shoes and Allied Products; Electronics; Plastics; Bakery Products; Lamps; Metal Products; Incandescent Lamps; Medicine; Clothing and other industries in Lynn. Av. Wkly. Wage: $250.
Principal Industrial Pay Days: Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 34-50; Summer 61-82; Fall 40-61; Winter 14-33.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 3 blocks on Union St.; 3 on Market St.; 1 on Munroe St.; 1 Central Square; 2 on Exchange St.; 2 on Broad St.; 4 on Lynnway; 2 on Boston St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vinnin Sq.	3	Star Mkt, Bradlee
Vinnin Sq. Annex	4	Stop & Shop
Lynngate Plaza	3	Stop & Shop
N.E. Shpg.	4	Sears, Stop & Shop Service Merchandise
Broadway	4	Stop & Shop
Danvers Plaza	7	Almy's, Woolworths, Purity Supreme
Liberty Mall (Danvers)	7	Ann & Hope, K mart, Lechmere Sales
Northshore (Peabody)	7	Jordan Marsh, Filene's, Sears, Stop & Shop
Northgate	5	First Natl., Zayre
Lynway	2	Capitol Mkt.,

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Some Thu., most Fri.
Discount Stores: Every night.

13 - RETAIL OUTLETS: Department Stores – T. W. Rogers; Sears 2; Caldor 2.
Variety Stores – Woolworth 1; New England Stores 3.
Discount Stores: Zayre 3; Rich's; Bradlee; Jerry's; Randy's; Factory Shoe; Siesta Shop; Tri City Sales.
Major Size Specialty Stores: Besse Rolfe; Rooks; Empire; Hoffmans; Jerry's.
Chain Drug Stores: Eaton; Consumer Value; Brooks 2; Osco 2.
Chain Food Supermarkets: Stop & Shop 5; Star Mkrs. 2; A. G. Stores 12; I.G.M. 19; First National 1; Capitol 1; Richdale 6; Purity Supreme 2; De Moula's.
Other Chain Stores: Clothing: Jordan- Marsh, Filene, Newbury's, Zayre, Kennedy 2, Rooks 3. Loehmann's, Lerners, Anderson Little, Howard Clothes, National Shirt Shops; Paint: Town 2, Sherwin-Williams 2. Tobacco: Bond Hill; Candy: Connolly, Fanny Farmer 2, Brighams 2, Russo's; Dairy: Cumberland Farms 8, Richdale 10; Sporting Goods: Jerry's, Pennyworth, Musinsky's, Army and Navy Stores, Colman's, Hermans; Records: Disc Shop; Jewelry: Long's, Kays, Ross; Shoes: Thom McAn 3, Spencer Morse 2, Kinney, Musinsky's Case, Royce, Wilbar, Flag, Thayer McNeill, Bakers, French Shriner, Taymor; Auto Supplies: Firestone, Sears, Strauss, Goodyear, Rayco, Midas Muffler; Rugs: Kaufman, J.C. Best; A.D.A.P.; Child World; Furn.: Levitz.

14 - NEWSPAPERS: ITEM (e-mon to fri) 29,165; (e-sat) 26,772; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul McCarthy, Advtg. Mgr., 38 Exchange St., 3 Lynn, MA. 01901; Tel. (617) 593-7700.
National Representative: Landon; USSPI.

MALDEN

1 - LOCATION: Middlesex County (In Boston SMSA). E&P Map E-2. On Malden River. 5 mi. from Boston.

2 - TRANSPORTATION: Railroads MBTA; - Boston & Maine.
Motor Freight Carriers - 13.
Intercity Bus Lines - Mass. Bay Transp. Authority; Hudson.
Airlines - All major lines (Boston).

3 - POPULATION:
City 80 Cen. 53,386
PMA-ABC: (70) 56,127; (81) 53,400
County 80 Cen. 1,367,034
SMSA 80 Cen. 2,763,357
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,746
PMA-ABC: (70) 18,802; (81) 20,600
County 80 Cen. 476,201
SMSA 80 Cen. 990,660

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$340,000,000
Commercial	6	$500,000,000
Other	2	$331,000,000

6 - PASSENGER AUTOS: County Est. 990,000

7 - ELECTRIC METERS: Residence 15,400

8 - GAS METERS: Residence 15,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage): Constr. 1,243 ($300); Mfg. NA ($280); Trans. Com. & Util. 1,187 ($190); Wholesale & Retail Trade 3,528 ($200); Finance, Ins. & R.E. 716 ($225); Services 4,500 ($210); Jewelry 100; Electronics 100. Total 1,077 firms; 18,000 employees. Annual payroll $273,000,000; 27,000 Total employed.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center - Pleasant St.; Main St.; Irving St.; Ferry St.; Exchange St.; Eastern Ave.
Other Shopping Centers - Townline Plaza, Northgate, New England, Bryant Terrace, Stuarts Village.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores - Jordan Marsh; Kings; Child World; Stuart's; Caldor; Hallmark.
Discount Stores : Sparks; Medic-Fair; FFDC; Big L.
Variety Stores : FFC.
Chain Drug Stores : Big L; Liggett's.
Chain Food Supermarkets : Star Mkt.; Johnnie's Foodmaster; Stop & Shop; Heartland.
Other Chain Stores - Thom McAn; Radio Shack; Hanlon's Shoes; Anderson-Little; National Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,997; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir., NEWS, 227 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives : Landon; USSPI.

MARLBOROUGH

1 - LOCATION: Middlesex County, E&P Map D-2. Situated 26 mi. W of Boston; 16 mi. E of Worcester. State Hwys. 20, 9, 85; I-495, 290.

2 - TRANSPORTATION: Railroads : Boston & Maine.
Motor Freight Carriers : 10.
Intercity Bus Lines : Hughes; Boston & Worcester.

3 - POPULATION:
Corp. City 80 Cen. 30,617
County 80 Cen. 1,367,034

4 - HOUSEHOLDS:
City 80 Cen. 10,925
County 80 Cen. 476,201

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$40,000,000
Commercial	3	$250,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 9,802

8 - GAS METERS: Residence 4,533

9 - PRINCIPAL INDUSTRIES: Computers; Paper Products; Shoes; Sporting Goods; Boxes; Stamped Metal Prod.; Metal Plate Prod; Scale Models; Chemicals; Tool & Die; Research; Electronics; Plastics; Containers.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-63; Summer 65-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Post Road	13	Big Discount, Rich's
Indian Head (8)	NA	King's, Stop & Shop, Marshall's

Principal Shopping Days : Thu., Fri., & Sat.

13 - RETAIL OUTLETS: Department Stores : Golden's; Jobber's Outlet; Concannon's; Adams Brook Discount.
Variety Stores : Godin's.
Discount Stores : King's; Rich's; Marshall's.
Chain Drug Stores : Rexall; Bouvier; Medi Mart; Medicine Shoppe; CVS.
Chain Food Supermarkets : Stop & Shop 2; IGA; Big D; Chicago Beef; Victory Markets.
Other Chain Stores : Town Paint; Everett Auto; Consumer Auto Parts.

14 - NEWSPAPERS: ENTERPRISE (e) 7,423; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: David M. Anderson, ENTERPRISE, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative : Landon.

MEDFORD

1 - LOCATION: Middlesex County, (In Boston SMSA). E&P Map E-2. Situated 5 mi. NW of Boston on U.S. Hwy. 1 and State Hwys. 16, 28, 38, 60.

2 - TRANSPORTATION: Railroads - MBTA; Boston & Maine.
Motor Freight Carriers - 12.
Intercity Bus Lines - Mass. Bay Transp. Authority; Hudson.

3 - POPULATION:
Corp. City 80 Cen. 58,076
PMA-ABC: (70) 64,397; (81) 57,500
SMSA 80 Cen. 2,763,357
County 80 Cen. 1,367,034
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,206
PMA-ABC: (70) 19,547; (81) 20,100
County 80 Cen. 476,201
SMSA 80 Cen. 990,660

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$173,282,141
Commercial	7	$454,000,000

6 - PASSENGER AUTOS: County 903,548

7 - ELECTRIC METERS: 19,000

8 - GAS METERS: Residence 16,320

9 - PRINCIPAL INDUSTRIES: Agric. & Mining; Constr.; Manufacturing; Transp. Comm. & Util.; Whol. & Ret.; Finance, Ins. & Real Est.; Services.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 2 blocks on Riverside Ave.; 4 on High St.; 2 on Main St.; 1 on Forest St.; 1 on Salem St.; Wellington Circle; Steven's Sq.
Neighborhood Shopping Centers : Steven's Sq.; Harvard Sq.; West Medford Sq.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fellsway Plz. (22)	NA	Zayre, Stop & Shop
Food Masters/ Turnstyle (3)	NA	Turnstyle
Meadow Glenn (50)	NA	Bradlees, Marshalls
Medford (17)	NA	Woolworth, Liberty
Mystic Mall (20)	NA	K mart, Market Basket
Wellington Circle (4)	NA	First Nat'l., Child World
Town Line Plz.	NA	King's, Star

Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores - Osco.
Discount Stores : Zayres; Osco; J.M. Fields; El-Jay; Mammoth Mart.
Variety Stores - Child World; N.E. Stores.
Chain Drug Stores : Liggett-Rexall 2; Consumer Valu; Craddock 2; Archer-Kent.
Chain Supermarkets : First National 5; Stop & Shop 2; A&P; Star; Liberty Mkt.; Johnnie's Foodmaster; Heartland.
Other Chain Stores - Lerner's; Thom McAn; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 6,648; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir., MERCURY, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives : USSPI; Landon.

MELROSE

1 - LOCATION: Middlesex County, E&P Map E-2 (In Boston SMSA). 7 mi. from Boston. On U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads - Boston & Maine.
Motor Freight Carriers - 9.
Intercity Bus Lines - Mass. Bay Transportation Authority; Service Bus Lines; Saugus Transit.
Airlines - All at Boston Airport.

3 - POPULATION:
Corp. City 80 Cen. 30,055
PMA-ABC: (70) 33,180; (81) 30,900
SMSA 80 Cen. 2,763,357
County 80 Cen. 1,367,034

4 - HOUSEHOLDS:
City 80 Cen. 10,649
PMA-ABC: (70) 10,043; (81) 10,800
County 80 Cen. 476,201
SMSA 80 Cen. 990,660

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$170,000,000
Savings	2	N.A.

6 - PASSENGER AUTOS: County 990,000 (All Vehicles)

7 - ELECTRIC METERS: 9,800

8 - GAS METERS: 6,900

9 - PRINCIPAL INDUSTRIES: 414 firms; 4,988 employees; Annual Payroll $78,000,000. Mfg. Chemicals; Transistors; Radios; Food Products.

10 - CLIMATE: Min. & Max. Temp. - Spring 31-78; Summer 58-98; Fall 35-78; Winter -4-45. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Center - Main St.; Franklin St.; Essex St.; W. Wyoming Ave.
Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Thu., Fri.

13 - RETAIL OUTLETS:
Variety Stores - Weldwood.
Chain Drug Stores : CVS; Big 2; Brooks 1.
Chain Food Stores : Gallahoe's; Cerretani's 4.

14 - NEWSPAPERS: NEWS (e-mon to fri) 1,948; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir., NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives : Landon; USSPI.

MILFORD

1 - LOCATION: Worcester County, E&P Map D-2. On State Hwys. 16, 85, 109, 122 & 140; I-495; 18 mi. SE of Worcester; 30 mi. SW of Boston; 30 mi. N of Providence, RI.

2 - TRANSPORTATION: Railroads - Conrail.
Intercity Bus Lines - Grayline; Milford Framingham Bus; Brush Hill; Milford-Boston P&B Bus.
Airlines - Hopedale Airways.
Motor Carriers - 3.

3 - POPULATION:
Corp. City 80 Cen. 26,038
PMA-ABC: (70) 59,126; (81) 69,100
County 80 Cen. 687,492

4 - HOUSEHOLDS:
City 80 Cen. 8,216
County 80 Cen. 225,323
PMA-ABC: (70) 16,537; (81) 22,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$86,928,000
Commercial	3	$68,541,000
Sav. & Loan	1	$70,000,000

6 - PASSENGER AUTOS: County (All Vehicles 1977) 443,117

7 - ELECTRIC METERS: Residence 9,103

8 - GAS METERS: Residence 3,663

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Loom Mfg. 700; Shoes 350; Glass 380; Mfg. Scientific Inst. 765; Milford Hospital 775.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Milford Plaza (57)	1	Sears, Stop & Shop
Shoppers World (53)	16	
Natick Mall (38)	16	
Auburn Mall (17)	17	Fanny Farmer, Anderson-Little, Friendly Ice Cream
Worcester Galleria Mall	18	
Walnut Hill Mall	12	

Principal Shopping Days : Wed., Thurs., Fri. & Sat.
Stores Open Evenings : Mon. thru Fri. to 9.

13 - RETAIL OUTLETS: Department Stores - Mars; K mart; Calico Corner; Kings; Fair; Zayre; Hit or Miss; Two Guys; Casual Male; Piece Goods.
Chain Drug Stores : Big L; Brooks Discount; Med X; Lincoln Pharmacy; Thayer Pharmacy; Adams Drug.
Chain Supermarkets : Stop & Shop; Almacs; 9 to 9; Fernandes; Iandolis; Big D; Value King; Star Market; Rico's.

14 - NEWSPAPERS: NEWS (e) 14,315; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Roy F. Lovell, Pub. & Pres., NEWS, 159 S. Main St., Milford, MA 01757; Tel. (617) 473-1111.
National Representative : Landon.

NEW BEDFORD

1 - LOCATION: Bristol County, (In New Bedford, SMSA). E&P Map E-3. Situation on Buzzards Bay. 56 mi. S of Boston. On Interstate 195 and Mass. 140.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 23.
Intercity Bus Lines - New England Transportation; Southeastern Regional Transit Authority; Brander; Medeiros; Greyhound.
Freight Steamship Lines - 9.
Airlines - Provincetown-Boston Airlines.

3 - POPULATION:
Corp. City 80 Cen. 98,478
CZ-ABC: (70) 140,716; (81) 142,700
RTZ-ABC: (70) 57,237; (81) 79,300
County 80 Cen. 474,641
SMSA 80 Cen. 169,425
City & RTZ-ABC: (70) 197,948; (81) 222,000

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,388
County 80 Cen. 166,938
SMSA 80 Cen. 61,456
CZ-ABC: (70) 47,592; (81) 55,200
RTZ-ABC: (70) 17,542; (81) 28,200
City & RTZ-ABC: (70) 65,134; (81) 83,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	6	$747,200,947
Sav. & Loan	1	$43,665,974
Commercial	10	$311,241,112

6 - PASSENGER AUTOS: County Est. 305,045 (1979)

7 - ELECTRIC METERS: Res. & Comm. 63,208

8 - GAS METERS: Res. & Comm. 46,567

9 - PRINCIPAL INDUSTRIES: Total wage earners 69,600; Apparel 8,500; Rubber Chemicals & Plastics 8,200; Metals & Machy. 7,000; Food prods. 2,000; Construction 1,700; Govt. 12,500; Transp. & Pub. Util. 2,400; Financial & Real Est. 2,000; Services 8,900; Fishing 3,000; (Nationa's largest East Coast fishing port, fish landings 1979 86,800,000 lbs. valued at $67,400,000.)

10 - CLIMATE: Min. & Max. Temp. - Spring 42-57; Summer 66-82; Fall 55-68; Winter 22-48.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 5 blocks on Purchase St. (Spring to Middle), 7 on Union St. (Second to County); 6 on Pleasant St. (Spring to Middle); 3 on Williams St. (Pleasant to Second).
Neighborhood Shopping Centers : 24 blocks on Acushnet Ave. (from Coggeshall St. to Belleville Rd.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Darthmouth Mall	5	Sears
King's Hwy.	4	Mammoth Mart, Finast
Berdon Plaza	3	Mammoth Mart, Almac's
Rio Plaza	3	Fernandes
K mart	4	K mart, Almacs
Shaw's	NA	K mart
Dartmouth Plaza	4	
Wareham Plaza	15	

Principal Shopping Days : Thurs., Fri.
Stores Closed : Wed. aft. during July, August.
Stores Open Evenings : Thu.; Some Fri.; Shopping centers and Supermarkets-every night.

13 - RETAIL OUTLETS: Department Stores - Star Store; Cherry-Webb & Touraine 2; Outlet Co.; Sears; Peerless.
Discount Stores : Cove Discount; Mars Bargainland 2; Zayre; King's Dept. Store 2; K mart 2.
Variety Stores - Woolworth; Kresge.
Chain Drug Stores - Brooks 5; Rite Aid 3.
Chain Food Supermarkets : A&P; 1st Nat'l; Stop & Shop; Angelo's; Shaw's Supermarkets 3; Fernandes 3; Almac's 3.
Other Chain Stores - Singer Co.; Benny's; National Hard goods; Kay Jewelry; Castro Convertibles; Grossman; Plywood Ranch; Child World; Anderson-Little Clothes; Goodrich; Goodyear 2; S&H Green Stamps; Fashion Barn; Peerless Clothing; Sawyer's.

14 - NEWSPAPERS: STANDARD-TIMES (e-mon to fri) 48,371; (m-sat) 47,919; (S) 50,914. Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Charles C. Alves, Adv. Dir., STANDARD-TIMES, 555 Pleasant SE, New Bedford, MA 02742; Tel. (617) 997-7411.
National Representative : Branham.

NEWBURYPORT

1 - LOCATION: Essex County, E&P Map E-1. On Merrimack River. 3 mi. from Atlantic Ocean; 38 mi. NE of Boston. On Newburyport Tpke., Route 1 and Shore Line Route 1A.

2 - TRANSPORTATION: Railroads : Boston & Maine.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound; Boston & Maine Transp. Co.; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 15,900
CZ-ABC: (70) 25,895; (81) 26,600
RTZ-ABC: (70) 47,738; (81) 65,700
County 80 Cen. 633,632
City & RTZ-ABC: (70) 73,633; (81) 92,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,892
County 80 Cen. 228,432
CZ-ABC: (70) 8,309; (81) 9,800
RTZ-ABC: (70) 14,290; (81) 22,600
City & RTZ-ABC: (70) 22,599; (81) 32,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$52,582,000
Savings	3	$42,303,422

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 5,222

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry & Number of Wage Earners – Apparel 323; Furniture 131; Plastics 136; Leather Prod. 1,058; Leather Mfg. 153; Elec. Mchy. 1,472; Transp. incl. Marine 622; Silversmiths 351; Govt. and RR 1,280; Self-Employed Domestic and Family 2,000; Local Agricultural 180.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:
Stores Open Evenings : Fri.
Shopping Center : Newburyport Plaza (11 stores – Shaw's Super Mkt., K mart).
Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores : H. W. Pray.
Discount Stores : K mart.
Chain Drug Stores : Brooks.
Chain Food Supermarkets : IGA; Shaw's.

14 - NEWSPAPERS: NEWS (e) 10,633; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Arthur Harris, Adv. Dir., NEWS, Liberty St., Newburyport, MA 01950; Tel. (617) 462-6666.
National Representative : USSPI.

NORTH ADAMS

1 - LOCATION: Berkshire County, E&P Map B-1. In NW corner of State. Indurstrial and shopping center. 135 mi. W of Boston; 45 mi. E of Troy; 170 mi. N of New York. State Hwys. 2, 8. Mohawk Trail western terminus.

2 - TRANSPORTATION: Railroads – Boston & Maine (Boston-Troy line); Conrail; Boston & Albany.
Motor Freight Carriers – 25.
Intercity Bus Lines – Bonanza; Vermont Transit; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,063
CZ-ABC: (70) 40,892; (81) 39,100
RTZ-ABC: (70) 9,737; (81) 9,100
County 80 Cen. 145,110
City & RTZ-ABC: (70) 49,732; (81) 48,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 6,638
County 80 Cen. 52,400
CZ-ABC: (70) 13,064; (81) 14,300
RTZ-ABC: (70) 2,638; (81) 3,300
City & RTZ-ABC: (70) 15,702; (81) 17,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$151,244,539
Commercial	3	$240,143,590

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Res. 18,150

8 - GAS METERS: Res. 7,479

9 - PRINCIPAL INDUSTRIES: Electrical; Textile; Paper; Leather; Machinery; Chemicals; Employees: 6,580. Non-Agriculture 14,850; Non-Manufacturing.
Principal Industrial Pay Days – Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 20-70; Summer 50-95; Fall 30-80; Winter – 10-45. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers – (North Adams) – 3 blocks on Main St., and following adjacent streets: Asland, State, Marshall, Holden, Eagle and Veterans Dr.; Adams Shopping District: 4 blocks on Park St., 1 on Center St., 4 on Summer St.; Williamstown: 1 on Spring St., Colonial Shopping Center on State Rd. bet. North Adams and Williamstown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Adams Plz. (3)		Price Chopper, King's
Artery Arcade (4)	NA	Adams Super Markets

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Dept. – Thu.; Food – 6 nights.

13 - RETAIL OUTLETS: Department Stores – J. C. Penney; Robert's Co.; Shea's; England Bros.

Discount Stores) : King's; Zayre's.
Variety Stores – J. J. Newberry; Woolworth.
Chain Food Supermarkets : A&P; Adams; Price Chopper; Grand Union.

Other Chain Stores – Goodrich; Sears; Montgomery Ward; Top Value Stamps; Chek-R-Board; National Auto; Firestone; Brook's Health & Beauty Aids 1; Agway; Big L.

14 - NEWSPAPERS: TRANSCRIPT (e) 12,260; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John B. Kallander, Adv. Dir., TRANSCRIPT, American Legion Dr., North Adams, MA 01247; Tel. (413) 663-3741.
National Representative : Landon.

NORTHAMPTON

1 - LOCATION: Hampshire County, E&P Map B-2 (In Springfield-Chicopee-Holyoke, MA-CT SMSA). County Seat. Center of Pioneer Valley Educational Center in NW section of state. 17 mi. N by W from Springfield; 90 mi. from Boston. Near Connecticut River. On U.S. Hwys. 5, 10, I-91; State Hwys. 9 & 66.

2 - TRANSPORTATION: Railroads – NYNH&H (freight); B&M (freight).
Motor Freight Carriers – 5.
Western Mass. Bus Lines – Peter Pan; Vermont Transit; Greyhound; Trailways; Pioneer Valley Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 29,286
CZ-ABC: (70) 42,676; (81) 44,500
RTZ-ABC: (70) 44,388; (81) 55,900
SMSA 80 Cen. 530,668
County 80 Cen. 138,813
City & RTZ-ABC: (70) 87,064; (81) 100,400

Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 10,227
County 80 Cen. 44,253
SMSA 80 Cen. 187,818
CZ-ABC: (70) 12,881; (81) 15,600
RTZ-ABC: (70) 10,030; (81) 15,300
City & RTZ-ABC: (70) 22,911; (81) 30,900

5 - BANKS: Commercial 2; Savings 4; Dep. $310,332,933

6 - PASSENGER AUTOS: County N.A.; City (All vehicles) 15,046

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence 8,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Brushes 700 ($234); Optical Goods 462 ($354); Crating & Pkg. 138 ($369); Print. & Pub. 170 ($271); Health Service 2,417 ($278); Cutlery 165 ($225); Colleges 1,477 ($242); Bottling 177 ($215).
Principal Industrial Pay Days – Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers – 24 blocks on 10 streets.
Nearby Shopping Centers : Amherst Campus Plaza 5 mi. Zayre, Stop & Shop.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kingsgate	1	Bradlee's, Stop & Shop
Amherst Campus Plz.	7	Stop & Shop, Zayre
Amherst Shoppers Park	7	Price Chopper
Hampshire Mall	5	K mart, Denby, J.C. Penney, Anderson-Little, Steigers
Mountain Farms	5	Woolco, Almy's, Big Y
Hampden Plz.	2	Caldor, Food Mart
Hill & Dale	1	A&P
Pot-Pourri	1	

Principal Shopping Days : Sat. & Thu.
Stores Open Evenings : Department Stores-Thu.; Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores – Steigers; Woolco; Bradlee; Zayre; Caldor.
Discount Stores : K mart.
Chain Drug Stores : CVS; Brooks; Genovese; Mall Drug; Rite Aid.
Chain Supermarkets : A&P; Big Y; Stop & Shop 2; Food Mart; Price Chopper.
Other Chain Stores – Sears; Singer Co.; Sherwin-Williams Paints; Pay Saver; Anderson-Little; Goodyear; Firestone; Grossman's; Agway; Aubuchan.

14 - NEWSPAPERS: HAMPSHIRE GAZETTE (e) 19,408; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Duncan Fraser, Adv. Dir., GAZETTE, 115 Conz St., Northampton, MA 01060; Tel. (413) 584-5000.
National Representative : Landon.

PEABODY

1 - LOCATION: Essex County, (Boston SMSA). E&P Map E-2. Located in northeastern section of Massachusetts. Bordered by Lynnfield on the west, Middleton & Danvers on the north, Salem on the east & Lynn on the south; 18 miles from Boston. Principal Hwy. U.S. 1-Hwy. 128-114.

2 - TRANSPORTATION: Railroads – B&M (Freight service only).
Intercity Bus Lines – MBTA; Michaud; Hudson & Greyhound.
Airlines – 14 mi. from Logan International Airport.

3 - POPULATION:
Corp. City 80 Cen. 45,976
County 80 Cen. 633,632
SMSA 80 Cen. 2,763,357
CZ-ABC: (70) 48,080; (81) 45,100
RTZ-ABC: (70) 36,977; (81) 36,700
City & RTZ-ABC: (70) 85,057; (81) 81,800

4 - HOUSEHOLDS:
City 80 Cen. 15,804
County 80 Cen. 228,432
SMSA 80 Cen. 990,660
CZ-ABC: (70) 14,142; (81) 15,300
RTZ-ABC: (70) 10,104; (81) 11,600
City & RTZ-ABC: (70) 24,246; (81) 26,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	N.A.
Sav. & Loan	3	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County (All Vehicles 1977) 429,780

7 - ELECTRIC METERS: Residence 16,811

8 - GAS METERS: Residence 7,798

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners – Shoe & Leather 1,955; Chemicals 197; Fabricated Metals 502; Paper Prods. 413; Apparel 300; Non-Electric Machines 617; Transportation Equip. 266; Misc. Industries 11,592.
Principal Industrial Pay Days – Thurs., Fri.

10 - CLIMATE: Av. Temp. Summer 71; Winter 34. Annual precipitation-41 in.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers – Downtown Peabody-Main St. 6 Blocks. Foster St. 4 Blocks; Lowell St. 2 Blocks; South Peabody, West Peabody and Main Hwy. Route 1.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Shore	1	Jordan Marsh, Sears
Danvers Plaza	4	Almys
Endicott Plaza	2	K Mart
Liberty Tree Mall	3	Ann and Hope, Lechmere
Russell Plaza	2	Star, King's
Lowe Mart	NA	Convenient Food Mart

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : All Shopping Centers.

13 - RETAIL OUTLETS:
Discount Stores : King's.
Chain Food Supermarkets : Purity Supreme; Star Mkt.; Stop & Shop.

14 - NEWSPAPERS: TIMES (e) 4,975; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J. Andrew Palmer, Adv. Dir., TIMES, 54 Main St., Peabody, MA 01960; Tel. (617) 532-1005.
National Representative : USSPI; Band (Boston Area Newspapers Daily).

PITTSFIELD

1 - LOCATION: Berkshire County, (Pittsfield SMSA) E&P Map B-2, County Seat. 35 mi. E of Albany on Route 20; 75 mi. NE of Danbury, CT on Route 7; 56 mi. W of Springfield, on Mass. Tpke. Center of Berkshire County. Mfg., dairy and agricultural industry. On U.S. Hwys. 20, 7; State Hwys. 8, 9.

2 - TRANSPORTATION: Railroads – Conrail; Amtrak.
Motor Freight Carriers – 10.
Intercity Bus Lines – New York & Boston; Western; New England; Greyhound; Arrow; Vermont; Rutland; Manchester & Burlington.
Airlines – Precision.

3 - POPULATION:
Corp. City 80 Cen. 51,974
CZ-ABC: (70) 79,727; (81) 75,000
RTZ-ABC: (70) 27,595; (81) 31,000
SMSA 80 Cen. 90,505
County 80 Cen. 145,110
City & RTZ-ABC: (70) 107,322; (81) 106,000

4 - HOUSEHOLDS:
City 80 Cen. 19,436
County 80 Cen. 52,400
SMSA 80 Cen. 33,101
CZ-ABC: (70) 24,904; (81) 27,000
RTZ-ABC: (70) 8,680; (81) 11,300
City & RTZ-ABC: (70) 33,584; (81) 38,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$310,900,000
Sav. & Loan	2	$317,600,000
Commercial	3	$287,800,000

6 - PASSENGER AUTOS: County (All Vehicles 1977) 108,164

7 - ELECTRIC METERS: Residence – City 19,950; County 31,170

8 - GAS METERS: Residence – City 8,880; County 19,959

9 - PRINCIPAL INDUSTRIES: Industry, Number of Firms (Ann. Payroll), Number of Employees: Agric. & Mining 2 ($252,500) 50; Construction 197 ($5,850,000) 1,100; Mfg. 91 ($94,500,000) 15,000; Trans. Comm. & Util. 50 ($6,000,000) 1,350; Whsle. Trade 60 ($3,750,000) 650; Retail Trade 562 ($12,500,000) 4,100; Fin, Ins. and Real Est. 97 ($5,000,000) 1,000; Service Ind. 438 ($5,500,000) 2,075; Textile Mill Pdts. 1 ($4,004,000) 700; Apparel 3 ($633,400) 180; Paper and Prod. 8 ($12,000,000) 2,200; Ptg., Pub. 12 ($3,200,000) 300; Electrical ($92,000,000).

10 - CLIMATE: Min. & Max. Temp. – Spring 21-74; Summer 46-79; Fall 16-69; Winter 12-40. First killing frost, Sept. 18. Last killing frost, June 3.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers – Elm St.; Tyler St.; W. Housatonic St.; Wahconah St.; Fenn St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Main & Central	-	England's
A-Z (8)	NA	Zayre, Adams Mkt.
Allendale (20)	NA	Sears, England Bros.
Berkshire Common (25)	NA	Stuart Plaza Shop
Bradlee's (7)	NA	Bradlee's, Stop & Shop
Pittsfield Plz. (5)	NA	Montgomery Ward
K mart Plz. (9)	NA	K mart, Price Chopper

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thurs.; shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores – England Bros.; Sears.
Variety Stores – Newberry.
Discount Stores : Zayre; Bradlee's; K mart; King's.
Chain Drug Stores : Flynn Rexall; Brook's; Adam's; CVS 2; Mall Drug.
Chain Food Supermarkets : A&P; Adams 5; Stop & Shop; Price Chopper 4.
Other Chain Stores – Endicott-Johnson; Thom McAn; Firestone; Montgomery Ward (catalog); Stuart's.

14 - NEWSPAPERS: BERKSHIRE EAGLE (m) 31,467; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Betty Harrington, Adv. Mgr., or V. W. Monteleone, Adv. Dir., BERKSHIRE EAGLE, 33 Eagle St., Pittsfield, MA 01201; Tel. (413) 447-7311.
National Representative : Landon.

QUINCY

1 - LOCATION: Norfolk County (In Boston SMSA) E&P Map E-2. 8 mi. S of Boston on shores of Quincy Bay with harbor facilities; 5-8 ft. channel; 35 ft. channel on Fore River; 27 ft. channel at Town River. On State Hwys. 3-3A, 28, 37, 53, 128, 175 and Southest Expressway.

2 - TRANSPORTATION: Railroads – Conrail (freight); Amtrak.
Motor Freight Carriers – 76.
Intercity Bus Lines – MBTA Bus & Rapid Transit; Plymouth-Brockton Coach.
Airlines – Major airlines at Boston's Logan Airport.

3 - POPULATION:
Corp. City 80 Cen. 84,743
CZ-ABC: (70) 177,626; (81) 176,800
RTZ-ABC: (70) 152,310; (81) 161,000
SMSA 80 Cen. 2,763,357
County 80 Cen. 606,587
City & RTZ-ABC: (70) 329,936; (81) 337,800

4 - HOUSEHOLDS:
City 80 Cen. 33,492
County 80 Cen. 207,823
SMSA 80 Cen. 990,660
CZ-ABC: (70) 53,623; (81) 61,500
RTZ-ABC: (70) 41,732; (81) 50,900
City & RTZ-ABC: (70) 95,355; (81) 112,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$142,617,000
Sav. & Loan	1	$31,546,598
Commercial	4	$550,000,000
Co-op. Banks	3	$98,037,989

6 - PASSENGER AUTOS: County (All Vehicles 1977) 421,450

7 - ELECTRIC METERS: Residence 29,594

8 - GAS METERS: Residence 20,200

9 - PRINCIPAL INDUSTRIES: In Quincy, Total Employment 37,198, including: Construction 2,431; Manufacturing 8,003; Communications 1,218; Utilities, Sanitary 778; Wholesale Trade 1,690; Food stores 1,113; Eat and Drink places 1,440; Retailing 1,683; Insurance, Real Estate and Finance 1,762; Hospitals 1,819; Schools 2,264; Legal, Engineering and Misc. Prof. Services 1,217; Public Administration 2,079.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 75-86; Fall 46-63; Winter 26-42. First killing frost, Oct. 24. Last killing frost, Apr. 17.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers - 6 blocks on Hancock St., areas surrounding two downtown public parking lots (Charles A. Ross Parking Area and John Hancock Parking Lot), Maple St., 2 on Granite St., Foster St., Chestnut St., 3 on School St., Cottage Ave., Temple St., Revere Rd., Depot St., Saville St., 3 on Washington St.; South Shore Plaza in City Zone town of Braintree on Southeast Expressway with parking for 6,000 cars 94 stores now open including Allstate, The Limited, Ann Taylor, Baker Shoe, Bergson's Brigham's Anderson-Little, Charlies Saloon, Cummings, Eric & Ralph's, Finishing Touch, Fanny Farmer I & II, Fields Hosiery, Filene's, Casual Corner, Florsheim, Hickory Farms, CVS, Howard Johnson, Jordan Marsh, Jordan Marsh Car Care Center, Stride Rite, Kennedy's,Kresge, Lane Bryant, Stride Rite, Kennedy's Kresge, Lane Bryant, Lauriat's, Lord & Taylor, The Lodge, Radio Shack, Simon & Son, Singer, UPS & Downs, Thayer McNeil, Thom McAn, Sullivan Tire, Wallach's, Emerson Rug.
Neighborhood Shopping Area - Wollaston areas: 2 blocks on Hancock St., 3 on Beale St.; Norfolk Downs areas: 2 on Hancock St., 4 on Billings Rd.; Quincy Point area: 6 on Washington St.; Southern Artery: Approx 1 mile.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Shore (Braintree)	4	Jordan Marsh, Filene's, Lord & Taylor
Hanover Mall (Rte.53)	12	Almy's, Sears, Zayre's, Angelo's, Woolworth, Singer
Hingham Plz. (Rte.53) (16)	8	Stop & Shop, Bradlee's
Dedham Plz. (Rte.1) (48)	10	Capital, Kings
Quintree (Braintree) (13)	3	Zayre's, Big Buy
President's Pl. (7)	2	Morse Food, King's
Queen Ann's Plz (Norwell) (11)	9	Adams Drug, Star
Granite St. (22)	1	Osco, Turnstyle, Star
Cushing Plz. (Cohasset) (22)	9	A&P
Harborlight (Weymouth Rte3A) (28)	NA	Purity Supreme, K mart
Cobb's Corner (Canton Rte 27) (24)	15	Marshalls, Kings, Star
Dedham Mall (Rte.1) (48)	11	Sears, Stop & Shop, Woolworth
Weymouth (Rte 53 at Rte.18) (10)	NA	Caldor, Mass. Food

Other Shopping Centers (No. of Stores) - Fernandez (5); Grossman's (7); Seaside (7); Southern Artery (7).
Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Food & Almost all - Thurs. Fri.; some Mon.; some every night.

13 - RETAIL OUTLETS: Department Stores - Sears; Bargain Center; Clothing: Remick's Sawyer's.
Variety Stores - Woolworth; Osco; Turnstyle.
Discount Stores : Zayre's; Kings; Turnstyle; Bargain Center; Paperama.
Chain Food Supermarkets : Angelo's 10; Finast 6, Stop & Shop 11; Star Mkt. 3; Capitol 6; Purity Supreme 4; Shaw's 5; Morse Food
Chain Drug Stores : Osco 3; CVS 3; Sher 7; Rite Aide.
Other Chain Stores - Building Supplies & Contractors: Sherwin-Williams, Norfolk Paint & Wallpaper, Plywood Ranch, Grossman's, Tile City; Clothing Stores: Lerner, Touraine, Anderson Little, Cummings; Automotive: Goodyear, Firestone, Midas Muffler, Merchants Tire, Duddy Tire, General Tire, Sullivan Tire; Shoe Stores: Edwin Case, Thom McAn, Child Teen, Heffernan's, Hanlon Shoes; Furn. & Appliances: Siesta Sleep Shop, Kincades, Scott Gordon, Tags Sleep, Crown Convertible; Jewelry: Rogers; Fabrics: Singer Co., Spinning Wheel.

14 - NEWSPAPERS: THE PATRIOT LEDGER (e-mon to fri) 87,605; (m-sat) 86,303; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George F. White, Adv. Dir., THE PATRIOT LEDGER, 13-19 Temple St., Quincy, MA 02169; Tel. (617) 786-7000.
National Representative : Landon.

SALEM

1 - LOCATION: Essex County (In Boston SMSA). County Seat, E&P Map E-1. On Salem Harbor; 16 mi. N of Boston; On U.S. Hwy. 1A.

2 - TRANSPORTATION: Railroads - Boston & Maine.
Motor Freight Carriers - 8.
Intercity Bus Lines - M.B.T.A.; Michaud.

3 - POPULATION:
Corp. City 80 Cen. 38,220
CZ-ABC: (70) 136,082; (81) 128,200
RTZ-ABC: (70) 113,176; (81) 125,400
SMSA 80 Cen. 2,763,357
County 80 Cen. 633,632
City & RTZ-ABC: (70) 249,258; (81) 253,600

4 - HOUSEHOLDS:
City 80 Cen. 15,065
County 80 Cen. 228,432
SMSA 80 Cen. 990,660
CZ-ABC: (70) 42,062; (81) 45,700
RTZ-ABC: (70) 33,186; (81) 42,200
City & RTZ-ABC: (70) 75,248; (81) 87,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	$730,200,000
Sav. & Loan	6	$90,000,000
Commercial	12	$461,552,339

6 - PASSENGER AUTOS: County (All Vehicles 1977) 429,780

7 - ELECTRIC METERS: Residence 25,304

8 - GAS METERS: Residence 22,259

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Electronics 7,147; Leather & Products 6,521; Machinery 5,521; Paper, Printing, Publishing 139; Chemicals 1,038; Plastics 357. Av. Wkly. Wage: $250.
Principal Pay Days - Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9. Last killing frost, May 19.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 4 blocks on Essex St.; 3 on Washington St.; 1 on Central St.; 1 on New Derby St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northshore (54)	3	Jordan Marsh, Newberry, Filene's, Kennedy's, Wallachs, Hermans, Almy's, Creamer, Sears Class A
Beverly Plaza (19)	3	Zarye, Woolworth, Star Mkt., Eaton Drugs, Brighams
Danvers Plaza (12)	4	Almys, Purity Supreme,
Highland Plaza	2	Rich's, Mr. Grocer
Vinnin Plaza	2	Marshalls, Friendly Ice Cream, Rooks, Star Mkt., Lochman
Vinnin Sq.	2	New England Stores, Lane Drugs
Village Plaza	3	Salon Feminique, Carool's Shoe Boutique, Pigtail Shop, White Hen Pantry
Liberty Tree (115)	4	Ann & Hope, Lechemere, Brighams, Miles Shoes, Roamans, Hickory Farm, Singer, Marshalls, Star
Heritage Plaza	1	A&P, Merchants Warren
Marshall	NA	Brooks, White Barn
Russel Plaza (10)	5	Hamilton Health Spa
Swampscott Mall (17)	2	Bradlee's, Med. Mart, Fayva, Radio Shack
Hawthorne (17)	2	Caldor, Radio Shack, Purity-Hear Hand
Endicott Plaza (13)	5	K mart, Danvers
Sav-More Plaza (12)	4	Grossmans, Marshalls

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Dept. & Food - Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - Almy's; Empire Mahan's.
Discount Stores : Richs; Zayre; Jerry's; Lechemere; Bradlee's; Levitz; Marshalls 2; Ann & Hope; K mart.
Chain Drug Stores : Eaton 7; Lane 3; Rexall 4; Big L 3.
Chain Supermarkets : First National 6; A&P 4; Stop & Shop; Star Market 2; Associated Grocers 3; Primrose 2; Purity-Sav-More 3; Multi-Save; Cressy Dockham 2; Salem 2; Heartland.
Other Chain Stores - Thom McAn (shoes); Singer Co.; Sherwin-Williams (paint); Kinney Shoe; Grossman's; Bell Shops; Tocraine; Kay Jewelers; Goodyear; Firestone; Ted's Tire; R. H. Stearns; Sears; Brigham's; Kennedy's; Jordan Marsh; Filene's; J. J. Newberry; Zayre Brooks; Radio Shack; CVS.

14 - NEWSPAPERS: NEWS (e) 30,463; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth R. Newbegin, Pub. Aff. Dir., NEWS, 155 Washington St., Salem, MA 01970; Tel. (617) 744-0600.
National Representative : Landon.

SOUTHBRIDGE

1 - LOCATION: Worcester County, E&P Map C-2. On State Hwys. 169 and 131. On Quinebaug River. 22 mi. from Worcester; 60 mi. from Boston; 50 mi. from Hartford; 40 mi. Providence. In Tricommunity area of Southbridge, Sturbridge, & Charlton. 5 mi. from center of Southbridge is old Sturbridge village, visited annually by over 500,000.

2 - TRANSPORTATION: Railroads - Providence & Worcester.
Intercity Bus Lines - Bonanza; Interstate; Peter Pan.

3 - POPULATION:
Corp. City 80 Cen. 16,665
County 80 Cen. 646,352

4 - HOUSEHOLDS:
City 80 Cen. 6,225
County 80 Cen. 225,323

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings	3	$157,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Res. & Ind. 6,668

8 - GAS METERS: Residence 3,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Optical 3,500 ($178); Tools 500 ($195); Cutlery 650 ($164).
Principal Industrial Pay Days - Thurs.

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: N.A.

12 - RETAILING:
Shopping Center : Big Bunny Shoppers Plaza (8 stores-Big Bunny Mkt.); Sturbridge Plaza (7 stores); Southbridge Plaza (8 stores).
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS:
Variety Stores - McClellans.
Discount Stores : Ames; The Fair.
Chain Food Supermarkets : Iandoli; Big Bunny; Elm; Park N Shop; Allan's, Bob Beans.

Our daily brew stirs retail sales.

Each day before presstime, award winning professionals mix several ingredients that add lots of local flavor to the North Shore's leading newspaper. It all boils up to experience and intuition that our readers appreciate. Advertisers value it, because interested readers stir retail sales. Our brew is the most popular in the marketplace. The Salem Evening News circulates to more households in Salem, Danvers, Peabody, Marblehead, and Beverly than both Boston dailies. A.M. and P.M. by bigger circulation numbers than you might expect. We're the big News in surrounding communities, too. If you would like to start sales stirring on the North Shore, contact our advertising department at 617-744-0600. They can perform some real sales magic. The Salem Evening News, we've got a strong household readership that can get your cauldron boiling.

THE SALEM EVENING NEWS
155 Washington St., Salem, MA 01970
Phone: 617-744-0600

Represented nationally by Landon Assoc.

Other Chain Stores – Puritan (clothes); Wyman Liquors; Waite Hrdwr.; Cantwell Hrdwr; Big L. Discount; Aubuchon Hrdwr.; Book Corner; McDonald's; Kentucky Fried Chicken; Rite-Aid Pharmacy.

14 - NEWSPAPERS: NEWS (e) 6,070; sworn Sept. 29, 1980.
Local Contact for Advertising and Merchandising Data: Ron Chapdelaine and Elton Galloway, Adv. Dir., NEWS, 25 Elm St., Southbridge, MA 01550; Tel. (617) 764-4325.
National Representative : None

SPRINGFIELD

1 - LOCATION: Hampden County (In Springfield-Chicopee-Holyoke, MA-CT SMSA). E&P Map C-2, County Seat. 136 mi. N of New York; 89 mi. W. of Boston. State Hwys. 21, 57, 83, 116, 5, 20, 90, 91, 291.
Railroads – Amtrak; Conrail.
Motor Freight Carriers – 173.
Intercity Bus Lines – Bonanza, Continental; Greyhound; Peter Pan; Trailways of New England; Vemont Transit.
Airlines – Air New England; USAir; American; Delta; Eastern; Flying Tiger; OMNI Aviation; Pilgrim-Altair; TWA; United; Braniff; Texas inter.

3 - POPULATION:
Corp. City 80 Cen. 152,319
CZ-ABC: (70) 374,987; (81) 365,200
RTZ-ABC: (70) 278,210; (81) 288,700
County 80 Cen. 443,018
SMSA-80 Cen. 530,668
City & RTZ-ABC: (70) 653,197; (81) 653,900

4 - HOUSEHOLDS:
City 80 Cen. 55,329
County 80 Cen. 158,027
SMSA 80 Cen. 187,818
CZ-ABC: (70) 117,073; (81) 131,500
RTZ-ABC: (70) 79,717; (81) 94,000
City & RTZ-ABC: (70) 196,790; (81) 225,500

5 - BANKS:	NUMBER	DEPOSITS
Savings	5	$991,537,127
Savings & Loan	2	$636,514,599
Co-operative	1	$52,474,606
Commercial	6	$719,917,967
Federal Farm Loan	1	$1,218,110,778
Total 15 Banks		$3,618,550,077

6 - PASSENGER AUTOS: County (All Vehicles 1977) 303,155

7 - ELECTRIC METERS: Residence 65,097

8 - GAS METERS: Residence 37,696

9 - PRINCIPAL INDUSTRIES: Industry, Number Employed – Ordnance & Accessories 2,720; Food & Kindred Prod. 2,534; Textile Mill Prod. 1,910; Apparel & other Fin. Goods 3,049; Lumber & Wood Prod. 790; Furniture & Fixtures 408; Paper & Allied Prod. 7,463; Printing, Publ. & Allied 5,746; Chemicals & Allied 4,294; Rubber Products 3,924; Leather & Leather Prod. 1,069; Stone, Clay & Glass Prod. 656; Primary Metal Industries 3,612; Fabr. Metal Products 5,761; Machinery (ex. electrical) 7,319; Electrical Machinery 3,372; Transportation Equipment 2,412; Prof., Scient. & Control. Inst. Photo., & Optical Goods, Watches & Clocks 1,232; Miscellaneous Mfg. 6,539.

10 - CLIMATE: Min. & Max. Temp. – Spring 38-61; Summer 62-85; Fall 43-66; Winter 19-36.

11 - TAP WATER: Acid, very soft, minimum fluoride.

12 - RETAILING: Downtown Shopping Area – From Union St. on Main to Lyman St. Main; Dwight St. to E. Columbus Ave. including all side sts. in this area, includes Baystate West Mall.
Neighborhood Shopping Areas – (the 'X' in Forest Park) Brightwood Section; South End (Mill St. & Columbus Ave.); Sixteen Acres Shopping Center; Winchester Square.

Regional Enclosed Malls

Name (No. of stores)	Miles from Downtown	Principal Stores
Baystate West	0	Steiger's, A.O. White, Herman's
Eastfield Mall	6	Sears, Steiger's, Anderson- Little, Penney
Enfield Square	8	G. Fox, Penney, Steiger's
Fairfield Mall	6	Two Guys, Anderson-Little, Caldor
Mountain Farms	24	Woolco, Almy's
Springdale Mall	6	Lechmere, Bradlee's
Holyoke Mall	8	Steigers, J. C. Penney, Sears, G. Fox

Major Strip Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Agawam	3	Zayre, Food Mart
Boston Road	6	Two Guys, Marshall's
Century	1	Bradlee's, Stop'n Shop,
Chicopee	4	Woolworth
Enfield	8	Woolco
Longmeadow Shops	6	Steiger's
Ludlow	10	King's, Big Y
Springfield Plz.	3	Stop Shop, Steiger's, K mart
Stateline Plaza	8	Zayre, Levitz
Westfield Shops	8	Steiger's, Food Mart, Penney's

Stores Open Evenings : Mon., Thur.

13 - RETAIL OUTLETS: Department Stores – Steiger's; Sears; G. Fox; J.C. Penney.
Discount Stores : Bradlee's; Caldor; King's; Two Guys; Lechmere; Marshall's; Woolco; Zayre; K mart.
Variety Stores – Woolworth; McCrory's.
Chain Drug Stores : Charkoudian; Dearborn; Liberty Heights; Louis & Clark; Mall Drugs; Parker; Ryan; Terminal; Triangles; Whelan; Genovese; CVS.
Chain Shoe Stores – Thom McAn; Thayer McNeil; J. Baker; Health Spot Regal; Florsheim; Scholls; Kinney; Educator; Flagg Bros.; Huston's; Morse; Fava.
Chain Food Supermarkets : A&P; Finast; Food Mart; Big Y; Food Basket; Stop & Shop; Shop-Rite; Price Chopper.
Chain Convenience Stores : Jane Alden; Dairy Mart; Lil Peach; Mini Food Basket; Open Pantry; Cumberland Farms; 7-Eleven.
Other Chain Stores : B. F. Goodrich; Firestone; Anderson Little; Peerless; Lerner; Grossman's; Levitz Furn.; Paysaver; Stuart's; A. O. White; Stowell's Singer; Walden Bookstore; Denby's; Child World; Togs-R-Us; Friendly Ice Cream; Pier 1 Imports; Davids; Brooks; Chess King; General Nutrition; Hickory Farms; Kay Jewelers; Parklane; Radio Shack.

14 - NEWSPAPERS: UNION (m) 72,360; NEWS (e) 75,715; Comb. (m&e) 148,075; REPUBLICAN (S) 144,219; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dwight L. Brouillard, Nat. Adv. Mgr., UNION, NEWS & SUNDAY REPUBLICAN, 1860 Main St., Springfield, MA 01101; Tel. (413) 787-2411.
National Representative : Newhouse.

TAUNTON

1 - LOCATION: Bristol County, E&P Map E-2, County Seat. On Taunton River, 34 mi. S of Boston.

2 - TRANSPORTATION: Railroads – Conrail.
Motor Freight Carriers – 25.
Intercity Bus Lines – Brander; Union St. Railway; Bonanza.

3 - POPULATION:
Corp. City 80 Cen. 45,001
CZ-ABC: (70) 43,756; (81) 40,500
RTZ-ABC: (70) 51,651; (81) 66,600
County 80 Cen. 474,641
City & RTZ-ABC: (70) 95,407; (81) 107,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 15,795
County 80 Cen. 166,938
CZ-ABC: (70) 13,190; (81) 14,100
RTZ-ABC: (70) 14,572; (81) 21,600
City & RTZ-ABC: (70) 27,762; (81) 35,700

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$126,000,000
Cooperative	3	$105,000,000
Commercial	3	$259,000,000
Fed. Sav. & Loan	1	$73,000,000

6 - PASSENGER AUTOS: County (All Vehicles 1977) 305,045

7 - ELECTRIC METERS: Residence 16,936

8 - GAS METERS: Residence 9,242
(Items 6, 7 and 8 figures include towns of Raynham, Dighton and Berkley.)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Silver 1,739; Plastic 805; Textile Finishing 1,580; Printing and Paper Pdts. 685; Jewelry 450; Metals and Related Pdts. 1,380; Wholesale & Retail 3,050; Services 1,885; Construction 404; Finance, Insurance & Real Estate 471; Transportation & Utilities 220; Av. Wkly. Wage $137.
Principal Industrial Pay Days – Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 29-66; Summer 62-86; Fall 35-71; Winter 15-39. First killing frost, Sept. 25. Last killing frost, May 1.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Centers – 4 blocks on Main St.; 2 on Broadway; 2 on Weir St., 1 on Taunton Green.
Neighborhood Shopping Centers – Whittenton, North; Weir Village, South; E. Taunton, East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Raynham	3	King's, Brockton Public Mkt.
Rte. 44 Plaza	2	Almac's, Brockton Pub. Mkt.
Trucchi's Plz.	1	Trucchi's Mkt.
Taunton Mall	1	Bradlee's, Stop & Shop
Cape Rd. Plaza	3	K mart, Food Mart

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Thurs. & Fri.; Food – Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores – Bradlee's; King's; K mart.
Variety Stores – Woolworth.
Chain Supermarkets : Almac's; Stop & Shop; BPM 2; Fernandes; Trucchi's 2; Food Mart.
Chain Drug Stores : Brook's; Rite Aid; CVS.
Other Chain Stores – Goodyear; Benny's (auto supplies); Singer Co.; Fanny Farmer; Sears (catalog); Montgomery Ward (catalog); Goodrich; Firestone; Puritan Clothing; Radio Shack; Cherry & Webb; Pobers (Empire Clothing).

14 - NEWSPAPERS: GAZETTE (e) 14,335; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Kay L. Nichols, Adv. Dir., GAZETTE, 9 Cohannet St., Taunton, MA 02780; Tel. (617) 822-7121.
National Representative : Thomson.

WAKEFIELD

1 - LOCATION: Middlesex County, (In Boston SMSA) E&P Map E-1. 10 mi. N of Boston. On State Hwys. 128, 129. 3 mi. from U.S. Hwy.1.

2 - TRANSPORTATION: Railroads – B&M.

3 - POPULATION:
Corp. City 80 Cen. 24,895
County 80 Cen. 1,367,034
SMSA 80 Cen. 2,763,357

4 - HOUSEHOLDS:
City 80 Cen. 8,650
County 80 Cen. 476,201
SMSA 80 Cen. 990,660

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$43,310,039
Savings	2	$477,433,142
Co-Op	1	$13,821,276

6 - PASSENGER AUTOS: County (All Vehicles 1977) 903,548

7 - ELECTRIC METERS: 8,627

8 - GAS METERS: 4,472

9 - PRINCIPAL INDUSTRIES: Type of Mfg. – Apparel; Lumber & Wood Pdts.; Furn. & Fixt.; Print., Pub.; Chemicals; Leather; Stone; Clay & Glass; Metal & Fabricatiing; Machinery (not elect.); Electrical Goods; Rattan Furniture; Shoes; Valves; Fibre Products and Mats; Jewelry; Model Airplanes; Celluloid Novelties; Electrical Equipment and Apparatus; Furniture Frames; Handcraft Materials; Oilless Bearings; Fuel Oil; Storage Tanks; Cement Blocks; Electronics; Gears; Transistors.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers : Northshore, 12 mi.-Jordan Marsh; Redstone, 2 mi.-Star Mkt.; Saugus, 5 mi.-Sears Roebuck, Burlington Mall, 8 mi.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores – Kline's.
Chain Food Supermarkets : A&P; First National; Stop & Shop; IGA Stores 2.

14 - NEWSPAPERS: ITEM (e-mon to fri) 6,605; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ms. Willette Brooks, Adv. Dir., ITEM, 26 Albion St., Wakefield, MA 01880; Tel. (617) 245-0080.
National Representative : None.

WALTHAM

1 - LOCATION: Middlesex County (In Boston SMSA) E&P Map D-2. 9 mi. West of Boston; 5 mi. Northwest of Newton. On U.S. Hwy. 20; State Hwys. 128, 60, 117.

2 - TRANSPORTATION: Railroads – B&M.
Motor Freight Carriers – 10.
Intercity Bus Lines – Middlesex & Boston St. Ry.; Boston & Worcester; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 58,200
CZ-ABC: (70) 61,582; (81) 52,500
RTZ-ABC: (70) 208,981; (81) 197,100
SMSA 80 Cen. 2,763,357
County 80 Cen. 1,367,034
City & RTZ-ABC: (70) 270,563; (81) 249,600

4 - HOUSEHOLDS:
City 80 Cen. 20,594
County 80 Cen. 476,201
SMSA 80 Cen. 990,660
CZ-ABC: (70) 18,210; (81) 17,900
RTZ-ABC: (70) 62,323; (81) 67,400
City & RTZ-ABC: (70) 80,533; (81) 85,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$198,437,208
Savings	1	$128,434
Sav. & Loan	1	$89,278,462
Co-operative	1	$4,898,618
Freedom Federal Savings		$458,020,778

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 19,800

8 - GAS METERS: Residence 13,860

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Mfg. 15,788 ($12[illegible]; Whole & Ret. 4,160; Contract Const. 524; Trans. & Comm. 449; 200 Industrial Establishments in City.
Principal Industrial Pay Days – Thurs., Fri.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center – 10 blocks on Moody St.; 3 on Main St.
Neighborhood Shopping Centers – Warren St.; Upper Main St.; Newton & Main Sts.; Lexington St. 2; South St.; River St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Newton Corner	4	Moore & Moore, N. Super
Newton Centre	6	N.C. Mkt.
Newtonville	3	Mandell's, Star Mkt., Stop & Shop
Watertown (40)	NA	King's, Big Buy
River St.Plz. (12)	NA	Zayre
Wal-Lex (18)	NA	Stop & Shop
Waltham Plz. (10)	NA	Star Mkt., Big Valu

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Dept. – Wed. & Fri.; Furniture – Mon., Wed., Fri.; Food – Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores – Grover Cronin.
Variety Stores – Woolworth; Waltham.
Discount Stores Great Way; King's; Zayre; Newton's; Turn Style; J & M Sales; Bi-Way.
Chain Drug Stores : Liggett's 1; Bates 1.
Chain Food Supermarkets : Big Buy; A&P 2; Waltham; Stop & Shop 2; Star Mkt. 2.
Other Chain Stores – Thom McAn; Singer Co.; Sears; Brigham's (ice cream); Dorothy Muriel's Bakery; Cummings; S&H Green Stamps; Nugents; Hill Shoes; Anderson-Little; Hanlon Shoes; CVS 4; Hit or Miss.

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SPRINGFIELD NEWSPAPERS
Largest in Massachusetts outside Boston 1860 Main Street • Springfield, MA • 01101
Make it in Massachusetts
Represented by Newhouse Newspapers

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 12,365; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Whitney, Dir. Adv., NEWS-TRIBUNE, 18 Pine St., Waltham, MA 02154; Tel. (617) 893-1670.
National Representatives : Landon; USSPI.

WESTFIELD

1 - LOCATION: Hampden County, E&P Map B-2 (In Springfield-Chicopee-Holyoke, MA-CT SMSA). 10 miles west of Springfield; on Hwys. 10, 20, 202 the Mass. Tpk. and Interstate 91. Situated in the foothills of the Berkshires on Exit 3 of the Mass. Tpke. Forty-seven square miles making Westfield the second largest area city in the Commonwealth with 89% of the land area usable.

2 - TRANSPORTATION: Railroads - Conrail.
Intercity Bus Lines - Peter Pan - Springfield which is accessible to Greyhound, Vermont Transit, Interstate Tailways.
Airlines : 20 miles to Bradley International Field for American; United; Northeast; Trans-World; USAir; New England Air; Mass. Helicopter and daily airline flights to La Guardia.
Local Airport - Barnes Airport with private facilities. Also Cessna Aircraft. Barnes Airport is home base of 104th Tactical Fighter Squadron A.N.G.F.A.A. Control Tower Operations. Airport covers 500 acres making it second largest in state.

3 - POPULATION:
Corp. City 80 Cen. 36,465
County 80 Cen. 443,018
SMSA 80 Cen. 530,668

4 - HOUSEHOLDS:
City 80 Cen. 12,404
County 80 Cen. 158,027
SMSA 80 Cen. 187,818

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$800,000,000
Cooperative	1	$33,000,000
Savings & Loan	1	$635,000,000
Savings	3	$754,053,724

6 - PASSENGER AUTOS: County 90,343 (1977 All Vehicles)

7 - ELECTRIC METERS: Res./Est. 10,000

8 - GAS METERS: Res./Est. 8,000

9 - PRINCIPAL INDUSTRIES: Bicycles; School Furniture; Boilers & Heating Apparatus; Firearms; Abrasive Grains & Powders; Tools; Dies; Gages; Precision Parts; Envelopes and Stationery; Wholesale & Retail Lumber; Cigars; Radiators; Household Brushes and Cleaners; Fine Papers; Grinding Wheels & Greeting Cards; Computer Hardware Peripherals.
Principal Industrial Pay Days : Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 9-91; Summer 36-100; Fall 17-84; Winter 4-56. First killing frost, Sept. 17. Last killing frost, May 3.

11 - TAP WATER: Combination of two sources. Very soft and very hard (well water). Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Plaza (15)	NA	First National, Ames
Big Y (6)	NA	Big Y Foods
Little River Plz. (6)	NA	Shop Rite, Genovese
Westfield Shops (16)	NA	Steiger's, J.C. Penney, Food Mart
K mart Plz. (6)	NA	K mart

13 - RETAIL OUTLETS: Department Stores - Ames.
Variety Stores - K mart; Caldor; J.J. Newberry.
Chain Drug Store : Big L (non prescription Drug & Cosmetics); Rite-Aid; Mall Drug; Genovese.
Chain Food Stores - Food Mart; Big Y; A&P; Open Pantry Foods; Silver Superette; Edward's Food Warehouse; Shop Rite; Wemette's.
Other Chain Stores - Endicott Johnson Shoes; Thom McAn; Sherwin-Williams; J.C.Penney; Singer Co.; Steiger's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,001; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Sam Hinish, Adv. Dir, NEWS, 62 School St., Westfield, MA 01085; Tel. (413) 562-4181.
National Representative : Landon.

WOBURN

1 - LOCATION: Middlesex County, E&P Map E-1 (In Boston SMSA). 10 mi. NW of Boston; State Hwys. 3, 128, 38; Interstate Hwy. 93.

2 - TRANSPORTATION: Railroads - Boston & Maine.
Intercity Bus Lines - MBTA.

3 - POPULATION:
Corp. City 80 Cen. 36,626
County 80 Cen. 1,367,034
SMSA 80 Cen. 2,763,357

4 - HOUSEHOLDS:
City 80 Cen. 12,393
County 80 Cen. 476,201
SMSA 80 Cen. 990,660

5 - BANKS:	NUMBER	DEPOSITS
Saving	8	$180,000,000
Commercial	6	$431,000,000

6 - PASSENGER AUTOS: 25,433 (All Vehicles)

7 - ELECTRIC METERS: 18,326

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Manufacturing; Gelatin.
Principal Industrial Pay Days - Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-65; Summer 62-100; Fall 38-65; Winter 0-40. First killing frost, Sept. 27. Last killing frost, May 15.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 6 blocks on Main St.; 1 on Montvale Ave.; Bradlee's Ctr.; E-Z Way Ctr.; No. Woburn Center (16 units); Star Mkt.; Woburn Mall (35 units); K mart, Demoulas Mkt.
Neighborhood Shopping Centers - Central Sq.; S. End.; E. Woburn; N. Woburn.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant City Plz. (12)	NA	Zayre
Economy (70)	NA	Almy's, Lee Ward's
N. Woburn Plz. (6)	NA	Zayre, Purity Mkt.
Woburn Plaza (19)	NA	Star Mkt., Toy's are Us
Burlington Vlg. Mall (16)	NA	Caldor, Demoula's, Loehman's
Burlington Mall (64)	NA	Kennedy's, Jordan Marsh, Sears, Filene's, Lord & Taylor, Herman's
Crossroads Plz. (23)	NA	Ethan Allen Country Manor, Edwards, Value Merchandise
Redstone Plaza (22)	NA	Woolworth, Star Mkt., Almy's, Caldor
E-Z-Way	NA	

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores - Gorin's.
Discount Stores : Zayre; Bradlees; K Mart.
Variety Stores - Gorins.
Chain Drug Stores : CVS; Osco; Big L.
Chain Food Supermarkets : A&P; Purity; Star Mkt.; Stop & Shop; Edward's; DeMoulas.

14 - NEWSPAPERS: TIMES AND CHRONICLE (e-mon to fri) 14,821; July 1, 1980 CAC (latest statement available).
Local Contact for Advertising and Merchandising: Thomas R. Kirk, Adv. Dir., TIMES and CHRONICLE, 25 Montvale Ave, Woburn, MA 01801; Tel. (617) 933-3700.
National Representatives : Amer. Newspaper Rep.; USSPI.

WORCESTER

1 - LOCATION: Worcester County (SMSA), E&P Map D-2, County Seat. Worcester County has 2 County Seats - Worcester and Fitchburg. Industrial, wholesale and educational center. Located central Massachusetts, 39 mi. W of Boston; 25 mi. S of Fitchburg; 52 mi. E of Springfield, Mass. On U.S. Hwy. 20; State Hwys 9, 12, 70, 110, 122, 122A; I-90, 190, 290.

2 - TRANSPORTATION: Railroads - Conrail; Boston & Maine; Providence & Worcester; Amtrak.
Motor Freight Carriers - About 180 Lines.
Intercity Bus Lines - Greyhound Lines; Continental Trailways; Worcester Regional Transit Authority; Peter Pan; A-B-C; Gray Lines; Barre.
Airlines - Bar Harbor; Euro-American Airfreight; Precision; Parker Helicopter Service.

3 - POPULATION:
Corp. City 80 Cen. 161,799
CZ-ABC: (70) 269,339; (81) 258,000
RTZ-ABC: (70) 308,273; (81) 344,000
City & RTZ-ABC: (70) 577,612; (81) 602,000
SMSA 80 Cen. 372,940
County 80 Cen. 646,352
Demographi Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 58,720
SMSA 80 Cen. 127,393
County 80 Cen. 225,323
CZ-ABC. (70) 83,280; (81) 91,700
RTZ-ABC: (70) 92,317; (81) 118,200
City & RTZ-ABC: (70) 175,597; (81) 209,000

5 - BANKS:	NUMBER	DEPOSITS
Savings	24	$1,856,291,000
Sav. & Loan	4	$1,036,704,000
Commercial	13	$1,249,501,000

Above banks are those head-quartered in Worcester County.

6 - PASSENGER AUTOS: City 73,768; County 310,752

7 - ELECTRIC METERS: Residence 52,222

8 - GAS METERS: Res. & Comm. 42,275

9 - PRINCIPAL INDUSTRIES: Industry, Number of workers; (Av. Wkly. Wages): Machy (Ex. Elec.) 8,300 ($341); Fabricated Metals 9,200 ($287); Primary Metals 2,000 ($345); Textile Prods. 4,200 ($213); Leather Prods. 2,000 ($169); Printing & Publishing 2,200 ($265).

10 - CLIMATE: Min. & Max. Temp. - Spring 35-53; Summer 58-77; Fall 41-59; Winter 18-33. First killing frost, Oct. 3. Last killing frost, Apr. 26.

11 - TAP WATER: (City) Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - Central Business District (Census Tract 17) (76 blocks in 285 acres).
Neighborhood Shopping Centers - 10 blocks at Main and Park Ave.; 5 at W. Boylston and Norton Co.; 2 at Lincoln and Burncoat; 6 at Pleasant and Chandler (Tatnuck Sq.); 2 at Grafton and Hamilton; 6 at Water and Millbury Sts.; 2 at Millbury and Greenwood; 2 at Burncoat and Quinapoxet.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Plz. (8)	7	T.J. Maxx, LaBonte's
Country Plz. (13)	3	Mart, Price Rite, Caldor, Food World
The Fair (11)	4	The Fair, Big Discount
Fairlawn (15)	4	Food Warehouse
Lawnfair (3)	1	Zayre, Price Rite
Lincoln Plaza (43)	3	R.H. White, Zayre
Webster Sq. Pl (16)	3	Zayre Iandoli's
White City (37)	3	Bradlees, Iandoli's
Grafton Hill Plz. (15)	3	Caldor, Zayre
Auburn Mall Pl. (58)	6	Sears, Outlet Dept.
Gold Star (5)	NA	Food Village
Worcester (102)	NA	Filene's, Jordan Marsh, Lerner
West Boylston (9)	7	Iandoli's, The Fair

Principal Shopping Days : Sat., Weds., Fri.
Stores Open Evenings : Gen. Mdse. - Mon. thru Sat.; Food - Wed., Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - Filene's; Sears; R.H. White; Jordan Marsh; Outlet Dept.
Discount Stores : Bradlees; Spag's; Zayre's 4; The Mart 2; The Fair 2; Caldor 2.
Variety Stores - McCrory.
Chain Drug Stores - Vernon 4; Lincoln 7; Beacon 2; Consumer Value 9; Rix 1; Monahan 4;
Chain Supermarkets - Stop & Shop 1; Hodes 1; Price Rite 2; Iandoli's 8; Big Discount 6; Whitman's 2.
Other Chain Stores : Clothing: Anderson Little 2, Shacks 2, Wallachs, Chess King 2; Women's Wear: Casual Corner, Lerner Shops, Lane Bryant, T.J. Maxx 2, Foxmoor 2, Cherry & Webb 2, Nugents; Auto Accessories: Sears, Western Auto, Firestone; Shoes: Thom McAn 7, Kinney, Morse 2, Hanover, Fayva 3, Fanny Farmer 3.

14 - NEWSPAPERS: TELEGRAM (m) 54,916; GAZETTE (e) 89,159; Comb. (m&e) 144,075; TELEGRAM (S) 111,689; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John P. Connolly, Mgr., Gen. Adv., TELEGRAM-GAZETTE, 20 Franklin St., Worcester, MA. 01613; Tel. (617) 793-9252.
National Representative : CWO&O.

WORCESTER
6
WORCESTER
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WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
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MICHIGAN SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Ann Arbor - Washtenaw County.
Battle Creek - Barry and Calhoun Counties.
Bay City - Bay County.
Benton Harbor - Berrien County.
Detroit - Lapeer, Livingston, Macomb, Oakland, St. Clair and Wayne Counties.
Flint - Gennessee and Shiawassee Counties.
Grand Rapids - Kent and Ottawa Counties.
Jackson - Jackson County.
Kalamazoo-Portage - Kalamazoo and Van Buren Counties.
Lansing-East Lansing - Clinton, Eaton, Ingham and Ionia Counties.
Muskegon-Norton Shores-Muskegon Heights - Muskegon and Oceana Counties.
Saginaw - Saginaw County.
Toledo, Ohio-Mich. - Fulton, Lucas, Ottawa and Wood Counties, Ohio; Monroe County, Mich.

STANDARD CONSOLIDATED STATISTICAL AREA

Detroit-Ann Arbor - Includes Detroit SMSA; Ann Arbor SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	805	685
5-14 Years	1,906	1,529
15-24 Years	1,577	1,793
25-44 Years	2,087	2,544
45-64 Years	1,757	1,795
65 and Over	750	912
TOTAL	8,882	9,258

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	1,144	1,683	2,252
Genral Mdse	2,929	4,381	5,737
Food	4,710	6,608	9,754
Automobiles	4,409	7,433	8,979
Gasoline Stations	1,481	2,591	4,734
Apparel	1,086	1,642	2,155
Furniture	1,008	1,491	2,038
Eat-Drink Places	1,609	2,696	3,983
Drugs	751	1,050	1,514
TOTAL	20,630	31,677	44,957

ADRIAN

1 - LOCATION: Lenawee County, E&P Map C-5, County Seat. Agriculture and dairy area. 59 industries, 2 colleges. 75 mi. SW of Detroit, 35 mi. NW of Toledo. 210 mi. E of Chicago, in SE corner of state. On U. S. Hwy. 223; State Hwys. 34, 52.

2 - TRANSPORTATION: Railroads - Norfolk & Western; Conrail (freight); Toledo & Ironton (freight).
Motor Freight Carriers - 14.
Intercity Bus Lines - North Star.
Airlines - Betz; Morenci; Adrian Mnpl.; Tecusmeth.

3 - POPULATION:
Corp. City 80 Cen. 21,186
CZ-ABC: (70) 24,957; (81) 25,700
RTZ-ABC: (70) 56,562; (81) 65,600
County 80 Cen. 89,948
City & RTZ-ABC: (70) 81,519; (81) 91,300

4 - HOUSEHOLDS:
City 80 Cen. 8,676

County 80 Cen. 30,044
CZ-ABC: (70) 7,350; (81) 8,700
RTZ-ABC: (70) 16,889; (81) 22,500
City & RTZ-ABC: (70) 24,239; (81) 31,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$194,882
Sav. & Loan	2	$172,280

6 - PASSENGER AUTOS: County 47,060

7 - ELECTRIC METERS: Residence 24,700

8 - GAS METERS: Residence 7,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Aluminum 500 ($230); Auto Parts 1,690 ($240); Paper Pdts. 167 ($178); Laboratory Equipt. 300 ($210); Woodworking 300 ($215); Planting 80 ($215).
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 53-69; Summer 60-72; Fall 47-70; Winter 23-36. First killing frost, Oct. 10-20. Last killing frost, May 1-10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers** - 3 blocks on Main St.; 3 on Maumee St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Adrian Mall (50)	NA	Sears, Penney
Adrian Plaza (7)	NA	A&P
Delco Plaza	NA	Rink's Bargain City
Southland Plz. (14)	NA	Wickes Lumber
Spielman (7)	NA	Farmer Jack
Westgate (2)	NA	Kroger

Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores** - J.C. Penney; Klines; Sears.
Discount Stores : American; Rink's Bargain City; K mart.
Variety Stores - Kresge's; Woolworth.
Chain Drug Stores : Muir's; SupeRx; Arbor Drugs.
Chain Supermarkets : A&P; Kroger 2; Farmer Jack; IGA; Foodtown.
Other Chain Stores : Wickes; Crosby's; Firestone; V&S Hardware; Jo-Ann Fabrics; Singer Co.; Acme Paint; Docktor Pet Centers; Auto Parts, Inc.; Allen Shoes; Osterman Jewelers; Fanny Farmer Candies; Mode O'Day; American Greetings; Pick Way.

14 - NEWSPAPERS: TELEGRAM (e) 16,853; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Doug Farrell, Adv. Mgr., TELEGRAM, 133 N. Winter St., Adrian, MI 49221; Tel. (517) 265-5111.
National Representative : Thomson.

ALBION

1 - LOCATION: Calhoun County, (In Battle Creek SMSA). E&P Map C-5, 96 mi. W of Detroit; 180 mi. E of Chicago. On U.S. Hwy. I-94, halfway between Battle Creek and Jackson; State Hwy. M-99.

2 - TRANSPORTATION: Mich.; Amtrak; Greyhound Bus.
Airlines - Republic at Jackson.

3 - POPULATION:
Corp. City 80 Cen. 11,059
SMSA 80 Cen. 187,338
County 80 Cen. 141,557

4 - HOUSEHOLDS:
City 80 Cen. 3,999
County 80 Cen. 51,123
SMSA 80 Cen. 66,556

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$27,362,643
Sav. & Loan	1	$6,624,135

6 - PASSENGER AUTOS: County 78,913

7 - ELECTRIC METERS: 2,140

8 - GAS METERS: Residence 3,315

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Foundries 1,000; Wire Prod. 600; Elec. Prod. 620; Saws 28; Liquid Gases 35; Machine Tools 26. Ind. Wkly. Wages $188.
Principal Industrial Pay Days : Thursday.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center** : 6 blocks on Superior St. & 1 west on 5 cross sts.

Nearby Shopping Centers

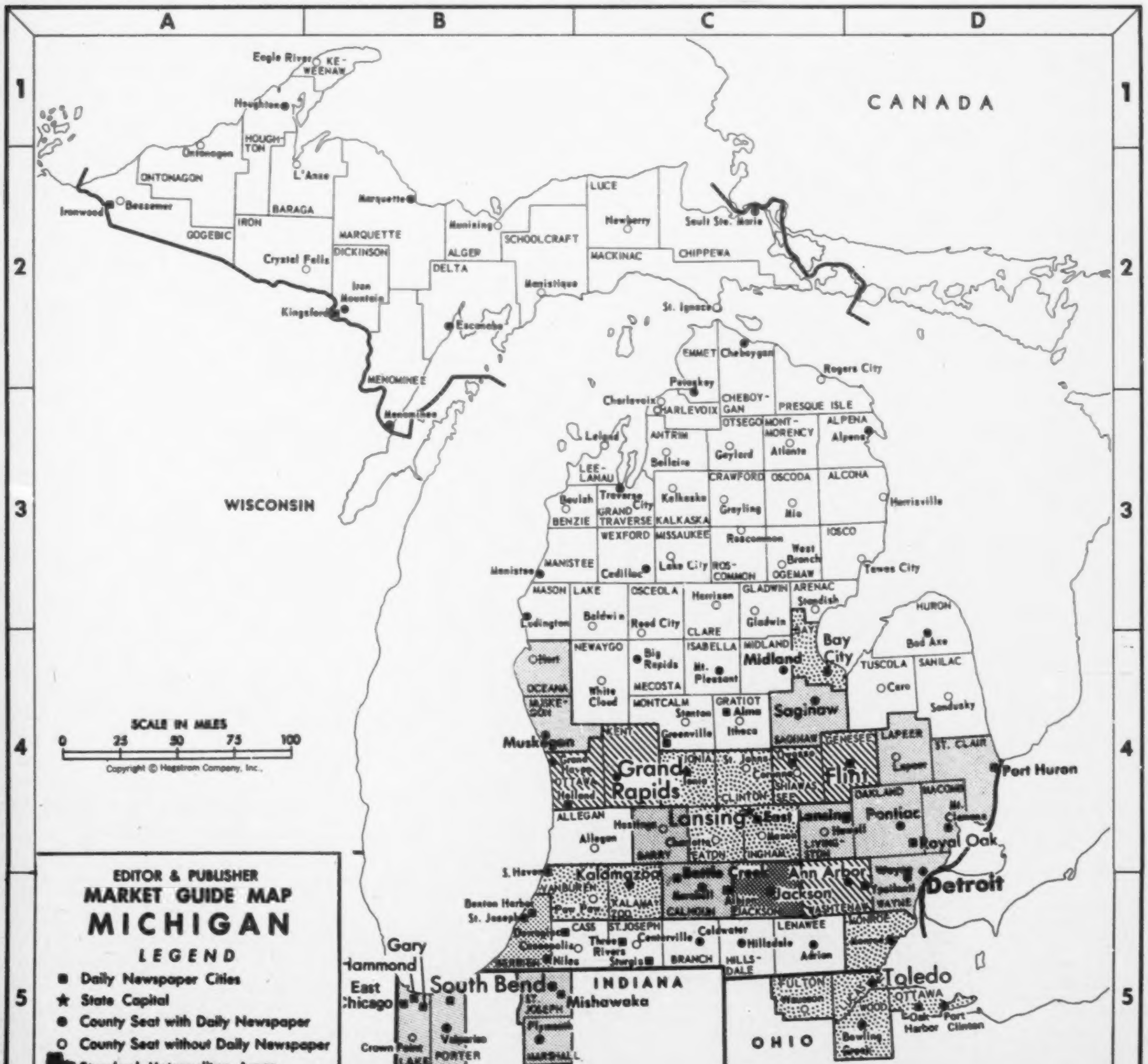
Name (No. of stores)	Miles from Downtown	Principal Stores
Stadium Plz. (7)	NA	Kroger

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon., Fri.; Shopping Center and Food nightly

13 - RETAIL OUTLETS: **Department Stores** - J.C. Penney.
Variety Stores - G.C. Murphy; McLellan's.
Discount Stores : American Drug Discount.
Chain Food Supermarkets : Felpausch; A&P; Sarges IGA; Foodliner; Kroger.
Other Chain Stores - Gamble's; Western Auto; Penney; Miller Jewelers; Montgomery Ward (catalog).

14 - NEWSPAPERS: RECORDER (e-mon to fri; m-sat) 3,782; sworn Mar 31, 1981.
Local Contact for Advertising and Merchandising Data: Blair C. Bedient, Pub., RECORDER, 111 W. Center St., Albion, MI 49224; Tel. (517) 529-3984.
National Representative : None.

ALMA
See MOUNT PLEASANT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MARKET GUIDE MAP
MICHIGAN
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
Detroit
Grand Rapids
Lansing
Flint
Saginaw
Bay City
Midland
Kalamazoo
Battle Creek
Jackson
Ann Arbor
Pontiac
Royal Oak
Port Huron
Muskegon
Toledo
South Bend
Mishawaka
Gary
Hammond
East Chicago
Marquette
Escanaba
Traverse City
Sault Ste. Marie
Ironwood
Menominee

ALPENA

1 - LOCATION: Alpena County, E&P Map D-3, County Seat. Located 234 mi. N of Detroit, on Thunder Bay, Lake Huron. On U.S. Hwy. 23 and State Hwy. M-32.

2 - TRANSPORTATION: Detroit and Mackinac R.R.
Motor Freight Carrier 1.
Intercity Bus Lines - Great Lakes: Greyhound.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 12,214
CZ-ABC: (70) 22,806; (81) 24,500
RTZ-ABC: (70) 27,087; (81) 32,200
County 80 Cen. 32,315
City & RTZ-ABC: (70) 49,893; (81) 56,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,936
County 80 Cen. 11,151
CZ-ABC: (70) 6,574; (81) 8,100
RTZ-ABC: (70) 8,132; (81) 11,300
City & RTZ-ABC: (70) 14,706; (81) 19,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$204,500,000
Sav. & Loan	2	$47,000,000

6 - PASSENGER AUTOS: County 17,305

7 - ELECTRIC METERS: Residence 5,400

8 - GAS METERS: Residence 5,650

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Cement 1,000 ($280); Machines 650 ($220); Auto Trim 130 ($160); Paper 200 ($220); Hardboard 550 ($240); Foundry 125 ($210);

10 - CLIMATE: Min. & Max. Avg. Temp. - Spring 41-59; Summer 54-72; Fall 30-43; Winter 15-30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alpena	NA	Lakeshore Shoprite, Kresge
Giantway Plaza	2	Giantway, Midway
Ripley Square	1	A&P, Fisher Big Wheel, TG&Y
Thunder Bay	1	Kroger, Arnold's
Alpena Mall	1	K mart

Principal Shopping Days : Mon., Fri., Sat.; stores open 6 nights & Sunday afternoon.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Vaughn; Kotwicki's.
Discount Stores : Big Wheel; Giantway K mart.
Variety Stores - McLellan's; Kresge's; T.G.&Y.; Disco; Western Auto; Gambles.
Chain Drug Stores : Spen's Walgreen; Cunningham's. Arnold's Drug.
Chain Food Supermarkets : A&P; Midway 2; Hamady; Perch's IGA; Lakeshore Spartan.
Other Chain Stores - Kinney Shoes; Three Sisters; Sherwin-Williams; Singer; Montgomery Ward (catalog); Sears (catalog); Gately's; Gittleman's; Western Auto; Arnolds Drug; Radio Shack; Holiday Inn; Erb Lumber; Wickes Lumber.

14 - NEWSPAPERS: NEWS (e) 12,759; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edward Robin, Adv. Mgr., NEWS, 130 Park Place, Alpena, MI 49707; Tel. (517) 354-3111.
National Representative : None.

ANN ARBOR

1 - LOCATION: Washtenaw County, (SMSA) E&P Map D-5, County Seat, Home of University of Michigan; 36 mi. W of Detroit. On U.S. Hwys. I-94 & 23; State Hwy. 14.

2 - TRANSPORTATION: Railroads - Conrail; Amtrak.
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound; Brooks; Shortway; AATA.
Airlines -14 major airlines at Detroit Met. Airport (23 mi.).

3 - POPULATION:
Corp. City 80 Cen. 107,316
CZ-ABC: (70) 113,847; (81) 125,300
RTZ-ABC: (70) 185,888; (81) 222,800
County/SMSA 80 Cen. 264,748
CZ & RTZ-ABC: (70) 299,735; (81) 348,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,976
County/SMSA 80 Cen. 92,937
CZ-ABC: (70) 35,816; (81) 45,400
RTZ-ABC: (70) 51,943; (81) 71,900
CZ & RTZ-ABC: (70) 87,759; (81) 117,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	5	$632,417,000
Savings & Loan	2	$694,662,872

6 - PASSENGER AUTOS: County 144,971

7 - ELECTRIC METERS: Residence 34,951

8 - GAS METERS: County 62,000

9 - PRINCIPAL INDUSTRIES: Appliance & Automotive; Bearings, Balls; Research & Dev. Space Transportation, Remote Sensing & X-Ray; Camera Mfg; Research & Dev. New Drugs; Microfilm Mfg.
Principal Industrial Pay Days : Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 33-56; Summer 60-81; Fall 43-60; Winter 19-33. First killing frost, Oct 24. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas - 5 blocks on Main St.; 3 on Liberty St.; 3 on Washington St.; 3 on Huron St.; 2 on Fourth Ave.; 2 on Ashley St. Campus Area; 3 on State St.; Nickels Arcade; 1 on E. Liberty St.; 1 on N. University Ave.; 1 on Maynard; 3 on S. University Ave.
Neighborhood Shopping Centers : Packard and State Sts.; 2 blocks on Packard St.; 1 block on State St.; East Ann Arbor.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arborland (30)	NA	Montgomery Ward, Crowley's
Westgate (14)	NA	Kresge, Kroger, Cunningham's, True Value Hardware
Maple Village (34)	NA	K mart, A&P
Briarwood (120)	NA	Sears, Penney's, Hudsons, Lord & Taylor
Georgetown Mall (24)	NA	Kroger, Cunningham's
Lamp Post (7)	NA	Richardson's
Plymouth Green (9)	NA	Kroger, SupeRx
Plymouth Mall (24)	NA	A&P, Cunningham's
Carpenter/ Packard (14)	NA	Farmer Jack, Best Products

Stores Open Evenings : Department Stores-Mon & Fri.; Briarwood-Mon. thru Sat.; Food-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Goodyear's; Sears Roebuck; Klines; Montgomery Ward; Jacobsons; J.C. Penney; Hudsons; Lord & Taylor; Crowley's.
Variety Stores - Kresge.
Discount Stores : K mart; Meijers.
Chain Drug Stores : Cunningham's 4; Richardson's 3; Food & Drug Mart.
Chain Supermarkets : Kroger 5; A&P 4; Farmer Jack 2; Meijer's.
Other Chain Stores - Singer Co.; Firestone; Fotomat Corp.; Gantos; J. Riggings; Englanders; Kinney's; Winkelman's; Hughes & Hatcher; Bakers.

14 - NEWSPAPERS: NEWS (e) 42,632; (S) 48,455; Mar. 31, 1981 ABC.
Local Contact for Advertising & Merchandising Data: T.O. White, Pub., NEWS, 340 E. Huron St., Ann Arbor, MI 48104; Tel. (313) 994-6985.
National Representative : Newhouse.

BAD AXE

1 - LOCATION: Huron County, E&P Map D-4. 85 mi. to Port Huron, 60 mi. NE of Bay City.

2 - TRANSPORTATION: Chesapeake & Ohio R.R.
Motor Freight Carriers 2.

3 - POPULATION:
Corp. City 80 Cen. 3,184
CZ-ABC: (70) 2,999; (81) 3,500
RTZ-ABC: (70) 36,745; (81) 40,200
County 80 Cen. 36,459
City & RTZ-ABC: (70) 39,744; (81) 43,700

4 - HOUSEHOLDS:
City: 80 Cen. 1,185
County: 80 Cen. 12,764
CZ-ABC: (70) 955; (81) 1,300
RTZ-ABC: (70) 11,056; (81) 14,000
City & RTZ-ABC: (70) 12,011; (81) 15,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$75,056,000
Savings & Loan	1	$130,345,155

6 - PASSENGER AUTOS: County 19,574

7 - ELECTRIC METERS: Res. County 18,118

8 - GAS METERS: Res. County 13,190

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Machines 1,350 ($250); Food 30 ($190).
Principal Shopping Days : Fri. and Sat.
Stores Open Evenings : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 44-56; Summer 66-77; Fall 48-56; Winter 24-31.

11 - TAP WATER: Hard (22 gr. per gal.); Iron (0.2 parts per million).

12 - RETAILING: Principal Shopping Center - 1 mile N. on Port Crescent (6 stores - open Thu., Fri., Sat. nights).
Neighborhood Shopping Centers : Westland - 3/4 mile on West Huron (4 stores).
Principal Shopping Days : Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores - Sears; Polewach Stores; Kritzman's; Fishers Big Wheel; Montgomery Ward (catalog).
Discount Stores : Arnold Drugs; American Discount; Mill End Store; Norman's Discount Clothing; K mart.
Variety Stores : Glass; Ben Franklin; Dibble's.
Chain Drug Stores : Arnold Drugs; Perry Drugs.
Chain Food Stores : Farmer Jack; IGA.

14 - NEWSPAPERS: HURON TRIBUNE (e-mon to fri) 9,210; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Phyllis Bednorek, Adv. Mgr., HURON TRIBUNE, 211 N.Heistermann, Bad Axe, MI 48413; Tel. (517) 269-6461.
National Representative : None.

BATTLE CREEK

1 - LOCATION: Calhoun County, E&P Map C-5 (SMSA). At merging of Battle Creek & Kalamazoo Rivers, 24 mi. from Kalamazoo; 45 mi. SW of Lansing, midway bet. Detroit & Chicago. On U.S. Hwy. I-94; State Hwys. 37, 66, 196, 89, 96.

2 - TRANSPORTATION: Railroads - Amtrak; Conrail (freight); Grand Trunk (freight).
Motor Freight Carriers - 31.
Intercity Bus Lines - Greyhound; North Star; Indian Trails.
Airlines - Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 35,724
CZ-ABC: (70) 94,695; (81) 96,700
RTZ-ABC: (70) 160,332; (81) 177,200
County 80 Cen. 141,557
SMSA 80 Cen. 187,338
City & RTZ-ABC: (70) 255,027; (81) 273,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,706
County 80 Cen. 51.123
SMSA 80 Cen. 66,556
CZ-ABC: (70) 30,628; (81) 36,000
RTZ-ABC: (70) 47,464; (81) 60,400
City & RTZ-ABC: (70) 78,092; (81) 96,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$5,316,679,000
Sav. & Loan	2	$800,209,000

6 - PASSENGER AUTOS: County 78,913

7 - ELECTRIC METERS: Residence 87,110

8 - GAS METERS: Residence 39,720

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Food 6,800; Mach. (non-elect.) 6,600; Metal 3,800; Paper 1,200; Av. Wkly. Wage. wage production workers $396.78.
Principal Pay Days : Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 13-92; Summer 40-100; Fall 10-72; Winter -3-51. First killing frost, Oct. 13. Last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard; fluoridated. Twps., not fluoridated, very hard.

12 - RETAILING: Principal Shopping Centers - 5 blocks on Michigan Ave., 3 on Capital Ave.
Neighborhood Shopping Centers : 3 blocks on Capital Ave. S. W.; 2 on Michigan Ave.; 3 on E. Michigan & Porter St.; 1 on Capital N.E.; 2 on Main St.; Columbia Plaza on 20th St.; Urbandale Plaza on W. Michigan.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Columbia Plaza	3	Hamady, Woolworth, Muir
Lakeview	3	
Urbandale Pl.	3	Muirs
Orchard Pk.	3	Super Mkt.
Meijer Thrifty Acres	4	Meijer

Principal Shopping Days : Wed., Fri., Sat., Mon.
Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; Sears; Jacobson's.
Discount Stores : Meijer Thrifty Acres; K mart.
Variety Stores - Woolworth; Kresge; Ben Franklin.
Chain Drug Stores : Muir's 3; Walgreen; Dot Discount Perry.
Chain Food Supermarkets : Hamady 2; Meijer; Cut Rate 4; Komarck's 2; Felpausch 1; Orchard Park 2.
Other Chain Stores - Shoes: Nobil's, Kinney's; Auto Supply: Firestone, Goodyear; Giant Discount Auto Stores; Paint: Sherwin-Williams; Fanny Farmer; Fanny May Candies.

14 - NEWSPAPERS: ENQUIRER & NEWS (e-mon to fri) 31,716; (m-sat) 31,481; (S) 39,751; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J. F. Newman, Adv. Dir., ENQUIRER & NEWS, 155 W. Van Buren, Battle Creek, MI 49016; Tel. (616) 964-7161.
National Representative : Gannett.

BAY CITY

1 - LOCATION: Bay County (SMSA). E&P Map C-4, County Seat. Industrial Center. Situated on Saginaw River 3 mi. from its conjunction with Saginaw Bay, an arm of Lake Huron. Served by Lake Freighters, Seagoing Freighters & Oil Tankers. On Hwy. U.S. 23; I-75 & 10, and State Hwys. 15, 13, 25, 84 and 247.

2 - TRANSPORTATION: Railroads - Conrail; Chesapeake & Ohio; Detroit & Machinaw; Grand Trunk Canadian Nat'l.
Motor Freight Carriers - 5.
Intercity Bus Lines - Greyhound; Indian Trails.
Airlines City - United; North Central.

3 - POPULATION:
Corp. City 80 Cen. 41,593
CZ-ABC: (70) 76,048; (81) 73,800
RTZ-ABC: (70) 147,734; (81) 186,100
County/SMSA 80 Cen. 119,881
City & RTZ-ABC: (70) 223,782; (81) 259,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,545
County/SMSA 80 Cen. 41,348
CZ-ABC: (70) 23,564; (81) 26,400
RTZ-ABC: (70) 43,843; (81) 64,500
City & RTZ-ABC: (70) 67,407; (81) 90,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Sav. & Loan	2	N.A.

6 - PASSENGER AUTOS: County 65,356

7 - ELECTRIC METERS: Residence 28,706

8 - GAS METERS: Residence 22,783 (Bay City, Essexville, Bangor and Hampton Twsps.)

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage) - Auto Parts Mfg. 4,900 ($310); Power Shovels & Hoists 635 ($294); Elect. Trans. & Welding Machs. 725 ($275); Wood Mfg. 200 ($260); Clothing Mfg. 220 ($210); Chemical Mfg. 700 ($280).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-83; Summer 40-91; Fall 24-88; Winter 5-52. First killing frost, Oct. 5. Last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Washington; 4 on Center; 3 on N. Water; Hampton Square Mall on Center Ave. Road; 2 miles east of Bay City.
Neighborhood Shopping Centers : 6 blocks on Midland St.; 2 on N. Johnson; 5 on Columbus; 4 on Broadway; 4 on Salzburg; T-Way Plaza on Center; 10 on Euclid; K mart Plaza.
Principal Shopping Days : Fri., Sat., Mon., Wed.
Stores Open Evenings : Fri., Mon.; Discount Stores - 6 nights, Hampton S. Mall - Evenings, Sunday.

13 - RETAIL OUTLETS: Department Stores - W.R. Knepp; Penney; Sears; Wiechmann's.
Variety Stores - S.S. Kresge; Woolworth.
Discount Stores : National Distributors; K mart; Unclaimed Freight Store.
Chain Drug Stores : Valley Walgreen SupeRx; Clinton Discount; State Discount.
Chain Food Supermarkets : Kroger 3; A&P 1; Ray's Food Fair 5.
Other Chain Stores - Firestone; Paint: Cook's, Sherwin-Williams, Elliott; Shoes: Merit, Nobil, L.G. Haig, Kinney; Misc.: Fanny Farmer Candy; Singer; Zale's Jewelry.

14 - NEWSPAPERS: TIMES (e) 39,758; (S) 44,369; Mar. 31, 1981 ABC.
Local Contact for Advertising and Marketing Data: C.M. Carter, Display Adv. Mgr., TIMES, 311 Fifth St., Bay City, MI 48706; Tel (517) 895-8551.
National Representative : Newhouse.

BENTON HARBOR-ST. JOSEPH

1 - LOCATION: Berrien county, (SMSA) E&P Map B-5, County Seat. Industrial and agricultrual center. On U.S. Hwys. 12, 31, 33 and State Hwy. M-139; Interstate 94 & 196; 85 mi. from Chicago; 77 mi. from Grand Rapids; 48 mi. from Kalamazoo; 35 mi. from South Bend; 184 mi. from Detroit.

2 - TRANSPORTATION: Railroads - Chesapeake & Ohio; Conrail.
Motor Freight Carriers - 17.
Intercity Bus Lines - Indiana Motor; Greyhound; Indian Trails; Dial-A-Ride.
Airlines : Republic.
Lake Shipping -Great Lakes vessels supply area on year around basis with coal, petroleum, cement, limestone and other commodities. Access to East Coast and overseas ports is available through the St. Lawrence Seaway.

3 - POPULATION:
Corp. Cities 80 Cen. 24,329
Benton Harbor 80 Cen. 14,707
St. Joseph 80 Cen. 9,622
PMA-ABC: (70) 191,387; (81) 210,200
County/SMSA 80 Cen. 171,276
Demographic information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 12,363
Benton Harbor 80 Cen. 4,597
St. Joseph 80 Cen. 7,766
County/SMSA 80 Cen. 60,276
PMA-ABC: (70) 59,029; (81) 74,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$495,123,511
Sav. & Loan	2	$215,839,412

6 - PASSENGER AUTOS: County 92,562

7 - ELECTRIC METERS: Residence 65,902

8 - GAS METERS: Residence 30,870

9 - PRINCIPAL INDUSTRIES: Foundry; Heavy Machinery; Plastics; Aviation Supplies; Fruit Packers; Electronics; Paper Containers; Aluminum Castings; Lab. Equip.; Ind. Rubber Gds.; Home Laundry Equip.; Auto Parts; Hi-Fi Equip.; Lawn Equip. Mfrs.; Ptg. Prod.; Hydraulic Pumps; Fruit Pkg.; Concrete; Cement Storage; Petroleum Dist.; Resorts; House Trailers; World's Largest Outdoor Fresh Fruit Mkt.; Transportation Equip. & production; Wineries; Food Processing.
Principal Industrial Pay Days : Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 28-80; Summer 62-90; Fall 32-75; Winter 10-42. First killing frost Oct. 15. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping District - 14 blocks on 8 streets.
Neighborhood Shopping Centers - Benton Heights, Fairplain, Red Arrow/Glenlord, Cleveland/Hawthorne, Lakeshore.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairplain Plaza	4	Woolworth's
Riverview	2	K mart
Benton Square	4	Hamady Bros.
Southtown	2	Hilltop Foods
Fairplain	4	Jewel Foods
Village Square	7	Gentry Shop
Scottdale	4	Ace Hardware
Orchard Mall	1	J.C. Penney, Sears
Pipestone Center	1	K mart, Meijer's

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Mon. & Fri.
Stores Open Sundays : In larger Shopping Centers

13 - RETAIL OUTLETS: Department Stores - Sears; Penney; Rimes.
Variety Stores - Woolworth; Murphy's.
Discount Stores :Comet; K mart; Bargain Center; The Hilltop.
Chain Drug Stores : Muir's; Cunningham; Gillespie's 2; Osco; Revco; Walgreen's.
Chain Food Supermarkets : Hamady; Jewel Family Foods; Hilltop 3; Hardings; Super Valu; Meijer's.
Other Chain Stores - Little Irene; Sherwin-Williams; S&H Green Stamps; Top Valu Stamps; Nobil Shoes; Zale's; Goodyear; Leath's; PicWay Shoes; Pittsburgh Paint; Fox Jewelers; Playback; Circus World; Radio Shack; Leath; Lifstyle; Koach TV; Payless Shoes; Alberts; Baker Shoes; Beverlys; Father & Son; Footlocker; Gordon Jewlers; Homemaker Shop; Kinney Shoes; Lerner Shop; Thom McCan; Naturalizer; Recordland; Richman Bros.

14 - NEWSPAPERS: HERALD-PALLADIUM (e) 36,075; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William H. Rauh, Nat'l. Adv. Mgr., HERALD-PALLADIUM, 3450 Hollywood Rd., St. Joseph, MI 49085; Tel. (616) 429-2400.
National Representative : Landon.

BIG RAPIDS

1 - LOCATION: Mecosta County, E&P Map C-4, County Seat. Exact center of Lower Peninsula on U.S. Hwy. 131; State Hwy. M-20. Home of Ferris State College; Manufacturing and agriculture center.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 2.
Intercity Bus Lines - North Star.

3 - POPULATION:
Corp. City 80 Cen. 14,361
County 80 Cen. 36,961
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,120
County 80 Cen. 11,134

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$4,393,654
Commercial	2	$42,446,904

6 - PASSENGER AUTOS: County 13,904

7 - ELECTRIC METERS: Res. 12,038

8 - GAS METERS: Res. 2,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Machine Shops 22; Furniture 62; Box Mfg. 62; Tool & Die 19; Industrial Machinery & Equipment 140; Shoes 1,100; Canoes & Boats 35; State College Professional & Faculty 561; State College Service Staff 674.

10 - CLIMATE: Min. & Max. Temp. - Spring 12-88; Summer 35-99; Fall 7-87; Winter 20-54.

11 - TAP WATER: Medium alkalinity, medium hardness.

12 - RETAILING: Principal Shopping Center : Four blocks on Michigan Ave., two blocks on Maple and two blocks on Elm St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart (14)	NA	K mart, Revco Drugs
Southland (8)	NA	Southland Pharm., Kroger

Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : All Fri. evenings.

13 - RETAIL OUTLETS: Department Stores - Gamble's; J. C. Penney; Vaughan's; Klines.
Variety Stores - Dibble's; Woolworth.
Discount Stores : Giant Way; K mart.
Chain Supermarkets : Kroger; Giant; Eberhard.
Chain Drug Stores : Revco.
Other Chain Stores : Western Auto; Sears; Montgomery Ward.

14 - NEWSPAPERS: PIONEER (e) 5,028; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: John A. Batdorff, Pub., PIONEER, 502 N. State St., Big Rapids, MI 49307; Tel. (616) 796-4831.
National Representative : None.

CADILLAC

1 - LOCATION: Wexford County, E&P Map C-7. County seat. shopping, resort, wholesale and manufacturing center; 96 mi. North of Grand Rapids. On U.S. Hwy. 131; State Hwy. M-115 and M-55.

2 - TRANSPORTATION: Railroads - Conrail; Ann Arbor (freight).
Motor Freight Carriers - 14.
Intercity Bus Lines - Greyhound; North Star.

3 - POPULATION:
Corp. City 80 Cen. 10,199
County 80 Cen. 25,102

4 - HOUSEHOLDS:
City 80 Cen. 3,822
County 80 Cen. 8,983

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$282,000,000
Sav. & Loan	2	$7,800,000

6 - PASSENGER AUTOS: County 13,093

7 - ELECTRIC METERS: County 12,725

8 - GAS METERS: Residence 4,700

9 - PRINCIPAL INDUSTRIES: Malleable and Aluminum Castings; Furn.; Machine Prod.; Garments; Heaters; Air Conditioners; Aircraft Pallets; Cement Prod.; Cabinets; Tools & Dies; Material Handling Devices; Rubber Pdts.; Canvas Pdts.; Show Cases & Metal Trim. 3,250 emp.
Principal Industrial Pay Days : Staggered.

10 - CLIMATE: Av. Winter 18; Summer 69.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 8 blocks on Mitchell St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cadillac Square (7)	NA	Hamady
K mart Plaza (4)	NA	K mart, Eberhard Foods
Olesons (3)	NA	Olesons Foods
Giantway Plaza (2)	NA	Giantway, Giant Foods

Principal Shopping Days : Department Stores - Mon., Fri. & Sat. Food - Thu., Fri. & Sat.
Stores Open Evgs. : Food & Drug; Others - Fri.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Cochranes; J. C. Penney; Sears; Clark's; Giantway; Millikens; K mart.
Variety Stores - Green; Ben Franklin.
Discount Stores : Giant Way; K mart.
Chain Drug Stores - Gould; Revco.
Chain Food Supermarkets : Hamady; Giant; Oleson; Eberhard.
Other Chain Stores - Gambles; Western Auto; Van Drie Furniture; Traverse Bay Woolen; Wickes Lumber; Peninsula Lumber; Ace Hardware; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e) 8,433; sworn Sep. 30, 1980.
Local Contact for Advertising and Merchandising Data: Thomas C. Huckle, Gen. Mgr., Larry Rogers, Adv. Mgr., NEWS, 130 N. Mitchell, Cadillac, MI 49601; Tel. (616) 775-9422.
National Representative : Landon.

CHEBOYGAN

1 - LOCATION: Cheboygan County, E&P Map C-2, County Seat. 180 mi. N of Bay City; 80 mi. NW of Alpena. On U.S. Hwys. 23 & 27; State Hwys. 33 & 68.

2 - TRANSPORTATION: Railroads : Conrail; Detroit & Mackinaw.
Intercity Bus Lines - Greyhound; Mio Bus.
Motor Freight Carriers - 3.
Airlines - Republic; Trans-Michigan Airlines.

3 - POPULATION:
Corp. City 80 Cen. 5,106
County 80 Cen. 20,649

4 - HOUSEHOLDS:
City 80 Cen. 1,803
County 80 Cen. 7,277

5 - BANKS: 3 Savings; Est. Dep. $114,000,000

6 - PASSENGER AUTOS: County 11,277

7 - ELECTRIC METERS: Residence 1,877

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Paper Mill 664 ($225); Tool & Die 155 ($200); Tube Forming 86 ($200); Wire Harness 120 ($90); Instruments 60 ($150); Other Mfg. 61 ($150).

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center - 6 blocks on Main and 4 blocks on State; 40 stores.
Shopping Centers : Cheboygan Mall: K mart, Revco, Hamady, 4 other stores; Lincoln Bridge Plaza: Gambles, Sears, 3 other stores.
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Fri.; some Sat. & Mon.
Stores Open Sundays : Some larger stores.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; B&C Family Center (food & general merch.); Montgomery Ward.
Variety Stores - Woolworth.
Discount Stores : CVS; K mart.
Chain Supermarkets : Hamady.
Other Chain Stores - Radio Shack.

14 - NEWSPAPERS: TRIBUNE (e) 5,079; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jim Cohoe, Gen. Mgr., TRIBUNE, PO Box 40, Cheboygan, MI 49721; Tel. (616) 627-7144.
National Representative : Landon.

COLDWATER

1 - LOCATION: Branch County, E&P Map C-5, County Seat. 30 mi. S of Battle Creek; 45 mi. W of Jackson. On U.S. Hwys. 112 & 27.

2 - TRANSPORTATION: Railroads - Conrail.
Intercity Bus Lines - Greyhound; Short.

3 - POPULATION:
Corp. City 80 Cen. 9,461
County 80 Cen. 40,188

4 - HOUSEHOLDS:
City 80 Cen. 4,843
County 80 Cen. 14,014

5 - BANKS: 3 Commercial; Dep. $204,369,000

6 - PASSENGER AUTOS: County 20,136

7 - ELECTRIC METERS: Residence 2,803

8 - GAS METERS: Residence 1,050

9 - PRINCIPAL INDUSTRIES: Store Fixtures; Furniture; Clothing; Marine Engines; Pressed Metals; Molybdenum Processing; Aluminum Extrusion; Shoes.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: N.A.

12 - RETAILING:
Shopping Center - Fairfield (Kroger, Coast-to-Coast, Felpaush, Radio Shack, Sears, Fisher Big Wheel); East End.

13 - RETAIL OUTLETS: Department Stores - Branch; J.C. Penney; Fisher Big Wheel; Spurgeon's; K mart.
Variety Stores - Karr's.
Discount Stores - Fisher Big Wheel; K mart.
Chain Supermarkets : A&P; Kroger; Felpaush.

14 - NEWSPAPERS: REPORTER (e) 8,351; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Rocky H.A. Strunk, Adv. Dir., REPORTER, 15 W. Pearl St., Coldwater, MI 49036; Tel. (716) 278-2318.
National Representative : Landon.

DETROIT

1 - LOCATION: Wayne County (SMSA). E&P Map D-5, County Seat. Manufacturing and wholesale center for SE part of state. University and technical college center. Lake port on Detroit River. 18 mi. above Lake Erie. On Interstate Hwys. 94, 96 & 75; U.S. Hwys. 10, 12, 16, 24, 25 & 112. Michigan Hwys. 14, 17, 85, 29, 53, 97, 102, 150, 153, 175, 194 & 196. 268 mi. E of Chicago; 164 W of Cleveland. Willow Run Airport is 31 mi. from city, 219 mi. from Chicago & 105 from Cleveland; Detroit Metro Airport is 17 mi. from city.

2 - TRANSPORTATION: Railroads - B&O; C&O; Canadian Pacific; Detroit, Toledo & Shoreline; Detroit, Toledo & Ironton; Grand Trunk Western; Conrail; Norfolk & Western; Amtrak.
Motor Freight Carriers - 200.
Intercity Bus Lines - De Lux Motor Stages; Greyhound; Detroit & Canada Tunnel Corp.; Martin Lines; Short Way; Brooks; Continental Trailways; Semta; Gray Line Tours.
Airlines - At Metropolitan Wayne County Airport: Air Metro; American; British Airways; Braniff; Delta; Eastern; Northwest Orient; Ozark; Pan Am; Republic; Trans World; USAir; United.
At City Airport - Wright; Hubb Airlines.

3 - POPULATION:
Corp. City 80 Cen. 1,203,339
CZ-ABC: (70) 1,800,073; (81) 1,418,800
RTZ-ABC: (70) 3,032,737; (81) 3,345,200
County 80 Cen. 2,337,240
SMSA 80 Cen. 4,352,762
City & RTZ-ABC: (70) 4,832,810; (81) 4,764,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 433,488
County 80 Cen. 823,971
SMSA 80 Cen. 1,508,832
CZ-ABC: (70) 593,542; (81) 540,400
RTZ-ABC: (70) 864,434; (81) 1,099,500
City & RTZ-ABC: (70) 1,457,976; (81) 1,639,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	81	$18,452,000,000
Sav. & Loan	23	$6,527,000,000

6 - PASSENGER AUTOS: County 1,301,985

7 - ELECTRIC METERS: 1,391,197

8 - GAS METERS: County 643,405

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage) - Manufacturing 525,000 ($392); Durables 439,800 ($403); Lumber & Wood Products 2,100 ($235); Furniture & Fixtures 1,800 ($302); Metals 110,900 (N.A); Primary Metals 40,800 ($450); Fabricated Metals 70,100 ($363); Nonelectrical Machinery 94,400 ($447); Electrical Machinery 7,600 ($251); Transportation Equipment 205,200 ($407); Motor Vehicles & Equip. 198,600 ($409); Other Transport & Equip. 6,600 (N.A.); Other Durables 17,800 (N.A.); Nondurables 85,200 ($340); Food & Kindred Products 18,700 ($356); Textiles 13,800 ($329); Paper & Allied Products 4,200 ($363); Printing & Publishing 16,100 ($385); Chemicals & Petroleum 17,100 ($363); Other Nondurables 15,300 (N.A.); Nonmanufacturing 939,600 (N.A.); Construction 53,600 ($455); Trans., Commun., & Util. 84,400 (N.A.); Wholesale Trade 84,300 ($328); Retail Trade 281,500 ($162); Finance, Real Estate & Ins. 89,600 ($208); Services 345,000 (N.A.); Mining 1,200 (N.A.); Government 260,500 (N.A.); Federal 34,100 (N.A.); State 33,700 (N.A.); Local 192,700 (N.A.).

10 - CLIMATE: Min. & Max. Temp. - Spring 27-68; Summer 59-82; Fall 33-73; Winter 19-35. First killing frost, Oct. 21. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - Downtown is about one square mi., centered at Woodward & State St. Greatest volume of traffic is towards this center point. It spreads & thins out towards the edges of the expressway loop.
Neighborhood Shopping Districts Detroit (SMSA):
Community Centers : Baldwin Plaza, Pontiac (Oakland Cty.); Belmont Shopping Center, 8 Mile & Dequindre (Wayne Cty.); Bloomfield Plaza, Maple & Telegraph (Oakland Cty.); Blue Water Plaza, Kraft & U.S. 25 Port Huron (St. Clair Cty.); Budget City Shopping Ctr., Dequindre & John R. Warren (Macomb Cty.); Campbell Corners, Campbell & 14 Mile Rd., Madison Heights (Oakland Cty.); Cherry Hill Plaza, Cherry Hill & Inkster Rds. Inkster (Wayne Cty.); Clawson Shopping Ctr., 14 Mile near Crooks, Clawson (Oakland Cty.); Delco Plaza of Sterling Heights, SEC Hall Rd. & Van Dyke Expwy., (Macomb Cty.); Downtown Farmington Ctr., Grand River & Farmington Rd., (Oakland Cty.); Drayton Plains Shopping Ctr., Dixie Hwy. near Midland, (Oakland Cty.); Eastgate Shopping Ctr., 10 Mile Rd. & Gratiot, Roseville (Macomb Cty.); Eight Mile Beech Ctr., 8 Mile & Beech, Southfield (Oakland Cty.); Farmington Towne Shopping Ctr., Halstead & Grand River (Oakland Cty.); Ford

Middlebelt Shopping Ctr., Garden City (Wayne Cty.); Garden Plaza, Ford Rd. & Middlebelt (Wayne Cty.); Glenwood Plaza, Glenwood & Perry, Pontiac Oakland Cty.); Grant Plaza, 16 Mile & Dequindre, Sterling Heights (Macomb Cty.); Green Acres Shopping Ctr., 13 Mile Rd. & Mound, Warren (Macomb Cty.); Green '8' Shopping Ctr., 8 Mile & Greenfield Rd., Detroit (Wayne Cty.); Hazel Park Shopping Ctr., E. 8 Mile Rd., Detroit (Wayne Cty.); Hoover Eleven Shopping Ctr., Warren (Macomb Cty.); Ingleside Ctr., Gratiot & Metro Bch. Hwy., Mt. Clements (Macomb Cty); Kendallwood Shopping Ctr., Twelve Mile & Farmington Rds. (Oakland Cty.); K mart Plaza, Seven Mile & Farmington, Livonia (Wayne Cty.); Lake Wood Shopping Ctr., Rawsonville Rd., Van Buren Township (Wayne Cty.); Lincoln Park Plaza Shopping Ctr., Fort St. & New York (Wayne Cty.); Lincoln Shopping Ctr., Greenfield Rd., Oak Park (Oakland Cty); Madison Center, John R & 12 Mile Rd., Madison Heights (Wayne Cty.); McSchaefer Shopping Ctr., Schaefer & McNichols Rds., Detroit (Wayne Cty.); Meadowbrook Village Mall, N. Adams, Rochester (Oakland Cty.); Melvindale Shopping Ctr., Oakwood & Greenfield (Wayne Cty.); Metro Place Mall, Central Business District, Wayne (Wayne Cty.); Michigan-Schaefer Shopping Ctr., Dearborn (Wayne Cty.); Mid-Michigan Shopping Ctr., Middlebelt & Michigan, Inkster (Wayne Cty.); New Town Ctr., Ford & Sheldon Rds., Canton Township (Wayne Cty.); North Hill Plaza, Tienken Rd. & N. Rochester, Rochester (Oakland Cty.); Northville Square, (Wayne Cty.); Northwood Ctr., 13 Mile & Woodward, Royal Oak (Oakland Cty.); Orion Plaza, SEC Rte. 24 & Clarkston Rd., Orion Township (Oakland Cty.); Riverland Shopping Ctr., Riverland & Van Dyke Aves., Sterling Heights (Macomb Cty.); Sears Lincoln Park Shopping Ctr., Southfield & Dix, Lincoln Park (Wayne Cty.); 7- Grand Shopping Ctr., Seven Mile Rd. & Grand River, Detroit (Wayne Cty.); Shores Shopping Ctr., Harper Ave. & 13 Mile Rd., St. Clair Shores (Macomb Cty.); Southfield Shopping Ctr., Southfield Rd., (Oakland Cty.); Southgate Shopping Ctr., Fort & Pennsylvania (Wayne Cty.); Spira-Mart Shopping Ctr., W. Maple & Tr., Walled Lake (Oakland Cty.); Stadium Plaza, Pine Grove & Holland Ave., Port Huron (St. Clair Cty.); Taylor Town Shopping Ctr., Ecorse Rd. & Pardee (Wayne Cty.); Telecraft Shopping Ctr., Schoolcraft & Telegraph, Redford (Wayne Cty.); Topps-Redford Shopping Ctr., Schoolcraft & Telegraph (Wayne City.); Trenton Plaza Shopping Ctr., Fort & King, Trenton (Wayne Cty.); Warren-Conner Shopping Ctr., E. Warren & Conner, Detroit (Wayne Cty.); Wildwood Shopping Ctr., Ford & Wildwood (Wayne Cty.); Windmill Plaza, NEC 18 Mile Rd., Sterling Heights (Macomb Cty.).

Regional Centers : Carousel Shopping Ctr., 8 Mile & Schoenherr Warren (Macomb Cty.); Clinton Valley Mall, Hall & Schoenherr Rd., Sterling Heights (Macomb City); Forest City Mall, Wayne & Cown, Westland (Wayne Cty.); Michigan's Miracle Mile Town & Country Shopper's City, Telegraph & Square Lake, Pontiac (Oakland Cty.); Regional Shopping Cntr., Gratiot Ave. & 15 Mile Rd., Mt. Clemens (Macomb Cty.); Renaissance Fashion Circle, Renaissance Ctr., Detroit (Wayne Cty.); Seven Mile & Mack Shopping Ctr., 7 Mile & Mack, Grosse Pointe Woods (Wayne Cty.); Somerset Mall, Big Beaver at Coolidge, Troy (Oakland Cty.); Southgate Shopping Ctr., Eureka & Trenton Rds., Southgate (Wayne Cty.); Tech Plaza, 12 Mile Rd. & Van Dyke (Warren (Wayne Cty.); Tel-Twelve Mall, Telegraph Rd., Southfield (Oakland Cty.); Universal Mall, Twelve Mile & Dequindre, Warren (Macomb Cty.); Village Plaza, Michigan Ave. & Outer Drive, Dearborn (Wayne Cty.); Village Square, Between 12 & 13 Mile Rds., Southfield (Oakland Cty.); Westborn Shopping Ctr., Michigan & W. Outer Drive, Dearborn (Wayne Cty.); Winchester Mall, S. Rochester Rd. & Avon Rd., Rochester (Oakland Cty.); Wonderland Ctr., Plymouth & Middlebelt Rd., Livonia (Wayne Cty.).

Super Regional -Eastland Ctr., Kelly, 8 Mile & Vernier Rd., Harper Woods (Wayne Cty.,; Fairlane Town Ctr., M-39 Hubbard Drive & Michigan Ave.. Dearborn (Wayne Cty.); Lakeside, Hall Rd., M-59 & Schoenherr Rd., Sterling Heights (Macomb Cty.); Livonia Mall, Seven Mile-Middlebelt, Livonia (Wayne Cty.); Macomb Mall Ctr., Gratiot & Masonic, Roseville (Macomb Cty.); Northland Shopping Ctr. Northwestern, Greenfield & 8 Mile, Southfield (Oakland Cty.); Oakland Mall, John R & I-75, Troy (Oakland Cty); Pontiac Mall, Elizabeth Lake & Telegraph Rds., Waterford (Oakland Cty.); Southland Shopping Ctr., Eureka & Pardee Rds., Taylor (Wayne Cty.); Twelve Oaks Mall, 12 Mile & Novi Rds., Novi (Oakland Cty.); Westland Shopping Ctr. Wayne, Warren & Cowan Rds., Westland (Wayne Cty.).

Principal Shopping Days : Mon., Fri. & Sat.

13 - **RETAIL OUTLETS: Department Stores** – Crowley 8; Lord & Taylor 3; J.L. Hudson 10; Montgomery Ward 10; J.C. Penney 13; Sears 12.

Variety Stores – Kresge 45; Woolworth 18.

Discount Stores : Forest City 8; K mart 46; Merchandise Mart 13.

Chain Drug Stores : Revco 30; Cunningham 37; Arnold 20; Motor City Pres. 8; Shapiro 6.

Chain Supermarkets : Farmer Jack 75; Chatham 44; Kroger 48; A&P 51; Great Scott 35; Spartan 102; IGA 23; Hollywood 5.

Other Chain Stores – Women's Apparel: Saks 2, Jacobsons 4, Winkelmans 39, Alberts 23, Fays' 6, Juliet 3, Lane Bryant 10, Kay Baum 6, Lerner 7, Marianne 19, Robelle 6, B. Siegel 7, Stuarts 3, Vanity Fair 14, Alcove 10, Today 4, Alberts; Men's Apparel: Capper & Capper 2, Crawfords 3, Hughes & Hatcher 25, Jack Stevens 7, Kesslers 3, Max Greens' 3, Midwest Trouser Exchange 8, Osmuns' 4, Richmond Brothers 11, Shifman's 4, Sims 6, Todds 5, United Shirt 27, Valente 17, Van Horn 6; Appliance Stores: Fretters 11, Highland 11, Good Housekeeping 23, World Wide 5, Naum's 8; Shoes: Allens, Bakers, Cannon, Father & Son, Famous Brand, Flagg Bros., Haig, Kinney, Maling, Mary Jane, Shoe Tree, Sibleys, Thom McAn, Chester, Hack, Knapp, Kosin, Phillips, Pic-Way, Shapiro, Sherman, Payless; Furniture: Star 12, Taylor 4, Leeds 3, Tri State 9, Art Van 10, Gardner-White 3, Dobb's 3, Wickes 3, Towne & County 6, Carpet-New York Carpet World 11, Beckwith Evans 15.

14 - **NEWSPAPERS:** FREE PRESS (m-mon to fri) 613,311; (m-sat) 556,557; (S) 737,119; Mar. 31, 1981 ABC.

NEWS (all day-mon to fri) 617,879; (m-sat) 582,871; (S) 819,992; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: John Kimball, Adv. Dir., FREE PRESS, 321 W. Lafayette Blvd., Detroit, MI 48231; Tel. (312) 222-6400. Norman R. Young, Adv. Dir., NEWS, 615 Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-2158.

National Representatives : FREE PRESS – Knight-Ridder; Met. Pub. Rep.; Towmar.

NEWS – Million Mkt. Newspapers; Leonard; Amer. Rep.

DOWAGIAC

1 - **LOCATION:** Cass County, E&P Map B-5. Shipping center for manufacturing, agricultural & dairy area; 25 mi. N of South Bend, IN; 115 mi. E of Chicago; 45 mi. SW of Kalamazoo, MI. On State Hwys. M-51 & M-62.

2 - **TRANSPORTATION: Railroads** – Conrail.

Motor Freight Carriers – 6.

Intercity Bus Lines – Indian Trails.

3 - **POPULATION:**

Corp. City 80 Cen. 6,307
County 80 Cen. 49,499

Demographic Information available from Newspaper. See paragraph 14 .

4 - **HOUSEHOLDS:**

City 80 Cen. 2,276
County 80 Cen. 17,236

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$43,533,376
Sav. & Loan	1	$56,535,000

6 - **PASSENGER AUTOS:** County 24,749

7 - **ELECTRIC METERS:** Residence 2,521

8 - **GAS METERS:** Residence 4,384

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners (Av. Wkly. Wage) – Machine Shops 150 ($240); Fishing Tackle 125 ($116); Refrigeration Condit. Equip. 1,300 ($240); Die Casting 355 ($220); Wood Prod. 151 ($225).

Principal Industrial Pay Day : Fri.

10 - **CLIMATE:** Min. & Max. Temp. – Spring 20-75; Summer 40-102; Fall 25-70; Winter 15-40. First killing frost, Oct. 12. Last killing frost, May 12.

11 - **TAP WATER:** Neutral, fluoridated; de-ironized.

12 - **RETAILING: Principal Shopping Centers** – 3 blocks on North and South Front Sts.; 1 on Commercial St.; 1 on Division; 1 on Penn; 1 on Main.

Nearby Shopping Center : M-51 South (Hale's Hdwr., Buy Low); Wonderland; Donker's.

Principal Shopping Days : Wed., Fri. & Sat.

13 - **RETAIL OUTLETS: Department Stores** – The Fair.

Variety Stores – Woolworth; Harvey's.

Discount Stores : Wonderland.

Chain Drug Stores : Dowagiac Rexall; CVS Discount.

Chain Supermarkets : Buy Low; Village Market 4; Harding's.

Other Chain Stores – Gambles; Firestone; Hale's True Value Hdwr.; Sears.

14 - **NEWSPAPERS:** NEWS (e-mon to fri) 3,290; sworn Sept. 30, 1980.

Local Contact for Advertising and Merchandising Data: Danny Dean, Pub., NEWS, 205 Spaulding St., Dowagiac, MI 49047; Tel. (616) 782-2101.

National Representative : Mich. Newspapers.

ESCANABA

1 - **LOCATION:** Delta County, E&P Map B-2, County Seat. Retail, wholesale, industrial, education residential center. On Bay of Noquet, natural, deepwater harbor. NW corner of Lake Michigan in central part of Upper Peninsula of Michigan. 325 mi. from Chicago Intersection. U.S. Hwys. 2, 41 and M-35. Iron ore shipping port.

2 - **TRANSPORTATION: Railroads** – Chicago & North Western; Escanaba & Lake Superior; Soo Line (freight); Connects with Milwaukee Road.

Motor Freight Carriers – 2.

Intercity Bus Lines – Greyhound.

Airlines – Republic.

3 - **POPULATION:**

Corp City. 80 Cen. 14,355
CZ-ABC: (70) 19,371; (81) 18,300
RTZ-ABC: (70) 26,941; (81) 32,300
County 80 Cen. 38,947
City & RTZ-ABC: (70) 46,312; (81) 50,600

Demographic Information available from Newspaper. See paragraph 14 .

4 - **HOUSEHOLDS:**

City: 80 Cen. 6,467
County 80 Cen. 13,568
CZ-ABC: (70) 5,909; (81) 6,400
RTZ-ABC: (70) 8,008; (81) 11,100
City & RTZ-ABC: (70) 13,917; (81) 17,500

5 - **BANKS:** 3 Comm. Est. Dep. $144,525,000

6 - **PASSENGER AUTOS:** County 20,050

7 - **ELECTRIC METERS:** Residence 8,553

8 - **GAS METERS:** Residence 2,946

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wager Earners: Wood 200; Paper 1,200; Heavy Machinery, 11,050; Rail Process 252;

Principal Pay Days : Fri., every other Tues.; 14 & 29.

10 - **CLIMATE:** Min. & Max. Temp. – Spring 30-44; Summer 55-72; Fall 39-53; Winter 11-26. First killing frost, Oct. 5. Last killing frost, May 12.

11 - **TAP WATER:** Alkaline, hard; fluoridated.

12 - **RETAILING: Principal Shopping Center** – 11 blocks on Ludington St.; Delta Plaza Shpg. Center (24 stores – Red Owl Family Center, Woolworth, K mart, etc.)

Neighborhood Shopping Ctrs. : Stephenson Ave.

Principal Shopping Days : Dept. stores – Mon., Fri., Sat.; Food – Thurs., Fri., Sat.

Stores Open Evenings : Fri.; some every night.

13 - **RETAIL OUTLETS: Department Stores** – F&G; Leader; Fair; Montgomery Ward; J. C. Penney.

Discount Stores : Red Owl; K mart; Jupiter; Shopko

Variety Stores – Merricks; Woolworth.

Chain Food Supermarkets : Red Owl; Super Valu; IGA; United Foods; Northland Foods.

Other Chain Stores – Sherwin-Williams; Gamble's; Sears (catalog); Mode O'Day; Mr. Marks; Maurices; Radio Shack; The Vogue; Nobil's; Ward's.

14 - **NEWSPAPERS:** PRESS (e) 9,792; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Ed McCarthy, Robt. Farrell, Adv. Mgr. or Don Koish, Retail Adv. Mgr. PRESS, 600-2 Ludington, Escanaba, MI 49829; Tel. (906) 786-2021.

National Representative : Landon.

FLINT

1 - **LOCATION:** Genesee and Shiawassee Counties (SMSA). E&P Map D-4, County Seat. On Flint River. Industrial and wholesale center for 4-county area. Chief production center of General Motors. 60 mi. from Detroit, 75 mi. W of Port Huron. On U.S. Hwys. 10, 23; Interstates 69, 75; State Hwy. 56.

2 - **TRANSPORTATION: Railroads** – Chesapeake & Ohio; Grand Trunk.

Motor Freight Carriers – 35.

Intercity Bus Lines – Greyhound; Valley Coach; Indian Trails; North Star; Flint MTA.

Airlines – United; Republic.

3 - **POPULATION:**

Corp. City 80 Cen. 159,611
CZ-ABC: (70) 331,833; (81) 318,600
RTZ-ABC: (70) 251,366; (81) 312,800
Counties 80 Cen. 1,121,589
Genesee 80 Cen. 450,449
Shiawassee 80 Cen. 671,140
SMSA 80 Cen. 521,589
City & RTZ-ABC: (70) 583,199; (81) 631,400

Demographic Information available from Newspaper. See paragraph 14 .

4 - **HOUSEHOLDS:**

City 80 Cen. 70,815
Counties 80 Cen. 178,000
Genesee 80 Cen. 154,641
Shiawassee 80 Cen. 23,359
CZ-ABC: (70) 99,140; (81) 109,100
RTZ-ABC: (70) 68,318; (81) 98,900
SMSA 80 Cen. 178,000
City & RTZ-ABC: (70) 167,458; (81) 208,000

5 - BANKS:	NUMBER	DEPOSITS
Banks	5	N.A.
Sav. & Loan	4	N.A.

6 - **PASSENGER AUTOS:** Counties 292,463; Genesee 255,545; Shiawassee 36,918

7 - **ELECTRIC METERS:** Genesee 184,185

8 - **GAS METERS:** Genesee 165,892

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners – Metals 10,700; Transportation Equipment 57,800; Food 1,100; Total Manufacturing 77,500; Total Non-Manufacturing 91,200; Total Government 29,200; Average Weekly Production Pay: $490.

10 - **CLIMATE:** Min. & Max. Temp. – Spring 16-88; Summer 46-94; Fall 14-88; Winter 9-64. First killing frost, Sept. 17. Last killing frost, May 24.

11 - **TAP WATER:** Alkaline, soft; fluoridated.

12 - **RETAILING:** Downtown, 21 blocks, 7 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Small Mall	5	Sears Outlet
Eastland Mall	3	Woolco, The Fair, J.C. Penney
Genesee Valley	6	Sears, J.L. Hudson, J.C. Penney
Northwest	5	The Fair, Hamady Bros.
North Flint	3	Greenley's, Landmark Foods
South Flint	4	The Fair, Kresge, Hamady
Bella Vista	10	Farah-Khouri

K mart Stores: Miller & Ballenger Hwy., N. Saginaw near Coldwater Rd., Dort Hwy. & Atherton Rd., Pierson Rd. & I-75; Belsay Rd. & I-69; and in Lopeer, Fenton and Grand Blanc. Meijer, Thrifty Acres; Pierson Rd. & I-75; Center & Atherton Rd.; Hill & Torrey Rds.

Neighborhood Shopping Areas : Thompson's Shopping Center -Richfield & Averill Westgate Plaza-Beecher & Calkins Mayfair Plaza-Clio Rd., S. of Carpenter Yorkshire Plaza-Miller Rd., W. of I-75 Carman Plaza-Corunna Rd., E. of I-75 Diplomat Plaza-Flushing Rd., W. of Ballenger.

Principal Shopping Days : Sun., Sat. & Mon. Best Food Days (Adv.); Mon. & Tues.

Stores Open Evenings : Downtown, Mon. & Fri.; Centers, week nights.

Stores Open Sundays : Retail, discount, variety, food, drugs, furniture, appliances and most shopping centers except downtown.

13 - **RETAIL OUTLETS: Department Stores** – J.L. Hudson's; Sears 2; The Fair 3; J.C. Penney 2; Montgomery Ward.

Variety Stores – S.S. Kresge; Woolworth; Ben Franklin 6.

Discount Stores : Super City 2; Meijer's 3; K mart 8; Woolco 2; Best Products; McCrory.

Chain Drug Stores : Cunningham's 2; Baker's 3; Cook's 6; Drug Shops 3; Corrigall 2; Herrlich 6; Ideal Pharmacy 5; Kilbourn's 3; Perry's 7; Union Prescription 5.

Chain Supermarkets : A&P 4; Kroger's 6; Hamady Bros. 26; 23 Supermarkets 3; Meijer's 3; VG's 4.

Other Chain Stores : Greenley's; Winkelman's; Albert's; Lane Bryant; Lerner; Marianne; Hughes & Hatcher; United Shirt; Baker's; Beck; Haig; Dr. Scholl's; Flagg Bros.; Kinney; Nobil; Thom McAn; Firestone; Goodyear; Goodrich; Rayco; Glenn Roy; Singer Co.; Spiegel Catalog; Art Van; Highland Appliances; Ace Hdr.; 30 Valley Stores; Ollie Fretter; General Tire; Chess King; Alvin's; Beverly's; Circus World; Toys R Us; Fisher Wallpaper & Paint; Hanover; Hatfield; Homer Mailer; Skaff.

14 - **NEWSPAPERS:** JOURNAL (e) 107,778; (sat) 103,845; (S) 110,135; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: John Thornquist, Display Adv. Dir., JOURNAL, 200 E. First St., Flint, MI 48502; Tel. (313) 767-0660.

National Representative : Booth.

GRAND HAVEN

1 - **LOCATION:** Ottawa County (In Grand Rapids SMSA). E&P Map B-4. East shore of Lake Michigan at the mouth of Grand River, 30 mi. W of Grand Rapids, 170 miles from Chicago.

2 - **TRANSPORTATION: Railroads** – Chesapeake & Ohio.

Motor Freight Carriers – 3.

Intercity Bus Lines – Central Greyhound; North Star.

Airlines – United; Republic; Midstate; (8 mi. to Muskegon Airport).

3 - POPULATION:
Corp. City 80 Cen. 11,763
CZ-ABC: (70) 17,074; (81) 18,200
RTZ-ABC: (70) 15,380; (81) 20,600
SMSA 80 Cen. 601,680
County 80 Cen. 157,174
City & RTZ-ABC: (70) 32,454; (81) 38,800
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 6,765
County 80 Cen. 50,449
SMSA 80 Cen. 206,047
CZ-ABC: (70) 5,420; (81) 6,700
RTZ-ABC: (70) 4,258; (81) 6,600
City & RTZ-ABC: (70) 9,678; (81) 13,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Saving	2	$226,969,000
Sav. & Loans	2	N.A.

6 - PASSENGER AUTOS: County 87,643

7 - ELECTRIC METERS: Residence 8,130

8 - GAS METERS: Residence 6,281

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Woodworking 315 ($233); Metal Working 3,705 ($255); Leather & Plastics 640 ($205); Electronics 250 ($189).
Principal Industrial Pay Days - Friday.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-54; Summer 64-69; Fall 50-61; Winter 24-38. First killing frost, Oct. 19. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** - 3 blocks on Washington St.
Neighborhood Shopping Centers - 7th & Washington Sts.; Beechtree St.; 1100 Block on Washington St.; Beacon Plaza, 400 Block N. Beacon Blvd.; 1000 Block on Robbins Rd.; South Shore Plaza.
Principal Shopping Days : Mon. & Fri.
Stores Open Evenings : Downtown Shopping Center Monday & Friday; K mart & Meijer every evening.

13 - RETAIL OUTLETS: **Department Stores** - Steketee's; Meijer Thrifty Acres; K mart.
Discount Stores: N.A.
Variety Stores - K mart; Meijer Thrifty Acres.
Chain Drug Stores: N.A.
Chain Food Supermarkets : D&W Foods; Meijer Mkt.; H. Casemier 2.

14 - NEWSPAPERS: TRIBUNE (e) 9,755; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Alan K. DeWitt, Nat'l. Adv. Mgr., TRIBUNE, 110 N. Third St., Grand Haven, MI 49417; Tel (616) 842-6400.
National Representative : None.

GRAND RAPIDS

1 - LOCATION: Kent County (In Grand Rapids SMSA). E&P Map C-4. County Seat. On Grand River, 150 mi. W of Detroit, 30 mi. E of Lake Michigan. On U.S. Hwys. 16 & 131; State Hwys. 11, 50, 21 & 37; Interstate Hwys. 96, 196, 296.

2 - TRANSPORTATION: **Railroads** - C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers - 32.
Intercity Bus Lines - Greyhound; North Star; Intercity Bus Lines.
Airlines - United; Republic; Freedom; USAir.

3 - POPULATION:
Corp. City 80 Cen. 181,843
CZ-ABC: (70) 370,697; (81) 390,200
RTZ-ABC: (70) 309,098; (81) 392,200
SMSA 80 Cen. 601,680
County 80 Cen. 444,506
City & RTZ-ABC: (70) 679,795; (81) 782,400
Demographic Information available from Newspaper. See Paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 68,433
County 80 Cen. 155,598
SMSA 80 Cen. 206,047
CZ-ABC: (70) 111,787; (81) 134,900
RTZ-ABC: (70) 89,458; (81) 131,700
City & RTZ-ABC: (70) 201,245; (81) 266,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$2,443,912,398
Sav. & Loan	4	$315,018,932

6 - PASSENGER AUTOS: County 263,709

7 - ELECTRIC METERS: Res. 157,795

8 - GAS METERS: Residence 111,375

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Manufacturing 79,200 ($182); Lumber & Wood Products 1,800 ($142); Furniture & Fixtures 12,400 ($176); Primary Metal Industries 4,500 ($176); Transportation Equip. 2,100 ($170); Food Products 4,400 ($152); Textiles & Apparel 3,800 ($165); Paper 1,700 ($148); Printing & Publishing 3,200 ($180); Chemicals 3,000 ($180); Fabricated Metal Prod. 14,600 ($196).

10 - CLIMATE: Min. & Max. Temp. - Spring 38-57; Summer 61-83; Fall 45-60; Winter 20-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** - Downtown Monroe Mall and East Fulton, projecting on all cross-streets.
Major Shopping Centers - Eastbrook, 28th St. SE at E. Beltline; Rogers Plaza, 28th St. SW at Michael; Woodland, 28th St. SE at E. Beltline; North Kent, Plainfield NE at 5 mile Rd.; Breton Village, Burton SE at Breton; Southland Plaza, 28th St. SW at Michael; Gaslight Village Grand Village Mall, Chicago Drive at I 96.
Neighborhood Shopping Centers - Division and Fulton extending 3 miles South to Division and 44th St.; Plainfield and Coit; Plainfield and Kenwood; Plainfield from Fuller to East Beltline; Leonard and Fuller; Leonard and Ball; Michigan between Ransom and Fuller; E. Fulton; Jefferson bet. Fulton and Wealthy; State Street; Cherry and Lake Dr.; Wealthy and Eastern; Wealthy from Diamond to Fuller; Wealthy and Lake Dr.; Wealthy at Lakeside; Franklin and Eastern; Madison and Hall; Eastern and Oakdale; Kalamazoo from Adams to Boston; Burton at Eastern; Alger at Eastern; Breton at Burton; 28th St. from Division to East Beltline; Kalamazoo and 44th St. and Clyde Park; 36th St. at Clyde Park; 28th St. from Division to Wilson; Burton and Godfrey; Chicago Dr. at Godfrey; Chicago Dr. from Clyde Park to Wilson; Grandville and Clyde Park; W. Fulton from Lexington to Garfield; Bridge from Front to Straight; Lake Michigan Dr. at Covell; Lake Michigan Dr. at West Beltline; Stocking from Bridge to 7th; Leonard from Front to Valley; Leonard from Walker to Covell; Alpine Ave. NW West River Dr.; Comstock Park; North Park.

13 - RETAIL OUTLETS: **Department Stores** - Steketee's 2; Herpolsheimers 2; Montgomery Ward 2; Penney's; Woolco; Sears; J. L. Hudson.
Discount Stores : K mart 5; Thrifty Acres 5.
Variety Stores - S. S. Kresge 1.
Chain Drug Stores : Revco 5; Muir's 5; Medical Arts 3; Thrifty Acres 4; White & White 3; Apothecary Shop & Prof. Phcy; Consumer Valve Store 1.
Chain Food Supermarkets : Hamady 6; Eberhard 8; Meijer 8; Shop Rite 6; Food City 2; D&W 7; Family Foods 3.
Other Chain Stores - Women's Apparel; Jacobson 1, Marianne 2, Beverly's 4, Sarret's 2, Gantos 7, Tall Girls; Men's Clothing: Cardinal 3; Richman 2, May's 3, Bulliss, Hughes Hatcher, Niemeyer's 3, Jurgens & Holtyluwer 4, Redwood & Ross, Shoes: Baker Shoes 2, Florsheim 2, G. R. Kinney 2, Dr. Scholl, Flagg Bros., Maling Bros. Nobil 2, Miscellaneous: Singer Co. 3, Goodyear 2, Firestone 3, General 2. Fanny Farmer 2, S & H Green Stamps, Top Value 1.

14 - NEWSPAPERS: PRESS (e) 127,550; (S) 152,289; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Barker, Res. Analyst; W. R. Montgomery, Adv. Dir., PRESS, Press Plaza, Vandenberg Center, Grand Rapids, MI 49503; Tel. (616) 459-1400.
National Representative : Newhouse.

GREENVILLE

1 - LOCATION: Montcalm County, E&P Map C-4. Manufacturing and farming center. 32 mi. NE of Grand Rapids.

2 - TRANSPORTATION: **Railroads** - Pere Marquette Div. of C&O; Grant Trunk Western.
Motor Freight Carriers - 5.

3 - POPULATION:
Corp. City 80 Cen. 8,019
CZ-ABC: (70) 7,493; (81) 9,400
RTZ-ABC: (70) 36,147; (81) 43,400
County 80 Cen. 47,555
City & RTZ-ABC: (70) 43,640; (81) 52,800

4 - HOUSEHOLDS:
City 80 Cen. 3,098
County 80 Cen. 16,543
CZ-ABC: (70) 2,544; (81) 3,700
RTZ-ABC: (70) 11,062; (81) 15,200
City & RTZ-ABC: (70) 13,606; (81) 18,900

5 - BANKS: 2 Savings; Dep. $50,000,000

6 - PASSENGER AUTOS: County 24,112

7 - ELECTRIC METERS: Residence 2,669

8 - GAS METERS: Residence 2,473

9 - PRINCIPAL INDUSTRIES: Refrigerators; Auto Bearings; Metal Stampings; Tools & Dies; Furniture; Food Processing; Plastics.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: First killing frost Oct. 10. Last killing frost, May 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Center - 4 blocks on Lafayette St. in Greenville; 3 blocks on Main St. in Belding.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belding	6	Muir's, Leppink's
Stanton	15	Jorgenson, Leppink's
Sheridan	10	IGA
Edmore	20	Curtis

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: **Department Stores** - Vaughn; J. C. Penney; Thrifty Acres.
Variety Stores - McLellan.
Chain Drug Stores - Meijer's; Lipparts.
Discount Stores : Miejer's; Plumb's.
Chain Food Supermarkets : Meijers; Jorgensons.
Other Chain Stores - Gamble's; Sears; Gittleman; Montgomery Ward; Cleveland's; Clothes Tree; Jack's Automotive.

14 - NEWSPAPERS: NEWS-BANNER (e) 7,820; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Zeke Fleet, Adv. Dir., NEWS, 109 N. Lafayette, Greenville, MI 48838; Tel. (616) 754-9301.
National Representative : Amer. Newspaper Rep.

HILLSDALE

1 - LOCATION: Hillsdale County, E&P Map C-5, County Seat. Agricultural, Industrial and educational center. 65 mi. from Toledo; 90 mi. WSW of Detroit; 5 mi. S of U.S. Hwy. 12; State Hwys. M-34 and M-99.

2 - TRANSPORTATION: **Railroads** - Hillsdale County.
Intercity Bus Lines - Dial-A-Ride.
Motor Freight Carriers - 14.

3 - POPULATION:
Corp. City 80 Cen. 7,432
County 80 Cen. 42,071

4 - HOUSEHOLDS:
City 80 Cen. 3,396
County 80 Cen. 14,383

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$53,147,000
Commercial	3	$188,234,000

6 - PASSENGER AUTOS: County 20,859

7 - ELECTRIC METERS: Residence 3,235

8 - GAS METERS: Residence 2,403

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Mach. Shops 1,183 ($200); Flour Mills 225 ($185); Clothing Mfg. 121 (N.A.); Custom Auto 203 (N.A.).
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 24-80; Summer 45-95; Fall 30-80; Winter 12-50. First killing frost, Sept. 15. Last killing frost, May 17.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** - 3 blocks on Howell St.; Murphy's Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carleton Road	1	
Murphy's Plaza	1	Murphy's Mart, Kroger, Arnold's, Gambles

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : 2 Mkts. & 1 Supermkt., Murphy's Plaza.

13 - RETAIL OUTLETS: **Department Stores** - J. C. Penney; Sears; Murphy's Mart; Touse.
Variety Stores - G. C. Murphy: Consumer's Discount Center; American Discount Center; Ace Hardware.
Chain Drug Stores : Arnold's; Nash; Ross (F.I.P.).
Chain Food Supermarkets : Kroger; Market House.
Other Chain Stores - Miller's; Lafayette's; Cato.

14 - NEWSPAPERS: NEWS (e) 8,253; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ronald L. Shamma, Adv. Mgr., NEWS, 33 McCollum St., Hillsdale, MI 49242; Tel. (517) 437-7351.
National Representative : None.

HOLLAND

1 - LOCATION: Ottawa & Allegan Counties, E&P Map B-4 (In Grand Rapids SMSA). On Lake Macatawa, 27 mi. SW of Grand Rapids (adj. Allegan County).

2 - TRANSPORTATION: **Railroads** - C&O.
Motor Freight Carriers - 12.
Intercity Bus Lines : Taxibus Service; City Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,281
CZ-ABC: (70) 41,004; (81) 48,900
RTZ-ABC: (70) 63,367; (81) 80,900
SMSA 80 Cen. 601,680
Counties 80 Cen. 238,729
Ottawa 80 Cen. 157,174
Allegan 80 Cen. 81,555
City & RTZ-ABC: (70) 104,371; (81) 129,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 12,110
Counties 80 Cen. 77,681
Allegan 80 Cen. 27,232
Ottawa 80 Cen. 50,449
SMSA 80 Cen. 206,047
CZ-ABC: (70) 12,135; (81) 16,700
RTZ-ABC: (70) 16,979; (81) 25,100
City & RTZ-ABC: (70) 29,114; (81) 41,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	5	$408,856,658
Sav. & Loan	3	$197,110,890

6 - PASSENGER AUTOS: Counties: Ottawa 82,645; Allegan 38,202

7 - ELECTRIC METERS: Residence 12,165

8 - GAS METERS: Residence 9,105

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Furniture & Wood Products 3,892; Metal & Machinery 3,687; Food & Drug 2,956; Automotive Components 1,034; Other 3,727. (Average Weekly Wage $335).
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 34-56; Summer 59-84; Fall 40-61; Winter 16-31. First killing frost, Oct. 12. Last killing frost, Apr. 25.

11 - TAP WATER: Lake Michigan Water 8.0 g.p.g. hardness.

12 - RETAILING: **Prinicpal Shopping Center** - 6 blocks on 8th St.; 6 blocks on River Ave.
Neighborhood Shopping Centers - Washington Sq.; Central Sq.; Maplewood; Northgate Plaza; Michigan Ave.; N. Bypass M-21; Montello Park; Lakewood Plaza; Lincoln Plaza; Eastown Plaza; Airport Plaza.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Mon. & Fri. to 9.
Stores Open Sundays : Drug & groceries (summer).

13 - RETAIL OUTLETS: **Department Stores** - Du Mez; Penney; Sears; Steketee's.
Discount Stores : National Discount; Meijer; Thrifty Acres; K mart; Teerman's.
Variety Stores - Woolworth.
Chain Drug Stores : Hansen's Rexall; Thrifty Acres; Bunte's 2; Model-Walgreen.
Chain Supermarkets : Town & Country; Meijer; Thrifty Acres; Eberhard's; IGA Food Basket 2; Wilt's; Family Fare; YFF's.
Other Chain Stores - Goodrich; Goodyear; Montgomery Ward; Cashway Lumber.

14 - NEWSPAPERS: SENTINEL (e) 17,006; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Scott G. Stewart, Mktg. Dir., SENTINEL, 54 West 8th, Holland, MI 49423; Tel. (616) 392-2311.
National Representative : Branham.

HOUGHTON

1 - LOCATION: Houghton County, E&P Map A-1, County Seat, 450 mi. from Chicago; 230 mi. from Green Bay; 572 mi. from Detroit; NW part of the Upper Peninsula; on Portage Lake, Isle Royale National Park Hdq.

2 - TRANSPORTATION: **Railroads** - Soo Line.
Motor Freight Carriers - 3.
Passenger Steamship Lines - 1.
Intercity Bus Lines - Greyhound; White Pine Express.
Airlines - North Central; Trans Michigan Airlines.

3 - POPULATION:
Corp. City 80 Cen. 7,512
CZ-ABC: (70) 10,887; (81) 12,000
RTZ-ABC: (70) 41,768; (81) 44,300
County 80 Cen. 37,872
City & RTZ-ABC: (70) 52,655; (81) 56,300

4 - HOUSEHOLDS:
City 80 Cen. 1,748
County 80 Cen. 12,975
CZ-ABC: (70) 3,022; (81) 3,700
RTZ-ABC: (70) 13,629; (81) 16,800
City & RTZ-ABC: (70) 16,651; (81) 20,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$106,000,000
Sav. & Loan	1	$405,000,000

6 - PASSENGER AUTOS: County 15,418

7 - ELECTRIC METERS: Residence 2,910

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Educational 980; Shipping 250; Mining 2,700; Food & Beverage 500; Lumbering 935.
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-62; Summer 55-85; Fall 45-70; Winter 10-35. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Principal Shopping Center - 6 blocks on one street.
Shopping Centers - Hancock and Calumet.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Grocery.
Stores Open Sunday : Grocery.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; Vertins; Garners.
Variety Stores - Woolworth; Newberry.
Chain Drug Stores : Rexall 2; Walgreen 2.
Chain Food Supermarkets : A&P 2; Quality 5; Central; Jim's; Northland 7; IGA 5; Red Owl.
Other Chain Stores : Sears; Gambles; Coast-to-Coast; Western Auto; Holiday.

14 - NEWSPAPERS: MINING GAZETTE (e) 12,283; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tom Vetter, Adv. Dir., MINING GAZETTE, 206 Shelden Ave., Houghton, MI 49931; Tel. (906) 482-1500.
National Representative : Landon.

IONIA

1 - LOCATION: Ionia County (In Lansing-East Lansing SMSA). E&P Map C-4, County Seat. 34 mi. E of Grand Rapids, on the Grand River, On State Hwys. M-21, M-66, U.S. Hwy. I-96, 7 mi. S.

2 - TRANSPORTATION: Railroads - Grand Trunk; C&O.
Motor Freight Carriers - 4.
Intercity Bus Lines - North Star.

3 - POPULATION:
Corp. City 80 Cen. 5,920
SMSA 80 Cen. 468,482
County 80 Cen. 51,815
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,151
County 80 Cen. 16,230
SMSA 80 Cen. 159,301

5 - BANKS:	NUMBER	DEPOSITS
Commercial	1	-
Savings	2	$150,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 24,537

7 - ELECTRIC METERS: Residence 2,720

8 - GAS METERS: Residence 2,728

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Automotive Plastics 900 ($200); Refrigeration 125 ($150); Canvas 250 ($150); State Institutions 1,100 ($195); Cement Products 12 ($150); Tool & Die 9 ($175).

10 - CLIMATE: Min. & Max. Temp. - Spring 38-55; Summer 42-88; Fall 40-60; Winter 10-28.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza (6)	NA	K mart, Eberhard Food
Meijer Thrifty Acres (5)	NA	Meijer Inc.
Bosley Ctr. (3)	NA	Bosley Drug

13 - RETAIL OUTLETS: Department Stores - J.C. Penney.
Variety Stores - McLellan; D&C.
Discount Stores - K mart; Meijer Thrifty Acres.
Chain Food Supermarkets : Meijer; Fred's; Eberhards Foods.; Progressive Foods.
Chain Drug Store - Revco.
Other Chain Stores - Montgomery Ward (order); Sears Roebuck (order); Sherwin Williams; Radio Shack; Luann; Clevelands; Goodyear; Western Auto; Jean Scene.

14 - NEWSPAPERS: SENTINEL-STANDARD (m) 4,309; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: James E. Huckle, Publisher, SENTINEL-STANDARD, 114-116 N. Depot, Ionia, MI 48846; Tel. (616) 527-2100.
National Representative : Landon.

IRON MOUNTAIN-KINGSFORD

1 - LOCATION: Dickinson County, E&P Map B-2, County Seat. Manufacturing and wholesale center. 245 mi. from St. Paul; 260 mi. from Chicago. On U.S. Hwys. 2, 141; State Hwy. 95.

2 - TRANSPORTATION: Railroads - C&NW (freight); Ascanaba & Lake Superior.
Motor Freight Carriers - 2.
Intercity Bus Lines - Greyhound; Wisconsin-Michigan.
Airlines - North Central (6 flights daily); Republic.

3 - POPULATION:
Corp. Cities 80 Cen. 13,631
CZ-ABC: (70) 15,133; (81) 15,200
RTZ-ABC: (70) 31,071; (81) 34,700
County 80 Cen. 25,341
City & RTZ-ABC: (70) 46,204; (81) 49,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 5,358
County 80 Cen. 9,536
CZ-ABC: (70)5,085; (81) 5,900
RTZ-ABC: (70) 10,374; (81) 13,200
City & RTZ-ABC: (70) 15,459; (81) 19,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$92,937,600
Sav. and Loan	1	$58,000,000

6 - PASSENGER AUTOS: County 14,020

7 - ELECTRIC METERS: Residence 6,300 (County)

8 - GAS METERS: Residence 4,900 (County), Bottled Gas Customers; Natural Gas Available.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, (Avg. Wkly. Wage) - Wood Prod. 660 ($240); Machinery 540 ($250); Tools & Casting 770 ($270); Mining 350 ($375); Labels & Wrappings 245 ($250); Paper Mill 725 ($270); Concrete Products 210 ($250).

10 - CLIMATE: Min. & Max. Temp. - Spring 29-74; Summer 42-92; Fall 16-64; Winter 14-41. First killing frost, Sept. 2. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Stephenson Ave.; 2 on Ludington St.; 3 on Hughitt St.; 2 on 'B'; 2 on 'A'; Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Shopping Center : Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Neighborhood Shopping Centers - 2 blocks Carpenter at 'I'; 2, Breen at Maple; 2, Vulcan at Main; Shopko, Carpenter Ave; K mart on Carpenter Ave.
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Penney; Colenso's.
Variety Stores - S.S. Kresge; Ben Franklin.
Chain Drug Stores - Walgreen 2; The Drug Store.
Chain Food Supermarkets : Red Owl; IGA Foodliner; Super Valu.
Other Chain Stores - Gamble's; Selins; Western Auto; Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 10,002 Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Howard Kaiser; Adv. Mgr., NEWS, 215 E. Ludington, Iron Mountain, MI 49801; Tel. (906) 774-2772.
National Representative : Landon.

IRONWOOD

1 - LOCATION: Gogebic County, E&P Map A-2. Mining; agricultural; forest industry and vacation center. 432 mi. to Chicago, 107 mi. to Duluth. On U.S. Hwys. 2, 51; Mich. Hwy. 28; Wis. Hwy. 77.

2 - TRANSPORTATION: Railroads - Chicago & North Western; Soo Line.
Motor Freight Carriers - 2.
Intercity Bus Lines - Greyhound; Zephyr; Michigan-Wisconsin Bus.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 7,741
City Zone ABC: (70) 13,481; (81) 12,300
RTZ-ABC: (70) 35,632; (81) 41,500
County 80 Cen. 19,686
City & RTZ-ABC: (70) 49,113; (81) 63,800

4 - HOUSEHOLDS:
City 80 Cen. 4,042
County 80 Cen. 7,578
CZ ABC: (70) 4,786; (81) 5,000
RTZ-ABC: (70) 11,711; (81) 15,900
City & RTZ-ABC: (70) 16,497; (81) 20,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$98,841,693
Sav. & Loan	2	$24,462,849

6 - PASSENGER AUTOS: County 9,186

7 - ELECTRIC METERS: Residence 4,021

8 - GAS METERS: Residence 4,782

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage) - Copper Mining 1,032 ($420); Clothing 209 ($205); Forest 1,106 ($215); Mobile Homes 23 ($213); Flooring 58 ($210); Spts. Equipment 179 ($190); Gloves 12 ($195); Safety Products 39 ($230).

10 - CLIMATE: Min. & Max. Temp. - Spring 15-72; Summer 39-86; Fall 1-75; Winter - 30-40. First killing frost, Sept. 28. Last killing frost June 13.

11 - TAP WATER: Acid, Soft.

12 - RETAILING: Principal Shopping Center - 3 blocks on Aurora; 3 on Suffolk; 2 on McLeod; 1 on Ayer St.
Neighborhood Shopping Centers - Hurley, Wis., 5 blocks on one street; Wakefield, Bessemer 5 blocks in each city.
Principal Shopping Days : Department Stores - Mon., Fri., Sat. Food - Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Vertin's; J. C. Penney; S&L.
Discount Stores - Pamida; Copp's; Wolverine.
Variety Stores - Jupiter Discount; McClellan; Ben Franklin.
Chain Food Supermarkets : Red Owl; IGA; Super Valu.
Other Chain Stores - Sears; Stern Fields; Wolverine Discount; Coast-to-Coast.

14 - NEWSPAPERS: GLOBE (e) 10,020, Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Trevarthan, Dir., GLOBE, 118 E. McLeod Street, Ironwood, MI 49938; Tel. (906) 932-2311.
National Representative : Landon.

JACKSON

1 - LOCATION: Jackson County (in Jackson SMSA), E&P Map C-5, County Seat. 72 mi. W of Detroit, 208 Mi. E of Chicago.

2 - TRANSPORTATION: Railroads - Grand Trunk Western (freight); Amtrak; Conrail (freight).
Motor Freight Carriers - 25.
Intercity Bus Lines - Greyhound; Short Way.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 39,739
CZ-ABC: (70) 84,354; (81) 85,700
County/SMSA 80 Cen. 151,495
Bal. in PMA-ABC: (70) 69,684; (81) 76,600
Total PMA-ABC: (70) 212,958; (81) 229,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,005
County/SMSA 80 Cen. 50,974
CZ-ABC: (70) 26,689; (81) 31,300
Bal. in PMA-ABC: (70) 20,238; (81) 25,800
Total PMA-ABC: (70) 62,499; (81) 77,800

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	$501,984,000
Sav. & Loan	3	$235,913,031

6 - PASSENGER AUTOS: County 81,416

7 - ELECTRIC METERS: Residence 16,373

8 - GAS METERS: Residence 14,393

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Trans. Equip. 2,900; Machinery (Non-Electr.) 2,500; Fabricated Metal Prod. 3,000; Prime Metals 600; Rubber Tires 1,675; Utilities 1,675.
Principal Pay Days - Fri. & Thu., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-73; Summer 53-90; Fall 48-64; Winter 1-45. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Alkaline, softened, fluoridated.

12 - RETAILING: Principal Shopping Center - Downtown, Michigan Ave. at Jackson St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center Plaza (6)	NA	Ben Franklin
Eastgate (5)	NA	Polly's
Paka Plaza (50)	NA	Sears, Woolworth, Krogers, Muirs
Westwood Mall (60)	NA	J.C. Penney, Mont. Ward

Principal Shopping Days : Sat., Mon., Thurs. & Fri.
Stores Open Evenings : Dept. Mon. & Fri.
Shopping Centers 6 evenings; Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores - L. H. Field (Allied); Montgomery Ward; Sears Roebuck; J. C. Penney; Jacobsons.
Discount Stores : K mart 2; Sid Young Distributors; Meijer Thrifty Acres.
Variety Stores - Woolworth's.
Chain Drug Stores : Muir's; Weatherwax's 3; Walgreens; Perry.
Chain Supermarkets : Kroger 2; IGA 3; Polly's 5; Great Scott; Meijer Thrifty Acres.
Other Chain Stores - Furniture: Vermeulen's Furniture Mart, Inc.; Auto Supplies: K mart, Meijers, Sears, Goodyear, Firestone; Shoes: L. G. Haig, Nobil, Kinney, Sibley's, Father & Son; Men's: Furman's, Hughes, Hatcher & Sulfrin, Rohring's.

14 - NEWSPAPERS: CITIZEN PATRIOT (e) 38,051; (S) 41,793; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J. C. Gerdes, Adv. Mgr., CITIZEN PATRIOT, 214 S. Jackson St., Jackson, MI 49204; Tel. (517) 787-2300.
National Representatives : Newhouse; Metro-Suburbia.

KALAMAZOO

1 - LOCATION: Kalamazoo County (In Kalamazoo-Portage SMSA), E&P Map C-5, County Seat. Industrial, wholesale & educational center. On U.S. Hwy. 131, I-94 & State Hwy. M-43; 141 mi. E of Chicago; 142 mi. W of Detroit.

2 - TRANSPORTATION: Railroads - Conrail; Grand Trunk; Amtrak.
Motor Freight Carriers - 34.
Intercity Bus Lines - Greyhound; Indian Trails; Indiana Motor.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 79,722
CZ-ABC: (70) 151,521; (81) 155,100
RTZ-ABC: (70) 150,211; (81) 181,800
County 80 Cen. 212,378
SMSA 80 Cen. 279,192
City & RTZ-ABC: (70) 301,732; (81) 336,900

4 - HOUSEHOLDS:
City 80 Cen. 36,521
County 80 Cen. 74,405
SMSA 80 Cen. 97,526
CZ-ABC: (70) 45,006; (81) 53,100
RTZ-ABC: (70) 54,325; (81) 63,000
City & RTZ-ABC: (70) 99,331; (81) 116,100

5 - BANKS:	NUMBER	DEPOSITS
Savings	6	$942,298,000
Sav. & Loan	3	$230,000,000

6 - PASSENGER AUTOS: County 118,086

7 - ELECTRIC METERS: Residence 24,600

8 - GAS METERS: Residence 21,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Paper & Allied Prod. 4,600; Chem. & Allied Prod. 7,100; Metal Ind. 4,600; Const. 3,800; Trans. Equip. 3,100; Average wages for all industries ($393).

10 - CLIMATE: Min. & Max. Temp. - Spring 34-67; Summer 60-80; Fall 31-45; Winter 16-31. First killing frost, Oct. 9. Last killing frost, May 16.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 7 blocks on Michigan Ave.; 6 on Burdick St.
Neighborhood Shopping Centers - Portage at Lovers Lane; E. Main at Nazareth Rd.; W. Main at Drake Rd.; Portage at Paddington; Portage at Bloomfield; Shoppers' Lane, Parchment; S. Westnedge at Milham Rd.; I-94 at Portage; S. Westnedge at Kilgore; Maple Hill Mall; West Main Mall; Crossroads Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airport Plaza (3)	NA	Zayre
Bloomfield Plz. (22)	NA	
Cork-Lane (9)	NA	Muir's Drugs
Eastwood Plaza (11)	NA	Muir's Drugs
Kalamazoo Ctr. Fashion Mall (30)	NA	
Kalamazoo Mall (55)	NA	Jacobson's, Walgreen
Maple Mall (70)	NA	Montgomery Ward, Meijer's
Southland Mall (30)	NA	Gilmore's
Westmain Mall (55)	NA	J.C. Penney
Crossroads Mall	NA	J.C. Penney, J.L. Hudson

Principal Shopping Days : Sat. Sun. Wed. & Fri.
Stores Open Evenings : Wed.; some also on Fri.; some department stores 6 nights weekly.

13 - RETAIL OUTLETS: Department Stores - Gilmore Bros. 3; Sears; J.C. Penney 2; Jacobson's; Wards; Steketees; J.L. Hudson's.
Variety Stores - G.L. Perry.
Discount Stores : Zayre's 2; Thrifty Acres 3; Osco 2; K mart 3.
Chain Drug Stores : Walgreen; Muir 3; Cunningham; Revco.
Chain Supermarkets : A&P 3; IGA 2; Spartan 8; Harding's 36; Town & Country 4; Meijer's 2; Jewel Food 3.
Other Chain Stores - Budd; Nobil; Singer Co.; Fanny Farmer; L.C. Haig; Firestone; Goodrich; Goodyear; Highland Appliance.

14 - NEWSPAPERS: GAZETTE (e) 60,772; (S) 68,255; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Larry Dodge, Gen. Adv. Mgr., GAZETTE, 401 S. Burdick St., Kalamazoo, MI 49003; Tel. (616) 345-3511.
National Representative : Newhouse.

KINGSFORD
See IRON MOUNTAIN

LANSING

1 - **LOCATION:** Ingham County (In Lansing-EastLansing SMSA), 559 sq. miles, E&P Map C-4. State capital, university center, mfg.; in central Michigan; W. from Detroit 84 mi.; NW from Jackson 37 mi. U.S. Hwys. 27, 127, I-69, I-96, I-496. State Hwys. M-43, M-99 & M-143.

2 - **TRANSPORTATION: Railroads** - C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers - 26.
Suburban Bus Lines - Greyhound; Short Way; Indian Trails; North Star.
Airlines - Republic.

3 - **POPULATION:**
Corp. City 80 Cen. 130,414
CZ-ABC: (70) 243,883; (81) 253,500
RTZ-ABC: (70) 181,260; (81) 228,000
SMSA 80 Cen. 468,482
County 80 Cen. 272,437
City & RTZ-ABC: (70) 425,143; (81) 481,500
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 52,058
County 80 Cen. 95,179
SMSA 80 Cen. 159,301
CZ ABC: (70) 72,179; (81) 86,100
RTZ-ABC: (70) 51,669; (81) 75,400
City & RTZ-ABC: (7) 123,849; (81) 161,500

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Savings	7	$553,321,934
Sav. & Loan	3	$1,237,357

6 - **PASSENGER AUTOS:** County 248,073

7 - **ELECTRIC METERS:** Residence 96,477

8 - **GAS METERS:** Residence 63,096

9 - **PRINCIPAL INDUSTRIES:** Metro Area - Number of Wage Earners (Av. Wkly. Wage) - Transportation Equipment 25,800 ($494); Fabricated Metals 4,800 ($330); Non Elec. Mach. 4,100 ($438).
Principal Industriai Pay Days: Fri.

10 - **CLIMATE:** Min. & Max. Temp. - Spring 34-54; Summer 55-77; Fall 40-60; Winter 19-33. First killing frost, Oct. 8. Last killing frost, May 7. Rainfall 30-66 inches.

11 - **TAP WATER:** Alkaline, soft; fluoridated.

12 - **RETAILING: Principal Shopping Center** - Downtown Lansing 7 blocks; East Michigan 15; S. Cedar 20; W. Saginaw 8; North E. Grand River 6; North Larch 15; 10 on Grand River; E. Lansing across from Michigan State Univ.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cedar Park Center	5	Kroger, Muirs
Haslett Village Sq.	6	Shop Rite, Muirs
Country Meadows Village Ctr.	6	IGA, Muirs
Frandor	1	Sears, Kroger, SupeRx
Brookfield	4	A&P, Muir
Edgemont Park	3	Schmidt, Westland
Colonial Village	2	Muir, Schmidt
Lansing Mall	6	Mont. Ward, J.C. Penney, Hudson's
Meridian Mall	6	J.C. Penney, Woolco
W. Saginaw	3	Stabler's, Shop-Rite
S. Logan Center	2	Kroger, SupeRx, Schmidts
Waverly Plaza	NA	Kroger, Woolco, Revco

Principal Shopping Days: Fri., Sat. & Sun.
Stores Open Evenings: Most nightly.

13 - **RETAIL OUTLETS: Department Stores** - J.W. Knapp 3; Hudson's; Jacobson's; J.C. Penney 2; Sears 1; Montgomery Ward.
Discount Stores: Meijer's Thrifty Acres 3; Woolco 2; K mart 3.
Variety Stores - Woolworth 2; Jupiter; L D&C Stores 3
Chain Drug Stores: Walgreen; Cunningham; Muirs 3; SupeRx 2. Revco 2; Thrifty Acres 3; State Discount & Cosmetic 6;
Chain Food Supermarkets: A&P 1; Kroger 5; Schmidt 5; Eberhard 4; Shop-Rite 12; Meijer's Thrifty Acres 3; Min-A-Mart 22; Quality Dairy 21; Thriftway 4.
Other Chain Stores - Ladies' Wear: Winkelman's, Jacobson's, Lane Bryant, Beverly's, Town & Country, Preis, Casual Corner, Even Knit, Marti Walker, Tempo, Hit or Miss, Casual Court, Vogue, Albert's, Fox Moor, Gantos, Mother to Be, Marianne's, Jean Nicole, Suzys Casuals, The Limited, Paul Harris; Men's Wear: Richman Bros., Redwood & Ross, Mays, Hughes & Hatcher, Holden Reid, Webster, Roberts, David Alan; Shoes: Shepard's, Regal, Thom McAn, Kinney, Barker, Shoeland, Haig, Butler, Flagg, Father & Son, Sibley, Nobil, Maling, Stride-Rite, Cartwright, Warren's; Confections: Bressler Ice Cream, Fanny Farmer, Nat'l. Peanut, Baskin-Robbins, Russell Stover, Fannie Mae, Sam Pretzels, Friendly Ice Cream; Jewelry: Fox's, Bowen's, J. B. Roninson, Shaw's, Zale's, Morgan's; Auto Supplies: Firestone, General Tires, Goodyear, Goodrich, Uniroyal, Capitol Tires, Discount Tires, Giant Discount, Action Automotive, Paul Automotive, Capital Automotive

14 - **NEWSPAPERS:** STATE JOURNAL (e) 74,677 (S) 82,012; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ted Sondag, Adv. Dir., STATE JOURNAL, 120 E. Lenawee St., Lansing, MI 48919; Tel. (517) 487-4611.
National Representative: Gannett.

LUDINGTON

1 - **LOCATION:** Mason County, E&P Map B-3, County Seat. Residential center. On E shore of Lake Michigan at mouth of Pere Marquette River. On U.S. Hwys. 10, 35; State Hwy. M-116; 240 mi. N of Chicago; 110 mi. NW of Grand Rapids; 60 mi. from Muskegon.

2 - **TRANSPORTATION: Railroads** - Chesapeake & Ohio.
Ferries - C&O (home port) to Milwaukee, Manitowoc and Kewanee.
Motor Freight Carriers - 3.
Passenger & Freight Steamship Lines - 1.
Intercity Bus Lines - Dart.

3 - **POPULATION:**
Corp. City 80 Cen. 8,937
CZ ABC: (70) 9,021; (81) 11,300
RTZ-ABC: (70) 25,282; (81) 30,800
County 80 Cen. 26,365
City & RTZ-ABC: (70) 34,300; (81) 42,100

4 - **HOUSEHOLDS:**
City 80 Cen. 3,576
County 80 Cen. 9,693
CZ-ABC: (70) 3,106; (81) 4,500
RTZ-ABC: (70) 7,962; (81) 11,000
City & RTZ-ABC: (70) 11,068; (81) 15,500

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Savings	3	$50,000,000
Sav. & Loan	1	$12,500,000

6 - **PASSENGER AUTOS:** County 13,573

7 - **ELECTRIC METERS:** Residence 7,384

8 - **GAS METERS:** Res. 3,027; Comm. 492

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners (Av. Wkly. Wage) - Railroad & Car Ferries 580 ($120); Watch Cases 430 ($95); Chemicals 350 ($110); Vibrator Machy. 400 ($110).
Principal Industrial Pay Days - Fri., 15 & 30.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 58-85; Fall 30-72; Winter 0-57. First killing frost, Oct. 8. Last killing frost, May 10.

11 - **TAP WATER:** Neutral, soft; fluoridated.

12 - **RETAILING: Principal Shopping Center** - 4 blocks on Ludington Ave.; 5 on James St.; 2 on S Washington; 1 on 2nd Street.
Neighborhood Shopping Centers - Grant Plaza (21 Stores - Eberhard Foods); Eastgate Plaza; K mart.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13 - **RETAIL OUTLETS: Department Stores** J.C. Penney.
Variety Stores - Ben Franklin.
Discount Stores - Giant Way.
Chain Drug Stores: Walgreen; Rexall; City Drug; Harbor Phcy. 1.
Chain Food Supermarkets: Market Basket; Tri Super Market; Bonser's 2; Giant; Eberhards; Lyon's.
Other Chain Stores - Waters Shoes; Singer Co.; Sears (catalog); S&H Green Stamps.

14 - **NEWSPAPERS:** NEWS (e) 8,507; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gilbert C. Larsen, Gen. Mgr., NEWS, 202 N. Rath, Ludington, MI 49431; Tel. (616) 845-5181.
National Representative: None.

MANISTEE

1 - **LOCATION:** Manistee County, E&P Map B-3, County Seat. On E shore of Lake Michigan midway bet. Chicago and Straits of Mackinac (175 mi.) On U.S. Hwy. 31; State Hwys. M-22, M-55 and M-110; 90 mi. N of Muskegon; 122 mi. NW of Grand Rapids.

2 - **TRANSPORTATION: Railroads** - Chesapeake & Ohio RR.
Airlines: North Central Airlines.
Motor Freight Carriers: 2.
Intercity Bus Lines: Greyhound.

3 - **POPULATION:**
Corp. City 80 Cen. 7,566
County 80 Cen. 23,019

4 - **HOUSEHOLDS:**
City 80 Cen. 3,036
County 80 Cen. 8,490

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	1	$9,803,000
Savings	1	$15,934,000
Sav. & Loan	1	$600,000

6 - **PASSENGER AUTOS:** County 12,134

7 - **ELECTRIC METERS:** Residence 3,609

8 - **GAS METERS:** N.A.

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners (Av. Wkly. Wage) Salt 525 ($205); Garment 500 ($150); Paper 563 ($205); Metal 232 ($205); Boat Mfg. 300 ($200); Chemical 200 ($200).
Principal Industrial Pay Days - Fri.

10 - **CLIMATE:** Min. & Max. Temp. - Spring 25-70; Summer 40-100; Fall 25-85; Winter 10-50. First killing frost, Oct. 14. Last killing frost, May 12.

11 - **TAP WATER:** Neutral hard; fluoridated.

12 - **RETAILING: Principal Shopping Center** - 6 blocks on River St.; 2 blocks on Division St.; 2 on Maple St.; 3 on First St.; 4 on Washington St.
Shopping Centers - K mart; Shoppers Square.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13 - **RETAIL OUTLETS: Department Stores** - Montgomery Ward; J.C. Penney; K mart.
Discount Stores: Revco.
Variety Stores - Woolworth.
Chain Food Supermarkets: A&P; Kroger; Spartan; Big E.
Other Chain Stores - Sears (catalog); Western Auto; Gambles; Ben Franklin.

14 - **NEWSPAPERS:** NEWS-ADVOCATE (e) 5,640; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Cris H. Batdorf, Pub., NEWS-ADVOCATE, 75 Maple St., Manistee, MI 49660; Tel. (616) 723-3593.
National Representative: None.

MARQUETTE

1 - **LOCATION:** Marquette County, E&P Map B-2, County Seat. Industrial, medical, educational, residential center. S. shore of Lake Superior, centrally located in Upper Peninsula of state. On U.S. Hwy. 41; State 28 & 94.

2 - **TRANSPORTATION: Railroads** - Soo Line Railroad Company; Lake Superior & Ishpeming.
Intercity Bus Lines - Greyhound; Northern Michigan Coaches.
Airlines - Republic; Simmons.

3 - **POPULATION:**
Corp. City 80 Cen. 23,288
CZ-ABC: (70) 21,967; (81) 24,400
RTZ-ABC: (70) 44,351; (81) 51,200
County 80 Cen. 74,101
City & RTZ-ABC: (70) 66,318; (81) 75,600

4 - **HOUSEHOLDS:**
City 80 Cen. 8,427
County 80 Cen. 24,514
CZ-ABC: (70) 5,678; (81) 7,300
RTZ-ABC: (70) 13,011; (81) 17,200
City & RTZ-ABC: (70) 18,689; (81) 24,500

5 - **BANKS:** 3 Commercial; Dep. $95,818,000

6 - **PASSENGER AUTOS:** County 34,009

7 - **ELECTRIC METERS:** Residence 7,800

8 - **GAS METERS:** Residence 4,200

9 - **PRINCIPAL INDUSTRIES:** Mining Machy.; Iron Ore; Ore Docks; Pelletizing of Iron Ore; Wood Prod.; Lumber; Bakeries; Sausage Mfg.; Dairy Products.

10 - **CLIMATE:** Min. & Max. Temp. - Spring 5-85; Summer 40-98; Fall 10-85; Winter 20-60. First killing frost, Oct. 1-15. Last killing frost, June 15.

11 - **TAP WATER:** : NA

12 - **RETAILING: Principal Shopping Center** - 4 blocks on Front St.; 3 on Washington St.; Third St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marquette Mall (30)	NA	Woolworth, Super Valu
Westwood Plaza (18)	NA	K mart

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping centers every evening to 9 and Sunday.

13 - **RETAIL OUTLETS: Department Stores** Penney; Getz; Dubinsky's; Levine Bros.; Prange's; American of Marquette.
Variety Stores - Jupiter; Woolworth; Ben Franklin; Merrick's.
Chain Drug Stores - Rexall.
Discount Stores: Shopko; K mart.
Chain Food Supermarkets: Red Owl 2; Miracle Mkt. 2; Super Valu 3; IGA 4; Mike's Food 3.

14 - **NEWSPAPERS:** MINING JOURNAL (e) 17,579; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Joseph S. Doe, Ret. Adv. Mgr., MINING- JOURNAL, 249 W. Washington, Marquette, MI 49855; Tel. (906) 226-2554.
National Representative: Landon.

MARSHALL

1 - **LOCATION:** Calhoun County (In Battle Creek SMSA). E&P Map C-5, County Seat. 11 mi. W of Albion. Intersection of U.S. Highways I-94 & I-69.

2 - **TRANSPORTATION: Railroads** - Conrail.
Intercity Bus Lines - Greyhound; Shortway.
Motor Freight Carriers - 6.

3 - **POPULATION:**
Corp. City 80 Cen. 7,201
County 80 Cen. 141,557
SMSA 80 Cen. 187,338

4 - **HOUSEHOLDS:**
City 80 Cen. 3,562
County 80 Cen. 51,123
SMSA 80 Cen. 66,556

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	2	$1,272,016,149
Sav. & Loan	2	$108,880,000

6 - **PASSENGER AUTOS:** County 78,913

7 - **ELECTRIC METERS:** Residence 2,900

8 - **GAS METERS:** Residence 2,575

9 - **PRINCIPAL INDUSTRIES:** Industry. Number of Wage Earners - Automatic Doors: 67; Automotive Insulation 135; Automobile Pumps & Transmissions 907; Refrigerator Display Cases 233; Carton Mfg. 190; Foods 191; Insurance 575; Castings 139; Plumbing Pdts. 185; Pre-fab Homes 64; Material Handling Eqpt. 34, Packaging.
Principal Industrial Pay Days - Fri.

10 - **CLIMATE:** Min. & Max. Temp. - Spring 25-70; Summer 40-99; Fall 15-75; Winter 0-30. First killing frost, Oct. Last killing frost, April.

11 - **TAP WATER:** Neutral, hard; fluoridated.

12 - **RETAILING: Principal Shopping Center** - 4 blocks on Michigan Ave.; Redfield Plaza (12 stores); Marshall Plaza.
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Fri. & Sat.

13 - **RETAIL OUTLETS: Chain Drug Stores**: Rexall.
Chain Supermarkets: Buy Low; Felpausch.
Other Chain Stores - Western Auto; G. C. Murphy; Montgomery Ward (catalog); Gamble Store; K mart.

14 - **NEWSPAPERS:** CHRONICLE (e) 2,729; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: N. P. Costianes, Adv. Dir., CHRONICLE, 115 S. Grand, Marshall, MI 49068; Tel. (616) 781-3943.
National Representative: None.

MENOMINEE

1 - **LOCATION:** Menominee County, E&P Map B-3. On west shore of Green Bay (Upper Peninsula), at mouth of Menominee River, 50 mi. from Escanaba; 57 mi. from Green Bay. On U.S. Hwy. 41; State Hwys. 41, 35, & 64.

2 - **TRANSPORTATION: Railroads** - Chicago & Northwestern; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers - 4.
Intericity Bus Lines - Greyhound.
Airlines - Republic.

3 - **POPULATION:**
Corp. City 80 Cen. 10,099
CZ-ABC: (70) 10,748; (81) 9,800
RTZ-ABC: (70) 30,946; (81) 33,700
County 80 Cen. 26,201
City & RTZ-ABC: (70) 41,694; (81) 43,500
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 5,272
County 80 Cen. 9,283
CZ-ABC: (70) 3,578; (81) 3,800
RTZ-ABC: (70) 9,982; (81) 12,100
City & RTZ-ABC: (70) 13,260; (81) 15,900

5 - **BANKS:** 2 Comm., Est. Deposits $52,900,000 Savings & Loan $3,768,000

6 - **PASSENGER AUTOS:** County 12,864

7 - **ELECTRIC METERS:** Residence 6,582

8 - **GAS METERS:** Residence 3,781

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners (Av. Wkly. Wage) - Paper Prod. 1,230 ($173); Lumber Prod. 790 ($105); Chemicals 565 ($167); Furn. 760 ($117); Fans, Saws, Elec. Motors 600 ($139); Gloves 325 ($102); Food 270 ($102); Marine 305 ($132); Comm. Fish & Sports Nets 60 ($113); Cement Prod. & Constr. 260 ($182); Non-Elec. Goods 285 ($129); Printing 100 ($132).
Principal Industrial Pay Days - Wed., Thurs., Fri.; 1st & 15th, 10th & 25th.

10 - **CLIMATE:** First killing frost, Sept. 26. Last killing frost, May 10.

11 - **TAP WATER:** Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 10th Ave.; M&M Plaza.
Neighborhood Shopping Centers - 10th St.; 13 St.
Shopping Centers : M&M Plaza, K mart, (Enclosed Mall-Tempo, McCrory, Super Valu). Pine Tree Mall, US 41, Marinette, includes Prange's, Prange-Way, Sears, J.C. Penney.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : All on Fri.; Super Mkts and Shopping Center 6 nights; 4 Super Mkts. open Sun.

13 - RETAIL OUTLETS: Department Stores - Lauermans; Tempo; K mart; 13th Street.
Discount Stores : Holiday; Tempo.
Variety Stores - McCrory's.
Chain Drug Stores : Cross Drugs; Walgreen; Lundgren's 2; Rexall 2; Osco.
Chain Food Supermarkets : Northland 1; IGA Stores 8; Super Valu 2; Red Owl 2.

14 - NEWSPAPERS: HERALD-LEADER (e), 5,016; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tom Torinus, or Dean Broetzman, Oper. Mgr., HERALD-LEADER, 5520 13th St., Menominee, MI 49858; Tel. (906) 863-5544.
National Representative : None.

MIDLAND

1 - LOCATION: Midland County, E&P Map C-4, County Seat. E. Central part of State. 125mi. NW of Detroit. U.S. Hwy. 10; State Hwy. 20.

2 - TRANSPORTATION: Railroads - Grand Trunk; C&O (freight only).
Motor Freight Carriers - 8.
Intercity Bus Lines - Greyhound; Mercury; Valley Coach.
Airlines - United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 37,250
CZ-ABC: (70) 37,697; (81) 43,100
RTZ-ABC: (70) 60,448; (81) 73,100
County 80 Cen. 73,578
City & RTZ-ABC: (70) 98,145; (81) 116,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 13,737
County 80 Cen. 24,498
CZ-ABC: (70) 10,856; (81) 14,300
RTZ-ABC: (70) 16,816; (81) 23,500
City & RTZ-ABC: (70) 27,672; (81) 37,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$263,592,000
Sav. & Loans	2	$346,746,591

6 - PASSENGER AUTOS: County 42,526

7 - ELECTRIC METERS: 13,763

8 - GAS METERS: 11,094

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Chemicals 4,400; Salaried 6,000; Silicones 634 hourly and 5,500 full time; Packaging 110.
Principal Industrial Pay Days - Thurs.

10 - CLIMATE: First killing frost, Oct. 7. Last killing frost, May 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Main St. and 1 each side of Main.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ashman Circle	1	Miller Furniture, Knopics Hdwe.
Circle Mall(16)	1	Kroger, Moeggenbergs, SupeRx
Eastlawn(13)	1	Wenzel's, Giant Foods
Stadium Plaza	2	Giant Foods, Tradeway, Walgreen
Giantway Plz.	2	Giant Food
Midland Plz.(16)	1	K mart, A&P, Al's Sports

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Mon. & Thurs.

13 - RETAIL OUTLETS: Department Stores - Hansens; W. R. Knepp; J. C. Penney; Sears; Wards.
Discount Stores : Clinton Discount; Tradeway K mart.
Variety Stores - Kresge; Woolworth.
Chain Druge Stores : State Disc.; Valley Walgreen; SupeRx; State Vitamin & Cosmetic 1; Community 2; Arnold Drugs.
Chain Supermarkets : A&P; Giant Super 3; Krogers.
Other Chain Stores - Firestone; Sears; Goodyear; Singer Co.; Merit; Gittleman's; Gamble's Fabrics; Jo-Ann Fabrics.

14 - NEWSPAPERS: NEWS (e) 17,831; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jerry P. Vallina, Adv. Mgr., NEWS, 124 S. Mc Donald St., Midland, MI 48640; Tel. (517) 835-7171.
National Representative : Branham.

MONROE

1 - LOCATION: Monroe County (In Toledo OH-MI SMSA). E&P Map D-5, County Seat. Diversified farming. Large manufacturing center of paper, paper products, containers, auto parts, commercial stokers. Southeastern part of State. 40 mi. SW of Detroit; 25 mi. N of Toledo, Ohio; U.S. Port on Lake Erie. On U.S. Hwys. 24, 25 and State Hwy. 50; Detroit-Toledo Expressway I-75.

2 - TRANSPORTATION: Railroads - Conrail; Penna. Lines West; Pere Marquette; B&O; Grand Trunk; Detroit & Toledo Shore Line; C&O (freight).
Motor Freight Carriers - 8.
Intercity Bus Lines - Greyhound; Short Way.

3 - POPULATION:
Corp. City 80 Cen. 23,531
CZ-ABC: (70) 29,075; (81) 30,700
RTZ-ABC: (70) 93,179; (81) 109,800
SMSA 80 Cen. 791,599
County 80 Cen. 134,659
City & RTZ-ABC: (70) 122,254; (81) 140,500

4 - HOUSEHOLDS:
City 80 Cen. 12,178
County 80 Cen. 43,110
SMSA 80 Cen. 277,564
CZ-ABC: (70) 8,858; (81) 10,800
RTZ-ABC: (70) 25,397; (81) 34,500
City & RTZ-ABC: (70) 34,255; (81) 45,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$387,000,000
Sav. & Loan	2	$173,000,000

6 - PASSENGER AUTOS: County 70,460

7 - ELECTRIC METERS: (City) Res. 7,670

8 - GAS METERS: (City) Res. 13,934

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Paper 3,200; Auto Parts 3,000; Heating Equip. 400, Metal Industries 1,300; Rail Transp. 417; Glass, 640.

10 - CLIMATE: Min. & Max. Temp. - Spring 15-89; Summer 51-98; Fall 23-99; Winter 4-68. First killing frost, Sept. 15. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal shopping Center - 5 blocks on Front St.; 3 on Monroe St.; 1 on Washington.
Neighborhood Shopping Centers - Winchester, 3 blocks; East 2nd, 2; East 1st, 1.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Monroe(25)	NA	J.C. Penney, Woolworth
N. Monroe(2)	NA	K mart, Bargain City
Monroe Mall(6))	NA	Great Scott
S. Monroe(7)	NA	Kroger, Perry Drug

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Downtown Mon., & Fri.; Shopping Centers 7 days-7 nights.

13 - RETAIL OUTLETS: Department Stores - Sears; J. C. Penney; Kline's; K mart; Bargain City.
Variety Stores - S. S. Kresge; Woolworth.
Discount Stores : Kaybee-Drug and Cosmetic Dis.; Bargain City; K mart.
Chain Drug Stores : Arbor Drug; Professional Village 3; Gray Drug 1; Weisel's Rexall 1; Richardson 1; Perry Drugs 2.
Chain Food Supermarket : Kroger 1; Bazley's 1; Food Town 7; Great Scott; Gruber's 2.
Other Chain Stores - Carter Limb.; Thom McAn; Firestone; L. C. Haig; Acme Paint; Bazley; Osterman's Jewelers; Keidan's; Hadley's; Montgomery Ward (catalog); Singer Co.; ACO Hardware; Radio Shack; Baskin-Robbins; New York Carpet; Ace Hardware; 29 Fast Food Chains.

14 - NEWSPAPERS: NEWS (e) 26,937; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George Stoner, Adv. Dir., NEWS, 120 W. First St., Monroe, MI 48161; Tel. (313) 242-1100.
National Representative : None.

MOUNT CLEMENS

1 - LOCATION: Macomb County (In Detroit SMSA). E&P Map D-4, County Seat. 12 mi. NE of Detroit on Lake St. Clair. On U.S. Hwy. 94; State Hwys. M-3, M-59, M-29, M-97.

2 - TRANSPORTATION: Railroads - Grand Trunk.
SEMTA Bus Lines - Greyhound; Tower Bus.

3 - POPULATION:
Corp. City 80 Cen. 18,806
PMA-ABC: (70) 626,576; (81) 706,700
SMSA 80 Cen. 4,352,762
County 80 Cen. 694,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen 7,052
County 80 Cen. 229,820
SMSA 80 Cen. 1,508,832
PMA-ABC: (70) 171,969; (81) 223,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	19	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: County 445,825

7 - ELECTRIC METERS: Co. 240,000

8 - GAS METERS: Co. 177,000

9 - PRINCIPAL INDUSTRIES: Pottery; Greenhouses; Metal Prods; Tools & Dies; Auto Plastics; Pleasure Boats; Plastic Signs.

10 - CLIMATE: :Min. & Max. Temp.-NA

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Clemens(10)	NA	Chatham, Perry Drug
Ingleside(9)	NA	Naum's, Macomb's Farmers Mkt.
Regional(32)	NA	Woolworth, Ward's
Lakeside(130)	NA	Hudson's, Sears, Penney's
Macomb(78)	NA	Sears, Crowley's
Clinton Vly.(10)	NA	Ward's

Principal Shopping Days : Mon., Fri., Sat., Sun.
Stores Open Evenings : Mon., Fri., Every night in Shopping Center.

13 - RETAIL OUTLETS: Department Stores - Crowley's; J. C. Penney; Priehs; Sears; Ward's. Hudson's; Lord & Taylor.
Discount Stores : K mart; TG&Y; Woolco.
Variety Stores - Ben Franklin; Kresge; Woolworth.
Chain Drug Stores : Arnold; Bannow; Cunningham; Fairway; Lucky; Motor City; Perry; Revco; SupeRx.
Chain Food Supermarkets : A&P; Broadway; Chatham; Farmer Jack; Great Scott; Kroger.

14 - NEWSPAPERS: MACOMB DAILY (e) 52,073; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jeanne C. Towar, Adv. Mgr., MACOMB DAILY, 67 Cass, Mt. Clemens, MI 48043; Tel. (313) 469-4510.
National Representatives : Landon; USSPI.

MOUNT PLEASANT-ALMA

1 - LOCATION: Mount Pleasant in Isabella County, Alma in Gratiot County, E&P Map C-4, County Seat. Central part of state. On U.S. Hwy. 27; State Hwy. M20; 70 mi. N of Lansing.

2 - TRANSPORTATION: Railroads - Ann Arbor; Pere Marquette Div. of C&O; Grand Trunk.
Motor Freight Carriers - 4.
Intercity Bus Lines - North Star; Mercury; Midland; Clare; Mt. Pleasant; Greyhound.
Airline - Charter only.

3 - POPULATION:
Corp. Cities 80 Cen. 33,398
Mount Pleasant 80 Cen. 23,746
Alma 80 Cen. 9,652
Counties 80 Cen. 94,558
Isabella 80 Cen. 54,110
Gratiot 80 Cen. 40,448
Demographic Information available from Newspapers. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 9,235
Mount Pleasant 80 Cen. 6,145
Alma 80 Cen. 3,090
Counties 80 Cen. 29,363
Isabella 80 Cen. 16,044
Gratiot 80 Cen. 13,319

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$500,000,000
Sav. & Loan	2	N.A.

6 - PASSENGER AUTOS: Counties 41,706; Isabella 21,335; Gratiot 20,371

7 - ELECTRIC METERS: Residence Mt. Pleasant 3,987; Alma N.A.

8 - GAS METERS: Residence Mt. Pleasant 3,780; Alma N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Central Michigan University 1,800; State of Michigan Training Home 675; Oil Field Supply 930; Stempings 620; Oil Refining 228; Heavy Road Const. 113; Delfield Eqpt Co. 100; House Trailers; Agriculture; Ferro Mfg. 400; Total Refinery 2,000; Alma Plastics 700.

10 - CLIMATE: Min. & Max. Temp. - Spring 11-60; Summer 37-92; Fall -11-85; Winter -17-60.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Principal Shopping Days : Wed. & Fri.
Stores Open Evenings : Mon & Fri in shopping centers.
Stores Open Sundays : Food, drug, discount & department.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears (catalog); Montgomery Ward (catalog); Giantway; TG&Y; Spurgeons; K mart; Tempo.
Discount Stores : State Discount; Giantway; K mart.
Variety Stores - Gay's.
Chain Drug Stores : Downtown Drugs; Gould's Rexall; Spencer's Walgreen; Arnold Drugs; Post; Scotts; Spaar; K mart.
Chain Supermarkets : Giant 3; Ric's; Kroger 2; IGA 9; Farmer Jack's; D&M.
Other Chain Stores - Evenknit Hosiery; S&H Farm Supply; Western Auto; Acme; Ace Hdw.; 7-Eleven; Pier 1; True Value; Radio Shack.

14 - NEWSPAPERS: SUN (m) 7,705; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Robert Viau, Bus. Mgr., SUN, 215 N. Main St., Mt. Pleasant, MI 48858; Tel. (517) 772-2971.
National Representative : Landon.

MUSKEGON

1 - LOCATION: Muskegon County, (In Muskegon-Norton Shores-Muskegon Hgts. SMSA). E&P Map B-4 County Seat. Industrial, wholesale and shipping center for W Michigan. On U.S. Hwys. 1-96, 31 and State Hwys. 120, 46; 190 mi. NW of Detroit; 77 mi. E of Milwaukee; 112 mi. NE of Chicago; 38 mi. NW of Grand Rapids.

2 - TRANSPORTATION: Railroads - Conrail; C&O; Grand Trunk Western.
Motor Freight Carriers - 8.
Steamship Lines - 4 Foreign Freight.
Intercity Bus Lines - Greyhound; North Star.
Airlines - Mid-State; Republic.

3 - POPULATION:
Corp. City 80 Cen. 40,823
CZ-ABC: (70) 103,435; (81) 100,600
RTZ-ABC: (70) 109,183; (81) 125,500
County 80 Cen. 157,589
SMSA 80 Cen. 179,591
City & RTZ-ABC: (70) 212,618; (81) 226,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 20,124
County 80 Cen. 54,526
SMSA 80 Cen. 61,944
CZ-ABC: (70) 32,184; (81) 36,000
RTZ-ABC: (70) 31,443; (81) 42,000
City & RTZ-ABC: (70) 63,627; (81) 78,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$480,100,000
Sav. & Loan	3	$210,000,000

6 - PASSENGER AUTOS: County 87,280

7 - ELECTRIC METERS: Res. Co. 52,345

8 - GAS METERS: Residence Co. 45,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkiy. Wage) - Total Manufacturing 22,900 ($285); Non-Elect. Machy. 8,300 ($320); Primary Metals 6,400 ($319); Fabricated Metals 1,100 ($328).
Principal Industrial Pay Days - Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-64; Summer 55-85; Fall 33-46; Winter 19-33. First killing frost, Oct. 16. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - Downtown, Muskegon Mall.
Neighborhood Shopping Centers - Henry Street, Norton Shores; Broadway and Peck St. Muskegon Heights; Ruddiman and Center Sts., North Muskegon; Lake Shore Drive Lakeside.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Glenside	4	Plumb's
Beltline Plz.(12)	3	Kroger
West Vlg.(21)	3	Hasper Save-Mor-Market
Thrifty Acres	4	Thrifty Acres
Family Foods	3	Walgreen's
K mart Plaza	4	K mart
Park Row(17)	4	J.C. Penney

Principal Shopping Days : Fri., Sat. & Sun.
Stores Open Evenings : Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores - Sears; Hardy-Herpolsheimers (Allied); J.C. Penney; Steketee's.
Discount Stores : Meijer's; Thrifty Acres; K mart.
Chain Drug Stores : Revco 2; Walgreen 2; Thrifty Acres; SupeRx.
Chain Supermarkets : Plumb 7; Kroger 2; Meijer: Eberhard's 6; Family Foods; Gov's 3; Hasper Save-Mor-Market; 7-Eleven 2; Convenient Food Mart 3.
Other Chain Stores - Sherwin-Williams; Kindy; House of Vision; Zale's Jewelry; Allied Radio Shack; Pic-Way Stores; Midas Muffler; Singer Co.; Firestone; Good-

year 2; Montgomery Ward Catalog; S&H Green Stamps; Jo-An Fabric Shops; Nobil Shoes; Lerner's; Ganto's; M.C. Sport Goods; Tuffy Muffler; Milex; Ziebart; Aamco.

14 - NEWSPAPERS: CHRONICLE (e) 44,221; (S) 47,947; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David L. Kennedy, Nat'l. Adv. Supv., CHRONICLE, 981 Third St., Muskegon, MI 49443; Tel. (616) 722-3161.
National Representative : Newhouse.

NILES

1 - LOCATION: Berrien County (In Benton Harbor, MI SMSA). E&P Map B-5. 6 mi. N of MI-IN state line. Miscellaneous manufacturing. On U.S. Hwys. 31, 33, and 12; State Hwys. 40, 60 and 140.

2 - TRANSPORTATION: Railroads : Conrail; Big Four.
Motor Freight Carriers : 13.
Airlines : Republic; United; Air Wisconsin (at South Bend, IN Airport); Britt.
Intercity Bus Lines : Greyhound; Indian Trails; Northern Indiana Transit.

3 - POPULATION:
Corp. City 80 Cen. 13,115
County/SMSA 80 Cen. 171,276

4 - HOUSEHOLDS:
City 80 Cen. 9,750
County/SMSA 80 Cen. 60,276

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$199,110,926
Savings & Loan	2	$58,826,660

6 - PASSENGER AUTOS: County 92,562

7 - ELECTRIC METERS: Residence 6,103

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry Number of Wage Earners-Sewing Patterns 2,400; Wire Mfg. 1,100; Store Fronts 750; Store Fixtures 650; Air Moving Equip. 200; Paper Mfg. 175; Elec. Prod. 200; Food Proc. 230; Truck Axles & Heavy Equip. (6 mi. distant) 6,623.
Principal Pay Days : Fri., 5th and 20th.

10 - CLIMATE: Min. & Max Temp. - Spring 47-80; Summer 56-92; Fall 33-51; Winter 15-33; First Killing Frost Oct. 4. Last Killing Frost May 10.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 16 blocks on 5 streets.
Neighborhood Shopping Centers : Main & Oak; 17th & Oak; Eastgate; Oak and 21st; Brandywine and Belle Plaza; Belle Rd. & U.S. 31.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate	3	J.C. Penney, Kroger

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney.
Variety Stores : G. L. Perry.
Discount Stores : Wonderland Discount; Clinton Drug; K mart.
Chain Food Supermarkets : A&P; West Side Super; Westside Open Pantry; Tony's; Peel's; Harding.
Other Chain Stores : Western Tire Auto; Sherwin Williams; Blackmond Jewelry; Smith-Alsop.
Discount Stores : Spiegal Catalog; Paul's Togger-Mayfair Shoppe; Falvey's; Majerek's; Custom Tire.

14 - NEWSPAPERS: STAR (e-mon to fri) 7,211; (m-sat) 7,211; sworn Mar 31, 1981.
Local Contact : for Advertising and Merchandising Data: Polli Smith, Adv. Mgr., STAR, 217 N. 4th St., Niles, MI 49120; Tel. (616) 683-2100.
National Representative : None.

OWOSSO

1 - LOCATION: Shiawassee County (In Flint SMSA), E&P Map C-4. Centrally located, 85 mi. from Detroit, 80 mi. from Grand Rapids. On State Hwys. M-21, M-52 and M-71.

2 - TRANSPORTATION: Railroads - Ann Arbor; Grand Trunk.
Motor Freight Carriers - 5.
Intercity Bus - Indian Trail.

3 - POPULATION:
Corp. City 80 Cen. 16,455
CZ-ABC: (70) 28,302; (81) 29,200
RTZ-ABC: (70) 55,340; (81) 61,000
SMSA 80 Cen. 521,589
County 80 Cen. 71,140
City & RTZ-ABC: (70) 83,642; (81) 90,200

4 - HOUSEHOLDS:
City 80 Cen. 7,681
County 80 Cen. 23,359
SMSA 80 Cen. 178,000
CZ-ABC: (70) 8,862; (81) 10,500
RTZ-ABC: (70) 15,287; (81) 19,600
City & RTZ-ABC: (70) 24,149; (81) 30,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm.	3	$254,238,000
Sav. & Loan	2	$110,600,000

6 - PASSENGER AUTOS: County 36,918

7 - ELECTRIC METERS: 5,850 Co. 18,500

8 - GAS METERS: 6,000 Co. 10,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Fractional H.P. Motors 1,500; Abrasives 400; Batteries 520; Stamping & Assembly 200; Shipping Containers 150; Power Brakes & Automotive 1,000; Furniture 175; Alumunim & Plastic Doors & Windows & fabricators 225; Tile Plant 150; Equipment for Mobile Homes 200; Commutators and Collector Rings 350; Heavy Equipment 160; Wire Harness 125.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-65; Summer 62-90; Fall 41-61; Winter 0-30. First killing frost, Nov. 6. Last killing frost, May 15.

11 - TAP WATER: Lime-soda softening, fluoridated 1 ppm.

12 - RETAILING: Principal Shopping Center - 5 blocks on Main St.; 5 blocks on Washington St.; 3 blocks on Exchange St.
Neighborhood Shopping Centers - 5 other Shopping Centers; 1400 N. M-52; 200 to 1100 W. Main St., at E. Limits of City and Corunna Ave.; Monroe Plaza; State Rd. and M-21.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores W.C. Wiechman Co.; J.C. Penney.
Discount Stores : K mart.
Variety Stores - G.C. Murphy; Fairway Discount; Giantway; Tradeway.
Chain Drug Stores : Walgreen 2; Perry Drug; Spaar Drug; Volght's Rexall.
Chain Food Supermarkets : Giant 2; Eberhard Foods; Kroger; Min-A-Mart 6; Sunshine Food Stores; Brady's-Eiseler's-Johnson's; Foodlands.
Other Chain Stores - Walter's; Firestone; Wickes Lumber; Greenley's; S&W Farm Equip.; TSC Store; Gilbert's True Value Hardware; Norm Henry Fine Shoes; Valley Lumber Co.

14 - NEWSPAPERS: ARGUS-PRESS (e) 14,602; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Geo. T. Campbell, Nat'l. Adv. Mgr., ARGUS-PRESS, 201 E. Exchange St., Owosso, MI 48867; Tel. (517) 725-5136.
National Representative : Landon.

PETOSKEY

1 - LOCATION: Emmet County, E&P Map C-2, County Seat. Winter and summer vacation resort. In Little Traverse Bay, N end of Lake Michigan, 200 mi. N of Grand Rapids and 28 mi. S of the Straits of Mackinac. On U.S. Hwys. 31 & 131; State Hwys. M-131 & M-68.

2 - TRANSPORTATION: Railroads - Michigan Northern; Chessie System.
Motor Freight Carriers - Parker Motor Freight.
Intercity Bus Lines - North Star; Wolverine Stages; Delta.
Airlines - Republic; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 6,097
County 80 Cen. 22,992
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,355
County 80 Cen. 8,107

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$208,600,000
Sav. & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 13,034

7 - ELECTRIC METERS: Residence 2,200

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Cement Blocks; Chrome Plating Wire Products; Screws & Bolts; Elect. Car Switches; Plastic Trash Bags; Guidance Systems; Aluminum Castings; Maple Hardwood Products; Wood Products; Resort (Summer & Winter) Complexes; Pottery; Wooden Shipping Skids; Automated Institution Equipment; Skiing; Conventions.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-65; Summer 40-90; Fall 30-75; Winter 10-60.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Charlevoix	18	Olesons of Chx, Captain's Corners
Crago Plaza	1	Puff's Appl., Oleson's of Petoskey
Giant Plaza	2	Giant, Giantway
K mart	1	Kroger, K mart, Revco
Pennsylvania Plz.	NA	

Principal Shopping Days : Tues., Wed., Thu. & Fri.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J.C. Penney; Gittleman's; Sears; Country Casuals.
Variety Stores - Woolworth; McCrory's.
Discount Stores : Holiday; Giantway; K mart.
Chain Drug Stores : Spencer; Walgreen; CVS; Revco.
Chain Supermarkets : Kroger; Oleson's; Giant.
Other Chain Stores - Singer; Horizon Book Stores; Wicke's; Puff's Appliances; Murdick's Fudge; Behan's Tweed Shop (summer only); The Clothes Tree; Gateley's House-furnishings; Sherwin Williams; IGA; Radio Shack; Fochtman Motor; Golden Shoes; Nawrot Pendleton; Marti Walker; JoAnn Fabrics; Pappagallo; Fryman's (Div. of McBryde Shoe Co.); Harold Grant; Gattle's Linens; Maus & Hoffman; Reusch Jewlry; La Shack; Austin Tobacconists; Bartings; Lilly Pulitzer; Mole Hole; Bob Baker Shoes; Games Imported; Richard Hanten for Children; Shorter's Gifts; Kaden's Clothing; Midas Muffler; Northern Auto Parts; R&L Auto-Electric; R&R Robinson Interiors; Nu Vision Optical; Harlow's Hallmark; Payless Shoes; The Pine Shop; Jeans, Etc.; Comfort Center; Symon's General Stores; Country Casuals; Russell's Shoes; The Bahnhof Shops; Mettler's by the Bay.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 11,012; sworn Oct. 1, 1981.
Local Contact for Advertising and Merchandising Data: Everett Dielman, Adv. Mgr., NEWS-REVIEW, 319 State St., Petoskey, MI 49770; Tel. (616) 347-2544.
National Representative : None.

PONTIAC

1 - LOCATION: Oakland County (In Detroit SMSA). E&P Map D-4, County seat and principal buying center of Oakland and parts of adjoining counties. Wholesale center, in SE Michigan. In center of automotive manufacturing area of Michigan, 26 mi. NW of Detroit on U.S. Hwys. 10, 24, I-75.

2 - TRANSPORTATION: Railroads - Grand Trunk Western.
Motor Freight Carriers - 27.
Intercity Bus Lines - SEMTA.
Airlines - Charter only.

3 - POPULATION:
Corp. City 80 Cen. 76,715
PMA-ABC: (70) 377,868; (81) 415,300
SMSA 80 Cen. 4,352,762
County 80 Cen. 1,011,793
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 30,928
County 80 Cen. 355,187
SMSA 80 Cen. 1,508,832
PMA-ABC: (70) 106,111; (81) 134,000

5 - BANKS: (Oakland County) 33 Banks (226 offices) Deposits: $8,100,000

6 - PASSENGER AUTOS: County 653,389

7 - ELECTRIC METERS: Residence 31,244

8 - GAS METERS: Residence 26,868

9 - PRINCIPAL INDUSTRIES: Automotive Manufacture and Transportation Equipment 46,500 Emp. ($31,157 E.B.I.)
Principal Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-90; Summer 47-96 19; Fall 16-90 19; Winter 0-50 19. First killing frost, Nov. 14. Last killing frost, May 6.

11 - TAP WATER: Medium-hard.

12 - RETAILING: Principal Shopping Center - Pontiac Mall - Open 10-5 Sun.; Tel-12 Mall Open 10-5 Sun.; Somerset Mall; Oakland Mall - Open 10-5 Sun.; Orchard Mall and Meadowbrook Mall (10-9) Tue., Fri., Sat.
Neighborhood Shopping Centers - 8 blocks on N. Perry St.; 5 on W. Huron St.; 2 on Orchard Lake Rd.; 3 on Auburn Ave.; 6 on Oakland Ave.; 10 acres on Elizabeth Lake Rd.; 6 on Union Lake Rd.; 14 Acres on S. Telegraph Road.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Campus Corners	9	Kroger, Radio Shack, Drug Mart
Drayton Plaza	5	Miles, K mart, Naum's
Glenwood Plaza	1	K mart, Farmer Jack
Great Oaks	8	Jacobson's, Becker's
Harvard Plaza	7	Kroger, Perry Drug, Hallmark
Lakeside	15	J.L. Hudson, J.C. Penney, Lord & Taylor, Sears
Meadowbrook Mall	8	Osmun's, Frank's Nursery
Miracle Mile	2	J.C. Penney, Shopright Lion Store
North Hill Plaza	10	Chatham, Cunningham's
Oakland Mall	12	J.L. Hudson, Sears
Old Orchard	8	Farmer Jack
Orchard Mall	8	Shopping Center Market
Pine Lake	5	Kroger, Cunningham's
Pontiac Mall	2	J.L. Hudson, Sears, Montgomery Ward, Farmer Jack
Rochester Hills Plz.	9	Chatham, Perry
Somerset Fashion Mall	8	Saks 5th Ave., Bonwit-Teller
Tel-Huron	1	Osmun's, Cunningham
Tel-Twelve	10	Montgomery Ward, K mart, Osmun's
Twelve Oaks	14	Lord & Taylor, Great Scott
Waterford Plaza	3	A.C.O. Hardware
Waterfall Plaza	7	La Treille's, Waterfall Jewelers

Principal Shopping Days : Mon., Fri., Sat., and Sun.
Stores Open Evenings : Mon., Thrus., Fri.; Shopping Ctr., 6 nights; Sun. 10am-5pm.

13 - RETAIL OUTLETS: Department Stores - Sears; J.C. Penney; Montgomery Ward; J.L. Hudson; K mart; Crowley's; The Lion Store; Jacobson; Lord & Taylor.
Variety Stores - S.S. Kresge 2; Ben Franklin.
Discount Stores : K mart 7; Tradeway; F & M Discount.
Chain Drug Stores : Cunningham's 6; Thrifty 2; Perry 9; Revco 2; Arnolds; Concord.
Chain Food Supermarkets : A&P 5; Great Scott 4; Chatham 2; Kroger 6; Farmer Jack 6; Foodtown 5.
Other Chain Stores - Shoes: Thom McAn; Kinney; Becker's; Baker's; Sibley's; Father & Son; R&H; A.S. Beck; Burt's Shores. Men's Wear: Hughes-Hatcher; Osmun's. Women's Wear: Albert's; United Shirt; The Barn; Marianne Shop; RB Shops; Lane Bryant; Jacobson's; Siegel Shop; The Fashion Bug; Hadley's; R & M Winkleman's; Orva Hosiery; Himelhoch's. Candies: Awrey's; Ross' Candies. Rubber Products; Goodrich; Goodyear; Firestone; F&G Tire; Aremco Tire; Dayton Tire; Uni-Royal; Jewelry: Zale's Jewelers; Sherwin Williams. Singer Co.; Speigel; J&R (auto supplies); Spiegel Catalog; So-Fro Fabrics; Minnesota Fabrics; Mary Lester Fabrics. Furniture: Art Van Furn.; Thomas Furn.; Jacobsen's; Kay Furn.; Englander Triangle; Valentine Furn.; Highland Appliance; Beckwith Carpet; Karen's Carpet.

14 - NEWSPAPERS: OAKLAND PRESS (e-mon to fri) 74,575; (m-sat) 74,265; (S) 77,333; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Woody Crouse, Nat. Adv. Mgr., OAKLAND PRESS, 48 W. Huron St., Pontiac, MI 48058; Tel. (313) 332-8181.
National Representative : CWO&O

PORT HURON

1 - LOCATION: St. Clair County (In Detroit SMSA). E&P Map D-4, County Seat. Industrial, agricultural center and vacation resort. On Lake Huron and St. Clair River; 57 mi. from Detroit. On main highway Chicago to Niagara Falls and the East Coast; Hwys. M25 & I-94.

2 - TRANSPORTATION: Railroads - Amtrak to Chicago; Toronto; Chesapeake & Ohio; Port Huron-Detroit.
Intercity Bus Line - Great Lakes Greyhound.
Motor Freight Carriers - 12.

3 - POPULATION:
Corp. City 80 Cen. 33,981
CZ-ABC: (70) 78,505; (81) 88,600
Bal. in PMA-ABC: (70) 76,599; (81) 94,300
SMSA 80 Cen. 4,352,762
County 80 Cen. 138,802
Total PMA-ABC: (70) 155,064; (81) 182,900

4 - HOUSEHOLDS:
City 80 Cen. 12,782
County 80 Cen. 47,308
SMSA 80 Cen. 1,508,832
CZ-ABC: (70) 24,216; (81) 31,400
Bal. in PMA-ABC: (70) 22,751; (81) 32,500
Total PMA-ABC: (70) 46,967; (81) 63,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	1	$76,000,000
Savings	3	$1,700,000,000
Sav. & Loan	2	$77,000,000

6 - PASSENGER AUTOS: County 74,817

7 - ELECTRIC METERS: Res. 44,800

8 - GAS METERS: Res. 11,150

9 - PRINCIPAL INDUSTRIES: Auto Parts; Paper; Brass; Paints; Die Casting; Salt; Elec. Prod.; Adhesives; Trailers; Steel Fabrication; RR Car Bldg.; RR Repair Shops; Industrial Tapes; Colloidal Graphite; Boat Tops; Coffee; Chicory; Rubber Prod.; Cement; Boats; Food Processing; Fish Poles & Reels; Plastic Prod.; Electric Power Plants; Bean Elevator & Processing; Lumbering; Sea Port for Foreign Shipping; Electric Recording Instruments; Iron Foundries; Machinery & Tools; Metal Auto Trimming; Marine and Industrial Engines; Pre-Cast Concrete; Battery Mfg. Eqpt.; Cutting Tools; Farm Machy.; Automatic Screw Machines. Industrial Emp. - 18,500
Principal Industrial Pay Days - N.A.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Hard; Source is St. Clair River; municipal ownership.

12 - RETAILING: Principal Shopping Center - 8 blocks of Downtown Port Huron on Huron and Military Streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Clair	12	Kroger, Thompson's
Colonial (22)	3	Marengo Appl., A&P, Vollmer Drugs, Ben Franklin
Village Green	5	Ben Franklin, Marysville Food Center, Arnold Drug
Court of Flags	NA	Kroger, SupeRx, Mericks, True Value Hdw.

Principal Shopping Days : Mon., Thu., Fri., Sat., Sun.
Stores Open Evenings : Mon., Fri.

13 - RETAIL OUTLETS: Department Stores - J.B. Sperry; Naums (catalog); J.C. Penney; Winkelman's.
Variety Stores - Kresge; Ben Franklin 2.
Discount Stores - K mart 2; CVS; Tradeway.
Chain Drug Stores - Cunningham's; Arnold's; SupeRx 2; Farmer Jack's; K mart 2.
Chain Supermarkets - Smith 2; A&P 4; Kroger 4; IGA 3; Spartan 3; Great Scott; Farmer Jack.
Other Chain Stores - Marx; Fox; Sherwin Williams; Ace Hdw.; Crosby Shoes; Pic-Way Shoes; S&H Green Stamps; Wickes Lumber; Singer; TSC Store; Kinney Shoes; Dairy Queen 2; Arby's; Pizza Hut; Elias Big Boy 3; Pizza Inn; Harvest Table; McDonald's 2; Wendy's 2; Taco Bell 2.

14 - NEWSPAPERS: TIMES HERALD (e) 30,097; (S) 35,457; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ronald N. Armstrong, Ret. Adv. Mgr., TIMES HERALD, 911 Military St., Port Huron, MI 48060; Tel. (313) 985-7171.
National Representative : Gannett.

ROYAL OAK

1 - LOCATION: Oakland County (In Detroit SMSA). E&P Map D-4. Residential center. Miscellaneous light manufacturing area. 10 mi. NW of Detroit on U.S. Hwy. 10 and State Hwy. 150.

2 - TRANSPORTATION: Railroads - Grand Trunk.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound; Great Lakes.
Airlines - American; Delta-Chicago & Southern; Eastern; Mohawk; Northwest; TWA; United; Republic; Pan Am; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 70,893
CZ-ABC: (70) 198,805; (81) 157,000
RTZ-ABC: (70) 199,506; (81) 219,500
County 80 Cen. 1,011,793
SMSA 80 Cen. 4,352,762
City & RTZ-ABC: (70) 398,311; (81) 376,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 30,944
County 80 Cen. 355,187
SMSA 80 Cen. 1,508,832
CZ-ABC: (70) 60,772; (81) 55,200
RTZ-ABC: (70) 59,998; (81) 76,300
City & RTZ-ABC: (70) 120,770; (81) 131,500

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	31 Br.	$967,561,345
Savings	74 Br.	$1,605,872,554

6 - PASSENGER AUTOS: County 653,389

7 - ELECTRIC METERS: (City) Res. 28,496

8 - GAS METERS: (City) Res. 21,726

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Tools 950 ($425); Auto Products 1,100 ($455); Stamping 480 ($340); Millwork 800 ($340).

10 - CLIMATE: Min. & Max. Temp. - Spring 18-86; Summer 46-95; Fall 16-89; Winter - 3-63; First killing frost, Oct. 9. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - One mile on Main St., Half mile on Washington; 4 blocks on 4th St.; Woodward at 13 Mi. Rd. (26 stores).
Neighborhood Shopping Centers - Ferndale; 4 blocks on 9 Mile Road; 4 on Woodward Ave. Hazel Park; 5 on John R. Clawson; 4, Main and 14 Mile Road, Berkley; 4 on 12 Mile Road, Troy; Somerset Mall. 1 on Rochester Road, Southfield; J.L. Hudson, Northland Shpg. Cntr. (122 estab.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northland	4	J.L. Hudson
Northwood	2	J.C. Penney, Kroger
Madison	2	Kroger
Clawson	3	A&P, Federal's
Maidson Ctr.	3	
Universal	4	Mont. Ward., Federal's
Oakland Mall	5	J.L. Hudson, Sears, J.C. Penney
Southfield Plaza	4	Korvettes, Sears
Tel-Twelve	6	Mont. Ward., K mart

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Dept. Stores - Mon., Thurs., Fri., Sat. Food - Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Montgomery Ward; Federal; J. L. Hudson; Playworld; Shopper's Fair; Sears Bonwit Teller; Saks 5th Ave.; K mart.
Variety Stores - Kresge 8; Woolworth 3.
Discount Stores : Merchandise Mart; Meijer; Michigan Shprs.; Royal Drugs; Apex Distributors; United; Northwood Jewelers; Sav-On Drugs; Revco Drugs; 14-Mile Bargain Center; Star Hdwr.; Fretter Appliance; F.M. Vitamins.
Chain Drug Stores : Cunningham 5; Perry 4; Arnolds 3.
Chain Supermarkets : A&P 5; Kroger 8; Hollywood 3; Farmer Jack 8; Chatham Food Ctrs. 3; Meijer 2.
Other Chain Stores - Men's Clothing: Van Horns Hughes, Hatcher Suffrin, Osmuns; Women's Apparel: Winkleman's, Juliet, Grayson's, Speigel's; K mart; Youth Center, RB, R. & S. Women's; Shoes: Mary Jane, Spencer's; Men's Shoes: Shoe Box, Thom McAn, Boston, Father & Son, Beckers, Sibleys; Furniture: Art Van, Brent, Charles Furniture, Dobbs, Grinnell Bros., Good Housekeeping, Englander-Triangle, Edwards, Lincoln, Firestone, Goodyear; Bakeries: Awrey, Sander's, Alden's; Catalog: Sears, Spiegel, S&H Green Stamps.

14 - NEWSPAPERS: TRIBUNE (e) 46,809; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Philip L. Parkinson, Adv. Dir., TRIBUNE, 210 E. Third St., Royal Oak, MI 48068; Tel. (313) 541-3000.
National Representative : Landon.

SAGINAW

1 - LOCATION: Saginaw County (In Saginaw SMSA). E&P Map C-4. On Saginaw River, 93 mi. NW of Detroit; 15 mi. S. of Saginaw Bay on Lk. Huron.
On U.S. Hwys. 10, 23, I-75; State Hwys. 13, 46, 47, 81, 84.

2 - TRANSPORTATION: Railroads - C & O; Grand Trunk and Conrail Carloading 1.
Motor Freight Carriers - 24.
Intercity Bus Lines - Greyhound; Indian Trails.
Airlines - United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 77,508
CZ-ABC: (70) 158,977; (81) 156,400
Bal. in PMA-ABC: (70) 60,766; (81) 72,800
County/SMSA. 80 Cen. 228,059
Total PMA-ABC: (70) 219,743; (81) 229,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 41,146
County/SMSA: 80 Cen. 76,116
CZ-ABC: (70) 46,851; (81) 53,000
Bal. in PMA-ABC: (70) 16,292; (81) 22,900
Total PMA-ABC: (70) 63,143; (81) 75,900

5 - BANKS:	NUMBER	DEPOSITS
Savings	6	$176,028,120
Sav. & Loan	4	$1,513,465,794

6 - PASSENGER AUTOS: County 126,886

7 - ELECTRIC METERS: Res. 70,792

8 - GAS METERS: Res. 57,865

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - All Manu. 31,000 ($412); Metal 7,600 ($233); Non Elec. 3,900 ($395); Trans. Equip 12,700 ($433); Food 1,200 ($257); Retail 15,200 ($186); Construction 1,900 ($437); Wholesale 2,400 ($313); Ser. Indust. 14,900 ($204).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 22-82; Summer 47-103; Fall 28-88; Winter -7-49.

11 - TAP WATER: Alkaline, Soft; flouridated.

12 - RETAILING: Principal Shopping Center - Downtown: 8 blocks on E. Genesee; 3 on W. Genesee; 4 on Federal; 2 on S. Washington; 2 on N. Washington; 2 on N. Franklin; 1 on S. Baum; 1 on N. Baum; 2 on S. Jefferson; 1 on N. Jefferson; 2 on Lapeer Sts.
Neighborhood Shopping Centers - West Side Shopping Center; 2 blocks on court; 5 on S. Michigan; 3 on Hamilton; 1 on Hancock St.; State Rd. 2 miles from Passolt to Midland Rd; Bayroad from Weiss to Tittabawassee Rd., 4 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ft. Saginaw Mall	3	K mart
Green Acres	4	A&P, Cunningham's, Kresge, Greenley's, Penney's, Ray's
Pere Marquette	1	Vescio, Revco
Fashion Sq. Mall	4	Sears, J.C. Penney, J.L. Hudson, Wiechmanns

Principal Shopping Days : Department Stores - Mon., Fri., Sat. Food - Thurs., Fri., Sat.
Stores Open Evenings : Most Stores Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores - Ippel; Jacobson's; K mart 3; Morley's; Penney 2; Sears; Seitner 2; Wiechmann's 2; Winkelman's; Hudson's.
Variety Stores - Kresge.
Discount Stores : Century; K mart 2; CVS; Tepes; Meijer Thrifty Acres 2.
Chain Drug Stores : Cunningham 2; Muirs; SupeRx; Revco; Byron & Barber 2; Dudewicz-Epting 2; Hoffman's 2; Princing & Brennan 2; State Vitamin & Cosmetic 3; Kents.
Chain Food Supermarkets : A&P 2; Kroger 2; Ray's Food Fair 4; Vescio 7.
Other Chain Stores : Fanny Farmer 2; Firestone 2; Gately; Goodrich; Goodyear; Greenley's 2; Kinney's 2; Leath's 2; Beverly's; Nobil Shoe 3; Singer Co. 2; Thom McAn 2; Zale's; Alberts 3; Carpetland; Gantos; Homemaker 2; Mangel's; Playback; Highland Appliance; Fretter Appliance.

14 - NEWSPAPERS: NEWS (e) 54,608; (S) 56,922; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Thomas J. Lager, Adv. Mgr., NEWS, 203 S. Washington Ave., Saginaw, MI 48605; Tel. (517) 752-7171.
National Representative : Newhouse

ST. JOSEPH

See BENTON HARBOR

SAULT STE. MARIE

1 - LOCATION: Chippewa County, E&P Map C-2, County Seat. N.E. tip of Upper Peninsula of Michigan on Canadian border; 340 mi. N of Detroit; on U.S. Hwy. 2; I-75; Canadian 17; State M-28, M-129.

2 - TRANSPORTATION: Railroads - Soo Line; DSS&A; Canadian Pacific.
Motor Freight Carriers - 4.
Intercity Bus Lines - North Star; Greyhound.
Airlines - Air Canada; North Central.

3 - POPULATION:
Corp. City 80 Cen. 14,448
PMA-ABC: (70) 20,221; (81) 19,100
RTZ-ABC: (70) 28,640; (81) 26,700
County 80 Cen. 29,029
PMA & RTZ-ABC: (70) 48,861; (81) 45,800

4 - HOUSEHOLDS:
City 80 Cen. 5,166
County 80 Cen. 9,931
PMA-ABC: (70) 6,158; (81) 6,700
RTZ-ABC: (70) 7,827; (81) 8,400
PMA & RTZ-ABC: (70) 13,985; (81) 15,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$109,568,000

6 - PASSENGER AUTOS: County 13,307

7 - ELECTRIC METERS: Res. City 5,089

8 - GAS METERS: Residence 1,537

9 - PRINCIPAL INDUSTRIES: Lumber & Veneer 50 emp., Av. $76 wk.; U.S. Govt. Corps. (Engrs) 450 emp. Av. $100 wk.; Lake Superior State College 250 emp., Av. $8,000 year; Kincheloe Air Force Base ($2,800,000 monthly payroll.)

10 - CLIMATE: Min. & Max. Temp. - Spring 20-82; Summer 38-89; Fall 22-71; Winter -18-49. First killing frost, Sept. 30th. Last killing frost, May 27th.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 11 blocks on Ashmun St.; 5 on Portage Ave.; 2 on Spruce; Shopping Center at Airport; 2 miles from downtown.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Department Stores - Tue. & Fri. Food - 7 days.

13 - RETAIL OUTLETS: Department Stores - Cowan's; Hub; J.C. Penney; Barish Bros.; Sears (catalog); Montgomery Ward; Tempo.
Variety Stores - Woolworth; S.S. Kresge; Scott.
Chain Drug Stores : Beezie's Rexall; Arnolds.
Chain Food Supermarkets : Red Owl; A&P; Nordens Food Land.
Other Chain Stores - S&H Green Stamps.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,755; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Mitchell, Adv. Mgr., NEWS, 109 Arlington St., Sault Ste. Marie, MI 49783; Tel. (906) 632-2235.
National Representative : Landon.

SOUTH HAVEN

1 - LOCATION: Van Buren County (In Kalamazoo-Portage SMSA). E&P Map B-4. Port of entry on Lake Michigan, 30 mi. S of Holland; 25 mi. N of Benton Harbor. Manufacturing, fruit growing and resort center.

2 - TRANSPORTATION: Railroads - Chessie System (Freight).
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound.
Airlines - Non-scheduled; Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 5,943
County 80 Cen. 66,814
SMSA 80 Cen. 279,192

4 - HOUSEHOLDS:
City 80 Cen. 3,777
County 80 Cen. 23,121
SMSA 80 Cen. 97,526

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$150,000,000
Sav. & Loan	2	$30,000,000

6 - PASSENGER AUTOS: County 33,023

7 - ELECTRIC METERS: Residence 2,289

8 - GAS METERS: Residence 2,762

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Metal 1,000 (N.A.); Machinery 300 (N.A.); Woodworking 570 (N.A.); Fruit Processing 135 (N.A.); Rubber 338 (N.A.); Electronic 218 (N.A.); Chemical 14 (N.A.); Plastics 50 (N.A.).
Principal Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-70; Summer 60-90; Fall 30-80; Winter 0-50. First killing frost, Sept. 30. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Center and Phoenix Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bailey Ave. (8)	NA	Buy-Low
South Haven Sq.	NA	

Principal Shopping Days : Wed., Fri. & Sat.
Stores Open Evenings : Mon. -Fri.

13 - RETAIL OUTLETS: Department Stores - M. Hale.
Variety Stores - G. C. Murphy.
Discount Stores : Dale's True Value Family Center; Downtown; State Discount.
Chain Drug Stores : Walgreen; Rexall.
Chain Food Supermarkets : Jack's Super Dollar; Village Mkt.; Buy-Low; Hardings.
Other Chain Stores : Firestone; Montgomery Ward (Catalog); Sears (Catalog).

14 - NEWSPAPERS: TRIBUNE (mS) 3,026; Sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Philip Schoenwether, Gen. Mgr. and Adv. Dir., TRIBUNE, 259 Kalamazoo St., South Haven, MI 49090; Tel. (616) 637-1104.
National Representative : Landon.

STURGIS

1 - LOCATION: St. Joseph County, E&P Map C-5. SW part of State. 2 1/2 mi. from Indiana Line; 50 mi. from Kalamazoo.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 6.
Intercity Passenger Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,468
County 80 Cen. 56,083

4 - HOUSEHOLDS:
City 80 Cen. 4,332
County 80 Cen. 19,794

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$168,272,000
Sav. & Loan	2	$41,245,000

6 - PASSENGER AUTOS: County 29,230

7 - ELECTRIC METERS: Residence 3,825

8 - GAS METERS: Residence 3,425

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Weekly Wage) - Drapery Hdwe. 1151 ($207); Paper Prods 550 ($178); Tool & Die 210 ($200); Dairy Prods 334 ($172); Foundry 150 ($178); Office Furn. 357 ($160); Home Furn. 210 ($170); Machinery 108 ($161); Plastic 160 ($178); Annual Payroll $30,475,000.

10 - CLIMATE: Min. & Max. Temp. - Spring 36-58; Summer 58-80; Fall 41-61; Winter 17-32. First killing frost, Oct. 12. Last killing frost, May 2.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Chicago Rd.; 2 on North St.; 1 on Pleasant Ave.; 3 on Nottawa; Maplecrest Plaza, 9 stores on E. Chicago Rd.; Sturgis Plaza, 14 stores on S. Centreville Rd.
Principal Shopping Days : Thurs., Fri., Sat. & Sun.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; Montgomery Ward; Seger's; Danner's 3-D; K mart; Murphy Mart.
Chain Drug Stores : Walgreen; Rexall; SupeRx.
Chain Food Supermarkets : Kroger; Harding; Buy-Low.
Other Chain Stores : Ace Hardware; Firestone; Western Auto; Radio Shack; Saveway Shoes.

14 - NEWSPAPERS: JOURNAL (e) 9,880; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Roanne Fry, Adv. Dir., JOURNAL, 209 John St., Sturgis, MI 49091; Tel. (616) 651-5407.
National Representative : Gannett.

THREE RIVERS

1 - LOCATION: St. Joseph County, E&P Map C-5. 25 mi. S of Kalamazoo. At junction of St. Joseph, Porta and Rock Rivers.

2 - TRANSPORTATION:
Intercity Bus Lines - Greyhound; Rapid Transit; Short Way.

3 - POPULATION:
Corp. City 80 Cen. 7,015
County 80 Cen. 56,083

4 - HOUSEHOLDS:
City 80 Cen. 2,659
County 80 Cen. 19,794

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$53,755,000
Sav. & Loan	3	$31,186,089

6 - PASSENGER AUTOS: County 29,230

7 - ELECTRIC METERS: Residence 5,421

8 - GAS METERS: Residence 3,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners - Paper Converting 955; Machine Shop 910; Garment 100; Gas & Electric line installation 320; Rubber Products 200; Wire Extrusion 250; Other 305.

10 - CLIMATE: Average Winter 24; Summer 72; Growing Season - May 6 to Oct. 12.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - Main St., Downtown-2 blocks, 48 stores.
Shopping Centers : Peterson Plaza (4 stores); Maple Lane S.C. Westland (6 stores).
Principal Shopping Days : Fri.
Stores Open Evenings : Fri.
Stores Open Sundays : Drug, Grocery.

13 - RETAIL OUTLETS: Department Stores - Newberry's; Penney.
Discount Stores : CVS.
Chain Drug Stores : Hudson; Walgreen Family Pharmacy.
Chain Food Supermarkets : Buy Low; Hardings; Martens Market; Butlers Food.
Other Chain Stores : Firestone; Coast-to-Coast; Falveys; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: COMMERCIAL (e) 4,789; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Robert Guth, Adv. Mgr., COMMERCIAL, 124 N. Main St., Three Rivers, MI 49093; Tel (616) 279-7488.
National Representative : None.

TRAVERSE CITY

1 - LOCATION: Grand Traverse County, E&P Map C-3. 150 mi. N of Grand Rapids. On U.S. Hwy. 31; State Hwys. 37, 22.

2 - TRANSPORTATION: Railroads - C&O.
Motor Freight Carriers - 3.
Intercity Bus Lines - North Star; Cross-Town Transit.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 15,516
PMA-ABC: (70) 72,991; (81) 104,000
County 80 Cen. 54,899
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,747
County 80 Cen. 19,167
PMA-ABC: (70) 22,189; (81) 36,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	$71,581,062
Sav. & Loan	2	$445,472,743

6 - PASSENGER AUTOS: County 34,092

7 - ELECTRIC METERS: Residence County 15,914

8 - GAS METERS: Residence County 7,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Frozen Food 1,100; Clothing 100; Wood Prod. 100; Textile 350; Metal Mfg. 1,200; Medical 2,000; Cherry Farming 1,000.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 33-56; Summer 52-76; Fall 47-68; Winter 26-36; First killing frost. Oct. 10. Last killing frost, May 20.

11 - TAP WATER: Alkaline; soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 2 blocks on E. Front. Also S. Union St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherryland Mall	4	K mart, Hamady Bros., Prange, Sears
Eastfield	2	Ben Franklin
Garfield Vlg.	3	Oleson's Foods, Fisher, Big Wheel
Giant Plaza	3	Giantway
Meijer's	2	Meijer
Tom's Family Ctr.	1	
West Bay	1	Tom's Mkt.
Logan's Landing	5	Wanigan Restaurant, Boutique Shops
Hillside Ctr.	5	Carlson's Fish, Specialty Shops
Campus Plaza	2	Country Squire Clothing
All Seasons Plz.	5	Radio Shack
Bunny Plaza	3	Bunny Formal Wear

Principal Shopping Days : Wed., Fri., Sun.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears (catalog); Milliken's; Prange.
Discount Stores : Fisher Big Wheel; Giant Discount; Clinton Discount; K mart; Meijer.
Variety Stores - Woolworth; Ben Franklin.
Chain Drug Stores : Walgreen; Rexall; Prescription Shop 2; Revco; Meijer.
Chain Supermarkets : Hamady Bros.; Oleson's 2; Prevo's 2; Tom's 2; Giant Mkt.; Meijer.
Other Chain Stores - Singer Co.; Woolworth; Thom McAn; Kinney Shoes; Marianne; Beverly's; Circus World; Fox's Jewelry; Payless Shoes; Little Red Shoe House.

14 - NEWSPAPERS: RECORD-EAGLE (e) 23,116; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Brenda J. Tallman, Asst. to Publisher and Adv. Dir., Gary W. Sides, Retail Adv. Mgr., RECORD-EAGLE, 120 W. Front Street, Traverse City, MI 49684; Tel. (616) 946-2000.
National Representative : Branham.

YPSILANTI

1 - LOCATION: Washtenaw County (In Ann Arbor SMSA). E&P Map D-5. Residential, manufacturing, and educational center. On Huron River on U.S. Hwy. 12; I-94; State 17; U.S. 23; 30 mi. SW of Detroit.

2 - TRANSPORTATION: Railroads - Conrail; Amtrack.
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound; Short Way.
Airlines - Capital; TWA; American; United; Northwest; Delta; Republic Air; USAir; Eastern; Pan Am; British Airways; Laker; Frontier; Air Wisconsin; Braniff.

3 - POPULATION:
Corp. City 80 Cen. 24,031
CZ-ABC: (70) 52,197; (81) 53,600
RTZ-ABC: (70) 67,378; (81) 68,900
County/SMSA 80 Cen. 264,748
City & RTZ-ABC: (70) 119,575; (81) 122,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 24,585
County/SMSA 80 Cen. 92,937
CZ-ABC: (70) 14,292; (81) 17,000
RTZ-ABC: (70) 18,265; (81) 21,300
City & RTZ-ABC: (70) 32,557; (81) 38,300

5 - BANKS: 4 Commercial; 3 Savings & Loan Deposits $132,928,006

6 - PASSENGER AUTOS: County 144,290

7 - ELECTRIC METERS: City & Township 25,666

8 - GAS METERS: City & Township 17,180

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Paper & Products 250 ($380); Auto & Auto Parts 23,229 ($410); Machine Shop 825 ($404); Plating 100 ($300).
Principal Industrial Pay Days - Fri. & Wed.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-75; Summer 55-95; Fall 45-75; Winter 5-45. First killing frost, Oct. 24. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Michigan Ave.; 3 on Washington St.; 1 block on N. Huron St.; 2 on Pearl St.
Neighborhood Shopping Centers - 2 blocks on W. Cross St; 1 on E. Cross St.; 1 on E. Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood(104)	NA	Hudson's, Penney's, Sears
Gault Village(15)	NA	A&P, ACE, K mart, Farmer Jack
Thrifty Acres(2)	NA	Meijer's
Sun-Rise(6)	NA	A&P
Arborland(36)	NA	Wards, Crowley's
Lakewood(24)	NA	K mart, Chatham Mkt.
Roundree(15)	NA	A&P, Perry Drug

Principal Shopping Days : Mon., Fri., Sat., Sun.
Stores Open Evenings : Mon., Fri.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J.C. Penney; Sears; Hudsons; Crowleys.
Variety Stores - D&C Variety.
Discount Stores : K mart 3; Meijer's 2; Best Products.
Chain Drug Stores : Maple Village; Richardson's 2; Perry 4; Cunningham's.
Chain Food Supermarkets : A&P 3; Kroger 2; IGA 2; Farmer Jacks 2; Chatham.

14 - NEWSPAPERS: PRESS (e-mon to fri) 16,730; (m-sat) 16,217; (S) 16,370; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Lou Alexander, Adv. Dir., PRESS, 20 E. Michigan Ave., Ypsilanti, MI 48197; Tel. (313) 482-2000.
National Representatives : Branham; Harte-Hanks.

MINNESOTA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Duluth-Superior, Minn.-Wisc. - St. Louis County, Minn.; Douglas County, Wisc.
Fargo-Moorhead, N.D.-Minn. - Cass County, N.D.; Clay County, Minn.
Grand Forks, N.D.-Minn. - Grand Forks County, N.D.; Polk County, Minn.
Minneapolis-St. Paul, Minn.-Wisc. - Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington and Wright Counties, Minn.; St. Croix County, Wisc.
Rochester - Olmsted County.
St. Cloud - Benton, Sherburne and Stearns Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	332	307
5-14 Years	818	630
15-24 Years	666	793
25-44 Years	853	1,126
45-64 Years	730	741
65 and Over	407	480
TOTAL	3,806	4,077

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	601	1,126	1,595
Genral Mdse	1,240	1,853	2,568
Food	1,583	2,456	3,837
Automobiles	1,503	2,691	3,441
Gasoline Stations	710	1,194	2,309
Apparel	369	597	830
Furniture	378	578	836
Eat-Drink Places	659	1,155	1,806
Drugs	246	373	569
TOTAL	8,352	13,567	20,454

ALBERT LEA

1 - LOCATION: Freeborn County, E&P Map C-5, County Seat. Wholesale, shipping, misc. mfg., dairy and agricultural center. 90 mi. S of St. Paul; 61 mi. SW of Rochester; 100 mi. S of Minneapolis. On U.S. Hwys. 65, 69, 16; State Hwy. 13; and I-90 and I-35.

2 - TRANSPORTATION: Railroads - Chicago; Rock Island & P.; Chicago and Northwestern; Illinois Central; Chicago; Milwaukee.
Motor Freight Carriers - 9.
Intercity Bus Lines - Jefferson Transp.; Midwest Coaches.

3 - POPULATION:
Corp. City 80 Cen. 19,190
CZ-ABC: (70) 21,745; (81) 21,000
RTZ-ABC: (70) 42,306; (81) 41,600
County 80 Cen. 36,329
City & RTZ-ABC: (70) 64,051; (81) 62,600

Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 7,418
County 80 Cen. 13,224
CZ-ABC: (70) 6,926; (81) 7,700
RTZ-ABC: (70) 13,291; (81) 15,000
City & RTZ-ABC: (70) 20,217; (801 22,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$104,122,000
Sav. & Loan	2	$252,072,286

6 - PASSENGER AUTOS: County 19,289

7 - ELECTRIC METERS: Residence 7,059

8 - GAS METERS: Residence 6,389

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage): Food 2,224 ($210); Lumber Prod. 145 ($240); Constr. 182 ($350); Transp. & Util. 460 ($225); Furniture 508 ($235); Meat Packing 1680 ($350).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-70; Summer 52-94; Fall 33-86; Winter -20-40. First killing frost, Oct. 5. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 3 blocks on Broadway; 2 on Clark; 2 on Washington; 2 on Main St.; 2 on William.

Neighborhood Shopping Centers : 1 block on Bidge St.; 2 on Johnson St.; 3 on S. Bdwy.; Skyline Mall (22 Stores) West edge of City (Mont. Ward, Ben Franklin, J. C. Penney, Piggly Wiggly).

Principal Shopping Days : Fri., Sat., Mon. & Thu. and Sundays (1 to 5 p.m.)
Stores Open Evenings : Shpg. Ctr. Mon thru Fri.; Downtown Mon. & Thu.

13 - RETAIL OUTLETS: Department Stores - Herbergers; Montgomery Ward; Wallaces; J.C. Penney; Sears Roebuck; Spurgeons.

Discount Stores : Albert Lea; Pamida.
Variety Stores - Ben Franklin.

Drug Stores - Osco; Rexall 2; Walgreen; North Park; Snyder.
Chain Supermarkets : Super-Valu 2; Red Owl; Hy-Vee; IGA.
Other Chain Stores - Gambles; Three Sisters 2; Stevenson's 2; Coast-to-Coast; Gallenkamp Shoes.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,467; (S) 10,725; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Earl K. Nelson, Gen. Mgr., or Pat Doyle, Adv.

The Community
Information
Center In
Ypsilanti, Michigan.

Ypsilanti Press
A Harte-Hanks
NEWSPAPER

Mgr., TRIBUNE, 808 W. Front St., Albert Lea, MN 56007; Tel. (507) 373-1411.
National Representatives : Thomson; Northwest Dailies.

AUSTIN

1 - LOCATION: Mower County, E&P Map C-5. Located 95 mi. S of Minneapolis and St. Paul at junction of U.S. Hwys. 218 and I-90.

2 - TRANSPORTATION: Railroads – Milwaukee; Chicago and North Western.
Motor Freight Carriers – 37.
Intercity Bus Lines – Jefferson.
Airlines – Charter Service from municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 23,020
CZ-ABC: (70) 30,007; (81) 26,100
RTZ-ABC: (70) 18,727; (81) 19,500
County 80 Cen. 40,390
City & RTZ-ABC: (70) 48,734; (81) 45,600

4 - HOUSEHOLDS:
City 80 Cen. 9,138
County 80 Cen. 14,969
CZ-ABC: (70) 9,351; (81) 9,300
RTZ-ABC: (70) 10,608; (81) 6,800
City & RTZ-ABC: (70) 14,959; (81) 16,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$139,876,520
Sav. & Loan	3	$150,221,876
Trust Co's.	1	$1,500,000
Credit Unions	3	$29,871,421

6 - PASSENGER AUTOS: County 25,363

7 - ELECTRIC METERS: Residence 8,383

8 - GAS METERS: Residence 9,110

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Meat Pkg. 2,100 ($320); Medical Care 460 ($260); Education ($330); Fin. & Ins. 759 ($150); Public Util. 250 ($320); other 4,872 (N.A.).
Principal Pay Days : Thu., Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp. – Spring 30-79; Summer 49-89; Fall -2-74; Winter -15-53. First killing frost, Oct. 4. Last killing frost, Apr. 14.

11 - TAP WATER: Neutral, medium hard.

12 - RETAILING: Principal Shopping Center – 10 blocks on Main St., Mall Shopping Center; Oak Park Mall Center; Crossroads Center North end of Main St.
Neighborhood Shopping Centers : 3 blocks at Sterling; 4 on 10th St.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads (6)	1	K mart, Super Value
Oak Park Mall (50)	4	Younkers, J.C. Penney Hy Vee
Shoppers Plaza	NA	Wallaces
Lakeside	2	Red Owl
Mall		Coast-to-Coast, Alco
Sterling (27)	2	Walgreen, Hardware Hank

Stores Open Evenings : Downtown – Mon. & Thu.; Shopping Centers nitely.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Younkers.
Variety Stores – Woolworth; Ben Franklin
Discount Stores : K mart; Jupiter; Alco.
Chain Drug Stores : Landherr Rexall; Walgreen 2; Snyder; Osco; White Drug.
Chain Food Supermarkets : Red Owl; Penney; Super Valu; Hy Vee.
Other Chain Stores – Fantle's (ladies & children's); Wallace (dry goods, apparel); Stevenson's Apparel; Cook's Paint; Gildner's (men's); Goodyear; Firestone; Hardware Hank; Sherwin-Williams; United Bldg. Ctr.; St. Paul Clothing (men's, boy's); Fabricland; Radio Shack.

14 - NEWSPAPERS: HERALD (e) 10,119; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John C. Munson, Adv. Mgr., HERALD, 310 NE 2nd St., Austin, MN 55912; Tel. (507) 433-8851.
National Representatives : Northwest Dailies; Thomson.

BEMIDJI

1 - LOCATION: Beltrami County, E&P Map B-2, County Seat. Crookston, 90 mi. W; Grand Forks, ND, 113 mi. W; Brainerd, 100 mi. S; Minneapolis, 228 mi. S; International Falls, 113 mi. N; on U.S. Hwys. 71, 2, 371.

2 - TRANSPORTATION: Railroads – Burlington Northern; Soo Line.
Intercity Bus Lines – Greyhound; Triangle.
Airlines :Republic.

3 - POPULATION:
Corp. City 80 Cen. 10,949
CZ-ABC: (70) 11,490; (81) 10,600
RTZ-ABC: (70) 27,433; (81) 34,800
County 80 Cen. 30,982
City & RTZ-ABC: (70) 38,923; (81) 45,400

4 - HOUSEHOLDS:
City 80 Cen. 3,654
County 80 Cen. 10,023
CZ-ABC: (70) 3,328; (81) 3,500
RTZ-ABC: (70) 8,085; (81) 11,800
City & RTZ-ABC: (70) 11,413; (81) 15,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$100,028,000
Sav. & Loan	2	$30,840,000

6 - PASSENGER AUTOS: County 14,369

7 - ELECTRIC METERS: Residence 3,378

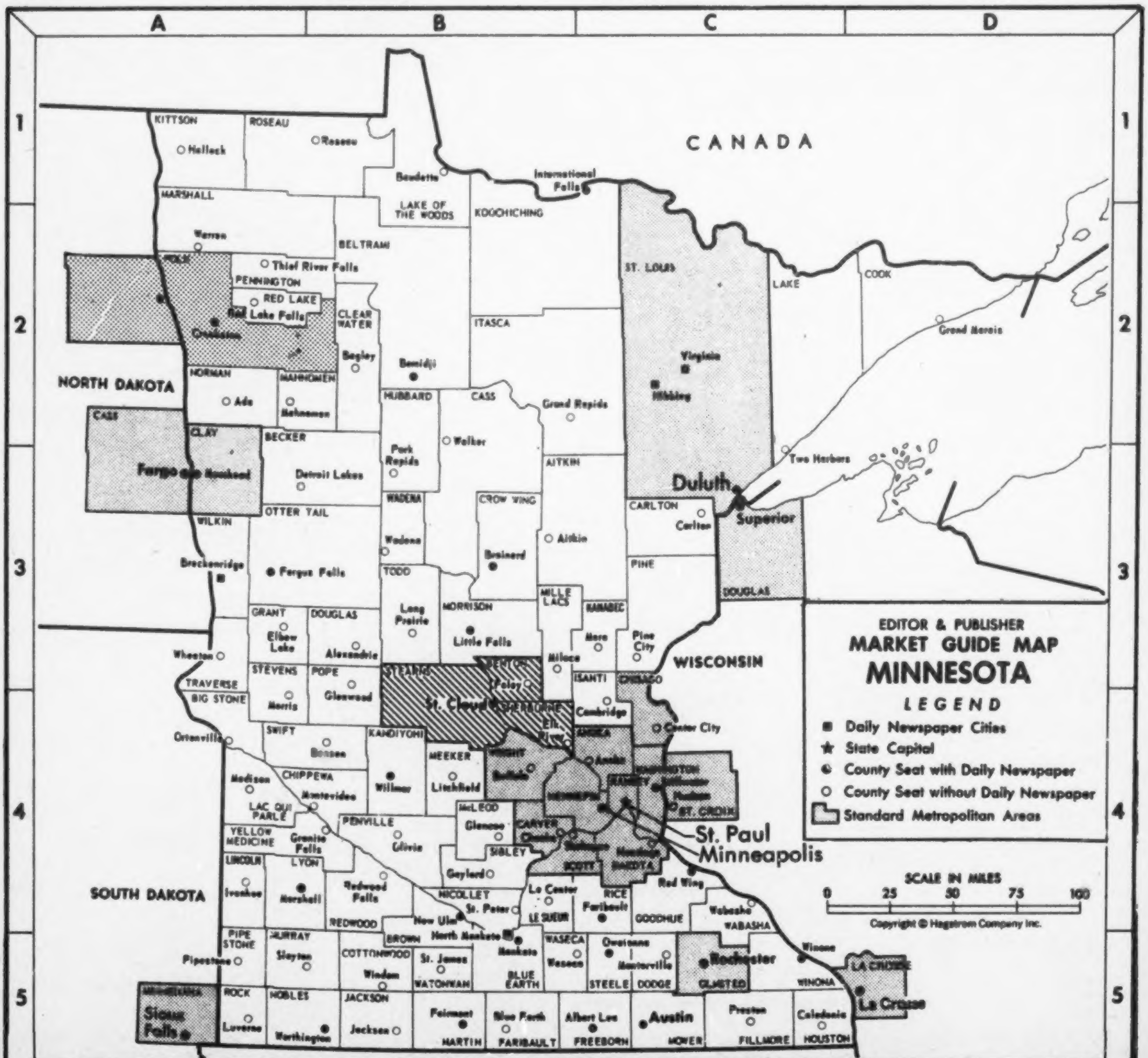
8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Boat Mfg.; Hardboard Mfg.; Lumber; Boxes; Christmas Decorations; Door Mfg.; Culvert Mfg.; Cedar Poles; Computer Components.

10 - CLIMATE: Min. & Max. Temp. – Spring 25-46; Summer 58-80; Fall 29-46; Winter -15-13. First killing frost, Sept. 11. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Principal Shopping Days : Mon., Thurs., Sat.
Stores Open Evenings : Downtown Fri.; Shopping Centers Mon., Thru., Fri.
Shopping Centers – Paul Bunyan Mall, 3 mi. from downtown stores: K mart, J.C. Penney, Bostwick's.


A
B
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CANADA
NORTH DAKOTA
SOUTH DAKOTA
WISCONSIN
KITTSON
Hallock
ROSEAU
Roseau
Baudette
LAKE OF THE WOODS
International Falls
KOOCHICHING
MARSHALL
Warren
BELTRAMI
Thief River Falls
PENNINGTON
POLK
RED LAKE
Red Lake Falls
Crookston
CLEAR WATER
Bagley
Bemidji
ITASCA
ST. LOUIS
LAKE
COOK
Grand Marais
Virginia
Hibbing
NORMAN
Ada
MAHNOMEN
Mahnomen
HUBBARD
CASS
Grand Rapids
Walker
CASS
CLAY
Fargo
Moorhead
BECKER
Detroit Lakes
Park Rapids
AITKIN
Aitkin
Two Harbors
Duluth
Superior
CARLTON
Carlton
OTTER TAIL
WILKIN
WADENA
Wadena
CROW WING
Brainerd
PINE
DOUGLAS
Breckenridge
Fergus Falls
TODD
Long Prairie
MORRISON
Little Falls
MILLE LACS
Milaca
KANABEC
Mora
Pine City
GRANT
Elbow Lake
DOUGLAS
Alexandria
Wheaton
TRAVERSE
STEVENS
Morris
POPE
Glenwood
STEARNS
BENTON
Foley
St. Cloud
SHERBURNE
Elk River
ISANTI
Cambridge
CHISAGO
Center City
BIG STONE
Ortonville
SWIFT
Benson
KANDIYOHI
Willmar
MEEKER
Litchfield
WRIGHT
Buffalo
ANOKA
Anoka
HENNEPIN
RAMSEY
WASHINGTON
Stillwater
Hudson
ST. CROIX
Madison
CHIPPEWA
Montevideo
LAC QUI PARLE
YELLOW MEDICINE
Granite Falls
RENVILLE
Olivia
McLEOD
Glencoe
CARVER
Chaska
SIBLEY
Gaylord
SCOTT
DAKOTA
St. Paul
Minneapolis
LINCOLN
Ivanhoe
LYON
Marshall
Redwood Falls
REDWOOD
NICOLLET
St. Peter
Le Center
LE SUEUR
RICE
Faribault
GOODHUE
Red Wing
Wabasha
WABASHA
New Ulm
BROWN
North Mankato
Mankato
PIPE STONE
Pipestone
MURRAY
Slayton
COTTONWOOD
Windom
St. James
WATONWAN
BLUE EARTH
WASECA
Waseca
Owatonna
STEELE
Mantorville
DODGE
Rochester
OLMSTED
Winona
WINONA
LA CROSSE
La Crosse
MINNEHAHA
Sioux Falls
ROCK
Luverne
NOBLES
Worthington
JACKSON
Jackson
Fairmont
MARTIN
Blue Earth
FARIBAULT
Albert Lea
FREEBORN
Austin
MOWER
Preston
FILLMORE
Caledonia
HOUSTON
EDITOR & PUBLISHER
MARKET GUIDE MAP
MINNESOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
◐ County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
100
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13 - RETAIL OUTLETS: Department Stores - O'Meara's; J.C. Penney; S&L; Wilsons; Pattersons; Hdw. Hank; Coast-to-Coast Hdw.; Bostwicks.
Discount Stores : Fleet Distributors; Holiday Service; Western; Gibson; K mart.
Leading Variety Stores - Woolworth; Ben Franklin.
Chain Drug Stores : Glass Block Rexall; City Drug; Walgreen.
Chain Food Supermarkets : Red Owl; Hartz 2; Super Valu; IGA 2.

14 - NEWSPAPERS: PIONEER (e-mon to fri) 7,026; (S) 7,080; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Merlyn Stai, Adv. Dir., PIONEER, PO Box 554, Bemidji, MN 56601; Tel. (218) 751-3740.
National Representative : Northwest Dailies.

BRAINERD

1 - LOCATION: Crow Wing County, E&P Map B-3, County Seat. On U.S. Hwys. 210, 371; 128 mi. from Minneapolis; 125 mi. from Duluth.

2 - TRANSPORTATION: Railroads - Burlington Northern.
Motor Freight Carriers - 7.
Intercity Bus Lines - Greyhound.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,489
County 80 Cen. 41,722
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,568
County 80 Cen. 15,171

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$116,421,000
Sav. & Loan	2	$78,200,000
Credit Unions	2	$9,966,000

6 - PASSENGER AUTOS: County 23,019

7 - ELECTRIC METERS: Residence 4,856

8 - GAS METERS: Residence 4,001

9 - PRINCIPAL INDUSTRIES: R.R. 450; Paper 630; State Hosp. 659; St. Joseph Hospital 380.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-60; Summer 56-75; Fall 42-65; Winter 2-21. First killing frost, Sept. 30. Last killing frost, May 2.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 5 blocks on Laurel St.; 5 on Front St.; 6 on 6th St.; 5 on 7th St.; 2 on 8th St.; 7 blocks on Washington.
Neighborhood Shopping Centers : Oak and 13th St.; Mill Ave. & H St. N.E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brainerd Mall (14)	NA	Wards, Penney, Sears, Scott's
Midtown (8)	NA	National Foods
Tyrol Hills (6)	NA	Ace Hdwr., Super Valu, Ben Franklin
Westgate Mall (25)	NA	Kinney, Zales

Principal Shopping Days : Mon., Thu., Fri. & Sat.
Stores Open Evenings : Thurs.; Brd. Mall, Mon. thru Fri.
Stores Open Sundays : Supermarkets, drugs, Brd. Mall.

13 - RETAIL OUTLETS: Department Stores - Ehler's; Montgomery Ward; J.C. Penney; S&L.
Variety Stores - Scott's; Ben Franklin.
Discount Stores : Fleet Store; Super America; Erickson Holiday; Gibson.
Chain Drug Stores : Thrifty Snyder.
Chain Supermarkets : Red Owl 3; National Foods; Super Valu 3; Tom Thumb.
Other Chain Stores - Gamble's; Singer Co.; Sears (catalog); Schiff Shoes; Stevensons; Three Sisters; Hardware Hank; Ben Franklin; Lampert Lumber; Standard Lumber; Plywood Minnesota.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 14,110; (S) 14,982; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Rob't. Turcotte, Adv. Mgr., DISPATCH, 215 S. 6th St., Brainerd, MN 56401; Tel. (218) 829-4705.
National Representative : Northwest Dailies.

BRECKENRIDGE, MN

See WAHPETON, ND

CROOKSTON

1 - LOCATION: Polk County, (In. Grand Forks, ND-MN SMSA) E&P Map A-2, County Seat. Agricultural, wholesale, education center. Univ. of Minn. On Red Lake River, 20 mi. from Grand Forks, ND and 45 mi. SW of Thief River Falls. On U.S. Hwys. 2 & 75; State Hwy. 9.

2 - TRANSPORTATION: Railroads - Winnipeg (Can.) lines of Burlington Northern.
Motor Freight Carriers - 4.
Intercity Bus Lines - Triangle; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,628
County 80 Cen. 34,844
SMSA 80 Cen. 100,944

4 - HOUSEHOLDS:
City 80 Cen. 3,098
County 80 Cen. 12,154
SMSA 80 Cen. 34,262

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$35,000,000
Commercial	3	$81,595,000

6 - PASSENGER AUTOS: County 18,988

7 - ELECTRIC METERS: Residence 3,124

8 - GAS METERS: Residence 1,816

9 - PRINCIPAL INDUSTRIES: Sugar; Potato Proc.; Alfalfa Dehydration; Sunflowers; Sugar Beets; Vegetables; Small Grains.

10 - CLIMATE: Min. & Max. Temp. - Spring 28-52; Summer 58-78; Fall 45-70; Winter -7-15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores - S & L; J.C. Penney; Town & Country.
Variety Stores - Ben Franklin.
Discount Stores : D & B Freight Sales; Fleet Supply; Pamida.
Chain Drug Stores : Osmon Walgreen; Eagle Rexall; Johnson-McKesson.
Chain Supermarkets : Geo. Peters; Fairway; Jack & Jill; Piggly Wiggly.
Other Chain Stores - Gambles; Coast-to-Coast; Wm. H. Ziegler; Montgomery Ward (catalog); Our Own Hdwr.; Fleet Farm Supply.

14 - NEWSPAPERS: TIMES (e-mon to fri) 5,370; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: William Barrus, Adv. Mgr., TIMES, 124 S. Broadway, Crookston, MN 56716; Tel. (218) 281-2730.
National Representative : Northwest Dailies.

DULUTH

1 - LOCATION: St. Louis County, E&P Map C-3 (In Duluth-Superior MN-WI SMSA). At head of navigation on Lake Superior, 144 mi. N of Twin Cities via 35. Major shipping center on the St. Lawrence Seaway. Manufacturing, mining, jobbing, wholesaling, food processing, Air Force base, rail center, serving upper lakes area of MN, WI & MI.

2 - TRANSPORTATION: Railroads - DM&IR; DW&P; Soo Line; Milwaukee Road; Duluth & Northeastern Railroad Company; Chicago & Northwestern Transportation Company; Amtrak; Burlington Northern.
Motor Freight Carriers - 18.
Steamship Lines - 54 U.S., Canadian & foreign.
Intercity Bus Lines - Duluth Transit Authority; Northland Greyhound.
Airlines - Republic; Charter & Jet Service.

3 - POPULATION:
Corp. City 80 Cen. 92,811
PMA-ABC: (70) 108,122; (81) 99,000
Bal. in PMA-ABC: (70) 310,767; (81) 341,300
County 80 Cen. 222,229
SMSA 80 Cen. 266,650
Total PMA-ABC: (70) 418,889; (81) 440,300
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,363
County 80 Cen. 81,482
SMSA 80 Cen. 97,949
PMA-ABC: (70) 35,575; (81) 37,400
Bal. in PMA-ABC: (70) 96,425; (81) 122,300
Total PMA-ABC: (70) 132,000; (81) 159,700

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$241,500,000
Commercial	9	$563,500,000

6 - PASSENGER AUTOS: County 118,128

7 - ELECTRIC METERS: City 35,100

8 - GAS METERS: Residence 21,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Food 1818 ($152); Textiles & Apl. 221 ($100); Lumber Prod. 461 ($245); Metal-Wkg. 2,450 ($290); Total Mfg. 6,140 ($220).
Principal pay Days : 2nd & 4th Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring -28-88; Summer 27-97; Fall -23-95; Winter -39-55. First killing frost, Oct. 12. Last killing frost, May 8.

11 - TAP WATER: Neutral, very soft; fluoridated; filtered.

12 - RETAILING: Principal Shopping Center - 8 blocks on Superior and First Sts. and in Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza (10)	1	Woolworth, Nat'l.
East 4th	1	Daugherty Hdwr., Nat'l.
West Duluth	4	Super Valu, National
Kenwood (13)	5	Red Owl, Ben Franklin
West End	2	Becks, Anderson's, S&J, M&K
Lakeside	4	Super Valu, Red Owl, Marshall Hardware, Ace Hwde., Bridgemans
Woodland	5	Falk Drugs, Piggly Wiggly, Bridgeman's, OK Hardware
Mount Royal (10)	3	Super Valu
Pike Lake	10	Paulson's Super Valu, Gambles
Piedmont (10)	3	Piggly Wiggly, Coast-to-Coast
Miller Hill (50)	3	Mont. Ward, Penney, Glass Block,
Village Mall	3	K mart, Super Valu

Principal Shopping Days : Mon., Wed., Fri., Sat. & Sun.
Stores Open Evenings : Department Stores - Mon. thru Fri.; Chain Groceries, Super Mkts. - Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores - Glass Block; Wahls; Montgomery Ward; Sears Roebuck; J.C. Penney; Prange's.
Discount Stores : Shoppers City; Target; Jupiter; Double Discount; K mart; Prange-Way.
Variety Stores - Woolworth; Ben Franklin.
Chain Drug Stores : Snyders; Walgreens 3.
Chain Food Supermarkets : National 3; Red Owl 4; Super Valu 4; Piggly Wiggly 3; Fairlane 8; J.J. Thorp 2; Super '1' 2.
Other Chain Stores - Firestone; Foreman & Clark; Baker's; Fanny Farmer; Goodyear; Gambles; Hickory Farms; Hanover Shoes; Flagg Bros.; Gallenkamps; Walden Books; Musicland; Wilson's; Kinney; Singer Co.; Maurices.

14 - NEWSPAPERS: NEWS-TRIBUNE (m) 50,342; HERALD (e) 19,591; Comb. (m&e) 69,933; NEWS-TRIBUNE (S) 81,576; Mar. 31. 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Thomson, Adv. Dir., NEWS-TRIBUNE and HERALD, 424 W. 1st, Duluth, MN 55801; Tel. (218) 723-5281.
National Representative : Knight-Ridder.

EAST GRAND FORKS, MN

See GRAND FORKS, ND

FAIRMONT

1 - LOCATION: Martin County, E&P Map B-5, County Seat. On U.S. Hwy. 16; State Hwy. 15. In S Central part of State. 130 mi. SW of Minneapolis.

2 - TRANSPORTATION: Railroads - CM&St.P; CSt. PM&O; C&NW.
Motor Freight Carriers - 3.
Intercity Bus Lines - Greyhound; Midwest Coaches.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,506
County 80 Cen. 24,687
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,615
County 80 Cen. 9,321

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$122,454,000
Sav. & Loan	2	$77,300,000

6 - PASSENGER AUTOS: County 13,200

7 - ELECTRIC METERS: Res. 4,484

8 - GAS METERS: Res. 4,371

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): R.R. Hand Cars 325 (N.A.); Ribbons 250 ($160); Canning, Freezing 400 ($150); Prepared Foods 250 (N.A.); Plastics 100 (N.A.); Seasonal Peak 600, June-July; 1,090, Aug.-Oct.
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-87; Summer 43-92; Fall 26-85; Winter -21-57. First killing frost, Sept. 28. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 12 blocks on five steets.
Shopping Center : Fair Mall (37 businesses-Penney's; Madsen's Foods; Singer; Gallenkamp; Stevenson's; Walgreen; Woolworth's, Brette).
Principal Shopping Days : Thurs., Fri., Sat.; Shopping Centers Mon. to Fri.-9 P.M.
Stores Open Evenings : Mon.

13 - RETAIL OUTLETS: Department Stores - Bob Wallace Mercantile; J.C. Penney; Ehlers.
Discount Stores : Ladd's; Gibson's; Alco.
Variety Stores : Woolworth.
Chain Drug Stores : Gardner Rexall; Fair Mall; Walgreen.
Chain Food Supermarkets : Gunther; Red Owl; Madsen's; Hy-Vee; Red Owl Country Store.
Other Chain Stores : Coast-to-Coast; Sears (mail order); Montgomery Ward (mail order); Gen. Trading; Our Own Hdwr.; Firestone; Goodyear; Fleet Motor Sup. (hard lines); Ace Hdwr.

14 - NEWSPAPERS: SENTINEL (m) 12,312; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ron Long, Adv. Mgr., SENTINEL, 64 Downtown Plaza, Fairmont, MN 56031; Tel. (507) 235-3303.
National Representatives : Northwest Dailies; Landon.

FARIBAULT

1 - LOCATION: Rice County, E&P Map C-4, County Seat. 50 mi. from Minneapolis and St. Paul. On U.S. Hwys. 35 & 3; State 65, 21 & 60.

2 - TRANSPORTATION: Railroads : Chicago, Rock Island; Chicago, Milwaukee & Chicago Great Western.
Bus Lines : Jefferson.
Motor Freight Carriers : 6.

3 - POPULATION:
Corp. City 80 Cen. 16,241
CZ-ABC: (70) 16,595; (81) 15,500
RTZ-ABC: (70) 44,322; (81) 54,500
County 80 Cen. 46,087
City & RTZ-ABC: (70) 60,917; (81) 70,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,836
County 80 Cen. 14,276
CZ-ABC: (70) 4,765; (81) 5,100
RTZ-ABC: (70) 12,192; (81) 17,500
City & RTZ-ABC: (70) 16,957 (81) 22,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$120,600,000
Sav. & Loan	2	$53,500,000

6 - PASSENGER AUTOS: County 21,500

7 - ELECTRIC METERS: Res. 6,103

8 - GAS METERS: Res. 5,453

9 - PRINCIPAL INDUSTRIES: Floor Truck Mfg.; Woolen Mills; Automatic Ice Making Mach.; Refrigeration & Air Conditioning Equip.; Turkey Processing; Furniture Mfg.; Farm Seed & Nurseries; Lumber; Canning; Metal Fabrication; Plastics; Blue Cheese; Dry Milk; Butter; Ice Cream; Pool Cues; Beverage Containers; Canoe Paddles; Asphalt Surfacing; Concrete Blocks; Frozen Meats; Burial Vaults; Amusement Rides; Elevators; PVC Pipe; Ammunition Reloading Equipment; Plastic Injection Molding.

10 - CLIMATE: Min. & Max. Temp. - Spring 19-90; Summer 48-98; Fall 10-90; Winter -20-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers - Faribo Plaza (2 mi.) Tempo; Red Owl Country Store; Ben Franklin; 5 blocks on Central Ave.; 2 on Fourth St.; Faribo West Mall (3 mi.) White Mart; Hy-Vee; Breetts; Radio Shack; Maurice's; Kinney Shoes.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Mon. & Thu.; Food, Super Markets and Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores - Ochs Bros.; Montgomery Ward; J.C. Penney; Bretts.
Variety Stores : Woolworth; Ben Franklin.
Discount Stores : Orschein's Supply; Faribo Farm & Home; Tempo; Jupiter; White Mart; K mart.
Chain Supermarkets : Country Store; Super Valu; Food Bonanza; Fairway; Hy-Vee.
Other Chain Stores : Sherwin-Williams; St. Paul Clothiers; Firestone; Sears; United Building Center; Lamperts; Pako Filmshops; Snyder Drugs; Brown Photo; Crown Auto; NAPA Auto Parts; Radio Shack; Maurices; Kinney Shoes.

14 - NEWSPAPERS: NEWS (e) 9,059; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jay Treadway, Adv. Dir., NEWS, 514 Central Ave., Faribault, MN 55021; Tel. (507) 334-4383.
National Representative : Northwest Dailies.

FERGUS FALLS

1 - LOCATION: Otter Tail County, E&P Map A-3, County Seat. Center of large dairy area. In Red River Valley, 56 mi. SE of Moorhead; 188 mi. NW of Minneapolis; 217 mi. W of Duluth. On U.S. Hwys. 52, 59, I-94; State Hwy. 210.

2 - TRANSPORTATION: Railroads : Burlington-Northern.
Motor Freight Carriers : 4.
Intercity Bus Lines : Northland Greyhound.
Airlines : West Central Airways.

3 - POPULATION:
Corp. City 80 Cen. 12,519
CZ-ABC: (70) 12,443; (81) 11,700
RTZ-ABC: (70) 60,289; (81) 67,900
County 80 Cen. 51,937
City & RTZ-ABC: (70) 72,732; (81) 79,600

4 - HOUSEHOLDS:
City 80 Cen. 4,686
County 80 Cen. 18,549
CZ-ABC: (80) 4,300
RTZ-ABC: (70) 18,758; (81) 24,500
City & RTZ-ABC: (70) 22,710; (81) 28,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$137,900,000
Sav. & Loan	1	$80,800,000

6 - PASSENGER AUTOS: County 24,582

7 - ELECTRIC METERS: Residence 7,019

8 - GAS METERS: Residence 2,020

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage) - Bakery 138 ($250); Farm Equipment 92 ($300); Utilities 460 ($380); Dairy 111 ($250); Woodworking 228 ($250).
Principal Industrial Pay Days : Mon. & Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 23-77; Summer 47-94; Fall 29-83; Winter -25-50. First killing frost, Sept. 30. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Lincoln Ave.; 4 on Court St.; 4 on Mill St.; 2 shopping centers and a 50-store mall within city limits.
Principal Shopping Days : Mon., Thu., Fri.
Stores Open Evenings : Thur.

13 - RETAIL OUTLETS: Department Stores : Fandel's; Bostwicks; J.C. Penney; Gambles; Herberger's; K mart.
Discount Stores : Pamida Discount Ctr.; K mart.
Variety Stores : Woolworth.
Chain Drug Stores : White Drugs; Stemsrud & Emerson Rexall; Medicine Shoppe Pharmacy.
Chain Food Supermarkets : National Food; Super One; Don's Jack & Jill; Country Store; Service Food; Ottertail Grocers 3.
Other Chain Stores : Sears (catalog); Tradehome Shoes; The Wardrobe; Coast-to-Coast Hardware; Intl. Harvester; Sherwin-Williams; Montgomery Ward (catalog); Fleet-Farm; Firestone; Goodyear; Kordel (furniture); St. Clair & Revang (Mens Wear); Stern's (Men's Wear); Fergus; OK Hardware; B. Dalton; Team Electronics; Morrey A; General Trading.

14 - NEWSPAPERS: JOURNAL (e) 13,881; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Glenn E. Olson, Adv. Dir., JOURNAL, 914 East Channing, Fergus Falls, MN 56537; Tel. (218) 739-4441.
National Representative : Northwest Dailies.

HIBBING

1 - LOCATION: St. Louis County, (In Duluth-Superior, MN-WI SMSA) E&P Map C-2 75 mi. N of Duluth; 185 mi. from MN. On MN Hwys. 73, 37, 53, 216 and U.S. Hwy. 169. Agriculture & Mining Center.

2 - TRANSPORTATION: Railroads : Great Northern; DM&IR; Burlington Northern.
Motor Freight Carriers : 1.
Intercity Bus Lines : Mesaba; Shubat; Greyhound; Northern Transportation.
Airlines : Republic.

3 - POPULATION:
Corp. City 80 Cen. 21,193
SMSA 80 Cen. 266,650
County 80 Cen. 222,229

4 - HOUSEHOLDS:
City 80 Cen. 7,868
County 80 Cen. 81,482
SMSA 80 Cen. 97,949

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$128,796,000
Sav. & Loan	1	$51,736,000

6 - PASSENGER AUTOS: County 118,128

7 - ELECTRIC METERS: Residence 7,905

8 - GAS METERS: Residence 1,895

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Metal Mining 654; Constr. 2,014; Transp. 303; Mfg. 256; Whlse. Trade 217; Finance 186; Gov't. 1,076; Retail Trade 1,093; Service 1,641.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-45; Summer 50-92; Fall 30-70; Winter 0-55. First killing frost, Sept. 24. Last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center : 8 blocks on Howard St., 7 on First Ave., 2 on Second Ave., 4 on Third Ave., 3 on 19th St.
Neighborhood Shopping Centers : 6 blocks in Brooklyn-East Hibbing.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Graysher (12)	NA	Piggly Wiggly
Mesabi Mall (22)	NA	Woolworth
Irongate (26)	NA	K mart, Bostwicks, Zales

Principal Shopping Days : Mon. thru Sat.
Stores Open Evenings : Mon. & Thu.

13 - RETAIL OUTLETS: Department Stores : Felman's; J.C. Penney; Woolworth.
Variety Stores : Woolworth; Ben Franklin.
Discount Store : Gibson's; L & M Supply.
Chain Drug Stores : Shapiro's; Rosatti's Rexall 2; Red Owl; Snyder Drug 2.
Chain Food Supermarkets : National; Red Owl; Piggly Wiggly; Super Valu Zups.
Other Chain Stores : Singers; General Trading; Goodyear; Firestone; Goodrich; Mode O'Day; Gallenkamp; House of Fabrics; Coast-to-Coast; Montgomery Ward (catalog); Ben Franklin; Stevensons; Maurice's; Team Electronics; Western Stores; Holiday; Boy Blue; Erickson.

14 - NEWSPAPERS: TRIBUNE (e) 10,611; (S) 10,611; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: B.J. Krauth, Gen. Mgr., Adv. Dir., TRIBUNE, 2142 First Ave., Hibbing, MN 55746; Tel. (218) 262-1011.
National Representatives : Landon; Northwest Dailies.

INTERNATIONAL FALLS

1 - LOCATION: Koochiching County, E&P Map C-1, County Seat. Port of entry. 300 mi. N of Twin Cities; 165 mi. NW of Duluth. On State Hwys. 11, 53 and 71.

2 - TRANSPORTATION: Railroads - Burlington Northern.
Motor Freight Carriers - Century Motor Freight; UPS.
Intercity Bus Lines - Greyhound via Northland Transportation; Grey Goose, Ltd.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 5,611
County 80 Cen. 17,571

4 - HOUSEHOLDS:
City 80 Cen. 2,191
County 80 Cen. 6,131

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$57,000,000
Savings & Loans	1	$12,900,000
Credit Unions	1	$6,000,000

6 - PASSENGER AUTOS: County 8,306

7 - ELECTRIC METERS: Residence 3,407

8 - GAS METERS: Residence 842

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Paper & Bldg. Boards 2,316 ($350).
Principal Industrial Pay Days : Pay Mfg., alternate Fri. Railroad 8th & 22nd. Others, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 34-55; Summer 51-90; Fall 38-59; Winter 4-24. First killing frost, Sept. 7. Last killing frost, June 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 8 blocks on Third St.; 3 blocks on Fourth, plus connecting streets. International Square Mall, West end of town on Hwys. 11 & 71.
Neighborhood Shopping Centers - South end of Third Ave.; West End of Third St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
International Mall (40)	NA	J.C. Penney, Woolworths, Red Owl White Drug, K mart
International Square	NA	J.C. Penney Woolworths

Principal Shopping Days : Wed., Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Ketolas; Stevenson's; Harold's; Woolworth; K mart.
Discount Stores : Gibson's; Western; Erickson Holiday; Border Bargains; K mart.
Chain Drug Stores : White Drug; Snyder.
Chain Food Supermarkets : National Tea; Piggly Wiggly; Super Valu; Red Owl.
Other Chain Stores - Coast-to-Coast; Ace; Sears; Montgomery Ward.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,519; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: David Ramnes, Adv. Mgr., JOURNAL, 500 3rd St., International Falls, MN 56649; Tel. (218) 283-8411.
National Representatives : Minn. Newspaper Assn.; Northwest Dailies.

LITTLE FALLS

1 - LOCATION: Morrison County, E&P Map B-3, County Seat. Residential Center. 32 mi. N of St. Cloud; 30 mi. S of Brainerd. On U.S. Hwys. 10, 371; State Hwys. 27, 28.

2 - TRANSPORTATION: Railroads - Trans-continental line of BN Inc.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,250
CZ-ABC: (70) 7,467; (81) 7,800
RTZ-ABC: (70) 19,482; (81) 21,900
County 80 Cen. 29,311
City & RTZ-ABC: (70) 26,949; (81) 29,700
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,689
County 80 Cen. 9,505
CZ-ABC: (70) 2,240; (81) 2,700
RTZ-ABC: (70) 5,201; (81) 6,700
City & RTZ-ABC: (70) 7,441; (81) 9,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$50,142,000
Sav. & Loan	1	$33,638,956

6 - PASSENGER AUTOS: County 14,480

7 - ELECTRIC METERS: Residence 4,300

8 - GAS METERS: Residence 1,510

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Boats 680; Paper Mill 270; Garments 330; Iron Fabr. 25; Power Generation 72; Dairy Prods. 25; Hospital & Nursing 420; Plastic Industry 70; Fertilizer 15.

10 - CLIMATE: Min. & Max. Temp. - Spring -4-88; Summer 33-93; Fall -10-81; Winter -37-43. First killing frost, Oct. 10. 6ast killing frost, May 3.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Principal Shopping Days : Fri., Sat., Wed.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; Victor Clothing; O'Meara's.
Discount Stores - Gibson's; White Mart.
Variety Stores - Ben Franklin.
Chain Drug Stores - Mushels; Walgreen; Lovdahl Rexall; Thrifty.
Chain Food Supermarkets : Red Owl; Super Valu; Coburn's.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 3,850; (m-sat) 3,848; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Roger Wochnick, Adv. Dir., 50 E. Broadway, Little Falls, MN 56345; Tel. (612) 632-6627.
National Representatives : Gannett; Northwest Dailies.

MANKATO-NORTH MANKATO

1 - LOCATION: Blue Earth and Nicollet Counties. E&P Map B-5. 76 mi. SW of St. Paul. On U.S. Hwys. 14, 169; State Hwys. 22, 60, 68 and 83.

2 - TRANSPORTATION: Railroads - Chicago; Milwaukee; St. Paul & Pacific; Chicago & NW.
Motor Freight Carriers - 21.
Intercity Bus Lines - Greyhound; Midwest Coaches.
Airlines - Republic.

3 - POPULATION:
Corp. Cities 80 Cen. 37,796
Mankato 80 Cen. 28,651
N. Mankato 80 Cen. 9,145
CZ-ABC: (70) 40,039; (81) 37,300
RTZ-ABC: (70) 121,830; (81) 128,400
Counties 80 Cen. 79,243
Blue Earth Co. 80 Cen. 52,314
Nicollet Co. 80 Cen. 26,929
City & RTZ-ABC: (70) 161,869; (81) 156,800

4 - HOUSEHOLDS:
Cities 80 Cen. 13,227
Mankato 80 Cen. 9,969
N. Mankato 80 Cen. 3,258
Counties 80 Cen. 26,591
Blue Earth Co. 80 Cen. 18,011
Nicollet Co. 80 Cen. 8,580
CZ-ABC: (70) 11,388; (81) 12,700
RTZ-ABC: (70) 37,020; (81) 44,700
City & RTZ-ABC: (70) 48,408; (81) 57,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$308,000,000
Sav. & Loan	3	$336,000,000
Fed. Credit Union	1	$5,500,000

6 - PASSENGER AUTOS: Counties - Blue Earth 26,525; Nicollet 8,800

7 - ELECTRIC METERS: 13,661

8 - GAS METERS: 13,254

9 - PRINCIPAL INDUSTRIES: Flour & Feed; Vegetables; Can Mfg.; Farm Equipment; Soybean Processors; Generator Mfg.; Fishing Reel Mfg.; Elec. Equip.; Quarrying; Pontoon Boats; Paper Prods.; Plastics; Ptg.; Warehousing & Distribution.; Printing. Total employment in Blue Earth & Nicollet Counties 43,234.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-80; Summer 55-96; Fall 20-80; Winter -30-50.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Downtown area extensive urban renewal, over 60 stores are now enclosed in climate controlled mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belle Mar (12)	NA	Ben Franklin, Bridgeman's, Furniture World, Laundry, Red Owl Country Store
Eastgate (2)	NA	Lewis, Mueller's
Galleria East (5)	NA	Audio Store, Clothing, Waterbeds
K mart (5)	NA	K mart, Madsen's, Radio Shack, Warehouse Liquor, Furniture
Madsen's (1)	NA	Madsen's, Madsen's Valu Center
Madison East (42)	NA	Madsen's, Sears, Walgreens, Woolworths
Mankato Mall (69)	NA	Bretts, J.C. Penney, Osco Drug, Star Drug
Old Town (25)	NA	Bakery, Jewelry, Hardware, Appliance
Open Mall (8)	NA	Audio, Clothing, Gift-Card Shop
Village East (3)	NA	Liquor, Pizza Parlor, Religious

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Department Stores - Mon. thru Fri. Food - Super Markets every night.

13 - RETAIL OUTLETS: Department Stores - Geo. E. Brett; J.C. Penney; Sears; Woolworth.
Variety Stores - Ben Franklin; Walgreens
Discount Stores : Madsen's Valu Center; Shopko; K mart.
Chain Drug Stores : Lewis; Osco; Walgreen's Star; Snyders.
Chain Food Supermarkets : Red Owl 1; Madsen's 3; Superway; Jack & Jill; 7-Eleven Stores 2; Mueller's.

14 - NEWSPAPERS: FREE PRESS (e) 26,981; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Moran, Nat'l. Adv. Mgr., FREE PRESS, 418 S. 2nd St., Mankato, MN 56001; Tel. (507) 625-4451.
National Representatives : Branham; Northwest Dailies.

MARSHALL

1 - LOCATION: Lyon County, E&P Map A-4, County Seat. Manufacturing, agricultural and retailing area. SW portion of state, about 75 mi. NE of Sioux Falls, SD; on US Hwy. 59; State Hwys. 19 & 23.

2 - TRANSPORTATION: Railroads : Burlington Northern.
Motor Freight Carriers : 2, Murphy & Glendening.
Intercity Bus Lines : Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 11,161
County 80 Cen. 25,207

4 - HOUSEHOLDS:
City 80 Cen. 3,808
County 80 Cen. 8,679

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$93,473,491
Commercial	3	$141,567,746

6 - PASSENGER AUTOS: County 14,641

7 - ELECTRIC METERS: Residence 4,265

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners and (Av. Wkly. Wage) - Glass Assembly 240 ($220); Meat & Poultry 800 ($165); Agri-building, Eqpt. & Supplies 600 ($145); Electronic Assembly 175 ($165); Dairy Processing 500 ($190).
Principal Industrial Pay Days : 1st and 15th.

10 - CLIMATE: Min & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter 20-60. First killing frost Oct 2. Last killing frost, May 8.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center : 4 blocks downtown, 50 stores; Marshall Mall, 26 stores.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Woolworth's.
Variety Discount Stores : Alco; Shopko; Ben Franklin.
Chain Drug Stores : Snyder Thrifty; Sward-Kemp.
Chain Food Stores : Super Valu; Hy-Vee; Red Owl; Fairway.
Other Chain Stores : Montgomery Ward; Sears; Olsen & Lowe; True Value.

14 - NEWSPAPERS: INDEPENDENT (m) 8,524; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: James V. Eykyn, Adv. Mgr., INDEPENDENT, Box 411, Marshall, MN 56258; Tel. (507) 537-1551.
National Representative : Northwest Dailies.

MINNEAPOLIS

1 - LOCATION: Hennepin County, (In Minneapolis St. Paul, MN-WI SMSA). E&P Map C-4, County Seat. Transportation center for Minnesota, North and South Dakota, and 16 counties in western Wisconsin; Industrial and wholesale center of the Upper Midwest area; In east central part of State. Chicago, 419 mi.; Milwaukee, 351 mi.; Omaha, 355 mi.; Winnipeg 459 mi. On Mississippi River. On U.S. Interstate Freeways 35, 94, 494 and 694; On U.S. Hwys 8, 12, 52, 65, 169 and 212; On State Hwys. 7, 36, 55, 56, 5, 10, 152 and 51.

2 - TRANSPORTATION: Railroads : Amtrak; Milwaukee Road; Rock Island Lines; Burlington Northern; Soo Line; Minneapolis Northfield & Southern; Chicago & Northwestern.
Motor Freight Carriers : Over 100 truck lines.
Interstate Bus Lines : Greyhound; Jefferson; Zephyr.
Airlines : United; Braniff; Northwest; Western; Ozark; Eastern; TWA; Republic; USAir; Commuter Airlines: Mid-State Air Commuter; Mesaba Aviation; Mississippi Valley Airways.
Barge Freight Lines : Served by over 72 barge carriers with 6 barge lines represented in this area. Freight hauling, April through November on Mississippi River to Minneapolis. Principal Products transported by river are coal, oil, shale, grain, steel, gasoline, salt, phosphates, molasses, ammonia, lumber, construction equip.

3 - POPULATION:
Corp. City 80 Cen. 370,951
PMA-ABC: (m&e) (70) 3,147,833: (81) 3,442,200
PMA-ABC: (S) (70) 4,091,779; (81) 4,446,000
County 80 Cen. 941,411
SMSA 80 Cen. 2,114,256
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 161,858
County 80 Cen. 365,536
SMSA 80 Cen. 762,615
PMA-ABC (m&e): (70) 953,440; (81) 1,190,300
PMA-ABC (S): (70) 1,240,461; (81) 1,541,500

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$1,325,776,045
Sav & Loans	5	$6,289,631,722
Commercial	69	$9,777,263,941

6 - PASSENGER AUTOS: City (est.) 292,477; County 628,814

7 - ELECTRIC METERS: Res. and Comm. (est.) 411,708

8 - GAS METERS: Mpls. & Suburbs-Res. (est.) 283,391

9 - PRINCIPAL INDUSTRIES: (9 Metro Counties): Type of industry, No. of Wage Earners, (Av Weekly Wage) - Machinery 83,400 ($335); Metals 33,500 ($388); Paper & Allied Products 24,100 ($368); Printing & Pub. 22,800 ($344); Food 17,200 ($330); Rubber & Leather Products 8,400 ($300); Transportation equipment 3,800 ($427); Chemicals 6,000 ($347).
Principal Pay Days : Thu., Fri.; 1st, 15th, 16th, 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 36-55; Summer 61-82; Fall 39-61; Winter 9-26. First killing frost, Oct. 8. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft; fluoridated. In suburbs (400,000 people) hard.

12 - RETAILING: Principal Shopping Center : 8 blocks on Hennepin, Nicollet and Marquette Ave.
Neighborhood Shopping Centers : Camden - 42nd Ave. N. and Washington Ave.; Chicago Ave. and E. Lake St.; Bloomington Ave. and E. Lake St.; 27th Ave. and E. Lake St.; Hennepin Ave. and Lake St.; Nicollet Ave. and Lake St.; E. Hennepin Ave. from Main St. to Central Ave.; Lowry Ave. N. and Penn Ave. N.; Central Ave.; N.E. from 18 1/2 Ave.; N.E. 2Ith Ave.; N.E. 50th St. and France Ave.; S. Lowry Ave. N. and Emerson Ave.; N. 54th St. and Lyndale Ave. S.; 43rd St. and Upton Ave. S.; West Broadway Ave. from Aldrich Ave. N. to Freemont Ave. N.; 76th to 78th Sts. and Lyndale Ave. S.; Chicago Ave. and 48th St.; 64th to 69th Sts. and Lyndale Ave. S.; 46th St. to Morningdale Road on France Ave. S.; Excelsior Ave. Strip from France Ave. S. to Hwy. 100; West Broadway Ave. from Washington Ave. to Lyndale Ave. N.; 6th St. to Hwy. 52 on Central Ave.: 39th to 41st Aves. on Central Ave. N.E.; 55th and Nicollet Ave.; downtown Wayzata; downtown Excelsior; downtown Hopkins; Columbia Heights; 50th & France; Excelsior.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Apache Plaza (70)	8	J.C. Penney, Country Club, Van Ardell's
Apple Valley Square (18)	17	Snyder Drug, Applebaum's Food
Bonaventure	10	Fresh Fin, Ki Clayton
Brighton Vlg. (16)	9	Lunds, Town Drug
Brookdale (77)	6	Daytons, Donaldsons, J.C. Penney, Sears
Burnhaven (27)	18	Target, Super Value
Burnsville (142)	18	Daytons, J.C. Penney, Powers, Sears
Cedarvale (34)	13	Applebaums Food, Cedrics
Clover (15)	9	Hardware Hank, Recreation Inc.
Cobblestone Ct.	17	Venus Waterbeds, Burnsville Appliance & TV
Colonial Sq. (19)	13	Snyder Drug, La Cuisine
Coon Rapids (20)	13	Red Owl Food
Country Vlg (19)	9	Lund Food, Village Ctr. Drug
Crystal (35)	7	Snyder Drug
Diamond Head (44)	14	Our Own Hardware, Red Owl Food
Eden Prairie (27)	17	Powers, Sears
Galleria	8	Gabbert's Home Furnishings, Cedrics
Golden Valley (26)	5	Valley Drugs, Kuipers Hardware
Holly Center (17)	9	Snyder Drug
Hub Center	7	Korner Plaza
Knollwood Plaza (50)	6	Montgomery Ward, Powers, JC Penney
Leisure Lane (17)	7	Audio King
Maple Grove Mall	20	Erickson Super Valu, Merwin Drugs, Kuipers Hdwe
Maplewood (108)	10	Powers, Sears
Minnehaha Mall	4	Target, Super Valu Food
Miracle Mile	7	Warner's Hdwe., Snyder Drug
Moundsview	10	Hardware Hank
Northtown (103)	11	Powers, Montgomery Ward, Woolworth
Ridgedale (130)	9	J.C. Penney, Daytons, Donaldsons, Sears
Robin Center (30)	6	Hardware Hank, Merwin Drug
Rosedale (151)	5	J.C. Penney, Donaldsons, Daytons, Montgomery Ward
Sioux Trial	12	True Value Hdwe., Roberts Drug
Southdale (135)	7	Daytons, Donaldsons, J.C. Penney
Southdale Sq (17)	7	Snyder Drug, Warner's Hdwe.
Southtown (61)	8	Montgomery Ward, Furniture Barn, Minn. Fabric
Spring Brook	10	Jerry's Super Valu
St. Anthony (22)	4	Warners Hdwe., Red Owl Food
Valley West (34)	11	Korner Plaza, Coast-To-Coast Hdwe., Red Owl
Village North	10	Korner Plaza, Walgreen Drug
Wayzata Bay Ctr	14	The Foresome
Westbrook Mall	7	Venus Waterbeds, Aspen Leaf
Yorktown Fashion Mall (37)	8	The Stable, Krapus
7-Hi Center	12	Coast-to-Coast Hdwe., Red Owl Food, Rexall Drug

13 - RETAIL OUTLETS: Department Stores : Dayton's 7; Sears 7; Penney 11; Young Quinlan; Montgomery Ward 7; Donaldson's 6; Gamble-Skogmo.
Variety Stores : Woolworth 14; Ben Franklin 10.
Discount Stores : Target 13; Holiday Village 2; Holiday Station Stores 50; K mart 21.
Chain Food Supermarkets : Red Owl 22; Lund's 5; Applebaum's 36; Brooks Superettes 13; Country Club 46; Holiday Village 2; Kenny's Markets 25; Knowlan's 3; PDQ 25; Schiller's 4; Super Valu 46; Tom Thumb 160; Byerly's 4 in metro, 1 in St. Cloud; Cub 3; Thriftway 1; Star Markets 20; Country Stores 15.
Other Shopping Centers : Town & Country, Penn-66, Texa-Tonka Westwood, Golden Hills, Midland, New Hope Mall, Valley Plaza, Skywood Mall, Great Bear, Little Chief, Village Ten, Queen's Plaza, Brighton Village, Brookeville, Chanhassen, Har Mar Mall, Highland Center, Hopkins, Mound, Normandale Plaza, Oak Park Plaza, Radisson Village, Reindeer Square, Valley Plaza, Spring Gate, Towne Mkt.
Other Chain Stores (Auto : Western Auto; Gambles; Firestone; Coast-to-Coast; Goodrich; Goodyear; Crown Auto; Big Wheel; Champion; 10,000 Auto Parts. (Shoes): Kinney; Florsheim; Freeman; Baker's; Burt's; Chandler's; Schuler Shoes; Ground Gripper. (Women's Apparel): Casual Corner, Brauns, Buttery's, House of Large Sizes, Lane Bryant, Peck & Peck, The Limited, Three Sisters, Shirley's Maternity. (Men's Apparel): Foreman & Clark, Hubert W. White, Haugland For The Young, Lancers, Liemandt's, Juster's, Stevensons, County Seat., (Candy): Fanny Farmer, Fannie Mae. (Misc): Cook's, Sherwin Williams (Paints): S & L Gen. Mdse.; Howard Johnson; Minnesota Fabrics (Speciality Shops); Bachman's, Frank's (Florist & Nursery); (Furniture) Gabberts; Slumberland; Levitz, Wickes, Scandanavian Design, (Appliances) Schaak Electronics; Radio Shack; Singer Sewing. (Building Supplies & Hardware) Plywood Minnesota; Warner Hardware; Menards; Color Tile; Knox; Budget Power; (Musical Instruments) Bodine's; Schmitt Music (Camera & Photo Supplies) Pako Filmshops: Brown Photo; (General Merchandise) La Belle's; G.C. Murphy.

14 - NEWSPAPERS: TRIBUNE (m) 231,759; STAR (e) 192,508; Comb. 424,267; (m-sat) 390,042; TRIBUNE (S) 587,255; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James Anderson, Disp. Adv. Mgr., STAR and TRIBUNE, 425 Portland Ave., Minneapolis, MN 55488; Tel. (612) 372-3907.
National Representative : CWO&O.

MOORHEAD, MN
See FARGO, ND

NEW ULM

1 - LOCATION: Brown County, E&P Map B-4, County Seat. Agricultural center. 97 mi. SW of Twin Cities; 30 mi. W of Mankato; 50 mi. N of Fairmont. On U.S. Hwy. 14; State Hwy. 15.

2 - TRANSPORTATION: Railroads - C&NW.
Motor Freight Carriers - 4.
Intercity Bus Lines - Northland Greyhound.
Air Freight - Twice daily air freight. Twin Cities to New Ulm municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 13,755
County 80 Cen. 28,645
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,938
County 80 Cen. 9,988

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$115,000,000
Sav. & Loan	2	$49,500,000

6 - PASSENGER AUTOS: County 16,031

7 - ELECTRIC METERS: Residence 5,896

8 - GAS METERS: Residence 4,892

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Manufacturing 2,433; Foods 953; Electrical and Mechanical 1,000; Paper Products 79; Brick and Stone 75; Plastics 69; Trade 875; Service 844; Government 516; Transportation and Utilities 151; Construction 309; Finance 179; Dairy 100; all other 29.

10 - CLIMATE: Min. & Max. Temp. - Spring 28-60, Summer 37-99; Fall 33-90; Winter 25-48. First killing frost, Oct. 1. Last killing frost, May 4.

11 - TAP WATER: Neutral, hard (478 ppm); fluoridated.

12 - RETAILING: Principal Shopping Center - 7 blocks on three streets; New Shopping Center on South Side of Town, with Hy-Vee Super Mkt., Parmida; K mart; New Shopping Center on North Side of town, Madsen's Super Valu.
Principal Shopping Days : Fri., Sat. Mon., Wed.
Stores Open Evenings : Mon.; Food Daily.

13 - RETAIL OUTLETS: Department Stores - Herberger's; Ehler's; J. C. Penney.
Variety Stores - Ben Franklin.
Discount Stores : Eichinger Fleet Supply; Pamida; K mart; Big Bear; Thrifty Drug; Runnings; Big R.
Chain Food Supermarkets : Red Owl; Madsen's Super Valu; Hy-vee.
Other Chain Stores : General Trading; Sherwin-Williams Paints; Champion Auto; Lampert's; Maurices; Bostwicks.

14 - NEWSPAPERS: JOURNAL (m-tues to sat) 11,384 (S) 11,384; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Larry Dorschner, Adv. Dir., JOURNAL, 303 N. Minnesota, New Ulm, MN 56073; Tel. (507) 359-2911.
National Representatives : Northwest Dailies; Landon.

NORTH MANKATO
See MANKATO

OWATONNA

1 - LOCATION: Steele County, E&P Map C-5, County Seat. Shipping center for agricultural and dairy area. Miscellaneous small manufacturing center. SE part of State, 70 mi. S of Minneapolis; On U.S. Hwys. 65, 14, 218 and I-35.

2 - TRANSPORTATION: Railroads - Chicago, Rock Island & Pacific; Chicago, Milwaukee, St. Paul & Pacific; Northwestern.
Motor Freight Carriers - 12.
Intercity Bus Lines - Jefferson Transp.; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,632
County 80 Cen. 30,328
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 6,746
County 80 Cen. 10,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$135,645,000
Sav. & Loan	2	$120,676,000

6 - PASSENGER AUTOS: County 17,587

7 - ELECTRIC METERS: Residence 6,822

8 - GAS METERS: Residence 6,273

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Manufacturing 4,045; Trade 1,972; Service 1,278; Government 1,269; Finance 1,120; Utilities 506; Construction 221; Other 54.
Principal Pay Days : Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 10-97; Summer 54-98; Fall -16-70; Winter -21-61. First killing frost, Sept. 6. Last killing frost, April 18.

11 - TAP WATER: Neutral; fluoridated

12 - RETAILING: Principal Shopping Center - Downtown; Oakdale Shopping Center; Cedar Mall.
Shopping Area : Oakdale - 18 blocks south of Downtown area on South Cedar, Cedar Mall - over 40 stores; 19 blocks south of Downtown area on South Cedar. Downtown - 140 stores.
Principal Shopping Days : Wed. thru Sun.
Stores Open Evenings : Mall - Mon. thru Fri. Downtown - Mon. & Thurs.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; S&L; Spurgeon's; Brett's.
Variety Stores - Woolworth.
Discount Stores : Pamida.
Chain Drug Stores : Thrifty Snyder; Cedar Mall Walgreen; Owatonna Prescription Center; Pamida; Rexall Drug.
Chain Food Supermarkets : Red Owl; IGA; Wayne's; Fairway; Hy-Vee.
Other Chain Stores : Montgomery Ward; Auto: Sears, Firestone, Coast-to-Coast; Kinney Shoes; Sherwin-Williams; Our Own Hardware; Maurices; Dahl House; Tradehome Shoes; OK Hdwe.; Bostwick's; Radio Shack; Team Electronics; Champion Auto; Morrey A; Hurrah; St. Clair's; Gildner's; Schultz's.

14 - NEWSPAPERS: PEOPLE'S PRESS (m-tues to Sun) 8,025; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: David Kurud, Ad. Mgr., John Wilcox, Pub., PEOPLE'S PRESS, PO Box 346, Owatonna, MN 55060; Tel. (507) 451-2840.
National Representatives : Branham; Northwest Dailies.

RED WING

1 - LOCATION: Goodhue County, E&P Map C-4. County Seat. Manufacturing, shopping, recreational center. On U.S. Hwys. 61, 63 and State Hwys. 19, 58. 40 mi. SE of St. Paul; 53 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads - Chicago; Milwaukee; St. Paul & Pacific (Amtrak); Chicago & North Western.
Motor Freight Carriers - 15.
Steamship Lines - 10 barge lines on Mississippi River.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,736
CZ-ABC: (70) 12,834; (81) 13,500
RTZ-ABC: (70) 36,343; (81) 43,000
County 80 Census 38,749
City & RTZ-ABC: (70) 49,177; (81) 56,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,185
County 80 Cen. 13,628
CZ-ABC: (70) 4,239; (81) 5,300
RTZ-ABC: (70) 10,794; (81) 14,500
City & RTZ-ABC: (70) 15,033; (81) 19,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$90,862,450
Sav. & Loan	2	$24,798,075

6 - PASSENGER AUTOS: County 22,802

7 - ELECTRIC METERS: Residence 5,550

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Shoe Manufacture 989 ($231); Leather (Tannery) 400 ($265); Metal Fabrication 344 ($298). Total employment 8,300.
Principal Industrial Pay Day : Thur.

10 - CLIMATE: Min. & Max. Temp. – Spring 10-85; Summer 44-96; Fall 13-80; Winter 22-55. First killing frost, Oct. 21. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** – 3 blocks on Bush St.; 3 on Main St.; 4 on Plum St.; 2 on Third St.; 1 on Fourth St.
Neighborhood Shopping Centers – Two blocks on W. Main St.; 1 block on Plum St.; in suburban Burnside; in suburban Wisconsin.
Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Thu.; some Mon. and Sun.

13 - RETAIL OUTLETS: **Department Stores** – Ehler's; J. C. Penney; L & K Hobbs; Armory Mall. St. James Mall; Spurgeons.
Variety Stores – Ben Franklin.
Discount Stores – Pamida; Warehouse Mkt; F & D Supply.
Chain Drug Stores : Rexall.
Chain Food Supermarkets : Super Valu; Red Owl; Erickson Super Fair.
Other Chain Stores – Sears; Montgomery Ward (catalog); Coast-to-Coast; Dairy Queen; National Bushing & Parts; Our Own Hardware; Sherwin – Williams (paint); Cook's (paint); Randy's; Hardware Hank; Kentucky Fried Chicken; Big Wheel Auto Stores; Color Lab, Inc.

14 - NEWSPAPERS: REPUBLICAN-EAGLE (e) 9,146; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James L. Edlund, Adv. Mgr. REPUBLICAN-EAGLE, 433 W. Third St., Red Wing, MN 55066; Tel. (612) 388-8235.
National Representative : Northwest Dailies.

ROCHESTER

1 - LOCATION: Olmsted County, (SMSA). E&P C-5. Situated 90 mi. S of Minneapolis.

2 - TRANSPORTATION: **Railroads** : C&NW.
Motor Freight Carriers : 8.
Intercity Bus Lines : Rochester; Interstate; Jefferson; Greyhound.
Airlines : Northwest; Ozark; Republic.

3 - POPULATION:
Corp. City 80 Cen. 57,855
CZ-ABC: (70) 67,569; (81) 73,200
RTZ-ABC: (70) 85,671; (81) 95,000
County/SMSA 80 Cen. 91,971
City & RTZ-ABC: (70) 153,240; (81) 168,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 21,946
County/SMSA 80 Cen. 32,663
CZ-ABC: (70) 20,665; (81) 25,800
RTZ-ABC: (70) 25,628; (81) 32,600
City & RTZ-ABC: (70) 46,293; (81) 58,400

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	4	$274,648,000
Commercial	4	$324,240,000

6 - PASSENGER AUTOS: County 56,806

7 - ELECTRIC METERS: Residence 25,291

8 - GAS METERS: Residence 19,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Mayo Clinic 5,500; IBM 5,500.
Principal Pay Days – Fri. and Mon.

10 - CLIMATE: Min. & Max. Temp. – Spring 32-80; Summer 55-100; Fall 24-80; Winter -30-40.
First killing frost, Sept. 10. Last killing frost, May 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** : 4 blocks on Broadway; 4 on 1st Ave. SW.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Mile (28)	1	Donaldson's, Red Owl, Snyder Drug
Silver Lake (9)	1	Super Valu, Hunt Drug
Northgate	1	Ruffalo Drug
Crossroads (28)	1	Sears, Piggly-Wiggly, Snyder Drug
Northbrook (18)	1	Snyder Drug
Apache Mall (67)	2	Dayton's, Ward's, J.C. Penney, Woolworth
K mart	1	K mart, Super Valu

Principal Shopping Days : Dept. stores – Mon., Thu., Fri., Sat. & Sun.; Food – Wed., Thu., Fri. evg., Sat. & Sun.
Stores Open Evenings : Dept. – Weekday evgs; Food – 24 Hours, 7 Days; Miracle Mile, Crossroads. Apache Mall – every night & Sunday afternoon.

13 - RETAIL OUTLETS: **Department Stores** : C.F. Massey; Montgomery Ward; Dayton; Donaldson; Stevenson's; Sears; J.C. Penney.
Variety Stores : Woolworth.
Discount Stores : K mart.
Chain Drug Stores : Osco 2; Synder 3; Walgreen 2; Ruffalo 2.
Chain Food Supermarkets : Piggly Wiggly; Red Owl; Super Valu 3; IGA 2; Country Store; Hy-Vee.
Other Chain Stores : Gold Bond Stamps; County Seat.

14 - NEWSPAPERS: POST-BULLETIN (e) 39,084; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Boyne, POST-BULLETIN, 18 First Ave. SE, Rochester, MN 55901; Tel. (507) 285-7640.
National Representatives : Branham; Northwest Dailies.

ST. CLOUD

1 - LOCATION: Stearns, Sherburne and Benton Counties (In St. Cloud, MN. SMSA). E&P Map B-4, County Seat. 70 mi. NW of Minneapolis on the Mississippi. Shipping Center for Stearns, Sherburne and Benton Counties. On State Hwys. 23, 15, 152, 95; U.S. Hwys. 10, 52, I-94.

2 - TRANSPORTATION: **Railroads** – Burlington Northern; Amtrak.
Motor Freight Carriers – 5.
Intercity Bus Lines – St. Cloud; Greyhound.
Airlines – Nearest airfield with scheduled service at Mpls.-St. Paul served by 7 airlines.

3 - POPULATION:
Corp. City 80 Cen. 42,566
CZ-ABC: (70) 57,481; (81) 60,400
RTZ-ABC: (70) 73,310; (81) 94,200
SMSA: 80 Cen. 163,256
Counties 80 Cen. 163,256
Benton 80 Cen. 25,187
Sherburne 80 Cen. 29,908
Stearns 80 Cen. 108,161
City & RTZ-ABC: (70) 130,791; (81) 154,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 13,920
SMSA: 80 Cen. 49,359
Counties 80 Cen. 49,369
Benton Co. 80 Cen. 8,275
Sherburne Co. 80 Cen. 8,971
Stearns Co. 80 Cen. 32,113
CZ-ABC: (70) 14,502; (81) 17,500
RTZ-ABC: (70) 18,385; (81) 27,400
City & RTZ-ABC: (70) 32,887; (81) 44,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$394,721,176
Sav. & Loan	4	$179,241,773

6 - PASSENGER AUTOS: Counties: Stearns 56,105; Sherburne 14,357; Benton 11,436.

7 - ELECTRIC METERS: Residence 17,522

8 - GAS METERS: Residence 9,121

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Machinery 3,033 ($285); Scientific Instruments 1,284 ($193); Paper, Printing, Publishing 1,439 ($314); Manufacturing 13,248 ($217); Construction 2,709 ($304); Transportation, Communications, Public Utilities 3,545 ($312); Trade 12,649 ($119); Finance, Insurance, Real Estate 1,816 ($144); Health Services & Misc. 9,384 ($181); Total Work Force 56,100 ($192).

10 - CLIMATE: Min. & Max. Temp. – Spring 2-92; Summer 39-92; Fall 10-85; Winter 3-39. First killing frost, Sept. 24. Last killing frost, Apr. 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** – 25 blocks on 7 Sts.; 6 on St. Germain; 4 on E. St. Germain; 3 on 5th, 6th, 7th, 9th Aves.; 3-Block Mall Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial (11)	NA	Coborn's Mkt.
Crossroads (88)	NA	J.C. Penney, Sears, Woolworth, Dayton's, Walgreen
K mart (4)	NA	K mart, Red Owl
Miller (8)	NA	St. Cloud True Value Hdwe.
Westgate (9)	NA	Byerly's, Shopko

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Dept. Mon., Fri.; Food & Shopping Ctr. Nightly. Sears, J.C. Penney, Dayton's. Discount stores open Sundays.

13 - RETAIL OUTLETS: **Department Stores** – Fandel's; Herberger's; Sears; J.C. Penney; Dayton's; Tempo; Stevenson; Montgomery Ward (catalog); Shopko; Norby's.
Variety Stores – Woolworth; Jupiter; Tempo; K mart.
Chain Drug Stores : Osco; Walgreen; Dan Marsh 2; Snyder's.
Chain Supermarkets : Red Owl; Tom Thumb 4; Warehouse Mkt.; Coborn's 6; Byerly's; Super Valu; Red Owl Country Store.
Other Chain Stores – Buttrey's; Three Sisters; Bonnie's; Trade Home Shoes; Barker Shoes; Kinney Shoes; Warren Shoes; Payless Shoes; St. Clair Menswear; Shirt Shack; Northwest Fabrics; Coast 21to-Coast Stores; Scheel's Hdwe.; Radio Shack; Schaak Electronics; Team Electronics; Crown Auto; Firestone; Goodyear; Goodman Jewelers; Musicland; Farmer Seed & Nursery; Menard's Cashway Lbr.; Simonson Cashway Lbr.; Plywood Minn.; Rovertson Lbr.; Big Bear Farm Store; Holiday Stores; Nutrition World; Susie's Casuals; Hal's Sportswear; Golden Hanger; Pako Film; Photo Hut; Midwest Vision Center; Maurices; Kirby Co.; Julie Anne Fabrics; Herberger's; Hallmark Cards; Fanny Farmer Metzroth's; Berman Buckskin; Stereo 1; Nina's Boutique; County Seat; Eichten Shoe Inn; B. Dalton Bookseller; Thom McAn; The Barbers; Norby's: Fashion 88; Team Electronics; Now & Then; J.C. Imports; Shevlin's; Claires Boutique; Gordon Jewelers; Color Tile; Mills Farm Fleet; Singer Sewing; So-Fro Fabrics; Schmitt Music; Peck & Peck; Pearle Vision; Hickory Farms; Command Performance; Super America.

14 - NEWSPAPERS: TIMES (e) 28,052; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bob Hiemenz, Adv. Dir., or George Caudle, Mktg. Mgr., TIMES, 3000-7th St. North, St. Cloud, MN 56301; Tel. (612) 225-8799.
National Representatives : Gannett; Northwest Dailies.

ST. PAUL

1 - LOCATION: Ramsey County, (In Minneapolis-St. Paul, MI-WI. SMSA). E&P Map C-4, State Capital, County Seat. Industrial, agricultural, wholesale center; Vacation & resort area. At head of navigation on Mississippi River adjoining City of Minneapolis. 144 mi. S of Duluth; 350 mi. NW of Chicago.

2 - TRANSPORTATION: **Railroads** – Burlington Northern; Chicago Milwaukee-St. Paul & Pacific; Chicago, Rock Island & Pacific; Chicago Northwestern; Soo Line.
Motor Freight Carriers – 100; 37 Truck Terminals.
Intercity Bus Lines – Greyhound; Jefferson; Zephyr.
Airlines – Northwest; Braniff; Eastern; Republic; Western; Ozark; United.

3 - POPULATION:
Corp. City 80 Cen. 270,230
Total PMA-ABC: (70) 1,072,522; (81) 1,221,300
County 80 Cen. 459,784
SMSA 80 Cen. 2,114,256
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 106,223
County 80 Cen. 170,505
SMSA 80 Cen. 762,615
Total PMA-ABC: (70) 320,302; (81) 205,165

5 - BANKS:	NUMBER	DEPOSITS
Commercial	31	$3,000,000,000
Sav. & Loan	8	$6,500,000,000

6 - PASSENGER AUTOS: County 284,150

7 - ELECTRIC METERS: Corp. City 98,000

8 - GAS METERS: Corp. City 79,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Paper Printing & Pub. 22,700($344) Machy. (Non-Electrical) 64,600($338); Food Products 18,000($304); Textile & Apparel 4,300($197); Lumber 4,700($375).
Principal Industrial Pay Days : 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. – Spring 32-54; Summer 58-81; Fall 36-58; Winter 5-25. First killing frost, Oct. 1. Last killing frost, May 20.

11 - TAP WATER: Allkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center is a circle with half-mile radius, center being 6th & Cedar.
Neighborhood Shopping Districts : Payne Ave.; Arcade St.; Rice St.; E. 7th St.; Hastings & Earl; Third & Maria; Hwys. 212 & 100; University Ave.; Front & Como; Dale & Como; Sneling & Como; Como & Raymond; Como & Carter; Larpenteur & Eustis; Snelling & Minnehaha; Selby Ave.; Grand Ave.; St. Clair Ave.; Randolph Ave.; W. 7th St.; Smith & Annapolis; S. Wabasha; S. Rovert; S. St. Paul – Hill; Concord St.; N. St. Paul; White Bear Lake; St. Paul Park; Lexington & Larpenteur; Snelling & Larpenteur; Snelling & Country Road B.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway (40)	4	Lerners, Applebaums, Mont. Ward, Woolworth
Doddway (8)	NA	Applebaum's, Coast-to-Coast
Hillcrest (24)	5	Sears, Country Club
Sun Ray (35)	5	J.C. Penney, Red Owl
Highland Village	6	Powers, Red Owl
Signal Hills (60)	3	Van Arsdell's, Red Owl
Phalen (40)	8	Red Owl, Penney, Woolworth
Har Mar (55)	5	Van Arsdell's, Applebaums, Kresge, Snyder Drug
Sibley Plaza (19)	5	Applebaum's, Radio Shack
White Bear (5)	9	Reed Drug, Red Owl
Rosedale (151)	5	Dayton's, Donaldson's, Mont. Ward, J.C. Penney
Maplewood (108)	7	Sears, Powers
Moundsview (20)	NA	Penny's, Snyders Drug
Burnsville (142)	18	J.C. Penney, Daytons, Sears, Powers
Newport	7	Kramer Appl., Fisher Food
Northway (16)	NA	Applebaum's, Ben Franklin
Northwest Crossing	NA	Brown Photo, Helga Boutique, Liemandt's
Roseville Ctr. (22)	5	Country Club, House of Wong, Snyder Drugs
Lexington Plaza (30)	5	Warner Hardware, Dairy Queen
Cottage Grove (11)	11	Applebaum's, K mart
Cedarvale (34)	10	Applebaum's, Storkville, Ben Franklin
Southview Plz.	NA	Applebaum's, Radio Shack
Town Square	NA	Donaldson's, The Limited, B. Dalton, Kinney's, Bermin Buckskins
Hermes (8)	NA	Tom-Thumb Mkt.
Highland (16)	NA	Ben Franklin, Red Owl
Parkway (12)	NA	Foodtown
Valley View (4)	NA	Danaker's Mkt.
Village Square	NA	Ben Franklin, Red Owl
Wabasha Plaza	NA	
White Bear Ave.	NA	Guertin Drug, 88 Store

Principal Shopping Days : Fri. and Sat.
Stores Open Evenings : Department Stores – Mon. and Thurs. Food – Mon. and Fri.

13 - RETAIL OUTLETS: **Department Stores** – Donaldson's; Daytons' Field-Schlick; Montgomery Ward; Sears; J.C. Penney; Powers; Van-Arsdells.
Discount Stores : Sibley's; Zayre; J.C. Penney; Holiday; K mart.
Variety Stores – Woolworth 6; S.S. Kresge; Ben Franklin.
Chain Drug Stores : Snyders Rexall 14; Snyder Bros. 9; Walgreen 4; Guertin's 3; Moudry 3.
Chain Food Supermarkets : Fairway 6; Applebaum's 20; Red Owl 10; Country Club Markets 20; Target 3; Knowlans 7; Penny's 3; Tom Thumb 29; Lil' General 3; 7-Eleven 24; Speedy Markets 7.
Other Chain Stores : Dairy Home; Ace Hardware; Gamble Stores; Our Own Hardware; Singer Co.; Necchi Sewing; David-Edwin Fashions (Women's); Peck & Peck; Three Sisters (Women's); Firestone; Thom McAn; Coast-to-Coast Hardware; Kenney Shoes; Goodrich; Goodyear, Fanny Farmer; Florsheim Shoe; Foreman & Clark (Men's); Warner Hardware; Crown Auto.

14 - NEWSPAPERS: PIONEER PRESS (m-mon to fri) 109,199; DISPATCH (e-mon to fri) 118,737; Comb. (m&e) 227,936; PIONEER PRESS-DISPATCH (m-sat) 183,300; PIONEER PRESS (S) 251,320; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Darrell Rooney, Display Adv. Mgr.,
DISPATCH and PIONEER PRESS, 55 E 4th St., St. Paul, MN 55101; Tel. (612) 222-5011.
National Representative : Knight-Ridder.

STILLWATER

1 - LOCATION: Washington County, (In Minneapolis-St. Paul MN-WI. SMSA). E&P Map C-4. County Seat. On St. Croix River; 18 mi. ENE of St. Paul.

2 - TRANSPORTATION: **Railroads** : NP; C&NW; CM&St. P; C. St. PM&O.
Intercity Bus Lines : Zephyr; Twin City; Stillwater.
Airlines : St. Paul Int. Airport-Minneapolis.
Water : Aiple Towing Co.

3 - POPULATION:
Corp. City 80 Cen. 12,290
SMSA 80 Cen. 2,114,256
County 80 Cen. 113,571

4 - HOUSEHOLDS:
City 80 Cen. 4,065
County 80 Cen. 35,088
SMSA 80 Cen. 762,615

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	97,792,531
Sav. & Loan	1	$33,472,678

6 - PASSENGER AUTOS: County 60,514

7 - ELECTRIC METERS: Residence 4,120

8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Dairy Processing 200; Shoes 175; Outer Clothing (N.A.); Kroy Graphic Systems 110; Win Dowalls 3,000.

10 - CLIMATE: Av. Temp. - Loc. Est. Summer 83; Winter 50; Yrly. Av. 44.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:
Shopping Area : 4 Blks on Main St.; 2 Blks on Chestnut St. (22 Stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Croix (35)	NA	Red Owl, Dueber's, Mont. Ward, Snyder Drug, K mart, Dueber's Big V

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores : Koliner's; Janda's; Montgomery Ward (retail & catalog); Farho's.
Variety Shoes : Dueber's Big V.
Chain Drug Stores : St. Croix Rexall; Reed's; Syndar Bros.; K mart.
Chain Food Supermarkets : Hooley's; Red Owl; Brooks; Zolldan's; Brine's; Warehouse Market; Cub Foods; Tom Thumb.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 5,275; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: John Easton, Pub., GAZETTE, 102 S. 2nd St., Stillwater, MN 55082; Tel. (612) 439-3130.
National Representative : Northwest Dailies.

VIRGINIA

1 - LOCATION: St. Louis County (In Duluth-Superior, MN-WI SMSA), E&P Map C-2. 65 mi. N of Duluth; 205 mi. N of Minneapolis. On U.S. Hwys. 53 and 169.

2 - TRANSPORTATION: Railroads : Great Northern Duluth; Missabe & Iron Range; Duluth, Winnipeg & Pacific.
Motor Freight Carriers : 1.
Intercity Bus Lines : Greyhound; Northern Transportation.
Airlines : Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,056
SMSA 80 Cen. 266,650
County 80 Cen. 222,229

4 - HOUSEHOLDS:
City 80 Cen. 4,757
County 80 Cen. 81,482
SMSA 80 Cen. 97,949

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$159,726,000
Sav. & Loan	1	$99,500,000

6 - PASSENGER AUTOS: County 103,218

7 - ELECTRIC METERS: 7,251

8 - GAS METERS: 884

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Iron Mining 1,990 ($368); Mfg. 950 ($340); Constr. 560 ($340).
Principal Industrial Pay Days : 8th and 22nd.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-85; Summer 45-97; Fall 35-82; Winter -20-52. First killing frost, Sept. 15. Last killing frost, June 1.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Chestnut St. and 6th Ave. North; T-Bird Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beltline Plaza (10)	NA	Piggly-Wiggly
North Gate Plaza (14)	NA	Ben Franklin, Spies Super Value
Thunderbird Mall (40)	NA	Red Owl, Woolco Herbergers

Principal Shopping Days : Fri., Sat., and Mon.
Stores Open Evenings : Mon.

13 - RETAIL OUTLETS: Department Stores : Ketola's; J. C. Penney; Sears; Herberger's; Stevenson; Woolco.
Discount Stores : L&M Store; Pamida.
Variety Stores : Woolco; Ben Franklin.
Chain Drug Stores : Brown; Snyder; White Drug.
Chain Food Supermarkets : National Red Owl; Piggly Wiggly; Super Value; Super One.
Other Chain Stores : Gamble's Hdwe.; Gallenkamp Shoes; House of Fabrics; Maurice's; Winslows; Kinney.

14 - NEWSPAPERS: MESABI NEWS (e-mon to fri) 15,383; (S) 15,626; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: L. R. Asbach, Gen. Mgr., or Scott Asbach, Dir., MESABI NEWS, 704 Seventh Ave., Virginia, MN; Tel. (218) 741-5544.
National Representatives : Landon; Northwest Dailies.

WASECA

1 - LOCATION: Waseca County, E&P Map B-5, County Seat. Agricultural & industrial center; South Central part of the state. On Hwys. 13 & 14.

2 - TRANSPORTATION: Railroads : Chicago & North Western.
Motor Freight Carriers : 2.
Bus Lines : Greyhound; Cooley; Lenz; Clemons.
Airport : 3 mi. W of city; hangers & gas on field.

3 - POPULATION:
Corp. City 80 Cen. 8,219
County 80 Cen. 18,488
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,067
County 80 Cen. 6,469

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$38,000,000
Savings & Loan	2	$8,000,000

6 - PASSENGER AUTOS: County 10,685

7 - ELECTRIC METERS: Res. 2,435

8 - GAS METERS: Res. 2,296; Comm. 258

9 - PRINCIPAL INDUSTRIES: Electronics (1,100); Frozen Foods (seasonal 350-1000); Printing (950); Sporting Goods (380).

10 - CLIMATE: Min. & Max. Temp. - Spring 10-97; Summer 54-98; Fall -16-70; Winter -21-61.

11 - TAP WATER: Hard water 435 ppm.

12 - RETAILING: 5 blocks on Main St.
Neighborhood Shopping Center : Hwy 13 North (10 units).
Principal Shopping Days : Thu.

13 - RETAIL OUTLETS: Department Stores : Penney's; Sears (Catalog); Montgomery Ward (Catalog)
Variety Store : Ben Franklin.
Discount Stores : Gibson.
Chain Drug Stores : McIntires; Stucky's.
Chain Supermarkets : Cole's Red Owl; Superway IGA; Madsen's Super Valu.
Other Chain Stores : Mahler Hardware; Coast-to-Coast; Gambles; Chirstensen Tire Motor Supply; Franks TV; Brown Electric; Waseca Music; Waseca OK Hardware; Waseca Factory Outlet; Country Kitchens; Orsheln's; McDonald's Restaurant.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 4,677; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Oather F. Troldahl, Gen. Mgr., or Ken Rodning, Bus. Mgr., JOURNAL, 203 3rd Avenue, N.W., Waseka, MN 56093; Tel. (507) 835-2220.
National Representatives : Northwest Dailies; Amer. Newspaper Rep.

WILLMAR

1 - LOCATION: Kandiyohi County, E&P Map B-4. 94 mi. W of Minneapolis, at crossing of Main U.S. Hwy 12 E&W; U.S. 71 N&S; State Hwys. 23 and 40. Agricultural, railroad, poultry processing center. Misc. small mfg.: grain, fertilizer & seed distributing point; auto parts & accessories; tourism & vacation, government, retailing.

2 - TRANSPORTATION: Railroads - Burlington Northern R.R. (division point).
Intercity Bus Lines :Greyhound.
Motor Freight Carriers - 2.

3 - POPULATION:
Corp. City 80 Cen. 15,895
County 80 Cen. 36,763

4 - HOUSEHOLDS:
City 80 Cen. 5,799
County 80 Cen. 12,871

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$139,482,275
Sav. & Loan	1	$54,000,000

6 - PASSENGER AUTOS: County 20,252

7 - ELECTRIC METERS: Residence 5,650

8 - GAS METERS: Residence 4,299

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage) - Total Employment 10,785 Retail 2,238 ($175); Wholesale 506 ($185); Service 1,605 ($225); Trans., Util. 673 ($185); Gov. 3,580 ($208); Mfg. 1,169 ($225); Const 350($300); Finance 337 ($275); Other 291 ($160);
Principal Industrial Pay Days : 1st and 15th.

10 - CLIMATE: Min & Max. Temp. - Spring 32-80; Summer 48-94; Fall 20-75; Winter -20-60. First killing frost, Oct. 2. Last killing frost, May 8.

11 - TAP WATER: Alkaline, very hard; fluoridated, partially softened.

12 - RETAILING: Principal Shopping Center - 15 blocks on 8 sts.; 2 Suburban Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Skylark	2	Red Owl, White Drug
Kandi Mall (36)	2	K mart

Principal Shopping Days : Mon., Thu., Fri., Sat. & Sun. Food Shopping days are Wed. thru Sat.
Stores Open Evenings : Downtown - Mon., Thurs. & Fri.; Food, every evening.

13 - RETAIL OUTLETS: Department Stores - Sears Roebuck; J.C. Penney; Bostwick's; Habichts; Herbergers.
Discount Stores : Orscheles, K mart, Pamida
Variety Stores - Ben Franklin; R & M.
Chain Drug Stores : White's; Thrifty Downtown Snyder; Thrifty Snyder.
Chain Food Supermarkets : Tom & Bill's Red Owl; Super Valu; Coborn's; Juba's Super Value.
Other Chain Stores : Coast-to-Coast; Tom Thumb; JoAnn Fabrics; Maurice's; Bostwick's; Kinney Shoe.

14 - NEWSPAPERS: WEST CENTRAL TRIBUNE (e) 16,478; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Gary L. Milks, Adv. Dir., WEST CENTRAL TRIBUNE; 2208 West Trott Ave, Willmar, MN. 56201; Tel. (612) 235-1150.
National Representatives : Northwest Dailies; Branham.

WINONA

1 - LOCATION: Winona County, E&P Map C-5, County Seat. Industrial, transportation, agricultural, educational and recreational center. Situated on the Mississippi River. 113 mi. SE of St. Paul on U.S. Hwys. 14, 61 and State Hwys. 43 and 76.

2 - TRANSPORTATION: Railroads - Burlington Northern; Chicago Great Western; Chicago, Milwaukee, St. Paul & Pacific; Chicago & Northwestern; Green Bay & Western; Amtrak.
Motor Freight Carriers - 11.
Intercity Bus Lines - Greyhound.
Airlines - Viking International Air Freight.

3 - POPULATION:
Corp. City 80 Cen. 25,075
CZ-ABC: (70) 28,267; (81) 27,400
RTZ-ABC: (70) 97,240; (81) 107,600
County 80 Cen. 46,256
City & RTZ-ABC: (70) 125,507; (81) 135,000

4 - HOUSEHOLDS:
City 80 Cen. 8,786
County 80 Cen. 15,606
CZ-ABC: (70) 8,526; (81) 9,500
RTZ-ABC: (70) 29,146; (81) 37,100
City & RTZ-ABC: (70) 37,672; (81) 46,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$154,735,800
Sav. & Loan	2	$96,865,000

6 - PASSENGER AUTOS: County 24,330

7 - ELECTRIC METERS: Residence 9,861

8 - GAS METERS: Residence 6,234

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Household Products 650 ($124); Antiskid Chains Mfg. 350 ($155); Railroad 135 ($160); Fertilizer 50 ($141).
Principal Pay Days : Mon., Tues., Thurs.; 1st, 15th and 16th.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-84; Summer 46-93; Fall 20-66; Winter 12-56. First killing frost, Oct. 27. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 7 blocks on Second St.; 9 blocks on Third St.; 4 blocks on Fourth St.; West Service Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Mall	2	Mark-It Food, Tempo, K mart, Snyder's
Westgate (10)	3	Randall's Super Valu, Pamida, Sherwin-Williams
Mankato	NA	
West Fifth	NA	
Goodview	6	J.C. Penney, Red Owl Country Store, Big Bear

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Fri.; Shopping Centers every night and Sun.

13 - RETAIL OUTLETS: Department Stores - H. Choate; Penney; Spurgeon's; Tempo; K mart.
Variety Stores - Woolworth; Kresge.
Chain Supermarkets : Country Store: Randall's; IGA; Warehouse Market; Mark-It Foods.
Other Chain Stores - Coast-to-Coast Hdwr.; Ace Hdwr; Sherwin-Williams; Payless; Sears; Montgomery Ward.

14 - NEWSPAPERS: NEWS (e-mon to fri; m-sat) 17,526; (S) 18,127; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ted Epps, Adv. Dir., NEWS, 601 Franklin St., Winona, MN 55987; Tel. (507) 452-7820.
National Representatives : Branham; Northwest Dailies.

WORTHINGTON

1 - LOCATION: Nobles County, E&P Map B-5, County Seat. Agriculture center. In SW part of State 60 mi. E of Sioux Falls. On U.S. Hwys. 16, 59, 1-90. State Hwys. 60, 266.

2 - TRANSPORTATION: Railroads - Chicago & Northwestern;
Motor Freight Carriers - 3.
Intercity Bus Lines - Midwest Coaches; Greyhound.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 10,243
County 80 Cen. 21,840
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,904
Country 80 Cen. 7,812

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$102,000,000
Sav. & Loan	1	$38,000,000

6 - PASSENGER AUTOS: County 13,222

7 - ELECTRIC METERS: Residence 3,682

8 - GAS METERS: Residence 3,294

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage) - Poultry processing 800 (NA); Meat Packing 300 (NA); Aerial Spray Mfg.
Principal Industrial Pay Days - Fri., Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-60; Summer 40-95; Fall 20-65; Winter 25-32. First killing frost, Oct. 3. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; filtered, fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on Main St.
Neighborhood Shopping Centers Oxford St. and Hwy. 59 - The Big Corner; Northland Mall (K mart, Bostwick Fashions) 210,000 sq. ft.
Principal Shopping Days : Mon., Thurs., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Wolff's; J.C. Penney; Rickbeill's; Bostwick's.
Discount Stores : Alco; K mart; Fleet.
Variety Stores - Ben Franklin Stores.
Chain Food Supermarkets : Hy Vee; Gordy's Super Valu; Prairie Market.

14 - NEWSPAPERS: GLOBE (e) 17,349; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Bob Roos, Adv. Mgr., GLOBE, 300 11th St., Worthington, MN 56187; Tel. (507) 376-4121.
National Representative : Northwest Dailies.

MISSISSIPPI SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Biloxi-Gulfport - Hancock, Harrison and Stone Counties.
Jackson - Hinds and Rankin Counties.
Memphis, Tenn.-Ark.-Miss. - Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.
Pascagoula-Moss Point - Jackson County.

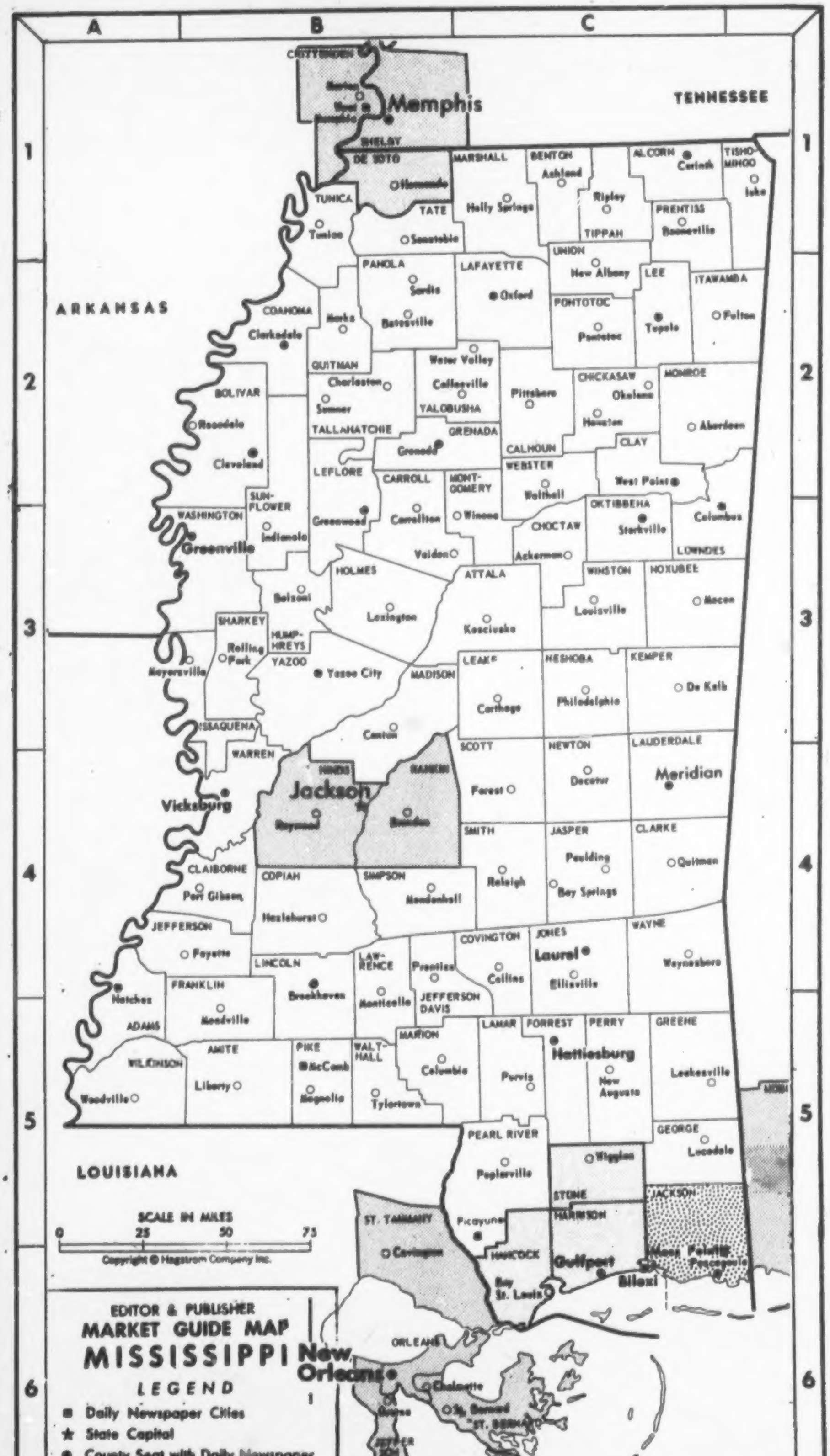
POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	210	215
5-14 Years	491	445
15-24 Years	407	493
25-44 Years	466	630
45-64 Years	422	448
65 and Over	221	290
TOTAL	2,217	2,521

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	246	343	486
Genral Mdse	460	737	1,023
Food	955	1,552	2,429
Automobiles	962	1,522	1,949
Gasoline Stations	307	454	880
Apparel	235	316	440
Furniture	176	249	361
Eat-Drink Places	188	371	581
Drugs	124	193	294
TOTAL	3,961	6,184	9,217


A
B
C
1
2
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4
5
6
TENNESSEE
ARKANSAS
LOUISIANA
Memphis
CRITTENDEN
SHELBY
DE SOTO
Hernando
TUNICA
Tunica
TATE
Senatobia
MARSHALL
Holly Springs
BENTON
Ashland
TIPPAH
Ripley
ALCORN
Corinth
TISHOMINGO
Iuka
PRENTISS
Booneville
UNION
New Albany
LEE
Tupelo
ITAWAMBA
Fulton
COAHOMA
Clarksdale
PANOLA
Sardis
Batesville
Marks
LAFAYETTE
Oxford
PONTOTOC
Pontotoc
QUITMAN
Water Valley
Coffeeville
YALOBUSHA
Charleston
Sumner
TALLAHATCHIE
Pittsboro
CHICKASAW
Okolona
Houston
MONROE
Aberdeen
BOLIVAR
Rosedale
Cleveland
GRENADA
Grenada
CALHOUN
CLAY
West Point
LEFLORE
Greenwood
CARROLL
Carrollton
MONTGOMERY
Winona
WEBSTER
Walthall
OKTIBBEHA
Starkville
Columbus
LOWNDES
SUNFLOWER
Indianola
WASHINGTON
Greenville
CHOCTAW
Ackerman
Vaiden
HOLMES
Lexington
ATTALA
Kosciusko
WINSTON
Louisville
NOXUBEE
Macon
Belzoni
SHARKEY
Rolling Fork
HUMPHREYS
Mayersville
YAZOO
Yazoo City
MADISON
LEAKE
Carthage
NESHOBA
Philadelphia
KEMPER
De Kalb
ISSAQUENA
Canton
WARREN
Vicksburg
HINDS
Jackson
Raymond
RANKIN
Brandon
SCOTT
Forest
NEWTON
Decatur
LAUDERDALE
Meridian
SMITH
Raleigh
JASPER
Paulding
Bay Springs
CLARKE
Quitman
CLAIBORNE
Port Gibson
COPIAH
Hazlehurst
SIMPSON
Mendenhall
JEFFERSON
Fayette
COVINGTON
Collins
JONES
Laurel
Ellisville
WAYNE
Waynesboro
LINCOLN
Brookhaven
LAWRENCE
Monticello
Prentiss
JEFFERSON DAVIS
FRANKLIN
Meadville
Natchez
ADAMS
AMITE
Liberty
WILKINSON
Woodville
PIKE
McComb
Magnolia
WALTHALL
Tylertown
MARION
Columbia
LAMAR
Purvis
FORREST
Hattiesburg
PERRY
New Augusta
GREENE
Leakesville
PEARL RIVER
Poplarville
GEORGE
Lucedale
Wiggins
STONE
JACKSON
HARRISON
Gulfport
Biloxi
Moss Point
Pascagoula
HANCOCK
Bay St. Louis
Picayune
ST. TAMMANY
Covington
ORLEANS
New Orleans
Chalmette
St. Bernard
ST. BERNARD
JEFFERSON
Gretna
SCALE IN MILES
0
25
50
75
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EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSISSIPPI
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

BILOXI-GULFPORT

1 - LOCATION: Harrison County, (In Biloxi-Gulfport, MS-SMSA). E&P Map C-6. On Gulf of Mexico (Mississippi Sound); Home of Keesler Air Force Base; 70 mi. from New Orleans; 70 mi. from Mobile; 155 mi. from Jackson. On U.S. 90, 49.

2 - TRANSPORTATION: Railroads - Illinois Central; L&N.
Motor Freight Carriers - 12.
Freight Steamship Lines - 14.
Intercity Bus Lines - Greyhound; Continental Trailways; Intracity Buslines; Mississippi Coast Transportation Authority.
Airlines - Republic; Eastern; Delta; SCAT Airways; Coastal Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 88,987
Biloxi 80 Cen. 49,311
Gulfport 80 Cen. 39,676
CZ-ABC: (70) 109,731; (81) 122,000
RTZ-ABC: (70) 74,772; (81) 108,100
SMSA 80 Cen. 191,918
County 80 Cen. 157,665
City & RTZ-ABC: (70) 184,503; (81) 230,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 30,807
Biloxi 80 Cen. 16,096
Gulfport 80 Cen. 14,711
County 80 Cen. 52,202
SMSA 80 Cen. 63,380
CZ-ABC: (70) 30,509; (81) 39,200
RTZ-ABC: (70) 21,208; (81) 35,200
City & RTZ-ABC: (70) 51,717; (81) 74,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	9	$198,592,000
Commercial	14	$503,179,000

6 - PASSENGER AUTOS: County 125,483

7 - ELECTRIC METERS: County 53,215

8 - GAS METERS: County 33,774

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners (Av. Wkly Wage)- Government 17,890 (NA); Wholesale & Retail Trade 13,800 ($220); Service & Misc. 11,600 (NA); Transportation/Public Utilities 4,040 (NA); Construction 3,590 (NA); Finance, Insurance, Real Estate 2,630 (NA); Food 1,220 ($188); Apparel 1,010 ($146) Chemicals & Allied 920 ($304); Primary & Fabricated 910 ($279); Lumber & Wood 770 ($219); Stone, Clay, Glass 700 ($249); Printing & Publishing 420 ($207); Other Mfg. 2,220 (NA); SMSA 61,780 Employed.

10 - CLIMATE: Min. & Max. Temp. - Mar. 49-68; June 73-90; Sept. 72-88; Dec. 44-66. Total precip (ins) Mar. (3.4); June (7.6); Sep (2.6); Dec (4.7).

11 - TAP WATER: Slightly alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - (No. of Stores) Gulfport; 3 blocks on 13th Ave. (16); 5 on 14th St. (31); 2 on 27th Ave. (16); 5 on 26th Ave. (13); 11 on 25th Ave. (69); 15 on Pass Rd. (81) 2 on Hwy. 49 (52).
Long Beach : 3 on Jeff Davis (29).
North Biloxi : 4 on Central Ave. (35); 2 on Hwy. 67 (18); 1 on Lemoyne (17).
Biloxi : 15 on Howard (134); 6 on Porter (21); 7 on W. Beach (24); 10 on Caillavet (44); 8 on Division (28); 28 on Pass Rd. (133); 1 on Edgewater (125).
Ocean Springs : 13 on Bienville (72); 7 on Washington (36); 2 on Hwy. 90 (40).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Edgewater (120)	6	Sears, Gayfers, National Foods, JC Penney
Hardy Ct. (20)	6	A&P, TG&Y, K mart
Gulf Mart (8)	1	A&P, Gibsons
Northgate	3	TG&Y, Delchamps Food
Springs Plaza	12	Winn Dixie, Eckerds
Vieux Marche (40)	1	J.C. Penney, Woolworth
Popps Ferry (15)	6	TG&Y, Winn Dixie
Bay Vista	6	Delchamps
Gibsons Plaza	4	Gibson's, Cloth World
Norwood Village (30)	6	A&P, Western Auto
Orange Grove (9)	6	Shainbergs, TG&Y, Winn Dixie
K mart/Ocean Springs	15	K mart, Otasco, Jitney Jungle
Singing River (74)	20	Wilsons, J.C. Penney, McRaes

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Most Mon., Thu. & Fri.; Many 6 nights.

13 - RETAIL OUTLETS: Department Stores - Biloxi: Sears; Gayfers; J. C. Penney; Godchaux; McCrorys; Austins; Majic Mart; Gulfport: Sears; Hewes Bros.; J.C. Penney; Sallcums; Austins; Ellis Salloum; M. Salloum.
Discount Stores - Gibsons 3; Wilson's; Gaylords; Howard Bros; K mart 3; TG&Y 4; West Bros.

Variety Stores : Biloxi: Super 5 & 10; United Dollar; Cost-Plus; Dollar General; TG&Y 2; Morgan Lindsey; Kress; Woolworth. Gulfport: Woolworth; McCrory; Morgan & Lindsey 2; Kents; Cost-Plus; Dollar General; TG&Y 2; Scotties 2; Shainbergs; Kress.
Chain Drug Stores Eckerds 3; Economy Drugs, Walgreens 2; Super D; French; Jones Bros. 2; Katz & Besthoff; T-D Discount 2; Triplett-Day.
Chain Food Supermarkets : A&P 4; Delchamps 4; Jitney Jungle 2; National Foods; Winn-Dixie 5; Sunflower; Big Star 2; Piggly Wiggly.
Other Chain Stores : Western Auto; Kinney's; Lerner's; Standard Foods; Rhodes Furn; Goodyear; Goodrich; Firestone; Wilkerson 555; Super Tire Mart; Blue Ribbon Tire; Sherwin-Williams; Sew & Save; Singer; Ben Franklin; Gryder Shoes; Myron Shoes; Holly Shop; Thom McAn; Gordon Jewelers; Busch Jewelers; Otasco; National Shirt Shop; Radio Shack; City Lumber; Saybrook Fabrics; Three Value Hardware; Pro Hardware; Ace Hardware; Werleins; Sweeny Jewelers; Jr. Food Marts; Li'l General Stores; Majik Mart; EZ Foods; Pak-A-Sak; 7-Eleven Stores; Spee-D Foods; 84 Lumber.

14 - NEWSPAPERS: SUN (m-mon to fri) 9,117 HERALD (e-mon to fri) 36,768; Comb. (m&e) 45,885; (m-sat) 41,491; (S) 43,517; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: G.M. Johnson, Adv. Dir., SUN-HERALD, PO Box 4567, Biloxi, MS 39531; Tel. (601) 896-2400.
National Representative : Branham.

BROOKHAVEN

1 - LOCATION: Lincoln County, E&P Map B-4, County Seat. 60 mi. South of Jackson.

2 - TRANSPORTATION: Railroads – Amtrak; Illinois Central Gulf.
Intercity Bus Lines – Greyhound.

3 - POPULATION:
Corp. city 80 Cen. 10,800
County 80 Cen. 30,174
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,778
County 80 Cen. 10,125

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$180,000,000
Sav. & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 12,600

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber Milling; Lawn Mowers; Electronic Equipment; Wire Products; Sport Garments; Thermometers; Dairy; Oil; Tree Farming; Truck Bodies; Automobile Wiring Assemblies.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center – Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westbrook (12)	NA	TG&Y, Sears, Sunflower
Lincoln Plz. (10)	NA	Winn-Dixie, Otasco, Murphy's
Brookway Plz. (5)	NA	Gibson's, Ashley's
Highland Vlg. (6)	NA	Kroger, TG&Y, K & B Drugs
Village Sq. (8)	NA	Warehouse Food Center

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Montgomery Ward; Shainberg's; Beall's; Lofton's; TG&Y Family Center.
Discount Stores : Gibson's; Fred's; Kent's.
Variety Stores – Woolworth; TG&Y; G.C. Murphy's; Gibson; SOS; F&C Dollar Store.
Chain Drug Stores : Super-D; K&B Drugs.
Chain Food Stores : Winn-Dixie; Piggly-Wiggly; Sunflower 4; Kroger; Warehouse Food Center.

14 - NEWSPAPERS: LEADER (e-mon to fri) 7,568; sworn Mar 31, 1981.
Local Contact for Advertising and Merchandising Data: Kenneth Cothern, Adv. Mgr., LEADER, PO Box 551, Brookhaven, MS 39601; Tel. (601) 833-6961.
National Representative : Mid-South Miss. Dailies.

CLARKSDALE

1 - LOCATION: Coahoma County, E&P Map B-2, County Seat. 75 mi. from Memphis; 154 mi. from Jackson; 9 mi. from Mississippi River. On U.S. Hwys. 49, 61; State 1, 6.

2 - TRANSPORTATION: Railroads – Illinois Central.
Motor Freight Carriers – 7.
Intercity Bus Lines – Greyhound; Helena; Delta.

3 - POPULATION:
Corp. City 80 Cen. 21,137
CZ-ABC: (70) 21,673; (81) 19,600
RTZ-ABC: (70) 59,450; (81) 50,900
County 80 Cen. 36,918
City & RTZ-ABC: (70) 81,123; (81) 70,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 7,169
County 80 Cen. 11,692
CZ-ABC: (70) 6,559; (81) 6,800
RTZ-ABC: (70) 15,349; (81) 15,200
City & RTZ-ABC: (70) 21,908; (81) 22,000

5 - BANKS: Commercial 3, Dep. $422,976,000

6 - PASSENGER AUTOS: County 17,000

7 - ELECTRIC METERS:
Residence; City 6,233; County 3,300

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Metal & Metal Prod. 567 ($140); Food & Fiber 596 ($112); Textiles 100 ($94); Rubber Prod. 230 ($215); Chemical Prod. 380 ($166); Furn. Lumber Bldg. 298 ($120); Paper & Printing 100 ($160).
Principal Pay Days : – Thu., Fri.

10 - CLIMATE: Ave. Temp., 63 degrees; Av. Annual Rainfall, 49 inches.

11 - TAP WATER: Artesian, very soft.

12 - RETAILING: Principal Shopping Centers – 3 blocks on Delta Ave.; 4 on Yazoo Ave.; 5 on Issaquena Ave.; 5 on Second St.; 5 on Third St.; 7 on Fourth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads	1	Piggly Wiggly
Village	2	Village Grocery
DeSoto (7)	1	Pride Market
Westgate (17)	2	Food Giant
Clarksdale (5)	3	Krogers
Plaza	1	Safeway
Anderson (5)	2	Big K

Neighborhood Shopping Centers – 1 block on Anderson Blvd. (Village); 6 on State St. (Crossroads); Delta Sunflower Sq; 2 blocks on Sunflower, Delta, Third, First. 18 downtown Specialty Shops.
Principal Shopping Days : Tues., Thu., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Sears; Alan's; Powers; Willie's; Landry's.
Variety Stores – Woolworth; Morgan & Lindsey; Sterling.
Discount Stores : Gibson's; Big K; Magic Mart; Fred's Dollar; Tru Value.
Chain Drug Stores : Williams Rexall; Henderson Rexall; Medi Save; Westgate; Economy Drugs.
Chain Food Supermarkets : Kroger 2; Safeway; Liberty Cash; Piggly Wiggly; Food Giant; Sunflower Pride; Westgate; Junior Food Mart 3.
Other Chain Stores – Goodyear; Western Auto 2; White's; Otasco; Firestone; Goodrich; Weller (Jewelry); Orman's (Jewelry); Style Shoppe; D&N Auto Parts; Ozburn-Abston (Auto Supp.); Int. Harvester Farm Equip.; Ford Farm Store.

14 - NEWSPAPERS: PRESS REGISTER (e-mon to fri) 7,375; (weekend) 7,474; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Joseph F. Ellis. Pub., PRESS REGISTER, 123 Second St., Clarksdale, MS 38614; Tel. (601) 627-2201.
National Representative : Mid-South Miss. Dailies.

CLEVELAND

1 - LOCATION: Bolivar County, E&P Map B-2, County Seat. Agricultural and Manufacturing area; Delta State University; 35 mi. NE of Greenville; On State Hwy. 8; U.S. 61.

2 - TRANSPORTATION: Railroads – Illinois Central Gulf.
Motor Freight Carriers – 3.
Intercity Bus Lines – Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,524
County 80 Cen. 45,965
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,491
County 80 Cen. 13,571

5 - BANKS:	NUMBER	DEPOSITS
Comm. Local	4	$118,597,600
Sav. & Loan	1	$15,831,720

6 - PASSENGER AUTOS: City Est. 18,887

7 - ELECTRIC METERS: Residence 4,885

8 - GAS METERS: Residence 4,489

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners – I.V. Solution Mfg. Plant 1,000; Auto Trim 500; Rice Mill 144.

10 - CLIMATE: Min. & Max. Temp. – Spring 21-90; Summer 55-95; Fall 40-90; Winter 16-80. First killing frost, Oct. 30. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Downtown, 5 blks on Sharpe Ave.; Shopping Centers (3 stores); Western Plaza (9 stores); Cleveland Shopping City (7 stores); Eastgate (6 stores).

13 - RETAIL OUTLETS: Discount Stores : West/Gibson; Magic Mart; Fred's Dollar Store.; K mart.
Chain Food : Kroger; Sunflower; Liberty; Jitney-Jungle.
Other Chain Stores – Goodyear; Firestone; Otasco; P.N. Hirsch; Anthony's; White's Auto; Western Auto.

14 - NEWSPAPERS: BOLIVAR COMMERCIAL (e-mon to fri) 6,206; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Norman C. Van Liew, Pub., Gen. Mgr., BOLIVAR-COMMERCIAL, PO Box 820, Cleveland, MS 38732; Tel (601) Tel. 843-4241.
National Representative : Mid-South Miss. Dailies.

COLUMBUS

1 - LOCATION: Lowndes County, E&P Map C-3. NE Mississippi. 165 mi. from Memphis, Tenn.; 125 mi. W of Birmingham, Ala.

2 - TRANSPORTATION: Railroads – Southern; Frisco; C&G; and Ill. Central Gulf.
Motor Freight Carriers – 10.
Intercity Bus Lines – Continental Trailways.
Airlines – Republic.

3 - POPULATION:
Corp. City 80 Cen. 27,383
County 80 Cen. 57,304

4 - HOUSEHOLDS:
City 80 Cen. 9,294
County 80 Cen. 18,664

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$232,339,895
Commercial	4	$270,949,090

6 - PASSENGER AUTOS: County-N.A.

7 - ELECTRIC METERS: Residence 19,934

8 - GAS METERS: Residence 6,946

9 - PRINCIPAL INDUSTRIES: Chemical; Lumber; Garment; Rubber; Marble & Metal; Vinyl Wall Covering; Electric Motors; Plastics; Wood Products; Bathroom seats.

10 - CLIMATE: First killing frost, Nov. 2. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 13 blocks on Main and Markets Sts.; Mid-City Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway (18)	NA	Woolco, A&P, Winn-Dixie
Fairlane	NA	Fairlane - Freds
Leigh Mall (44)	NA	Sears, Winn-Dixie, J.C. Penney, K mart
Northgate	NA	Kroger, Payless Shoes, K&B Drug
Northgate Plaza	NA	Shoe City, Show-Off, Album All
Eastgate Village	NA	Sunflower, Harco
Mid City (9)	NA	Kroger

Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores – Egger's; J.C. Penney; Shainberg's; Woolco; Ruth's; Sears.
Discount Stores : Gibson's; Fred's; Kent's; K mart.
Variety Stores – McLellan; TG&Y; Sterling.
Chain Drug Stores : Alford Walgreen's 2; William's Rexall 2; Reece's Rexall; SuperRx; Gibson's Phcy; Harco; K&B Drug.
Chain Food Supermarkets : Sunflower 2; Winn-Dixie 2; Big 3; Mr Quik 8; A&P 1; Kroger 2; Shirley's Minit Mart 2.
Other Chain Stores – Butler's (shoes); Ford Shoes; Radio Shack; Endicott-Johnson Shoes; Sherwin-Williams; Goodrich, Three Sisters; OK Rubber; Driefus (Jewelry); Goodyear; Otasco; Busch's Jewelry.

14 - NEWSPAPERS: COMMERCIAL DISPATCH (e-mon to fri) 13,843; (S) 14,974; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: R.H. Sawyer. Adv. Dir., COMMERCIAL DISPATCH, PO Box 511, Columbus, MS 39701; Tel. (601) 328-2424.
National Representative : Mid-South Miss. Dailies.

CORINTH

1 - LOCATION: Alcorn County, E&P Map C-1, County Seat. In NE corner of State, 4 mi. from Tenn. State Line; 30 mi. from Alabama State Line. On State Hwys. 2, 45 and 72.

2 - TRANSPORTATION: Railroads – Southern; Illinois Central Gulf, Corinth-Counce.
Motor Freight Carriers – 10.

3 - POPULATION:
Corp. City 80 Cen. 13,839
PMA-ABC: (70) 37,119; (81) 46,100
County 80 Cen. 33,036
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,502
County 80 Cen. 11,940
PMA-ABC: (70) 11,969; (81) 17,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$115,000,000
Sav. & Loan	4	$31,000,000

6 - PASSENGER AUTOS: County, Est. 22,848

7 - ELECTRIC METERS: County, Res. 13,843

8 - GAS METERS: Residence 4,123

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Textile 2,184 ($130); Mach. Shop 300 ($160); Brick & Tile 60 ($125); Cotton Seed 120 ($140); Wood Prods. 604 ($140); Electronics 1,500 ($160); Plastics 450 ($150); Steel 325 ($150); Printing 1,550 ($160).
Principal Pay Days – Fri., 1st & 15th.

Between NEW ORLEANS, MOBILE and JACKSON is
$1 BILLION in Buying Income
$700 MILLION in Retail Sales
and it's waiting for you in
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CONTACT:
BRANHAM NEWSPAPER SALES
OR: Bernie Marinovich, Nat'l Ad Mgr
601/896-2395

10 - CLIMATE: Min. & Max. Temp. - Spring 55-88; Summer 76-95; Fall 58-90; Winter 34-53. First killing frost, Nov. 1. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Area - 32 blocks on 18 Sts.; 3 shopping Ctrs.
Principal Shopping Days : Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Shainberghs; Belk-Hudson; Kents; Mitchell's; J.C. Penney; Reid's; Fred's; Big K; Wal-Mart.
Discount Stores : Gibson's; Magic Mart.
Variety Stores - Big K.
Chain Drug Stores - Rexall-Walgreen; Super D.
Chain Food Supermarkets : M&H 4; Piggly Wiggly 2; Pic-Pac; Rogers; Big Star; Gardner's 2; Sunflower.
Other Chain Stores - Firestone; Western Auto 2; Goodyear; Conley's; Otasco; Auto Shack.

14 - NEWSPAPERS: CORINTHIAN (e-mon to fri) 7,251; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Frank Walters, Pub., Gerry McDaniel, Adv. Mgr., CORINTHIAN, PO Box 109, Corinth, MS 38834; Tel. (601) 286-3366.
National Representative : Mid-South Miss. Dailies.

GREENVILLE

1 - LOCATION: Washington County, E&P Map B-3, County Seat. Industrial and agricultural center. Mississippi River port. On Lake Ferguson, still water harbor, opens into Mississippi River. 150 mi. south of Memphis; 8 mi. west of Arkansas; 40 mi. northwest of Louisiana, on State Hwy. 1.

2 - TRANSPORTATION: Railroads - Illinois Central; Columbus & Greenville (freight only).
Motor Freight Carriers - 9.
Airlines - Southern, Republic, Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 40,613
County 80 Cen. 72,344

4 - HOUSEHOLDS:
City 80 Cen. 13,240
County 80 Cen. 22,948

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$196,000,000
Sav. & Loan	2	$99,400,000

6 - PASSENGER AUTOS: Co. Est. 39,618

7 - ELECTRIC METERS: Residence 12,837

8 - GAS METERS: Residence 15,550

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Textiles 1,200; Lumber & Wood Prod. 1;065; Paper & Prod. 450; Plastics 175; Screws & Fasteners 385; Stone, Clay, Glass & Concrete Prod. 450; Chem. & Allied Prod. 255; Automobile Parts 390; Grain Processing & Storage 97; Saws 625; Stoppers 75; Steam Boilers 65; Marine Towing 945; Shipbuilding 312, Pacific IWT - Rice Mills 209; Uncle Ben's Foods 225.
Principal Industrial Pay Days - Fri., Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 21-92; Summer 57-97; Fall 42-95; Winter 18-87. First killing frost, Oct. 30. Last killing frost, Mar. 23.

11 - TAP WATER: Alkaline, very soft; not flouridated.

12 - RETAILING: Principal Shopping Center - 7 blocks on Washington.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Goyer (4)	NA	Sunflower, Sterling
Greenville (28)	NA	J.C. Penney, Sears, McRae's
K mart (2)	NA	K mart, Jitney Jungle
Mainstream Mall (20)	NA	A&P, TG&Y, Otasco, Eckerd, Wal-Mart
Village (13)	NA	Sunflower Mkt., Otasco, Morgan & Lindsey

Principal Shopping Days : Mon., Wed., Thu., Fri.
Stores Open Evenings : Sat.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; Sam Stein; Goodman; McRae's; Sears.
Discount Stores : Wicke's; Stein Mart; Frod's Dollar Store; K mart; Kent's; TG&Y; Lowe's; Wal-Mart; Magic Mart.
Variety Stores - Sterling; TG&Y; Morgan & Lindsey.
Chain Drug Stores : Super D Drugs; Eckerd.
Chain Food Supermarkets : Kroger; Jitney-Jungle; Sunflower; A&P.
Other Chain Stores - Butler's; Mangels; Busch; Singer Co.; Goodyear; Firestone; Western Auto; Otasco; Pay-Less.

14 - NEWSPAPERS: DELTA DEMOCRAT-TIMES (e-mon to fri) 16,230; (S) 17,074; sworn Mar. 31, 1981.
Local Contact for Advertising an' Merchandising Data: Bill Williams, Bus. Mgr., DELTA DEMOCRAT-TIMES, Box 1618, Greenville, MS 38701; Tel. (601) 335-1155.
National Representative : Mid-South Miss. Dailies.

GREENWOOD

1 - LOCATION: LeFlore County, E&P Map B-2, County Seat. Residential. On U.S. Hwys. 7, 49W, 82; 97 mi. N of Jackson; 130 mi. S of Memphis; 50 mi. E of Greenville.

2 - TRANSPORTATION: Railroads - Illinois Central; Columbus & Greenville.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 20,115
CZ-ABC: (70) 27,651; (81) 27,000
RTZ-ABC: (70) 55,192; (81) 56,400
County 80 Cen. 41,525
City & RTZ-ABC: (70) 82,843; (81) 83,400

4 - HOUSEHOLDS:
City 80 Cen. 7,371
County 80 Cen. 13,003
CZ-ABC: (70) 8,416; (81) 9,500
RTZ-ABC: (70) 15,180; (81) 17,800
City & RTZ-ABC: (70) 23,596; (81) 27,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$2,850,550,900
Sav. & Loan	2	$41,350,850

6 - PASSENGER AUTOS: County 28,000

7 - ELECTRIC METERS: Residence 14,100

8 - GAS METERS: Residence 11,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage) - Farm Equipment 300 ($126); Heavy Machinery 300 ($160); Mfg. Jeans 250 ($126); Bridge Matl. 80 ($126); Elec. & Electronic Eqpt. 300 ($126); Picture Frames 160 ($126); Metal Lockers 180 ($126); Cotton Seed Prod. 150 ($126); Piano 900 ($160); Seatbelts 300 ($126); Automotive Dist Ctr. 100 ($126).

10 - CLIMATE: Min. & Max. Temp. - Spring 54-80; Summer 68-100; Fall 54-80; Winter 10-78. First killing frost, Oct. 25. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; flouridated.

12 - RETAILING: Principal Shopping Centers - 12 blocks on Howard Main and Carrollton Ave.; Park Ave., Carrolton Ave. Ext.; Claiborne St.; Johnson St. & West Park Ave.; Eastgate Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate (3)	NA	Big K, Big Star (Malone & Hyde) Groc.
Greenwood (3)	NA	Eckerd, Jitney, Eastgate Pharmacy, J.C. Penney
Highland (24)	NA	Otasco, Gibson, Big Star, Abides, Phils Squire Shop, Hancok Fabric, Fisher Gifts, Radio Shack, Payless Shoes, Bowels Pharmacy, Main Dollar, Sherwin-Williams, Sears

Shopping Centers : The Village; Highland Park; Howard Bros. Center; Eastgate.

13 - RETAIL OUTLETS: Department Stores - Antoon's; J.C. Penney; Fashion; Abide's; Evelyn's; Bayou Belle; Hay Barn; DeLoach's.
Variety Stores - Sterling's.
Discount Stores : Gibson's; Big K; Howard Bros.
Chain Supermarkets : Jitney Jungle; Liberty Cash; Piggly Wiggly 3; Sunflower; Curtis Star Mkt.; Jitney Jr. 7; Big Star (Malone & Hyde) Groc. 2.
Other Chain Stores - Fred's Dollar Store; United Dollar Store; Firestone; Goodyear; Western Auto; Okalahoma Tire; Main Dollar Store; Chaney's Rexall Drugs 3; Lowe's.

14 - NEWSPAPERS: COMMONWEALTH (e-mon to fri) 8,587; (S) 8,861; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ray Durbin, Adv. Dir., COMMONWEALTH, 329 Hwy. 82 West, Greenwood, MS 38930; Tel. (601) 453-5312.
National Representative : Mid-South Miss. Dailies.

GRENADA

1 - LOCATION: Grenada County, E&P Map B-2, 35 mi. northeast of Greenwood. On U.S. Hwy 51; State Hwy. 8, Interstate 55.

2 - TRANSPORTATION: Railroads - IC, Y&MV.
Intercity Bus Lines - Trailways.
Motor Freight Carriers - 5.

3 - POPULATION:
Corp. City 80 Cen. 12,641
County 80 Cen. 21,043

4 - HOUSEHOLDS:
City 80 Cen. 4,460
County 80 Cen. 7,111

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$110,362,477
Sav. & Loan	2	$23,530,378

6 - PASSENGER AUTOS: County 10,859

7 - ELECTRIC METERS: Residence 7,380

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Women's Silk Hosiery; Lumber; Mirrors; Refrigeration Components & Equipment; Automobile Wheel Covers; Cooperage Staves; Hardwood Flooring & Veneering; Paints.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grady Green (9)	NA	Shainberg's, Sears, Okla. Tire, Liberty Mkt., Dollar General
Whitaker (7)	NA	Sunflower Foods
Whitehaven (6)	NA	Sherwin-Williams
Grenada Plz. (10)	NA	Magic Mart, Piggly Wiggly

Principal Shopping Days : Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - Dattel's; Shainberg's; Cato Stores; Walls.
Variety Stores - Sam's Super Saver; Dollar General.
Discount Stores : Gibson's; Magic Mart; TG&Y; Family Center.
Chain Drug Stores : Walgreen; Rexall 5; Gibson's Pharmacy; Chaney.
Chain Food Supermarkets : Liberty; Piggly Wiggly; Spain's; Pic Pac; Sunflower; Warehouse Food Center.
Other Chain Stores : Okla. Tire; Firestone.

14 - NEWSPAPERS: SENTINEL-STAR (e-mon to fri) 4,924; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Joseph B. Lee III, Pub., SENTINEL-STAR, PO Box 907, Grenada, MS 38901; Tel. (601) 226-4321.
National Representative : Mid-South Miss. Dailies.

GULFPORT

See BILOXI

HATTIESBURG

1 - LOCATION: Forrest County, E&P Map C-5, County Seat. Meridian 85 mi. NE; New Orleans 122 mi. SW; Jackson 90 mi. NW; Natchez 144 mi. W; Mobile 96 mi. SE.

2 - TRANSPORTATION: Railroads - Ill. Central Gulf.
Intercity Bus Lines - Greyhound; Continental; Trailways; Gulf Transport.
Motor Freight Carriers - 10.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 40,829
CZ-ABC: (70) 51,398; (81) 61,100
RTZ-ABC: (70) 72,490; (81) 88,400
County 80 Cen. 66,018
City & RTZ-ABC: (70) 123,888; (81) 150,500

4 - HOUSEHOLDS:
City 80 Cen. 14,517
County 80 Cen. 22,978
CZ-ABC: (70) 15,610; (81) 21,400
RTZ-ABC: (70) 21,256; (81) 30,200
City & RTZ-ABC: (70) 36,866; (81) 51,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$264,417,000
Sav. & Loan	5	$450,000,000

6 - PASSENGER AUTOS: County 42,000

7 - ELECTRIC METERS: Bus. & Res. 28,365

8 - GAS METERS: Res. 16,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Mining 285 ($154); Construction 1,394 ($144); Food Processing 815 ($99); Lumber & Wood Pdts. 274 ($110); Printing & Publishing 126 ($109); Stone & Clay Pdts. 368 ($117); Fabricated Metals 207 ($110); Manufacturing 2,444 ($121); Transp. Utilities 1,196 ($136); Whol. & Retail Trade 4,205 ($92); Finance, Insurance & Real Estate 701 ($138).

10 - CLIMATE: Min. & Max. Temp. - Spring 54-78; Summer 69-92; Fall 53-80; Winter 40-62.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Shopping Centers - Broadway Mart on Broadway Dr. & Adeline St.; McGregors on Hardy St. bet. 12th & 13th Ave.; Hardy St. Mart (9 units) on Hardy St. bet. S. 19th Ave. & Patton Ave; University Mall Hardy St.; Broadacres Hwy. 49 & 98; Cloverleaf Hwy. 49 & 11; K mart U.S. Hwy. 49 & 11.
Principal Shopping Days : Mon., Thu., Fri. & Sat.
Stores Open Evenings : Mall-Mon. to Fri.

13 - RETAIL OUTLETS: Department Stores - Sears; Fine Bros.-Matison; J.C. Penney; McRaes; Shainberg's; Waldoff's; Roses; K mart; TG&Y.
Variety Stores - Woolworth; Murphys; Ben Franklin; Fred's Dollar General.
Discount Stores : Gibson's; McCrory's; Value Mart; White's Auto; Howard's; Sackler Furn.; Woolco.
Chain Supermarkets : Winn-Dixie 3; Redand White 4; A&P; Sunflower 3; Delchamps 2; Jitney Jungle 2; McCaffrey's; Midget Marts 2; Mr. Quik 9; Minit Mart 5; Jitney Jr. 3.
Chain Drug Stores - Owl Rexall; Walgreen; Southwest; Eckerd; K&B.
Other Chain Stores - Firestone; Goodrich; Western Auto; Pay Less; Smart & Thrifty; Thom McAn; Butler Shoes; Wilson's; Hallmark Cards; Morrisons; Radio Shack; Candle Cabin; Gordon's.

14 - NEWSPAPERS: AMERICAN (e-mon to fri) 24,443; (S) 25,875; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J.M. Hughes, Adv. Dir., AMERICAN, PO Drawer 1111, Hattiesburg, MS 39401; Tel. (601) 582-4321.
National Representative : Landon.

JACKSON

1 - LOCATION: Hinds County, (SMSA). E&P Map B-4, State Capital. In geographic center of State, Governmental retail, wholesale, distribution, manufacturing and medical center.

2 - TRANSPORTATION: Railroads - Illinois Central Gulf.
Motor Freight Carriers - 25.
Intercity Bus Lines - Greyhound; Continental Trailways.
Airlines - Delta; American; Royale.

3 - POPULATION:
Corp. City 80 Cen. 202,895
CZ-ABC: (70) 206,916; (81) 265,500
RTZ-ABC: (70) 327,306; (81) 369,800
County 80 Cen. 250,998
SMSA 80 Cen. 320,425
City & RTZ-ABC: (70) 534,222; (81) 635,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 71,490
County 80 Cen. 85,902
SMSA 80 Cen. 107,643
CZ-ABC: (70) 61,733; (81) 91,100
RTZ-ABC: (70) 91,388; (81) 117,900
City & RTZ-ABC: (70) 153,121; (81) 209,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$3,040,460,000
Sav. & Loan	6	$894,587,982

6 - PASSENGER AUTOS: County 168,090

7 - ELECTRIC METERS: Residence 98,191

8 - GAS METERS: Residence 68,481

9 - PRINCIPAL INDUSTRIES: Furniture & Wood Products; Block & Tile; Feeds; Machinery; Cotton Oil & Pdts.; Glass Bottles & Containers; Kitchen Ware; Fluorescent Lamps; Meat Packing; Cement; Hydraulic Aircraft Parts-Missiles; Corrugated Boxes; Work Clothes; Women's Sport Clothes; Vinyl Tile; Fertilizer; Ice Cream; Milk Pdts.; Store Fixtures; Burlap & Cotton Bags; Power Mowers: Household Cleansers; School Furniture; Mattresses; Bedding; Amphibious Vehicles; Poultry & Egg Processing; Auto Batteries; Electrical Transformers & Switch Gears; Automotive Electrical Harnesses; Food Products, etc. Total: 340 Plants; 18,650 Employees: $244,268,145 Payroll.

10 - CLIMATE: Min. & Max. Temp. - Spring 44-85; Summer 68-93; Fall 43-88; Winter 37-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Districts - 19 blocks on 4 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delta Mart (12)	NA	Southwest Drug, Jitney Jungle
Metrocenter (117)	NA	Sears, McRae's, D.H. Holmes, Gayfers
Northwood (18)	NA	Broadmoor Drug
Meadowb'k Mart (13)	NA	McRae's, Super D. Drug, Food Center
Woodlands Hills (14)	NA	Jitney Jungle
Colonial Mart (15)	NA	Sunflower Food, Rexall
Jackson Mall (67)	NA	J.C. Penney, Woolco, Gayfers, Sunflower Foods
Jackson Square (24)	NA	Zayre's, Shainbergs, Eckerd
Maywood (25)	NA	Sunflower Food, Casual Corner, Beemon Drugs
Mid City (7)	NA	Jitney Jungle
Mart 51 (22)	NA	Red & White Supermarket, Murphy's
Battlefield 22Ctr. (5)	NA	White Swan Cleaners
Cook's Ctr. (13)	NA	Super D Drugs,
Ellis Ave. Plz. (16)	NA	Radio Shack
Westland Plz. (35)	NA	Kroger, McRae's, Shainberg's, Jitney Jungle
Highland Vlg. (66)	NA	Super D Drugs
Apple Ridge (18)	NA	Liberty Mkt.
Candlestick Park (11)	NA	Liberty Super Market
Greenbriar (8)	NA	Southwest Drug
Triangle Mart (6)	NA	Nolan Drugs, Glidden Paint

Southport Mall (15)	NA	Sunflower Fd.
Bel Air (12)	NA	Radio Shack
Brights Ctr. (24)	NA	Star Mkt., United Dollar
Clinton Plz. (11)	NA	Jitney Jungle, TG&Y
English Vlg. (7)	NA	Parkins Pharmacy; Jitney Jungle
McLaurin Mart (21)	NA	Sunflower, Sherwin-Williams, Jitney Jungle
Miller's Mart	NA	Star Mkt. United Dollar
Plain Mart (9)	NA	Star Mkt., United Dollar
Poindexter Plz. (6)	NA	Jitney Jungle
Quarter Speciality (9)	NA	Dernards Country Squire
Whitefield Mall (9)	NA	House Beautiful Interiors
Ellis Isle (22)	NA	Woolco, Food Center
DeVille Plz. (13)	NA	Wilson's Distributors, Eckerd Drug
McDowell Sq. (13)	NA	Winn-Dixie, TG&Y, Eckerd
Jacksonian Plz. (7)	NA	Howard Bros., Kroger's
Rankin Sq. (10)	NA	Winn-Dixie, TG&Y, Eckerd
Canton Mart (18)	NA	Briarwood Yard & Garden
Hico Sq. (7)	NA	Eckerd, Winn-Dixie
Southgate (4)	NA	Kroger, Roses Dept., Treasury Drugs
Queens Mall W. (2)	NA	Roses, Sunflower
Northside Sq. (6)	NA	Winn-Dixie, Treasury Drugs

Principal Shopping Days : Department Stores Fri., Sat. & Mon. Food – Mon. & Thurs.
Stores Open Evenings : Numerous Dept. Stores.

13 - RETAIL OUTLETS: Department Stores – Woolco 2; Sears; Montgomery Ward (Catalog); J. C. Penney 1; McRae's 5; Shainberg 3; Zayres; Gayfers 2; Lerners 3; Raymond-McClinton; K mart 2; White Stores 2; Howards 3.
Variety Stores : McCrory's; Ben Franklin 1; TG&Y 6
Chain Food Supermarkets : Jitney Jungle 10; Liberty 3; New Deal 4; Star Super 4; A&P 4; Kroger 5; Sunflower 9; Red & White 2; Piggly Wiggly; Winn-Dixie 6; Food Center 3.
Chain Drug Stores : Southwest 5; Parkin's 2; Super 'D' 11; Eckerd 6; Howard Bros. 4; Treasury Drug 4: K&B Drug 3; Revco: Mr Discount Drug 3.
Other Chain Stores – Western Auto; National Shirt; Thom McAn; Busch Jewelry; Mangel's; Singer Co.; Goodyear 4; Goodrich; Zale's 2; Jewelers; Baker Shoes 2; Firestone 3; S&H Green Stamps; World Bazaar; Radio Shack 11; Casual Corner 2; Stevens 3; Dreifus Jewelers; Spencer Gifts; Mori Luggage & Gifts 3; Florsheim Shoes; Kinney Shoes 2; Kay Jewelers; Hale & Jones 4; Hardy Shoe Store 2; The Limited 2; Lewis Wilsons 2; World Bazaar 1; Butler Shoes 2; Hanover Shoes.

14 - NEWSPAPERS: CLARION LEDGER (m) 65,220; NEWS (e) 40,127; comb. (m&e) 105,347; CLARION LEDGER-NEWS (S) 119,161; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Mack Smythe, Adv. Dir., CLARION LEDGER-NEWS, PO Box 40, Jackson, MS 39205; Tel. (601) 961-7160.
National Representative : Landon.

LAUREL

1 - LOCATION: Jones County, E&P Map C-4, County Seat. 120 mi. NE of New Orleans; 85 mi. SE of Jackson. On Hwys 11, 15, 28, 84, and Interstate 59.

2 - TRANSPORTATION: Railroads – Gulf, Mobile & Ohio; Illinois Central; Southern Ry.
Motor Freight Carriers – 6.
Airlines – Southern; Air Freight-Purolator.

3 - POPULATION:
Corp. City 80 Cen. 21,897
CZ-ABC: (70) 24,145; (81) 23,900
RTZ-ABC: (70) 74,317; (81) 87,100
County 80 Cen. 61,912
City & RTZ-ABC: (70) 98,462; (81) 111,000

4 - HOUSEHOLDS:
City 80 Cen. 8,178
County 80 Cen. 21,549
CZ-ABC: (70) 7,769; (81) 8,900
RTZ-ABC: 21,416; (81) 29,000
City & RTZ-ABC: (70) 29,185; (81) 37,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$270,000,000
Sav. & Loan	4	$61,682,760

6 - PASSENGER AUTOS: County Est. 25,403

7 - ELECTRIC METERS: Residence 10,429

8 - GAS METERS: Residence 10,424

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage) – Masonite 2,100 ($125); Petroleum 1,000 ($100); Garment 225 ($90); Wood Working 1,500 ($90); Foods 975 ($80); Howard Industries 300 (NA).
Principal Industrial Pay Days – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 31-89; Summer 61-105; Fall 31-90; Winter 10-83.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardiner (21)	NA	Sears, A&P, Jitney Jungle
N. Laurel (17)	NA	Sunflower
Parkside Plz. (18)	NA	Rose's, Winn-Dixie
Westland Mart (10)	NA	Piggly Wiggly, TG&Y
Northwood Village (4)	NA	Piggly-Wiggly, TG&Y
Sawmill Sq. Mall (54)	NA	McRaes, Penney's

Principal Shopping Days : Wed., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Sears Roebuck; Fine Bros.-Matison; Efird's; Williams; Gibson's; Rose's; McRaes.
Variety Stores – Murphy's; Bill's Dollar Store; TG&Y; Super 5 & 10; Otasco; Fred's Dollar Store.
Discount Stores : Gibson's; Rose's; TG&Y.
Chain Drug Stores : Wallace Rexall; Eckerd's; K&B; SupeRx Drug.
Chain Food Supermarkets : A&P; Jitney Jungle 2; Giant; Sunflower 1; IGA 1; Winn-Dixie; Piggly Wiggly 2; Mac's 2.

14 - NEWSPAPERS: LEADER-CALL (e) 9,997; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Steven Maxwell, Retail Adv. Mgr., LEADER-CALL, PO Drawer 728, Laurel, MS 39440; Tel. (601) 428-0551.
National Representatives : Mid-South Miss. Dailies; Thomson.

McCOMB

1 - LOCATION: Pike County, E&P Map B-5. 7 mi. N of Magnolia; 78 mi. S of Jackson; 120 mi. N of New Orleans. On State Hwy. 24, 44, and 570; U.S. 51 and U.S. 98; Interstate 55.

2 - TRANSPORTATION: Railroads – ICG Railroad.
Intercity Bus Lines – Greyhound; Arrow.

3 - POPULATION:
Corp. City 80 Cen. 12,331
CZ-ABC: (70) 18,764; (81) 21,800
RTZ-ABC: (70) 55,559; (81) 58,800
County 80 Cen. 36,173
City & RTZ-ABC: (70) 74,323; (81) 83,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,691
County 80 Cen. 12,348
CZ-ABC: (70) 6,012; (81) 8,000
RTZ-ABC: (70) 16,073; (81) 20,700
City & RTZ-ABC: (70) 22,085; (81) 28,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$1,087,933,656
Sav. & Loan	2	$24,540,832

6 - PASSENGER AUTOS: County 23,166 (All Vehicles) 1979

7 - ELECTRIC METERS: Residence 7,333

8 - GAS METERS: (Res.) 4,625; Co. 6,400

9 - PRINCIPAL INDUSTRIES: County – Locomotives and Car Shops; Lumber and Millwork; Dairy Products; Women's and Children's Lingerie; Other Textile Products; Aluminum Windows & Doors; Crude Oil and Gas Production; Wirebound & Corrugated Boxes; Livestock Feed; Ready-Mixed Concrete; Liquid Animal Feeds; Dyeing & Textile Operation; Woodchips; Pine & Hardwood Lumber; Quilts; Mattress Pads & Dust Ruffles; Polyethylene Bags; Liquid Feeding Equipment for Cattle.

11 - TAP WATER: Very soft; not flouridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delaware Ctr. (8)	NA	Kroger, Magic Mart
Pike Ctr. (20)	NA	A&P, TG&Y, Sears, Otasco
Southwest (16)	NA	Rose's, Winn-Dixie, K & B

Principal Shopping Days : Thurs., fri. and Sat.

13 - RETAIL OUTLETS: Department Stores – Penney's; Denman-Alford; Wall's Mercantile; Fred's Dollar Store; F&C Dollar Store; Vests.
Discount Stores : Howard's; McComb; Freds; (Bldg. Mat.); West Cash & Carry; Ashley's; Roses.
Variety Stores – McCrory's; TG&Y; Kent's, Magicmart.
Chain Food Supermarkets : A&P; Jitney Jungle; Sun Flower; Discount Foods 4; Winn-Dixie; IGA; Vaccarella's Shop Rite 6; Kroger.
Other Chain Stores – Firestone; Goodyear; Dixie Auto-Lee; West Cash & Carry; Western Auto; White's Shainberg.

14 - NEWSPAPERS: ENTERPRISE-JOURNAL (e-mon to fri) 11,770; (S) 11,799; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Philip Dell 'Isola, Adv. Dir, ENTERPRISE-JOURNAL, 129 N. Broadway, McComb, MS 39648; Tel. (601) 684-2421.
National Representative : Mid-South Miss. Dailies.

MERIDIAN

1 - LOCATION: Lauderdale County, E&P Map C-4, County Seat. Industrial, cattle raising, lumber, distribution, and agricultural center. 95 mi. from Jackson; 158 mi. from Birmingham; 208 mi. from New Orleans; 136 mi. from Mobile.

2 - TRANSPORTATION: Railroads – Southern; Illinois Central Gulf; Meridian & Bigbee.
Motor Freight Carriers – 15.
Intercity Bus Lines – Greyhound; Gulf Transport; Capital; Continental Trailways.
Airlines – Republic.

3 - POPULATION:
Corp. City 80 Cen. 46,557
CZ-ABC: (70) 47,323; (81) 50,100
RTZ-ABC: (70) 205,101; (81) 227,600
County 80 Cen. 77,285
City & RTZ-ABC: (70) 252,424; (81) 277,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 17,379
County 80 Cen. 26,903
CZ-ABC: (70) 15,488; (81) 17,600
RTZ-ABC: (70) 59,051; (81) 75,900
City & RTZ-ABC: (70) 74,539 (81) 94,800

5 - BANKS:	NUMBER	DEPOSITS
Banks&Loan Assns.	9	$486,643,989

6 - PASSENGER AUTOS: County 49,400 (All Vehicles) 1979

7 - ELECTRIC METERS: Residence 20,650

8 - GAS METERS: Residence 16,292

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Food Pdts. 849; Textiles 837; Apparel 545; Lbr. & Wood 2,070; Ptg. and Publ. 191; Stone, Clay & Glass 304; Other Mfg. (Incl. Furn. & Fixt.; Paper & Allied; Chemicals & Machy.) 1,450; Constr. 1,380; Transp. & Pub. Util. 1,810; Whole & Ret. 5,370; Finance, Insur. and Real Est. 1,010; Services 2,950; Govt. 4,470.

10 - CLIMATE: Min. & Max. Temp. – Spring 60-75; Summer 75-100; Fall 60-75; Winter 32-50. First killing frost, Oct. 21. Last killing frost, Mar. 18.
Last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 3 blocks on Front St.; 3 on 5th; 3 on 6th; 3 on 22nd Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor Mart (19)	NA	TG&Y, Winn-Dixie
Cloverleaf (16)	NA	Howard Bros.
College Park (25)	NA	TG&Y, Otasco, Winn-Dixie
North Hills (12)	NA	Food Center
Village Fair (55)	NA	Penney, McRae's, Winn-Dixie
Westland Plz. (4)	NA	A&P

Principal Shopping Days : Dept. Stores – Mon., Thurs., Fri. & Sat. Food – Thurs., Fri. & Sat.
Stores Open Evenings : Dept. Thurs.; Shopping Centers, Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Sears Roebuck; Marks-Rothenberg; McRae's; TG&Y.
Variety Stores – Woolworth; TG&Y; Fred's.
Discount Stores : Howard Bros (2); Acme Cash & Carry; West Cash & Carry; Fred's; Kent's; Gaylords; TG&Y; Gibson's; Wilson's.
Chain Drug Stores : Rexall 5; Howard's; Scotties 1; Tutor 3; Eckhard's 2; Revco; K&B; Mr. Discount Drugs (3)
Chain Food Supermarkets : Winn-Dixie 4; Kroger; A&P 2; Jitney Jr. 22; Meridian IGA 2; Food Center 2.
Other Chain Stores – Singer Co.; Thom McAn; Watson's; Michael's; Butler's (Women's); Mangel (Women); Lerner Dress; Diana Shop; The Vogue; Goodrich; Western Auto; Firestone; Billups; Auto-Lec; Busch (jewelry); Anders Furniture; Lott Furn.; Warnock Furn.; Mary Carter; Sherwin-Williams; S&H Green Stamps; Sears; Wilson's; Lowe's; Leeds; Eleanor Shop; Otasco.

14 - NEWSPAPERS: STAR (e) 23,507; (S) 25,199; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bynum, Adv. Dir., STAR, 810-12 22nd Ave., Meriden, MS 39301; Tel. (601) 693-1551.
National Representative : Mid-South Miss. Dailies.

NATCHEZ

1 - LOCATION: Adams County, E&P Map A-4. On the Mississippi River. 95 mi. SW of Jackson. On U.S. Hwys. 61, 84, 65 and State Hwys. 20 and 24.

2 - TRANSPORTATION: Railroads – Ill. Central; Mo. Pac.; Miss. Central; Natchez; Southern.
Motor Freight Carriers – 6.
Intercity Bus Lines – Greyhound; continental Trailways.
Airlines – Royale Airlines.

3 - POPULATION:
Corp. City 80 Cen. 22,015
CZ-ABC: (70) 25,242; (81) 29,900
RTZ-ABC: (70) 70,997; (81) 67,300
County 80 Cen. 38,035
City & RTZ-ABC: (70) 96,239; (81) 97,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 7,818
County 80 Cen. 12,806
CZ-ABC: (70) 7,859; (81) 10,800
RTZ-ABC: (70) 19,583; (81) 21,300
City & RTZ-ABC: (70) 27,442; (81) 32,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$485,900,900
Sav. & Loan	2	$26,839,456

6 - PASSENGER AUTOS: County Est. 25,519

7 - ELECTRIC METERS: Residence 8,624

8 - GAS METERS: Residence 8,488

9 - PRINCIPAL INDUSTRIES: Tires; Pulp & Paper Pdts.; Lumber; Pecan Shelling; Asbestos Pdts.; Steel Pdts.; Chemicals; Farming; Tourism.

10 - CLIMATE: Min. & Max. Temp. – Spring 58-75; Summer 70-95; Fall 50-65; Winter 38-56. First killing frost, Nov. 15. Last killing frost, Mar. 15

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center – 6 blocks on Main; 4 on Commerce; 8 on Franklin; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Liberty (10)	NA	Pik-Quick Mkt.
Magnolia (21)	NA	Woolco, A&P, West Dept.
Nosser City (9)	NA	Jitney Jungle Market
Trace Town (21)	NA	Sears, Winn-Dixie, McCrory, Radio Shack
Riverfront (5)	NA	Supr. Furn.
St.Catherine Plz. (8)	NA	Piggly Wiggly, United Dollar,
Lewis-Vidalia (10)	NA	Otasco, Sterling, United Dollar, IGA, West Bros., Red & White
Howard Bros. (2)	NA	Howard Bros. Dept., Jitney Jungle
Kroger Ctr.	NA	K&B Drugs, Kroger
Natchez Mall (45)	NA	J.C. Fenney, Cole's, Connie's Shoes, Kinney Shoes, McRae's Dept. Store, Swiss Colony, Treasury Drug, Zale's Bealls

Principal Shopping Days : Wed., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores – H.F. Byrne; Sears; West Bros.; J.C. Penney; Ullman's; Bealls; McCrae's.
Variety Stores – S.H. Kress; Sterling; McCrory's; United Dollar Stores; Howard Bros.; Kent's Otasco; TG&Y; Dollar General.
Discount Stores : Howard Bros.; Discount City; Woolco.
Chain Drug Stores : Silbert Rexall 2; Natchez Super 2; K&B Drugs; Treasury Drugs; Eckerd.
Chain Food Supermarkets : A&P 2; Big Star 4; Jitney Jungle 3; Winn-Dixie; Piggly Wiggly; Shadyside 2; Minit Man 6: Natchez Super Stores 2; Dixie Dandy 1: In-n-Out 2; Pik Quick 2; Kroger; Red & White; IGA.
Other Chain Stores – Mangels; Firestone; Goodyear; Western Auto; Busch Jewelry; Diamond Shop Goodyear; Butler's Shoe; International KB, Goodrich; Sherwin-Williams; Singer; U.S. Paint.

14 - NEWSPAPERS: DEMOCRAT (m) 13,793; (S) 14,519; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul Davis, Gen. Mgr., DEMOCRAT, 503 N. Canal, Natchez, MS 39120; Tel. (601) 442-901.
National Representative : Landon.

OXFORD

1 - LOCATION: Lafayette County, E&P Map C-2, County Seat. Agricultural, Lumber Area; 62 miles southeast of Memphis, Tenn. on State Hwys. 6 & 7; 22 mi. east of Interstate 55 and U.S. 35.

2 - TRANSPORTATION: Railroads – Illinois Central.
Motor Freight Carriers – Rebel Motor Freight 45; Freeman Truck Lines 18.
Airlines – Republic.

3 - POPULATION:
Corp. City 80 Cen. 9,882
County 80 Cen. 31,030

4 - HOUSEHOLDS:
City 80 Cen. 3,932
County 80 Cen. 9,623

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$110,000,000
Sav. & Loan	3	$315,000,000

6 - PASSENGER AUTOS: County 14,807

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Poultry and dairy processing; truck farms; watermelon; corn and cotton farming; pine & hardwood timber; lumber mills; plywood mfg.; electrical parts; electrical mfg.; appliance mfg.

10 - CLIMATE: Min. & Max. Temp. – Spring 46-88; Summer 70-96; Fall 22-88; Winter 16-75. First killing frost, Nov. 1. Last killing frost, Mar. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Gate Plaza	NA	Shainburg's
Kiamie's	NA	
Mid Town (8)	NA	Sears, Liberty Groc., West Dept.
Oakwood Plaza	NA	Big K. Liberty No. 2
Rainbow Ctr.	NA	
Tradeswinds Ctr.	NA	Big Star, Furniture Center, TG&Y, Kroger

13 - RETAIL OUTLETS: Department Stores – J.E. Neilson Co.; West's; Shainburg's.
Discount Stores : Johnson's Discount Furn.; Nationwide Salvage.
Other Chain Stores : Treasury Drugs; Chaney's Pharmacy; Goodyear; Ben Franklin; Otasco; West's; Sears; Big K; Freds; TG&Y; Wal-Mart.

14 - NEWSPAPERS: EAGLE (e-mon to fri) 3,863; sworn Oct. 28, 1980.
Local Contact for Advertising and Merchandising Data: Nina Goolsby, Ed., EAGLE, Box 866, Oxford, MS 38655; Tel. (601) 234-4331.
National Representative : Amer. Newspaper Rep.

PASCAGOULA

1 - LOCATION: Jackson County, (In Pascagoula-Moss Point, MS SMSA). E&P Map C-6 County Seat. Shipbuilding, paper-marking, oil refinery, commercial fishing, Chemicals, import, export, small diversified industries. SE part of State. 100 mi. E of New Orleans; 40 mi. SW of Mobile; On U.S. Hwy. 90; State 63; 1-10.

2 - TRANSPORTATION: Railroads – Louisville & Nashville; Mississippi Export.
Motor Freight Carriers – 7.
Intercity Bus Lines – Teche Greyhound; Gulf Transport.
Airlines – Southern Airways.
Water – 10 Barge Lines. Cargo Liners thru Port.

3 - POPULATION:
Corp. City 80 Cen. 29,318
PMA-ABC: (70) 97,660; (81) 134,400
County/SMSA 80 Cen. 118,015

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,033
County/SMSA 80 Cen. 37,589
PMA-ABC: (70) 27,109; (81) 43,000

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	6	$125,369,244
Commercial	5	$139,672,674

6 - PASSENGER AUTOS: County 48,978

7 - ELECTRIC METERS: County 41,025

8 - GAS METERS: County 18,725

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Ship Building 11,000 ($220); Paper & Allied 2,150 ($205); Food & Kindred 790 ($120); Chem. & Allied 650 ($175); Apparel 1,280 ($100); Stone, Clay & Glass 325 ($135); Seafood 540 ($120); Oil Refinery 600 ($215); Pet Food 120 ($175).
Principal Industrial Pay Days – Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 45-87; Summer 73-98; Fall 41-92; Winter 18-60. First killing frost Dec. 30. Last killing frost Feb. 7.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Areas
Pascagoula: 3 blocks on Delmas, 1 on Krebs, 40 stores: Moss Point: 4 blocks on Main, 3 on McInnis, 20 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deep South (11)	NA	My Place Firestone, Rhodes Furn.
Bel Air (12)	NA	Myron Shoes; Kents Delchamps
Searstown (18)	NA	Sears, Eckerd
K mart Plz. (3)	NA	K mart, K&B Drugs, Jitney Jungle
Woolco Vlg. (14)	NA	Woolco, Delchamps
Bellview Plz. (5)	NA	Winn-Dixie, Kent's
Singing River (74)	NA	J.C. Penney, McRaes, Brumfields, Bealls, Wilsons

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Some on Thu. and Fri.; few on Sat.; Super Mkts. Thu., Fri., & Sat.

13 - RETAIL OUTLETS: Department Stores – Brumfield's; Sears; J. C. Penney; West Bros.; Woods; Shainberg's; Dickson's; Whites; K mart; McRaes; Bealls.
Discount Stores : Bargain Annex.
Variety Stores – McLellan; Woolworth's; K mart; T.G.&Y.; Woolco.
Chain Drug Stores – Southwest; Eckerd; Central; K&B.
Chain Food Supermarkets : Jitney-Jungle; Winn-Dixie; Greer's 1; Delchamps 2.
Other Chain Stores – Auto Accessories: Western Auto 2; Firestone; Goodrich; Goodyear 2; Uniroyal; Otasco 1; Jewelry: Johnson Bros.; Lorch's; Zale's; Rerdous; Hausmanns; Furniture: McGregor's; Rhodes; Gulf; Alberts; Gryder's; Myron's; Southern; Neils; Baker; Kinney Paints Sherwin-Williams; Mary Carter; Harris; Burk Hall; Napko; Var-Tung Devoe Dutch Boy BLP.

14 - NEWSPAPERS: MISSISSIPPI PRESS REGISTER (e-mon to fri) 21,616; (S) 22,395; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Floyd A. Davis, Bus. Mgr., or Ralph Williams, Adv. Mgr., MISSISSIPPI PRESS REGISTER, PO Box 849, Pascagoula, MS 39567; Tel. (601) 762-1111.
National Representatives : Newhouse; Metro Suburbia.

PICAYUNE

1 - LOCATION: Pearl River County. Manufacturing, agricultural, and nearby government installation (NASA, Navy, Army). SE portion of state, 45 mi. N of New Orleans. On U.S. Hwy. 11, State Hwy. 43, I-59.

2 - TRANSPORTATION: Railroads – Southern; Amtrak.
Motor Freight Carriers – Roadway; Highway Express; Red Ball; Ryder.
Intercity Bus Lines – Greyhound.
Airlines – See New Orleans International Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,361
County 80 Cen. 33,795

4 - HOUSEHOLDS:
City 80 Cen. 3,479
County 80 Cen. 11,004

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$420,221,000
Commercial	2	$46,231,000

6 - PASSENGER AUTOS: County 28,095

7 - ELECTRIC METERS: Residence 4,055

8 - GAS METERS: Residence 3,340

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Chemical 201 ($135); Electrical 588 ($140); Containers 298 ($145); Wood Processing 300 ($140).
Principal Industrial Pay Day – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 37-98; Summer 58-98; Fall 36-92; Winter 14-82. First killing frost, Nov. 10. Last killing frost, Mar. 10.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mississippi Mall	1	Winn Dixie, Murphy's Mart, Eckerd Drugs
Pine Tree Plaza (9)	1	Delchamps, TG&Y Family Center, K&B Drugs
Northgate (6)	1	Red and White, Gibsons, Sears Catalog
Picayune (8)		Piggly Wiggly, West Bros., Fred's

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : 9 p.m., Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores – Boston Store; Jaspers; Mitchell's; Salloumns; West Bros.
Discount Stores : Gibson's; Fred's; Dollar General.
Variety Stores – Murphy's Mart; TG&Y; Family Center.
Chain Drug Stores : K&B; Eckerd Drugs.
Chain Food Stores : Winn Dixie; Delchamps; Red and White; Piggly Wiggly; Sunflower.
Other Chain Stores – Shoetown; Goodyear; Sears Catalog; Western Auto; Radio Shack 2; Otasco; Kenwin Shop.

14 - NEWSPAPERS: PICAYUNE ITEM (e-tue to fri) 5,223; (S) 5,223; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Tom Andrews, Adv. Dir., PICAYUNE ITEM, PO Box 580, Picayune, MS 39466; Tel. (601) 798-4766.
National Represantative : Mid-South Miss. Dailies.

STARKVILLE

1 - LOCATION: Oktibbeha County, E&P Map C-3 in Northeastern part of Mississippi.

2 - TRANSPORTATION: Railroads – Illinois Central Gulf.
Motor Freight Carriers – 7.
Airlines – Southern Airways.
Intercity Bus Lines – Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,169
County 80 Cen. 36,018
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,520
County 80 Cen. 10,980

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$145,000,000
Sav. & Loan	2	$22,500,000

6 - PASSENGER AUTOS: County 18,338 (1979)

7 - ELECTRIC METERS: Residence 5,334

8 - GAS METERS: Residence 5,445

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage) – State & Federal Agri. Research (State Experiment Station, & Extension Service, USDA Research Labs, Boll Weevil Poultry, Wood Pdts. & Forest Seed) 1,050 ($150); Needle Ind. 300 ($110); Felt Mfg. 75 ($90); Furn. Mfg. 350 ($110) Commercial metal blades ($110); Metal Building Mfg. 350 ($130); State Univ. 12,500 Students and 1,700 Faculty & other employees; Copper Fabricating ($150).

10 - CLIMATE: Min. & Max. Temp. – Spring 46-88; Summer 70-97; Fall 22-88; Winter 18-75. First killing frost Nov. 4. Last killing frost Mar. 12.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main and Lafayette Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
82 Plaza (9)	NA	Gibsons, Sunflower
Southdale (11)	NA	Sears, Giant Mkt.
State (13)	NA	West Bros., A&P
Village Mall (20)	NA	Wal-Mart, Market Basket
La Galarie (10)	NA	Starkville Photo, Gerri's Apparel
Starkville (7)	NA	Jitney Jungle, Danver's Restaurant, Harco Drugs

Principal Shopping Days : Mon., Thu.

13 - RETAIL OUTLETS: Department Stores – Penney; Mullins; West Brothers; Shainberg's.
Variety Stores – Murphy's.
Discount Stores – Fred's Dollar Store; Gibson's; Wal-Mart.
Chain Drug Stores – Walgreen 2; Rexall; Harco.
Chain Food Supermarkets – Kroger; Giant; Pic-Pac; Big Star; A&P: Sunflower Foods; Market Basket; Jitney Jungle.
Other Chain Stores : Western Auto; Bob Caldwell Furn.; Smith & Byars Clothing; Spot Cash Tire; Sears (catalog); Kenwin Dress Shops; Otasco; Cato's Dress Shop; Kent's; Withit Dress Shop; Radio Shack; Sherwin-Williams; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (m-tues to sat) 6,619; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Walter Scales IV, Adv. Dir., NEWS, 316 University Dr., Starkville, MS 39759; Tel. (601) 323-1643.
National Representative : Mid-South Miss. Dailies.

TUPELO

1 - LOCATION: Lee County, E&P C-2, County Seat. Manufacturing, Shopping and Wholesale center for NE Miss. and NW Alabama. Agriculture and dairy center in NE part of State, 106 mi. SE of Memphis and 150 mi. NW of Birmingham.

2 - TRANSPORTATION: Railroads – I C and G; Frisco (St. L&F).
Motor Freight Carriers – 16.
Intercity Bus Lines – Greyhound; Continental; Tri-States.
Airlines – Republic.

3 - POPULATION:
Corp. City 80 Cen. 23,905
CZ-ABC: (70) 23,258; (81) 30,000
RTZ-ABC: (70) 219,354; (81) 262,100
County 80 Cen. 57,061
City & RTZ-ABC: (70) 242,612; (81) 292,100

4 - HOUSEHOLDS:
City 80 Cen. 8,925
County 80 Cen. 19,970
CZ-ABC: (70) 7,486; (81) 11,100
RTZ-ABC: (70) 66,890; (81) 92,000
City & RTZ-ABC: (70) 74,376; (81) 103,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$697,185,042
Sav. & Loan	3	$92,340,000

6 - PASSENGER AUTOS: County Est. 46,003

7 - ELECTRIC METERS: Residence 9,074

8 - GAS METERS: Residence 8,521

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Machinery 1,783 ($192); Electrical Products 550 ($185); Food 1,806 ($176); Apparel 3,377 ($132); Furniture 2,101 ($176); Fabricated Metals 656 ($170).

10 - CLIMATE: Min. & Max. Temp. – Spring 46-88; Summer 70-97; Fall 22-88; Winter 16-75. First killing frost, Nov. 1. Last killing frost, Mar. 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Principal Shopping Centers : 3 blocks on Main St.; 2 on Spring & Bdwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Main	1	Howards
Downtown Mall (32)	1	Penney, Woolco, Super D, Winn-Dixie
Hancock	2	Hancock Fabrics
Lee Acres	2	Mid-South Furniture
Tupelo Mall (35)	1	Walgreen's, Sears, Furniture Center McRae's, Krogers
Traceway	2	
Food Center	2	Wal-Mart, Super D, Blount's Big Star

Principal Shopping Days : Mon., Thr., Fri., Sat.
Stores Open Evenings : Department 9 p.m.; Food 9 or midnight.

13 - RETAIL OUTLETS: Department Stores – Reed's; Black's; Sears; Penney's; McRae's; Kent's.
Variety Stores – Woolco; Kress.
Discount Stores : Woolco; Howard's; Fred's Dollar Store; Wal-Mart.
Chain Drug Stores – Rov's; Thomas-Kincannon-Elkin 1; Medical Center 1; T&S 1; SupeRx Drugs; Walgreen; Super D Drugs 2.
Food Supermarkets : Kroger; Todd's Big Star 1; Winn-Dixie; Jitney Jr. 3; Food Center Whse. 2; Mighty Mart 4; 4; Humphrey; Palmers Big Star; Bridge's Big Star; Blount's Big Star.
Other Chain Stores : Quality Stamps; Blue Bell Fabrics; Firestone; Goodyear; Western Auto; Lowe's; Wickes; Radio Shack; Red Rooster; Hancock Fabrics: Western Auto; Plywood Paneling; National Men's Wear; Furniture Center: Dreifus Jewelry: Ford's Shoes; Audio Systems; Mid-America Sewing; Planters Lumber; TSC; Nesco; Osco; Singer; Raymons.

14 - NEWSPAPERS: JOURNAL (m) 33,486; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Johnnie Kelso, Controller, JOURNAL, Box 909, Tupelo, MS 38801; Tel. (601) 842-2622.
National Representative : Mid-South Miss. Dailies.

VICKSBURG

1 - LOCATION: Warren County, E&P Map B-4, County Seat. On western border of state, 45 mi. W of Jackson; 220 mi. S of Memphis, Tenn.; 235 mi. N of New Orleans, La.

2 - TRANSPORTATION: Railroads – Illinois Central Gulf.
Motor Freight Carriers – 10.
Intercity Bus Lines – Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 25,434
CZ-ABC: (70) 25,478; (81) 32,400
RTZ-ABC: (70) 82,349; (81) 84,600
County 80 Cen. 51,627
City & RTZ-ABC: (70) 107,827; (81) 117,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 9,292
County 80 Cen. 17,355
CZ-ABC: (70) 8,297; (81) 12,200
RTZ-ABC: (70) 22,390; (81) 26,300
City & RTZ-ABC: (70) 30,687; (81) 38,500

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$56,891,000
Commercial	3	$269,142,000

6 - PASSENGER AUTOS: County Est. 37,500

7 - ELECTRIC METERS: Res. 18,501

8 - GAS METERS: Residence 9,133

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Trailers 250; Chemical 155; Lighting Fixtures 600; Lumber 825; R.R. Shops 300; Feed Mills 175; Children's Apparel 250; Cement 100; Rubber Reclaiming 120; Tank Mfg. 73; Pole Line Hardware 250; Shipbuilding 1000; Paper Mill 350; Oil Mill 70; Government 5,300.
Principal Industrial Pay Days – 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-97; Summer 52-104; Fall 20-94; Winter -1-84. First killing frost, Nov. 3. Last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, 85% hard; not fluoridated.

12 - RETAILING: **Principal Shopping Cntr.** - 4 blocks on Washington St.; 3 on Clay St.; 3 on Crawford St.; 3 on South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Village (40)	NA	Sears, TG&Y, Walgreen
Dixie Plz. (14)	NA	Winn Dixie, TG&Y

Principal Shopping Days : Mon., Thurs., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Valley Dry Goods; Abraham Bros.; Sears; J. C. Penney; Charles; McRae's; Shainberg.
Variety Stores - Murphy's; TG&Y 2; Howard Bros. 2.
Chain Drug Stores - Walgreen; Howard Bros. 2; K&B; Treasury Drug.
Chain Food Supermarkets : A&P 2; Jitney Jungle 4; Sunflower 2; Help Yourself; Kroger 2; Winn-Dixie.
Other Chain Stores - Sears; Singer Co.; Firestone; Goodrich; Thom McAn; Western Auto; Murphy's; White Stores; Gibson's; Shainberg's; Zales Jewelers; Regents; Fred's Dollar Store; B. F. Goodrich; Gordon's; Radio Shack; Lerner Shop; Endicott-Johnson; Hallmart.

14 - NEWSPAPERS: POST (e) 15,229; (S) 15,634; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Louis P. Cashman, Jr., Publisher, POST, 920 South St., Vicksburg, MS 39180; Tel. (601) 636-4545.
National Representative : Branham. .

WEST POINT

1 - LOCATION: Clay County, E&P Map C-2, County Seat. Agricultural Center; 90 mi. north of Meridian; 120 mi. west of Birmingham; 150 mi. southeast of Memphis, On State Hwys. W45, 50, 23, 46 and 47.

2 - TRANSPORTATION: Railroads - Illinois Central Gulf; Columbus & Greenville.
Intercity Bus Lines - Tri-State Trailways.
Motor Freight Carriers - 9.

3 - POPULATION:
Corp. City 80 Cen. 8,811
County 80 Cen. 21,082

4 - HOUSEHOLDS:
City 80 Cen. 3,141
County 80 Cen.6,776

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$535,163,000
Sav. & Loan	2	$205,055,790

6 - PASSENGER AUTOS: County 12,371

7 - ELECTRIC METERS: Residence 3,224

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Hrly. Wage) - Boiler Making 1216 (N/A); Textiles 455 (N/A); Meat Packing 1629 (N/A); Rubber Pdts. 253 (N/A); Metal Pdts. 100 (N/A); Concrete Prod. 52 (N/A); Agric. Prod. 175 (N/A).

10 - CLIMATE: Min. & Max. Temp. - Spring 31-81; Summer 71-103; Fall 42-95; Winter 11-70.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:
Shopping Centers : Point Plaza (Sunflower, Plaza Drugs); West Main Shopping Center (Wal-Mart, Kroger, Harco Drug, Pay-Less Shoes, Kent's, Otasco); Westland (Gibson's Discount & Drugs, Big Star).
Principal Shopping Days : Thurs., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears Roebuck; Smith & Byars; Hill's; Fred's; Kenwin Dress Shop; Cato's; Showbarn; Rebecca's.
Variety Stores - Gibson; General Store.
Discount Stores : Gibson's; Fred's; Wal-Mart; Kent's; Payless Shoes.
Chain Drug Store : Plaza; Rose; Gibson's Pharmacy; Harco.
Chain Food Supermarkets : Big Star; Kroger; Sunflower.
Other Chain Stores - Western Auto; Goodyear; Sherwin-Williams; Smith & Byars; Otasco.

14 - NEWSPAPERS: DAILY TIMES LEADER (e) 3,795; sworn Ma[illegible] 1981.
Local Contact for Advertising and Merchandising Data: Marie Harris, Ed., DAILY TIMES LEADER, PO Box 1176, West Point, MS 39773; Tel. (601) 494-1422.
National Representative : Mid-South Miss. Dailies.

YAZOO CITY

1 - LOCATION: Yazoo County, E&P Map B-3, County Seat. Agricultural (cotton, soy beans, cattle, hogs) and manufacturing (feed, fertilizer, lumber) center; oil field and refinery; fisheries; cotton market. On Yazoo River, 45 mi. NW of Jackson; on U.S. Hwy. 49.

2 - TRANSPORTATION: Railroads - Ill. Gulf Central.
Motor Freight Carriers - 3.
Intercity Bus Lines - Greyhound.
Airlines - Delta; Southern; Texas International; Frontier at Jackson/Vicksburg Airport.

3 - POPULATION:
Corp. City 80 Cen. 12,426
County 80 Cen. 27,349
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,174
County 80 Cen. 8,818

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 12,063 (1979)

7 - ELECTRIC METERS: Residence 4,619

8 - GAS METERS: Residence 4,563

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Chemical Fertilizer 800 ($135); Farm Machy. 150 ($115); MultiWall Packages 135 ($118); Pajamas & Jeans 85 ($105); Livestock Feed 80 ($115).
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-96; Summer 52-102; Fall 20-95; Winter -1-84. First killing frost, Nov. 3. Last killing frost, Mar. 6.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center - 5 blocks on Main St.; 15th St. (19 stores).
Neighborhood Shopping Centers - Hospital Area (3 stores); Hiway 49 E (9 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart (6)	NA	K mart, Sunflower
Yazooville (6)	NA	K&B Drugs

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping centers - every evening to 9.

13 - RETAIL OUTLETS: Department Stores - Black & White; Ellis.
Discount Stores : K mart; Gibson Discount.
Variety Stores - United Dollar; Fred's; Valu Mart.
Chain Drug Stores : Essex; Gibson Pharmacy; K&B.
Chain Supermarkets : Jitney Jungle 2; Sunflower; Leon's 2.
Other Chain Stores - Goodrich; Goodyear; Otasco.

14 - NEWSPAPERS: PEOPLE'S PRESS (m-wed to sat; S) 3,198; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: W. Paul Stewart, Pub., PEOPLE'S PRESS, 237 S. Main St., Yazoo City, MS 39194; Tel. (601) 746-2289.
National Representative : None.

MISSOURI SURVEYS

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STANDARD METROPOLITAN STATISTICAL AREAS

Columbia - Boone County.
Joplin - Jasper and Newton Counties.
Kansas City, Mo.-Kans. - Cass, Clay, Jackson, Platte, and Ray Counties, Mo.; Johnson and Wyandotte Counties, Kans.
St. Joseph - Andrew and Buchanan Counties.
St. Louis, Mo.-Ill. - St. Louis City; Franklin, Jefferson, St. Charles, and St. Louis Counties, Mo.; Clinton, Madison, Monroe and St. Clair Counties, Ill.
Springfield - Christian and Green Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	371	354
5-14 Years	920	738
15-24 Years	785	907
25-44 Years	1,061	1,293
45-64 Years	982	977
65 and Over	559	648
TOTAL	4,678	4,917

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	567	903	1,203
Genral Mdse	1,542	2,227	2,905
Food	2,124	3,295	4,845
Automobiles	2,169	3,545	4,265
Gasoline Stations	887	1,497	2,725
Apparel	473	691	904
Furniture	465	658	896
Eat-Drink Places	773	1,321	1,944
Drugs	343	445	639
TOTAL	10,272	15,920	22,500

AURORA

1 - LOCATION: Lawrence County, E&P Map B-4. 31 mi. SW of Springfield. U.S. Hwy. 60; State Hwy. 39.

2 - TRANSPORTATION: Railroads - STL & SF; MP.
Intercity Bus Lines - StL&SF.

3 - POPULATION:
Corp. City 80 Cen. 6,437
County 80 Cen. 28,973

4 - HOUSEHOLDS:
City 80 Cen. 2,588
County 80 Cen. 10,741

5 - BANKS: 2 Comm., Est. Dep. N.A.

6 - PASSENGER AUTOS: County 15,539

7 - ELECTRIC METERS: Residence 2,624

8 - GAS METERS: Residence 2,351

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees - Shoes 1,000 Feed Mill 210; Heating & Air Cond. Mfg. 100; Lithography 250; Photoengraving Equip. 48; Cheese 60; Fertilizer 8; Chemicals 40; Garment Mfg. 112; Metal Products 56; Wood Products 45.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : None.

13 - RETAIL OUTLETS: Department Stores - Modern Variety; Dryer's; Matney's; Toft; Moore's; Horton's; The Cedar Tree.
Discount Stores : Wal-Mart.
Chain Drug Stores : Aurora Prof. Phcy.; Oak Park Phcy.
Chain Food Supermarkets : Ramey's; A&D; Consumers.

14 - NEWSPAPERS: ADVERTISER (e-mon to fri) 3,953; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jerome Wassmann, Pub., ADVERTISER, 32 W. Olive, Aurora, MO 65605; Tel. (417) 678-2115.
National Representative : Missouri Press Serv.

BOONVILLE

1 - LOCATION: Cooper County, County Seat. On I-70 and State Hwys. 40, 5, 87 & 98. 100 mi. E of Kansas City; 150 mi. W of St. Louis. Incorporated city limits extend beyond I-70 & Hwy. 5.

2 - TRANSPORTATION: Railroads - Missouri Pacific; M-K-T. Howard Cooper County Interstate Marine Terminal Regional Port Authority.
Motor Freight Carriers - 6.
Intercity Bus Lines - Southwestern Greyhound.
Airport : Jesse P. Viertel Memorial Airport, 1 mile.

3 - POPULATION:
Corp. City 80 Cen. 6,959
County 80 Cen. 14,643
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,606
County 80 Cen. 14,085

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$60,000,000
Sav. & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 8,100

7 - ELECTRIC METERS: Residence 2,583

8 - GAS METERS: Residence 2,244

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Railroads 250 ($230); Small Elect. Appliances 320 ($225); Bakery 165 ($300); Fiberboard 65 ($225); Mobile Homes 68 ($225); Clothing Mfg. ($190); Base Board Heaters ($225).
Principal Industrial Pay Days - Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 21-80; Summer 46-103; Fall 25-80; Winter 12-70. First killing frost, Oct. 17. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on Main St.; 5 side street blocks.
Neighborhood Shopping Centers - Ashley Rd. from Main to Sportsman Rd. and Hwy. 5 Intersection: Boone Village Shopping Center-south of town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Franklin	3	IGA
North Boonville	1	

Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - P.N. Hirsch; J.C. Penney; Sears; Montgomery Ward (catalog); Wee Discount.
Discount Stores : P.N. Hirsch; Orschein's; Wee Discount; Matco.
Variety Stores - Wee Discount.
Chain Supermarkets : IGA; Boonville United Super; Thriftway; Save-A-Lot.
Other Chain Stores - Western Auto; Coast-to-Coast; Harold's Thriftway; Rupp Automotive; Gerling's Parts Stop.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,953; sworn Mar. 31, 1981.
Local contact for Advertising and Merchandising Data: Don Cooper, Ass't. Pub., NEWS, 412 High St., Boonville, MO 65233; Tel. (816) 882-5335.
National Representative : Missouri Press Serv.

BROOKFIELD

1 - LOCATION: Linn County, E&P Map B-2. 366 mi. SW of Chicago; 125 mi. NE of Kansas City. On U.S. Hwy. 36; State Hwys. 5, 11.

2 - TRANSPORTATION: Railroads - Burlington-Northern.
Motor Freight Carriers - 10.

3 - POPULATION:
Corp City 80 Cen. 5,555
County 80 Cen. 15,495

4 - HOUSEHOLDS:
City: 80 Cen. 2,423
County 80 Cen. 6,312

5 - BANKS: 2 Commercial, Dep. $45,000,000

6 - PASSENGER AUTOS: County 9,881

7 - ELECTRIC METERS: Residence 2,602

8 - GAS METERS: Residence 1,720

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Shoes Mfg. 425; RR 278 ($200); Uniforms 100 ($120); Auto wiring assemblies 300 ($120).

10 - CLIMATE: Min. & Max. Temp. - Spring 20-87; ~~Summer 52-101; Fall 11-88~~; Winter - 6-50. First killing frost, Nov. 8. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Food, Drug, discount, dept.

13 - RETAIL OUTLETS: Department Stores - P.N. Hirsch; J.C. Penney, Sears, Montgomery Ward, Ben Franklin.
Discount Stores : Gibson; Wal-Mart.
Variety Stores - Ben Franklin.
Chain Drug Stores : Mart's.
Chain Food Supermarkets : A&L Supermart; Cash Saver; Discount Foods; Ezry's IGA Foodliner.
Other Chain Stores - Coast-to-Coast; Firestone; True Value.

14 - NEWSPAPERS: NEWS-BULLETIN (e-mon to fri) 5,380; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: L. W. Summerall, Adv. Mgr., NEWS-BULLETIN, 107-109 N. Main, Brookfield, MO 64628; Tel. (816) 258-7237.
National Representative : None.

CAPE GIRARDEAU

1 - LOCATION: Cape Girardeau County, E&P Map D-4. Education, industrial and agricultural center for approximate 20-county area. On U.S. Hwys. 61, I-55; State Hwys. 34, 72, 74, 146.

2 - TRANSPORTATION: Railroads - Burlington Northern; Missouri Pacific.
Motor Freight Carriers - 7.
Intercity Bus Lines - Trailways; Greyhound; Great Southern.
Airlines - Ozark; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 34,361
CZ-ABC: (70) 31,282; (81) 36,700
RTZ-ABC: (70) 125,441; (81) 146,200
County 80 Cen. 58,837
City & RTZ-ABC: (70) 156,723; (81) 181,900

4 - HOUSEHOLDS:
City 80 Cen. 12,505
County 80 Cen. 20,968
CZ-ABC: (70) 9,681; (81) 12,700
RTZ-ABC: (70) 40,577; (81) 54,700
City & RTZ-ABC: (70) 50,258; (81) 67,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$228,937,032
Sav. & Loan	4	$382,823,146

6 - PASSENGER AUTOS: County 34,310

7 - ELECTRIC METERS: Residence 16,080

8 - GAS METERS: Residence 11,403

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Garment 650; Transportation 334; Shoes 606; Cement Mfg. 162; Meat Packing 100; Elect. Appl. 375; Hospitals 1787; Soft Drink Bottlers 50; Utilities 225; Plastics 158; Construction 322; Food Whse. 187; Paper 1121; Elect. Signs 87; Printing 175; Steel 172; Furniture 144; Telephone 220; Whsl. Hardware 186; University 9,000 students 800 employees; Av. Wkly Wage $200.
Principal Pay Days :Fri., Sat. 1 & 15.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-68; Summer 66-86; Fall 49-69; Winter 29-40. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Area** - 510,000 sq. ft. enclosed mall at I-55 and Route K; 3 blocks on Main St., 10 on Broadway, 2 on Good Hope and 3 on Sprigg, 9 in shopping center on William at Hwy 61, 5 on Hwy 61 North. Mall: West Park Mall a May Shopping Centers development, Famous Barr (May Dept. Stores) and J.C. Penney, plus 80 specialty shops, 510,000 sq. ft. enclosed mall.
Shopping Center : 30 stores in Town Plaza.
Principal Shopping Days : Sat., Mon., Fri.
Stores Open Evenings : Mall stores 9:30 mon. thru sat., Downtown until 8 on thurs., Town Plaza until 9 mon. thru sat.

13 - RETAIL OUTLETS: **Department Stores** - Famous Barr; J.C. Penney; Sears; Montgomery Ward; Buckner Ragsdale; Roths.
Variety Stores - Woolworths; Sterlings.
Discount Stores - K mart; Wal-Mart; Lowell's.
Chain Supermarkets : Schnucks/Walgreen; Kroger SavOn; National Del-Farms; IGA; Ward's Food Mart; Storey's Food Giant; Aldi's.
Other Chain Stores : P.N. Hirsch; Airstep Footworks; Gallenkamp Shoes; Maurice's; Libson Shops; Lerners; Red Cross Shoe Store; Goodyear; Otasco; Firestone; Kemper & Dodd; Radio Shack; So Fro Fabrics; Cloth World; Camelot Music; Zales Jewelry; Hess & Culbertson Jewelry; Disc Jockey; Dimensions; Worth's; Orschein's; Smith Alsop; Sherwin Williams Paint; 7-Eleven Stores.

14 - NEWSPAPERS: SOUTHEAST MISSOURIAN (e-mon to fri) 16,808; (S) 17,036; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Wilson, Adv. Sales Mgr., SOUTHEAST MISSOURIAN, 301 Broadway, Cape Girardeau, MO 63701; Tel. (314) 335-6611.
National Representatives : Southwest Dailies; Thomson.

CARROLLTON

1 - LOCATION: Carroll County, E&P Map B-2, County Seat. Agricultural center. Situated 66 mi. ENE of Kansas City. On U.S. Hwys. 24 and 65 and State Hwy. 10.

2 - TRANSPORTATION: **Railroads** - Norfolk & Western; AT&SF;
Intercity Bus Lines - Missouri Transit.

3 - POPULATION:
Corp. City 80 Cen. 4,700
County 80 Cen. 12,131

4 - HOUSEHOLDS:
City 80 Cen. 1,986
County 80 Cen. 4,769

5 - BANKS: Commercial 2, Dep. $28,856,000

6 - PASSENGER AUTOS: County 7,327

7 - ELECTRIC METERS: Residence 2,019

8 - GAS METERS: Residence 2,135

9 - PRINCIPAL INDUSTRIES: Frozen Dinners; Oil Refining.

10 - CLIMATE: NA

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Principal Shopping Days : Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores** - Penney's; Mode O'Day; Minnis (Ladies'); Lavena's 4.
Variety Stores - Williams; P.N. Hirsch.
Discount Stores : Malco.
Chain Drug Stores : Fellers; Rexall; Roseberry; Main Walgreen.
Chain Food Supermarkets : IGA Foodliner; Allen's United; Quality Mkt.; Walt's Warehouse Grocery; Harolds Market.
Other Chain Stores - A&B Hdwr.; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,178; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Daryl DeVries, Pub., DEMOCRAT, Hwy 65 So., Carrollton, MO 64633; Tel. (816) 542-0881.
National Representative : Missouri Press Serv.

CARTHAGE

1 - LOCATION: Jasper County, (In Joplin, MO SMSA) E&P Map A-4, County Seat. Agriculture and dairy area. 150 mi. S of Kansas City.

2 - TRANSPORTATION: **Railroads** - Frisco; Missouri Pacific.
Motor Freight Carriers - Campbell 66 Express; Jones Truck Line; Ozark; Yellow Transit; Cyrus Truck Lines; M & A Transport Lines.
Intercity Bus Lines - Greyhound; Crown Coach; American.

3 - POPULATION:
Corp. City 80 Cen. 11,104
County 80 Cen. 86,958
SMSA 80 Cen. 130,513

4 - HOUSEHOLDS:
City 80 Census: 4,379
County 80 Cen. 33,550
SMSA 80 Cen. 48,436

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$201,216,255
Commercial	3	$109,219,845

6 - PASSENGER AUTOS: County 66,277

7 - ELECTRIC METERS: Residence 4,498

8 - GAS METERS: Residence 5,049

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Food 645; Marble & Limestone 468; Bed & Cushion Spring 492; Clothing 300; Adjacent Area Explosives and Fertilizers 879.
Principal Industrial Pay Days - Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-88; Summer 48-96; Fall 18-77; Winter 6-72. First killing frost, Nov. 5. Last killing frost, Apr. 15.

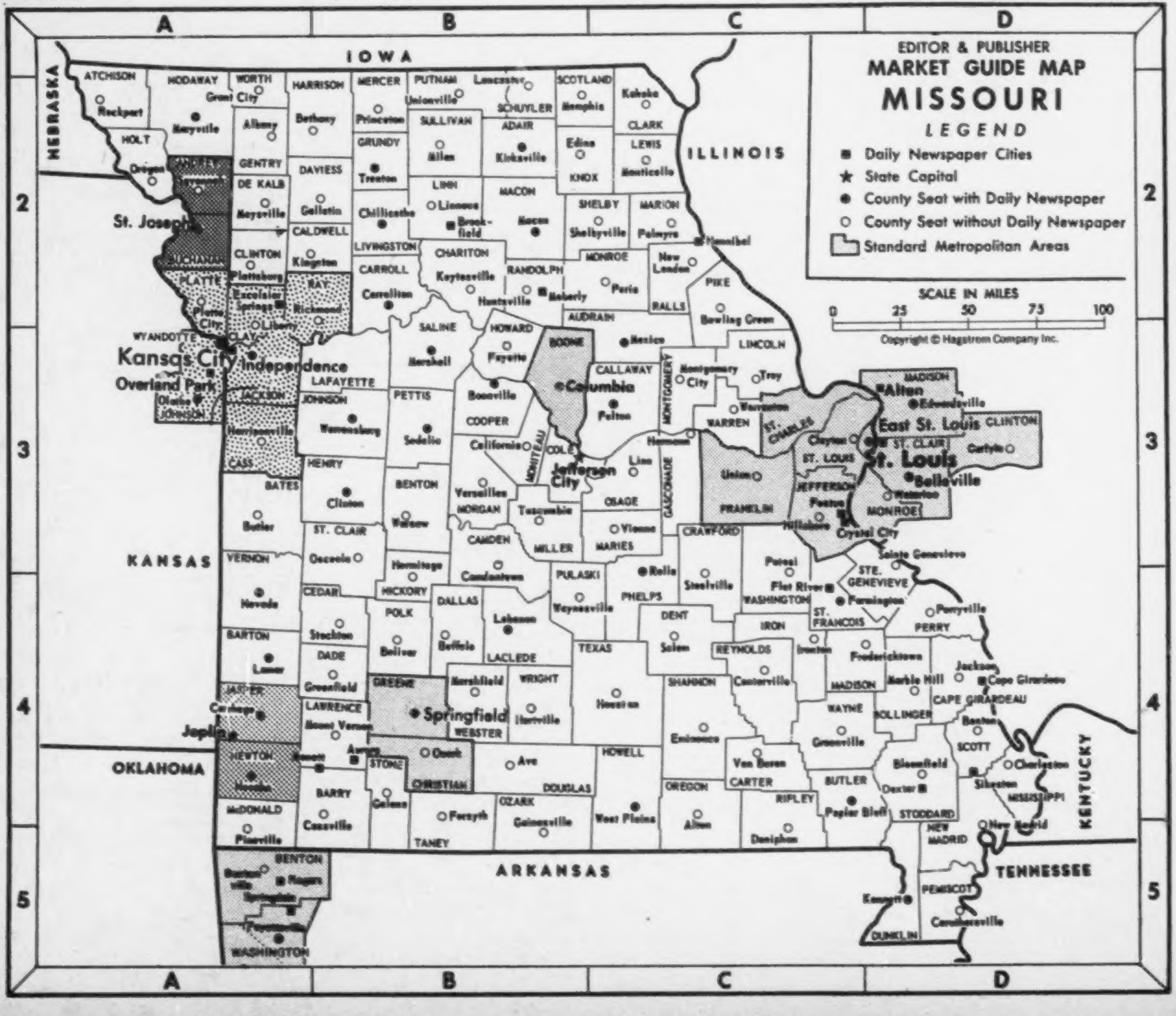
11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** - 19 blocks on 5 streets.
Neighborhood Shopping Centers : Mound at Central; U.S. 71A at Grand; Grand at Macon; Fairlawn Drive; Central at Lincoln; Garrison & Centennial.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Garrison & Centennial	1	Safeway
Grand at Macon	NA	Morris
Central at Lincoln	NA	One Stop
Wal-Mart City	2	Wal-Mart, Jean Barn
Fairlawn Drive	1	
Village (6)	2	P.N. Hirsh

Principal Shopping Days : Tues., Fri., Sat.
Stores Open Evenings : Thurs. & Fri.
Stores Open Sundays : 5 supermarkets.



13 - RETAIL OUTLETS: Department Stores - J. C. Penney; Belk-Simpson.
Variety Stores - Ben Franklin; P.N. Hirsch.
Discount Stores : Wal-Mart.
Chain Food Supermarkets : Safeway; Consumers; Ramey's.
Other Chain Stores - Oklahoma Supply; Western Auto; Coast-to-Coast.

14 - NEWSPAPERS: PRESS (e) 5,428; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Mike Miller, Nat'l. Adv. Mgr., PRESS, 527 S. Main St., Carthage, MO 64836; Tel. (417) 358-2191.
National Representative : Missouri Press Serv.

CHILLICOTHE

1 - LOCATION: Livingston County, E&P Map B-2, County Seat. Center 6-county grain, livestock and dairy area. Light manufacturing. 240 mi. from St. Louis; 100 mi. from Kansas City; 140 mi. from Des Moines; 250 mi. from Springfield, IL On U.S. Hwys. 36, 65.

2 - TRANSPORTATION: Railroads - Burlington, Northern Inc.; Chicago, Milwaukee, St. Paul & Pacific; Norfolk & Western.
Motor Freight Carriers - 2.
Intercity Bus Lines - Continental.

3 - POPULATION:
Corp. City 80 Cen. 9,089
County 80 Cen. 15,739

4 - HOUSEHOLDS:
City: 80 Cen. 3,678
County 80 Cen. 6,021

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$128,511,000
Sav. & Loan	1	$24,300,000

6 - PASSENGER AUTOS: County 9,330

7 - ELECTRIC METERS: Residence 3,635

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Gloves 450 ($80); Brick & Tile 75 ($85); Creamery 145 ($90); Air-Cleaners 230 ($220); Truck Line 98 ($85 to $210); Tool & Dye 25 ($160); Mobile Homes 123 ($110).
Principal Industrial Pay Days - Thu.

10 - CLIMATE: Min. & Max. Temp. - Spring 1-95; Summer 41-116; Fall -5-100; Winter -29-83. First killing frost, Oct. 13. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - 3 blocks on Washington; 4 on Locust; 1 on Calhoun; 2 on Webster; 3 on Jackson; 1 on Clay.
Neighborhood Shopping Centers - 6 blocks on South Washington. 11 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center (11)	NA	Matco Disc., A&P
Southtown (9)	NA	Green Hills Mkt., Gibson's, Westlake's

Principal Shopping Days : Thu., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; P.N. Hirsch.
Variety Stores : Matco; Place's Dime Store.
Discount Stores : L&O Sales; Orscheln Farm & Home Supply; Gibson's; Westlake Ace Hardware; Wal-Mart.
Chain Food Supermarkets : Green Hills; A&P; Safeway.
Other Chain Stores - Gamble-Skogmo; Western Auto; Sears.

14 - NEWSPAPERS: CONSTITUTION-TRIBUNE (e) 6,875; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Julie Ashbrook, Nat. Adv. Mgr, CONSTITUTION-TRIBUNE, 818 Washington St., Chillicothe, MO 64601; Tel. (816) 646-2411.
National Representatives : Missouri Press Serv.; Landon.

CLINTON

1 - LOCATION: Henry County, E&P Map B-3, County Seat. Shipping center for 3-county agricultural, mining, industrial and dairying area 85 mi. from Kansas City; 95 mi. from Springfield.

2 - TRANSPORTATION: Railroads : Frisco Missouri-Kansas-Texas.
Motor Freight Carriers : 5.
Intercity Bus Lines : Crown; Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 8,366
County 80 Cen. 19,672
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,431
County 80 Cen. 7,763

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$71,146,000
Sav. & Loan	4	$30,000,000

6 - PASSENGER AUTOS: County 12,812

7 - ELECTRIC METERS: Residence 2,800

8 - GAS METERS: Residence 2,511

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage - N.A.) - Garments 182 ; Fireworks 39; Punch Press Mfg. 148 ; Coal Mining 35; Cheese 300; Power Plant 80; Caskets 14; Can Openers, Blenders, Washing Machines 420.
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-72; Summer 70-102; Fall 35-90; Winter 0-45. First killing frost, Sept. 30. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium hard, fluoridated.

12 - RETAILING: Principal Shopping Center - Town Square on 20 Sts.
Neighborhood Shopping Centers - 2nd S. & Hwy. 13; 7th & Ohio St.; Jct. Hwys. 13 & 7.
Principal Shopping Days ; Wed., Fri., Sat.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores : Sears Roebuck; Penney; Montgomery Ward; Nagel's; Feaster's; McCunes; Mode O'Day; Hodine's; Crews Fashions; Hirsch; Sam's.
Variety Stores : Ben Franklin; Mattingly's.
Discount Stores : Sam's; Wal-Mart.
Chain Drug Stores : Cripps Walgreen; Kreisler Walgreen; Diamond Rexall.
Chain Food Supermarkets : Thriftway; Plaza; IGA; Safeway; Gerbes A.G.
Other Chain Stores : Russell Bros. (clothing); Singer Co.; Davison's Sherwin-Williams Paint; Diehl; Western Auto; P.N. Hirsch (dry goods); Coast- to-Coast; Coleman's Davis Paint; Up & Down Sales.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 4,131; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Daniel B. Miles, Jr., Adv. Dir., DEMOCRAT, 212 S. Washington St., Clinton, MO 64735; Tel. (816) 885-2281.
National Representative : Missouri Press Serv.

COLUMBIA

1 - LOCATION: Boone County (SMSA), E&P Map B-3. Part of state educational center; on U.S. Hwys. 40, 63, I-70.

2 - TRANSPORTATION:
Intercity Bus Lines : Greyhound; Missouri Transit.
Motor Freight Carriers : 10.
Airlines : Ozark and Skyway Commuter (Columbia Regional Airport).

3 - POPULATION:
Corp. City 80 Cen. 62,061
CZ-ABC: (70) 58,804; (81) 63,000
RTZ-ABC: (70) 22,107; (81) 40,100
County/SMSA 80 Cen. 100,376
City & RTZ-ABC: (70) 80,911; (81) 103,100
Demographic Information available from The Columbia Missourian. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 21,452
County/SMSA 80 Cen. 35,296
CZ-ABC: (70) 17,037; (81) 21,000
RTZ-ABC: (70) 7,072; (81) 14,500
City & RTZ-ABC: (70) 24,109; (81) 35,500

5 - BANKS: 5 Comm.; Dep. $249,164,000

6 - PASSENGER AUTOS: County 57,854

7 - ELECTRIC METERS: Residence 21,000

8 - GAS METERS: Residence 21,629

9 - PRINCIPAL INDUSTRIES: Insurance Home Office 1,000 Emp. ($105 wkly.); Education (2 colleges, state university); 3-M Co.; American Press; Clow Corp.; Playmaster; Riback Industries; McGraw Edison; Discwasher, Inc.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - 4 blocks on Broadway; 3 on 9th St.; 2 on 8th St.; 3 on Walnut.
Shopping Centers (No. of Stores): Biscayne Mall 40; Broadway 14; Columbia Plaza 7; Eastgate Plaza 7; Forum 14; K mart 7; Parkade Plaza 16; North County Shopping Center 6; North Providence 5; Temple Stephens 7; Clossroads West 10; Whitegate 6.
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Dept. - Thu.; food & shopping centers every night.

13 - RETAIL OUTLETS: Department Stores : Parks; J.C. Penney; Susie Scott; Sears; Roth's; Montgomery Ward.
Discount Stores : K mart; Skagg's; Woolco; Wal-Mart 2.
Chain Drug Stores : Walgreen; D&H 2; Green Cross; Skagg's; SupeRx 2.
Chain Supermarkets : Safeway 2; United Supers 2; IGA 3; Kroger; Gerbes 2; Schnuck's; Super D 2; 7-Eleven 4.
Other Chain Stores : Firestone; Western Auto; Midwest Auto; Goodyear; S&H Green Stamps; Kroger; Zales Jewelers; Singer Co.; Sherwin -Williams; Cook Paint.

14 - NEWSPAPERS: MISSOURIAN (m-tues to sat) 6,711; (S) 6,741; Dec. 31, 1980 CAC. TRIBUNE (e-mon to fri) 16,793; (m-sat) 16,659; (S) 18,777; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Susan Stiegemeyer, Adv. Mgr., MISSOURIAN, 301 S. Ninth St., Columbia, MO 65201; Tel. (314) 442-3161; Luke A. Chase, Dir. of Sales, TRIBUNE, 4th & Walnut Sts., Columbia, MO 65205; Tel. (314) 449-3811.
National Representatives : MISSOURIAN - Missouri Press Serv.; TRIBUNE - Southwest Dailies.

CRYSTAL CITY

See FESTUS

DEXTER

1 - LOCATION: Stoddard County, E&P Map D-4. Manufacturing and agricultural area; 40 mi. S of Cape Girardeau; On U.S. Hwy. 60; State Hwy. 25.

2 - TRANSPORTATION: Railroads : Missouri Pacific; St. Louis-Southwestern.
Motor Freight Carriers : 3.
Intercity Bus Lines : Trailways.
Airlines : Ozark at Cape Girardeau (40 mi.).

3 - POPULATION:
Corp. City 80 Cen. 7,043
County 80 Cen. 29,009

4 - HOUSEHOLDS:
City 80 Cen. 2,885
County 80 Cen. 10,694

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$110,000,000
Commercial	2	$56,000,000

6 - PASSENGER AUTOS: County 16,557

7 - ELECTRIC METERS: Residence 3,950

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Shirt and Pants Mfg. 400 ($150); Automotive Exhaust Systems 830 ($190); Straw and Felt Hats 285 ($155); Automotive Oil Filters 320 ($195); Poultry Packing 155 ($140); Shoe 100 ($130).

10 - CLIMATE: Min. & Max. Temp. - Spring 50-72; Summer 60-90; Fall 55-80; Winter 35-59. First killing frost, Oct. 1. Last killing frost, Mar 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - 5 blocks west of main business district (17 stores). Also Town & Country Shopping Center.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; Sears Roebuck; Dollar General; Fred's; P. N. Hirsch; Orscheln Farm Supply; Western Auto; Ben Franklin; Stovall's; Tru-Value Hardware; Rexall.
Discount Stores : Wal-Mart Discount City; Dollar General.
Chain Food Stores : Rebel Mkt.; Malone and Hyde 2; Big Star; IGA; Town & Country.
Other Chain Stores : Goodyear; Cato's.

14 - NEWSPAPERS: STATESMAN (e-mon to fri) 4,579; sworn Mar. 31, 1981.
Local contact for Advertising and Merchandising Data: Barney Miller, Nat'l. Adv. Mgr., STATESMAN, 200 W. Stoddard St., Dexter, MO 63841; Tel. (314) 624-4545.
National Representative : Landon.

EXCELSIOR SPRINGS

1 - LOCATION: Clay County (In Kansas City, MO-KS SMSA). E&P Map A-2. Health Resort 12 mi. NE of Kansas City on U.S. Hwy. 69 and State Hwy. 10.

2 - TRANSPORTATION: Milwaukee CRI&P Railroad; Transit Bus; and 4 Motor Freight Carriers.

3 - POPULATION:
Corp. City 80 Cen. 10,424
SMSA 80 Cen. 1,327,020
County 80 Cen. 136,448

4 - HOUSEHOLDS:
City 80 Cen. 3,798
County 80 Cen. 49,743
SMSA 80 Cen. 161,103

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$40,000,000

6 - PASSENGER AUTOS: County 122,858

7 - ELECTRIC METERS: Residence 3,500

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Hospitals & Hotels 200 emp. ($165); Plastic Factories 840 emp. ($160).
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center - 6 blocks on Thompson; 8 on Broadway; 3 on South; 3 on Spring; 3 on Marietta; Junction Hwys. 10 & 69; 900 block Isley; 1400 block N. Jesse James.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crown Hill (19)	NA	Thriftway
'Y' (21)	NA	Montgomery Ward
Jesse James N.	NA	IGA

Principal Shopping Days : Thur., Fri., Sat.
Stores Open Evenings : Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Flanders; Montgomery Ward; J. C. Penney; Sears.
Variety Stores : Wal- Mart; P.N. Hirsch.
Chain Drug Stores : Greim Rexall; Revco.
Chain Food Supermarkets : A&P; IGA; Thriftway; Safeway.
Other Chain Stores : Coast-to-Coast; Sentry Hardware; HWI Hardware.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 2,750; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Nancy Elmore, Mgr., STANDARD, 417 Thompson Ave., Excelsior Springs, MO 64024; Tel. (816) 637-6155.
National Representative : Missouri Press Serv.

FESTUS-CRYSTAL CITY

1 - LOCATION: Jefferson County, E&P Map C-3 (In St. Louis, MO-IL SMSA). 35 mi. S of St. Louis, On State Hwys. 61 and 67; I-55.

2 - TRANSPORTATION: Railroads : Frisco; Missouri & Illinois.
Airport : 2,500 ft. paved & lighted.

3 - POPULATION:
Corp. Cities 80 Cen. 11,147
Festus 80 Cen. 7,574
Crystal City 80 Cen. 3,573
SMSA 80 Cen. 2,355,276
County 80 Cen. 146,814
Note: Festus and Crystal City are divided only by a street in business section.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,132
Festus 80 Cen. 2,756
Crystal City 80 Cen. 1,376
County 80 Cen. 47,385
SMSA 80 Cen. 837,797

5 - BANKS: Commercial 2; Dep. $15,000,000

6 - PASSENGER AUTOS: County 82,913

7 - ELECTRIC METERS: Residence 4,200

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Glassware; Garments; Nuclear; Fuel; Chemicals; Lead Smelter; Can Mfg.; Auto Mfg. (Chrysler).

10 - CLIMATE: Min. & Max. Av. Temp. - Summer 82-92; Fall 65-85; Winter 0-25.

11 - TAP WATER: Wells; fluoridated.

12 - RETAILING:
Shopping Centers : Dess Plaza (7 stores - Mac's IGA Foodliner); Twin City Mall (25 Stores); Jefferson Square Desoto (14 Stores); Arnold Crossroads (18 Stores); Jefferson Square (9 Stores); 905 Plaza (8 stores).

13 - RETAIL OUTLETS: Department Stores : Festus & Crystal; Golde's; P. N. Hirsch; Woolworth.
Discount Stores : Venture; K mart; Wal-Mart.
Chain Drug Store : Gasen's.
Chain Food Supermarkets : Kroger; Bi-Rite; IGA; National Foods; Schnacks.
Other Stores : E&D Style Shop; Gift Chest Jewelers; Gerald's (men's); Dustins; Radio Shack; Lampert Auto Supplies; Hoganmiller TV; Overberg Decorating Centers; Sears; Montgomery Ward; Smith Jewelers; Tri-City Elect. & Hdwe.; Western Auto; R.S.V.P.

14 - NEWSPAPERS: DEMOCRAT-PILOT (e-mon to fri) 5,790; sworn Sept. 19, 1980.
Local Contact for Advertising and Merchandising Data: L.G. Hountha, Adv. Dir., DEMOCRAT-PILOT, 3 Industrial Drive, Festus, MO 63028; Tel. (314) 937-9811.
National Representative : Amer. Newspaper Rep.

FLAT RIVER

1 - LOCATION: St. Francois County, E&P Map C-3. 67 mi. S of St. Louis.

2 - TRANSPORTATION: Railroads : Missouri Illinois.
Intercity Bus Lines : Greyhound.
Motor Freight Carriers : 3.

3 - POPULATION:
Corp. City 80 Cen. 4,443
CZ-ABC: (70) 10,712; (81) 10,600
RTZ-ABC: (70) 22,401; (81) 28,500
County 80 Cen. 42,600
City & RTZ-ABC: (70) 33,113; (81) 39,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,733
CZ-ABC: (70) 3,767; (81) 4,300
RTZ-ABC: (70) 7,085; (81) 10,400
County 80 Cen. 15,189
City & RTZ-ABC: (70) 10,852; (81) 14,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$132,000,000
Commercial	6	$109,000,000

6 - PASSENGER AUTOS: County 25,278

7 - ELECTRIC METERS: County 16,963

8 - GAS METERS: County 9,367

9 - PRINCIPAL INDUSTRIES: County - Shoe Manu.; Clothing; Precision Machine Parts; Furniture; Pre-Fab Homes; Electronics Manufacturer; Glass Manufacturing; State Hospital; Regional Postal Center; State Employment Office; Regional Social Security Office; Candy Factory; Mushroom Cannery.

10 - CLIMATE: Av. Min. & Max. Temp. - N.A.

11 - TAP WATER: N.A.

12 - RETAILING:
Shopping Center : Plaza (10 stores).
Principal Shopping Days : Wed., Thu., Fri., Sat.
Stores Open Evenings : Mon. through Sat.

13 - RETAIL OUTLETS:
Discount Stores : TG&Y; Wal-Mart; Penney's.
Chain Drug Stores : Ragan Rexall; Medicare; Medicate; Wal-Mart.
Chain Food Supermarkets : Big Star 3; IGA 4; Kroger; DeGee's; Tom-Boy.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 9,150; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John L. Shields, Pub., JOURNAL, 1513 Saint Joe Dr., Flat River, MO 63601; Tel. (314) 431-2010.
National Representative : Newspaper Adv. Serv.

FULTON

1 - LOCATION: Callaway County, E&P Map C-3, County Seat. Agricultural. educational center. 24 mi. N of Jefferson City; on U.S. Hwys. 54 and 170 (7 mi. N).

2 - TRANSPORTATION: Railroads : Gulf, Mobile & Ohio.
Motor Freight Carriers : 4.
Intercity Bus Lines : Northeast Missouri; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,046
County 80 Cen. 32,252

4 - HOUSEHOLDS:
City 80 Cen. 3,468
County 80 Cen. 10,658

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	4	$15,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 17,264

7 - ELECTRIC METERS: Residence 3,473

8 - GAS METERS: Residence 3,004

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Brick 600; Farm Machinery 120; Printing 100; State Ment. Hosp. 1,250; 2 Colleges; Nuclear Power Plant 3,000.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-62; Summer 62-100; Fall 41-63; Winter -13-42.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Briggs Walmart (3)	NA	IGA, Wal-Mart
Winston Plz. (5)	NA	K mart, Gerbes

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri.
Stores Open Sundays : Some grocery & drug.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears; Wards; Blattner's; Keeling's.
Variety Stores : Mattingly Bros.
Discount Stores : Wal-Mart; K mart.
Chain Food Supermarkets : Safeway; Kroger; Jake's IGA; Gerbes; Schulte's; IGA.
Other Chain Stores : Western Auto; Westlakes; Orschein.

14 - NEWSPAPERS: KINGDOM NEWS (m-tues to sat; S) 3,699; sworn Mar. 31, 1981. SUN-GAZETTE (e-mon to fri; S) 5,222; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Marlene Means, Adv. Dir., KINGDOM NEWS, 307 Court, Fulton, MO 65251; Tel. (314) 642-7272. SUN-GAZETTE, Donald R. Stimble, Pub., Dan Grubb, Gen. Mgr., 5th & Ravine, Fulton, MO 65251; Tel. (314) 642-2234.
National Representatives : KINGDOM NEWS: Missouri Press Serv.; SUN-GAZETTE: Missouri Press Serv.

HANNIBAL

1 - LOCATION: Marion and Ralls Counties, E&P Map C-2. Industrial and agricultural center. On U.S. Hwys. 36, 61; State Hwys. 19, 168. St. Louis, 120 mi. S; Kansas City, 200 mi. W; Chicago, 290 mi. NE.

2 - TRANSPORTATION: Railroads : Burlington-Northern; Norfolk & Western and freight.
Motor Freight Carriers : 2.
Intercity Bus Lines : Continental; Greyhound; Mid-American Coaches.
Airlines : Ozark.

3 - POPULATION:
Corp. City 80 Cen. 18,811
CZ-ABC: (70) 18,609; (81) 18,000
RTZ-ABC: (70) 76,881; (81) 80,400
Counties 80 Cen. 37,549
Marion 80 Cen. 28,638
Ralls 80 Cen. 8,911
City & RTZ-ABC: (70) 95,490; (81) 98,400

4 - HOUSEHOLDS:
City 80 Cen. 7,164
CZ-ABC: (70) 6,848; (81) 7,700
RTZ-ABC: (70) 26,597; (81) 32,000
Counties 80 Cen. 23,879
Marion 80 Cen. 10,696
Ralls 80 Cen. 3,183
City & RTZ-ABC: (70) 33,445; (81) 39,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$74,500,000
Sav. & Loan	7	$25,100,000

6 - PASSENGER AUTOS: Counties: Marion 14,675; Ralls 3,064

7 - ELECTRIC METERS: Residence 7,200

8 - GAS METERS: Residence 7,217

9 - PRINCIPAL INDUSTRIES: Food, Dairy & Bev. 14; Bldg. Matls. 7; Ptrs., Commercial 6; Machy. & Tools 3; Shoes 2; Furnaces & Metal Stamping 1; Cement; Agricultural Chemicals; Heating Element Mfg.; Sash & Doors; Confection Products; Canning; Plastics.

10 - CLIMATE: Min. & Max. Temp. - Spring 12-95; Summer 44-108; Fall 14-93; Winter 17-73. First killing frost, Oct. 14. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 25 blocks Main St., Broadway and Market St.
Neighborhood Shopping Centers - South Side; Mark Twain Ave.; St. Mary's Ave.; McMasters Ave.; Oakwood; Huck Finn Shopping Center (25 stores including Tempo, J. C. Penney, TG&Y and Kroger's); Steamboat Bend Center (TG&Y Family Center, IGA).
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.
Stores Open Sundays : Shopping Centers

13 - RETAIL OUTLETS: Department Stores : P. N. Hirsch; J. C. Penney.
Variety Stores : Kresge; TG&Y.
Discount Stores : Tempo; Jupiter; K mart.
Chain Drug Stores : SupeRx.
Chain Food Supermarkets : Kroger's; Nat'l. Food; IGA; Hy-Klas 5.
Other Chain Stores : Sears (catalog); Montgomery Ward (catalog); Chanen Auto; Tempo.

14 - NEWSPAPERS: COURIER-POST (e) 12,211; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James McLellan, Editor & Publisher, COURIER-POST, 200 N. Third St., Hannibal, MO 63401; Tel. (314) 211-2800.
National Representatives : Southwest Dailies; Missouri Press Serv.

INDEPENDENCE

1 - LOCATION: Jackson County, (In Kansas City, MO-KS SMSA) E&P Map A-3. County Seat. Joins Kansas City on East.

2 - TRANSPORTATION: Railroads - Missouri-Pacific; GM&O; Kansas City Southern.
Intercity Bus Lines - K. C.; Greyhound.
Motor Freight Carriers - 154.
Airlines - TWA; Braniff; Continental; Central; Ozark; Delta; C&S; United.

3 - POPULATION:
Corp. City 80 Cen. 110,327
SMSA 80 Cen. 1,327,020
County 80 Cen. 629,180

4 - HOUSEHOLDS:
City 80 Cen. 42,429
County 80 Cen. 242,053
SMSA 80 Cen. 161,103

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	$186,000,000
Sav. & Loan	8	$1,100,000,000

6 - PASSENGER AUTOS: County 439,991

7 - ELECTRIC METERS: Residence 40,012

8 - GAS METERS: Residence 38,880

9 - PRINCIPAL INDUSTRIES: City Zone - Oil Refining; Steel Prod.; Furniture; Bedding; Chemicals; Fuel Oils; Crushed Stone; Memo Books; Munitions; Grain Combines; Farm & Industrial Machy.; Ice Cream; Pop; Asphalt; Jet Fuel; Jet Plant Refueler Trailers; Propane Gas; Space Heaters, Gas Furnaces; Architectural Panels; Dies; Plastic Mold Jigs; Archery Equip.; Cooling Towers; Hydryers; Wall Tile; Aluminum Awnings; Agricultural Lime; Liquid Nitrogen; Rock Phosphate; Potash; Religious Books; Dolls; Oil Circ. Pumps; Concrete & Haydite Blocks; Steel Tanks; Kitchen Cabinets & Mops; TV Picture Tubes; Dairy Equip.; Salad Oil; Electronic Equip.; Fiber Glass Awnings; Christmas Decorations; Cement; Plastics; Printing & Pub.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-60; Summer 60-100; Fall 30-60; Winter-15-45. First killing frost, Oct. 25. Last killing frost, Apr. 21

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:
Shopping Centers (Distance from Shopping District): Englewood, 1 Mi.; Fairmont, 4 Mi.; Maywood, 2 Mi.; Blue Ridge, 4 Mi.; Independence Center, 4 Mi.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alton Plaza	NA	Thriftway, TG&Y
Cable Place	NA	
Chrisman Plz. (11)	NA	TG&Y
Far View (10)	NA	
Gaslight Sq.	NA	
Hi Way 24 (11)	NA	Thriftyway, TG&Y, P.N. Hirsch
Hub Regional (10)	NA	Woolco
Independence (120)	NA	Sears, Macy's, Stix
Noland Plaza (9)	NA	Handy Dan
Plaza 71 (10)	NA	
Sterling View	NA	Safeway
23rd & Alton	NA	TG&Y
39th & Noland (11)	NA	Venture

Principal Shopping Days : Mon., Tue., Fri., Sat.
Stores Open Evenings : Tues., Fri.; Shopping Centers, some 2 nights; some 6.
Stores Open Sundays : All.

13 - RETAIL OUTLETS: Department Stores - Knoepker's; J. C. Penney; Montgomery Ward; Sears; Stix-Baer & Fuller; Macys; Jones Store.
Discount Stores : Wild Woody's; K mart; Woolco; Venture; Meyer Jewelry.
Variety Stores - Woolworth 2; TG&Y 5; Ben Franklin 2.
Chain Drug Stores : K mart; Denten's 2; Save-More 3; J. W. Watt 2; Skaggs 2.
Chain Food Supermarkets : Safeway 2; A&P 1; Milgram; U.S. Supers 5; Thriftway 2; Ball's; Price Chopper.
Other Chain Stores - Firestone; Goodyear; Western Auto; Helzberg's Jewelry; Goldman Jewelry; Davis Paint; Cook Paint; Gateway Sporting Goods; Great Western Paint; Thriftway; Goodrich; Uniroyal.

14 - NEWSPAPERS: EXAMINER (e; m-sat) 16,742; June 30, 1980 VAC.
Local Contact for Advertising and Merchandising Data: Tim Kelley, Adv. Dir., EXAMINER, 410 S. Liberty, Independence, MO 64051; Tel. (816) 254-8600.
National Representatives : Missouri Press Serv.; USSPI.

JEFFERSON CITY

1 - LOCATION: Cole County, E&P Map B-7. State Capital, County Seat. On S Bank of Missouri River. Fort Leonard Wood (Army). 130 mi. W of St. Louis; 150 mi. SE of Kansas City. On U.S. Hwys. 50, 63, 54. Connected to I-70.

2 - TRANSPORTATION: Railroads - Missouri Pacific; MO-KS-TX; Amtrak.
Water - River Barge Line; Federal Barge; Adrain Dock.
Motor Freight Carriers - 5.
Intercity Bus Lines - Missouri Transit; Continental Trailways.
Airlines - Trans-Mo.

3 - POPULATION:
Corp. City 80 Cen. 33,619
CZ-ABC: (70) 37,231; (81) 46,500
RTZ-ABC: (70) 94,348; (81) 114,600
County 80 Cen. 56,663
City & RTZ-ABC: (70) 131,579; (81) 161,100

4 - HOUSEHOLDS:
City 80 Cen. 12,639
County 80 Cen. 19,781
CZ-ABC: (70) 11,466; (81) 16,500
RTZ-ABC: (70) 29,932; (81) 41,800
City & RTZ-ABC: (70) 41,398; (81) 58,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	4	$63,228,032
Commercial	4	$324,599,000

6 - PASSENGER AUTOS: County 36,960

7 - ELECTRIC METERS: Residence 18,964

8 - GAS METERS: Residence 13,667

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners and (Av. Wkly. Wage) - Shoes 600 ($140); Printing & Bookbinding 700 ($150); State Govt. 6,000 ($120); Cosmetics 1,000 ($120); Warehousing 100 ($125); Electrical Assembly 1,201 ($145).
Principal Pay Days - 28th to 30th monthly.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-75; Summer 60-100; Fall 38-80; Winter - 10-60. First killing frost, Oct. 27. Last killing frost, Apr. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on High St., east and west, with one block off High St., north and south.
Neighborhood Shopping Centers - Missouri Blvd., East High St.; Hwy. 50 West; Hwy. 50 East; Capital Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jefferson Plaza	2	Krogers
Southwest Plaza (4)	3	IGA, Montgomery Ward
Mart Center (12)	3	Wal-Mart
K mart Center	3	K mart, Kroger

Stores Open Evenings : Mon., Thur., Sat.
Stores Open Sundays : Food; Drug.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J. C. Penney; Herman's; P. N. Hirsch; Golde's.
Variety Stores - Kress; Mattingly; TG&Y.
Discount Stores : Dixson's; House of Bargains; Wal-Mart; K mart.
Chain Drug Stores : Super D; Wal-Mart; Hall; Walgreen.
Chain Supermarkets : Kroger; IGA 3; Safeway; Gerbes 2; De Broecks Big Star 2; Aldi Benner; Hyvee.

14 - NEWSPAPERS: CAPITAL NEWS (m. tues to sat) 4,908; POST-TRIBUNE (e-mon to fri) 17,086; Comb. (m&e) 21,994; NEWS AND TRIBUNE (S) 22,428; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Lou White, Adv. Dir., CAPITAL NEWS and POST-TRIBUNE, 210 Monroe St., Jefferson City, MO 65101; Tel. (314) 636-3131.
National Representative : Southwest Dailies.

JOPLIN

1 - LOCATION: Jasper and Newton Counties (SMSA), E&P Map A-4. Industrial, agricultural, recreational, distribution and chemical center.

2 - TRANSPORTATION: Railroads - Frisco; KCS; Mo. Pac.; Santa Fe.
Motor Freight Carriers - 21.
Bus Lines - Greyhound; Continental; Missouri Kansas & Oklahoma; Tri-State; Jefferson Lines.
Airlines - Ozark; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 38,893
CZ-ABC: (70) 58,911; (81) 64,000
RTZ-ABC: (70) 172,161; (81) 202,700
Counties/SMSA 80 Cen.: 127,513
Jasper 80 Cen. 86,958
Newton 80 Cen. 40,555
City & RTZ-ABC: (70) 231,072; (81) 266,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,045
Counties/SMSA 80 Cen. 12,527
Jasper 80 Cen. 33,560
Newton 80 Cen. 14,876
CZ-ABC: (70) 21,386; (81) 26,900
RTZ-ABC: (70) 59,933; (81) 81,100
City & RTZ-ABC: (70) 81,319; (81) 108,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$197,532,000
Commercial	5	$215,575,682

6 - PASSENGER AUTOS: Counties-Jasper 66,277 Newton 19,184

7 - ELECTRIC METERS: Residence 22,974

8 - GAS METERS: Residence 17,871

9 - PRINCIPAL INDUSTRIES: Steel Castings; Leather Goods; Hydraulic Pumps; Electronics; Explosives; Chemicals; Fertilizers; Batteries; Insulation; Clothing; Dog Foods; Graphic Equipment; Feed Mills; Earth Crushers; Store Fixtures; Furniture; Roofing; Creosoted Products; Smelting; Tool Mfg.; Missile Parts; Frozen Meats; Aluminum Furniture; Bearings; Offset Printing Presses.
Principal Industrial Pay Days - Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 20. Last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 10 blocks on Main and Joplin Sts.
Neighborhood Shopping Centers - S. Joplin and 20th to 30th on Main; Eastmoreland Center, 7th and High.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Aire	4	Cloth World
East-Gate (4)	3	Wal-Mart
Eastmoreland Plaza (18)	1	Kresge, Sears
Elms (7)	2	Consumers Mkt., Skagg's
Maiden Lane (13)	5	Quik Stop, Miss Ann's
North Park (79)	3	Penney's, Mont. Ward, Newman
Wal-Mart Ctr. W.	3	Wal-Mart, Consumers
Mart Plaza	1	Diamond House, Flutler Fashion
Village Ctr (6)	2	Top Value, Jennies Fashion
Oakland Plaza	4	Arthurs Appl., Big Dudes
Midway Shopping Center	4	Midway Lbr., Shady Lady

Principal Shopping Days : Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Newman's; Ramsays, Sears; Ben Franklin 3; J. C. Penney; Walgreen; Montgomery Ward.
Discount Stores : Grand Pa's; Skaggs Drugs; May's City; Wal-Mart 2.
Chain Drug Stores : May's 3; Skaggs.
Variety Stores - Kresge; Ben Franklin.
Chain Supermarkets : Safeway 3; Econo-Foods 2; John's; Consumers 4; Dillon's.

14 - NEWSPAPERS: GLOBE (m) 41,014; (S) 43,742; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Doris Bishop, Nat'l. Adv. Dir., GLOBE, 117 East 4th St, Joplin, MO 64801; Tel. (417) 623-3480.
National Representative : Branham.

KANSAS CITY

1 - LOCATION: E&P Map A-3 (In Kansas City, KS-MO SMSA). Cass, Clay, Jackson, Platte and Ray Counties in Missouri. Johnson and Wyandotte Counties in Kansas. On Missouri and Kansas Rivers on Missouri-Kansas boundary.

2 - TRANSPORTATION: Railroads : 12 Trunk Lines Serving Kansas City; Santa Fe; Burlington Northern; Chicago & Northwestern; Cotton Belt; St. Louis & Southwestern; Illinois Central Gulf; Kansas City Southern; Missouri-Kansas-Texas; Missouri Pacific; Norfolk & Western; The Milwaukee Railroad; Union Pacific.
Motor Freight Carriers : 207.
Freight Steamship Lines : 3.
Interstate Bus Lines : Greyhound; Jefferson Lines; Trailways.
Airlines : Trans World; Ozark; Braniff Int'l.; Continental; United; North-Central; Delta; Frontier; Midway; Mississippi Valley; Air Midwest; Republic; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 448,159
CZ-ABC: (70) 1,110,970; (81) 1,135,300
RTZ-ABC: (70) 563,629; (81) 650,100
Counties/SMSA 80 Cen. 1,327,040
Cass, MO 80 Cen. 51,029
Clay, MO 80 Cen. 136,488
Jackson, MO 80 Cen. 629,180
Platte, MO 80 Cen. 46,341
Ray, MO 80 Cen. 21,378
Johnson, KS 80 Cen. 270,269
Wyandotte, KS 80 Cen. 172,335
City & RTZ-ABC: (70) 1,674,599; (81) 1,775,400
Demographic Information available from Newspaper, See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 175,227
Counties/SMSA 80 Cen. 493,453
Cass, MO 80 Cen. 17,423
Clay, MO 80 Cen. 49,743
Jackson, MO 80 Cen 242,053
Platte, MO 80 Cen. 16,403
Ray, MO 80 Cen 7,512
Johnson, KS 80 Cen. 96,927
Wyandotte, KS 80 Cen. 63,392
CZ-ABC: (70) 364,969; (81) 427,500
RTZ-ABC: (70) 178,857; (81) 234,400
City & RTZ-ABC: (70) 543,828; (81) 661,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	144	$6,241,000,000
Sav. & Loan	44	$750,000,000

6 - PASSENGER AUTOS: Counties 802,322

7 - ELECTRIC METERS: SMSA 500,000

8 - GAS METERS: SMSA 400,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Manufacturing 138,100 ($305); Durable Goods 75,000 ($323); Lumber & Furniture 2,900 ($234); Stone, Clay & Glass Prods. 5,400 ($374); Primary Metal Ind. 5,900 ($436); Fabricated Metal Prods. 10,200 ($281); Machinery exc. Electrical 10,900 ($361); Electrical Equip. & Supplies 20,900 ($317); Transp. Equip. 14,900 ($322); Motor Vehicles & Equip. 14,400 ($323); Other Durable Goods 3,900 ($189); Non-Durable Goods 53,100 ($277); Food & Kindred Prods. 10,500 ($317); Apparel & Textile Prods. 4,200 ($151); Paper & Allied Prods. 4,900 ($252); Printing & Publishing 17,200 ($302); Chemicals & Allied Prods. 8,600 ($326); Petroleum & Coal Prods. 2,200 ($378); Other Non-Durable Goods 5,200 ($201).

10 - CLIMATE: Min. & Max. Temp. - Spring 34-74; Summer 65-89; Fall 36-80; Winter 24-40. First killing frost, Oct. 25. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks east to west, McGee to Baltimore; 5 blocks north to south, 9th to 14th Sts.
Shopping Centers : Neighborhood 120; Regional 12.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Department & Food nightly; stores open Sunday.

13 - RETAIL OUTLETS: Department Stores : Jones; Macy's; Sears; Montogomery Ward; Stix, Baer & Fuller; Hall's.
Discount Stores : Wild Woody's; K mart; Sam's Bargain Town; Woolco; Riverside Red X; Bargain City; Gibson's; Skagg's; Dolgins; Venture; Zeff. Co.
Variety Stores : Woolworth; Ben Franklin; TG&Y.
Chain Drug Stores : Revco 25; McGrath 3; Skagg's 18; Green Cross 5; Treasury Drugs 5.
Chain Food Supermarkets : A&P 29; Safeway 35; Milgrams 23; Payless 4; Riverside Red X; Savemart 8; Hen House 2; Thriftway 52; United Super 25; Muehlbachs 2; Buy Rite 2; Dahl's; Food-4-Less 3; Food Fest; Just Rite; Price Chopper 3; Quik Trip 60; 7-Eleven 81; U-Totem 29.

14 - NEWSPAPERS: TIMES (m) 297,406; STAR (e-mon to fri) 253,064; Comb. (m&e) 550,470; STAR (S) 404,424; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Margaret LeCates, STAR & TIMES, 1729 Grand Ave., Kansas City, MO 64108; Tel. (816) 234-4200.
National Representative : CWO&O.

KENNETT

1 - LOCATION: Dunklin County, E&P Map D-5, County Seat. Heart of rich agricultural area. 100 mi. northwest of Memphis; 225 mi. southwest of St. Louis; 400 mi. radius includes Chicago, Louisville, Tulsa, Birmingham.

2 - TRANSPORTATION: Railroads - St. Louis & San Francisco.
Motor Freight Carriers - Film Trans; Inman; U.P.S.; Jones.
Intercity Bus Lines - Great Southern.

3 - POPULATION:
Corp. City 80 Cen. 10,145
County 80 Cen. 36,324

4 - HOUSEHOLDS:
City 80 Cen. 4,024
County 80 Cen. 13,588

5 - BANKS: Savings 3; Sav. & Loan 2; Deposits $161,450,000.

6 - PASSENGER AUTOS: County 20,851

7 - ELECTRIC METERS: Residence 6,113

8 - GAS METERS: Residence 4,575

9 - PRINCIPAL INDUSTRIES: Industry, Number of wage earners (av. wkly. wage): Emerson Elect. 1,100 ($160); Elv.-Walker 340 ($90); Uni-Royal 150 ($110); Uarco Printing 200 ($175).

10 - CLIMATE: Mean Temp. - Jan. 38; Apr. 60; July 80; Oct. 64.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Districts - 8 blocks on Court Square; 3 blocks south; 2 blocks west.; 9 blocks east; 2 blocks North.

KANSAS CITY: GREAT FOR GUCCI, STUPENDOUS FOR SAK'S 5th AVENUE

Many fine stores are operating in Kansas City. So are 242 of Fortune's 500 firms.

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816-234-4125

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.
SOURCES: S&MM 1980 "Survey of Buying Power" and Belden Associates 1981 "Kansas City CMS"

Shopping Area – 8 blocks Hwy. 25 north; 11 east on Hwy. 84; 10 west on Hwy. 84; 5 blocks on S. By-Pass.

13 - RETAIL OUTLETS: Department Stores – James Kahn; J.C. Penney; Wilcoxson's; Sears (catalog); Sterling's; Smith's; Little Big Dollar Store; Hallmark; Singer Co.; Cato's; Wall's Discount; Montgomery Ward (catalog); Something Special; Fabric Shop; Little Caboose.
Discount Stores : Riggs Supply; Wal-Mart; Lambertson's; Magic Mart; Fred's; Ashley's; K mart.
Chain Food Supermarkets : Gowan's Foods; Safeway; Parr's; Kroger.
Other Chain Stores – Auto; Firestone; E. C.; Goodyear; Sterling's; Burger Chef; Kentucky Fried Chicken; Barton Lumber Co.; Revco Drug; Dollar General; Sonic.

14 - NEWSPAPERS: DUNKLIN DEMOCRAT (e) 6,204 sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Michael Goodrich, Adv. Dir., DUNKLIN DEMOCRAT, 212-4 N Main St, Kennett, MO 63857; Tel. (314) 888-4505.
National Representative : Landon.

KIRKSVILLE

1 - LOCATION: Adair County, E&P Map B-2, County Seat. Residential; 200 mi. NW of St. Louis; On U.S. Hwy. 63; State 6, 11.

2 - TRANSPORTATION: Railroads – Norfolk-Western; AT&SF; Burlington.
Motor Freight Carriers – 4.
Intercity Bus Lines – Missouri Transit.
Airlines – Green Hills.

3 - POPULATION:
Corp. City 80 Cen. 17,167
County 80 Cen. 24,870

4 - HOUSEHOLDS:
City 80 Cen. 6,264
County 80 Cen. 8,947

5 - BANKS: **NUMBER** **DEPOSITS**
Commercial 3; Savings & Loan 2; Fed. Land Bank 1; Total Deposits $180,000,000.

6 - PASSENGER AUTOS: County 12,367

7 - ELECTRIC METERS: Residence 6,796

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Hourly Wage): Engine Filters 156 ($7.85); Plastics 500 ($5.05); Electric Appliances 145 ($4.45); Apparel 99 ($3.41); Concrete 100 ($5.00); Business Forms 292 ($5.31); Shoes 547 ($4.53); Farm Machy. 124 ($6.11); Hospitals 350 ($7.10); Colleges 1,354 ($6.85).
Principal Industrial Pay Days – Fri., last day of month.

10 - CLIMATE: Min. & Max. Temp. – Spring 22-90; Summer 41-98; Fall – 5-80; Winter – 13-65. First killing frost, Oct. 13. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Shopping Centers : Lincoln Square Shops (6 stores – P.N. Hirsch, Sears); Hwy. 63 South; Northtown.
Principal Shopping Days : Mon., Wed., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores – Montgomery Ward; J. C. Penney; Sears; Matco; P. N. Hirsch.
Discount Stores : Pamida; Wal-Mart; K mart; Westlake Hdwr.
Chain Drug Stores : Mont; Rexall Associate.
Chain Food Supermarkets : IGA Foodliner 2; Hy-Vee; Cash Saver; Easter's; Safeway.
Other Chain stores – Western Auto; Farm & City Supply; Midwest Auto; Mode O'Day.

14 - NEWSPAPERS: EXPRESS & NEWS (e-mon to fri) 9,015; (S) 9,615; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ed E. Swain, Jr., Adv. Mgr., EXPRESS & NEWS, Box 809, Kirksville, MO 63501; Tel. (816) 665-2808.
National Representative : Missouri Press Serv.

LAMAR

1 - LOCATION: Barton County, E&P Map A-4, County Seat. Shopping & shipping center. 125 mi. S of Kansas City. On U.S. Hwys. 160, 71.

2 - TRANSPORTATION: Railroads – Missouri Pacific; Frisco (main line).
Intercity Bus Lines – Jefferson Lines.

3 - POPULATION:
Corp. City 80 Cen. 4,053
County 80 Cen. 11,292
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 1,656
County 80 Cen. 4,407

5 - BANKS: 2 Comm. Deps. $25,033,837

6 - PASSENGER AUTOS: County 6,952

7 - ELECTRIC METERS: Residence 1,895

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – TV & Radio Cabinets 500 ($116); Wire Prod. 100($116).
Principal Industrial Pay Days – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 50-95; Fall 33-63; Winter 19-55. First killing frost, Oct. 15. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center – City Square.
Neighborhood Shopping Centers : Redwood Village.
Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores – Robert's; Lilly's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 2,773; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Tommy Wilson, Pub., DEMOCRAT, 106 W 10th St., Lamar, MO 64579; Tel. (417) 682-5529.
National Representative : Missouri Press Serv.

LEBANON

1 - LOCATION: Laclede County, E&P Map B-4, County Seat. Dairy, agricultural and resort center. 165 mi. SW of St. Louis; 55 mi. NE of Springfield. On U.S. Hwy. 66; State 5, 32 & 64.

2 - TRANSPORTATION: Railroads : St. Louis-San Francisco.
Intercity Bus Lines : Greyhound; American; M.K.O. Coach; Mo. Transit; Crown Coach.
Motor Freight : Frisco Trans. Co.; Campbell 66; Jones Truck Lines.

3 - POPULATION:
Corp. City 80 Cen. 9,507
County 80 Cen. 24,323

4 - HOUSEHOLDS:
City 80 Cen. 3,965
County 80 Cen. 9,023

5 - BANKS: 3 Commercial Est. Dep. $97,986,000

6 - PASSENGER AUTOS: County 15,655

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Cloth Mfg. 526 ($150); Metal & Tool 187 ($150); Timber Prod. 240 ($120); Furn. 65 ($150); Milk Plant 115 ($100).

10 - CLIMATE: Min. & Max. Temp. – Spring 30-75; Summer 70-101; Fall 30-75; Winter 0-70.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Interstate(14)	NA	Consumers Mkt.
Jefferson Isle(13)	NA	Quick Shop
South Hwy. 5.	NA	
Wal-Mart(15)	NA	K mart, Wal-Mart

Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Shopping Centers – Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Scott's Clothing; Eddie's Clothing; Western Auto; Corner Fashions; Downtown Lebanon.
Variety Stores : S&H Green Stamps; Anthony's; Bills Farm & Home; Otasco.
Discount Stores : Wal-Mart; Consumers Family Center; K mart.
Chain Drug Stores : Joe Knight (Rexall); Medley; Connor; Reese; Medicare.
Chain Food Supermarkets : IGA Foodliner; Consumer's; M.F.A. Exchange; Ramey's; Applings.

14 - NEWSPAPERS: RECORD (e-mon to fri) 7,416; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Beth Rummells, Adv. Mgr., RECORD, 290 S. Madison, Lebanon, MO 65536; Tel. (417) 532-9131.
National Representative : Missouri Press Serv.

MACON

1 - LOCATION: Macon County, E&P Map B-2, County Seat. Agricultural and mining center. 150 mi. E of Kansas City; 175 mi. NW of St. Louis. On U.S. Hwys. 36 and 63.

2 - TRANSPORTATION: Railroads – Norfolk & Western; Burlington.
Motor Freight Carriers – 3.
Intercity Bus Lines – Missouri Transit; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,680
County 80 Cen. 16,313
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,348
County 80 Cen. 6,386

5 - BANKS:	**NUMBER**	**DEPOSITS**
Save. & Loan	2	$95,129,043
Commercial	5	$84,017,000

6 - PASSENGER AUTOS: County 9,712

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Canning 450 ($250); Electrical Appliances 650 ($225); Screw Machine Products 21 ($250); Mining 200 ($400).

10 - CLIMATE: Min. & Max. Temp. – Spring 24-93; Summer 55-112; Fall 16-93; Winter 5-67.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Center : Macon Plaza
Principal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores – J. C. Penney; P.N. Hirsch; Matco.
Variety Stores – Matco; Ben Franklin; Coast-to-coast.
Chain Drug Stores : Miller's (Rexall).
Chain Food Supermarkets : Prenger's IGA; Consumers Mkt; Rons Super Value.
Other Chain Stores – Sears (catalog); Western Auto; Montgomery Ward (catalog); Orschein's; Westlakes.

14 - NEWSPAPERS: CHRONICLE-HERALD (e-mon to fri) 4,973; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Thomas F. Briggs, Pub., CHRONICLE-HERALD, 217 W Burke St, Macon, MO 63552; Tel. (816) 385-3121.
National Representatives : Landon; Missouri Press Serv.

MARSHALL

1 - LOCATION: Saline County, E&P Map B-3, County Seat. 80 mi. E of Kansas City; 190 mi. W of St. Louis on Hwys. 65, 240 and 41.

2 - TRANSPORTATION: Railroads : I.G.G.; Mo. Pac.
Intercity Bus Lines : Greyhound.
Motor Freight Carriers : 2.

3 - POPULATION:
Corp. City 80 Cen. 12,781
County 80 Cen. 24,919
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,729
County 80 Cen. 9,363

5 - BANKS: Commercial 3; Dep. $93,334,628

6 - PASSENGER AUTOS: County 21,080

7 - ELECTRIC METERS: 6,607

8 - GAS METERS: 5,195

9 - PRINCIPAL INDUSTRIES: Shoe Factory; Feed Mills; Poultry Proc.; Hybrid Corn Proc. Plants 2; Frozen Foods Prod.; Precast Concrete Building Panels; Welding Works; Hog Processing.

10 - CLIMATE: N.A.

11 - TAP WATER: Soft, treated; not fluoridated.

12 - RETAILING:
Shopping Centers : Plaza; Milgram Super Mkt., Sam's Dept. Store, Gibson Discount Center; Marshall Plaza; TG&Y, P. N. Hirsch, Safeway, Payless Shoes, Red Cross Phcy, Coast to Coast, Montgomery Ward, J.C. Penney.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Thurs., Fri.
Stores Open Sundays : Grocery.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; P. N. Hirsch; TG&Y.
Discount Stores : Gibson's; Sam's Bargain Town.
Chain Food Supermarkets : A&P; IGA Foodliner 2; Safeway; Milgram's.
Other Chain Stores : Sears; Mont. Ward; Firestone; Goodyear; Gamble's.

14 - NEWSPAPERS: DEMOCRAT-NEWS (e) 5,520; sworn Mar. 31, 1981.
Local Contact for Adverting and Merchandising Data: John L. Tucker, Gen. Mgr., DEMOCRAT-NEWS, PO Box 100, Marshall, MO 65340; Tel. (816) 886-2233.
National Representative : Missouri Press Serv.

MARYVILLE

1 - LOCATION: Nodaway County, E&P Map A-2. NW Portion of state, 40 mi. N of St. Joseph; 90 mi. N. of Kansas City and 120 mi. S of Omaha; County Seat; Industry, agriculture, and education center on U.S. Hwy. 71, State Highway 136.

2 - TRANSPORTATION: Railroads – St. Louis-Omaha division of the Wabash; CB&Q.
Intercity Bus Lines – Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,558
County 80 Cen. 21,996

4 - HOUSEHOLDS:
City 80 Cen. 3,253
County 80 Cen. 7,687

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$155,847,524
Savings & Loans	2	$160,329,645

6 - PASSENGER AUTOS: County 12,197

7 - ELECTRIC METERS: Residence 2,985

8 - GAS METERS: Residence 2,671

9 - PRINCIPAL INDUSTRIES: Tire Chains; Lightning Rods, Steel Tubing; Alkaline Batteries; Rubber Products; Steel Products; NW Missouri State University (4,000 students, faculty of 270, operating staff 390); Meat Packing; Pre-Packaged Diapers: Commercial Printing.

10 - CLIMATE: NA

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mary Mart(4)	NA	Watkin's Hdwe., Eddy's Mkt., Thriftway
Village(4)	NA	HyVee Mkt., Easter's

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Village Shopping Center every evening til 9; Mary Mart Center every evening til 7; Downtown Thursday til 9; K mart every evening til 9.

13 - RETAIL OUTLETS: Department Stores J.C. Penney; P.N. Hirsch; Sears (catalog); Pamida; K mart.
Variety Stores – Place's
Chain Food Supermarkets : J & R Warehouse; Eddy's Thriftway 2; HyVee; Easter's Super Valu.
Other Chain Stores – Firestone Tires; Brown's Shoes; Coast-to-Coast; Livingston Clothing; 7-Eleven; Tober's. Goodrich Dairy; Fullerton Lumber; Rupp Automotive; L&L Auto Parts.

14 - NEWSPAPERS: DAILY FORUM (e) 5,086; (m-sat) 5,086; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: R. Joe Sullivan, Gen. Mgr. & Editor or Brooke Hickman, Adv. Mgr., DAILY FORUM, 111 E. Jenkins, Maryville, MO 64468; Tel (816) 582,3165.
National Representative : Southwest Dailies.

MEXICO

1 - LOCATION: Audrain County, E&P Map C-3, County Seat. Residential, manufacturing and agricultural center. 110 mi. W of St. Louis, on Hwys. 54, 22 and 15.

2 - TRANSPORTATION: Railroads – Norfolk & Western; ICG; Burlington.
Motor Freight Carriers – 7.
Intercity Bus Lines – Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,276
CZ-ABC: (70) 11,807; (81) 12,000
RTZ-ABC: (70) 35,915; (81) 40,300
County 80 Cen. 26,458
City & RTZ-ABC: (70) 47,722; (81) 52,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,773
County 80 Cen. 9,779
CZ-ABC: (70) 4,191; (81) 4,900
RTZ-ABC: (70) 12,057; (81) 15,700
City & RTZ-ABC: (70) 16,248; (81) 20,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$71,333,000
Sav. & Loan	2	$210,500,000

6 - PASSENGER AUTOS: County 14,898

7 - ELECTRIC METERS: Residence 4,671

8 - GAS METERS: Residence 4,288

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Fire Brick 1,300 ($226); Food 170 ($230); Shoes 480 ($135); Bags 40 ($92).

10 - CLIMATE: Min. & Max. Temp. (Average) - Spring 42-65; Summer 63-100; Fall 44-68; Winter 10-38. First killing frost, Nov. 10. Last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center** - 4 blocks on Washington and Jefferson; 2 blocks on Monroe, Promenade, Jackson and Liberty.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Trail (9)	NA	Kroger, Wal-Mart
West Plaza (15)	NA	TG&Y, P.N. Hirsch, Klines, IGA

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: **Department Stores** - Montgomery Ward; J. C. Penney; P. N. Hirsch; Goodrich; Goodyear; Kline's; Ashley's.
Variety Stores - TG&Y.
Discount Stores : Wal-Mart.
Chain Drug Stores : Logan Rexall; Walgreen; Medicare; Glaser.
Chain Food Supermarkets : Plaza IGA Foodliner; Hoffman's; Kroger's; Smiley's; Harold's Thriftway; Aldi's.
Other Chain Stores - Westlake's.

14 - NEWSPAPERS: LEDGER (e) 12,237; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Joe A. May, Adv. Dir., LEDGER, Ledger Plaza, Mexico, MO 65265; Tel. (314) 581-1111.
National Representatives : Missouri Press Serv.; Southwest Dailies.

MOBERLY

1 - LOCATION: Randolph County, E&P Map C-2. 148 rail mi. NW of St. Louis; 131 mi. E of Kansas City, near center of state. On U.S. Hwys. 24 and 63. Agricultural, manufacturing, transportation, distribution and retail center. County, state and federal offices.

2 - TRANSPORTATION: **Railroads** - Norfolk & Western Ry.; main line, division point; direct service to Kansas City, St. Louis, Omaha, Des Moines; freight line to East via Hannibal.
Motor Freight Carriers - 4.
Intercity Bus Lines - Continental; Missouri Transit.

3 - POPULATION:
Corp. City 80 Cen. 13,418
CZ-ABC: (70) 12,988; (81) 13,500
RTZ-ABC: (70) 45,248; (81) 49,900
County 80 Cen. 25,460
City & RTZ-ABC: (70) 58,236; (81) 63,400
Demographic Information available from Newspaper See Paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,365
County 80 Cen. 9,240
CZ-ABC: (70) 4,835; (81) 5,800
RTZ-ABC: (70) 15,416; (81) 19,600
City & RTZ-ABC: (70) 20,251; (81) 25,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$97,000,000
Sav. & Loan	3	$118,000,000

6 - PASSENGER AUTOS: County 12,060

7 - ELECTRIC METERS: Res. City 5,360; County 6,052

8 - GAS METERS: Res. City 4,890; County 7,893

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Electrical Appliances 600; Brake Lever 319; Railroad 600; Food Processors 225; Missouri Training Center for Men 100; Chemicals 225; Pre-Fabricated Homes 358; Automobile Finishes 222; Printing Co's 100; Trucking 165. Total Labor Force: 10,150.
Principal Pay Days : R.R. 1&15; Others, Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 12-84; Summer 55-111; Fall 40-90; Winter 10-65. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** - Temple Stephens Shopping Center; Northgate Shopping Center; Northgate Plaza Shopping Center.
Principal Shopping Days : Mon., Thurs., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: **Department Stores** - J. C. Penney's; Patterson's; P. N. Hirsch.
Discount Stores : TG&Y; Family Store; Wal-Mart.
Chain Drug Stores : McKenzie Prescription; Burton's Rexall.
Chain Food Supermarkets : Safeway; United Super; IGA 2; Thriftway; Greenhill.
Other Chain Stores - Firestone; Goodyear; Singer Co.; M.F.A. (farm); Davis Paint; Mode O'Day; Pittsburgh Paint & Glass; Pay-Less Shoes; Westlake's Ace Hardware; Orschein Farm & Home; Rupp Automobile; Hardys; Kentucky Fried Chicken; Pizza Hut; Sears; Montgomery Ward; Aldis; Taco John; Meller's Photo; Sonic; Serloin Stockade; Coast-to-Coast; Long John Silvers; McDonalds.

14 - NEWSPAPERS: MONITOR-INDEX & DEMOCRAT (e-mon to fri) 9,800; (S) 10,135; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bob Cunningham, Gen. Mgr., MONITOR-INDEX & DEMOCRAT, 218 N. Williams, Moberly, MO 65270; Tel. (816) 263-4123.
National Representatives : Missouri Press Serv.; Southwest Dailies.

MONETT

1 - LOCATION: Barry and Lawrence Counties, E&P Map B-4. 50 mi. W of Springfield; 40 mi. SE of Joplin. On Hwys. 60 and 37.

2 - TRANSPORTATION: **Railroads** - St. Louis-San Francisco Railway Co.
Motor Freight Carriers - 5.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,148
Counties 80 Cen. 53,381
Barry 80 Cen. 24,408
Lawrence 80 Cen. 28,973

4 - HOUSEHOLDS:
City 80 Cen. 2,460
Counties 80 Cen. 20,046
Barry 80 Cen. 9,305
Lawrence 80 Cen. 10,741

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$64,711,932
Sav. & Loan	1	$16,417,536

6 - PASSENGER AUTOS: Barry Co. 16,006; Lawrence Co. 15,539

7 - ELECTRIC METERS: Residence 2,834

8 - GAS METERS: Residence 2,656

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Poultry Processors 510 ($150); Aluminum Fabricators 271 ($190); Tool & Machine Parts 120 ($170); Clothing 220 ($150); Shoes 750 ($160).
Principal Pay Days - Fri., Sat., Mon., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 43-74; Summer 75-101; Fall 41-88; Winter 22-70. First killing frost, Oct. 1. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft; not fluoridared.

12 - RETAILING: **Principal Shopping Center** - 9 blocks on Bway.; 2 on Fourth; 1 on Fifth; 2 on Cleveland; 4 on U.S. 60 Bypass.
Principal Shopping Days : Department Stores - Tue., Fri., Sat. Food - Thurs., Fri., Sat.
Stores Open Evenings : Fri.
Stores Open Sundays : Supermarkets; one drug.

13 - RETAIL OUTLETS: **Department Stores** - J.C. Penney; Brownsberger's; Carolyn's; Mode O'Day; Cortey's; Fashion Corner.
Variety Store : Modern Variety.
Discount Stores : Wal-Mart; Discount Mart.
Chain Drug Stores : Monett Rexall; Bruner (Assoc. Druggists).
Chain Food Supermarkets : Ramey (Assoc. Whlsale Grocers) 2; MFA Consumers; Consumers Market.
Other Chain Stores - Western Auto; Okla. Tire.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,391; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: C. R. Brady, Pub., TIMES, 505 Broadway, Monett, MO 65708; Tel. (417) 235-3135.
National Representative : Missouri Press Serv.

NEOSHO

1 - LOCATION: Newtown County, (In Joplin, MO SMSA). E&P Map A-4, County Seat. Trading & Shipping center. SW part of State, 170 mi. S of Kansas City on State Hwys. 60 & 71.

2 - TRANSPORTATION: **Railroads** - Kansas City Southern; Burlington Northern.
Motor Freight Carriers - 7.
Intercity Bus Lines : Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,493
County 80 Cen. 40,555
SMSA 80 Cen. 130,513

4 - HOUSEHOLDS:
City 80 Cen. 3,827
County 80 Cen. 14,876
SMSA 80 Cen. 48,436

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$87,544,130
Sav. & Loan	2	$72,514,355

6 - PASSENGER AUTOS: County 19,182

7 - ELECTRIC METERS: Residence 4,228

8 - GAS METERS: Residence 3,579

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Food 494 ($218); Textile 750 ($218); Electronics 500 ($281); Furniture 500 ($310).
Principal Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-70; Summer 65-89; Fall 45-73; Winter 25-47. First killing frost, Nov. 9. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center** - 2 blocks on four streets.
Principal Shopping Days : Sat., Fri., Mon.
Stores Open Evenings : Fri.; Discount & Food nightly.
Stores Open Sundays : Food; Drug.

13 - RETAIL OUTLETS: **Department Stores** - McGinty's; J.C. Penney; Williams.
Discount Stores : Wal-Mart.
Variety Stores - Sterling.
Chain Drug Stores : Walmart Pharmacy.
Chain Food Supermarkets : Consumer's; Safeway; McClintock's IGA; Econo Foods.
Other Chain Stores - Goodrich; Coast to Coast; Montgomery Ward; Sears; Goodyear; Mode O'Day.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,521; (S) 6,521; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ralph Walker, Adv. Mgr., NEWS, PO Box 460, Neosho, MO 64850; Tel. (417) 451-1520.
National Representative : Missouri Press Serv.

NEVADA

1 - LOCATION: Vernon County, E&P Map A-4, County Seat. Agricultural and wholesale center. Light manufacturing. Women's junior college. West Central part of State. 99 mi. S of Kansas City; 287 mi. SW of St. Louis; 15 mi. E of Kansas border. On U.S. Hwys. 71 and 54.

2 - TRANSPORTATION: **Railroads** - Missouri Pacific (freight); M-K-T (freight).
Motor Freight Carriers - 6.
Intercity Bus Lines - Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,044
County 80 Cen. 19,806
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,514
County 80 Cen. 7,497

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$74,249,000
Sav. & Loan	1	$1,952,240,890

6 - PASSENGER AUTOS: County 11,508

7 - ELECTRIC METERS: Residence 5,001

8 - GAS METERS: Residence 3,501

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - State Hospital 800 ($110); Garment Mfg. 270 ($145); Decorative Products 280 ($170); Heavy Duty Air Filters 120 ($94).
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 9-92; Summer 48-117; Fall 18-95; Winter 27-79. First killing frost, Oct. 3. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; naturally fluoridated.

12 - RETAILING: **Principal Shopping Center** - 7 blocks on Square.
Neighborhood Shopping Centers - Osage and Austin, East Austin.
Principal Shopping Days : Thurs., Sat.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: **Department Stores** - J.C. Penney; Montgomery Ward; Sears.
Variety Stores - Mattingly's; Ben Franklin.
Discount Stores - Wal-Mart.
Chain Food Supermarkets : Paul & Jerry's; Town & County IGA; Foodtown; Village Market; Thriftway; Quik-Trip.
Other Chain Stores - Western-Auto; Firestone; Lumber Jack; Country Kitchen; Goodyear; Dairy Queen; Pizza Hut; J & S Pizza; Kentucky Fried Chicken.

14 - NEWSPAPERS: MAIL (e-mon to fri) 5,620; HERALD (S) 5,588; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ben Weir Jr., Gen. Mgr., MAIL, 131 S Cedar, Nevada, MO 64772; Tel. (417) 667-3344.
National Representative : Missouri Press Serv.

POPLAR BLUFF

1 - LOCATION: Butler County E&P Map C-4. On the Black River at head of navigation. 160 mi. S of St. Louis; 180 mi. N of Little Rock; 160 mi. N of Memphis. On U.S. Hwys. 60, 160, 67 and State Hwys. 142, 51 and 53.

2 - TRANSPORTATION: **Railroads** - Missouri Pacific; Amtrak.
Intercity Bus Lines ; Continental.
Airlines : SEMO.
Motor Freight Carriers - 9.

3 - POPULATION:
Corp. City 80 Cen. 17,139
CZ-ABC: (70) 16,653; (81) 17,100
RTZ-ABC: (70) 95,058; (81) 111,700
County 80 Cen. 37,693
City & RTZ-ABC: (70) 111,711; (81) 128,800

4 - HOUSEHOLDS:
City 80 Cen. 6,936
County 80 Cen. 14,181
CZ-ABC: (70) 6,156; (81) 7,300
RTZ-ABC: (70) 32,410; (81) 44,000
City & RTZ-ABC: (70) 38,566; (81) 51,300

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$91,745,759
Commercial	3	$131,223,000

6 - PASSENGER AUTOS: County 18,300

7 - ELECTRIC METERS: Residence 7,705

8 - GAS METERS: Residence 7,000

9 - PRINCIPAL INDUSTRIES: Industry Number of Wage Earners (Av. Wkly. Wage) - Shoes 542 ($160); Paper Box 182 ($160); Upholstered Furniture 209 ($160); Christmas Ornaments & Tree Stands 214 ($160); Machine Parts 96 ($240); Pallet Co. 30 ($160).
Principal Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-75; Summer 60-90; Fall 55-80; Winter 35-60. First killing frost, Oct. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center** - 5 blocks on Main St.; 4 on Broadway; 3 on Vine St.; 2 on Fifth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mansion Mall (20)	NA	Wal-Mart, Malone & Hyde Mkt.
Valley Plz. (31)	NA	Penney, Safeway, Newberry, Montgomery Ward
Poplar Bluff Square (12)	NA	Sniders, IGA, Big K

Stores Open Evenings : Downtown Fri.; Shpg. Ctr. Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores** - Roth's; Penney; Montgomery Ward; Newberry.
Variety Stores - Newberry.
Discount Stores : Wal-Mart; Big K; K mart.
Chain Supermarkets (CZ) : Safeway; Gowan's; Sniders IGA; Barnes Grocer Co. 2; Bigstar 2.
Other Chain Stores - Firestone; Goodyear; Singer Co.; Sears (catalog); Steven's Jewelers; Sherwin-Williams; J.C. Penney; Montgomery Ward; Oklahoma Tire and Supply; Libson Shops.

14 - NEWSPAPERS: AMERICAN REPUBLIC (e) 15,902; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert M. Wolpers, Pub., AMERICAN REPUBLIC, 208 Poplar St., Poplar Bluff, MO 63901 Tel. (314) 785-1414.
National Representative : Landon.

RICHMOND

1 - LOCATION: Ray County, E&P Map B-2 (In Kansas City, MO-KS SMSA). County Seat.

2 - TRANSPORTATION: **Railroads** : Grand Trunk Western.
Motor Freight Carriers : 1.
Intercity Bus Lines : Missouri Transit.

3 - POPULATION:
Corp. City 80 Cen. 5,499
SMSA 80 Cen. 1,327,020
County 80 Cen. 21,378
Demographic Information available from Mid America Regional Council, Kansas City, MO .

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4 - HOUSEHOLDS:
City 80 Cen. 2,246
County 80 Cen. 7,512
SMSA 80 Cen. 161,103

5 - BANKS: Commercial 2; Dep. $59,962,000

6 - PASSENGER AUTOS: County 11,165

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,225; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Howard Hill, Adv. Mgr., NEWS, 116 N. Main St., Richmond, MO 64085; Tel. (816) 776-5454.
National Representative : Missouri Press Serv.

ROLLA

1 - LOCATION: Phelps County, E&P Map C-3, County Seat. Education, industrial center and vacation resort. 63 mi. S of Jefferson City; 108 mi. SW of St. Louis. On State Hwy. 72, I-44 and U.S. Hwy. 63.

2 - TRANSPORTATION: Railroads : St. Louis-San Francisco (Frisco Lines - Main St. Louis to Southwest).
Motor Freight Carriers : 6.
Intercity Bus Lines : American; Frisco Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,303
County 80 Cen. 33,633

4 - HOUSEHOLDS:
City 80 Cen. 4,483
County 80 Cen. 11,509

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$8,000,000
Commercial	3	$58,705,000

6 - PASSENGER AUTOS: County 19,698

7 - ELECTRIC METERS: Residence 10,100

8 - GAS METERS: NA

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage - N.A.) - Shoes 450; Food 250; Bldg. Mat. 50; Govt. (ex. Post Office) 1,425.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-68; Summer 73-96; Fall 46-70; Winter 22-56. First killing frost, Oct. 15. Last Killing frost, Apr. 4.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center : 7 blocks on Pine St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hillcrest (5)	NA	Darr's Dept., Hillcrest Mkt.
Hillcrest S. (20)	NA	A&P
New Shopping Center	NA	Big Star, IGA, Carp Discount

Principal Shopping Days : Wed., Sat.
Stores Open Evenings : Fri., Sat.
Stores Open Sundays : Shopping Centers.

13 - RETAIL OUTLETS: Department Stores : Carp's; Sears; Montgomery Ward; J. C. Penney; Biedermann's.
Variety Stores : Woolworth's.
Discount Stores : Mohr's; Wal-Mart.
Chain Drug Stores : Walgreen; Rexall; Hillcrest 2.
Chain Food Supermarkets : A&P; Kroger; Big Star; IGA.

14 - NEWSPAPERS: NEWS (m-mon to fri) 8,255; (S) 8,455; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Edward W. Sowers, Pub., NEWS, 101 West 7th St, Rolla, MO 65401; Tel. (314) 364-2468.
National Representative : Missouri Press Serv.

ST. JOSEPH

1 - LOCATION: Buchanan County, (In St. Joseph, MO SMSA). E&P Map A-2, County Seat. Agricultural, Industrial, Livestock and Wholesale Center.

2 - TRANSPORTATION: Railroads - Atchison, Topeka & Santa Fe; Burlington Northern; Chicago & North Western; Missouri Pacific; Union Pacific.
Motor Freight Carriers - 32.
Intercity Bus Lines - Trailways Bus System; Greyhound; Trenton St. Joseph Coaches.

3 - POPULATION:
Corp. City 80 Cen. 76,691
CZ-ABC: (70) 80,741; (81) 85,000
RTZ-ABC: (70) 147,279; (81) 151,200
SMSA 80 Cen. 101,868
County 80 Cen. 87,888
City & RTZ-ABC: (70) 228,020; (81) 236,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 29,088
County 80 Cen. 32,917
SMSA 80 Cen. 37,849
CZ-ABC: (70) 27,759; (81) 33,800
RTZ-ABC: (70) 50,573; (81) 59,600
City & RTZ-ABC: (70) 78,332; (81) 93,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	9	$452,992,000
Sav. & Loan	6	$218,951,027

6 - PASSENGER AUTOS: Estimates. City 36,300; County 48,230

7 - ELECTRIC METERS: Residence 34,786

8 - GAS METERS: Residence 29,724

9 - PRINCIPAL INDUSTRIES: Industry, Number of wage earners - Manufacturing, durable goods: walnut, concrete, structural steel, wire rope, auto cables, hydraulic jacks, medical kits, fire fighting equipment, boats, electric signs 3,800; Nondurable goods: meat pkg. 600; dairy, bakery grains, candy, brewing 1,800; apparel and other products 1,000; chemicals and allied products 800; publishing, stationers, paper products 1,900; Nonmanufacturing; construction 2,000; transportation and utilities including railroads 2,100; wholesale trade 2,400; retail trade 6,500; Avg. weekly wage mfg. $289.
Principal Industrial Pay Days - Fri., 1 & 15.

10 - CLIMATE: Min. & Max. Temp. - Spring 10-92; Summer 45-102; Fall 18-91; Winter 8-60. First killing frost October 14. Last killing frost March 30.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 4th to 8th St.; Edmond to Francis St.
Neighborhood Shopping Centers - 26th and Frederick Ave. 7; Valley, 6,100 King Hill Ave. 25; Lake and Illinois 14; King Hill and Mo. 10; Maplewood Manor 12; Midland Shopping 4; Frederick Plaza 5, St. Joseph Ave. Mall 4; Woodlawn 10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belt Center (6)	HA	
Belt & Mitchell (22)	NA	TG&Y, Green Hills
East Hills (44)	NA	M. Ward, J.C. Penney, Skagg's, Safeway
East Ridge Vlg (14)	NA	
Hillcrest Plz. (7)	NA	Pick & Save, Half Price Store
King Hill Plz. (15)	NA	Kovac's, TG&Y
K mart Plz. (2)	NA	K mart, Save-Mart
Mart Plz. (13)	NA	Pier 1, Paris Plus
Northgate (11)	NA	A&P, Woolco

Principal Shopping Days : Sat., Mon., Thurs.
Stores Open Evenings : Fri. to 8:30 downtown. Food Mon. thru Sat. to 9, Sun. to 6.

13 - RETAIL OUTLETS: Department Stores - Townsend & Wall; United; Hirsch; Sears; Montgomery Ward; J.C. Penney.
Discount Stores : K mart; Woolco; Half Price Store.
Variety Stores - Kresge's; Woolworth; Mattingly Bros.; TG&Y.
Chain Drug Stores : Skaggs 2; Hermans 3; Meimed 3; Rexall.
Chain Supermarkets : A&P 2; Safeway 3; Thrift-Tee 5; Affiliated Supers 4; Green Hills 4; Drive-In 3; Thomas Mkts. 2; Save-Mart; 7-Eleven 3, Convenient Food Mart 4.
Other Chain Stores - Firestone; Goodyear; Goodrich; Russell Stover Candy; Douglas Optical; Duling Optical; King Optical; Zale's Jewelry; Cook Paint; PPG Industries; Sherwin- Williams; Father & Son Shoes; Butler Shoes; Kinney Shoes; Pay-Less Shoes; Steve's Shoes; Thom McAn; A.J. August; Singer; So-Fro Fabrics; Zercher Photo; Spiegel (Catalog); Sutherland Lumber.

14 - NEWSPAPERS: GAZETTE (m-mon to fri) 46,547; NEWS-PRESS (e-mon fri) 19,961; Comb. (m&e) 66,508; (m-sat) 49,808; (S) 50,782; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard A. Heath, Adv. Dir., NEWS-PRESS and GAZETTE, 9th & Edmond St, St Joseph, MO 64502; Tel. (816) 279-5671.
National Representative : Branham.

ST. LOUIS

1 - LOCATION: Independent City (In St. Louis, MO-IL SMSA). E&P Map D-3. Distribution center. In East-Central part of State near junction of Mississippi and Missouri Rivers. 285 mi. from Chicago; 242 mi. from Indianapolis; 229 mi. from Kansas City.

2 - TRANSPORTATION: Railroads - 16 Trunk Lines: B&O: C&EI, CB&Q, ICG; IT; C&NW; LN; MK&T; Mo.-Pac.; Rock Island; Conrail; N&W; St. L&SF; St. LSW; Southern; five shortline & railroads for switching only. 16 trunk lines, 132, 136 track mileage. St. Louis has most complete package car system for handling LCL freight.
Motor Freight Carriers - 350.
Freight Barge Lines - 13.
Intercity Bus Lines - 5.
Airlines - American, British Caledonian Airways, Delta, Eastern, Frontier, Midway, Northwest, Ozark, Republic, Texas International, TWA, USAir.

3 - POPULATION:
Corp. City 80 Cen. 453,085
PMA-ABC: (70) 2,410,163; (81) 2,351,500
County 80 Cen. 974,815
SMSA 80 Cen. 2,355,276
Demographic Information available from Newspaper. See Paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 178,048
County 80 Cen. 344,870
SMSA 80 Cen. 837,797
PMA-ABC: (70) 749,860; (81) 830,800

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	32	$6,512,000,000
Commercial	188	$11,672,000,000

6 - PASSENGER AUTOS: Co. 725,138

7 - ELECTRIC METERS: Res. City & Co. 499,000

8 - GAS METERS: Res. City & Co. 494,203

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners Total Mfg. 256,400; Food and Kindred Prod. 18,200; Misc. Textiles 500; Apparel 10,300; Lumber and Wood Products 2,500; Furniture and Fixtures 3,700; Paper & Allied Prod. 6,300; Printing & Publishing 14,900; Chemicals 16,400; Petroleum 3,100; Rubber & Plastic Products 3,900; Leather 5,200; Stone, Clay and Glass 8,200; Primary Metals 21,700; Fabricated Metal Products 26,100; Machinery (ex. elect.) 20,400; Electrical Equip. 14,500; Transportation 55,400; Instruments & Related Products 2,700; Misc. Manuf. 22,400; Retail and Wholesale Trade 189,700; Selected Services 68,000.
Principal Pay Days - Bldg. Fri.; Railroads 10 & 25.

10 - CLIMATE: Min. & Max. Temp. - Spring 46-64; Summer 68-86; Fall 49-67; Winter 26-42.

11 - TAP WATER: City of Louis and St. Louis County - Alkaline, moderately hard; fluoridated. East St. Louis, Belleville, Madison, Venice and Granite City, Illinois - Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Areas - Alton Square, Ballwin Plaza, Chesterfield Mall, Concord Plaza, Crestwood Plaza, Cross Keys, Eastgate Plaza, Florissant Meadows, Grandview Plaza, Grasso Plaza, Hampton Village, Jamestown Mall, Mark Twain, Nameoki Village, Normandy S.C., Northland, Northwest Plaza, Plaza Frontenac, River Roads, St. Clair Square, South County Center, Town & Country Mall, Village Square, Warson Village, West County Center, Westroads.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Downtown - Mon., Thurs.; Suburban - Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Famous Barr 12; Alton Square, Clayton, Crestwood, Downtown, Northland, Northwest Plaza, Plaza Frontenac, St. Clair Square, South County, Southtown, Warehouse, West County. Stix, Baer & Fuller 9: Chesterfield Mall, Crestwood Plaza, Downtown, Jamestown Mall, NorthwestPlaza, River Roads, St. Clair Square, South County, Warehouse, Sears Roebuck 10, Chesterfield Mall, Crestwood Plaza, Jamestown Mall, Northwest Plaza, South Grand, Alton Square, St. Clair Square, Warehouse, Arnold Catalog Store, Edwardsville Catalog Store. J.C. Penney 11: Alton Square, Cherokee, Grandview Plaza, Hampton Village, Mark Twain, Northwest Plaza, River Roads, South County, St. Clair Square, Town & Country Mall, West County Center.
Variety Stores - Woolworth 17; Kresge 4; Ben Franklin 17.
Discount Stores - Grandpa's 5; K mart 18; Target 10; Venture 10.
Chain Drug Stores - Gasen 19; Glaser 20; Kare 10; C.F. Knight 5; Medicare 30; Walgreen 33; Schnuck-Foodtown Medi-Mart 6; Leader 3.
Chain Supermarkets - AG 172; Aldi Discount Foods 12; Dierberg's 6; Flotken's 1; General Grocer 96; Kroger 48; IGA 52; Jay-Bee/Liberty 3; National 31; Schnuck's 50; Tom-Boy 33.
Other Chain Stores - Aronsons 3; Boyds 7 (¢2 subway shops); Central Hdwe 11; Firestone 15 (¢1 warehouse); Florsheim 7; Garland's 5; BF Goodrich 1; Golde's 1; Goodyear 18; Hill-Behan 16; Lane Bryant 6; Litson 13; Richman Brothers 3; Western Auto 8; Wolff's 5; Brooks Brothers 1; Harveys 1; Jeans West 8; The Limited 8; Montaldo's 1; Neiman-Marcus 1; J. Riggins 5; Saks Fifth Avenue 1; Union Jack 8; Helen Wolff 2; Casual Corner 8; Marshall's 3; Fashion Gal 21; Carafiols 2; Craig 1; Crossroads 1; Fair Mercantile 1; Franklin Union 5; Lammert's 3; Levitz 1; Pat Riley 7; Rothman 3; Tipton Electric 10; Wickes 1; Wood Works 4; Gucci 1; Radio Shack 33; Coats 'n Things 5; Albert's 4; Pier One 4.

14 - NEWSPAPERS: GLOBE-DEMOCRAT (m-mon fri) 256,226; (weekend) 250,815; Mar. 31, 1981 ABC. POST-DISPATCH (e-mon to fri) 244,599; (e-sat) 159,575; (S) 436,298; Mar. 31, 1981 ABC. COUNTIAN, (m-tues to sat) 1,982; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Edward Newsome, Adv. Sales Mgr., POST-DISPATCH/GLOBE DEMOCRAT, 900 N Tucker Blvd, St. Louis, MO 63101; Tel. (314) 622-7000. Sue Voorhees, Adv. Mgr., COUNTIAN, 8003 Forsyth Blvd, St Louis, MO 63105; Tel. (314) 727-6111.
National Representatives : GLOBE-DEMOCRAT, Newhouse; POST-DISPATCH, Newhouse, Leonard; COUNTIAN, Missouri Press Serv.

SEDALIA

1 - LOCATION: Pettis County, E&P Map B-3, County Seat. Industrial and agricultural center. On U.S. Hwys. 50, 65; 65 mi. West of Jefferson City; 93 mi. East South East of Kansas City.

2 - TRANSPORTATION: Railroads - Missouri Pacific; Missouri-Kansas-Texas.
Motor Freight Carriers - 6.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,927
CZ-ABC: (70) 22,847; (81) 21,800
RTZ-ABC: (70) 66,291; (81) 78,500
County 80 Cen. 36,378
City & RTZ-ABC: (70) 89,138; (81) 100,300

4 - HOUSEHOLDS:
City 80 Cen. 8,589
County 80 Census 13,839
CZ-ABC: (70) 8,260; (81) 9,100
RTZ-ABC: (70) 21,803; (81) 30.100
City & RTZ-ABC: (70) 30,063; (81) 39,200

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$236,000,000
Commercial	5	$187,280,000

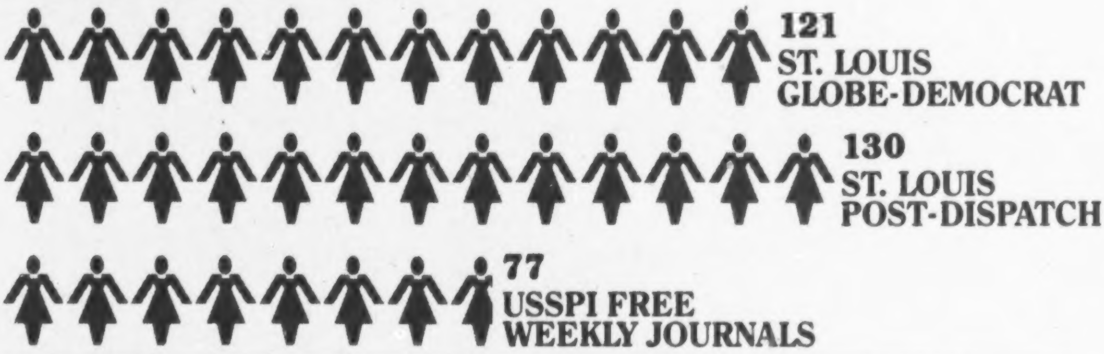
ST. JOSEPH
KANSAS
MISSOURI

THE ONLY SINGLE MEDIUM
Giving Effective Coverage of Northwest Missouri and Northeast Kansas
The Largest Outside Daily Newspaper Reaches Only 5%
ST. JOSEPH NEWS-PRESS
St. Joseph Gazette
St. Joseph, Missouri
Represented by Branham Newspaper Sales

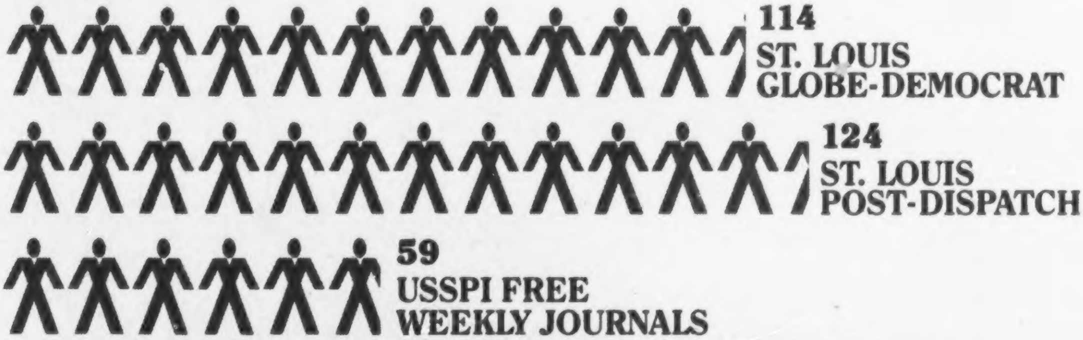
Waste not. Want not.

A graphic comparison of paid circulation vs. free distribution.
And how the Post and Globe can keep you from
wasting your breadth in St. Louis.

WOMEN Readers per 100 copies



MEN Readers per 100 copies



What common sense always told you, the facts now prove: when people pay for a paper, they read it; when they get it free, you take your chances. So unless you're looking for coverage at any cost, spend your dollars in St. Louis where they'll be seen, not thrown away.

The basic Post and Globe numbers: 989,000 net unduplicated adult readers.
The cost-per-thousand saving versus the give-away journals: 12%.

ST. LOUIS POST-DISPATCH
an independent newspaper

St. Louis Globe-Democrat
an independent newspaper

Represented nationally by Newhouse Newspapers.

Sources: Scarborough 1980, USSPI national rate card, 3/3/80. CPM basis: 1000-line ad. 5000 line rate, based on ADI readership.

6 - PASSENGER AUTOS: County 21,947

7 - ELECTRIC METERS: Residence 10,116

8 - GAS METERS: Residence 9,456

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – R.R. 175 ($280); Glass 205 ($225); Textile 410 ($175); Shoes 345 ($195); Utilities 265 ($245); Road Construct. 350 ($245); Metal Processing 350 ($190); Elec. Motor Housewares 525 ($145); Dairy Proc. 125 ($130); Photo Proc. 150 ($190); Truck Bodies 225 ($220); Disinfectants 110 ($200); Steel Rope-Cable 200 ($245); Alum. Cable 300 ($225); Chemicals 35 ($200); Auto Wheels 210 ($215); Ind. Air Compres. 100 ($215); Metal Tool Boxes-Chests 275 ($220); Prtg.-Publ. 115 ($230); Civ. Emp. WAFB 300 ($210); City, County, State & Fed. Emp. 275 ($230).

10 - CLIMATE: Average Temp. – Spring 64; Summer 74; Fall 44; Winter 34. First killing frost, Oct. 10. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; flouridated.

12 - RETAILING: **Principal Shopping Center** – 8 blocks on Ohio St.; 4 on Main St.; 5 on Osage St.; 4 on Second St.; 3 on Third St.
Neighborhood Shopping Centers : Fifth and Engineers Sts.; 3 blocks on West 16th (Vermont to Grand); 12 blocks on South Limit Ave. (Broadway to 20th St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thompson Hills (20)	2	J.C. Penney, Roth's Consumers, Walmart, Skagg's, TG&Y
State Fair (28)	2	Bings, K mart, Gambles, Sherwin-Williams, Radio Shack
Consumer's	4	Consumer's, TG&Y

Principal Shopping Days : Fri., Sat., Mon.
Stores Open : Mon. & Fri. Evg.; Food Sun.

13 - RETAIL OUTLETS: Department Stores – C. W. Flower; J. C. Penney; Montgomery Ward; Roth's; K mart; TG&Y Family Center.
Discount Stores : Sedalia Factory Outlet (Shoes); Jupiter; Walmart; Kings Court Clothing.
Variety Stores – TG&Y 2.
Chain Drug Stores : Skagg's, Bings Rexall 2.
Chain Supermarkets : Consumer's 2; Bing's 2; IGA Super; Safeway; Quick Chek; Aldis.
Other Chain Stores – Sears; Singer Co.; Connor-Wagoner; Cook's Paint; Firestone; Goodyear; Marie Norman; House of Fabrics; Lee Shoes; Westlake Hardware; Western Auto; Otasco Auto; Sherwin-Williams Paint; Volume Shoe; Sutherland Lumber; Carnation Country Store; Herrman Lumber; Neddlewoman Fabrics.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 15,141; (S) 16,233; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don Alexander, Adv. Mgr., DEMOCRAT, 7th & Massachusetts, Sedalia, MO 65301; Tel. (816) 826-1000.
National Representative : Southwest Dailies.

SIKESTON

1 - LOCATION: Scott County, E&P Map D-4. Trade center, grain & cotton market. Midway bet. St. Louis and Memphis. U.S. Hwys. 60, 61, 62; Interstate 55 & 57.

2 - TRANSPORTATION: Railroads – Frisco; Missouri Pacific.
Motor Freight Carriers – 7.
Intercity Bus Lines – Greyhound; St. Louis-Cape; Connor.

3 - POPULATION:
Corp. City 80 Cen. 16,736
CZ-ABC: (70) 14,699; (81) 18,900
RTZ-ABC: (70) 71,231; (81) 73,700
County 80 Cen. 39,647
City & RTZ-ABC: (70) 85,930; (81) 92,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,344
CZ-ABC: (70) 4,840; (81) 7,200
RTZ-ABC: (70) 22,719; (81) 27,200
County 80 Cen. 13,967
City & RTZ-ABC: (70) 27,559; (81) 34,400

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$288,830,304
Commercial	3	$151,583,266

6 - PASSENGER AUTOS: County 23,483

7 - ELECTRIC METERS: Res. 6,206

8 - GAS METERS: Residence 4,981

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Food 200 ($130); Lock 292 ($130); Milk Cartons 125 ($150); Wooden Pallets 116; Wooden Organ Cabinets 200; Concrete Block 520; Bakery Prod. 130; National Lock 290 ($160); Leather Jackets; Plastic Wire & Cable 118; Gold Bond Ice Cream; Wold Shoe Co.
Principal Industrial Pay Days : Fri., 1 & 15.

10 - CLIMATE: Spring 58; Summer 78; Fall 61; Winter 38.

11 - TAP WATER: Alkaline, hard (8 gpg).

12 - RETAILING: Principal Shopping Center – 2 blocks on Front St.; 2 on Center; 2 on New Madrid St.; 2 on Kings.
Neighborhood Shopping Centers : U.S. Hwy. 61 South (S. Kings Highway); U.S. Hwy. 62-East (Malone Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kingsway Plaza (45)	NA	TG&Y, Piggly Wiggly, J.C. Penney, Eubank Finney
Mid-Towner Village (45)	NA	Wal-Mart, Sears, P.N. Hirsch, Goodyear
Kingway Shops (15)	NA	Kroger
North Main Port (12)	NA	

Principal Shopping Days : Fri., Sat., Mon., Thu.

13 - RETAIL OUTLETS: Department Stores – Buckner Ragsdale; LaPetite; J. C. Penney; Accent Shop; P.N. Hirsch; Eubank Finney; Falkoffs; Jean Allen's; Golde's.
Discount Stores : Humestead; Wal-Mart; Dollar General; Mills Dist.; Riverside Lumber Inc.; Moore's Firestone.
Chain Drug Stores : Osco 1; Super D 1.
Chain Food Supermarkets : IGA; Lindsey's M&H; Kroger; Piggly Wiggly; Stan's; L&M Big Star.
Other Chain Stores – Goodyear; Malone & Hyde; Sears; Montgomery Ward; Mode O'Day; Baskin-Robbins; Radio Shack; TG&Y; Bresler's; Singer; Otasco.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 11,522; (S) 11,590; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Homer Stallings, Adv. Dir., STANDARD, 205 S New Madrid, Sikeston, MO 63801; Tel. (314) 471-1137.
National Representative : Landon.

SPRINGFIELD

1 - LOCATION: Greene County (SMSA). E&P Map B-4, County Seat. Shipping, wholesale, distribution, manufacturers, agricultural and dairying center. On Interstate Hwy. 44. U.S. Hwys. 60, 65, 66, 160, 266 and State Hwy. 13. In Southwestern part of the State; 185 mi. SE of Kansas City, 221 mi. SW of St. Louis; 302 mi. NW of Memphis, Tenn.

2 - TRANSPORTATION: Railroads : Burlington-Northern; Missouri Pacific.
Motor Freight Carriers – 30.
Intercity Bus Lines – Continental Trailways; Jefferson Transit; Greyhound; Sunnyland Stages; M.K.O.; Missouri Transit; Ark-Mo Coach Lines.
Airlines – Ozark.

3 - POPULATION:
Corp. City 80 Cen. 133,116
CZ-ABC: (70) 120,096; (81) 137,200
RTZ-ABC: (70) 273,482; (81) 365,700
SMSA 80 Cen. 207,704
County 80 Cen. 185,302
City & RTZ-ABC: (70) 393,578; (81) 502,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 51,702
County 80 Cen. 69,199
SMSA 80 Cen. 77,178
CZ-ABC: (70) 41,009; (81) 56,000
RTZ-ABC: (70) 94,191, (81) 143,200
City & RTZ-ABC: (70) 135,200; (81) 199,200

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	7	$686,677,000
Commercial	9	$899,793,000

6 - PASSENGER AUTOS: County 97,548

7 - ELECTRIC METERS: Residence 56,409

8 - GAS METERS: Residence 50,123

9 - PRINCIPAL INDUSTRIES: Clothing; Furniture; Paper Cups & Containers; Tablets & Pub.; Dairy Products; Auto Trailers & Truck Beds; Railroad Equipment; Agricultural Products; Food Processing; U.S. Govt. Offices; Chemical Products; Meat Packing; Fabricated Metals; Rubber V. Belts; Paint; Shoes; Boats; Candy; Electronics; Fractional Hp. Motors; Color Television; Apparel; Textiles; Paper Products; Publishing; Lumber; Plastics; Optical Pdts.; Prestressed Concrete.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers – Battlefield Mall; Downtown Park Central Mall; North Town Mall; Plaza Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Mall (60)	NA	Dillards, Penney's, Wards Heer's
Battlefield Sq.	NA	Venture
Brentwood (42)	NA	Cloth World, Western Auto, House of Sound
Country Club (15)	NA	Consumers, Ben Franklin
Crighton Ctr. (8)	NA	Crighton Supply
Downtown Park Central (58)	NA	Sears, Levy-Wolf, Jupiter and Heer's
Fremont Center (15)	NA	Athletic Attic, Rag Merchants
Glen Isle (15)	NA	Ed. V. Williams, Missouri Mill
Hil Cres (7)	NA	Consumers
K mart (10)	NA	K mart, Consumers
North Town Mall (40)	NA	Wal-Mart, Consumers, Osco Drug
Old Town (16)	NA	Ethan Allen Carriage House
Parkcrest (16)	NA	Consumers
Plaza (125)	NA	Freeman's, Billies
Plaza Tower's Ctr. (25)	NA	Miss Mizzou
Southern Hills (35)	NA	Consumers, Ben Franklin
Tiffany Sq. (40)	NA	Dale's Farm Market
Town & Country (25)	NA	Dillons
Village (12)	NA	Sears
Wedgewood (10)	NA	Machino's Hardware, Consumers
Commercial St. (100)	NA	

Principal Shopping Days : Mon., Thu., Fri., and Sat.
Stores Open Evenings : Mon., and Fri., Battlefield Mall open 6 nights.
Stores Open Sundays : Food, Drug & Discount Houses.

13 - RETAIL OUTLETS: Department Stores – Busy Bee 2; C. R. Anthony; Dillard's; Heers, Inc. 2 (Allied Unit); J. C. Penney; Levy-Wolf; Newman's; Montgomery Ward; Sears Roebuck; Golde's.
Catalog – Sears, Montgomery Wards, Service Merchandise, Penney's.
Variety Stores : Woolworth; Ben Franklin; Jupiter.
Discount Stores : Skaggs 2; Barnes General Store; Venture; Farmers Market, K mart (2); Wal-Mart (3); Service Merchandise.
Chain Drug Stores : Skaggs 3; Osco 2; Medicare Pharmacy 3; Gordon Rexall 1; Cotter's Rexall 1; Grove Pharmacy 3; Venture Drugs; Pay-Rite.
Chain Food Supermarkets : Safeway 1; Rameys 4; So-Lo 8; Dillons 3; Smitty's 2; Consumers 11.
Other Chain Stores : Auto Supplies: Western Auto 1 2; Goodyear 3; Goodrich; Firestone; Stinger's 5; O'Reilly Auto 8; Otasco 5; Midas Muffler 2; Shoes: Allen Barker's 1; Dryer-Williams 4; Pay-Less 2; Kinney's 2; A. S. Beck; Quali-Craft; Thom McAn; Jarmen; Edison. Women's Apparel; Farris 3; Sherman Shops; Paris Shops; Libson's Claridge; Stuarts; Cook Paint & Varnish; Russell Stover; Jewelry & Optical: Hess & Culbertson; Zale Jewelry 3; Douglas Optical 2; Pearl Optical 2; King Optical; The Spec Shop; Fuggit. Furniture: Edward Keith; Mulhollan's; Sedgewick's; Gilbert; Wheeler's; Ethan Allen Carriage House. King Comfort; La-Z-Boy; Factory Furniture World.

14 - NEWSPAPERS: NEWS (m-mon to fri) 36,383; LEADER & PRESS (e-mon to fri) 36,823; Comb. (m&e) 73,206; NEWS & LEADER (m-sat) 67,205; (S) 82,873; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Michael Blasi, Ret. Adv. Mgr., NEWS and LEADER & PRESS, 651 Boonville, Springfield, MO 65801; Tel. (417) 836-1100.
National Representative : Gannett.

TRENTON

1 - LOCATION: Grundy County, E&P Map B-2, County Seat. Agricultural and residential center: 104 mi. NE of Kansas City; 81 mi. NE of St. Joseph in North Central part of State. On U.S. Hwy 65 and State 6.

2 - TRANSPORTATION: Railroads – Chicago and Northwestern.
Motor Freight Carriers – 3.

3 - POPULATION:
Corp. City 80 Cen. 6,811
County 80 Cen. 11,959

4 - HOUSEHOLDS:
City 80 Cen. 2,957
County 80 Cen. 4,866

5 - BANKS: Comm. 4; Est. Dep. $103,846,000

6 - PASSENGER AUTOS: County 7,339

7 - ELECTRIC METERS: Town & Co. 6,723

8 - GAS METERS: 3,691

9 - PRINCIPAL INDUSTRIES: Dairies; R.R. Terminal Pt.; Bakery; Cement & Sand Prod.; Tractor Parts & Service; Vaults & Bldg. Matls; Farm Prp Pdts.; Foods; Chemicals; Meat Processing (600 emp.); Radiator Mfg. (250 emp).
Principal Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 32-90; Summer 70-103; Fall 50-93; Winter -10-55. First killing frost, Oct. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Shopping Center – Eastgate (15 stores – Hirsch Dept., Hy-Vee Foods, IGA Foodliner, Gamble's, Matco Family Ctr., Ben Franklin, J.C. Penney).
Principal Shopping Days : Wed., Thu., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores – J. C. Penney; Hirsch's; Gambles; Ben Franklin; Sears (catalog); Montgomery Ward (catalog).
Discount Stores : Gibson's.
Chain Drug Stores – Mart Cut Rate; Ben Franklin.
Chain Food Supermarkets – Hy-Vee; IGA Foodliner.

14 - NEWSPAPERS: REPUBLICAN-TIMES (e) 4,757; sworn Mar 31, 1981.
Local Contact for Advertising and Merchandising Data: Wm. O. Lenhart, Pres., REPUBLICAN-TIMES, 122 E Eighth St, Trenton, MO 64683; Tel. (816) 359-2212.
National Representative : Missouri Press Serv.

WARRENSBURG

1 - LOCATION: Johnson County, E&P Map B-3, County Seat. Agricultural. Central Missouri State University and Missile Center. On U.S. 50 Hwy.; State Hwy. 13; 50 mi. E. of Kansas City; 90 mi. W. Jefferson City.

2 - TRANSPORTATION: Railroads – Mo. Pac. RR (pass & frgt.).
Motor Freight Carriers – 2.
Intercity Bus Lines – Continental Trailways.
Airlines – Non-scheduled flights only.

3 - POPULATION:
Corp. City 80 Cen. 13,807
CZ-ABC: (70) 13,125; (81) 13,900
RTZ-ABC: (70) 21,047; (81) 25,800
County 80 Cen. 39,059
City & RTZ-ABC: (70) 34,172; (81) 39,700

4 - HOUSEHOLDS:
City 80 Cen. 4,100
County 80 Cen. 12,539
CZ-ABC: (70) 3,520; (81) 4,300
RTZ-ABC: (70) 6,314; (81) 8,800
City & RTZ-ABC: (70) 9,834; (80) 13,100

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$33,452,066
Commercial	2	$76,234,000

6 - PASSENGER AUTOS: County 17,316

7 - ELECTRIC METERS: Residence 6,128

8 - GAS METERS: Residence 5,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Uniforms 482 ($120); Harmon Industries ($120).
Principal Industrial Pay Days : Sat. and Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 40-70; Summer 60-102; Fall 40-80; Winter – 2-50. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard; flouridation 0.55.

12 - RETAILING: Principal Shopping Center – blocks on Holden St., Pine St., Culton St., Washington, Railroad St.
Neighborhood Shopping Centers – Business Rt. 50, 6 blocks; South Maguire, 4 near College Plaza.
Nearby Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Mall	NA	Bi-Lo
Northpark (16)	2	TG&Y
Wal-Mart	NA	Wal-Mart

Principal Shopping Days : Sat., Thu., Wed., Mon.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores – Foster's; Connor-Wagoner; Russell Bros.; Vernaz; Coast-To-Coast; Suzanne's; TG&Y; Wal-Mart.
Variety Stores – TG&Y; Wal-Mart.
Chain Drug Stores : Cripps.
Chain Food Supermarkets : Bi-Lo 2; Safeway; IGA; Quick Trip; U-Totem.
Other Chain Stores – Sears; Ward's; Payless Shoes.

14 - NEWSPAPERS: STAR-JOURNAL (e-mon to fri) 5,177, Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don Kirkpatrick, Adv. Dir., STAR-JOURNAL, 135 East Market, Warrensburg, MO 64093; Tel. (816) 747-8123.
National Representative : Missouri Press Serv.

WAYNESVILLE

1 - LOCATION: Pulaski County, E&P Map B-4. County agricultural center; in center of State. 75 mi. NE of Springfield; on U.S. I-44; State 17 & 133.

2 - TRANSPORTATION: Railroads : St. Louis-San Francisco.

3 - POPULATION:
Corp. City 80 Cen. 2,879
County 80 Cen. 42,011

4 - HOUSEHOLDS:
City 80 Cen. 1,087
County 80 Cen. 10,525

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commerical	2	$18,000,000

6 - PASSENGER AUTOS: County 21,089

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Located next to Ft. Leonard Wood Military Base; Farming Corn & Wheat.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-75; Summer 70-100; Fall 30-75; Winter 0-70. First killing frost Oct. 15. Last killing frost, Apr. 3.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: FORT GATEWAY GUIDE (e-mon to fri) 4,924; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Larry W. Freels, Gen. Mgr., FORT GATEWAY GUIDE, Box 578, Waynesville, MO 65583; Tel. (314) 336-3711.
National Representatives : Missouri Press Serv.; Amer. Newspaper Rep.

WEST PLAINS

1 - LOCATION: Howell County, E&P Map C-4, County Seat. Shipping and wholesale center; agriculture, dairy, and oak lumber area. S Central part of State; 270 mi. from Kansas City; 215 mi. from St. Louis; 115 mi. from Springfield; 170 mi. from Memphis; 190 mi. from Little Rock. On U.S. Hwys. 63, 160; State Hwys. 14, 17.

2 - TRANSPORTATION: Continental Trailways; 2 charter planes; 3 Motor Freight Carriers.

3 - POPULATION:
Corp. City 80 Cen. 7,741
County 80 Cen. 28,807
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,232
County 80 Cen. 10,759

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$118,546,000
Sav. & Loan	2	$234,446,918

6 - PASSENGER AUTOS: County 14,789

7 - ELECTRIC METERS: Residence 3,239

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Shoes 565 ($150); Sawmill 436 ($136); Woodworking 153 ($138); Truck Bodies 345 ($195); Electrical 595 ($162); Sales and Service 1,250 ($147); Beef cattle and feeder pigs, annual sales $26,739,900.
Principal Industrial Pay Days - Fri., Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-75; Summer 62-106; Fall 30-75; Winter 0-70. First killing frost, Oct. 17. Last killing frost, Apr. 9.

11 - TAP WATER: Neutral, hard; chlorinated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Court Sq.; 1 on S. Main; 4 on West Main; 3 East Main; 3 Wash. Ave.; 2 W. Broadway; 4 Hwy. 63 N.

Shopping Centers : Park-Way (20 stores); West Main Plaza (15 stores); Southern Hills, West 160 (15 stores).

Principal Shopping Days : Sat., Mon.
Stores Open Evenings : Parkway Shopping Center, Southern Hills Shopping Center; Magic-Mart, on the Square.

13 - RETAIL OUTLETS: Department Stores : C. R. Anthony's; Aid's; Grisham's; P.N. Hirsch; Marx; Richards Bros. Dry Goods; Padgett Hardware; J. W. Mushrush and Co.
Discount Stores : Magic-Mart; West-Gibson; Wal-Mart; Discount Mart.

Chain Drug Stores : Wilke Walgreen; Red Apple Rexall.
Chain Food Supermarkets : Nu-Way; Richards Bros. 6; Ramey's Foodland; Consumers; Stanley's Thriftway Foodliner; Tru Buy Discount Foods.

Other Chain Stores : Auto Supply; Firestone; Goodyear; Midwest; Otasco; Sears; Montgomery Ward; P.N. Hirsch.

14 - NEWSPAPERS: QUILL (e-mon to fri) 8,799; sworn March 31, 1981.
Local Contact for Advertising and Merchandising Data: Judith Hurler, Adv. Mgr., QUILL, 125 Jefferson, West Plains, MO 65775; Tel. (417) 256-9191.
National Representative : Missouri Press Serv.

MONTANA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Billings - Yellowstone County.
Great Falls - Cascade County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**
Under 5 Years	57	64
5-14 Years	151	123
15-24 Years	122	149
25-44 Years	155	221
45-64 Years	141	145
65 and Over	68	85
TOTAL	694	787

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1982 Estimate**
Bldg. Mat./Hdwr	137	260	387
Genral Mdse	140	245	357
Food	357	599	984
Automobiles	340	604	812
Gasoline Stations	150	272	554
Apparel	80	137	200
Furniture	65	122	186
Eat-Drink Places	153	275	452
Drugs	56	99	160
TOTAL	1,613	2,848	4,516

ANACONDA

See BUTTE

BILLINGS

1 - LOCATION: Yellowstone County (SMSA), E&P Map D-3, County Seat. Shipping, small mfg. Oil exploration, supply and refining, Transportation Center, Agricultural, Livestock Shipping & wholesaling Center. On U.S. Hwys. 10, 12, 87, 310; I-90 and 94; 900 mi. W of Minneapolis; 600 mi. NNW of Denver; 600 mi. NNE of Salt Lake City; and 560 mi. SE of Spokane.

2 - TRANSPORTATION: Railroads - Burlington Northern.
Motor Freight Carriers - 81.
Intercity Bus Lines - Trailways; Greyhound; Rimrock Stages; Missouri Valley Trails.
Airlines - Northwest; Western; Frontier 1; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 66,798
CZ-ABC: (70) 74,848; (81) 93,700
RTZ-ABC: (70) 143,782; (81) 172,300
County/SMSA 80 Cen. 108,035
City & RTZ-ABC: (70) 218,630; (81) 266,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 26,265
County/SMSA 80 Cen. 39,891
CZ-ABC: (70) 23,838; (81) 34,300
RTZ-ABC: (70) 45,813; (81) 63,000
City & RTZ-ABC: (70) 69,651; (81) 97,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	10	$661,719,000
Sav. & Loan	2	$252,947,000

6 - PASSENGER AUTOS: County 77,000

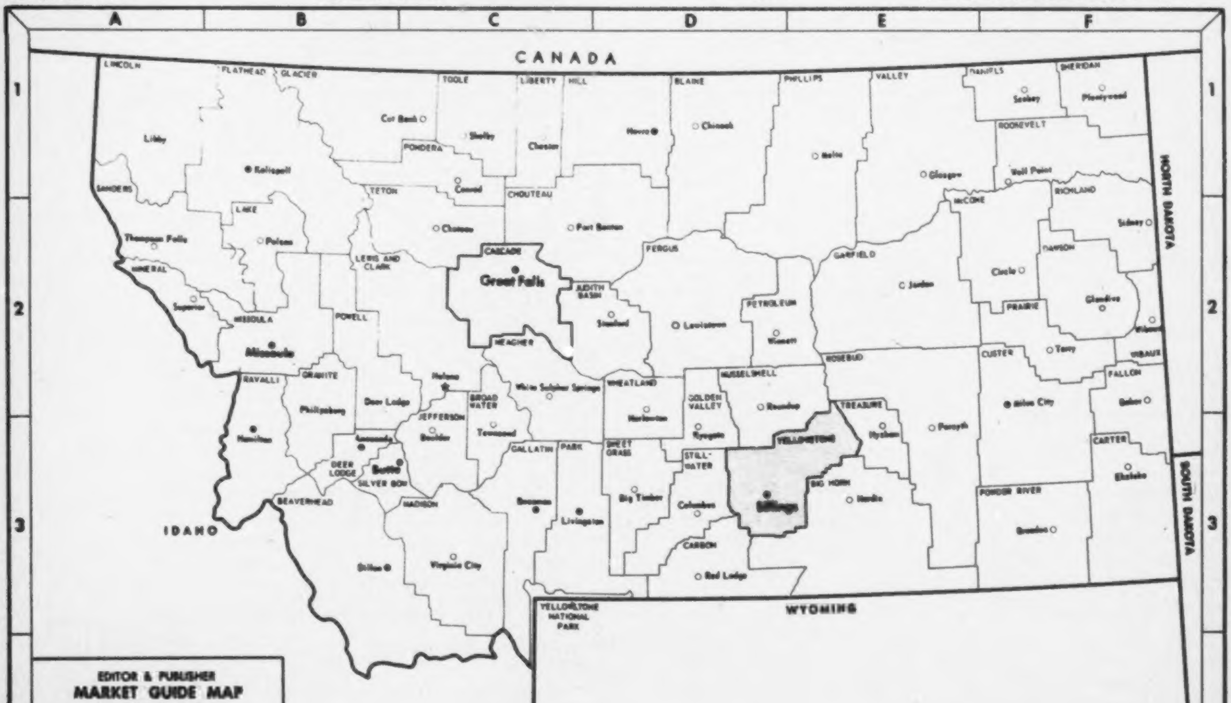
7 - ELECTRIC METERS: Residence 31,314

8 - GAS METERS: Residence 28,599

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Const. 2,200 ($368); Mfg. 11,500 ($373); Trans., Comm., Pub. Utilities 4,800 ($349); Trade 16,200 ($151); Finance, Real Estate, Ins. 2,300 ($161); Services 10,200 ($140); Gov. 7,500 (N.A.).
Principal Pay Days : 1st & 15th; RR 5th & 20th.

10 - CLIMATE: Min. & Max. Temp. - Spring 43-67; Summer 55-82; Fall 28-48; Winter 17-36. First killing frost, Sept. 25. Last killing frost, May 15.

11 - TAP WATER: Alkaline; very soft in spring and summer; very hard in winter. Not fluoridated.



12 - RETAILING: Principal Shopping Centers - 2 blocks on N. 27 St.; 1 on S. 27 St.; 5 on N. Bway.; 4 on N. 29 St.; 2 on S. 29 St.; 3 on N. 30 St.
Neighborhood Shopping Centers : Thirteenth St. & Grand Ave.; Billings Heights; 1st St. W. at Cook Ave.; 10th St. W. on Broadwater Ave.; 24th St. W. & Cental; 13th & 16th St. W. & Grand Ave.; Wicks Lane & Highway 10E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Evergreen	2	Odegaard's
Vet's Park	1	Bob's IGA
Broadwater	1	Kuchera Furniture
Westgate	2	Kon's Sooper
Four Seasons	3	Heights, IGA, Western Drug
Big 'B'	2	Buttrey's, Jewel Cos.
West Park	2	Albertson's, Sears
Buttrey-Osco	1	Buttrey's, Osco
K mart	4	K mart
LaBelle's	4	LaBelle's
Rimrock Mall	4	Hennessy's, Wards, Denver

Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores - Hart Albin; Cole's; J.C. Penney; Anthony's; Sears; Hennessy's; Montgomery Ward; Herberger's; The Denver.
Chain Drug Stores : Skagg's 3; Odegaard.
Variety Stores - Woolworth; Kresge.
Discount Stores : Gibson's 2; K mart; LaBelle's.
Chain Supermarkets : Albertson's 2; Buttrey's 4; Safeway 4; K mart; Kon's Soopers 3; Western Warehouse. 12 independent supermarkets.
Other Chain Stores - Gambles; Singer Co.; Goodyear; Firestone; Sherwin-Williams; Marshall-Wells; Columbia Paint; Kinney's; Scheel's Hdwr.; Big Bear; Diana Shops; Three Sisters; Schiff's; Mode O'Day; K-G Men's; S&H Green Stamps; Discount Fabrics; House of Fabrics; Zales Jewelry; Baker Shoes; Sweetbriar; Dahle's; Stevenson's; Peck & Pecks.

14 - NEWSPAPERS: GAZETTE (m) 60,535; (S) 62,622; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: A.C. Focht, Nat. Adv. Mgr., GAZETTE, 401 N. Broadway, Billings, MT 59103; Tel. (406) 657-1351.
National Representative : Branham.

BOZEMAN

1 - LOCATION: Gallatin County, E&P Map C-3, County Seat. Southcentral part of State. Shopping; Wholesale; small mfg.; University; small grain and hay farming; livestock; tourist and ski center; lumbering; 85 miles E of Butte; 146 miles W of Billings on Interstate 90; Highways 10 and 191.

2 - TRANSPORTATION: Railroads - Burlington Northern; Union Pacific (CMStP&P).
Airlines - Northwest Orient; Frontier.
Motor Freight Carriers : 4.
Intercity Bus Lines : Greyhound; Belt Mountain Stage.

3 - POPULATION:
Corp. City 80 Cen. 21,645
CZ-ABC: (70) 21,675; (81) 26,700
RTZ-ABC: (70) 12,809; (81) 19,800
County 80 Cen. 42,865
City & RTZ-ABC: (70) 34,484; (81) 46,500

4 - HOUSEHOLDS:
City 80 Cen. 7,512
County 80 Cen. 14,923
CZ-ABC: (70) 6,378; (81) 9,100
RTZ-ABC: (70) 4,053; (81) 7,000
City & RTZ-ABC: (70) 10,431; (81) 16,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$172,481,000
Sav. & Loan	3	$87,000,000

6 - PASSENGER AUTOS: County 25,920

7 - ELECTRIC METERS: Residence 8,166

8 - GAS METERS: Residence 6,344

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Forest Prod. 450 ($185); Electronics ($185); Heavy Construction 400 ($255); Cement 110 ($235); University 700 ($165).
Principal Pay Days : 1st & 15th

10 - CLIMATE: Min. & Max. Temp. - Spring 26-80; Summer 39-90; Fall 34-76; Winter 14-50.

11 - TAP WATER: Aklaline, 2 sources hard; 1 source soft.

12 - RETAILING: Principal Shopping Center - 8 blocks on Main St. and 2 N and S of Main; 11 on N. 7th; West Main from 10th to 20th Sts; Main Mall and University Shopping Center W. edge of town.
Neighborhood Shopping Centers - College St. at 8th & 9th.
Principal Shopping Days : Tues., Fri., Sat.
Stores Open Evenings : Groceries; Drugs; Discounts; Main Mall.

13 - RETAIL OUTLETS: Department Stores - Chambers- Fisher; J.C. Penney; McDonalds; The Bon.
Discount Stores : Gibson's; K mart; Woolco; Ernst.
Chain Drug Stores : Drug Fair; Western Drug; Skaggs; Osco; Pay'n Save.
Chain Food Supermarkets : Safeway; Buttrey's; IGA; Albertsons.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 10,016. (S) 11,009; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Allen W. Jones, Adv. Mgr., CHRONICLE, 32 S Rouse, Bozeman, MT 59715; Tel. (406) 587-4491.
National Representative : None.

BUTTE- ANACONDA

1 - LOCATION: Butte in Silver Bow County; Anaconda in Deer Lodge County, E&P Map B-3, County Seat. Mining and agricultural retail, wholesale, transportation and miscellaneous manufacturing center. Southwest part of the state (Butte); 66 mi. SW of Helena; 449 mi. N of Salt Lake City; 1,141 mi. W of Minneapolis; 329 mi. E of Spokane; U.S. Hwys. 10S, 91,I-15, I-90.

2 - TRANSPORTATION: Railroads - CMSt.-P&Pac.; Burlington-Northern; UP and BA&P (freight).
Motor Freight - 18 lines available. About 10 firms operate whse. term. facilities, incl. 4 local trnsfr. & stor. cos.
Bus Lines - Intermountain Transportation; Greyhound.
Airlines - Northwest; Western.

3 - POPULATION:
Corp. Cities 80 Cen. 49,723
Butte 80 Cen. 37,205
Anaconda 80 Cen. 12,518
CZ-ABC: (70) 57,633; (81) 50,200
RTZ-ABC: (70) 62,347; (81) 78,000
Counties 80 Cen. 50,610
Silver Bow 80 Cen. 38,092
Deer Lodge 80 Cen. 12,518
City & RTZ-ABC: (70) 119,980; (81) 128,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,677
Butte 80 Cen. 14,256
Anaconda 80 Cen. 4,421
CZ-ABC: (70) 18,723; (81) 18,900
RTZ-ABC: (70) 19,076; (81) 37,200
Counties 80 Cen. 19,026
Silver Bow 80 Cen. 14,605
Deer Lodge 80 Cen. 4,421
City & RTZ-ABC: (70) 37,799; (81) 46,100

5 - BANKS:	NUMBER	DEPOSITS
Savings	5	$241,770,000
Sav. & Loan	1	$181,772,125

6 - PASSENGER AUTOS: Counties: Silver Bow 23,647; Deer Lodge 7,166

7 - ELECTRIC METERS: Residence 18,899 Butte 14,486; Anaconda 4,413

8 - GAS METERS: Residence 16,127 Butte 12,488; Anaconda 3,639

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Mining Metal 1,800 ($368); Misc. Mfg. 6,500 ($297); Whole Ret. 3,377 ($170); Trans. Comm. Pub. Utilities 1,480 ($348); Finance, Ins., Real Estate 625 ($168); Service 3,029 ($155).
Principal Pay Days : Fri., Sat., 10th and 25th.

10 - CLIMATE: Min. & Max. Temp. - Spring 33-51; Summer 43-75; Fall 26-55; Winter 4-30. First killing frost, Sept. 16. Last killing frost, May 29.

11 - TAP WATER: Butte and Anaconda - Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - Butte: 6 blocks on Park St., 4 on Main St., 3 on Broadway; 6 on Harrison Ave. (neighborhood shopping center). Anaconda: 5 blocks on Park St. and 5 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrison Ave.	1	Safeway
Butte Plaza (27)	4	Buttrey's, Skaggs, Woolworth
East Gate IGA	2	East Gate IGA
J.C. Penney	5	J.C. Penney

Stores Open Evenings : Shopping center & food: Daily 'til 9; Sun. 12-5; Food 'til Midnight; Auto Dealers: Mon.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney (Butte and Anaconda); Fargo's; Woolworth.
Variety Stores - Woolworth; Ben Franklin; Coast-to-Coast (Butte and Anaconda); Duval Wallace (Anaconda).
Chain Drug Stores : Skaggs Drug Center; Thrifty Rexall Drug; Osco (Anaconda).
Supermarkets : Safeway 2; Buttrey's 2; Lens; Terminal; East Gate IGA; Albertson's; Eggers Foods; Orvilles (Anaconda).
Other Chain Stores - Schiff's; Sherwin-Williams; Singer Co.; United Building Center; Gamer Shoe; AG Grocers; Pittsburgh Paints; Geo. Steel Co.; Shiner's Furniture; Cenex; House of Fabrics; Mr. John Henry (Anaconda).

14 - NEWSPAPERS: MONTANA STANDARD (m) 19,640; (S) 20,156; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Watson, Adv. dir., MONTANA STANDARD, 25 W Granite, MT 59701; Tel. (406) 792-8301.
National Representative : Branham.

GREAT FALLS

1 - LOCATION: Cascade County (SMSA), E&P Map C-2, Count seat. Industrial city with agricultural and livestock production. In the center of the State. On U.S. Highway 87, 89, 91 and I-15.

2 - TRANSPORTATION: Railroads - Burlington Northern.
Motor Freight Carriers - 7.
Intercity Bus Lines : Intermountain; Glacier.
Airlines - Northwest Orient; Western; Frontier; Big Sky.
Charter Air Service - Rocky Mountain Air; Northern Aviation; Minuteman Aviation; Hensley Flying Service; Blaine Helicopters; Dan Gliko Helicopters.

3 - POPULATION:
Corp. City 80 Cen. 56,264
CZ-ABC: (70) 72,916; (81) 70,700
RTZ-ABC: (70) 124,638; (81) 124,700
County/SMSA 80 Cen. 80,696
City & RTZ-ABC: (70) 197,554; (81) 195,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 21,879
County/SMSA 80 Cen. 29,385
CZ-ABC: (70) 22,596; (81) 25,200
RTZ-ABC: (70) 37,929; (81) 43,900
City & RTZ-ABC: (70) 60,525; (81) 69,100

5 - BANKS:	NUMBER	DEPOSITS
Savings	7	$427,797,000
Sav. & Loan	4	$150,504,776.

6 - PASSENGER AUTOS: County 52,825

7 - ELECTRIC METERS: Residence 23,591

8 - GAS METERS: Residence 20,152

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Craftsmen 5,500 ($350); Public Utility Tel., Lt. & Pr. 456 ($345); Flour & Feed 190 ($275); Oil Refg. 100 ($325); Railroad 600 ($330); Air Force 6,122 ($275).
Principal Industrial Pay Days : Mon., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-66; Summer 47-85; Fall 24-71; Winter 16-34. First killing frost, Sept. 28. Last killing frost, May 9.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers - 11 blocks on Central Ave.; 8 on 1st Ave. North; 5 on 1st Ave. South.
Neighborhood Shopping Centers : 6th Ave. N. bet. 25th and 26th Sts.; 1st Ave. N.W. bet. 6th & 7th Sts.; 10 Ave. So. bet. 35th & 36th Sts.; 10th & 11th Ave. So. bet. 9th & 13th Sts.; Riverview and Smelter Ave., 10th Ave. So. bet. 26th & 27th Sts.; 10th Ave. So. bet. 48th & 49th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th St.	2	Ryan, IGA
Riverview	2	Ryan, IGA
10th Ave.	4	Ryan, IGA
Safeway	2	Safeway
West Side	1	Noble's Foodland
Miracle Mile	3	Buttreys
Holiday Village	2	Albertson's, Mont. Ward, Buttreys
Westgate	2	Buttreys
K mart	2	K mart

Principal Shopping Days : Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Bon Marche (Allied Stores); Sears; Montgomery Ward; J. C. Penney; C. R. Anthony; Herbergers; K mart.
Variety Stores - Woolworth; Ben Franklin; Bonanza 88 Center.
Discount Stores : K mart 2; Malmstrom Air Force Base Exchange; Fleet Wholesale Supply; Big R Supply; Big Bear.
Chain Drug Stores : Skagg's 1; Western 3; Osco 2; Pay'n Save Drugs.
Chain Food Supermarkets : Safeway 2; Ryan Merc. IGA 3; Buttrey Foods 4; Albertson's; Circle K 8; 7-Eleven 5.
Other Chain Stores - Coast to Coast; Conrad's; Singer Co.; Firestone; Sherwin-Williams; Columbia Paint; K-G Mens Store; Red Wing Shoes; Three Sisters; Claire's Boutique; Our Own Hardware; Hickory Farms; Zale's Jewelry 2; House of Fabrics; Discount Fabrics; Whipples Card Shop; OK Hardware; Ernst Home Center.

14 - NEWSPAPERS: TRIBUNE (m) 37,511; (S) 43,080; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tom Cordingley, Nat'l. Adv. Mgr., TRIBUNE, Box 2468, Great Falls, MT 59403; Tel. (406) 761-6666.
National Representative : CWO&O.

HAMILTON

1 - LOCATION: Ravalli County, E&P Map B-3, County Seat. 48 mi. S of Missoula; on U.S. Hwy. 93

2 - TRANSPORTATION: Railroads : Burlington Northern.
Bus Lines : Missouri Valley Trails.

3 - POPULATION:
Corp. City 80 Cen. 2,661
County 80 Cen. 22,493

4 - HOUSEHOLDS:
City 80 Cen. 1,254
County 80 Cen. 8,008

5 - BANKS: 2 Comm.; Dep. $54,217,000

6 - PASSENGER AUTOS: County 13,481

7 - ELECTRIC METERS: Res. 2,591

8 - GAS METERS: Res. 2,201

9 - PRINCIPAL INDUSTRIES: Lumbering Mills; Dairy Prod. Processing; Fruit & Vegetable Cannery; Steel Fabrication; Branch Laboratory U.S.P.H.S.; Headquarters Bitter Root Natl. Forest; Trapper Creek Conservation Camp; Tourism & Recreation; Winter Ski Area; Medical Equip. Mfg.; Mobile Home Mfg.; Log Home Mfg.; Plastics Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline; hard, deep well water.

12 - RETAILING:
Principal Shopping Days : Mon., Wed. & Sat.
Stores Open Evenings : Grocery, sporting goods, variety and wine.

13 - RETAIL OUTLETS:
Variety Stores - Sprouse-Reitz; Ben Franklin.
Chain Drug Stores : Downing's Rexall; Walgreen.
Chain Supermarkets : Safeway; Economy; Fairway; IGA.
Other Chain Stores - J.C. Penney; Anthony's; Ford's Federated; Gamble's; Coast-to-Coast; Farmers Union Co-op; Sears (catalog); Montgomery Ward (catalog); Western Auto; UBC.

14 - NEWSPAPERS: REPUBLIC (e-mon to fri) 3,960; sworn Sept 30, 1980.
Local Contact for Advertising and Merchandising Data: Greg McConnell, Adv. Mgr., REPUBLIC, 232 Main St., Hamilton, MT 59840; Tel. (406) 363-3300.
National Representative : Landon.

HAVRE

1 - LOCATION: Hill County, E&P Map D-1, County Seat. Shipping, education, agricultural and livestock center.

2 - TRANSPORTATION: Railroads - BN.
Motor Freight Carriers - 3.
Intercity Bus Lines - Intermountain; Burlington Northern.
Airlines - Big Sky Airlines.

3 - POPULATION:
Corp. City 80 Cen. 10,891
County 80 Cen. 17,985

4 - HOUSEHOLDS:
City 80 Cen. 4,069
County 80 Cen. 6,305

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$119,680,000
Sav. & Loan	1	$67,305,861

6 - PASSENGER AUTOS: County 10,788

7 - ELECTRIC METERS: Residence 5,720

8 - GAS METERS: Residence 4,784

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Railroad 900 ($10,000,000 Annual Payroll).
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 21-82; Summer 52-102; Fall 33-57; Winter -20-52. First killing frost, Sept. 21. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on 4 sts.; The Atrium, downtown shopping mall (30 units); Holiday Village (42 units).
Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Gamble's; J. C. Penney; Woolworth's; Coast-to-Coast Store; Herbergers.
Variety Stores : 1-Fleet Wholesale; Bonanza 88; Sandvig's.
Chain Drug Stores : Western 3; Osco Drug.
Chain Food Supermarkets - Safeway; Buttrey; Super Save; Western Warehouse.
Other Chain Stores - Montgomery Ward (catalog); Sears (catalog); Kinney Shoes; House of Fabrics; Anita Shops; Maurice's; Hallmark; Desmonds; Zale's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 4,878; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: W.L. (Les) Hill, Pub., NEWS, 119-2nd St., Havre, MT 59501; Tel. (406) 265-6797.
National Representative : None.

HELENA

1 - LOCATION: Lewis and Clark County, E&P Map C-2. State Capital, County Seat. On U.S. Hwys. 12 and 91; I-15; 65 mi. NE of Butte: 94 mi. SW of Great Falls. A telephone communications center.

2 - TRANSPORTATION: Railroads – Burlington Northern; Garrett Freightlines; Salt Creek Freightways.
Bus Lines – Intermountain Bus Lines.
Airlines – Frontier; Northwest; Big Sky; Morrison Flying Service; Capital Aero – air taxi.

3 - POPULATION:
Corp. City 80 Cen. 23,938
CZ-ABC: (70) 27,551; (81) 37,600
RTZ-ABC: (70) 14,746; (81) 18,200
County 80 Cen. 43,039
City & RTZ-ABC: (70) 42,297; (81) 55,800

4 - HOUSEHOLDS:
City 80 Cen. 9,475
County 80 Cen. 16,066
CZ-ABC: (70) 9,000; (81) 14,200
RTZ-ABC: (70) 4,379; (81) 6,000
City & RTZ-ABC: (70) 13,379; (81) 20,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$126,973,000
Commercial	5	$224,935,000

6 - PASSENGER AUTOS: County 27,534

7 - ELECTRIC METERS: Residence 15,402

8 - GAS METERS: Residence 10,642

9 - PRINCIPAL INDUSTRIES: Mining; Ranching; Sand Gravel; Smelting & Refining; Cement; Government.
Prinicpal Pay Days : 1st, 15th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp. – Spring 30-55; Summer 52-83; Fall 32-57; Winter 7-27. First killing frost, Oct. 2. Last killing frost, May 2.

11 - TAP WATER: Neutral (2 systems); 1 very soft; 1 very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center – Downtown, 8 blocks on North and South Main St.; Capital Hill Center, 11th and Roberts; Lundy Center, Euclid and North Benton; Northgate Plaza, N. Montana and Custer.
Neighborhood Shopping Centers – Montana and Boulder Aves.; Lyndale at National Ave.; 11th & Montana; Benton at Euclid; 11th and Prospect; Montana and Cedar.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Capital Hill (17)	NA	Hennessy's Dept Store Super Save Drugs
Lundy's (6)	NA	Tempo, Bergum Drug, Ben Franklin, Super Save Grocery
Northgate (6)	NA	Gibson's, Super Save Market, Power- Townsend Co.
Downtown (50)	NA	J.C. Penney, Hudson Furn.

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Some Mon.; Food every night; Shopping Ctrs. every night; some Fri.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Tempo; Hennessy's; K mart.
Variety Stores : Ben Franklin.
Discount Stores : Tempo; Gibson's; K mart.
Chain Drug Stores : Osco; Super Save; Bergum.
Chain Food Supermarkets : Buttrey's; Safeway; Super Save; Albertson's; Heritage IGA.
Other Chain Stores : Goodyear; Sears (catalog); Coast to Coast; K-G Men's Stores; Conrad's. Inc.; Gallenkamp Shoes; Montgomery Ward (catalog); Radio Shack; Woolcott's; Zales Jewelry; Hatch's.

14 - NEWSPAPERS: INDEPENDENT RECORD (e) 12,706; (S) 13,602; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edward P. Schultz, Adv. Dir., INDEPENDENT RECORD, PO Box 4249, Helena, MT 59601; Tel. (406) 442-7190.
National Representative : Branham.

KALISPELL

1 - LOCATION: Flathead County, E&P Map B-1, County Seat. Trading center; on Flathead River in NW part of state; 30 mi. from Glacier Natl. Park; 250 mi. W of Great Falls. 250 mi. E of Spokane; 125 mi. N of Missoula; 260 mi. NW of Helena.

2 - TRANSPORTATION: Railroads – Burlington Northern.
Motor Freight Carriers – 5.
Intercity Bus Lines – Intermountain Transp.; Brown Bus; Lincoln Stage Line.
Airlines – Republic; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 10,648
County 80 Cen. 51,966
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,396
County 80 Cen. 18,790

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$97,269,000
Commercial	4	$192,017,000

6 - PASSENGER AUTOS: County 31,000

7 - ELECTRIC METERS: Residence 20,600

8 - GAS METERS: Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Lumber Mills 1,500 ($370); Wood Prod. 480 ($380); Aluminum 1,334 ($450); Fruit Packing 250 ($225).
Principal Industrial Pay Days : 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. – Spring 23-83; Summer 24-105; Fall 14-76; Winter 26-56. First killing frost, Sept. 12-13. Last killing frost, May 5-30.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers – 5 blocks on Main St.; 2 on 1st Ave. E.; 2 on 1st Ave. W.; 2 on 1st St.; 4 on 2nd St.; 2 on 3rd St.; 2 on E. Idaho St.; on U.S. 93 outskirts of City; Gateway West Mall, Hwy. 2 West; K mart, Hwy. 2 East.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Whitefish	15	Markus, Safeway
Somers	8	Peoples
Columbia Falls	15	Davall, B&B
Bigfork	12	Bigfork
B&B	NA	Fred Meyer
Gateway West Mall	3	Super Fair, Safeway

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Fri. to 9.
Stores Open Sundays : Some supermarkets and discount stores & Gateway West Mall.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears; B&B Stores; Hillsteads Drug Fair.
Discount Stores : Sportsman Surplus; Bonanza; K mart; Drug Fair.
Variety Stores : Woolworth; Bonanza 88.
Chain Drug Stores : Rexall 1; Walgreen 2.
Chain Food Supermarkets : B&B; Safeway; Buttrey's; Rosauers.

14 - NEWSPAPERS: INTER LAKE (e-mon to fri; S) 10,625; sworn June 1, 1981.
Local Contact for Advertising and Merchandising Data: C. Patrick King, Pub., INTER LAKE, PO Box 8, Kalispell, MT 59901; Tel. (406) 755-7000.
National Representative : Newspaper Adv. Serv.

LIVINGSTON

1 - LOCATION: Park County, E&P Map C-3, County Seat. Business entrance Yellowstone Nat'l. Park. 115 mi. W of Billings; 125 mi. E of Butte. On U.S. Hwys. 10 and 89.

2 - TRANSPORTATION: Burlington Northern R.R.; Northland Greyhound Bus.

3 - POPULATION:
Corp. City 80 Cen. 6,994
County 80 Cen. 12,660
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,843
County 80 Cen. 4,924

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$77,000,000
Sav. & Loan	1	$30,000,000

6 - PASSENGER AUTOS: County 9,235

7 - ELECTRIC METERS: Residence 4,341

8 - GAS METERS: Residence 3,457

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage); Railroad 1,100 ($450); Mfg. 210 ($350); Services, Misc. 425 ($350); Lumbering 500 ($400).
Principal Pay Days : 15th and 30th.

10 - CLIMATE: Min. & Max. Temp. – Spring 31-53; Summer 49-78; Fall 33-60; Winter 25-40. First killing frost, Sept. 17. Last killing frost, May 10.

11 - TAP WATER: Neutral, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center – 3 blocks on Main & 1 on 2nd & connecting sts.
Nearby Shopping Centers : Livingston (Safeway); John's IGA; Livingston Plaza.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Gro., Super Mkts., Western Drug.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; A.W. Miles; Safeway Value Center; Anthony's; Robbins Inc.
Variety Stores : Ben Franklin.
Chain Food Supermarkets : Safeway; IGA; Wes Sooper; John's IGA.
Chain Drug Stores : Western Drug.
Other Chain Stores : Gamble's; Western Auto; Bernina; Sears; Montgomery Ward; Coast-to-Coast; Firestone; Goodyear; Circle K; Superamerica; OK Hardware; Mode O'Day.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 3,623; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Warren McQuay, Adv. Dir., ENTERPRISE, 220 S. Main, Livingston, MT 59047; Tel. (406) 222-2000.
National Representative : Landon.

MILES CITY

1 - LOCATION: Custer County, E&P Map F-2, County Seat. Shipping and wholesale center. In SE corner of state at confluence of Tongue and Yellowstone rivers; on U.S. Hwys. 10, 12, 312; State Hwy. 22; I-94.

2 - TRANSPORTATION: Railroads – Chicago; Milwaukee; St. Paul & Pacific; Burlington Northern.
Motor Freight Carriers – 5.
Bus Lines – Greyhound.
Airlines – Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,602
County 80 Cen. 13,109
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,779
County 80 Cen. 4,901

5 - BANKS: 3 Commercial, Dep. $110,000,000

6 - PASSENGER AUTOS: County 7,896

7 - ELECTRIC METERS: Residence 4,636

8 - GAS METERS: Residence 3,670

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Stockyards 75 ($122); Railroad 300 ($175); Medical 150 ($235); Printing 54 ($205).
Principal Industrial Pay Days : 2nd & 18th.

10 - CLIMATE: Min. & Max. Temp. – Spring 25-70; Summer 50-105; Fall 25-75; Winter – 40-40. First killing frost, Oct. 1. Last killing frost, Apr. 30.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: Principal Shopping Center – 36 blocks on eight streets; Miles City Downtown; Plaza Shopping Center – 10 stores.
Principal Shopping Days : Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; J. McDonald; Shores; Anthony's; Tempo; K mart; Christianson's; Anderson's.
Variety Stores : Anderson's.
Discount Stores : Tempo.
Chain Drug Stores : Walgreen; Rexall; Osco.
Chain Food Supermarkets : Buttrey's; Safeway; Reynolds.
Other Chain Stores : Miles & Ulmer; Coast-to-Coast; Sears; Montgomery Ward (catalog).

14 - NEWSPAPERS: STAR (e-mon to fri) 4,403; (weekend) 4,469; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: O.V. Williams, Pub., STAR, 13 N. 6th St., Miles City, MT 59301; Tel. (406) 232-0450.
National Representative : Landon.

MISSOULA

1 - LOCATION: Missoula County, E&P Map B-2, County Seat. Manufacturing, distributing and education center 210 mi. E of Spokane; 120 mi. NW of Butte on U.S. Hwys. 93, I-90.

2 - TRANSPORTATION: Railroads – Burlington Northern.
Motor Freight Carriers – 13.
Intercity Bus Lines – Intermountain; Greyhound; Missouri Valley Trails.
Airlines – Northwest; Frontier; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 33,388
CZ-ABC: (70) 45,859; (81) 57,700
RTZ-ABC: (70) 92,430; (81) 131,100
County 80 Cen. 76,016
City & RTZ-ABC: (70) 138,289; (81) 188,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 13,604
County 80 Cen. 28,019
CZ-ABC: (70) 14,445; (81) 20,800
RTZ-ABC: (70) 28,900; (81) 47,400
City & RTZ-ABC: (70) 43,345; (81) 68,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$278,649,000
Sav. & Loan	2	$135,808,000

6 - PASSENGER AUTOS: County 47,204

7 - ELECTRIC METERS: Residence 22,396

8 - GAS METERS: Residence 17,469

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage): Lumber 2,900 ($340); U.S. Forest Service 790 ($300); B.N.R.R. 300 ($250); University 3,200 ($140); Hospitals 1,000 ($180).
Principal Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 30-70; Summer 55-90; Fall 25-65; Winter 0-55. First killing frost, Sept. 20. Last killing frost, May 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center – 5 blocks on N. Higgins; 5 on S. Higgins; 3 on Front St.; West Main and Broadway.

Neighborhond Shopping Areas : Broadway W.; 3 blocks on Front St. E.; & Main St. E.; 6 blocks on Broadway E., Highway 93 South (2).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate (53)	30	Sears, Hennesseys, Hart-Albin
Tremper's (11)	24	Buttrey, Osco
Holiday Vlg. (20)	20	Albertson's, Sprouse-Reitz, Skagg
East Gate (3)	8	Tempo
Fairway	18	
South Center	21	
Town & Ctry. (4)	17	Super Save

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : All stores, Fri.

13 - RETAIL OUTLETS: Department Stores – The Bon; J. C. Penney; Tempo; Sears; Hennessey's; Hart-Albin.
Variety Stores – Bonanza.
Discount Stores : Macs; Tempo; Sprouse-Reitz; K mart.

Chain Drug Stores : Missoula Rexall; Smith Walgreen; Skaggs; Osco.
Chain Food Supermarkets : Safeway 2; Buttrey's 2; Albertson's; Super Save 3; Rosauers.

Other Chain Stores – Firestone; Coast-to-Coast; Three Sisters; K-G Men's; Safeway Dry Goods; Singer Co.; Montgomery Ward (Automotive); House of Fabrics; Discount Fabrics; Team Electronic; Radio Shack.

14 - NEWSPAPERS: MISSOULIAN (m) 31,844; (S) 34,251; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Pat Nagy Swarz, Adv. Dir., MISSOULIAN, 502 N. Higgins Ave., Missoula, MT 59807; Tel. (406) 721-5200.
National Representative : Branham.

NEBRASKA SURVEYS

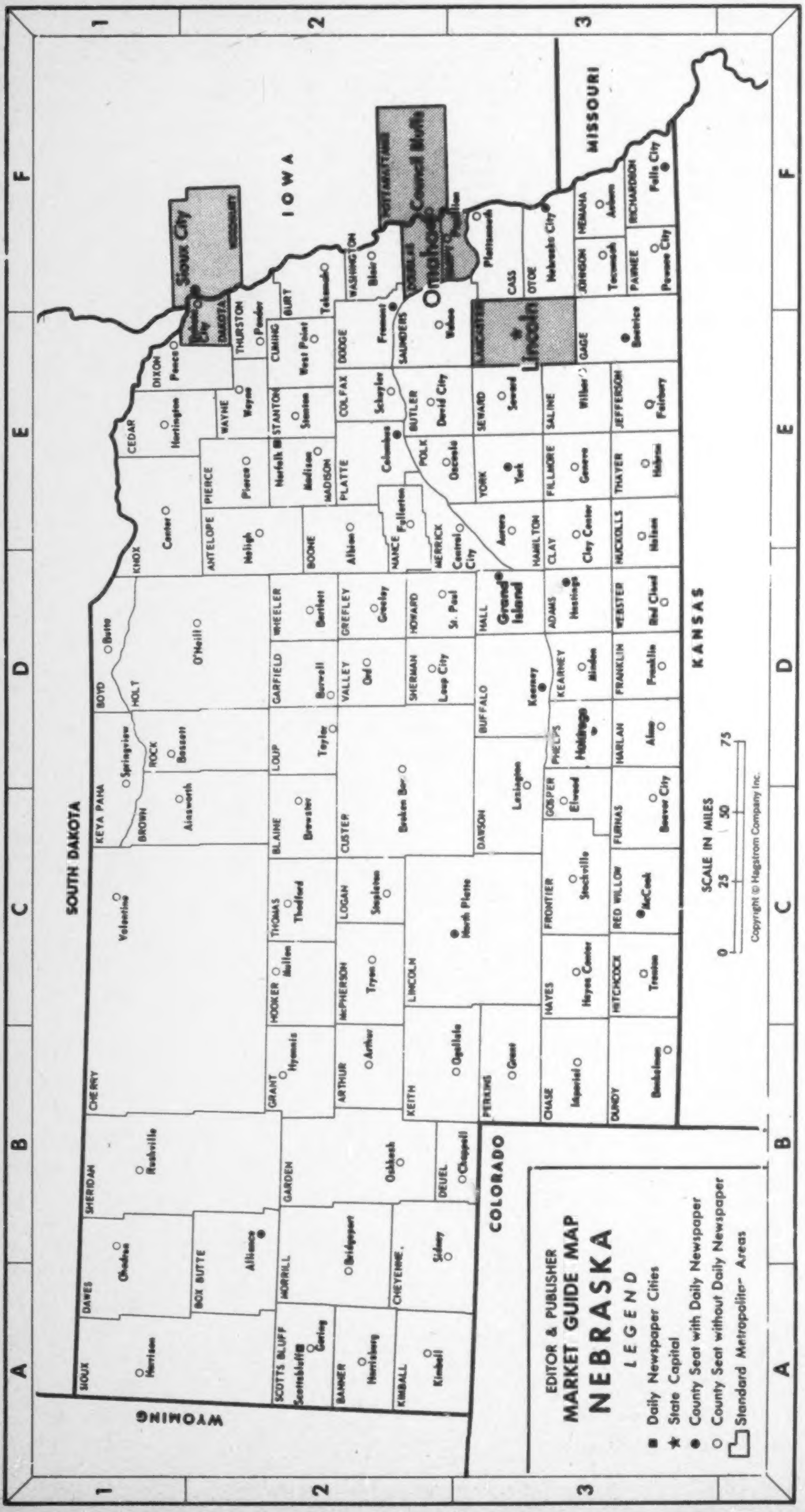
STANDARD METROPOLITAN STATISTICAL AREAS

Lincoln – Lancaster County.
Omaha, Neb.-Iowa – Douglas and Sarpy Counties, Neb.; Pottawattamie County, Iowa.
Sioux City, Iowa-Neb. – Woodbury County, Iowa; Dakota County, Neb.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**
Under 5 Years	120	123
5-14 Years	301	239
15-24 Years	258	296
25-44 Years	327	413
45-64 Years	296	293
65 and Over	183	206
TOTAL	1,485	1,570

Based on U.S. Census


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEBRASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SOUTH DAKOTA
IOWA
MISSOURI
KANSAS
COLORADO
WYOMING
SCALE IN MILES
0
25
50
75
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Sioux City
Council Bluffs
Omaha
Lincoln
1
2
3
A
B
C
D
E
F

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	209	257	508
Genral Mdse	449	686	956
Food	614	972	1,528
Automobiles	630	1,094	1,407
Gasoline Stations	322	530	1,031
Apparel	158	235	329
Furniture	175	261	380
Eat-Drink Places	278	474	746
Drugs	108	139	213
TOTAL	3,194	5,145	7,788

ALLIANCE

1 - LOCATION: Box Butte County, E&P Map A-2, County Seat. Wholesale Center. On Hwys. 2, 385; 400 mi. from Omaha; 240 mi. from Denver.

2 - TRANSPORTATION: Railroads - Burlington-Northern R.R.
Intercity Bus Lines - Star Bus.
Motor Freight Carriers - 2.
Airlines - Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 9,869
CZ-ABC: (70) 6,862; (81) 10,500
RTZ-ABC: (70) 29,348; (81) 30,300
County 80 Cen. 13,696
City & RTZ-ABC: (70) 36,210; (81) 40,800

4 - HOUSEHOLDS:
City 80 Cen. 3,718
County 80 Cen. 5,038
CZ-ABC: (70) 2,380; (81) 4,200
RTZ-ABC: (70) 9,360; (81) 11,100
City & RTZ-ABC: (70) 11,740; (81) 15,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$97,212,371
Sav. & Loan	5	N.A.

6 - PASSENGER AUTOS: County 7,204

7 - ELECTRIC METERS: Residence 4,992

8 - GAS METERS: 4,381

9 - PRINCIPAL INDUSTRIES: R.R. 2,210 Emp. ($1,565) Mfg. 200 Emp. ($155).
Principal Pay Days - Wed.; RR 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-56; Summer 54-96; Fall 33-56; Winter 14-39. First killing frost, Sept. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Aklaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 8 blocks on Box Butte Ave. and Third St.
Neighborhood Shopping Centers - 4 blocks on E. Third; 5 blocks on W. Third; 1400 W. Third (new).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Third	1	U-Save Super, Jack & Jill
East Third	NA	Wegner Motor, Safeway, Frost Motors
West Third	1	Alco

Principal Shopping Days : Sat. & Thu.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J. C. Penney; L. B. Murphy; Gamble's; Rhoads; Coast-to-Coast; Sears; Wheeler's; Famous Clothing House.
Variety Stores - Woolworth; Ben Franklin.
Discount Stores : Wheeler's; Gibson's; Alco.
Chain Drug Stores : Walgreen.
Chain Supermarkets - Safeway; Jack & Jill; U-Save Super.
Other Chain Stores - F&M Bootery; Gambles (hdwr.); Coast to Coast (auto, home supplies); Western Auto; Wheelers.

14 - NEWSPAPERS: TIMES-HERALD (e) 4,954; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Keith D. Kemper, Pub., or Barbara Swanson, Adv. Dir., TIMES-HERALD, 114 E. 4th, Alliance, NE 69301; Tel. (308) 762-3060.
National Representative : Branham.

BEATRICE

1 - LOCATION: Gage County, E&P Map E-3, County Seat. Agricultural Center. Big Blue River, 42 mi. from Lincoln (State capital). On U.S. Hwys 77 and 136, State Hwy. 4.

2 - TRANSPORTATION: Railroads : Burlington; U.P.
Intercity Bus Lines : Continental Trailways.
Motor Freight Carriers : 9.

3 - POPULATION:
Corp. City 80 Cen. 12,891
CZ-ABC: (70) 12,389; (81) 11,700
RTZ-ABC: (70) 41,504; (81) 39,500
County 80 Cen. 24,456
City & RTZ-ABC: (70) 49,900; (81) 51,200

4 - HOUSEHOLDS:
City 80 Cen.: 5,255
CZ-ABC: (70) 4,487; (81) 4,900
RTZ-ABC: (70) 13,889; (81) 15,300
County 80 Cen. 9,245
City & RTZ-ABC: (70) 18,376; (81) 20,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$95,011,000
Sav. & Loan	3	$1,786,900,000

6 - PASSENGER AUTOS: County 13,581

7 - ELECTRIC METERS: 6,529

8 - GAS METERS: 5,477

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage); Mach. Shop 60 ($240); Wood Working 25 ($234); Farm Equipment 225 ($275); Store Fixture 335 ($275); Aluminum Products 200 ($300); Garment Industry 175 ($170); Gas Industries 145 ($325); Fertilizer 100 ($380); Health Services 1,800 ($210).

10 - CLIMATE: Min. & Max. Temp. – Spring 40-61; Summer 64-85; Fall 43-65; Winter 17-35.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers : Indian Creek (K mart, Alco, Jack & Jill)
Principal Shopping Days : Thu. and Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; McDonald; K mart; Pamida; J and R; Alco (Duckwall).
Discount Stores : Pamida.
Variety Stores : Coast-to-Coast.
Chain Drug Stores : Rexall.
Chain Food Supermarkets : Safeway; Boogaart's; IGA; Jack & Jill; Super Market; Price Chopper.
Other Chain Stores : Sears; Brown Shoe; Cooks Paint; Sherwin-Williams; Earl May Seed; S&H Green Stamps; Firestone; Ward's; Richman Gordman; Ok Tire Co.

14 - NEWSPAPERS: SUN (e) 11,070; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Calvin Pyle, Adv. Mgr., SUN, 7th & Ella, Beatrice, NE 68310; Tel. (402) 223-5233.
National Representative : Branham.

COLUMBUS

1 - LOCATION: Platte County, E&P Map E-2, County Seat. Agricultural, dairy area; small manufacturing and wholesale center; 89 mi. W of Omaha; 75 mi. NW of Lincoln (capital) on Transcontinental Hwy. 30 (E & W); U.S. Pan-American 81 (N & S); 575 mi. from Chicago.

2 - TRANSPORTATION: Railroads : Union Pacific; Burlington Northern.
Motor Freight Carriers : 5.
Intercity Bus Lines : Greyhound; Arrow Stage Lines.
Airlines : Pioneer; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 17,328
CZ-ABC: (70) 15,471; (81) 17,600
RTZ-ABC: (70) 43,433; (81) 43,900
County 80 Cen. 28,852
City & RTZ-ABC: (70) 58,904; (81) 61,500

4 - HOUSEHOLDS:
City 80 Cen. 6,389
County 80 Cen. 10,084
CZ-ABC: (70) 4,916; (81) 6,400
RTZ-ABC: (70) 14,061; (81) 16,600
City & RTZ-ABC: (70) 18,977; (81) 23,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$157,200,625
Sav. & Loan	2	$152,650,590

6 - PASSENGER AUTOS: County 14,418 (1979)

7 - ELECTRIC METERS: Residence 6,009

8 - GAS METERS: Residence 5,496

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Machine Shop 1,425 ($190); Electronics 1,560 ($180); Med. & Surg. Inst. 1,050 ($185); Auto Parts Mfg. 270 ($175); Agricultural Building 1,160 ($185); Agricultural Equipment 2,300 ($195).
Principal Industrial Pay Days : Fridays.

10 - CLIMATE: Min. & Max. Temp. – Spring 36-62; Summer 64-84; Fall 38-65; Winter 16-35. First killing frost Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

Editor & Publisher
HAS COLOR–
ful reporting on
newspaper peopie.

12 - RETAILING: Principal Shopping Center : 6 blocks on 3 Sts.
Nearby Shopping Center : On U.S. Hwy. 30 (15 blocks). Tempo Dept. Store, Jack & Jill Supermarket, Scott's.
Principal Shopping Days : Thurs., Sat.
Stores Open Evenings : Thu.; Shpg. Ctr. Nightly.

13 - RETAIL OUTLETS: Department Stores : Geo. Schweser's Sons; J.C. Penney; Pamida; Alco; K mart.
Variety Stores : Woolworth.
Discount Stores : Pamida; Alco; K mart.
Chain Drug Stores : Miessler's Walgreen; Fleischer Rexall; Tooley Drugs.
Other Chain Stores : Sears; Coast-to-Coast; Pamida; Ace Hardware; Firestone; Williams Bros.

14 - NEWSPAPERS: TELEGRAM (e) 11,806; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dick Toof, Adv. Mgr., TELEGRAM, 1254 27th Ave., Columbus, NE 68601; Tel. (402) 564-2701.
National Representative : Branham.

FALLS CITY

1 - LOCATION: Richardson County, E&P Map F-3. Shopping and medical center. 92 mi. SE of Lincoln; 108 mi. S of Omaha; 108 mi. N of Kansas City. On U.S. Hwy. 73; State 4.

2 - TRANSPORTATION: Railroads : Missouri Pacific (Main Line div. pt.); Burlington.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound (U.P.).

3 - POPULATION:
Corp. City 80 Cen. 5,374
County 80 Cen. 11,315

4 - HOUSEHOLDS:
City 80 Cen. 2,237
County 80 Cen. 4,479

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$73,000,000
Sav. & Loan All branches		$117,687,872

6 - PASSENGER AUTOS: County 5,771 (1979)

7 - ELECTRIC METERS: Residence 2,340

8 - GAS METERS: Residence 2,334

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – R.R. 150; Meat Pkg. 75; Aztec Woodcraft 90; Agriculture related 171; Misc. 200.

10 - CLIMATE: Min. & Max. Temp. – Spring 10-90; Summer 50-114; Fall 39-95; Winter -28-80. First killing frost, Oct. 20. Last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; not flouridated.

12 - RETAILING: Principal Shopping Center : 18 blocks on Stone, Chase and Harlan.
Principal Shopping Days : Sat., Mon., Fri.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores : Chaney's; Penney; Lar Don.
Chain Food Supermarkets : Safeway; Jack & Jill.
Other Chain Stores : Firestone; Coast-to-Coast; Pamida; Goodyear; Armstrong Electronic; Brown's Shoe Store; Ashley's; Mode O'Day; Sears; Montgomery Ward.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,299; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Marjorie A. Loucks, Vice Pres., JOURNAL, 1810 Harlan St., Falls City, NE 68355; Tel. (402) 245-2431.
National Representative : Branham.

FREMONT

1 - LOCATION: Dodge County, E&P Map E-2, County Seat. On Platte River, 35 mi. NW of Omaha. On U.S. Hwys. 30, 77, 275; State 8.

2 - TRANSPORTATION: Railroads – U.P.; Chicago Northwestern; Burlington Northern.
Motor Freight Carriers – 9.
Intercity Bus Lines – Greyhound; Arrow-Black Hills; Capitol.

3 - POPULATION:
Corp. City 80 Cen. 23,979
CZ-ABC: (70) 24,977; (81) 26,100
RTZ-ABC: (70) 42,931; (81) 44,600
County 80 Cen. 35,847
City & RTZ-ABC: (70) 67,908; (81) 70,700

4 - HOUSEHOLDS:
City 80 Cen. 9,129
County 80 Cen. 13,292
CZ-ABC: (70) 8,180; (81) 9,800
RTZ-ABC: (70) 13,995; (81) 16,900
City & RTZ-ABC: (70) 22,175; (81) 26,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$153,325,000
Sav. & Loan	4	$164,010,908

6 - PASSENGER AUTOS: County 28,375

7 - ELECTRIC METERS: Residence 10,325

8 - GAS METERS: Residence 8,379

9 - PRINCIPAL INDUSTRIES: Meat Packing; Poultry Canning; Seed Processing; Alfalfa Dehydrating and Meal Pelleting; Soybean Proc.; Flour; Foundry; Store Fixture; Mobile Homes; Mobile Home Chassis; Pre-Cut Homes; School Supplies; Concrete, Tile, Block & Well Casing; Metal Well Casing; Metal Grain Storage Bldg.; Corrugated Boxes; Railroad Wheel Bearings; Anhydrous Ammonia; Fertilizer; Metal Stamping; Metal Fabricating; Egg Packaging and Processing; Food Processing; Ornamental Iron; Pallet Mfg.; Golf Cart Mfg.; Midland College; Go Kart Mfg.; Mini-Bike Mfg.; Tent & Awning; Refrigerated Warehouse; Garment Mfg.; Pump & Quarry Equipt.; Machine Shop; Wagon Boxes; Livestock Feed Additives; Seat Manufacturing. Total employment 15,650.

10 - CLIMATE: Min. & Max. Temp. – Spring 50-60; Summer 76-87; Fall 46-54; Winter 29-26.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:
Principal Shopping Center : 12 Blocks Downtown.
Nearby Shopping Centers : Fremont Mall (24 Stores – Zales, J.C. Penney, Walgreen, Radio Shack, Gallenkamp Shoes).
Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Downtown Thu.; Mall every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores – J. C. Penney; George Schweser's Sons; Philips.
Variety Stores – Woolworth's; TG&Y.
Discount Stores : Rank's; Alco; K mart.
Chain Drug Stores : Rexall; Walgreens.
Chain Food Supermarkets : Safeway 2; Hinky Dinky; Warehouse Mkt.; Super Valu; Randall's.
Other Chain Stores : Firestone; Gail's; Goodyear; Harding Glass; Goodrich Dairy; Zale's; Ace Hardware; Gallenkamp Shoes; Kunian Beauty; Pearle Optical; Tober's; House of Fabrics; Sears; Montgomery Ward; Sherwin Williams; Singer; Alco; Redman's Shoes; Buck's Shoes; Radio Shack; Plum Creek Clothing; 7-11 Stores; Bonanza; Wendy's; McDonalds; Burger King; Little King.

14 - NEWSPAPERS: TRIBUNE (e) 13,628; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Rick Plahn, Adv. Dir., TRIBUNE, 135 N. Main, Fremont, NE 68025; Tel. (402) 721-5000.
National Representative : Gannett.

GRAND ISLAND

1 - LOCATION: Hall County, E&P Map D-3, County Seat. Meat packing, farm equip. market and shipping center; railroad terminus; on I-80; U.S. Hwys. 30, 34 & 281; State Hwy. 2, in S central part of state; 135 mi. W of Omaha; 94 mi. W of Lincoln.

2 - TRANSPORTATION: Railroads – Union Pac.; CB&QRR.
Motor Freight Carriers – 22.
Airlines – Frontier.
Intercity Bus Lines – Greyhound; Continental Trailways; United Motorways.

3 - POPULATION:
Corp. City 80 Cen. 33,180
CZ-ABC: (70) 32,358; (81) 37,300
RTZ-ABC: (70) 72,621; (81) 72,400
County 80 Cen. 47,690
City & RTZ-ABC: (70) 104,979; (81) 109,700

4 - HOUSEHOLDS:
City 80 Cen. 12,819
County 80 Cen. 17,463
CZ-ABC: (70) 10,883; (81) 14,500
RTZ-ABC: (70) 23,827; (81) 27,300
City & RTZ-ABC: (70) 34,710; (81) 41,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$269,255,525
Sav. & Loan	4	$167,097,248

6 - PASSENGER AUTOS: County 21,467 (1979)

7 - ELECTRIC METERS: Residence 14,141

8 - GAS METERS: Residence 15,275

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Manufacturing 3,662, including farm equipment, construction, mobile homes, farm and steel buildings, food processing; Government 2,577; Retail 3,942; Wholesale 930; Transportation and Utilities 783; Finance & Real Estate 572; Services 2,127; all others 1,615.
Principal Pay Days : 1st & 15th; Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 24-73; Summer 58-90; Fall 38-80; Winter 16-40. First killing frost, Oct. 1. Last killing frost, April 29.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers – 9 blocks on 3rd St.; 6 on 4th St.; 14 on cross streets; Five Points Shpg. Cntr., 4 blocks, 18 units; one 120,000 ft. Super Dept.-Variety Store; 2 Shopping Malls on No. Hwy. 281; 750,000 ft.; 8 blocks on South Locust.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conestoga (60)	NA	Brandeis Dept. Store, Miller & Paine, J.C. Penney, Sears, J.M. McDonald
Grand Island (20)	NA	Woolco, Richman Gordman

Principal Shopping Days : Wed., Sat. & Sun.
Stores Open Evenings : Sears, Penney's – Wed. & Fri.; Food, Malls – nightly & Sun.
Stores Open Sundays : 5 Supers; Malls; Discount Stores.

13 - RETAIL OUTLETS: Department Stores – Skagway; Brandels; Penney's; Sears; Woolco; Richman Gordman; Miller & Paine; Schwesers; McDonald's; K mart.
Discount Stores : Skagway; Allen's; Richman Gordman; National Shoes; Woolco; K mart.
Chain Drug Stores : Bens' Drug; Allens.
Chain Supermarkets : So. Locust IGA; Safeway; Jack & Jill 3; Hinky-Dinky; Wilman's (G.W.); Warehouse Market.
Other Chain Stores – Firestone; Goodyear; Swan's (furn.); Payne-Larson (furn.); Mode O'Day; Schwesers; Brodkey Jewelers; Singer Co.; Kinney Shoes; Redman Shoes; Brown Shoes; Gen. Nutrition; So Fro Fabrics; Jo Ann Fabrics; Zales; Maurices; Waldenbooks; Gamble's; Sidle's; Sherwin-Williams; Wheeler's; Holiday Station; Earl May; Goodyear; Tober's; Morris Paint; Radio Shack; Team Electronics.

14 - NEWSPAPERS: INDEPENDENT (e) 25,412; (S) 25,627; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Larry Weil, Adv. Mgr., INDEPENDENT, First & Cedar Sts., Grand Island, NE 68801; Tel. (308) 382-1000.
National Representative : Branham.

HASTINGS

1 - LOCATION: Adams County, E&P Map D-3, County Seat. Shipping; wholesale; miscellaneous light manufacturing. College center. South Central part of state; 100 mi. W of Lincoln; 150 mi. to Omaha; 640 mi. to Chicago. On U.S. Hwys. 6, 34, 281; 20 miles south of I-80.

2 - TRANSPORTATION: Railroads – Burlington Northern; Amtrak; Union Pacific; Missouri Pacific (freight).
Intercity Bus Lines – Continental Trailways; Republic Valley; Hi-Line.
Airlines – Pioneer; Air Nebraska.

3 - POPULATION:
Corp. City 80 Cen. 23,045
CZ-ABC: (70) 23,580; (81) 22,900
RTZ-ABC: (70) 57,630; (81) 56,900
County 80 Cen. 30,656
City & RTZ-ABC: (70) 81,210; (81) 79,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 9,295
County 80 Cen. 11,740
CZ-ABC: (70) 8,314; (81) 9,300
RTZ-ABC: (70) 19,830; (81) 22,100
City & RTZ-ABC: (70) 28,144; (81) 31,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	6	$128,255,124
Commercial	3	$225,639,592

6 - PASSENGER AUTOS: County 20,000

7 - ELECTRIC METERS: Residence 11,101

8 - GAS METERS: Residence 9,615

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Milk Products 34 ($218); Farm Products 145 ($228); Irrigation Equipment 200 ($254); Various Products 500 ($241); Fertilizer 76 ($174); Cartons and IBM Cards 76 ($187); Newspaper Printing, Photography 118 ($222); Cooling and Heating Equipment 173 ($197); Irrigation pipes, engines and equipment 308 ($254); Swine production 90 ($250); Electricity 90 ($177); Natural Gas 149 ($254); Baked Goods 200 ($288); Women's Wear 100 ($177); Farm Equipment 498 ($215); Plastic Pipe 46 ($246); Mobile Homes 114 ($233); Hospital 576 ($233).
Principal Pay Days – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 14-97; Summer 51-103; Fall 13-96; Winter 8-59. First killing frost, Oct. 14. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Downtown Shopping Center - 6 blocks on 1st, 2nd and 3rd Streets.
Neighborhood Shopping Areas - 5th and East Side Blvd.; Burlington and J Sts.; South and Elm Sts.; Intersection of Hwys. 6, 34 & 281.
Shopping Centers : K mart on W. Marion Rd., Allen's Shopping Center, Downtown, Gibson's on South Burlington. 1/2 Price Store & Econofoods, Western Mall on S. Burlington and Imperial Mall on Marion Rd. & 12 St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Imperial Mall (38)	NA	Montgomery Ward, Woolworth, Walgreen, Hinky Dinky, McDonald's

Principal Shopping Days : Thurs., Fri., Sat., and Sun. for Mall.
Stores Open Evenings : All Stores - Thurs.

13 - RETAIL OUTLETS: Department Stores - Schweser's; Montgomery Ward; J. C. Penney; Allen's.
Variety Stores - Woolworth.
Discount Stores : General Supply; Big G; Allen Drug; Gibson's; K mart; 1/2 Price Store.
Chain Drug Stores : Walgreen; Bert's Rexall 2.
Chain Food Supermarkets : Jack & Jill 3; Safeway; Hinky Dinky; Allen's; Econofoods.
Other Chain Stores : Firestone; Sears (catalog); Gallenkamp Shoes; Mode O'Day; S&H Green Stamps; Tober's; Maurice's; Barkers; Endicott-Johnson; Brodkeys; McDonald's; Gibson's.

14 - NEWSPAPERS: TRIBUNE (e) 18,044; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Hunter, Gen. Mgr., TRIBUNE, 908 W. 2nd St., Hastings, NE 68901; Tel. (402) 462-2131.
National Representative : Branham.

HOLDREGE

1 - LOCATION: Phelps County, E&P Map C-3 South central part of state, 158 mi. W of Lincoln; 55 mi. SW of Hastings; 70 mi. E of McCook. On U.S. Hwys. 6, 34, 183, 383, State 23, 17 mi. S of I-80.

2 - TRANSPORTATION: Railroads : Burlington; Amtrak.
Intercity Bus Lines : Trailways.
Motor Freight Carriers : Ideal; Consolidated.

3 - POPULATION:
Corp. City 80 Cen. 5,624
CZ-ABC: 70 5,635; (81) 5,700
RTZ-ABC: (70) 23,084: (81) 23,000
County 80 Cen. 9,769
City & RTZ-ABC: (70) 28,719; (81) 28,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,267
CZ-ABC: (70) 1,963; (81) 2,300
RTZ-ABC: (70) 8,073; (81) 9,200
County 80 Cen. 3,699
City & RTZ-ABC: (70) 10,036; (81) 11,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$102,573,656
Saving & Loan	1	N.A.

6 - PASSENGER AUTOS: County 5,615

7 - ELECTRIC METERS: Residence 2,980

8 - GAS METERS: Residence 2,468

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)- Food 9 ($190); Monument Mfg. 18 (NA); Weaving 190 ($170); Medical Supplies 650 ($220).
Principal Industrial Pay Days : Sat.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days : Thurs., Sat.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores : McDonald; J.C. Penney.
Variety Stores : Ben Franklin.
Discount Stores : Gibson.
Chain Food Supermarkets : Jack & Jill; Safeway; Hinky Dinky.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 3,974; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Penrod, Adv. Mgr., CITIZEN, 418 Garfield, Holdrege, NE 68949; Tel. (308) 995-4441.
National Representative : Branham.

KEARNEY

1 - LOCATION: Buffalo County, E&P Map D-3. County Seat. 200 mi. W of Omaha. On U.S. Hwy. 30; Interstate 80; State Hwy. 10, 40, 44.

2 - TRANSPORTATION: Railroads - Union Pacific; Burlington.
Motor Freight Carriers - 11.
Intercity Bus Lines - Interstate; Greyhound; Continental.
Airlines - Pioneer Airlines.

3 - POPULATION:
Corp. City 80 Cen. 21,158
CZ-ABC: (70) 19,181; (81) 21,200
RTZ-ABC: (70) 44,561; (81) 48,400
County 80 Cen. 34,797
City & RTZ-ABC: (70) 63,742; (81) 69,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 7,485
County 80 Cen. 12,284
CZ-ABC: (70) 5,836; (81) 7,400
RTZ-ABC: (70) 14 39842; (81) 18,500
City & RTZ-ABC: (70) 20,678; (81) 25,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$838,782,130
Sav. & Loan	4	$81,342,110

6 - PASSENGER AUTOS: County 14,310 (1979)

7 - ELECTRIC METERS: Residence 9,776

8 - GAS METERS: Residence 7,435

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Metal & Irig. Pumps 84 ($245); Oil Filters 520 ($215); Plug Valves 300 ($240); Rubber Closures 102 ($210); Truck Generators 17 ($230); Auto Valves 282 ($265).
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 5-85; Summer 47-101; Fall 7-90; Winter 10-72. First killing frost, Oct. 6. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard: fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on Central St.; 14 N on Hwy. 10; 5 E on Hwy. 30; 8 West on Hwy. 30.
Neighborhood Shopping Centers - 6 blks. E. 25 St.
Shopping Centers : Unimart; Boogaarts; Eastowne Center; IGA Food Center; Hinky-Dinky; Alco Discount Center; K mart West.
Principal Shopping Days : Thurs., Fri., Sat. & Sun.
Stores Open Evenings : Food.

13 - RETAIL OUTLETS: Department Stores - Sears; J. C. Penney; Gambles; McDonalds; Hellmans; Unimart; Baumgartner; Kaufmann-Wernert.
Variety Stores - Baumgartner; Kaufmann-Wernert.
Discount Stores - Unimart; Wheelers; TSC; Bob's Kwik Shops; Alco; K mart.
Drug Stores : ABC; Valley Prescriptions 2; Medical Arts; Unimart.
Chain Supermarkets : Safeway; Unimart; Boogaart; IGA; Bob's Kwik Shop Foods 2; Hinky-Dinky.
Other Chain Stores - Gambles; Firestone; Goodyear; TSC; Wheelers; Wards; S&H Green Stamps; Goodrich; Earl May Nursery; McDonalds; Western Auto; Coast-to-Coast.

14 - NEWSPAPERS: HUB (e) 11,195; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Steve Trybus, Adv. Mgr., HUB, 13 E. 22nd St., Kearney, NE 68847; Tel. (308) 237-2152.
National Representative : Branham.

LINCOLN

1 - LOCATION: Lancaster County (SMSA). E&P Map E-3, State Capital, County Seat. Wholesale, trade, industrial, agricultural, insurance and education center. Veterans Administration and U.S. Dept. of Agriculture regional offices. In SE central part of State; 58 mi. SW of Omaha; 50 mi. W of the Missouri River. On U.S. Hwys. 6, 34, 77, I-80; State Hwys. 2, 79.

2 - TRANSPORTATION: Railroads - Amtrak; Burlington-Northern; Union Pacific; Missouri-Pacific; Chicago & Northwestern; Omaha-Lincoln-Beatrice (freight).
Motor Freight Carriers - Interstate 27; Regional 17.
Intercity Bus Lines - Lincoln City; Continental Trailways; Greyhound; Interstate Transit.
Airlines - United; Frontier; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 171,932
CZ-ABC: (70) 153,755; (81) 179,000
RTZ-ABC: (70) 187,583; (81) 190,800
County/SMSA 80 Cen. 192,884
City & RTZ-ABC: (70) 341,338; (81) 369,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 64,934
County/SMSA 80 Cen. 71,769
CZ-ABC: (70) 49,746; (81) 66,800
RTZ-ABC: (70) 62,285; (81) 72,700
City & RTZ-ABC: (70) 112,031; (81) 139,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	12	$927,500,000
Savings	13	$3,415,300,000

6 - PASSENGER AUTOS: County 141,000

7 - ELECTRIC METERS: Residence 69,220

8 - GAS METERS: Residence 62,632

9 - PRINCIPAL INDUSTRIES: Total Employment 106,100; Agricultural 6,500; Mfg. 13,240; Durable Goods 6,190; Nondurable Goods 7,050; Construction 3,500; Railroad Transportation 3,100; Communication, Utility 3,120; Wholesale 5,100; Retail 16,400; Finance, Insurance & Real Estate 6,930; Services 17,690; Fed. Govt. 2,460; State Govt. 16,810; Local Govt. 10,240.

10 - CLIMATE: Min. & Max. Temp. - Spring 39-61; Summer 66-89; Fall 42-66; Winter 13-33. First killing frost, Oct. 12. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - Lincoln Center (CBD), including: 4 blocks on O St.; 4 on N St.: 3 on P St.; Gateway at 61st and O Sts.
Neighborhood Shopping Centers - 2 blocks at 14th & South; 2 at 27th & Randolph; 3 at 48th & St. Paul; 3 at 61st & Havelock; 3 at 48th & Prescott; 2 at Winthrop Road & Ryons; 2 at 70th & Vine.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway (66)	4	Mont. Ward, Miller & Paine, Sears
Piedmont (17)	3	Safeway
Rathbone (12)	3	Leon's, Food Mart
Indian Vlg. (14)	3	I.G.A.
Treasure City1	4	Safeway
Treasure City2	4	I.G.A.
Briarhurst	5	Hoppe Lumber
Meadowlane (25)	5	Jack & Jill
48th & Vine	3	Richmond-Gordman
Westgate	1	Warehouse Mkt.
Belmont (7)	3	Jack & Jill
Clock Tower	2	Demma IGA
Van Dorn (14)	3	Hinky Dinky, Woolco
East Park Plz. (57)	4	Osco Drug, IGA
Edgewood	6	Osco Drug, IGA

Principal Shopping Days : Thu., Fri., Sat., Sun.
Stores Open Evenings : Mon., Thurs.; Food - Some Thurs., some each weeknight.

13 - RETAIL OUTLETS: Department Stores - Brandeis Co.; Miller & Paine; Sears; Montgomery Ward; J. C. Penney.
Discount & Variety Stores : K mart; Pamida; Richman-Gordman; Treasure City; Woolco; Osco; Ardans.
Chain Drug Stores : Walgreen 3; Wagey 4; Rexall 5; Four Star 2; Gilmour-Danielson 3; Fenton 1; Drug Mart 1; Winter 2; K-Ray Drug 2; Medicine Shoppe.
Chain Supermarkets : Safeway 7; I.G.A. 13; Hinky Dinky 5; Jack & Jill 7.
Other Chain Stores - Barker Shoes; Baker Shoes; Buck's Booterie; Kinney Shoe; Famous Footwear; Richman Brothers; Nebraska Clothing; Natelson's; Tober's Fashions; Zale's Jewelry; Coast-to-Coast 3; Bostonian Shoes; Ardan's; The Limited; Radio Shack; Team Electronics; Pier I; Audio Professionals; Earl Mag Garden.

14 - NEWSPAPERS: STAR (m) 31,540; JOURNAL (e) 44,585; Comb. (m&e) 76,125; JOURNAL & STAR (S) 73,650; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Fred Chapp, Gen. Adv. Mgr., JOURNAL and STAR, 926 P St., Lincoln, NE 68508; Tel. (402) 473-7447.
National Representative : Sawyer-Ferguson-Walker.

McCOOK

1 - LOCATION: Red Willow County, E&P Map C-3, County Seat. Agricultural cntr. U.S. Hwys. 6, 34, 83; 382 mi. NW of Kansas City; 285 mi. E of Denver; 285 mi. SW of Omaha.

2 - TRANSPORTATION: Railroads - Amtrak.
Motor Freight Carriers - 4.
Intercity Bus Lines - Trailways.
Airlines - Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 8,404
CZ-ABC: (70) 8,285; (81) 8,300
RTZ-ABC: (70) 42,825; (81) 41,600
County 80 Cen. 12,615
City & RTZ-ABC: (70) 51,110; (81) 49,900

4 - HOUSEHOLDS:
City 80 Cen. 3,309
County 80 Cen. 4,795
CZ-ABC: (70) 2,883; (81) 3,300
RTZ-ABC: (70) 14,859; (81) 16,600
City & RTZ-ABC: (70) 17,742; (81) 19,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$73,081,327
Sav. & Loan	1	Est. $7,500,000

6 - PASSENGER AUTOS: County 6,162 (1979)

7 - ELECTRIC METERS: Residence 3,481

8 - GAS METERS: Residence 3,437

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Ret. & Whol. 1,450; Service 1,050; Constr. 300; Mfg., Transp. 400; 350 Oil Producers; TRW 304; Rubber Hose Co 300 Grain Products Co. 50.
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: First killing frost, Sept. 15. Last killing frost, Apr. 13. Mean annual temp., 60.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Norris Ave.; 14 on B St.; 4 on C St.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Penney; McDonald; DeGroff's; Carmichaels; Vogue; Clapp's; Sweetbriar; Mode O'Day; Gibson; Alco; Yellow Front.
Variety Stores - Woolworth; Ben Franklin.
Discount Stores - Gibson's; Alcoa.
Chain Food Supermarkets - Hinky-Dinky; Safeway; Wiemers; Country Corner.
Other Chain Stores - Auto Supplies: L. J. Car Parts; Sidles; Stickney's; Firestone; Gambles; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: GAZETTE (e) 10,604 Mar 31. 1981 ABC.
Local Contact for Advertising and Merchandising Data: Allen D. Strunk. Publishor., GAZETTE, West First & E St., McCook, NE 69001; Tel. (308) 345-4500.
National Representative : Branham.

NEBRASKA CITY

1 - LOCATION: Otoe County, E&P Map F-3, County Seat. Agricultural area; Misc. small manufacturing. Wholesale center. 44 hwy. mi. from Omaha on U.S. Hwy. 73-75; State Hwy. 2; I-29.

2 - TRANSPORTATION: Railroads : Missouri Pacific RR; CB&Q RR;
Bus Lines : Greyhound.
River Barge Line : Sioux City-New Orleans.
Motor Freight Carriers : 3.

3 - POPULATION:
Corp. City 80 Cen. 7,127
CZ-ABC: (70) 7,441; (81) 7,100
RTZ-ABC: (70) 25,695; (81) 25,700
County 80 Cen. 15,183
City & RTZ-ABC: (70) 33,136; (81) 32,800

4 - HOUSEHOLDS:
City 80 Cen. 2,784
County 80 Cen. 5,801
CZ-ABC: (70) 2,649; (81) 2,900
RTZ-ABC: (70) 8,766; (81) 10,200
City & RTZ-ABC: (70)11,415; (81) 13,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$45,000,000
Sav. & Loan	2	$181,000,000

6 - PASSENGER AUTOS: County 7,237 (1979)

7 - ELECTRIC METERS: Residence 2,796

8 - GAS METERS: Residence 2,570

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Foods 750 ($180); Gas Meters 315 ($200); Garment Mfg. 250 ($140).

10 - CLIMATE: First killing frost, Oct. 9. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 11 blocks on Central Ave.; 10 off Central Ave.
Principal Shopping Days : Mon., Thurs., Sat.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Dammast's.
Variety Stores : Woolworth.
Discount Stores : Pamida; Duck Wall Alco.
Chain Food Supermarkets : Safeway; Hinky Dinky; IGA.
Other Chain Stores : Tober's Fashion; Earl May; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri) 4,128; (S) 4,203; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Lowman, Gen. Mgr., NEWS-PRESS, 123 S. 8th, Nebraska City, NE 68410; Tel. (402) 873-3334.
National Representative : Branham.

NORFOLK

1 - LOCATION: Madison County, E&P Map E-2. Residential Center; 60 mi. W of Missouri River; 115 mi. NW of Omaha; 75 mi. SW of Sioux City, 124 mi. N of Lincoln. On U.S. Hwys. 81, 275; State 35 and 24.

2 - TRANSPORTATION: Railroads - C&NW; UP.
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound; P.Y.N. Bus Line; Arrow; Black Hills Stage Line.
Airlines - Republic.

3 - POPULATION:
Corp. City 80 Cen. 19,449
CZ-ABC: (70) 16,607; (81) 19,500
RTZ-ABC: (70) 89,683; (81) 90,900
County 80 Cen. 31,382
City & RTZ-ABC: (70) 106,290; (81) 110,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,471
County 80 Cen. 11,586
CZ-ABC: (70) 5,579; (81) 7,500
RTZ-ABC: (70) 28,514; (81) 33,400
City & RTZ-ABC: (70) 34,093; (81) 40,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$147,254,338
Sav. & Loan	3	$131,664,734

6 - PASSENGER AUTOS: County 14,108 (1979)

7 - ELECTRIC METERS: Residence 7,549

8 - GAS METERS: Residence 6,424

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Electronics 631 ($131); Dairy and Poultry Processing 148 ($132); Steel 280 ($190); Steel Fabrication 475 ($170); Medical 500 ($150); Beef Processing 150 ($166); Bottling 72 ($120).

10 - CLIMATE: Min. & Max. Temp. – Spring 23-71; Summer 59-87; Fall 25-75; Winter 8-35. First killing frost, Oct. 4. Last killing frost, May 3.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers Downtown Norfolk – 1st to 8th Sts. on Norfolk Ave., 1 blocks each on South 3rd, 4th & 5th Sts. N. and S. of Norfolk Ave. Principal stores: Alco; Hesteds, Stinsons, Ashleys, Style Shop, Behmer's Music, Tom's Music, Bomgaars, Safeway, Chicago Lumber, Ballantyne Furniture. Most stores open Thursday until 9 and Sundays 1-6 p.m.
Sunset Plaza – 1 mi S on Hwy. 18, 1/4 mile W on 275 bypass. Principal stores: J.C. Penney, McDonald's, Hinky Dinky, Brodkeys, Schweser's, Earl May Garden Center, Furniture by Bestt, Marilynns, Goodyear, Sunset Drug, Tober's Style Shop, Singers, Schiff Shoes, Team Electronics and many others, over 40 units. Open weekdays 9:30 a.m. to 9 p.m. Most stores open Sunday 12-5 p.m.
Westside Plaza – 2 mi. W of downtown Norfolk. Principal stores: Gibson's Discount Center, Lynn & Al's Food, Budget Furniture Mart, Richman Gordman Shoes, Gibson's Auto. Gibson's open weekdays until 9 p.m. Sundays, 1-6 p.m.
Westgate Plaza – corner of 13th St. and Norfolk Ave. Principal Stores: Norfolk IGA, Westgate Rexall Drug, and numerous offices. Teahouse & Drug Store open until 8 p.m., grocery 24 hrs.-7 days.
Mid-City Plaza – Downtown Norfolk on the corner of 3rd and Norfolk Aves. All stores subdivided under one roof. Principal stores are: Mid-City Stereo, Open Thursdays until 9 p.m.
Country Club Plaza – Riverside Blvd. and Benjamin Ave. Principal stores are: Godfather's Pizza, The Diet Scale, The Karpet Shop, Walker Mayer Furn. No set hours for businesses.
Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores – Stinson's; J.C. Penney; McDonalds; Sears (catalog); Schweser's.
Variety Stores – Hested; McCrory.
Discount Stores : Gibson's; Ashleys; K mart; Alco; Warehouse Market.
Chain Supermarkets : Hinky Dinky; IGA; Saleway; HyVee.
Other Chain Stores – Gambles; Firestone; Sherwin-Williams; Schiff Shoes; Singer's; Mode O'Day; Goodyear; Brodkey Jewelery; Team Electronics; Chicago Lbr.; Earl Mays; Bucks; Pearle Optical; Duling Optical; Maurice's; Dairy Queen; Merle Norman; Music City; Tober's; Payless Family Shoes; Holiday Station Store; Warehouse Market.

14 - NEWSPAPERS: NEWS (e) 22,256; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Kirk Clinkscales, Adv. Mgr., NEWS, 525 Norfolk Ave., Norfolk, NE 68701; Tel. (402) 371-1020.
National Representative : Branham.

NORTH PLATTE

1 - LOCATION: Lincoln County, E&P Map C-3, County Seat. Railroad center. Central part of state; 232 mi. from State capital: 289 mi. from Omaha. At intersection of Interstate 80 and US 83.

2 - TRANSPORTATION: Railroads – Union Pacific.
Motor Freight Carriers – 6.
Intercity Bus Lines – Greyhound; Continental Trailways.
Airlines – Frontier.

3 - POPULATION:
Corp. City 80 Cen. 24,479
CZ-ABC: (70) 22,222; (81) 27,900
Bal. in PMA-ABC: (70) 59,449; (81) 64,500
County 80 Cen. 36,445
Total PMA-ABC: (70) 81,671; (81) 92,400

4 - HOUSEHOLDS:
City 80 Cen. 9,176
County: 80 Cen. 13,245
CZ-ABC: (70) 7,347; (81) 10,600
Bal. in PMA-ABC: (70) 19,985; (81) 24,700
Total PMA-ABC: (70) 27,232; (81) 35,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$145,474,116
Sav. & Loan	6	$90,562,000

6 - PASSENGER AUTOS: County 23,125

7 - ELECTRIC METERS: 13,103

8 - GAS METERS: Residence 10,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Food 105 ($138); RR 2,300 ($350); Meat Packing 125 ($190); Farm Equip. 120 ($130).
Principal Pay Days – RR; 1st and 15th. Food and Textile: Sat.

10 - CLIMATE: Min. & Max. Temp. – Spring – 21- 99; Summer 33-109; Fall 25-105; Winter 16-76. First killing frost, Sept. 23. Last killing frost, May 24.

11 - TAP WATER: Alkaline, hard. Source – wells; not fluoridated.

12 - RETAILING: Principal Shopping Center – 5 blocks on Dewey St., 12 on Jeffers; 5 on 4th, 5th and 6th; 2 on 3rd.
Neighborhood Shopping Centers – S. Jeffers and West A; East 4th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gibson's	1	Gibson, True-Value, Home Furniture
Westfield (27)	2	Sixth St. Mkt., Coast-To-Coast, Ben Franklin
The Mall (40)	NA	J. C. Penney, Skagg's, Hinky Dinky, McDonald's
Parkade Plaza	NA	Alco, Sixth Street Mkt.

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thurs.; Mall-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores – Montgomery Ward; J. C. Penney; J.M. McDonald; Schweser's; Sears.
Variety Stores – Woolworth; Ben Franklin.
Discount Stores – Gibson's; Skagg's; Alco; K mart.
Chain Drug Stores – Allen's; Skagg's; Gibson's.
Chain Food Supermarkets : Safeway; Hinky Dinky; 6th St. Mkt. 5.
Other Chain Stores – Sherwin-Williams Paint; Sweetbriar Shops; Mode-O'Day; Gamble's; Firestone; Goodyear; Coast-to-Coast; Gibson's Discount Store; Allen's Self-Service; Skagg's; Gallenkamp Shoes; Maurice's; Claire's Boutique; Evanson's Card Shop; Swiss Colony; So-Fro Fabrics; True-Value; K mart; Alco; Zales; Radio Shack; Mode-O-Day; Team Electronics; KWAL Paint; 84 Lumber; Pay'n Pak; Easy Rest; Waterbed World; McDonald's.

14 - NEWSPAPERS: TELEGRAPH (m-tues to sat) 16,543; (S) 17,104; Mar 31 1981 ABC.
Local Contact for Advertising and Merchandising Data: Russell Cannon, Gen. Mgr., Robert Blackman, Adv. Dir., TELEGRAPH, 615 N. Chestnut, North Platte, NE 69101; Tel. (308) 532-6000.
National Representative : Branham.

OMAHA

1 - LOCATION: Douglas County (In Omaha, NE-IA SMSA). E&P Map F-2, County Seat. Food processing, retail/wholesale trade, military, insurance, educational, medical center; livestock market. Eastern portion of state on Missouri River; 459 mi. W of Chicago; 357 mi. S of Minneapolis/St. Paul; 201 mi. N of Kansas City; 537 mi. E of Denver. On Interstate Hwys. 80 & 29; U.S. 6, 30, 73, 75, 275; State 36, 38, 50, 64, 85, 96, 131, 133 & 370.

2 - TRANSPORTATION: Railroads : Burlington Northern; Chicago & Northwestern; Illinois Central; Missouri Pacific; Norfolk & Western; Union Pacific (HQ).
Motor Freight Carriers : 86.
Rail Passenger Service : Amtrak.
River Barge Lines : 4.
Intercity Bus Lines : Greyhound; Continental Trailways.
Airlines : United; Braniff; Eastern; TWA; Republic; Texas International; Frontier; Continental; Midway.

3 - POPULATION:
Corp. City 80 Cen. 311,681
County 80 Cen. 397,884
SMSA 80 Cen. 570,399
CZ-ABC: (70) 493,615; (81) 518,000
RTZ-ABC: (70) 279,986; (81) 296,400
City & RTZ-ABC: (70) 773,601; (81) 814,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,261
County 80 Cen. 146,405
SMSA 80 Cen. 203,489
CZ-ABC: (70) 151,675; (81) 182,400
RTZ-ABC: (70) 89,947; (81) 109,900
City & RTZ-ABC: (70) 241,622; (81) 292,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	26	$2,265,155,000
Sav. & Loan	8	$2,390,166,280

6 - PASSENGER AUTOS: County 218,183 (1979)

7 - ELECTRIC METERS: Residence 113,539

8 - GAS METERS: Residence 98,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Machy. & Equipment 10,843 ($341); Meat Processing 3,532 ($352); Other Food 5,569 ($345), Metals 2,994 ($362); Printing & Publ. 3,411 ($272); All Other Mfg. 8,559 ($236).
Principal Pay Days – Industrial, Fri.; others 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 39-62; Summer 64-86; Fall 42-66; Winter 16-36. First killing frost, Oct. 20. Last killing frost, April 14.

11 - TAP WATER: Moderately alkaline; moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Area : Westroads, 102nd & Dodge, 161 stores; Crossroads 72nd & Dodge, 36 stores; Southroads. 1001 Fort Crook Road N., Bellevue, 36 stores; Midlands Mall, downtown Council Bluffs, 51 stores; downtown Omaha, 16th & Douglas.
Neighborhood Shopping Area : S. Omaha, 10 blocks at S. 24th & N. Sts.; Benson, 5 blocks at 61st & Maple St.; Florence, 5 blocks at N. 30th & State; Council Bluffs, 14 blocks at 4th & Broadway; Bellevue, 5 blocks at Franklin & Mission; Ralston, 3 blocks at 76th & Main; Millard, 5 blocks at 132nd & L.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baker Sq. (23)	11	Brandeis, Baker's, Walgreen
Bel-Air Plz. (41)	10	Richman Gordman, Food City
Bellevue Plz. (13)	7	K mart, Safeway, Walgreen
Bluff Plz. (5)	5	J. C. Penney, Hinky Dinky
Bluffs Northway (3)	4	Richman Gordman Hy-Vee, Drug Town
Brentwood Sq.	12	Richman Gordman, Baker's, Walgreen
The Center (20)	3	Younker-Kilpatrick's
Center Plz. (12)	7	Ardan, Walgreen
Country Club Mall (3)	6	Skaggs, Safeway
Crossroads (36)	5	Brandeis, Sears, Walgreen
Frederick Sq. (12)	7	Woolco, Baker's
50th & Ames (3)	5	Bakers, Half-Price, Walgreen
K mart North (4)	6	K mart
K mart South (7)	5	K mart, Hinky Dinky
Maple Plz. (8)	8	Target, Hinky Dinky, Walgreen
Midlands Mall (51)	3	Sears, Brandeis, Philips, Walgreen
Montclair (28)	11	Half-Price, Service Merchandise, Hinky Dinky
Orchard Plz. (31)	11	Target
Plaza No. (16)	9	Woolco Baker's
Regency Ct. (27)	8	Hovland-Swanson-Cochrane
Saddle Creek (5)	3	Target, Hinky Dinky, Walgreen
Sherwood Pl (6)	8	K mart Warehouse Mkt.
Southroads (36)	6	Brandeis, Sears, Penney's
Village Shpg. Ctr. (9)	8	Skaggs, Food Barn, Half-Price
36th & Q (2)	5	Richman Gordman, Hinky Dinky
Westgate Plz. (17)	7	Brandeis,
Westroads (161)	8	Mont. Ward, Penney's, Younker-Kilpatrick's, Brandeis, Walgreen
Westwood Mall (8)	10	K mart, Skaggs, Safeway

Principal Shopping Days : Sat. Thu., Sun., Fri., Wed.
Stores Open Evenings : Food & Shopping Centers – every evening except Sun.

13 - RETAIL OUTLETS: Department Stores : Brandeis 6; Montgomery Ward 2; J. C. Penney 3; Philips 4; Richman Gordman 5; Sears 3; Younker- Kilpatrick's 2.
Discount Stores : K mart 8; Walgreen 13; Skaggs 7; Woolco 2; Target 3; Ardan 1; Half-Price 5; Service Merchandise 1.
Variety Stores : Ben Franklin 2; Hested's; Mangelsen's; TG&Y 2; Woolworth 4.
Chain Drug Stores : Walgreen 13; Skaggs 7; Keystone 3; Kohll's 4; Central Park 7; Beaton 4; Bogard's 4; Clark 2; Drug Town 2.
Chain Food Supermarkets : Albertson's 3; Baker's 10; Hinky-Dinky 16; Safeway 17; Food City 2; Shaver's 8; Super Valu 3; Spartan 15; Grocery Supply Co. 1; Warehouse Mkt.; Jack & Jill; Kwik Shop 34; Convenient 15; 7-Eleven 19; Town & Country 6; Casey's 4.
Other Chain Stores : Abigail Uniform; Adolph's Auto Parts; Baker Shoes; Ben Simon's; Bostonian Shoes; J. Bragg's; Buck's Shoes; Carriage House; Catherine's Stout Shoppe; Chess King; Color Tile; Crandell's; Daisy; B. Dalton Books; Diamond-Vogel Paint; Earl May; Eighty-Four Lumber; Famous Footwear; Fashions-at-Large; Firestone; Flagg Bros.; Florsheim; Flowwer City; Foreman & Clark; Fox Photo; Fredericks of Hollywood; General Nutrition; Genuine Parts; Glidden Paint; Chapmans; B. F. Goodrich; Goodyear; Handy Dan; Haney Shoes; Henry Field; Hickory Farms; Hovland-Swanson-Cochrane Iowa Paint; Jaccard's Jeans West; Jerry Leonard; Johnson Cashway; Junction Jr.; Shoe World; Kinney; Lerner Shops; Landons; Magee's; Maternity Modes; Minnesota Fabrics; Mr. Automotive; Mode O'Day; Motherhood Maternity; Natelson's; Natl. Pay-Less Shoes; Natl. Shirt; Natl. Uniform; Normans Shoes; Northwest Fabric; Payless Cashway; Peck & Peck; Pioneer Paint; Pioneer Uniforms; Pittsburgh Paint; Plywood Minnesota; Radio Shack; Sallye's; Seiferts; Shepler's; Sherwin-Williams; Singer; So-Fro Fabrics; Sophir-Morris Paint; Spencer Gifts; Susie's Casuals; Sutherland Lumber; Tober's; Toy City; Tully's; Uniroyal; Virgies Walden Books; Wickes Lumber; World Radio; Youngtown; Zales; Zondervan Books.

14 - NEWSPAPERS: WORLD-HERALD (m-mon to fri) 121,741; (e-mon to fri) 107,303; Comb. (m&e) 229,044; (m-sat) 214,861; (S) 281,045; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George Kaplan, Nat'l. Adv. Mgr., WORLD-HERALD, World Herald Sq., Omaha, NE 68102; Tel. (402) 444-1000.
National Representatives : CWO&O.

SCOTTSBLUFF

1 - LOCATION: Scotts Bluff County, E&P Map A-2. 450 mi. W of Omaha; 200 mi. NW of Denver. Trading, shipping and medical center for irrigated North Platte Valley and surrounding ranch areas. Wholesale center.

2 - TRANSPORTATION: Railroads – Burlington-Northern at Scottsbluff and Union Pacific at Gering.
Motor Freight Carriers – 10.
Intercity Bus Lines – Star.
Airlines – Frontier.

3 - POPULATION:
Corp. City 80 Cen. 14,156
PMA-ABC: (70) 22,767; (81) 24,100
Bal. in PMA-ABC: (70) 79,851; (81) 84,900
County 80 Cen. 38,344
Total PMA-ABC: (70) 102,618; (81) 109,000

4 - HOUSEHOLDS:
City 80 Cen. 5,516
County 80 Cen. 13,813
PMA-ABC: (70) 7,377; (81) 9,000
Bal. in PMA-ABC: (70) 25,427; (81) 31,300
Total PMA-ABC: (70) 32,804; (81) 40,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$829,143,000
Commercial	5	$190,365,000

6 - PASSENGER AUTOS: County 21,260

7 - ELECTRIC METERS: Residence 15,048

8 - GAS METERS: Residence 13,842

9 - PRINCIPAL INDUSTRIES: Sugar; Trailer; Furniture; Farm Chemical; Feed; Farm Mach. Mfg.; Oil Refining; Concrete Pipe & Tile; Steel Fabricating; Iron Foundry; Electronic Components. Av. Weekly Wage – $225.
Principal Industrial Pay Days – 5th and 20th.

10 - CLIMATE: Min. & Max. Temp. – Spring 22-66; Summer 49-76; Fall 36-73; Winter 22-53. First killing frost, Oct. 14. Last killing frost, May 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center – 8 blocks on Broadway; 4 on First Ave.; 3 on Avenue A; 5 on Gering; East 20th Place.
Neighborhood Shopping Centers – W. 27th at Ave. B; E. Overland Drive, between 5th and 17th Aves.; S. Bway. at 11th St.; 5 blocks on East 20th Place.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
East Vlg. (15)	NA	Rasco/Tempo Corral West Ranchwear

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores – Murphy; Montgomery Ward; Penney; Tempo; K mart; Alco.
Discount Stores : Discount Furniture; Yellow Front; Wheeler's; Gibson's; Tempo; K mart; Alco.
Variety Stores – Woolworth; Baumgartner; Ben Franklin.
Chain Drug Stores : Super Drug.; Rexall; Mart's Merit; McCosh.
Chain Supermarkets : Safeway; Jack & Jill 2; CO-OP; Town & Country; Alexanders; Henry's Mkt.

Other Chain Stores - Firestone; Western Auto; Sears (catalog); Brown shoes; S&H Green Stamps; Goodyear; Payless Shoes.

14 - NEWSPAPERS: STAR-HERALD (m ex. mon) 17,926; (S) 18,634; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David McClain, Adv. Dir., STAR-HERALD, 1405 Broadway, Scottsbluff, NE 69361; Tel. (308) 632-0630.
National Representative : Branham.

YORK

1 - LOCATION: York County, E&P Map E-3, County Seat. Some light manufacturing; 100 mi. from Omaha; 50 mi. from Lincoln, Neb.; 260 mi. from Kansas City; at junction of U.S. Hwys. 34, 81, Interstate 80.

2 - TRANSPORTATION: Railroads - Burlington Northern.
Motor Freight Carriers - 2.

3 - POPULATION:
Corp. City 80 Cen. 7,723
County 80 Cen. 14,798

4 - HOUSEHOLDS:
City 80 Cen. 2,939
County 80 Cen. 5,428

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$101,000,000
Sav. & Loan	3	$40,000,000

6 - PASSENGER AUTOS: County 9,109

7 - ELECTRIC METERS: Residence 3,110

8 - GAS METERS: Residence 2,984

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage) - Hog Slaughtering 60 ($260); Irrigation Pipe 25 ($230); Elevator Machy. 36 ($235); Mobile Homes 108 ($210); Beef Slaughtering 103 ($250); Electronics Assembly 152 ($145); Metal Tool Fabrication 50 ($250);

10 - CLIMATE: Min. & Max. Temp. - Spring 20-100; Summer 46-97; Fall 13-86; Winter -14-73. First killing frost, Oct. 23. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 15 blocks on Lincoln, Grant and Platte Aves.

Principal Shopping Days : Thurs. and Sat.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; Gamble's.
Variety Stores - Ben Franklin; Hested's.

Chain Drug Stores - Beins Rexall.
Discount Stores : Wheeler's; Pamida; Alco.

Chain Food Supermarkets - Stop-N-Shop; Grand Central Super Valu; Econo Foods; Price Chopper.

Other Chain Stores : Sears; Coast-to-Coast; Montgomery Ward; Tober's; S&H Green Stamps; Goodyear; L & W Service Center (Firestone); Penney's; Gambles.

14 - NEWSPAPERS: NEWS-TIMES (e) 6,334; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Don Gillen, Publisher., NEWS- TIMES, PO Box 279, York, NE 68467; Tel. (402) 362-4428.
National Representative : Branham.

NEVADA APPEAL
Carson City, Nevada
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NEVADA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Las Vegas - Clark County.
Reno - Washoe County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	44	56
5-14 Years	100	117
15-24 Years	79	147
25-44 Years	134	250
45-64 Years	101	163
65 and Over	31	66
TOTAL	489	799

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	103	199	350
Genral Mdse	180	362	623
Food	326	593	1,149
Automobiles	306	637	1,011
Gasoline Stations	148	295	707
Apparel	92	139	239
Furniture	67	127	227
Eat-Drink Places	144	290	562
Drugs	56	149	282
TOTAL	1,572	3,069	5,750

CARSON CITY

1 - LOCATION: Carson City, an Independent City (formerly Ormsby County), E&P Map A-3, County Seat. State Capital; commercial, recreation and agricultural center; 30 mi. S of Reno; 14 mi. E of Lake Tahoe; 4,675 ft. elevation.

2 - TRANSPORTATION: Railroads - S. Pacific (freight); Amtrak (from Reno).
Bus Lines - LTR Stage Lines; Gray Lines.
Airlines - (Reno) American; Air California; Braniff; Delta; Eastern; Hughes Air West; PSA; TWA; United AL; Western.

3 - POPULATION:
Corp. City 80 Cen. 32,022
PMA-ABC: (70) 15,468; (81) 34,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,074
PMA-ABC: (70) 4,837; (81) 12,300

5 - BANKS: 7 Commercial & 6 Sav. & Loan

6 - PASSENGER AUTOS: County 20,193

7 - ELECTRIC METERS: Residence 13.910

8 - GAS METERS: City & County 10,656

9 - PRINCIPAL INDUSTRIES: Gov't.; Tourist Related Business; Light Mfg.; Wholesale-Retail Sales.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 6 blocks on Carson St.; 6 blocks S., 27 stores; 8 blocks N., 3 major stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carson St. (30)	NA	Sears, Wards, Safeway, Sprouse-Reitz
Silver City (27)	NA	K mart, Skagg's Drugs, Albertson's
Carson Mall (33)	NA	J.C. Penney, Safeway
Frontier Plz. (45)	NA	Raley's Drug Center
Mayfair Ctr. (5)	NA	Mayfair Super Mkt., Thrifty Drug
Warehouse Ctr. (30)	NA	Warehouse Super Mkt., Nat'l. Stores, Coast-to-Coast Hdwe., Ben Franklin
Tierra Plz. (9)	NA	
Lariet Ctr. (7)	NA	
Winnie Ctr. (6)	NA	
Carson Sq. (20)	NA	Long's Drug, Lucky's Food
Sixflags (3)	NA	
Winnie West (6)	NA	Winchells Donuts, 7-Eleven
Crossroads (39)	NA	Wilburs Mens Shop

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Outdoorsman Sporting Goods; Coronas.
Variety Stores - Sprouse-Reitz 2; Ben Franklin; Coast-To-Coast.
Discount Stores - K mart.
Chain Drug Stores : Drug Center; Raley's; Thrifty; Skaggs; Long's.
Chain Food Supermarkets : Safeway; Mayfair; Warehouse Markets; Albertson's; Lucky's.
Other Chain Stores : Western Auto; Carson Furniture; Grand Auto; Triple S Tires; McDonald's; Kentucky Fried Chicken 2; Taco Bell; Wendys; Godfather Pizza; Burger King; A&W Root Beer; Long John Silver; Denny's; Sirloin Stockade; Sizzler; Wienershnitzel; Happy Steak; Colonial Lady Chicken; Taco Charley; Pizza Hut; VIPS Restaurant; Baskin Robbins 2; Dairy Queen; Winchell Donuts, 7-Eleven 4; Arco Mini-Mart; Hobo Joes; True Value Hardware; Ace Hardware.

14 - NEWSPAPERS: NEVADA APPEAL (e-mon to fri) 9,140; (S) 9,887; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dale Wetenkamp, Adv. Dir., NEVADA APPEAL, 200 Bath St., Carson City, NV 89701; Tel. (702) 882-2111.
National Representative : Western Dailies.

ELKO

1 - LOCATION: Elko County, E&P Map C-2, County Seat. Interstate Hwy. 80 Bet. Salt Lake City and Reno.

2 - TRANSPORTATION: Railroads - Western Pacific; Southern Pacific; Amtrak.
Motor Freight Carriers - 3.
Intercity Bus Lines : Greyhound; Continental Trailways.
Airlines : Golden Gate; Chaparel.

3 - POPULATION:
Corp. City 80 Cen. 8,758
County 80 Cen. 17,269

4 - HOUSEHOLDS:
City 80 Cen. 3,353
County 80 Cen. 6,350

5 - BANKS: 4 Commercial, 6 S & L Dep. N.A.

6 - PASSENGER AUTOS: County 8,521

7 - ELECTRIC METERS: Residence 4,183

8 - GAS METERS: Residence 2,605

9 - PRINCIPAL INDUSTRIES: City Zone - Tourism; Railroad; Trucking; Construction; Ranching; Electronics Manufacturing; Mining.
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 22-70; Summer 48-91; Fall 19-79; Winter 9-40. First killing frost, Sept. 30. Last killing frost, June 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elko Shpg. Plaza (21)	NA	J. C. Penney, Albertson's, Penny Wise, Sprouse-Reitz

Principal Shopping Days : Wed., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores - Golden Rule; Penney; Anacabe's; Western Auto; Bob's Togs.
Variety Stores : Sprouse-Reitz; Penny Wise; Skaggs.
Chain Drug Stores : Elko Walgreen; Penny Wise; Skagg's.
Chain Food Supermarkets : Safeway; Mayfair; Albertsons.

14 - NEWSPAPERS: FREE PRESS (e) 3,833; sworn Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Mae and Mel Steninger, Pub., FREE PRESS, PO Box 1330, Elko, NV 89801; Tel. (702) 738-3118.
National Representative : Branham.

ELY- EAST ELY

1 - LOCATION: White Pine County, E&P Map C-3, Ely, County Seat. Mining, tourist and stock center. 246 mi. SW of Salt Lake City, Utah. On U.S. Hwys. 6, 50, 93.

2 - TRANSPORTATION: Railroads - Nevada Northern.
Motor Freight Carriers - 3.
Intercity Bus Lines - Wycoff; U.P.S.
Airlines - Golden Gate.

3 - POPULATION:
Corp. Cities 80 Cen. 7,599
County 80 Cen. 8,167

4 - HOUSEHOLDS:
Cities 80 Cen. 1,841
County 80 Cen. 3,003

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$40,000,000
Savings & Loan	1	$10,000,000

6 - PASSENGER AUTOS: County 4,500

7 - ELECTRIC METERS: Residence 4,227

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Constr. & Mfg.; Transp. & Util.; Total Employed 3,808.
Principal Industrial Pay Days - Tues.

10 - CLIMATE: Min. & Max. Temp. - Jan. 8-37; Apr. 28-59; July 48-88; Oct. 20-64. First killing frost, Oct. Last killing frost, May 28.

11 - TAP WATER: Alkaline, very hard; 197 ppm.

12 - RETAILING: Principal Shopping Center - 8 blocks in center of town.
Principal Shopping Days : Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Nanette's; Goodman Tidball; Louis Cononelos; Wilson Bates.
Variety Stores - Sprouse-Reitz.
Chain Drug Stores : Economy; Steptoe; East Ely Phmcy.; Cowley's Phmcy.
Chain Food Supermarkets : Safeway; IGA; Standard 2.

14 - NEWSPAPERS: TIMES (e-mon to fri) 2,598; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ken Kliewer, Adv. Mgr., TIMES, 655 Aultman, Ely, NV 89301; Tel. (702) 289-4491.
National Representative : Western Dailies.

FALLON

1 - LOCATION: Churchill County, E&P Map B-3, County Seat. Mining, farming, dairying, agricultural area. 55 mi. E of Reno. On State Hwy. 42; U.S. Hwys. 50, 95. 25 mi. from Interstate 95.

2 - TRANSPORTATION: Railroads - Southern-Pacific.
Motor Freight Carriers - 6.
Intercity Bus Lines - Las Vegas-Tonophah-Reno Stage Line; Nevada-Central Motor Lines; Greyhound.
Airlines - Hughes Air West; United; Western.

3 - POPULATION:
Corp. City 80 Cen. 4,262
County 80 Cen. 13,917
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,752
County 80 Cen. 5,074

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2 Br.	N.A.
Savings	2	$43,017,000
Sav. & Loan	3	$4,265,000

6 - PASSENGER AUTOS: County 7,096

7 - ELECTRIC METERS: (Residential) 2,670

8 - GAS METERS: (Residential) 2,110

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wages) - Mining 250 ($300); Meat Packing 40 ($160); Naval Air Station 2,200 ($200); Gambling 275; Tourism 400.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-65; Summer 48-91; Fall 32-74; Winter 16-50. First killing frost, Sept. 15. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Neighborhood Shopping Centers : Raley's; Giant Discount.
Nearby Shopping Centers : Frontier Village (Sage Brush Market).
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Food, discount.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Montgomery Ward; Western Auto.
Variety Stores - Sprouse-Reitz.
Discount Stores : Kent's.
Chain Drug Stores : Morris-Loring.
Chain Food Supermarkets : Safeway; Kolhass; Stop & Shop; Sage Brush; Raley's.
Other Chain Stores - Mode O'Day; Sears.

14 - NEWSPAPERS: EAGLE-STANDARD (e-mon to fri) 847; sworn Oct. 7, 1979 (Latest statement available).

Las Vegas
REVIEW-
JOURNAL
Nevada's largest
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Local Contact for Advertising and Merchandising Data: Bonnie Stahle, Pub./Ed., FALLON EAGLE-STANDARD, Box 1210, Fallon, NV 89406; Tel. (702) 423-3101.
National Representative : Amer. Newspaper Rep.

LAS VEGAS

1 - LOCATION: Clark County (Las Vegas, NV SMSA). E&P Map C-5, County Seat. Industrial, mining center and vacation resort. Home of Nellis Air Force Base. On U.S. Hwys. 91, 93, 95, 466 and I-15. 290 mi. NE of Los Angeles; 452 mi. SW of Salt Lake City.

2 - TRANSPORTATION: Railroads - Union Pacific.
Motor Freight Carriers - 15.
Intercity Bus Lines - Continental Trailways; Greyhound.
Airlines - Air California; American; Braniff; Continental; Delta; Eastern; Frontier; Northwest Orient; Pacific Southwest; Pan American; Republic; Trans World; United; Western.

3 - POPULATION:
Corp. City 80 Cen. 164,674
PMA-ABC: (70) Cen. 273,288; (81) 414,400
County/SMSA 80 Cen. 461,816

Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 62,114
County/SMSA: 80 Cen. 173,563
PMA-ABC: (70) 87,728; (81) 152,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6/68	$3,198,920,000
Sav. & Loan	7/41	$1,875,740,000

6 - PASSENGER AUTOS: County 263,187

7 - ELECTRIC METERS: Residence 169,597

8 - GAS METERS: Residence 78,622

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Mining 500; Construc. 13,800; Transport., Utils. 13,100; Wholesale/Retail Trade 45,300; Fin., Ins., R.E. 10,200; Services 105,000; Gov't, (excluding military) 26,100; Nellis AFB 10,870 military & 1,953 Civ.; Nev. Test Site 4,259. Source: Nevada Economic Security Dept., 1979 Annual Av.
Principal Industrial Pay Days - Wed., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-78; Summer 66-118; Fall 44-80; Winter 26-61. First killing frost, Nov. 15. Last killing frost, Mar. 31.

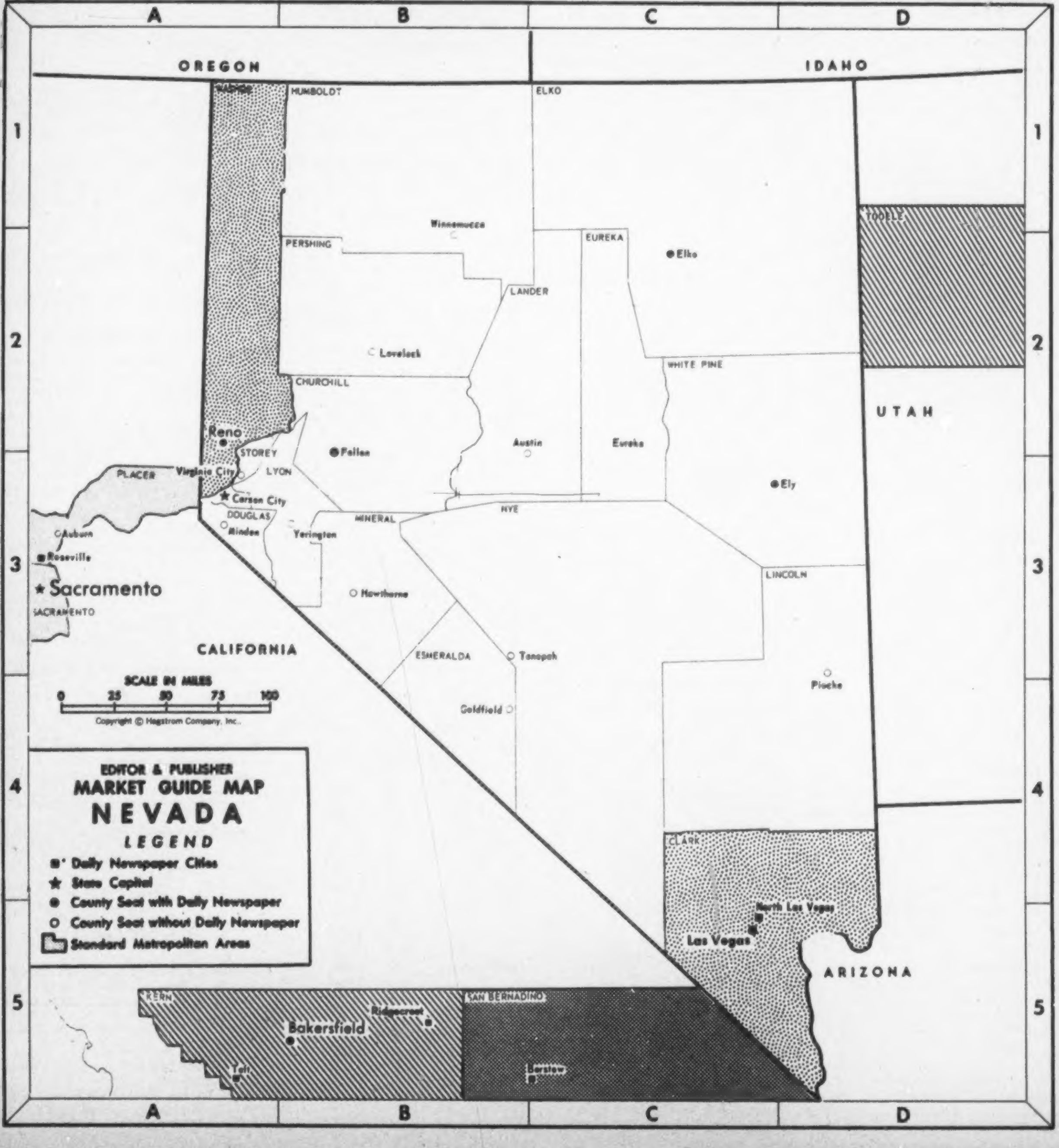
11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - Las Vegas is divided east/west by The Strip with Boulevard Mall in the east and Meadows Mall in the west. Second fashion mall on the Strip with Anchor Stores, Saks Fifth Avenue, Neiman Marcus, Goldwaters, Diamonds, Bullocks plus 130 Boutigues and specialty shops. Boulevard and Meadows Malls each are anchored by Sears, J.C. Penney, Diamonds and Broadway. Boulevard Mall, enclosed, 74 stores. Meadows Mall, enclosed, 2 levels, 130 Stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bonanza Sq. (24)	2	SuperRx, Builders Village
Boulevard (76)	6	Sears, Penney, Diamond's, Broadway
Charleston Plz. (40)	1	Woolco, Skaggs
College Pk. (33)	2	Zody's
Commercial Ctr. (27)	4	Vegas Vlg., Von Tobels
Decatur Center	4	Wonderworld, Thrifty Drug
Fashion Show	4	Lucky Food
Family Ctr. (130)		Bullocks, Diamond, Saks, Neiman-Marcus, Goldwater's, Black, Starr & Frost
Maryland Sq.	6	Smith's Food King, Wonderworld
Meadows Mall (149)	2	Diamonds, Broadway, Sears, Penney
Parkway Plaza	4	Smith's Food King, Western Auto
Plaza Desert Inn (20)	9	Lucky Food
Rancho Center	2	K mart, Thrifty Drug
Sunrise City	4	Thrifty Drug, Montgomery Ward
Tropicana Pl. (34)		Safeway
Tropicana	8	Mayfair Market
Twin Lakes Pl.	2	Skaggs, Thrifty
Westland (70)	4	Woolco

Neighborhood Shopping Centers : Alta-Decatur, Alta at Decatur; 8 blocks on Fremont; Bolero Plaza, Desert Inn at Eastern; Camelot S/C, S; Maryland Pkwy; Carriage Trade Center, 900 E. Sahara; Charleston Bazaar, E. Charleston at Maryland Pkwy; College Park, 25th E. Lake Mead; Commercial Center, 800 E. Sahara; Almond Trade Center, E. Sahara; Central Valley, Flamingo at Boulder Hwy.; Charleston Plaza Mall, E. Charleston at Bruce; Franklin Center, Nellis at Boulder Hwy.; Decatur Center, Downtown (9 blocks on Fremont); Fashion Show; Spring Mtn. and Las Vegas Blvd. S.; Fashion Square; LV Blvd. S. at Desert Inn Rd; Lucky Center, W. Sahara at Industrial Rd.;


A
B
C
D
1
2
3
4
5
OREGON
IDAHO
WASHOE
HUMBOLDT
ELKO
TOOELE
Winnemucca
PERSHING
EUREKA
Elko
LANDER
Lovelock
WHITE PINE
CHURCHILL
UTAH
Reno
STOREY
Fallon
Austin
Eureka
PLACER
Virginia City
LYON
Ely
Carson City
DOUGLAS
MINERAL
NYE
Minden
Yerington
Auburn
Roseville
LINCOLN
Sacramento
SACRAMENTO
Hawthorne
CALIFORNIA
ESMERALDA
Tonopah
Pioche
SCALE IN MILES
0
25
50
75
100
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Goldfield
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEVADA
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas
CLARK
North Las Vegas
Las Vegas
ARIZONA
KERN
SAN BERNADINO
Ridgecrest
Bakersfield
Taft
Barstow

Mission Shopping Center, NE Corner of Flamingo Rd. & Maryland Pkwy.; Maryland Square, Twain at Maryland Pkwy; Plaza Desert Inn, Desert Inn at Sandhill; Rancho Plaza, Rancho at Charleston; Sahara Center, LV Blvd. S. at Sahara; Sahara-Decatur Plaza, 4610 W. Sahara; Somerset, 200 Convention Center Dr.; Sunrise City, Karen Ave. & Maryland Pkwy.; Tiffany Square, Maryland Pkwy. at Flamingo; Tropicana Plaza, 3430 E. Tropicana; Vegas Village, Vegas Valley Dr. on Fremont; Vegas Village North, 1200 N. Main and LV Blvd. N.; Vegas Village West, Decatur at West Oakey; Village East Plaza, 5025 Eastern; Village Square, 957 E. Sahara, Westgate W. Charleston at Hinson; Westland Mall, 4400 W. Charleston; Wonderworld, Sahara at Vegas View Blvd.; Wonderworld East, E. Ownes at 25th St.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Food, every evening; 30% open 24 hours.

13 - RETAIL OUTLETS: Department Stores - Diamond's 3; J.C. Penney 1; Sears 1; Montgomery Ward 1; Broadway 2; Mervyn's 2.
Discount Stores : Ardan's 2; Gemco 2; Grand Central 2; K mart 3; Vegas Village 3; Wonder World 4; Woolco 2; Zody's 2 Bullocks 1; Neiman-Marcus 1; Goldwaters 1.
Variety Stores - Woolworth 2; Sprouse-Reitz 3; Calavan's 88 Store 2; Cornet 1; National Dollar Store; Skaggs.
Chain Drug Stores : Thrifty Drug 8; Walgreen 3; White Cross 4; SuperRx 1; Skagg's; Sav-On 4.
Chain Food Supermarkets : Albertsons 8; Alpha Beta 4; Lucky 11; May Fair 2; Safeway 15; Smiths Food King 14; Thriftimart 4; Vons 6.
Other Chain Stores - B. Dalton; Bernina; Big O Tires; Bonds Jewelers; Chandlers Shoes; C.H. Baker; Checker Auto Parts; Chess King; Fashion Conspiracy; Florsheim; Foxmoor Casuals Fredericks; Gallenkamp; Hallmark; Harris & Frank; Hickory Farms; Household Finance; House of Fabrics; Jay Bernard; J. Herbert Hall; I. Magnin; Judy's; Karls Shoes; Kinneys; Leeds-Qualicraft; Lerners; Merle Norman; McMahan Furniture; Millers Outpost; Mode O Day; Naturalizer; Peck & Peck; Pittsburgh Paints; Red Cross Shoes; Sees Candy; Show off; Silverwoods, Singer; Size 5-7-9; Standard Brands; Stride Rite; Timex; Western Auto; Zales; Breuner's Furniture; Color Tile; Carpet Barn; Fischer's; Ethan Allan; Home Lumber; Ole's; Pic N Save; Radio Shack; RB Furniture; Tandy Leather; Sun Stereo; Wallpaper To Go; Wilkes Lumber.

14 - NEWSPAPERS: REVIEW-JOURNAL (e-mon to fri) 89,079; (e-sat) 81,956; (S) 97,767; Mar. 31, 1981 ABC. SUN (m-mon to fri) 59,494; (m-sat) 55,913; (S) 62,510; Mar, 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jeff C. Haag, Adv. Dir., REVIEW JOURNAL, PO Box 70, Las Vegas, NV 89101; Tel. (702) 383-0366. Harry Blatt, Adv. Dir., SUN, 121 S. Highland, Las Vegas, NV 89101; Tel. (702) 385-3111.
National Representatives : REVIEW-JOURNAL Western Dailies; SUN - Landon.

NORTH LAS VEGAS

1 - LOCATION: Clark County, E&P Map C-5 (In Las Vegas SMSA). Tourist area; SE part of state, adjacent to Las Vegas. U.S. Hwy. 95; State Hwy. 9, 1, 93; I-15.

2 - TRANSPORTATION: Railroads : Union Pacific.
Motor Freight Carriers : 2.
Intercity Bus Lines : Continental Trailways; Greyhound; Las Vegas-Tonopah-Reno Stage Lines; Sun Valley; Intermountain; Iowa Coaches; Orange Belt; Pacific Trailways; Peoria-Rockford; Pioneer Transit; Star.
Airlines - Delta; Frontier; Hughes Airwest; National; TWA; United; Western; Scenic; Braniff; Continental; Texas International; P.S.A; California Air (Las Vegas).

3 - POPULATION:
Corp. City 80 Cen. 42,739
County/SMSA 80 Cen. 461,816
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 13,086
County/SMSA 80 Cen. 173,563

5 - BANKS: 3 Commercial, Deposits N.A.

6 - PASSENGER AUTOS: County 263,187

7 - ELECTRIC METERS: N.A

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-71; Summer 66-118; Fall 44-82; Winter 26-61. First killing frost, Nov. 15. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charleston Heights	NA	Sears, Safeway
Civic Ctr. Plz. (22)	NA	Sears, Zody's, Smiths Food King
College Park (33)	NA	Skaggs Drugs, TG&Y, Thriftmart
Commercial Ctr. (22)	NA	Vegas Village
Decatur (17)	NA	Smith's Food King, Thrifty Drugs
Golden West (11)	NA	Food Fair
Parkway Plz. (5)	NA	Food Fair
The Meadows (154)	NA	Sears, Penney's, Diamonds, The Broadway

13 - RETAIL OUTLETS: Discount Stores : K mart.
Chain Food Stores : Smiths Food King; Thriftimart.

14 - NEWSPAPERS: VALLEY TIMES (m-mon to fri) 8,376; (S) 8,376; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Tom Nelms, Adv. Dir., VALLEY TIMES, 1007 Cheyenne Ave., N. Las Vegas, NV 89030; Tel. (702) 649-8700.
National Representative : None.

RENO

1 - LOCATION: Washoe County, E&P Map A-2 (In Reno SMSA). Situated at the eastern base of the Sierra Nevada Mountains. 32 mi. NW by N of Carson City; Reno is 227 hwy. mi. E of San Francisco via I-80. On U.S. Hwys. 395, I-80.

2 - TRANSPORTATION: Railroads - Southern Pacific; Western Pacific; Union Pacific; Amtrak.
Motor Freight Carriers - 19.
Inter-State Bus Lines - Continental Trailways; Grayline Scenic Tours; Greyhound; Las Vegas-Tonapall-Reno (LTR) Stage Lines; Nevada Central Motor Lines.
Airlines - United; Air California; American; Braniff; Delta; Hughes Airwest; PSA; TWA; Western.

3 - POPULATION:
Corp. City 80 Cen. 100,756
CZ-ABC: (70) 114,192; (81) 180,900
RTZ-ABC: (70) 64,751; (81) 124,100
County/SMSA 80 Cen. 193,623
City & RTZ-ABC: (70) 178,943; (81) 305,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 43,705
County/SMSA 80 Cen. 77,204
CZ-ABC: (70) 39,269; (81) 72,500
RTZ-ABC: (70) 20,976; (81) 46,500
City & RTZ-ABC: (70) 60,605; (81) 119,000

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	6	$1,081,254,768
Commercial	5	$2,481,824,823

6 - PASSENGER AUTOS: County 119,943

7 - ELECTRIC METERS: Res. & Bus. 83,010

8 - GAS METERS: Res. & Bus. 47,810

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Const. 8,900 ($457); Mfg. 8,600 ($257); Transp. Comm. & Util. 7,700 ($324); Total Trade 22,700 ($214); Fin. Ins. & Real Est. 5,800 ($203); Hotel, Amusement & Personal Service 44,400 ($178); Gov't. 15,000 ($307); Education 5,600 ($232).
Principal Industrial Pay Days - 10-20, 15-30.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-65; Summer 46-89; Fall 31-70; Winter 16-45. First killing frost, Aug. 29. Last killing frost, June 29.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - Downtown; 10 blocks on Virginia St. and Sierra St. and connecting streets. Park Lane; Plumb Lane; Meadowood Mall (S. Virginia).
Neighborhood Shopping Centers - Value Center, S. Virginia St.; Keystone Square, Keystone Ave.; Lakeside Plaza, Plumb Ln.; Plaza, 4th St.; Pyramid Park, Kietzke Lane; Ideal Moana Ln.; Old Town Mall-S. Virginia; Meadowood Mall-S. Virginia Village, California Ave.; Clarkson's Plaza, Gentry Way; Town & Country, Vassar Way; Del Monte, S. Virginia St.; Moana East, Moana Ln.; Greenbrae, Greenbrae St.; K mart, Oddie Blvd.; Grand Central, Oddie Blvd.; Sterling Village, Denslow Dr.; Bonanza Square, N. Virginia St.; Oddie Mall, Oddie Blvd.; Silver State Plaza, Prater Way; Ross Plaza, Rock Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lakeside Plz. (21)	NA	Albertson's, Thrifty
Park Lane (64)	NA	Sears, Weinstock's
Moana West (30)	NA	
Shoppers Sq. (51)	NA	Radio Shack, Mayfair, Skagg's
Old Town Reno (50)	NA	Breuner's, Eagle
McCarran Plz. (19)	NA	Mervyn's, Warehouse, Lawrence's, Safeway, Skaggs
Meadowood (110)	NA	Macy's, J.C. Penney, Joseph Magnin

Principal Shopping Days : Department Stores - Thu., Fri. & Sat.; Food - Every night.
Stores Open Evenings : Food - Every night.
Stores Open Sundays : Food and 35% retail.

13 - RETAIL OUTLETS: Department Stores - Sears; Montgomery Ward; J.C. Penney; Gray Reids; Weinstock; Mervyn's; Macy's; Lawrence's; Roos-Atkins; Liberty House; Grodins.
Variety Stores - Woolworth 2; Sprouse Reitz 3.
Discount Stores : K mart 2; Skaggs; Grand Central.
Chain Drug Stores : Skaggs 2; Thrifty; Pay Less; Raley's 5; Rexall 4.
Chain Supermarkets : Safeway 4; Raley's 6; Albertson's 4; Mayfair 2; Warehouse Mkt. 10; Gemco; 7-Eleven 17.
Other Chain Stores - Western Auto; The Fashion; Karl's; Leeds; Rogers; Edises; Gensler-Lee; Lerner; J. Magnin; Gallenkamp; Mode O'Day; Lanz; Zale's; Thom McAn; Pay 'N Pak; Singer; The Tall Shop; McMahen's; Smither's Clothiers; Kinney Shoes; Huston's Shoes; Red Wing Shoes; Harris & Frank; Breuner's; See's Candy; Anita Shops; Radio Shack; House of Fabrics; House of Nine; Swiss Colony; Weisfield's; Shaw's Candy; Goodyear; Walden; Pic-A-Dilly; Baskin-Robbins; Alber's; Ardan; B.F. Goodrich; Sav-Time; Little Professor; Nobby; Hallmark; Ethan Allen; RB Furniture.

14 - NEWSPAPERS: NEVADA STATE JOURNAL (m) 33,640; (S) 54,057; GAZETTE (e) 23,160; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Skinner, Adv. Dir., JOURNAL and GAZETTE, 401 W. Second St., Reno, NV 89520; Tel. (702) 786-8989.
National Representative : Gannett.

NEW HAMPSHIRE SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Manchester - Manchester city; Bedford and Goffstown towns in Hillsborough County; Allenstown, Hooksett and Pembroke towns in Merrimack County; Derry and Londonderry towns in Rockingham County.

Nashua - Nashua city; Amherst, Hudson, Merrimack and Milford towns in Hillsborough County.

Lawrence-Haverhill, Mass.-N.H. - Lawrence and Haverhill cities; Amesbury, Andover, Georgetown, Groveland, Merrimack, Methuen, North Andover, Salisbury and West Newbury towns in Essex County, Mass.; Atkinson, Hamstead, Kingston, Newton, Plaistow, Salem and Windham towns in Rockingham County, N.H.

Lowell, Mass.-N.H. - Lowell city, Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough and Westford towns in Middlesex County, Mass.; Pelham town in Hillsborough County, N.H.

Portsmouth-Dover-Rorhester, N.H.-Maine - Portsmouth city; Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton and Rye towns in Rockingham County, N.H.; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Rollinsford towns in Strafford County, N.H.; Berwick, Eliot, Kittery, South Berwick and York towns in York County, Maine.

STANDARD CONSOLIDATED STATISTICAL AREA

Boston-Lawrence-Lowell, Mass.-N.H. - Includes Boston, Mass. SMSA; Brockton, Mass. SMSA; Lawrence-Haverhill, Mass.-N.H. SMSA; Lowell, Mass.-N.H. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	65	63
5-14 Years	149	145
15-24 Years	126	171
25-44 Years	171	264
45-64 Years	149	175
65 and Over	78	103
TOTAL	738	921

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	140	240	377
Genral Mdse	244	353	543
Food	497	826	1,431
Automobiles	385	649	920
Gasoline Stations	137	237	509
Apparel	86	135	209
Furniture	73	122	196
Eat-Drink Places	124	253	438
Drugs	41	78	132
TOTAL	2,038	3,387	5,701

CLAREMONT

1 - LOCATION: Sullivan County E&P Map B-5. Shopping Center for 35 mi. radius in NH and VT. Center for machine tool industry. 100 mi. from Boston. On State Hwys. 11, 12 and 103; Near I-91 & I-89.

2 - TRANSPORTATION: Railroads - Boston & Maine; Claremont & Concord.
Motor Freight Carriers - 13.
Intercity Bus Lines - Vt. Transit; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,557
CZ-ABC: (70) 14,221; (81) 14,100
RTZ-ABC: (70) 48,326; (81) 56,400
CZ & RTZ-ABC: (70) 62,547; (81) 70,500
County 80 Cen. 36,063
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,653
County 80 Cen. 13,306
CZ-ABC: (70) 4,796; (81) 5,500
RTZ-ABC: (70) 15,406; (81) 20,700
CZ & RTZ-ABC: (70) 20,200; (81) 26,200

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$64,017,000
Commercial	3	$53,965,000

6 - PASSENGER AUTOS: County 25,457

7 - ELECTRIC METERS: Residence 4,000

8 - GAS METERS: Residence 1,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Durables & Precision Machine in Vt. 3,000 ($200); N.H. 3,300 ($192); Non-Durable-Textiles, Plastics, Paper in Vt. 1,000 ($160); N.H. 2,300 ($165).
Principal Industrial Pay Days - Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 36-66; Summer 54-80; Fall 24-58; Winter 8-40. First killing frost, Sept. Last killing frost, June 7.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Center - 4 blocks on Pleasant; 3 on Tremont; 2 on Broad; 2 on Main.
Neighborhood Shopping Centers - 6 blocks on Washington St.; 1 on Maple Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Plaza	25	Rich's Purity Supreme, K mart
Lebanon Mall	25	Curriers, IGA
Miracle Mall (30)	25	Giant, Super Duper
Springfield Plaza (22)	16	Britt's, Young's, Sears, Rexall, Super Duper, Grand Union
Washington Street Plara	NA	K mart, Fayva Grand Union
Kings (3)	NA	P&C Market, Kings

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri. Super Markets every evening til 11:00 P.M.

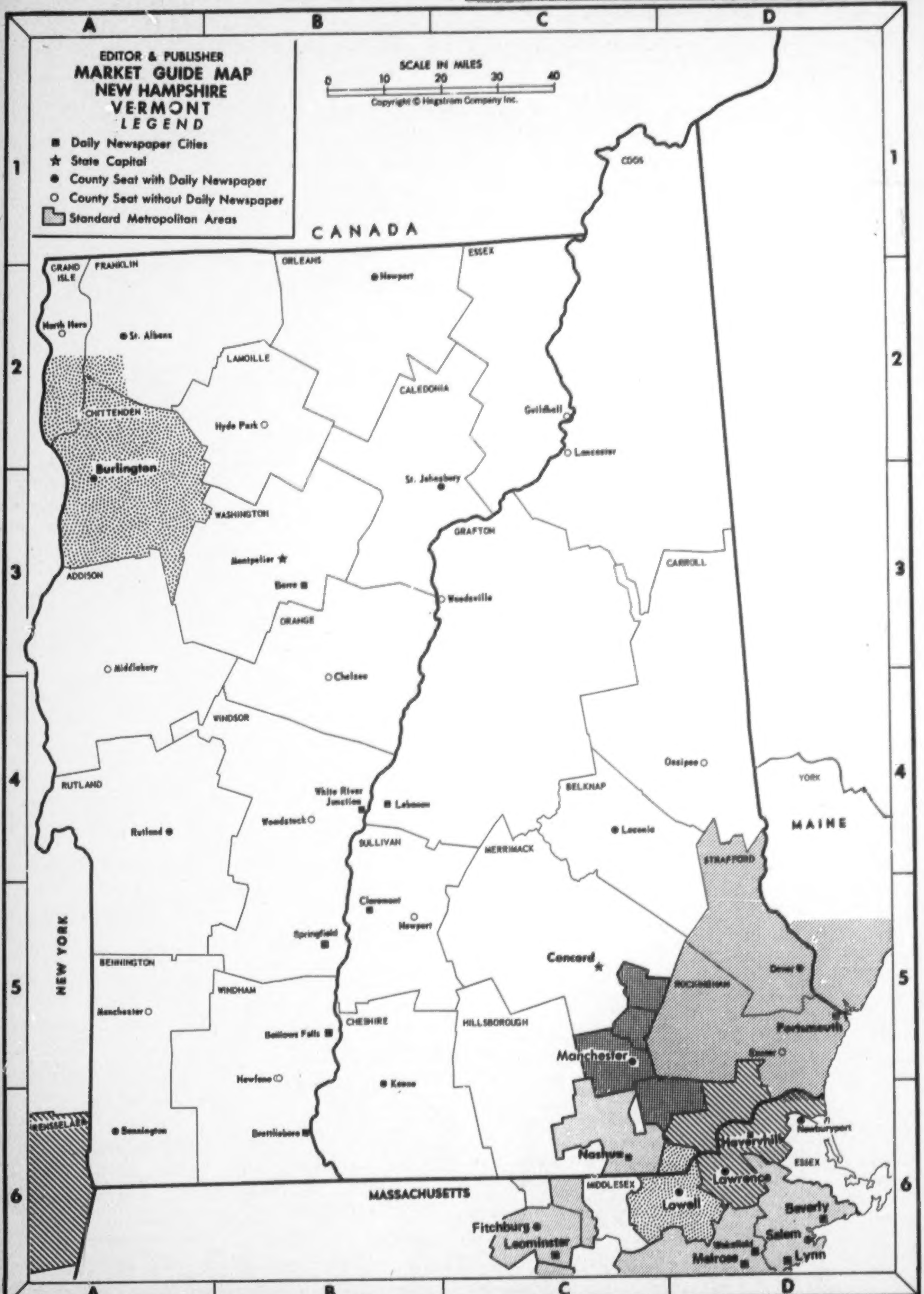
13 - RETAIL OUTLETS: Department Stores - Sears; Merit's; King's; Furman's; Marson's; J.C. Penney; Britts; K mart.
Variety Stores - Woolworth.
Chain Drug Stores : Rexall; Adams; General Sales; Cus, MD.
Chain Food Supermarkets : Jiffy Marts; IGA; P&C; Grand Union; Dixon's 6.
Other Chain Stores - Puritan; W. E. Aubuchon; Western Auto; Sherwin-Williams; Goodyear; Montgomery Ward; K mart; J.C. Penney; Radio Shack.

14 - NEWSPAPERS: EAGLE-TIMES (e-mon to fri) 9,704; (S) 9,877; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Fred Wolstencroft, Adv. Dir., EAGLE-TIMES, 19 Sullivan St., Claremont, NH 03743; Tel. (603) 542-5121.
National Representative : Landon.

CONCORD

1 - LOCATION: Merrimack County, E&P Map C-5. State Capital, County Seat. Railroad, mining, manufacturing, and financial center. South Central part of state. 75 miles from Boston. At hub of U.S. Hwys. I-89, I-93, 3-4, 202; State Hwys. 9, 3A, 36, 13, 103, 106.

2 - TRANSPORTATION: Railroads - Boston & Maine.
Motor Freight Carriers - 10
Intercity Bus Lines - Capital; Vermont Transit; Greyhound; Concord Trailways; Whitney's; Interstate.
Airlines - Precision Airlines.


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
SCALE IN MILES
0 10 20 30 40
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A B C D
1 2 3 4 5 6
CANADA
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
Barre
CARROLL
ADDISON
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
YORK
RUTLAND
White River Junction
Lebanon
BELKNAP
MAINE
Woodstock
Rutland
Laconia
SULLIVAN
MERRIMACK
STRAFFORD
NEW YORK
Claremont
Newport
Springfield
Concord
Dover
BENNINGTON
ROCKINGHAM
WINDHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Bellows Falls
Exeter
Manchester
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Newburyport
Haverhill
Nashua
ESSEX
Lawrence
MASSACHUSETTS
MIDDLESEX
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

3 - POPULATION:
Corp City 80 Cen. 30,400
CZ-ABC: (70) 30,022; (81) 29,400
RTZ-ABC: (70) 62,127; (81) 87,600
County 80 Cen. 98,302
City & RTZ-ABC: (70) 92,149; (81) 117,000

4 - HOUSEHOLDS:
City 80 Cen. 11,471
County 80 Cen. 34,674
CZ-ABC: (70) 9,139; (81) 10,300
RTZ-ABC: (70) 18,859; (81) 30,600
City & RTZ-ABC: (70) 27,998; (81) 40,900

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$245,094,000
Sav. & Loan	2	$10,380,000
Commercial	3	$83,050,000

6 - PASSENGER AUTOS: County 70,258

7 - ELECTRIC METERS: 14,050

8 - GAS METERS: 5,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Gov. 9.000 ($230); Ptg. & Pub. 1,300 ($260); Electronics 1,480 ($250); Leather 853 ($195); Stone & Clay 220 ($216); Wood products 848 ($188); Textiles & Apparel 789 ($135); Contracting/bldg. 1,600 ($215).
Principal Industrial Pay Days - Thu. and Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 33-55; Summer 56-79; Fall 38-59; Winter 12-33. First killing frost, Sept. 28. Last killing frost, May 5.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 10 blocks on Main; 3 on State; 2 each on Pleasant, Warren School, Capitol and Park.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arena (6)	NA	King's, IGA
Capitol (12)	NA	Zayre, Howland, Stop & Shop
Eddy Plaza (9)	NA	Osco, Shaws, Rich's
Bradlees	NA	Bradlees

Other Neighborhood Shopping Centers - Penacock; West Concord; East Concord; Concord Heights; South Street at Clinton and Broadway.
Principal Shopping Days : Wed., Thu., & Fri.
Stores Open Evenings : Fri. Some, every night.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; Sears; Montgomery Ward (catalog); Howland.
Variety Stores - Woolworth; Newberry.
Discount Stores : Bradlees; Alchs; Zayres; King's.
Chain Food Supermarkets : A&P 2; First Nat'l.; Mr. Grocer 3; Stop & Shop; IGA; Shaw's; Grand Union.
Other Chain Stores - Scott Jewelry; Sherwin-Williams; City; Endicott-Johnson; Goodyear; Carroll; So-Fro; Fletcher's Paint; Toy City; Solomons; Allied Radio Shack; Bradlee's; Grossman's Lumber; Eagle Furniture; Ralph Pill Electric; Martin's-Hosiery; Lafayette Radio; Firestone; Wickes Lbr.; CVS; Duffey's; Car-Go; Rich's; Osco.

14 - NEWSPAPERS: MONITOR (e) 20,483; Mar. 31, 1981, ABC.
Local Contact for Advertising and Merchandising Data: George W. Wilson, Pub.; Loren G. Osborn, Adv. Dir., MONITOR, 3 N. State St., Concord NH 03301; Tel. (603) 224-5301.
National Representative : Landon.

DOVER

1 - LOCATION: Strafford County (In Portsmouth-Dover-Rochester, NH- ME SMSA). E&P Map D-5, County Seat. On Cocheco River; 11 mi. NW of Portsmouth; in SE part of state; midway bet. Boston and Portland. Gateway to White Mtns. at entrance of Spaulding Tpke.

2 - TRANSPORTATION: Railroads - Boston & Maine.
Motor Freight Carriers - 32.
Intercity Bus Lines - Trailways; Greyhound; York Lines; Dineen; Michaud; Airport Limousine Service.

3 - POPULATION:
Corp City, 80 Cen. 22,377
County 80 Cen. 85,408
PMA-ABC: (70) 69,630; (81) 85,800
SMSA 80 Cen. 163,880
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 8,378
County 80 Cen. 29,104
SMSA 80 Cen. 57,681
PMA-ABC: (70) 20,418; (81) 27,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$81,950,000
Sav. & Loan	2	$59,795,000
Savings	4	$359,745,000

6 - PASSENGER AUTOS: County 51,007

7 - ELECTRIC METERS: Residence 9,886

8 - GAS METERS: Residence 1,724

9 - PRINCIPAL INDUSTRIES: Submarines; Tools & Dies; Die Making; Electronic Parts & Accessories; Meters & Transformers; Electroplating; Electrical components; Fiber goods; Motors & Blowers; Presses; Urethane moulded products for automotive industry; Sales Registers & Printed Forms; Textile Products; Mica Products; Steel Fabricators; Leather Products; Shoes, Counters, Findings & Heels.

10 - CLIMATE: Min. & Max. Temp.-NA

11 - TAP WATER: Acid, soft

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rochester Mall (10)	NA	
Lilac City Mall (28)	NA	
Dover/Central Av. (2)	NA	Sawyer-Siegels, Star Mkt.
Somersworth (10)	NA	
Tri-City Plaza (14)	NA	
Dover	NA	A&P, IGA, Shaw's
Newington Mall (65)	NA	

Principal Shopping Days : Thurs., Fri.
Stores Open Evenings : Discount, Variety & Food.

13 - RETAIL OUTLETS: Dept.-Variety Stores - Montgomery Ward; King's Dept.; Brooks; Rich's; Globe Purity Supreme; Radio Shack; K mart; J.C. Penney; Value House.
Discount Stores : Sawyer Mills Factory Outlet; Bradlees; Siegel City; J. M. Fields; Porteous, Value House; Pease Air Base PX.
Chain Food Supermarkets : A&P 4; Dan's; Star Mkt.; Shaw's; Purity Supreme; IGA; S&S Foods; Hanaford Bros. (Shop 'N Save); Demoulas.
Other Chain Stores - Western Auto Store; Sears (catalog).

14 - NEWSPAPERS: FOSTER'S DEMOCRAT (e) 20,519; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Chick, Dir. of Sales/Marketing, FOSTER'S DEMOCRAT, 333 Central Ave., Dover, NH 03820; Tel. (603) 742-4455.
National Representative : Landon.

HANOVER

See LEBANON

KEENE

1 - LOCATION: Cheshire County, E&P Map B-6, County Seat. Industrial center in SW part of State on State Hwys. 9, 10, 12 and 101. 92 mi. NW of Boston; 55 mi. from Manchester.

2 - TRANSPORTATION: Railroads - Boston & Maine.
Motor Freight Carriers - 14.
Intercity Bus Lines - People's; Vermont Transit.
Airlines - Air New England; Precision Airlines.

3 - POPULATION:
Corp. City 80 Cen. 21,449
PMA-ABC (70) 52,364; (81) 63,200
County 80 Cen. 62,116

4 - HOUSEHOLDS:
City 80 Cen. 7,601
County 80 Cen. 21,832
PMA-ABC(70) 16,275; (81) 22,600

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$192,070,247
Sav. & Loan	1	$29,163,957
Commercial	3	$111,428,000

6 - PASSENGER AUTOS: County 41,690

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage) - Manufacturing 9,688 ($272); Durable goods 7,084 ($284); Non-durable goods 2,604($247); Non manufacturing 14,033 ($191). - Total all industry 23,721 ($224).
Principal Individual Pay Days - Thurs.. Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 8-77; Summer 41-94; Fall 18-79; Winter - 12-51. First killing frost, Oct. 5. Last killing frost, May 8.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center - Central Sq.; 4 blocks on Main St.; 1 on West St.; 1 on Roxbury St.; 1 on Washington St.; 1 on Marlboro St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairbanks (15)	NA	O.K. Fairbanks
Keene Plaza (2)	NA	Kings, First Natl.
Riverside Plaza (18)	NA	IGA, Bradlees

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri., Main St.; Shopping Centers every night.
Stores Open Sun.: 12 noon to 6

13 - RETAIL OUTLETS: Department Stores - Goodnow's; Kings; Bradlees.
Variety Stores - Woolworth; Jupiter.
Discount Stores : King's.
Chain Drug Stores - Bullard & Shedd Rexall; Adams Drug; MD.
Chain Food Supermarkets : First National; Grand Union; O.K. Fairbanks 2; Wilbers 2; IGA.
Other Chain Stores - Goodyear; Sears Roebuck; Endicott-Johnson; Montgomery Ward (catalog); W. E. Aubuchon; Merrimack Farmers Exchange; Sherwin-Williams; S&H Green Stamps; Fletcher's Paint; Grossmans; R&R Jewelers; Fayva; Dexter; Dunham; Tempo.

14 - NEWSPAPERS: SENTINEL (e) 12,929; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Colin Lyle, Adv. Mgr., SENTINEL, 60 West St., Keene, NH 03431; Tel. (603) 352-1234.
National Representative : Landon.

LACONIA

1 - LOCATION: Belknap County, E&P Map C-4, County Seat. In central New Hampshire on Daniel Webster Hwy. U.S. Route 3.

2 - TRANSPORTATION: Railroads - Boston & Maine.
Motor Freight Carriers - 8.
Intercity Bus Lines - Interstate; Trailways; Concord Coach.
Airlines - Precision.

3 - POPULATION:
Corp City 80 Cen. 15,575
CZ-ABC: (70) 14,888; (81) 16,000
RTZ-ABC: (70) 53,760; (81) 76,400
County 80 Cen. 42,884
City & RTZ-ABC: (70) 68,648; (81) 92,400

4 - HOUSEHOLDS:
City 81 Cen. 5,632
County 80 Cen. 15,573
CZ-ABC: (70) 4,653; (81) 5,800
RTZ-ABC: (70) 16,943; (81) 27,700
City & RTZ-ABC: (70) 21,596; (81) 35,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$85,016,000
Savings	2	$122,634,794
Savings & Loan	1	$51,700,000

6 - PASSENGER AUTOS: County 30,640

7 - ELECTRIC METERS: Residence 15,000

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Engineering 125; Woodstove Mfg. 65; Woodworking 250; Kniting 235; Gen. Mfg. 746; Electronics 400.
Principal Pay Days - Thu., Fri.

10 - CLIMATE: First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center - 6 blocks on Main St.; 1 on Court St.; 1 on Union Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza	5	King's
Keller's Plaza (4)	4	Globe Discount
Lake Region (14)	4	Osco, K mart Star Mkt., Radio Shack, Sears
Belknap Mall (15)	1	Shaw's, Zayres CVS, Tempo Fashions
Franklin	10	Riteaid, Steenbek, Newberry
Capital (12)	26	Britt's
Concord	26	Shaws, Richs, Kings, Howlands

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores - O'Shea's; King's; K mart; Zayre.
Variety Stores - Newberry's.
Discount Stores - Globe.
Chain Drug Stores : Rexall 2; Osco; CVS; Value Plus.
Chain Food Supermarkets : IGA; Dan's Star Mkt., Shaw's.
Other Chain Stores - Western Auto; Sanel; Lynch Paints; Fletchers Paint; Lynch's; Signal Auto; Sherwin-Williams; Singer Co.; Sears (catalog); Endicott-Johnson; Grossman's; Diamond National; R&R Jewelry.

14 - NEWSPAPERS: CITIZENS (e) 8,487; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchanidsing Data: C. Richard Buckman, Adv. Mgr., CITIZEN, 171 Fair St., Laconia, NH 03246; Tel. (603) 524-3800.
National Representative :Landon.

LEBANON-HANOVER, NH-HARTFORD, VT

1 - LOCATION: Grafton County, NH, Windsor County, VT. E&P Map B-4. Manufacturing and industrial center. At junction of Mascoma, Connecticut and White Rivers, 123 mi. from Springfield, Mass.; 142 mi. from Boston, Mass.; 203 mi. from Montreal, Que. On U.S. Hwys. 4, 5, I-89, I-91; NH Hwys. 120, 10, 12A; VT Hwys. 14, 10A.

2 - TRANSPORTATION: Railroads - Boston & Maine; Vermont Central; Canadian Pacific; Candadian National; Amtrak.
Motor Freight Carriers - 11.
Intercity Bus Lines - White River; Vermont Transit; Boston & Main; Greyhound.
Airlines - Air New England; Precision Airlines.

3 - POPULATION:
Corp Cities 80 Cen. 28,216
Lebanon, NH 80 Cen. 11,134
Hanover, NH 80 Cen. 9,119
Hartford, VT 80 Cen. 7,963
Counties 80 Cen. 116,836
Grafton, NH 80 Cen. 65,806
Windsor, VT 80 Cen. 51,030
PMA-ABC: (70) 75,900; (81) 88,900

4 - HOUSEHOLDS:
Cities 80 Cen. 9,687
Lebanon, NH 80 Cen. 4,504
Hanover, NH 80 Cen. 2,225
Hartford, VT 80 Cen. 2,958
Counties 80 Cen. 42,275
Grafton, NH 80 Cen. 23,221
Windsor, VT 80 Cen. 19,054
PMA-ABC: (70) 23,580; (81) 32,000

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$346,400,000
Sav. & Loan	1	$8,515,000
Commercial	5	$158,400,000

6 - PASSENGER AUTOS: Counties: Grafton, NH 46,778; Windsor, VT N.A.

7 - ELECTRIC METERS: Residence 7,864

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Machine Tool 2,500; Educational 3,500; Medical 3,000.
Principal Industrial Pay Days - Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-53; Summer 54-77; Fall 37-57; Winter 9-29.

11 - TAP WATER: Alkaine, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - Several blocks in each town in City Zone. Upper Valley Shopping Plaza; West Lebanon Shopping Plaza.
Principal Shopping Days : Wed., Thu., Fri., Sat.
Stores Open Evenings : Fri., Mon., thru Sat. in Plazas.

13 - RETAIL OUTLETS: Department Stores - Currier; K mart; J.C. Penney; Surprise; Ward's; Campion's; Town Country; Brown's; Sherwin-Williams; Bridgman's; Fletcher's; Panache; Dartmouth Co-op; Greydon Freeman; Powers; Briggs; Shopping International; Hildreth's; Shoetorium; Dulac's; Nugents; Fayva Shoe; Beaconway; Hirschs; Kings; Hills; Merit's; David Heller; Carroll Reed Conual; Johnson's Home Ctr.; Singer; J&D Auto; Bedpost; Dunham Shoe.
Discount Stores : J.W. Barber; Rich's; Dexter Shoe.
Variety Stores - Newberry; Woolworth.
Chain Drug Stores : Rexall 3; Big L.
Chain Food Supermarkets : P&C 5; IGA; Purity Supreme; Lebanon IGA; Hanover Consumer Co-op; Grand Union; Wing's Mkt.; George's A&G.
Other Chain Stores - Aubuchon; Army & Navy; Agway; Western Auto; Sears; Montgomery Ward; Midas Muffler; Trustworthy; Tru-Value; Radio Shack.
Fast Food Outlets : Burger King; Pizza Hut; McDonalds; Papa Gino; A&W; Subway; Kentucky Fried Chicken.

14 - NEWSPAPERS: VALLEY NEWS (e) 13,390; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Terri Dudley, Adv. Dir., VALLEY NEWS, 7 Interchange Drive, West Lebanon, NH 03784; Tel. (603) 298-8711.
National Representative : Landon.

MANCHESTER

1 - LOCATION: Hillsborough County, E&P Map C-6 (SMSA). Industrial, wholesale & retail center; 55 mi. NW of Boston, 65 mi. NNE of Worcester, in S central part of state. On U.S. Hwy. 3, 3A; State Hwys. 28, 101, 114; I-93, 293.

2 - TRANSPORTATION: Railroads - B&M.
Motor Freight Carriers - 39.
Intercity Bus Lines - Vermont Transit; Concord Trailways; Peoples.
Airlines - Bar Harbor; Precision; Pilgrim; Air New England.

3 - POPULATION:
Corp. City 80 Cen. 90,936
CZ-ABC: (70) 113,841; (81) 131,900
RTZ-ABC: (70) 185,618; (81) 264,300
County 80 Cen. 276,608
SMSA 80 Cen. 160,767
City & RTZ-ABC: (70) 299,459; (81) 396,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,334
County 80 Cen. 95,820
SMSA 80 Cen. 57,099
CZ-ABC: (70) 35,826; (81) 46,900
RTZ-ABC: (70) 55,979; (81) 91,500
City & RTZ-ABC: (70) 91,805; (81) 138,400

5 - BANKS: 8 Banks & Branches; Time deposits total $1,464,384,317; demand deposits total $288,790,733. 1 Savings & Loan Assn., Deposits $238,060,506.

6 - PASSENGER AUTOS: County 176,989

7 - ELECTRIC METERS: Res. 53,368

8 - GAS METERS: All 16,057

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage) - Lumber, Wood Prod., Furn. 650 ($209); Electrical, Electronic, Mach. 5,950 ($223); Metal Products 750 ($242); Printing, Paper 900 ($315); Textiles & Apparel 1,950 ($192); Food 1,100 ($239).
Principal Industrial Pay Days - Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24. Last killing frost, May 17.

11 - TAP WATER: Slightly acid, very soft.

12 - RETAILING: Principal Shopping Centers - 30 blocks on Elm St., North to South, Webster to Queen City Ave.; Easterly and Westerly 2 blocks; excepting Bridge, 3 blocks; Hanover, 4 blocks.
Neighborhood Shopping Centers - Granite St. So. Main 6 blocks; Pinard St. & Mast Rd., 7 blocks; Cartier St. & Kelley, 10 blocks; Silver St. & Wilson, 4 blocks; So. Maple St., & So Willow, 14 blocks; W. Bridge St. & McGregor, 3 blocks; Valley St. & Mammoth Rd., 3 blocks; Lake Av. & Massabesic St., 3 blocks; Webster St. & D.W. Hwy. N., 16 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Hampshire Mall (88)	5	Sears, Filene's, Lechmere
Manchester	1	Woolworth's, Star Mkt.
Victor Plaza (5)	2	Ferretti's, Lord's
Bedford Mall (26)	5	Alexander's, Mont. Ward
Hampshire Plz. (20)	0	Lynch's, Anthony's
Family Center	4	Star Mkt., Osco
South Willow	3	Bradlees, Alexander's
K mart (Hooksett)	5	K mart, Shaw's
K mart (So. Willow) (11)	5	K mart, Kostkutter
McGregor St.	2	Osco, Star Mkt.
Goffstown Plz. (12)	6	Stuart's, Shaw's

Principal Shopping Days : Mon., Thurs., Fri. & Sat.
Stores Open Evenings : Shopping centers, discount stores, supermarkets, neighborhood.
Stores Open Sundays : Shopping centers, supermarkets, neighborhood.

13 - RETAIL OUTLETS: Department Stores - Sears; Hills; Machinist's; Jordan Marsh; Moreau's; Filene's; Lechmere; Almy's.
Variety Stores - Woolworth's.
Discount Stores : Mammoth Mills; Zayre; Bradlees; Big L; CVS; Toy City; Lord's; Osco Drug; Caldor; 606; K mart; Stuart's.
Chain Drug Stores - Gosselin 5; Osco 2; Hospital Phmcy. 3.
Chain Supermarkets : Grand Union 3; Ferretti's 2; Star Mkt. 3; Alexander's 2; Bi-Wise 2; Shaw's 4; Superfine 4.
Other Chain Stores - Aubuchon Hdwe.; Singer; Noyes Tire; Thom McAn; Radio Shack; Stowells; Sherwin-Williams; Gingiss; Red Cross Shoe; Fanny Farmer; Hudson's; Anderson Little; Hallmark; Herman's Sport; Field's Hosiery; Richard's Shoe; Wallach's; Fayva Shoe; Curtis Mathes; Agway; Merrimack Farm; Grossman's; Florsheim Shoe; Kay Jewelers; Plywood Ranch; Wickes Lumber; Tagway Shoe; Karten's; Hickory Farms; A.S. Beck; Touraine Dress; Fotomat; Tech Hi Fi; Paperback Booksmith; Diamond International; Book Gallery; Tweeter; Scandinavian Design; Cumberland Farms; Docktor Pet; Photo Corral; Mothercare; Zales Jewelers; Riteaid; Spencer Gifts; Pearle Vision; B. Dalton Bookseller.

14 - NEWSPAPERS: UNION LEADER (all day) 65,298; NEW HAMPSHIRE SUNDAY NEWS (S) 70,219; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard H. Becker, V.P. Sales, UNION LEADER and NEW HAMPSHIRE SUNDAY NEWS, 35 Amherst St., Manchester, NH 03105; Tel. (603) 628-4321.
National Representative : Sawyer-Ferguson-Walker.

NASHUA

1 - LOCATION: Hillsborough County (SMSA). E&P Map C-6 County Seat. At junction of Nashua and Merrimack Rivers. 40 mi. N of Boston. On Daniel Webster Hwy. Route 3.

2 - TRANSPORTATION: Railroads - Boston & Maine.
Motor Freight Carriers - 5.
Intercity Bus Lines - Trailways of N.E.; Hudson; Vermont; Community.

3 - POPULATION:
Corp. City 80 Cen. 67,865
CZ-ABC: (70) 73,744; (81) 94,000
RTZ-ABC: (70) 39,664; (81) 84,100
County 80 Cen. 276,608
SMSA 80 Cen. 114,221
City & RTZ-ABC: (70) 113,408; (81) 178,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,489
County 80 Cen. 95,820
SMSA 80 Cen. 38,688
CZ-ABC: (70) 21,651; (81) 31,800
RTZ-ABC: (70) 11,391; (81) 27,300
City & RTZ-ABC: (70) 33,042; (81) 59,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$497,201,105
Sav. & Loan	2	$233,760,502

6 - PASSENGER AUTOS: County 176,989

7 - ELECTRIC METERS: Residence 38,403

8 - GAS METERS: Residence 18,703

9 - PRINCIPAL INDUSTRIES: Coated and Wax Paper; Shoes; Pulp, Paper and Plastic Moulding Machines; Paper Boxes; Phonograph and Vaccine Needles; Lumber and Wood Products; Steel Cabinets; Steel Toys; Greeting Cards; Screws; Bread & Candy Wrappers; Gummed Sealing Tape; Paper Napkins; Plates; Tape Dispensing Machines; Toys; Plastic Garments; Knitted Garments; Electronic Research & Components; Luggage; Plastic Packaging Units; Custom Hardware; Language Trainers; Packaging Materials; Chemicals; Laboratory Equipment; Federal Aviation Control Center; Graphic Arts.
Principal Industrial Pay Days - Thurs.

10 - CLIMATE: Min. & Max. Temp. - Spring 36-58; Summer 52-83; Fall 41-65; Winter 22-42. First killing frost, Oct. 4. Last killing frost, May 26.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Nashua Mall (51)	1	Alexander's Mkt., Mont. Ward, Almy's Dept., Singer Co., Woolco, Thom McAn
Southgate (7)	4	Stuart's Dept. Store, Demoulas Mkt.
Royal Ridge Mall (20)	3	Marshall's, Purity Supreme, Pharmacity
Hudson Mall (22)	3	Alexander's Mkt.
Simoneau Plaza (35)	NA	Bradlee's, Rozemuk's Family Mkt., J.C. Penney, McQuade's
Milford Rd. (7)	2	First Nat'l, Rich's Dept.

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Shopping Centers every evng. til 9:30.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Sears; McQuade's; Rich's; Miller's; Almy's; Woolco; Marshall's; J. C. Penney.
Discount Stores : Kimrick Mills; Bradlee's; MD Stores; Rich's; Stuart's; Woolco; CVS; Marshall's.
Chain Drug Stores : MD Stores; CVS; Pharmacity.
Chain Food Supermarkets : First Nat'l; Soucy's Mkts. 3; Alexander's 2; Demoulas 2; Purity Supreme.

14 - NEWSPAPERS: TELEGRAPH (e) 27,220; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Walter McLaughlin, Adv. Mgr., TELEGRAPH, 60 Main Street, Nashua, NH 03061; Tel. (603) 882-2741.
National Representative : Landon.

PORTSMOUTH

1 - LOCATION: Rockingham County. (In Portsmouth-Dover-Rochester, NH-ME SMSA). E&P Map D-5. County Seat 57 mi. NE of Boston; 50 mi. SW of Portland. On U.S. Hwys. 1, 1A, 1B and 4. State Hwys. 16, 95, 101, 108, & 151. Starting point of N.H. toll road. Resort area.

2 - TRANSPORTATION:
Motor Freight Carriers - 3.
Intercity Bus Lines - Timberlane; Greyhound; Mackenzie; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,254
CZ-ABC: (70) 41,217; (81) 40,400
RTZ-ABC: (70) 88,040; (81) 113,700
County 80 Cen. 190,345
SMSA 80 Cen. 163,880
City & RTZ-ABC: (70) 129,257; (81) 154,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,424
County 80 Cen. 65,951
SMSA 80 Cen. 57,681
CZ-ABC: (70) 12,309; (81) 14,000
RTZ-ABC: (70) 26,336; (81) 38,700
City & RTZ-ABC: (70) 38,645; (81) 52,700

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	$225,409,000
Commercial	2	$195,200,000

6 - PASSENGER AUTOS: County 137,608

7 - ELECTRIC METERS: Residence 7,618

8 - GAS METERS: Residence 2,602

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Electronic 1,200; Civil Service 8,000; Shoe & Leather 500; Insurance 550; Wire & Cable 550; Fish Processing 300; Misc. Manufacturing 500; Military 5,000.
Principal Industrial Pay Days - Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24. Last killing frost, May 17.

11 - TAP WATER: Moderately hard, good PH; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Congress: 1 on Vaughan Mall; 1 on Fleet; 2 on Market; 3 on Daniel; 3 on Pleasant; downtown area (110 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lafayette Plaza	3	A&P, Woolworth, Radio Shack, King's
Newington (55)	3	Anderson Little, Mont. Ward., CVS, Shaw's, Porteous Mitchell, Bradlees
Southgate Plz. (7)	3	Shaw's, Rich's, Tober's, Fayva Shoes, Brooks
K mart Plz. (10)	2	K mart, Demoulas Market Basket, Marshall's, Osco

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Kimball's; Porteous Mitchell.
Variety Stores - Newberry; Woolworth.
Discount Stores : King's; K mart; Rich's; Bradlees, Marshall's.
Chain Drug Stores : General Sales; Osco; Laverdier Drugs; CVS; Welby.
Chain Food Supermarkets : A&P; Pic-N-Pay; Shaw's; Demoulas.
Other Chain Stores - Thom McAn; Sears (catalog); Singer Co.; Atherton's; Radio Shack; Touraine's; Brooks; Artisan; Anderson Little; Hickory Farms; Scott's; Zales; Carlyle & Co.; Cumberland's; Fanny Farmer.

14 - NEWSPAPERS: HERALD (e) 18,305; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Azio J. Ferrini, Gen. Mgr., HERALD, 111 Maplewood Ave., Portsmouth, NH 03801; Tel. (603) 436-1800.
National Representative : Thomson.

NEW JERSEY SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem-Easton, Pa.-N.J. - Carbon, Lehigh, and Northampton Counties, Pa.; Warren County, N.J.
Atlantic City - Atlantic County.
Jersey City - Hudson County.
Long Branch-Asbury Park - Monmouth County.
Newark - Essex, Morris, Somerset and Union Counties.
New Brunswick-Perth Amboy-Sayreville - Middlesex County.
New York, N.Y.-N.J. - New York City (Bronx, Kings, New York, Queens and Richmond Counties); Putnam, Rockland and Westchester Counties, N.Y.; Bergen County, N.J.
Paterson-Clifton-Passaic - Passaic County.
Philadelphia, Pa.-N.J. - Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, Pa.; Burlington, Camden and Gloucester Counties, N.J.
Trenton - Mercer County.
Vineland-Millville-Bridgeton - Cumberland County.
Wilmington, Del.-N.J.-Md. - New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

STANDARD CONSOLIDATED STATISTICAL AREAS

New York-Newark-Jersey City, N.Y.-N.J.-Conn. - Includes New York, N.Y.-N.J. SMSA; Nassau-Suffolk, N.Y. SMSA; Newark SMSA; Jersey City SMSA; Long Branch-Asbury Park SMSA; Paterson-Clifton-Passaic SMSA; New Brunswick-Perth Amboy-Sayreville SMSA; Norwalk and Stamford, Conn. SMSA.
Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J. - Includes Philadelphia, Pa.-N.J. SMSA; Trenton, N.J. SMSA; Wilmington, Del.-N.J.-Md. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	590	463
5-14 Years	1,404	1,114
15-24 Years	1,122	1,285
25-44 Years	1,748	2,018
45-64 Years	1,613	1,624
65 and Over	694	860
TOTAL	7,171	7,364

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	655	918	1,238
Genral Mdse	2,485	3,009	3,971
Food	3,947	5,838	8,687
Automobiles	2,757	4,225	5,144
Gasoline Stations	1,100	1,804	3,322
Apparel	1,081	1,440	1,906
Furniture	894	1,122	1,545
Eat-Drink Places	1,423	2,148	3,199
Drugs	458	609	885
TOTAL	16,831	24,287	35,115

ASBURY PARK

1 - LOCATION: Monmouth County, (In Long Branch-Asbury Park, NJ SMSA) E&P Map C-3, Trading center for two counties (Monmouth and Ocean). 50 mi. from New York City; 65 mi. from Philadelphia. At Garden State Pkwy.

2 - TRANSPORTATION: Railroads - Conrail; New York and Long Branch (passenger and freight).
Motor Freight Carriers - 43.
Intercity Bus Lines - Asbury Park-New York; Boro Buses (Asbury Park-Red Bank); Mercer Metro.
Airlines - Scheduled flights from Monmouth County Airport to JFK Intl., Washington Nat.

3 - POPULATION:
Corp. City 80 Cen. 17,015
PMA-ABC: (70) 667,849; (81) 863,800
County/SMSA 503,173
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,207
County/SMSA 80 Cen. 170,130
PMA-ABC: (70) 203,592; (81) 307,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	35	N.A.
Sav. & Loan	30	N.A.

6 - PASSENGER AUTOS: Counties: N.A.

7 - ELECTRIC METERS: Asbury Park 6,392; Monmouth Co. 199,515; Ocean Co. 151,282

8 - GAS METERS: Asbury Park 4,176; Monmouth Co. 104,615; Ocean Co. 76,458

9 - PRINCIPAL INDUSTRIES: Electronics; Utilities; Glass, Apparel & Needlepoint; Foods; Horse Breeding; Recreation; Financial Institutions; Publishing; Education; Retailing; Light Manufacturing; Perfume; Chemicals; Military Installations; Farming; Machinery; Plastics; Metal Products; Real Estate; Construction; Tourism; Boat Building; Commercial Fishing.
Principal Industrial Pay Day : Friday.

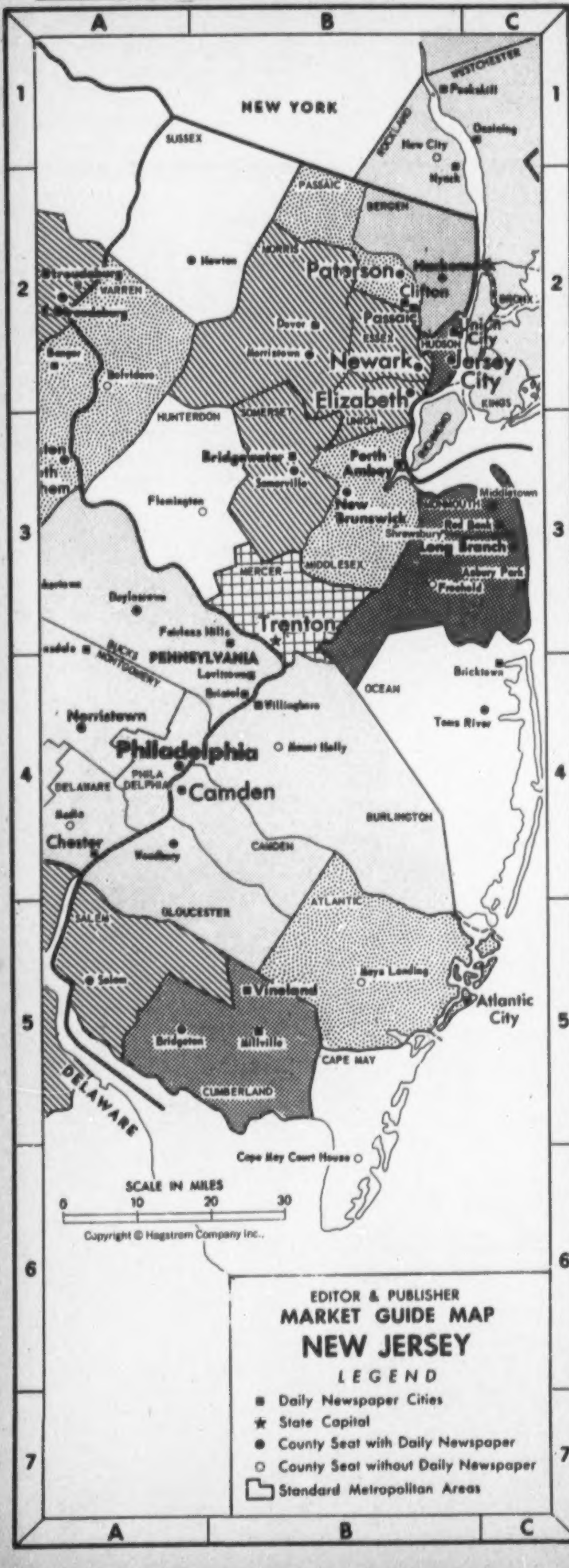
10 - CLIMATE: Min. & Max. Temp. - Spring 42-57; Summer 64-78; Fall 49-63; Winter 26-39; First killing frost, Oct. 29. Last killing frost, Apr. 8.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: In the city of Asbury Park; 9 blocks on Main St.; 5 blocks on Lake Avenue; 5 on Cookman Avenue; 2 on Mattison Avenue; 10 blocks on the Boardwalk.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ocean Co. Mall (102)	30	J.C. Penney, Sears Bamberger's


A
B
C
1
2
3
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6
7
NEW YORK
WESTCHESTER
Peekskill
ROCKLAND
New City
Ossining
Nyack
SUSSEX
PASSAIC
BERGEN
MORRIS
Newton
Stroudsburg
E. Stroudsburg
WARREN
Paterson
Hackensack
Clifton
Passaic
BRONX
Union City
Dover
ESSEX
HUDSON
Jersey City
Morristown
Newark
Belvidere
Elizabeth
KINGS
HUNTERDON
SOMERSET
UNION
RICHMOND
Bridgewater
Somerville
Perth Amboy
Flemington
New Brunswick
MONMOUTH
Middletown
Red Bank
Shrewsbury
Long Branch
MIDDLESEX
Asbury Park
MERCER
Freehold
Doylestown
Fairless Hills
Trenton
BUCKS
MONTGOMERY
PENNSYLVANIA
Levittown
Bristol
Willingboro
OCEAN
Bricktown
Norristown
Toms River
Philadelphia
Mount Holly
PHILADELPHIA
DELAWARE
Camden
Media
Chester
BURLINGTON
CAMDEN
Woodbury
ATLANTIC
SALEM
GLOUCESTER
Mays Landing
Salem
Vineland
Atlantic City
Bridgeton
Millville
CAPE MAY
DELAWARE
CUMBERLAND
Cape May Court House
SCALE IN MILES
0
10
20
30
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EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW JERSEY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

Lacey Mall (21)	40	Shop Rite
Kennedy Mall	20	Shop Rite
Brick Plaza (33)	20	A&P, Steinbach, Britt's
Dover Mall (31)	25	Shop Rite Bradlees
Sea Girt Mall	12	Finast
Toms River	3	Steinbach, Sears
Seaview Sq. (140)	4	Stern's, Sears, Steinbach, Acme
Lakewood Plaza	20	Pantry Pride, King's
Bradley Hazlet Plaza	20	Stop & Shop, Bradlees
Laurel Square (30)	14	K mart
Neptune City (32)	2	2 Guys
Shrewsbury (15)	7	Acme
Monmouth (135)	6	Bamberger's, Alexander's, Abraham & Straus, Hahne's, J.C. Penney
Middlebrook (20)	5	Woolco
Shark River Plz. (10)	NA	Stop & Shop

Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : All stores are open Wed., Fri. evenings (city); 7 nights at shopping centers,

13 - RETAIL OUTLETS: Department Stores - Monmouth and Ocean Counties:
Major Shopping Centers (Number of Stores) : Monmouth (161); Manalapan Mall (25); Middlebrook (25); Ocean County Mall (103); Circle Plaza (20); Shrewsbury (12); Laurel Square (16); Toms River Mall (15); Stella Plaza (24); Peddlers Village (137); Seaview Square (83).
Department Stores : Steinbach Co. 5; Sears 3; Alexander's; Two Guys 5; Bamberger's; J.C. Penney 2; King's; Franklin Simon; Woolco; Bradlees 2; Atlantic Superama 2; Kresge; Britt's 2; Fisch's; K mart 4; Rickel's 4; J.M. Field's; Jamesway; Channel Lumber 2; Hahne's.
Variety Stores : Newberry; Green; Nichols 2.
Chain Drug Stores : Parke; Rite Aid; Medi-Mart; Genovese.
Chain Food Supermarkets : Acme 16; Cumberland Farms; Grand Union; Mayfair; Shop Rite; Food Town; Seven Eleven 27; Stop-N-Shop; Pathmark; Kwik-Check; One Stop; Krauzer's 35; Foodland; Wawa.
Other Chain Stores - Shoes: Kinney, Thom McAn, National, Miles, Shoe Town; Goodyear; Radio Shack; Cloth World; Baker's; Clothing: Bond, Lerner's, Braddock's; Misc.: Firestone, Huffman-Koos, Castro Convertible, Singer Co., Sherwin-Williams, Reed Jewelers, Loft, Fanny Farmer, Littman Jewelers, Gordon Jewelers, Hickory Farms.

14 - NEWSPAPERS: PRESS (e) 109,313; (S) 149,503; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: S. Russell Famulary, Natl. Adv. Mgr., PRESS, Press Plaza, Asbury Park, NJ 07712; Tel. (201) 774-7000.
National Representative : Sawyer, Ferguson, Walker.

ATLANTIC CITY

1 - LOCATION: Atlantic County (SMSA). E&P Map B-5. Vacation, convention center. On Atlantic Ocean; 5 mi. E of Garden State Pkwy. and terminus of Atlantic City Expwy. On U.S. Hwys. 9, 30, 40; State Hwy. 42; 60 mi. E of Phila.; 120 mi. S of New York.

2 - TRANSPORTATION: Railroads - Penn-Reading Seashore Lines.
Motor Freight Carriers - 14.
Bus Lines : Transport of N.J.; Lincoln Transit; Continental Trailways; Greyhound; Martz Trailways; Atlantic City Transportation; Salem Transportation.
Airlines - USAir Commuter; Southern Jersey Airways (regularly scheduled charter flights).
Waterways - Cape May-Lewis ferry.

3 - POPULATION:
Corp. City 80 Cen. 40,199
PMA-ABC: (70) 330,678; (81) 406,900
County/SMSA 80 Cen. 194,119
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 16,736
County/SMSA 80 Cen. 71,806
PMA-ABC: (70) 112,562; (81) 160,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$860,993,807
Sav. & Loan	5	$98,583,000

6 - PASSENGER AUTOS: Est. County 100,000 (1979)

7 - ELECTRIC METERS: Residence 71,255

8 - GAS METERS: Residence 45,067

9 - PRINCIPAL INDUSTRIES: Hotels; Motels; Amusements; Restaurants; Clothing; Insur.; Candy; Aviation Research; Glass; Pottery; Construction; Boat Bldg.; Farming; Mail Order; Casinos.

10 - CLIMATE: Min. & Max. Temp. - Spring 51-63; Summer 65-74; Fall 40-53; Winter 28-43. First killing frost, Nov. 5. Last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; 45% fluoridated, 55% not fluoridated.

12 - RETAILING: Principal Shopping Center - 10 blocks on Atlantic Ave.; 8 on Pacific Ave.; 10 on Boardwalk.
Neighborhood shopping Centers - Ventnor; Ventnor Ave.; Margate; Northfield; Tilton Rd., Pleasantville; Main St.; Black Horse Pike Shore Mall; Somers Point; Absecon; Linwood: Central Square; Brigantine; Ocean City; Cardiff; Pomona; Egg Harbor; Vineland; Cape May Court House; Rio Grande; Wildwood; Asbury Ave.
Shopping Centers : Ventnor, West End Ave. (Wellington Avenue); Cardiff, Shore Mall & New Center at Cardiff Circle; Northfield, Tilton Rd.; Pomona, White Horse Pike; Pleasantville, Black Horse Pike; Somers Point, New Road & Bethel; Cape May Court House, Shopper's Haven; Rio Grande, Marlyn Manor Center; Cape May Plaza; Absecon Sandpiper Square, White Horse Pike.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Atlantic City	0	Two Guys
Margate	5	Shearer's
Pleasantville (21)	5	Woolco, Acme, A&P
Somers Point	11	Acme, Shop Rite
Absecon	7	Shop Rite, Howlett Hdwe.
Tilton	6	Mr. Big
Northfield	8	House & Garden
Cardiff (28)	10	Bradlee's, Rickel, Pathmark
Shore Mall	10	Sears, Steinbach, J. C. Penney

Principal Shopping Days : Mon., Wed., Fri., Sat.
Stores Open Evenings : Retail - Wed.; Food - Thurs., Fri. About 80% open Sundays.

13 - RETAIL OUTLETS: Department Stores - House & Garden; Sears; Woolco; Steinbach's; J. C. Penney.
Discount Stores - Two Guys; Jamesway; Mr. Big; Bradlee's.
Variety Stores - Woolworth; Newberry; Silvers; Murphy; Ben Franklin.
Specialty Stores : Gordon's & Capezio; Homberger's; Needlecraft; Kensington; Home Handyman; 84 Lumber; Family Shoes; G. G. Kinney; Thom McAn; Endicott-Johnson; Pep Boys; Penn Jersey; Jack Lang; Goodyear Service Stores; Landsman's; Singer; Rickel's; Morton's Jewelcor; Tiny Tots; Hit or Miss; Deb-Joy.
Chain Drug : Thrifty Drug; Lincoln-Reese; Rite-Aid; Merland; Medicine Shoppe; Eckerd; CVS.
Chain Food Supermarkets : Acme; Foods Discount; Thriftway; IGA; A&P; Shop Rite; Foodtown; Two Guys; Casels; Shop 'n Bag; Shop-n-Save; Wa-Wa Dairy; 7-Eleven; Cumberland Farms; Pathmark.
Other Chain Stores : Famous Maid; Lerner's; Park Lane Hosiery; Cut 'n Curl; Loft's; Child's; Gino's; McDonald's; Burger Chef; Burger King; Wendy's; Sherwin-Williams; MAB Paints; Buten Paints; Perkins Pancake.

14 - NEWSPAPERS: PRESS (m) 72,283; (S) 74,675; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William K. Battista, Nat. Adv. Mgr., PRESS, 1900 Atlantic Ave., Atlantic City, NJ 08404; Tel. (609) 345-1234.
National Representative : Sawyer-Ferguson-Walker.

BERGEN COUNTY
See HACKENSACK

BRICK TOWN
See TOMS RIVER

BRIDGETON

1 - LOCATION: Cumberland County, (In Vineland-Millville-Bridgeton, NJ SMSA). E&P Map A-5, County Seat. Farming and glass mfg. center State Hwys. 77, 49; 40 mi. S of Philadelphia; 40 mi. W of Atlantic City.

2 - TRANSPORTATION: Railroads - N.J. Central (freight); Conrail (freight).
Motor Freight Carriers - 10.
Intercity Bus Lines - Transport of N.J.; Garden State Coachway.

3 - POPULATION:
Corp. City 80 Cen. 18,795
PMA-ABC: (70) 48,886; (81) 49,300
County/SMSA 80 Cen. 132,866
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Census: 6,681
County/SMSA 80 Cen. 44,287
PMA-ABC: (70) 14,992; (81) 17,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$109,981,768
Sav. & Loan	2	$75,464,176

6 - PASSENGER AUTOS: County Est. N.A.

7 - ELECTRIC METERS: Residence 8,570

8 - GAS METERS: Residence 2,870

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Food 1,450 ($204); Glass Mfg. 1,350 ($265); Textiles 1,840 ($174); Machy. 150 ($180).
Principal Pay Days - Wed., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-44. First killing frost, Nov. 4. Last killing frost, Apr. 21.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 3 blocks on Commerce St.; 4 on Laurel St.; 3 on Pearl St.
Neighborhood Shopping Centers - Broad and West Park Dr.; 1 block on N. Pearl St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeton (10)	NA	Acme Thrift Drug
Jamesway Plaza (8)	NA	Thriftway, Eckerd, Jamesway
Hopewell (8)	NA	Halter's Variety

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Dept. Stores - Mon., Fri., Food - Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores - Wax Bros; Dorr Furniture; J.C. Penney; Rovner's; Weber's Furniture.
Discount Stores : Mr. Big.
Variety Stores - Woolworth; Jamesway.
Chain Drug Stores : Rite Aid; Eckerd Drug.
Chain Supermarkets : Thriftway; A&P; Acme; IGA Mkt.; Chiari's 2; Eatmor; Fishers Mkt.
Other Chain Stores - Firestone; Goodyear; Sears (catalog); Pep Boys; J.S. Raub Shoes; Sherwin-Williams Paint; Radio Shack; Western Auto.

14 - NEWSPAPERS: NEWS (e) 11,889; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James G. Homan, Adv. Dir., NEWS, 100 E. Commerce St., Bridgeton, NJ 08302; Tel. (609) 451-1000.
National Representative : Landon.

BRIDGEWATER

1 - LOCATION: Somerset County (In Newark SMSA). E&P Map B-3. 34 mi. W of New York City on U.S. Hwy. 22 and I-287; 19 mi. N of Garden State Pkwy. and N.J. Tpk.

2 - TRANSPORTATION: Railroads - Erie-Lackawanna; Conrail; Amtrak.
Motor Freight Carriers - 22.
Intercity Bus Lines - Transport of N.J.; Somerset; Greyhound; Continental Trailways; Suburban Transit; Martz.
Air Lines - All at Newark Airport.

3 - POPULATION:
Bridgewater Twp. 80 Cen. 29.175
PMA-ABC: (70) 389,197; (81) 397,400
SMSA 80 Cen. 1,965,304
County 80 Cen. 203,129
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Township 80 Cen. 8,804
County 80 Cen. 67,368
SMSA 80 Cen. 677,095
PMA-ABC: (70) 113,868; (81) 133,800

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	N.A.
Sav. & Loan	14	N.A.

6 - PASSENGER AUTOS: County Est. N.A.

7 - ELECTRIC METERS: County Est. 47,000

8 - GAS METERS: County Est. 38,000

9 - PRINCIPAL INDUSTRIES: (PMA): Chemical Apparel; Textiles; Fabricated Metals; Printing; Publishing; Pharmaceuticals; Electrical Products; Construction; Rubber; Plastics; Cosmetics; Farming; Food Processing.

10 - CLIMATE: Min. & Max. Temp. - Spring 22-80; Summer 44-95; Fall 25-90; Winter 6-55. First killing frost, Oct. 23. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Areas (PMA): Plainfield; Westfield; Scotch Plains; Berkeley Heights; Somerville; North Plainfield; Bound Brook; Bernardsville; Manville; Flemington; Dunellen, Middlesex; South Plainfield; Piscataway.
Shopping Centers (PMA): Middlesex Mall; Blue Star Ctr.; Somerset Shpg. Ctr; Bardy Farms Ctr.; Turntable Junction Ctr.; Liberty Village; Lyons Mall; Golden Acres Shpg. Ctr.; Granetz Plaza; Hillsborough Shpg. Plaza; Rustic Mall; Stirling Plaza; Whitehouse Shpg. Ctr.; Far Hills Ctr.; Finderne Shpg. Ctr.; Berkeley Heights Shpg. Ctr.; Stagehouse Village Ctr.; Middlesex Shpg.; Bernardsville Ctr.; Pheasant Run; A 16 mi. Shopping Strip along Route 22 from Springfield to Somerville, over 50 diversified retail outlets.
Shopping Centers in Entire Market Area Include : Menlo Park Mall; Woodbridge Mall; Short Hills Mall; Rutgers Plaza; Montgomery Plaza.

13 - RETAIL OUTLETS: (PMA) **Department Stores** - Sears; Bamberger's; Hahne's; Stern's; Dunhams; Epsteins.
Variety Stores - S.S. Kresge; Woolworth; McCrory.
Discount Stores - Two Guys; K mart; K-Way; Channel Lumber; Laneco; Bradlees.
Chain Drug Stores - Sav-on; CVS; Rexall; Walgreen; Pathmark; Drug Fair.
Chain Food Supermarkets - A&P 13; Acme 5; Food town 7; Grand Union 3; Laneco 2; Pathmark 4; Plus Discount 3; Shop Rite 9; Stop N Shop 2.
Other Leading Stores & Chain Stores - Huffman-Koos; Mirons; Granetz; Newberry's; Fabric Land; Larkey; Rogers Clothes; Firestone; Roth & Schlengers; Goodyear; Penn Jersey; B.F. Goodrich; Pep Bros.; Midas Muffler; Loft Candy; Helen Elliott; Singer Sewing; Imperial Magnavox; Brick Church; Miles Shoes; Thom McAn; Florsheim; Shoe Town; Kinney; Hermans Sporting Goods.

14 - NEWSPAPERS: COURIER-NEWS (e) 59,242; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James Petrini, Adv. Dir., COURIER-NEWS, 1201 Route 22, Bridgewater, NJ 08807; Tel. (201) 722-8800.
National Representative : Gannett.

BURLINGTON
See WILLINGBORO

CAMDEN

1 - LOCATION: Camden County (In Philadelphia, PA-NJ, SMSA). E&P Map A-4. County Seat; on Delaware River opposite Philadelphia. A port with 14.3 mi. of navigable water front. Industrial center; On U.S. Hwys. 30, 130; State Hwys. 38, 41, 42, 70, 168, 295. Walt Whitman Bridge betw. S. Phila. & Gloucester links with Penna. Tpk. via Schuylkill Expway. Benjamin Franklin Bridge betw. Center City, Phila. and Camden. The City of Camden is 58 mi. from Atlantic City; 34 mi. from Trenton; 83 mi. from Newark; 2 mi. from Philadelphia; 98 mi. from Baltimore; 135 mi. from Washington; 93 mi. to New York; 35 mi. to Wilmington.

2 - TRANSPORTATION: Railroads - Conrail; Pennsylvania- Reading Seashore.
Motor Freight Carriers - 222.
Intercity Bus Lines - Transport of New Jersey; Trailways.
Airlines - At Airport in Phila.

3 - POPULATION:
Corp. City 80 Cen. 84,910
PMA-ABC: (70) 658,787; (81) 744,300
SMSA 80 Cen. 4,716,818
County 80 Cen. 471,650
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 28,204
County 80 Cen. 162,508
SMSA 80 Cen. 1,639,330
PMA-ABC: (70) 196,202; (81) 254,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	N.A.	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners - Elec. Prod. 13,400; Food 7,600; Fab. Metal Prod. 6,700; Chemicals 5,700; Misc. Mfg. 2,800; Trans. Equip. 1,200; Average Weekly earnings in 1974; Mfg. ($178); Durable Good ($178); Non-Durable Goods ($179); Prim. Metal Industries ($233); Fab. Metals including ordnance ($171); Textile Mill Prod. ($147); Paper & Allied Prod. ($185); Printing Pub. & Allied Industries ($191); Chemicals & Allied Prod. ($220).
Principal Pay Days - Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 44-62; Summer 66-83; Fall 50-66; Winter 29-42.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Downtown shopping areas in Camden, Pennsauken, Haddonfield, Mt. Holly, Burlington, Woodbury, Glassboro.

Nearby Shopping Centers

Name (Nr. of stores)	Miles from Downtown	Principal Stores
Haddonfield	8	
Black Horse Pike (40)	5	Penneys,
Brooklawn (26)	8	K mart, Sheehan's
Cherry Hill Mall (113)	5	Bambergers, Strawbridge & Clothier, J.C. Penney
Deptford Mall (130)		Sears, Bambergers, Wanamaker's
Echelon	10	Strawbridge & Clothier, Penneys, Gimbels
Moorestown Mall (85)	10	Wanamaker, Gimbels, Sears, Gimbels
Stratford (14)	10	Clover
Westmont (34)	3	Clover, A&P
Woodcrest (15)	9	Shop'n Bag, Channel
Willingboro	12	Sears, Pomeroys
Airport Circle	NA	K mart

Principal Shopping Days : Department Stores Mon., Wed. and Fri. Food: Wed., Thu. and Sat.
Stores Open Evenings : Dept. - Mon. to Sat.; Food - Tues. thru Fri.; Shopping Ctrs. - Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores J.C. Penney; Sears; Strawbridge & Clothier 2; Bamberger's; Gimbel's; Wanamaker's; Pomeroys; Jefferson Ward.
Discount Stores - Dee's; Pennsauken Mart; Clover Stores; K mart; Woolco.
Specialty Stores - Charles David; Diane Furs; Kotlkoff's; Zinman Furs; Lillian Albus; Town & Country; Jacob Reed's; Fashion Bug; Lane Bryant; Country Set; Miss I. Ltd.; Marianne; Sally Shops; Loehmann's; Samar Fashions; Talbots.
Variety Stores - Ben Franklin Stores; Woolworth; McCory's.
Furniture Stores - Carriage House, Bellmawr Furniture; DiMona's; Doughertys' Furniture; Howard Hill; Menchel-McDonald Furniture Co.; Murphy's Furniture; Nastasi's; Newman's Home Furnishings; Philmore Furniture; Ressa Bros.; Sullivan Furniture Co.; J.B. Van Sciver Co.; Robert I. Weir; Levitz; N. B. Liebman.
Electrical Appliance Stores - Electrical Center; Hubbs Corner; Leo's; Dee's; Pearlman's; Nastasi's; Moffa's; A B C Discount Appliances; American Appliances; Sam's Appliances; Silo; Shuman's.
Chain Drug Stores : Lincoln; Quality 6; SupeRx 1; Thrift 8; Worner; Rite Aid; Eckerd Drug.
Chain Food Supermarkets - Acme Markets 35; A&P; Shop-Rite; Shop 'n Bag; Pathmark.
Corporate Chains : Frankford-Quaker; Thriftway; Perlof Bros.; Foodtown; 7-Eleven; Wa-Wa Markets; Plus Foods Jewel T; Stop N Shop.
Other Chain Stores - Automotive: B.F. Goodrich, Firestone, Goodyear; Penn Jersey, Pep Boys, Rayco Auto Seat Cover Co., Midas Muffler Co., Rem Auto Supply, North American Brake, North American Transmission, Aamco; Car Rentals: Hertz, Avis Rent-A-Car, Biddle Car & Truck Rental, Budget Rent-a-Car, Automotive Rentals, Inc.; Candy: Shellenberger's, Dairy Maid, Marguetland's, Hanscom Bros., Bayard's Chocolate Houses, Bowers Candies; Flooring: Best Tile Co., Allied Floor Covering, Tile City; General Merchandise: Singer Sewing Machines, Hanscom's Bakery, Kiddie Mart, Rickles 2; Jewelry: Zale's 2, Littmann's, Kellmer, Riverside, Baily, Banks & Biddle 2, Merrill's 1, Tappins, Basco; Men's Apparel: Jack Lang Regal Slacks, Bond Rogers, Stockade 2, Clothing Whse., Turf's, Men's Loft; Women's Apparel: Holly Stores, Joy Hosiery, Charming Shoppes, Fashion Bug; Metal Fences: Anchor Fence, Cyclone Fence; Paints: Buten Paints, Sherwin-Williams, M.A. Bruder & Son, DuPont, Dutch Boy, Lucas, Benjamin Moore, Finnaren and Haley, Pittsburgh, Spred-Glidden; Shoes: Martin, Baker's, A. S. Beck, Buster Brown, Father & Son, Florsheim, Hanover, Miles, Thom McAn, Burts, Chandler's, Holiday, Regal, Flagg, Hardy, Shoe-Town, Salsimer, Marshalls; Martin Paint.

14 - NEWSPAPERS: COURIER-POST (e) 119,879; (S) 100,546; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Herman F. Transmendi, Adv. Dir., COURIER-POST, Camden, NJ 08101; Tel. (609) 663-6000.
National Representative : Gannett.

CLIFTON
See PASSAIC

DOVER

1 - LOCATION: Morris County, E&P Map B-2, (In Newark SMSA). Manufacturing & military center; NW part of State; 45 mi. E of New York City.

2 - TRANSPORTATION: Railroads - Conrail.
Intercity Bus Lines - Greyhound; Public Transport of N.J.; Lakeland; West Morris; Transit.
Motor Freight Carriers - 6.

3 - POPULATION:
Corp. City 80 Cen. 14,681
PMA-ABC: (70) 127,194; (81) 162,900
SMSA 80 Cen. 1,965,304
County 80 Cen. 407,630
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,901
County 80 Cen. 131,820
SMSA: 80 Cen. 677,095
PMA-ABC: (70) 36,448; (81) 53,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$232,105,000
Sav. & Loan	7	$401,131,062

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 126,161

8 - GAS METERS: Residence 26,800

9 - PRINCIPAL INDUSTRIES: Number of Employees - Thiokol 1,400; Picatinney Arsenal 8,500; RCA 500; Westinghouse 400; Glass 300; Paperboard 1,100; Drugs 2,800; Electronics 3,500; Plastics 400; Timers 400; Packaging Machy. 350; Pipe & Ceramics 500; Clothing 800; Aircraft Radio 650.
Principal Pay Days - Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-80; Summer 53-85; Fall 29-58; Winter 16-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dover (30)	NA	Two Guys
Ledgewood Circle (2)	NA	A&P, Endicott Johnson
Ledgwood Mall (55)	NA	Jamesway
Town Square	NA	J.C. Penney, Sears, Bamberger's, Hahne's

Principal Shopping Days : Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Sears; J.C. Penney; Newberry; K mart; Bamberger's; Hahne's.
Discount Stores : K mart; Two Guys.
Chain Supermarkets : A&P; Acme; Jamesway; Foodtown; Shop-Rite; Two Guys; Pathmark; Grand Union.
Other Chain Stores : Goodrich; Firestone; Littman Jewelry; Kinney Shoes; Thom McAn; Sherwin-Williams; Loft Candy; Dean's; Kaufman Carpet; Wick's Lumber; Zales Jewelry; Channel; Rickel's; Brick Church; Thrift Drug.

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 14,498; (S) 13,317; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Costello, Adv. Mgr., ADVANCE, PO Box 30, Dover, NJ 07801; Tel. (201) 347-5400.
National Representative : Drukker.

ELIZABETH

1 - LOCATION: Union County (In Newark SMSA), E&P Map B-2, County Seat. 5 mi. S of Newark on N.J. Tpke., connecting with Holland and Lincoln Tunnels and George Washington Bridge. On Staten Island Sound and Newark Bay; U.S. Hwys. 1, 9.

2 - TRANSPORTATION: Railroads - Conrail; Rahway Valley; Amtrak.
Motor Freight Carriers - 14.
Intercity Bus Lines - Green Flyer; Greyhound; Aro; Transport of N.J.; Safeway Trailways; Edwards Lake to Sea; Lincoln; Quaker City; American; Somerset.
Airlines - American; Eastern; National; Trans World; USAir; United; Capital; Aero; Flying Tiger; Slick; Braniff; TWA; Pan Am; Braniff; Delta; Northwest; Piedmont; N.Y. Airways; World Airways.

3 - POPULATION:
Corp. City 80 Cen. 106,201
County 80 Cen. 504,094
SMSA 80 Cen. 1,965,304
PMA-ABC: (70) 543,116; (81) 502,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 38,978
PMA-ABC: (70) 171,580; (81) 183,200
County 80 Cen. 177,973
SMSA 80 Cen. 677,095

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$342,442,000
Sav. & Loan	6	$341,140,000
National	1	$145,781,000
State	4	$265,951,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: 41,345

8 - GAS METERS: Residence 39,965

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Sewing Machines 3,189 ($174); Gas and Chemicals 1,655 ($185); Pharm. Products 5,750 ($180); Auto 5,637 ($210); Cookies 1,356 ($147); Elec. Equip. 1,737 ($202).

10 - CLIMATE: Average Temp. - Spring 56; Summer 73; Fall 46; Winter 31. First killing frost, Oct. 30. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - Half mile south from Penna. R.R. arch on Broad St. to Washington Ave. and same distance on Elizabeth Ave. from Broad St. to Scott Pl. and Route 27, east to Union Square. Many fine stores on first blocks of most cross streets off Broad St. east and west to Elizabeth Ave. and north of Elizabeth Ave. to W. Jersey St.
Neighborhood Shopping Centers - 6 centers throughout city. Neighborhood stores located near all residential sections.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roselle (22)	3	Foodtown
Garwood	5	Medi-Mart, Stop & Shop
Menlo Park (86)	8	Bamberger, Alexander's, Finast
Short Hills (140)	9	Bloomingdale's, Lord & Taylor
Woodbridge (121)	7	A&S, Orbach, Hahne, Stern's

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Furniture - nightly (ex. Sat.); Other retail - Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores - Steinbach's.
Variety Stores - Newman's 3; Green: C. H. Martin; McCrory's; K mart.
Discount Stores : 2 Guys from Harrison; Daffy Dan's.
Chain Drug Stores : Rite Aid 4; Shor's 2; Medi-Mart 1.
Chain Food Supermarkets : A&P 11; Grand Union 2; Pathmark 15; Foodtown 30; Shop Rite 14; Acme 11; Stop and Shop.
Other Chain Stores - A. S. Beck; Kitty Kelly; Hanover; National; Flagg Bros.; Miles; Thom McAn; Forsythe; Regal; Roth & Schlenger; Goodyear; Firestone; Fanny Farmer; Loft's; Adams Hats; Singer Co.; Canadian; Poppy's; Tappins.

14 - NEWSPAPERS: JOURNAL (e) 42,231; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data. Richard A. Cook Adv. Dir., JOURNAL, 295 Broad St., Elizabeth, NJ 07207; Tel. (201) 354-5000.
National Representative : Landon.

HACKENSACK-BERGEN COUNTY

1 - LOCATION: Bergen County, E&P Map B-2 (In New York SMSA), County Seat. On Hwys. 1, 3, 4, 9, 17, 46 and 80. 8 mi. from New York; 9 mi. E of Paterson; 14 mi. N of Newark; Garden State Pkwy.; N.J. Tpk.

2 - TRANSPORTATION: Railroads - Erie-Lackawanna; Conrail (West Shore); Northern RR of N.J., New York, Susquehanna and Western.
Intercity Bus Lines - Greyhound; Transport of N.J.; Rockland (Red & Tan); Shortline; Manhattan Transit; Maplewood Equipment; Adirondack Trailways; Arrow Bus Co; Fairlawn Transportation; Leisure Reliable Coach Co; Taranto Bus Co.
Motor Freight Carriers - 30.
Airlines - Emery, Federal Express (lght.), Teterboro Arpt. N.Y. and all airports.

3 - POPULATION:
Corp City 80 Cen. 36,039
County 80 Cen. 845,385
SMSA 80 Cen. 9,119,737
Total PMA-ABC: (70) 898,012; (81) 844,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp City 80 Cen. 15,827
County 80 Cen. 300,410
SMSA 80 Cen. 3,498,354
Total PMA-ABC: (70) 279,625; (81) 303,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	34	$3,487,100,000
Sav. & Loan	28	$2,854,112,697
Savings	4	$2,894,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence County 248,300

8 - GAS METERS: Residence County 249,200

9 - PRINCIPAL INDUSTRIES: Total Plants: 1,122; Miscellaneous Plastic Products 43; Lithographic Commercial Printing 30; Letterpress Commercial Printing 26; Machinery (except electrical) 20; Electronic Components 18; Industrial Organic Chemicals 17.
Principal Industrial Pay Days - Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-75; Summer 60-90; Fall 45-65; Winter 25-55; First killing frost, Oct. 1. Last killing frost, Apr. 20.

11 - TAP WATER: Moderately alkaline, moderately soft; not fluoridated.

12 - RETAILING: Principal Shopping District - Garden State Plaza, 80 Stores; Bergen Mall, 78 Stores; The Fashion Center, 25 Stores: Paramus Park, Paramus, 115 Stores; Riverside Square, Hackensack, 90 stores.
Additional Shopping Areas - Hackensack; Ridgewood; Tenafly; Bergenfield; Rutherford; Teaneck; Englewood; Fort Lee; Westwood; Cliffside Park.
Neighborhood Shopping Areas - Municipality.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Garden State Plz. (80)	NA	Bamberger's, J.C. Penney, Gimbel's
Bergen Mall (78)	NA	Stern's, Ohrbach's; J.J. Newberry
Chestnut Ridge (22)	NA	Grand Union
Paramus Park (115)	NA	Abraham & Straus, Sears
Riverside Sq. (90)	NA	Bloomingdale's, Saks
The Fashion Ctr. (25)	NA	B. Altman, Lord & Taylor
Korvette City (5)	NA	E.J. Korvette
Unwood Plaza	NA	Foodtown
Mahwah Plaza (20)	NA	A&P
Lincoln Plaza (5)	NA	Top Variety
River Rd. Ctr.	NA	Pranti, Shop-Rite
Fair Ridge (15)	NA	A&P
Urban Farms (22)	NA	Gristede's
Valley Fair (20)	NA	Albrecht's, Children's
Park Ridge	NA	A&P
Interstate (35)	NA	Sears, Grossman's
Rochelle Park (7)	NA	Shop-Rite
Allendale (16)	NA	A&P
Foster Village (23)	NA	Montgomery Ward, Grand Union
Closter Plaza (41)	NA	Woolworth's, Sears, Grand Union
Cresskill Plz. (10)	NA	King's Super Mkt.
Pascack Valley (25)	NA	Channel, Grand Union
Elmwood (15)	NA	S.H. Kress, Walgreen, Channel
Ramsey Square	NA	Bradlees, Channel
Saddle BrookMall (17)	NA	Bradlees, Stop & Shop
Passaic County	NA	
Willowbrook Mall (164)	NA	Bambergers, Orbach's, Sears, Sterns
West Belt Mall (32)	NA	J.C. Penney, Korvettes
Preakness (43)	NA	Sterns Rickel
Wayne Hills Mall (32)	NA	Meyer Bros K mart

Stores Open Evenings : Food & Department Stores, Shopping Centers Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores - County: Sears; Lord & Taylor; B. Altman; Packard's; Montgomery Ward; Bambergers; Stern Bros.; Gimbel's; Alexander's; Bloomingdale's; Ohrbach's; Saks Fifth Ave.; Abraham & Straus.
Variety Stores - Woolworth; Kresge; Newberry; J.C. Penney.
Discount Stores : Two Guys; Shop-Rite; Valley Fair; Packard's; Bradlees; K mart; Toys-R-Us; Caldors.
Chain Lumber/Hardware : Channel Industries; Rickel Home Center; Kay's.
Chain Drug Stores : Whelan 1; Rexall 7; Genovese 2; Walgreen 2; Rite Aid 4; CVS 5; Medi-Mart 4.
Chain Food Supermarkets : Acme/Super Saver 5; A&P 20; Grand Union 24; Gristede 1; Valley Fair/Met 1; Kings 3; Shop-Rite 15; Foodtown 18; Pathmark 6; Stop 'N Shop 4; Two Guys 3.
Other Chain Stores - Shoes: Miles, A. S. Beck, Baker's, Thayer McNeil, Stenchever's, Globe Shoes, Shoe-Town, Red Cross, National Coward's, Chandler's, Thom McAn. Kinney; Candy: Loft's, Fanny Farmer, Russell Stover, Barracini; Clothing: He Man Shops, Lowits, Lane Bryant, MacHughe's, Roaman's, Schlessinger's, Florence Shop, Sealfon's, Plymouth Shops, Ann Taylor Sportswear, Syms, Susan Ives, Roger Kent, Lorry's, Bond's, Wallach's, National Shirt, Lerner, Melburn; Jewelry: Wiss Jewelers, Marcus Jewelers, Fortunoff; Others: Adler's; Radio Shack; Trader Horn; Friendly Frost; Sam Goody; Roots; Field Bros; Conrans; Furniture: Carlyle; Einstein Moomiy; Huffman-Koos; Kaufman; Levitz; Sporting Goods: Morsan's, Herman's.

14 - NEWSPAPERS: RECORD (e-mon to fri) 149,593; SUNDAY RECORD (S) 211,554; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bernard Schraer, Adv. Dir., RECORD, 150 River St., Hackensack, NJ 07602; Tel. (201) 646-4000; In NYC (212) 279-8484.
National Representative : Sawyer-Ferguson-Walker.

JERSEY CITY

1 - LOCATION: Hudson County (SMSA), E&P Map B-2, County Seat. Industrial, wholesale, residential and educational center. Occupies 19.2 square mi. on peninsula formed by Hudson R. and Upper N.Y. Bay on east and south and Hackensack River and Newark Bay on west.

2 - TRANSPORTATION: Railroads - Journal Square Transportation Center; Lehigh Valley; Hoboken Shore & Path.
Motor Freight Carriers - 117
Intercity Bus Lines - Inter City; Interstate; Transport of New Jersey; Hudson; Boulevard; North Blvd.; DeCamp; Lincoln; Greyhound; American; Safeway; Frank Martz; Royal Blue, Edwards Lakes to Sea; Domenico; Central Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 223,532
CZ-ABC: (70) 557,948; (81) 502,100
RTZ-ABC: (70) 431,055; (81) 409,900
County/SMSA 80 Cen. 556,972
City & RTZ-ABC: (70) 989,003; (81) 912,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City: 80 Cen. 80,720
CZ-ABC: (70) 190,360; (81) 197,700
RTZ-ABC: (70) 145,128; (81) 159,700
County/SMSA 80 Cen. 207,857
City & RTZ-ABC: (70) 335,488; (81) 357,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	6	$1,603,200,000
Sav. & Loan	15	$2,950,092,000
Commercial	12	$3,605,152,000

6 - PASSENGER AUTOS: County 203,500

7 - ELECTRIC METERS: Met. Res. 226,512

8 - GAS METERS: Met. Res. 196,480

9 - PRINCIPAL INDUSTRIES: Metro Area - Container Port; Pharmaceutical Prod.; Lamps; Food Packing; Radio & TV Sets; Iron Prod.; Candy; Soap; Carbon; Chemical; Wearing Apparel; Paper Prod.; Auto & Aircraft Parts; Oil Ref. Equip.; Truck Terminal; Warehousing; Oil Refining.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-75; Summer 60-100; Fall 40-80; Winter 10-50.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Plz. (40)	NA	Two Guys, Toys 'R Us
Stadium Plz. (2)	NA	Rickels, K mart
Twin City Plz. (4)	NA	Acme, McCrory's
Channel Shoprite (3)	NA	Channel Lumber

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thurs., Fri., Mon.

13 - RETAIL OUTLETS: Department Stores - Sears Roebuck.
Variety Stores - Woolworth; Grand; McCrory's; Home Fair; Jupiter 2.
Discount Stores : Two Guys 3; National Family Store; K mart; Wonder Stores; C.H. Martin.
Chain Drug Stores : Rexall 5; Rite Aid 7; Drug Guild; Peckman's 2; Brooks 1; Rite Way 12; Rock Bottom.
Chain Food Supermarkets : A&P 16; Shop Rite 15; Food Town 7; Pathmark 2; Acme 3; Shelley's 2; I.G.A. 1; Basics 1.
Other Chain Stores : Parts Unlimited; Miles; Thom McAn; Rainbow; Singer Co.; Martin Paints; National Shoes; Rayco; A. S. Beck; Kinney Shoes; Kay Jewelers; Lynn; Allied Radio Shack; Channel Co.; Castro; Shoe Town, Knapp; Fayva; Zale Jewelers; Mandee; Ris Auto; Rickels.

14 - NEWSPAPERS: JERSEY JOURNAL (e-mon to fri) 65,717; (e-sat) 63,056; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Alvin G. Schub, Adv. Dir., JERSEY JOURNAL, 30 Journal Sq., Jersey City, NJ 07306; Tel. (201) 653-1000.
National Representatives : Newhouse; Metro Suburbia.

MIDDLETOWN

See RED BANK

MILLVILLE

1 - LOCATION: Cumberland County (In Vineland-Millville Bridgeton-SMSA) E&P Map B-5, Industrial center. On State Hwys. 47 and 49 at the head of navigation on the Maurice River 41 mi. from Philadelphia; 35 mi. from Atlantic City; 130 mi. from New York City.

2 - TRANSPORTATION: Railroads - Conrail; Reading Sea Shore.
Motor Freight Carriers - 11.
Intercity Bus Lines - Public Service; Bridgeton.

3 - POPULATION:
Corp. City 80 Cen. 24,815
CZ-ABC: (70) 21,366; (81) 25,500
RTZ-ABC: (70) 11,516; (81) 13,100
County/SMSA 80 Cen. 132,866
City & RTZ-ABC: (70) 32,882; (81) 38,600

4 - HOUSEHOLDS:
City: 80 Cen. 9,007
County/SMSA 80 Cen. 44,287
CZ-ABC: (70) 7,083; (81) 9,700
RTZ-ABC: (70) 3,440; (81) 4,500
City & RTZ-ABC: (70) 10,523; (81) 14,200

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$53,000,000
Sav. & Loan	2	$31,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 10,905

8 - GAS METERS: Residence 4,997

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Glass Mfg. 4,700 ($110); Textile Mfg. 600 ($100); Sand Mining 560 ($120); Airworks & Aircraft Repairs ($120).
Principal Industrial Pay Days - Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-24.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 10 blocks on High, Main and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Delsea (2)	6	Sears, Two Guys, King's
Cumberland Mall (60)	NA	Bradlee's, Wilmington Dry Goods

Principal Shopping Days : Thurs., Fri., Sat.
Stores Close : Wed. afternoon.
Stores Open Evenings : Dept. - Fri. Food - Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores - Fath's; K mart.
Variety Stores - Woolworth.
Chain Drug Stores : Joseph's; Rexall; Sun Ray; Rite-Aid.
Chain Food Supermarkets : Acme; Pathmark.
Other Chain Stores - Endicott-Johnson (shoes); Diana Shop; Sherwin-Williams (paint); Goodyear; Firestone.

14 - NEWSPAPERS: DAILY (e) 7,035; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ronald A. Ortiz, Mktg. Dir., DAILY, 22 E. Vine St., Millville, NJ 08332; Tel. (609) 825-3456.
National Representatives : Landon; Robert Hitchings.

MORRISTOWN-PARSIPPANY

1 - LOCATION: Morris County (In Newark, NJ SMSA). E&P Map B-2, County Seat. Mfg. & education center.

2 - TRANSPORTATION: Railroads - Morristown & Erie; New York, Susquehanna & Western; Erie Lackawanna; Central Railroad of New Jersey.
Motor Freight Carriers - 1.
Intercity Bus Lines - Morristown; Public Service; De-Camp.

3 - POPULATION:
Corp. Cities 80 Cen. 66,482
Morristown 80 Cen. 16,614
Parsippany 80 Cen. 49,868
PMA-ABC: (70) 334,018; (81) 363,200
SMSA 80 Cen. 1,965,304
County 80 Cen. 407,630
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 23,908
Morristown 80 Cen. 6,534
Parsippany 80 Cen. 17,374
County 80 Cen. 131,820
SMSA 80 Cen. 677,095
PMA-ABC: (70) 96,676; (81) 119,900

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$351,031,802
Sav. & Loan	4	N.A.
Commercial	2	$697,811,109

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 138,096

8 - GAS METERS: Residence 24,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Public Utilities 1,218; Chemical Products 2,663; Printing 687; Construction 570; Rubber 305; Food 372; Paper 1,547; Engineering 2,891; Pharmaceuticals 1,095.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 34-75; Summer 60-97; Fall 32-80: Winter 28-50. First killing frost, Oct. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midtown (9)	NA	A&P
Baldwin Manor (11)	NA	Baldwin Pharm., Foodtown
Troy (19)	NA	Pathmark, K mart
Morris Hills Plaza (15)	NA	Kinney Shoes, Rexall

Principal Shopping Days : Fri., Wed., Sat.
Stores Open Evenings : Wed., Fri.

13 - RETAIL OUTLETS: Department Stores - L. Bamberger; M. Epstein; Sears; Penny.
Discount Stores : Two Guys from Harrison 2; Jamesway: Rockaway Sales 2; K mart, Bradlees.
Variety Stores - Woolworth.
Chain Drug Stores : Sav On; Foods Plus; Thrift Drug; CVS; Drug Fair.
Chain Food Supermarkets : A&P 3; Acme 2; Grand Union; Foodtown 3; Shop-Rite 8; Pantry Pride; Progressive 4; W&O; Finast; Kings; Stop & Shop.

14 - NEWSPAPERS: RECORD (e-mon to fri) 57,031; (S) 65,895; Mar. 31, 1981 ABC. (Converted to morning publication Oct. 5, 1981).

Local Contact for Advertising and Merchandising Data: Eric Goltzer, Adv. Mgr., RECORD; 55 Park Pl., Morristown, NJ 07960; Tel. (201) 538-2000.
National Representative : Landon.

NEW BRUNSWICK

1 - LOCATION: Middlesex County (In New Brunswick-Perth Amboy-Sayreville, NJ-SMSA). E&P Map B-3, County Seat. Industrial and educational center, 32 mi. from New York City; 25 mi. from Trenton. Skirted by U.S. Hwy. 1, State Hwy. 26; Lincoln Hwy., New Jersey Tpke., Rt. 287.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 71.
Water - Raritan River.
Intercity Bus Lines : Transport of N.J.; Continental Trailways; Suburban; Greyhound; Middlesex; Star.

3 - POPULATION:
Corp. City 80 Cen. 41,442
CZ-ABC: (70) 192,600; (81) 199,400
RTZ-ABC: (70) 184,151; (81) 199,700
County/SMSA 80 Cen. 595,893
City & RTZ-ABC: (70) 376,751; (81) 399,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City: 80 Cen. 13,244
County/SMSA 80 Cen. 196,708
CZ-ABC: (70) 57,135; (81) 68,100
RTZ-ABC: (70) 51,800; (81) 64,700
City & RTZ-ABC: (70) 108,935; (81) 132,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	$342,816,200
Sav. & Loan	11	$297,412,100
Commercial	13	$994,215,300

6 - PASSENGER AUTOS: County 276,795 (1979)

7 - ELECTRIC METERS: Residence 16,710

8 - GAS METERS: Residence 13,802

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Pharmaceuticals 4,725; Medical Goods 3,150; Electrical 2,310; Apparel 2,625; Transp. 4,200.
Principal Industrial Pay Days - Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 31-93; Summer 44-95; Fall 25-84; Winter 6-61. First killing frost, Oct. 20. Last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 8 blocks on George St.; 5 on Albany St.; 3 on Neilson; 3 on Church; 2 on Bayard; 2 on Paterson; 1 on Livingston; Rutgers Plaza; Nixon Shopping Center; Market Place; Kilmer Plaza; Middlesex Mall; Brunswick Center; Mid State Mall; Route S-18; Brunswick Square; Miracle Mall; Shoppers Mall; Old Bridge Center; U.S. Route 1; Menlo Park Shopping Center; Woodbridge Center; Tano Mall; Village Green Shopping Center.
Neighborhood Shopping Centers - 5 blocks on French St.
Principal Shopping Days : Mon., Thurs., Sat.
Stores Open Evenings : Most Mon. thru Fri.; Some on Mon. & Thurs. only.

13 - RETAIL OUTLETS: Department Stores - Sears Roebuck; Penney; Lerner's; Kennedy's: Bamberger; Alexander's; Woolco; Korvette; Loehmann's; Ohrbach's; A. & S.; Stern's; Bradlees.
Variety Stores - Newberry; McCrory's; F.W. Woolworth.
Discount Stores : Two Guys; Bradlee's; Channel; Rickel; K mart; Pergament (2).
Chain Drug Stores : Drug Fair 3; Sav-On; Walgreen; Rexall; Siegel's; Sunray 2; Thrift Drug; Pathmark; Mandell's; Tobin's.; Rite-Aid.
Chain Supermarkets : A&P 7; Shop Rite; Foodtown 6; Acme; Pathmark; Mayfair 3; Stop & Shop; Grand Union; Pantry Pride; Food Fair; Finast 2.
Other Chain Stores - Shoes: Thom McAn, National, A.S. Beck, Miles, G.R. Kinney, Florsheim, Melco; Clothing: Bond, Rogers, Franklin-Simon, Wallachs; Auto Supplies: Firestone, Lee Miles, Midas, Rayco, Atlas, Aamco, 1001 Auto, Auto-Rite, R&S Auto, Goodyear; Misc.: Loft, Singer Co.

14 - NEWSPAPERS: HOME NEWS (e) 57,933; (S) 71,633; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R.S. Kain, Gen. Adv. Mgr., HOME NEWS; P.O. Box 551, New Brunswick, NJ 08903; Tel. (201) 246-5600.
National Representative : Story & Kelly-Smith.

NEWARK

1 - LOCATION: Essex County (In Newark SMSA). E&P Map B-2, County Seat. Industrial, wholesale and retail center. On U.S. Hwys. 1, 9, 22; State Hwys. 21, 24, 25, 27, 78, 280, 82, N.J. Tpke. & linked with Garden State Pkway.

2 - TRANSPORTATION: Railroads - Conrail; Central of New Jersey; Erie-Lackawanna; Hudson & Manhattan (passenger).
Motor Freight Carriers - 30.
Intercity Bus Lines - Public Service; Trailways; Greyhound; American; De Camp; Borough; N.Y. & Long Branch; Somerset; Martz; Consolidated Shore.
Airlines - USAir; American; Braniff; Delta; Eastern; Flying Tiger; National; TWA; United.

3 - POPULATION:
Corp. City 80 Cen. 329,248
CZ-ABC: (70) 1,089,853; (81) 995,400
RTZ-ABC: (70) 4,220,633; (81) 4,256,400
County 80 Cen. 850,451
SMSA 80 Cen. 1 965,304
City & RTZ-ABC: (70) 5,310,486; (81) 5,251,800

4 - HOUSEHOLDS:
City 80 Cen. 110,912
County 80 Cen. 299,934
SMSA 80 Cen. 677,095
CZ-ABC: (70) 355,712; (81) 374,400
RTZ-ABC: (70) 1,296,920; (81) 1,502,600
City & RTZ-ABC: (70) 1,652,232; (81) 1.877,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	11	$1,350,000,000
Sav. & Loan	88	$1,840,000,000
Commercial	16	$50,229,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: City 324,991

8 - GAS METERS: County 343,974

9 - PRINCIPAL INDUSTRIES: Estimated Number of Employees, Essex, Union & Morris Counties - Prim. Metal Ind. 10,700; Fab. Metal Pdts. 21,300; Mach. (ex. Elec.) 25,500; Elect. Mach. 38,500; Transp. Equip. 10,800; Instruments & Rel. Prod. 4,500; Other Durable Goods 19,900; Food & Kindred Prod. 22,000; Textile-Mill Prod. 3,400; Apparel & Textile Prod. 14,600; Paper & Prod. 6,600; Printing & Publishing 11,700; Chemicals & Prod. 34,100; Rubber & Plastic Prod. 9,200; Leather & Prod. 4,000; Other Nondurable Goods 3,400; Mining 900; Construction 28,400; Transp. & Pub. Util. 110,900; Whol. & Ret. Trade 136,200; Fin., Ins. & Real Est. 48,400; Service & Misc. 110,900; Govt. 85,200.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-60; Summer 60-90; Fall 45-65; Winter 20-40. First killing frost, late Oct. Last killing frost, early Apr.

11 - TAP WATER: Alkaline, soft to medium.

12 - RETAILING: Downtown Shopping areas in: Newark; Livingston; Montclair; Orange; Plainfield; Morristown; Summit; Irvington; East Orange; Elizabeth; Dover; Madison; Maplewood; Westfield; Union; Bloomfield; Somerville.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
In Essex Co. :		
The Common (24)	NA	Lane Bryant
Livingston (127)	NA	Bambergers, Sears, Hahnes Epsteins
Oakwood Mall (6)	NA	Kings
The Mall, Short Hills (140)	NA	Bloomingdales, Abraham & Straus, B. Altman, Bonwit Teller
Pilgrim Plz (15)	NA	Newberrys, Savon Drug
Essex Mall (17)	NA	Marshalls, Stop & Shop
West Caldwell (27)	NA	A&P
Essex Green (42)	NA	Woolworths, Shop-Rite
In Morris Co. :		
Dover (30)	NA	Woolworths, J.C. Penney
Morris Co. Mall (77)	NA	Bradlees, J.C. Penney, Stop & Shop
Morris Hill Plz. (15)	NA	Rexall Drug, Sherwin-William
Rockaway Town Square (150)	NA	Bamberger, Hahn, Sears, JC Penney
In Union Co. :		
Morry Hill Sq. (45)	NA	
Parkway Plz.	NA	Grand Union, Kresges

Outside Metro Area: Bergen Mall, Paramus; Menlo Park; Blue Star, Watchung; Two Guys; East Brunswick, Woodbridge, Eatontown, Valley Fair constitute a shopping center in themselves, in Somerset County. A 15 mi. shopping strip along Route 22, 40 stores.
Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : Dept. - Mon., Wed., Fri. Food - Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - (Metro Area) - Bamberger; Steinbach's; Hahne; Muir's: Ohrbach's; Sears; Bloomingdale's; B. Altman; Abraham & Straus; Stern Bros.; J.C. Penney.
Discount Stores ; Carr's; J.M. Fields; Newberry's; Rickel Bros.; Two Guys; Valley Fair; Korvette's; Channel; Woolco; K mart; Bradlee's; Caldor.
Chain Drug Stores : Rubin Bros. 6; Weisbard Bros. 2; Thrift Drug; Sav-on; CVS; Medi-Mart; Schwartz; Rite-Aid 2; Winsor; Angelo 2.
Chain Supermarkets : A&P; Acme; Food Fair; Finast; Grand Union; Shop-Rite; Foodtown; King's; Two Guys; Valley Fair; Pathmark; Stop 'N Shop.
Other Leading Stores : Canadian Fur; Loft Candy; McCrory's; Lerner; Woolworth; Bond's; Wallach's; A.S. Beck; Howard Clothes.
Suburban : B. Altman; Lord & Taylor; Saks Fifth Ave.; Franklin Simon; Huffman-Koos; Harrison Bros.; Marshalls; M. Epstein; Teppers; Wiss Jewelers; Levitz; Gimbel's and many others.

14 - NEWSPAPERS: STAR LEDGER (m-mon to fri) 403,798; (m-sat) 374,038; (S) 585,174; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Walter J. Schwartz, Gen. Adv. Mgr., STAR LEDGER, Star Ledger Plaza, Newark, NJ 07101; Tel. (201) 877-4141.
National Representatives : Newhouse; Metro Suburbia; Leonard.

NEWTON

1 - LOCATION: Sussex County, E&P Map A-2, County Seat. Recreation, agricultural, manufacturing NW portion of State. 58 mi. NW of NYC; 48 miles NW of Newark.

2 - TRANSPORTATION: Railroads - 2 (Freight).
Motor Freight Carriers - 15.
Intercity Bus Lines - Garden State; Lakeland.
Airports - 4; Heliport-1.

3 - POPULATION:
Corp. Town 80 Cen. 7,748
PMA-ABC: (70) 82,521; (81) 129,400
County 80 Cen. 116,119
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,995
County 80 Cen. 37,221
PMA-ABC: (70) 24,325; (81) 43.800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$850,000,000
Sav. & Loan	6	$420,000,000

6 - PASSENGER AUTOS: County N. A.

7 - ELECTRIC METERS: County 50,021

8 - GAS METERS: County 1,655

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Gvt. & Education 1,000 ($300); Retailers & Service 600 ($280); Professional & Staff 500 ($350); Manufacturing & Fabrics 300 ($265).
Principal Industrial Pay Day - Wed.

10 - CLIMATE: Min. & Max. Temp. - Spring 26-80; Summer 45-90; Fall 26-60; Winter 0-45.

11 - TAP WATER: Neutral to Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Clinton St. (10)	NA	Rockaway Sales
Spring St. (49)	NA	Shelby's
Ames/Big N (12)	NA	Ames/Big N, Shepards Fashions
Sussex County Mall (8)	NA	Sears, A&P
Sparta Centre (12)	NA	Acme
Hardyston (6)	NA	A&P
Franklin (7)	NA	Shop Rite
Sussex (9)	NA	A&P
Tri-States (10)	NA	Jamesway
Vernon (8)	NA	A&P
Gristmill (6)	NA	A&P
Wantage (3)	NA	Foodtown, Jamesway

Principal Shopping Days : Mon., Thurs., Fri., Sun.
Stores Open Evenings : Ames/Big N; Jamesway; A&P; Acme; Grand Union; Foodtown; Rockaway Sales; Shelby's.
Stores Open Sundays : Ames/Big N; A&P; Acme; Grand Union; Shop-Rite; Shepards; Jamesway; Foodtown; Rockaway Sales; Shelby's.

13 - RETAIL OUTLETS: Department Stores - Shelby's.
Discount Stores : Jamesway; Rockaway Sales; Ames/Big N.
Variety Stores - Woolworth; R. J. Mars.
Chain Drug : Thrift; Rite-Aid; Genovese.
Chain Food Stores : A&P 5; Acme 2; Grand Union 3; Shop Rite 3; Foodtown.
Chain Fast Foods : McDonalds; Burger King; Dunkin' Donuts; Arthur Treachers.

14 - NEWSPAPERS: HERALD (e-mon to fri) 17,073; (S) 24,322; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert O. Cosgrove, Adv. Dir., HERALD, 2 Spring St., Newton, NJ 07860; Tel. (201) 383-1500.
National Representative : Landon.

PARSIPPANY
See MORRISTOWN

PASSAIC- CLIFTON

1 - LOCATION: Passaic County (In Paterson-Clifton-Passaic SMSA). E&P Map B-2. Industrial center; center of Paterson-Clifton-Passaic Standard Metropolitan Statistical Area. 12 mi. W of New York; 9 mi. N of Newark. On U.S. Hwy. 46; State Hwys. 3 & 21.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 74. Transfer point, train to truck deliveries. Carriers unloaded for truck delivery to N.Y. City, Long Island & Westchester.
Intercity Bus Lines : Manhattan; Inter-City; DeCamp; Greyhound; Public Transport of N.J.
Airlines - At Teterboro Airport - 915 acres; 5,000 ft. x 100 ft. runways; 13 hangars; Heliport service to midtown NYC and N.Y. airports. Passenger service at Newark Airport. All airlines (8 mi.).

3 - POPULATION:
Corp. Cities 80 Cen. 126,851
Passaic 80 Cen. 52,463
Clifton 80 Cen. 74,388
PMA-ABC: (70) 890,598; (81) 845,400
County/SMSA 80 Cen. 447,585
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 48,048
Passaic 80 Cen. 19,161
Clifton 80 Cen. 28,887
County/SMSA 80 Cen. 153,463
PMA-ABC: (70) 278,968; (81) 305,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	13	$421,486.541
State	5	N.A.

6 - PASSENGER AUTOS: SMSA 228,870 (1978)

7 - ELECTRIC METERS: SMSA 252,864

8 - GAS METERS: SMSA Res. 262,979

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees - Fabricated Metals 5,300; Nonelectrical Machinery 5,400; Electrical Machinery 11,400; Other Durable Goods 6,700; Food 3,200; Printing and Publishing 3,400; Chemicals 10,600; Rubber 4,000; Other Nondurable Goods 16,200; Construction 5,500; Transport. and Utilities 6,500; Trade 42,000; Finance, Insurance, Real Estate 9,300; Services 29,000; Government 2,800.
Principal Industrial Pay Days - Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-59; Summer 66-85; Fall 46-66; Winter 24-39.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Heavy traffic to all parts of Paterson-Clifton-Passaic Metro area as well as Newark and New York.
Shopping Centers - Passaic-Clifton: Main Ave. and Intersecting Streets; Clifton-Allwood Shopping Center; Clifton Plaza Shopping Center; Elmwood Shopping Center; Garden State Plaza; Styertowne; and Bergen Mall; Preakness; Willowbrook; Fashion Center; Paramus Park; West Belt Mall; Riverside Square.

6-county coverage in North Jersey

a market that ranks 12th as an SMSA in Total Retail Sales:

Drukker Newspapers Inc.

Herald-News

ADVANCE

For information call Larry Golczewski at (201) 365-3230, or Toll Free from NY (212) 594-6310.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Preakness (42)	NA	Sterns
Elmwood (15)	5	Walgreen's, Grand Union, Grandway
Fashion Center	10	Lord & Taylor, B. Altman, W.J. Sloane, Peck & Peck
Garden State Plaza (90)	5	Bamberger's, Gimbel's, JC Penney's, Grand Union, Safeway
Styertown (32)	2	Grand Union, Rowe Manse
Bergen Mall (74)	6	Ohrbach's, Stern's, Penn Fruit, Ohrbach's
Willowbrook (164)	9	Bamberger's, Sears, Stern's, Ohrbach's
Paramus Park (117)	7	Sears, A&S, Fortunoff
Clifton Plaza	3	Acme, Korvettes
West Belt Mall (37)	9	J.C. Penney
Riverside Sq. (90)	7	Saks, Bloomingdales
Wayne Hills (32)	6	Meyer Brothers

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Mon. through Fri. Closed Sun.

13 - RETAIL OUTLETS: Department Stores - Alexander's; B. Altman; Bamberger's 2; Bloomingdale; Canadian Furs; Gimbel's; Korvette's; Meyer Bros.; Ohrbach's 2; J.C. Penney; Sears 4; Sterns 4; Lord & Taylor; J.M. Towne; The Fair; A&S; K mart; Saks; Marshall's.
Discount Stores : K mart; Two Guys; National Family Stores; Bradlees.
Variety Stores - McCrory; Woolworth.
Chain Drug Stores : Liggett; Whelan; Walgreen; Rite Aid; Medi-Mart; Martel's; CVS; Drug Fair; Genovese.
Chain Supermarkets : A&P 8; Shop-rite 4; Grand Union 7; Acme Super Saver 2; Pathmark 3; Two Guys; Foodtown 10; Stop & Shop 2; Basics; Plus Stores.
Other Chain Stores - Shoes: A.S. Beck, National, Red Cross, Pal Discount, Flagg Bros., Regal, Miles, Kitty Kelly, Thom McAn, Chandler's, Florsheim, Selby, Bostonian, Stenchever, Baker; Clothing: Bond, Lorry's Rogers Clothing 3, Wallach's, Lane Bryant, Canadian, Franklin Simon, Plymouth Shops, Auto Supplies: Firestone, Uniroyal, Goodrich, R&S, Pep Boys, Goodyear, Scott, General Auto, Midas, Stern's Auto, Western Auto, J.C. Penney Auto, Garden State Tire, Bamberger's Auto; Others: Trader Horn, Radio Shack, Burt's Shoes, Inger Co., Prince Range, Loft Candy, Channel Lumber, Rickel Bros., Siperstein, Best Bros. Paints; Jewelry: Wiss, Corbo's, Marcus, Zales; Furniture: Castro, Rockford, Huffman-Koos 4, W&J Sloane, Dover, Bograd Bros., National, Levitz, Faber Bros., Seaman's, Barney's.

14 - NEWSPAPERS: HERALD-NEWS (e-mon to fri) 67,598; (S) 57,396; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence Golczewski, Gen. Adv. Mgr., HERALD-NEWS, PO Box 1019, Passaic, NJ 07055; Tel. (201) 365-3000.
National Representative : Drukker Newspaper.

PATERSON

1 - LOCATION: Passaic County (In Paterson-Clifton-Passaic SMSA). E&P Map B-2, County Seat. Diversified mfg., 15 mi. W of New York; 10 mi. N of Newark. On U.S. Hwys. 46,80; State Hwys. 3, 4,20,23,208; Garden State Pkway.

2 - TRANSPORTATION: Railroads -Erie-Lackawanna; Susquehanna.
Motor Freight Carriers - 76.
Intercity Bus Lines - Transport of N.J.; Inter-city; Manhattan; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 137,970
CZ-ABC: (70) 267,550; (81) 261,500
RTZ-ABC: (70) 509,204; (81) 492,200
County/SMSA 80 Cen. 447,585
City & RTZ-ABC: (70) 776,754; (81) 753,700
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 46,113
County/SMSA 80 Cen. 153,463
CZ-ABC: (70) 86,483; (81) 97,300
RTZ-ABC: (70) 149,623; (81) 167,500
City & RTZ-ABC: (70) 236,106; (81) 264,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$2,737,241,550
Sav. & Loan	11	$4,644,570,555

6 - PASSENGER AUTOS: County Est. N.A.

7 - ELECTRIC METERS: Res. 41,212; City 100,519

8 - GAS METERS: Res. 37,402; City 100,060

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Constr. 4,800; Transport. & Utilities 5,900; Trade 39,700; Fin., Ins. & Real Estate 39,700; Service & Misc. 28,200; Gov't. 23,900; Fabricated Metals 5,200 ($318); Non-Elect. Mach. 4,500 ($201); Elect. Mach. 9,700 ($157); Chemicals 9,500 ($241); Food 2,800; Print. & Pub. 4,100; Rubber & Plastics 3,600; Other Nondurables 18,500; Other Durables 6,200.
Principal Industrial Pay Days - Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-70; Summer 60-100; Fall 30-70; Winter 10-60. First killing frost, Sept. 15-Oct. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 10 blocks on Main St.; 7 on Market St.; 5 on Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmwood	3	Walgreen, Grand Union
Garden State Plaza	6	Bamberger's, J.C. Penney, Gimbels, Grand Union
Bergen Mall	7	Stern's, Orbach's
Willow Brook	5	Bambergers, Sears, Orbachs, Stern's
Preakness	4	Stern's, A&P
Midland Park	6	Kress, Grand Union
Fashion Center	5	Lord & Taylor, B. Altman
Wayne Hills Mall	4	Meyer Bros., K mart
West Belt Mall	5	Korvette, J.C. Penney
Paramus Park	5	Abraham & Straus, Sears

Principal Shopping Days : Thurs., Fri.
Stores Open Evenings : Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores - Meyer Bros.; Jacob's.
Discount Stores): Two Guys; Bradlee's; K mart.
Variety Stores - Woolworth; Martin's; Kresge.
Chain Drug Stores : Walgreen's; Rite-Aid 2.
Chain Supermarkets : A&P 41; Acme 3; Foodtown 16; Grand Union 17; Pathmark 4; Quick Check 4; Shop Rite 10; Stop & Shop 4; Two Guys 2; Garden State Farms 27; 7-Eleven 4.
Other Chain Stores : Thom McAn; Singer Co.; Hanover Shoes; Simco Shoes; Regal Shoe; W.L. Douglas Shoe; Goodrich; Goodyear; National Shoe; Miles Shoes; Pep Boys; Shoetown; Garden State Farms; General Tire.

14 - NEWSPAPERS: NEWS (m-mon to fri) 49,190; (weekend) 47,460; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard Armani, Adv. Mgr., NEWS, News Plaza & Straight St., Paterson, NJ 07509; Tel. (201) 684-3000.
National Representative : Landon.

PERTH AMBOY-WOODBRIDGE

1 - LOCATION: Middlesex County. (In New Brunswick-Perth-Amboy-Sayreville,SMSA); E&P Map B-3. Suburban-Industrial Area. At the mouth of Raritan River, SW of New York City; 18 mi. S of Newark; 11 mi. E of New Brunswick. On U.S. Hwys. 1, 9, I-287 & I-95; State Hwy. 35; New Jersey Tpke.; Garden State Pkwy.

2 - TRANSPORTATION: Railroads - Amtrak; Conrail; Lehigh Valley.
Intercity Bus Lines - Transport of N.J.; Marathon; Hudson; Suburban.
Motor Freight Carriers - 43.
Airlines - Almost all at Newark Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 129,025
Perth Amboy 80 Cen. 38,951
Woodbridge 80 Cen. 90,074
County/SMSA 80 Cen. 595,893
PMA-ABC: (70) 391,931; (81) 383,000
Demographic information available from Newspapers. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 42,914
Perth Amboy 80 Cen. 13,617
Woodbridge 80 Cen. 29,297
County/SMSA 80 Cen. 196,708
PMA-ABC: (70) 112,338; (81) 126,200

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$400,000,000
Sav. & Loan	5	$250,000,000
Commercial	3	$300,000,000

6 - PASSENGER AUTOS: County N/A

7 - ELECTRIC METERS: Residence 44,217

8 - GAS METERS: Residence 47,111

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Copper Ref. Chemicals & Paint 1,433 ($350); Oil Ref. 1,771 ($250); Ceramicware 512 ($250); Wire Cable 713 ($180); Packing 495 ($300); Wearing Apparel 3,000 ($225); Major Appliances, Steel Making 500 ($350);
Principal Industrial Pay Days - Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-80; Summer 57-92; Fall 35-84; Winter 12-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 12 blocks on Smith St.; 4 on Madison Ave.; 3 on State St.; 3 on New Brunswick Ave.; Menlo Park; Sayreville; Carteret; Woodbridge Center.
Neighborhood Shopping Centers - 3 blocks on Outer Smith St.; 3 on Amboy Ave.; 4 on Hall Ave.; Woodbridge; 3 on Main St.; Metuchen; 3 on Main St.; Edison; South Amboy; Keyport; Matawan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodbridge (121)	2	A&S, Stern's, Ohrbach's, Hahne's
Menlo Park (86)	6	Bamberger's, J.C. Penney, Alexander's
Sayre Woods (38)	8	J.C. Penney
South Amboy	8	
Middlesex Mall (17)	12	Pathmark, K mart, Stern's
Oakwood Plaza	NA	Marshall's, Drug Fair

Principal Shopping Days : Thurs., Fri., Sat.
Most Stores Open Evenings : Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores - Bamberger's; K mart; Steinbach's; Alexander's; J.C. Penney; Bradlees; Abraham & Straus; Ohrbach's; Stern's; Marshall's; Hahnes.
Variety Stores - Woolworth; McCrory's; Mickey Finn.
Discount Stores : Two Guys; Woolco; Bradlee's; Caldor; Service Merchandise; Consumers Distributing.
Chain Drug Stores : Walgreen; Sav-On; Medi-Mart; Drug Fair; Muck Drug; Pathmark; Thrift Drugs; Rite Aid.
Chain Food Supermarkets : A&P 16; Foodtown 16; Acme 11; Grand Union 2; Two Guys; Shop-Rite 7; Pathmark 3; Stop'N Shop 3; Discount Food 2.
Other Chain Stores - Shoes: Knapp, A.S. Beck, National, Kinney, Mecco Shoes, Father & Son. Thom McAn, Shoetown 2, Fayva; Auto Supply: R&S, Auto-Rite, Western Auto, Two Guys Auto; Clothing: Lerner Shops, Rogers, Wallachs, Bond, Canadian Fur, Field Bros.; Candy: Loft, Barracini.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 53,017; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William E. Sherman, Assoc. Pub., NEWS TRIBUNE, One Hoover Way, Woodbridge, NJ 07095; Tel. (201) 442-0400.
National Representative : Sawyer-Ferguson-Walker.

PHILLIPSBURG, NJ

See EASTON, PA

RED BANK- MIDDLETOWN- SHREWSBURY

1 - LOCATION: Monmouth county (In Long Branch-Asbury Park SMSA). E&P Map C-3. Trading Center (427 square mile area); On Shrewsbury-Navesink River and Garden State Pkwy. and State Hwys. 34, 35, 36; 40 mi. S from New York City; 45 mi. from Trenton.

2 - TRANSPORTATION: Railroads - Conrail (freight & passenger).
Motor Freight Carriers - All Met.
Intercity Bus Lines : North & South Jersey Bus Co.; N.Y. Keansburg-Long Branch; Asbury Park-N.Y. Transit; Boro Buses; Rollo Transit; Daily Tpk. Express Service to N.Y. & Newark.
Airlines - Commercial & Flight Schools; Air Taxi Service to Newark, Kennedy and LaGuardia Airports; Colt's Neck Airport; Monmouth Airport; Wall Township; Preston Airport, Marlboro; Deep Run Aviation; Marlboro; Gibson Air Academy; Neptune; Lakewood.

3 - POPULATION:
Corp. Cities 80 Cen. 77,567
Red Bank 80 Cen. 12,031
Middletown 80 Cen. 62,574
Shrewsbury 80 Cen. 2,962
PMA-ABC: (70)226,587; (81)237,800
County/SMSA 80 Cen. 503,173
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,744
Red Bank 80 Cen. 4,908
Middletown 80 Cen. 18,841
Shrewsbury 80 Cen. 995
County/SMSA 80 Cen. 170,130
PMA-ABC: (70)62,278; (81)75,300

5 - BANKS: 149 Savings and Commercial and Sav. & Loan incl. branches. Deposits N.A.

6 - PASSENGER AUTOS: County Est. 250,000

7 - ELECTRIC METERS: Res./County 155,480

8 - GAS METERS: Residence 102,048

9 - PRINCIPAL INDUSTRIES: Electronics; educational; Army Signal School; Naval Ammunition Depot; paper cups; cosmetics; race horse breeding; apparel; paper products; constr.; electric mach. equip.; lumber equip.; fabr. metal prod.; instruments; lumber & wood prod.; misc. mfg.; printing & pub.; boats; soft drinks; medical equip.; hospitals; real estate; whole & ret. nurseries; fruits, poultry; dairying; truck & farming; perfumes.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-58; Summer 63-81; Fall 47-64; Winter 26-42. First killing frost, Oct. 25. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Neighborhood Shopping Areas : Shrewsbury, Red Bank, Atlantic Highland, Fair Haven, Little Silver, Middletown, Hazlet, Matawan, Colts Neck, West Long Branch, Lincroft, Ocean.
Shopping Centers (County) : Eatontown; Monmouth Mall; Seaview; Square Shopping Mall; Ocean Twsp.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Red Bank	3	Steinbach, Foodtown
Monmouth (105)	6	Bamberger's, Alexander's, J. C. Penney, Kresge, A&S, Hahne's
Middletown	6	Foodtown, Stop & Shop, Shop Rite, A&P, Sears, 2 Guys, Channel
Lincroft (5)	3	Acme
Little Silver (11)	2	A&P
Fair Haven	3	Acme
Hazlet (16)	12	K mart, Pergament, Pathmark, Genovese Drugs, Rickels
Middlebrook (20)	5	Woolco, Food Town
Marlboro	5	A&P
Matawan	14	Nichols Discount City, Grand Union, Drug Fair
Seaview Sq. (140)	7	Stern's, Steinbach, Sears, Acme
Eatontown	1	Pathmark, Rickels, A&S, Bamberger's, J.C. Penney, Hahne's, Alexander's
Colts Neck Towne Shoppes	6	
Shrewsbury Plz. (15)	0	Marshall's, CVS Drugs, Acme
W. Long Br.	5	Shop-Rite, A&P, Acme, K mart

Principal Shopping Days : Wed., Sat.
Stores Open Evenings : Food, drug, service, retail.

13 - RETAIL OUTLETS: Department Stores - Alexander's; Bamberger's; A&S; Steinbach; Stern's; J.C. Penney; Consumers Dist. Co.; Hahne's; Sears; Two Guys; Woolco; Woolworth.
Variety Stores - Prown's; Windsor; 5 J's Variety; Franklen Stores; Jo-Ro Inc.; L & S Variety; West End Variety; Deal Variety.
Discount Stores - Bradlee's; K mart; Thrifty Cut Rate; CVS; 2 Guys; Marshalls; Annie Sez.
Chain Drug Stores - Genovese; Grand Union; CVS; Pathmark; Rite-Aid; Shop-Rite; Sun-Ray; Thrift; Family Pharmacy; The Mart.
Chain Food Supermarkets - A&P 12; Acme 9; Foodtown 13; Grand Union 6; Pathmark 3; Shop-Rite 10; Stop & Shop 3; Foodland 3; 7-Eleven 11; Cumberland Farms; Krauszers; Welsh's.
Other Chain Stores - Auto: Rite Auto Stores, Firestone, J. H. Kelly, Star Auto, Western Auto. Clothing: Roots, Bond, Braddock's, Natelson's, Lerner's, Ormond, Red Bank Youth Center, Lady of Fashion Maternity Boutique, Lane Bryant, Franklin Simon. Shoes: Postur-Line, A. S. Beck, Baker's, Duane's, Florsheim, Hanover, Buster Brown, Kinney, Thom McAn, Miles, National, Naturalizer, Nunn-Busch, Shoe-Town, Melco, Stride-Rite. Miscellaneous: Huffman-Koos, Castro Convertible, Fanny Farmer, Loft's, Alpines, Bargainland, Rickels, Channel, Marshall's, Kresge, Arthur Murray Dance Studios, Baskin-Robbins, Friendly Ice-Cream, Buxton's, Investors Loan, Beneficial Finance, Four Seasons Gift Shop, Household Finance, Littman's Jewelers, Sherwin-Williams Paints, Singer Co., Paint-N-Place, Reed's Jewelers, W. J. Sloane, Halle & Stieglitz, Canadian Furs, Hillman/Kohan, Pergament.

14 - NEWSPAPERS: REGISTER (e-mon to fri) 30,706; (S) 31,471; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard McKean, Adv. Mgr., REGISTER, One Register Plaza, Shrewsbury, NJ 07701; Tel. (201) 542-4000.
National Representative : Landon.

SALEM

1 - LOCATION: Salem County (In Wilmington, DE-NJ-MD-SMSA), E&P Map A-5, County Seat. Manufacturing and agriculture center; SW portion of State. Historical City, 34 mi. SW of Philadelphia; on State Hwys. 49, 45, 5 mi. S of I-295, U.S. 40 N.J Turnpike

2 - TRANSPORTATION: Railroads - Conrail.
Intercity Bus Lines - Transport of New Jersey.
Motor Freight Carriers - 19.

3 - POPULATION:
Corp. City 80 Cen. 6,959
SMSA 80 Cen. 524,108
County 80 Cen. 64,676

4 - HOUSEHOLDS:
City 80 Cen. 2,567
County 80 Cen. 22,330
SMSA 80 Cen. 180,986

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$250,000,000
Savings and Loans	3	$90,000,000

6 - PASSENGER AUTOS: County Est. N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Floor coverings; chemicals; glass; canned foods; farming (tomatoes & vegetables).

10 - CLIMATE: Min. & Max. Temp. - Spring 34-88; Summer 47-98; Fall 29-81; Winter 10-68. First killing frost, Nov. 1. Last killing frost, Apr. 5.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pennsville (50)	NA	Ames, K mart, Acme, A&P
Christiana (100)	NA	Bambergers, Strawbridges, J.C. Penney
Salem (20)	NA	Acme, G.C. Murphy, J.C. Penney, IGA
Woodstown (15)	NA	Acme
Penns Grove (25)	NA	IGA
Carney's Point	NA	

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TODAY's SUNBEAM (m-mon to fri) 10,914; sworn Dec. 31, 1980 CAC.
Local Contact for Advertising and Merchandising Data: Robert Sibley, Adv. Dir., or Thomas H. Bowen, Pub., TODAY'S SUNBEAM, 93 Fifth St., Salem, NJ 08079; Tel. (609) 935-1500.
National Representative : Landon.

SOMERVILLE
See BRIDGEWATER

TOMS RIVER

1 - LOCATION: Ocean County, E&P Map C-4. Apparel, Food Processing, Shipbuilding and Resort Center. Central eastern portion of state. 60 mi. from New York; 58 mi. from Philadelphia. Garden State Pky., N.J. Tpk, State Hwy. 9.

2 - TRANSPORTATION: Railroads - Conrail (freight).
Motor Freight Carriers - 20.
Intercity Bus Lines - Transport of New Jersey.

3 - POPULATION:
Dover Twp. 80 Cen. 64,455
PMA-ABC: (70) 185,939; (81) 317,600
County 80 Cen. 346,038
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Dover Twp. 80 Cen. 22,175
PMA-ABC: (70) 60,159; (81) 119,700
County 80 Cen. 128,304

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	15	$1,314,000,000
Sav. & Loan	7	$1,060,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: (Res.) 139,000

8 - GAS METERS: (Res.) 90,000

9 - PRINCIPAL INDUSTRIES: Military Installation; Farming; Boating; Real Estate; Financial Inst.; Publishing; Utilities; Light Mfg.; Construction; Education; Chemicals.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-57; Summer 64-88; Fall 49-63; Winter 26-39. First killing frost, Oct. 29. Last killing frost, Apr. 8.

11 - TAP WATER: Well water, hard.

12 - RETAILING: Principal Shopping Center : Ocean County Mall 96 units-Sears; J.C. Penney, Bambergers; Brick Plaza 22 units; Kennedy Mall 11 units; Brick Mall 9 units; Laurel Square 20 units; Riviera Plaza 9 units: Birchwood 10 units; Dover Mall 25 units; Toms River Shopping 17 units; Bellcrest Mall 5 units; Shop Rite East 6 units; Oak Ridge 18 units; Dorado 12 units; Silverton 6 units; Beachwood Plaza 19 units; Berkeley Plaza 7 units; Lacey Mall 16 units; Bay Harbor 9 units; A&P Shopping Plaza 18 units; Lakewood Plaza 20 units; H&O 7 units; Brook Plaza 15 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eatontown	20	
Toms River (17)	7	A&P, Shop-Rite
Manasquan Cir. Plz. (25)	8	Grand Union
Point Pleasant (11)	6	Grand Union

Principal Shopping Days : Food: Wed., Thu., Sat.; Dept. Stores: Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings : Most until 9 p.m.

13 - RETAIL OUTLETS: Department Stores - Steinbachs; J.C. Penney; Sears; Bambergers.
Discount Stores - Bradlee's; Two Guys; K mart; Rickels; Channel; Best Products.
Variety Stores - H.L. Green; Woolworth; McCrory.
Chain Drug Stores : Lanes; Rexall; Thrift; Genovese; Martels; Rite-Aid; Medicine Shoppe.
Chain Food Supermarkets - A&P; Shop-Rite; Stop & Shop; Grand Union; Foodtown; Pathmark.
Other Chain Stores - Firestone; Goodyear; Penn-Jersey; Western Auto; Atlantic Appliance; Prince Range; R&S; Kinney Shoes; Shoetown; Singer Co.; Martin Paints; Mary Carter Paints; Sherwin-Williams; M.A.B. Paints; Tiny Tots; Diamond Pools; Consumers Distributing; Ethan Allen; The Original Bike Shop; Toys R Us.

14 - NEWSPAPERS: TIMES-OBSERVER (m-mon to fri) 25,560; (S) 24,450; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jeffrey Deitz, V.P./Gen. Mgr., Ocean County Media Adv., TIMES-OBSERVER, 8 Robins St., Toms River, NJ 08753; Tel. (201) 349-3000.
National Representative : Landon.

TRENTON

1 - LOCATION: Mercer County, (SMSA) E&P Map B-3, County Seat. State Capital. Fort Dix Training Center. 60 mi. to New York; 30 mi. to Phila. On U.S. Hwy. 1 & Lincoln Hwy. & State Hwys. in all directions.

2 - TRANSPORTATION: Railroads - Conrail; Reading; Amtrak.
Airlines - USAir; Ransome; N.J. Airways.
Motor Freight Carriers - 100.
Intercity Bus Lines - Capital; Greyhound; Continental Trailways; Safeway Trails; Blue; Starr; Trenton-Philadelphia Coach; Suburban Transit.

3 - POPULATION:
Corp. City 80 Cen. 92,124
CZ-ABC: (70) 259,757; (81) 250,200
RTZ-ABC: (70) 403,512; (81) 421,100
County/SMSA 80 Cen. 307,863
City & RTZ-ABC: (70) 663,269; (81) 671,300
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,463
County/SMSA 80 Cen. 105,819
CZ-ABC: (70) 80,078; (81) 88,500
RTZ-ABC: (70) 108,141; (81) 137,400
City & RTZ-ABC: (70) 188,219; (81) 225,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	1	N.A.
Sav. & Loan	12	$1,892,455,544
State	4	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 175,000

7 - ELECTRIC METERS: 122,950

8 - GAS METERS: 87,316

9 - PRINCIPAL INDUSTRIES: Metal Products; Ceramics; Rubber; Non-Electric Mach.; Clay, Stone & Glass; Chemicals & Allied Prods.; Electrical Mach.; Equip & Supplies; Fabricated Metal Prod.; Leather Prod.; Lumber & Wood Prod.; Paper & Allied Prods.; Textile; Brewery; Automotive.
Principal Industrial Pay Days - Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 21-95; Summer 43-98; Fall 21-89; Winter 11-67. First killing frost, Nov. 9. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 4 blocks on State St.; 5 on Broad St.
Neighborhood Shopping Centers - 4 at E. State & Clinton; 3 on Hermitage Ave.; 6 on S. Broad St.; 2 on Brunswick Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ewing (17)	2	Woolworth, Shop Rite, Shop'N Bag
Princeton	12	A&P
Levittown (60)	8	Pomeroy's
Home & Fashion	4	Spiegel
Lake Lawrence	2	Herman Brooks
Lawrence (36)	2	S.P. Dunham, Channel
Hamilton Sq. (9)	5	Jamesway
Fairless Hills	7	
Country Club (25)	NA	Sav-On, Tile Discount
Independence Mall (29)	NA	Thrift Drug, G.C. Murphy, S.P. Dunham
Oxford Valley Mall (140)	6	Bambergers, Gimbel, Woolco, J.C. Penney, Wanamaker, Acme
Morrisville (25)	NA	Acme, Clover, Shop'N Bag
Neshaminy Mall	NA	Strawbridge & Clothier
Hamilton Twp. (9)	3	K mart, Acme
Quakerbridge Mall (140)	NA	Sears, Bamberger's, J.C. Penney, Hahne's, Best & Co.
Fairgrounds		Kings, Shop-Rite

Principal Shopping Days : Mon., Thu. & Sat.
Stores Open Evenings : Dept. - Mon., Thu., Food - Tues., Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - S.P. Dunham 4; Sears; Bamberger's 2; Hahne's; J.C. Penney; Clover; Pomeroy's; Wanamaker; Epstein's; Montgomery Ward; Gimbel; Strawbridge.
Variety Stores - Woolworth; Kresge; Murphy; McCrory.
Discount Stores : K mart 2; Jamesway; Jefferson Ward.
Chain Drug Stores : Thrift 2; Sav-On 3; Rite-Aid; Medicine Shoppe; Liggett Rexall.
Chain Supermarkets : A&P 10; Acme 8; Shop Rite 5; Thriftway 7; Shop 'N Bag 5; Pathmark.
Other Chain Stores - National Shoes; Thom McAn; Flagg Bros.; Firestone; Goodyear; Goodrich; Famous Maid; Singer; Father & Son Shoes; M.A.B. Paint; Kinney Shoes; LeRoy; Anderson Little; Red Cross Shoes; Howard Johnson; Ground Round; McDonalds; Arthur Treachers; Gino's; International House of Pancakes; Red Lobster; Rustler; Seafood Shanty; Lazy-Z-Boy; Jan Sciver's; Ethan Allen; Gordon Jewelers; Spiegel Catalog; Roger's Clothes; Norton Paint; Shoetown; Herman Brooks; Sporting Goods; Einstin & Moomjy; Block Shoes; Kiddie City; Levitz Furn.; Sandler & Worth; Allen Carpet; In Jeans; Bailey, Banks & Biddle; Zales.

14 - NEWSPAPERS: TIMES (e-mon to fri) 65,266; (m-sat) 57,907; TIMES-ADVERTISER (S) 77,622; Mar. 31, 1981 ABC. THE TRENTONIAN (m) 65,515; (S) 58,611; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Smith Purdum, Dir., TIMES, 500 Perry St., Trenton, NJ 08605; Tel. (609) 396-3232. Hedi Roulette, Adv. Dir., THE TRENTONIAN, Southard at Perry St., Trenton, NJ 08602; Tel. (609) 989-7800.
National Representatives : TIMES AND TIMES ADVERTISER - Story & Kelly-Smith; THE TRENTONIAN - Landon.

UNION CITY

1 - LOCATION: Hudson County (In Jersey City SMSA). E&P Map B-2, 21 minutes from Times Sq., N.Y.; border lines of Hoboken, West New York, North Bergen, Secaucus, Guttenberg, Weehawken, Jersey City and Union City adjoin.

2 - TRANSPORTATION: Railroads - Conrail.
Motor Freight Carriers - 98.
Intercity Bus Lines - Trailways; Greyhound; Public Service; Hudson Bus; Esor Bus; Orange & Black.

3 - POPULATION:
Corp. City 80 Cen. 55,593
CZ-ABC: (70) 264,504; (81) 268,900
RTZ-ABC: (70) 483,284; (81) 420,100
County/SMSA 80 Cen. 556,972
City & RTZ-ABC: (70) 747,788; (81) 689,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,781
County/SMSA 80 Cen. 207,857
CZ-ABC: (70) 94,909; (81) 111,300
RTZ-ABC: (70) 157,754; (81) 157,900
City & RTZ-ABC: (70) 252,663; (81) 269,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$3,524,852,066
Sav. & Loan	14	$1,345,485,168
Savings	3	$1,632,878,887

6 - PASSENGER AUTOS: County 199,100 (1977)

7 - ELECTRIC METERS: Residence 26,381

8 - GAS METERS: Residence 24,448

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage) - Mfg. 6,852 ($215); Embroidery 3,535 ($205); Furniture 111 ($195); Truck 1,195 ($213); Elec. 1,128 ($200); Chemical 331 ($200); Clothing Textile 3,840 ($179); Printing 1,414 ($250); Food 1,067 ($180); Toiletries 136 ($185); Automotive 2,700 ($183); Lumber 108 ($178); Jewelry 625 ($193).
Principal Industry Pay Day : Friday.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-60; Summer 63-83; Fall 46-65; Winter 24-39.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 44 blocks on Bergentine Ave.; 27 blocks on Summit Ave.; Anderson Ave., Cliffside Park; Fair Ridge; Fairview.
Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores - Schlesinger's (Men's Dept. Store); Sears.
Variety Stores - Woolworth 2; Kress 1.
Discount Stores : 2 Guys; BD Store; Home Fair 1; Wonder Store 4; Bargainland 4; Marburn Warehouse; National Family 1; Radio Shack 1.
Chain Drug Stores : Rite Aid 8; Rexall 2; Rite-Way.
Chain Supermarkets : A&P 9; Acme 3; Shop-Rite 8; Foodtown 7; Pathmark.
Other Chain Stores - Channel Lumber; Thom McAn 3; Loft Candy 3; Singer Co. 2; National Shoes 2; Miles Shoes; Adams Hats; Sylvette Specialty 2; Father & Son Shoes; Panelrama Corp.

14 - NEWSPAPERS: DISPATCH (m) 38,494; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Alan Freedman, Nat'l. Adv. Mgr., DISPATCH, 400 38th St., Union City, NJ 07087; Tel. (201) 863-2000.
National Representative : Landon

VINELAND

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton, NJ-SMSA). E&P Map B-5, Agricultural center. In Southern Part of State 35 mi. SE of Philadelphia, 35 mi. NW of Atlantic City, 120 mi. S of New York. Point of meeting for four counties: Cumberland, Atlantic, Gloucester & Salem. Glass & clothing mfg., food processing.

2 - TRANSPORTATION: Railroads - New Jersey Central (freight); Conrail; Amtrak.
Intercity Bus Lines - Trailways; Transport of N.J.; Garden state Coachways.

3 - POPULATION:
Corp. City 80 Cen. 53,753
CZ-ABC: (70) 52,169; (81) 59,500
RTZ-ABC: (70) 46,860; (81) 65,200
County/SMSA 80 Cen. 132,866
City & RTZ-ABC: (70) 99,029; (81) 124,700

4 - HOUSEHOLDS:
City 80 Cen. 17,393
County/SMSA 80 Cen. 44,287
CZ-ABC: (70) 15,399; (81) 20,300
RTZ-ABC: (70) 13,873; (81) 22,200
City & RTZ-ABC: (70) 29,272; (81) 42,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$577,649,957*
Sav. & Loans	3	$244,500,000

*2 are branch banks; individual figures not available.

6 - PASSENGER AUTOS: County Est. 55,300 (1978)

7 - ELECTRIC METERS: Residence 19,437

8 - GAS METERS: Residence 10,051

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Glass 3,700 ($140); Clothing 3,300 ($150). Food 1,100 ($150);
Principal Industrial Pay Days - Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 15-87; Summer 42-98; Fall 22-92; Winter 0-73. First killing frost, Oct. 7. Last killing frost, Apr. 13.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping District - 500-600 blocks on Landis Ave.
Neighborhood Shopping Centers : W. Landis Ave. from West Ave. to Orchard Road and along Delsea Drive, Route 47. Also North Main Rd. near Oak Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cumberland Mall (60)	NA	Bradlee's, Pathmark Mkt., Wilmington Dry Goods Dept, J.C. Penney
Vineland Plaza (13)	NA	Eckerds, Sears

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Sears; Two Guys; Newberry; King's; Wilmington Dry Goods; Bradlee's.
Discount Stores : Two Guys; K mart.
Chain Drug Stores : Eckerd's 2; Thrift; Rite-Aid; CVS.
Chain Supermarkets : Acme; Vineland; Shop-Rite 2; Foodtown; Plus Discount; IGA; Jewel T.
Other Chain Stores : Shoes: Miles, Kinney, Endicott-Johnson; Tires: Bridgestone, Toyo, Dayton, Dunlop,

General, Wilhelm, Uniroyal, Firestone, Goodyear; Auto Supply: Pep Boys, Penn-Jersey; Jewelry: Crosby's, Horowitz Jewelers, M.A. Bruder.
Wholesale Distributors – M. Zuckerman (groceries); Vineland (groceries).

14 - NEWSPAPERS: TIMES-JOURNAL (e) 17,438; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ronald A. Ortiz, Mktg. Dir., TIMES-JOURNAL, 891 E. Oak Road, Vineland, NJ 08360; Tel. (609) 691-5000.
National Representatives : Landon; Robert Hitchings.

WILLINGBORO-BURLINGTON

1 - LOCATION: Burlington County. (In Philadelphia, PA-NJ SMSA). E&P Map B-4. On Delaware River. On Route 130.

2 - TRANSPORTATION: **Railroads** – Conrail.
Motor Freight Carriers – 24.
Intercity Bus Lines – Holly; Camden-Burlington; Mt. Holly-Burlington; Transport of N.J.; Phila.- Burlington; Mt. Holly-New York; Garden State Coachways; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 50,158
Burlington 80 Cen. 10,246
Willingboro 80 Cen. 39,912
PMA-ABC: (70) 232,689; (81) 262,300
County 80 Cen. 362,542
SMSA 80 Cen. 4,716,818
Demographic Information available from Newspapers. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,556
Willingboro 80 Cen. 10,915
Burlington 80 Cen. 7,641
County 80 Cen. 114,890
SMSA 80 Cen. 1,639,330
PMA-ABC: (70) 65,940; (81) 86,100

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	19	$193,640,943
Savings	4	N.A.
Commercial	18	N.A.

6 - PASSENGER AUTOS: County Est. N.A.

7 - ELECTRIC METERS: Residence 12,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel Prod.; Food; Textiles; Electronic Equip.; Ceramics; Chemicals; Explosives; Sand & Gravel; Plastics; Rubber; Construction; Pipe; Computers; Engineering; Metal-Working; Heating Equip.; Boats. Income per household $19,913; per capita $5,487. Total 70,226 Emp.

10 - CLIMATE: Min. & Max. Temp. – Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost. Oct. 31. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers** – Burlington; Mt. Holly; Riverside; Bordentown; Willingboro; Moorestown.
Neighborhood Shopping Centers – Burlington, 2 mi.; Mt. Holly, 7 mi.; Riverside, 8 mi.; Bordentown, 9 mi.; Moorestown, 10 mi.; Trenton, 12 mi.; Cherry Hill, 14 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(28)	NA	Shop-N-Bag
Willingboro Plaza(70)	NA	Woolworth's, Sears, Pomeroy's, Lerner's, Jewel T
Moorestown(85)	NA	Wanamaker's, Gimbel's, Sears
Cinnaminson(20)	NA	Woolco
Willingboro Vlg. Mall(2)	NA	Woolco, Acme
Outlet Sq.(30)	NA	Clover

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Mon., Thurs., Fri.

13 - RETAIL OUTLETS: **Department Stores** – Sears 2; Pomeroy's; Gimbel's; Wanamaker's; Strawbirdge-Clothier; Clover.
Discount Stores : Gregory 2; K mart 4; Woolco 3; Kings; Clover Stores 2;Jefferson-Ward 4; Dees 2.
Chain Drug Stores : Thrift; Rite-Aid; Pathmark; CVS.
Chain Food Supermarkets : Acme 9; A&P 5; Pathmark; Shop-Rite 4; Shop 'n Bag 4; Cumberland Farms 26; Red Robin 5; 7-Eleven 10.

14 - NEWSPAPERS: BURLINGTON COUNTY TIMES (e) 42,048; (S) 43,071; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Joseph A. Browne, Adv. Dir., or William T. Harrigan, Gen. Adv. Mgr., BURLINGTON COUNTY TIMES, Route 130, Willingboro, NJ 08046; Tel. (609) 871-8C85.
National Representatives : Landon; Robert Hitchings.

The Community
Information
Center In
Gloucester
County,
New Jersey.

The Gloucester
County Times
A Harte-Hanks
NEWSPAPER

WOODBRIDGE

See PERTH AMBOY

WOODBURY-GLOUCESTER COUNTY

1 - LOCATION: Gloucester County (In Philadelphia, PA-NJ SMSA). E&P Map A-4, County Seat.

2 - TRANSPORTATION: **Railroads** – Conrail.
Motor Freight Carriers – 5.
Intercity Bus Lines – Public Service; Transport of NJ.

3 - POPULATION:
Corp. City 80 Cen. 10,353
PMA-ABC: (70) 172,681; (81) 203,500
County 80 Cen. 199,917
SMSA 80 Cen. 4,716,818
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,827
County 80 Cen. 65,129
SMSA 80 Cen. 1,639,330
PMA-ABC: (70) 49,693; (81) 67,400

5 - BANKS: 2 Commercial, Deposits $455,065,000.

6 - PASSENGER AUTOS: County 90,345

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Petroleum Refining; Electrical Equipment; Chemicals; Fabricated Metal Products; Agriculture.

10 - CLIMATE: Min. & Max. Temp.-NA

11 - TAP WATER: NA

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deptford Mall(107)	NA	Bamberger, Wanamaker, Sears
Woodbury Hts. Plz(3)	NA	Woolco, Pathmark, Thrift Drug
Sickel's(6)	NA	Shop-Rite, Gaudios
Woodbury(6)	NA	Thriftway, Atlantic Thrift
Collegetown-Glassboro(25)	NA	Grossman's, Gaudios
Woodbury Hts.(2)	NA	Jefferson Ward
Turnersville	NA	Jefferson Ward
Woolco Plaza(1)	NA	Thrift Drug, Woolco

Principal Shopping Days : Wed., Thu., Fri.
Stores Open Evenings : Tue., Wed., Thu., Fri.

13 - RETAIL OUTLETS: **Department Stores** – K mart; Sears; Bamberger's; Wanamaker; Woolco; Jefferson Ward.
Variety Stores – Woolworth; Kresge.
Chain Drug Stores : Quality; Thrift; Eckerd; Rite Aid; CVS; K mart.
Chain Food Supermarkets : A&P; Acme; Shop-Rite; 7-Eleven; Pathmark; Thriftway; Shop 'N Bag; Cumberland Farms; IGA; Jewel Discount Food.
Other Chain Stores – Firestone; Pep Boys; Charming Shoppes; Sherwin-Williams; S&H Green Stamps; Atlantic Thrift; Singer Co.; Diana Shops; Penn- Jersey Auto; Jamesway; Edison Bros.; Channel Home Centers; Shoe Town.

14 - NEWSPAPERS: TIMES (e) 26,965; (S) 27,802; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Stefanowski, Mktg. Dir., TIMES, 309 S. Broad St., Woodbury, NJ 08096; Tel. (609) 845-3300.
National Representatives : Landon; Harte-Hanks; USSPI.

NEW MEXICO SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS
Albuquerque – Bernalillo and Sandoval Counties.
Las Cruces – Dona Ana County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	97	114
5-14 Years	242	223
15-24 Years	188	257
25-44 Years	241	361
45-64 Years	178	229
65 and Over	70	116
TOTAL	1,016	1,300

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	142	250	391
Genral Mdse	283	451	691
Food	471	839	1,450
Automobiles	511	934	1,321
Gasoline Stations	227	366	784
Apparel	106	187	288
Furniture	104	182	291
Eat-Drink Places	171	345	597
Drugs	76	110	185
TOTAL	2,300	4,022	6,684

ALAMOGORDO

1 - LOCATION: Otero County, E&P Map C-4. Home of Holloman Air Force Base.

2 - TRANSPORTATION: **Railroads** – So. Pac.
Motor Freight Carriers – 10.
Intercity Bus Lines – New Mexico Transp.
Airlines – Air Midwest; Airways of NM.

3 - POPULATION:
Corp. City 80 Cen. 24,024
County 80 Cen. 44,665

4 - HOUSEHOLDS:
City 80 Cen. 8,629
County 80 Cen. 14,608

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$104,913,000
Sav. & Loan	3	$49,969,087

6 - PASSENGER AUTOS: County 21,757

7 - ELECTRIC METERS: Residence 11,128

8 - GAS METERS: Residence 8,639

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wager Earners – Air Force Base 5,737, $62,000,000 Annual Payroll; Lumber Sawmills 65; Elect. Applicance Mfg. 132; Bus Air Conditioners 57; Garment Manufacturing 103; Govt. Contractors 532.

10 - CLIMATE: Min. & Max. Temp. – Spring 30-78; Summer 52-96; Fall 46-93; Winter 28-66. First killing frost, Oct. 1. Last killing frost, Apr. 15, Annual Precipitation 10.6

11 - TAP WATER: Alkaline, hard. Ample supply; not flooridated.

12 - RETAILING: **Principal Shopping Center** – Downtown.
Neighboring Shopping Centers – Security Center (15 stores – Goodyear, TG&Y); Gibson's (21 stores); Mid-Town; K mart.
Principal Shopping Days : Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores** – J.C. Penney; C.R. Anthony; Aaronson Bros; Bonanza City.
Variety Stores : Mott's.
Discount Stores : TG&Y; Surplus City; Gibson; K mart.
Chain Drug Stores : Revco; Furr's.
Chain Food Supermarkets : Piggly-Wiggly; Safeway; Furr's; Rancho; H&J. Food Basket.
Other Chain Stores : Goodyear; Firestone; Western Auto; Karl's Shoes; Sweetbiar; Sherwin-Williams; Rodigers Hallmark; Hastings; T-Bird Home Centers; Mode O'Day; Good Housekeeping Store; 84 Lumber; Blakes Lotaburger; Frostee; Mr. Swiss; White Auto; Singer; Sears (catalog); Mont. Ward (catalog); Checker Auto; Payless Shoes; Radio Shack; Zales; Baskin-Robbins; 7-Eleven; Circle K; General Tire; K-Bob's; Western Sizzlin; Hobo Joe's; Winchell's; Kentucky Fried Chicken; Dairy Queen; Long John Silver; Pizza Hut; Taco Bell; Taco Villa; Ken's Pizza; McDonald's; Sonic Drive In's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,236; (S) 9,784; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Bille Holder, Pub., NEWS, 518 24th St., Alamogordo, NM 88310; Tel. (505) 437-7120.
National Representative : Landon.

ALBUQUERQUE

1 - LOCATION: Bernalillo County, (In Albuquerque SMSA) E&P Map B-2. In north central New Mexico. In the middle Rio Grande Valley, about equidistant from east and west state boundaries. At crossroads of Interstate 40 and 25. Home of Kirtland Air Force Base.

2 - TRANSPORTATION: **Railroads** – AT&SF.
Motor Freight Carriers – 15.
Intercity Bus Lines – Continental; New Mexico; Greyhound.
Airlines – Trans-World; Continental; Frontier; Texas International; Ross; American; Eastern; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 331,767
PMA-ABC:
(70) 669,096; (81) 912,800
County 80 Cen. 419,700
SMSA 80 Cen. 454,499

4 - HOUSEHOLDS:
City 80 Cen. 124,032
County 80 Cen. 151,037
PMA-ABC:
(70) 189,100; (81) 296,000
SMSA 80 Cen. 161,501

5 - BANKS:	NUMBER	DEPOSITS
Commercial	12	$1,754,388,000
Sav. & Loan	6	$880,543,000

6 - PASSENGER AUTOS: County. 238,141

7 - ELECTRIC METERS: Residence 147,425

8 - GAS METERS: Residence 128,735

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Whole. & Retail 47,200; Service & Misc. 42,400; Finance, Ins. & Real Esstate 10,800; Govt. 41,300; Transp., Util., Comm. 11,400; Constr. 16,000; Mfg. 17,900.
Principal Pay Days – 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp. – Spring 53-81; Summer 64-90; Fall 40-68; Winter 26-51. First killing frost, Oct. 23. Last killing frost, Apr. 20.

11 - TAP WATER: Aklaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center** – 7 blocks on 3 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altura (3)	NA	Safeway
B&H (8)	NA	Bruce Allen Mkt., Lucky Mkt.
Bel-Aire	NA	Duran Opt.
Belle-Haven (18)	NA	N.A.
North Towne (30)	NA	Safeway
Juan Tabo Plaza (15)	NA	Safeway, Thrifty Drug
Coronado (146)	NA	Sears Broadway, Goldwater's, Kistler-Collister
Del Nort (10)	NA	N.A.
Eastdale (28)	NA	Safeway, Skaggs
El Dorado Sq. (26)	NA	N.A.
Encantada Sq. (13)	NA	N.A.
Fair Plaza (21)	NA	Skaggs, Foodway
Fidelity Square (13)	NA	Sleepworld
Five Points (12)	NA	Zales, Shop-Rite Mkt.
Franklin Plaza (18)	NA	Safeway, Thrifty Drug
Galeria (25)	NA	N.A.
Corrales Center (16)	NA	Walgreen, Safeway
Gibson (2)	NA	Piggly Wiggly
Goff Plaza (6)	NA	Big Value Drugs
Arrowhead (24)	NA	Grand Central, Albertson's
La Mesa (15)	NA	Foodway
Los Altos (15)	NA	Buy-Low Auto Supply
The Mall (25)	NA	Woolco, Furr's, Foodway
Manzano (22)	NA	Safeway, TG&Y
Monterey Plaza (11)	NA	Piggly-Wiggly, Sprouse-Reitz
Montgomery Plz (51)	NA	Safeway, Anthony

Nob Hill (18)	NA	Nob Hill Super Mkt.
Northdale (23)	NA	TG&Y, Foodway
North San Pedro (6)	NA	Swell Bakery
Old Town (10)	NA	Safeway, TG&Y
Park Land Hills (15)	NA	Fo[illegible]way
Princess Jeanne (23)	NA	TG&Y, Foodway
Ranchitos (6)	NA	Piggly-Wiggly
Republic Square (21)	NA	N.A.
Snow Heights (7)	NA	Furr Foods
South San Pedro	NA	Central Super Mkt.
Winrock (79)	NA	Mont. Ward, Penny, Dillards, Ben Franklin, Walgreen

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon., Tue., Wed., Thu., Fri.

13 - **RETAIL OUTLETS: Department Stores** - Kistler Collister; C. R. Anthony; Dillard's; Penney; Sears Roebuck; Montgomery Ward; Rhodes; Simon's; Broadway; Goldwater's; Mervyn's.
Discount Stores : Big Value Discount; Gibson; K mart 5; Woolco 2; Zody's, Grand Central.
Variety Stores - Woolworth; Kress; McLellan's; Sprouse-Reitz; Ben Franklin; Duckwall; Rasco; TG&Y; Wray's.
Chain Drug Stores : Walgreen; Payless 8; Skagg's 4; Highland 2; Thrifty 3.
Chain Food Supermarkets : Safeway 17; Smith's Food King 5; Piggly Wiggly 14, Furr Food 8; Boy's 6; PDQ 2; Circle 5 Corp. 57; Albertson's 3.
Other Chain Stores - Gambles Auto Supply; Firestone; Goodrich; Lerner Shops (Women's); Sweetbriar (Women's); Maternity Modes; Shoes: Thom McAn, Kinney; Stover Candy; Singer Co.; White's Auto.

14 - **NEWSPAPERS:** JOURNAL (m) 87,707; TRIBUNE (e) 44,688; Comb. (m&e) 132,395; JOURNAL (S) 130,141; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George L. Ramczyk, Gen. Adv. Mgr., Albuquerque Pub. Co.,717 Silver Ave. S.W., Albuquerque, NM 87103; Tel. (505) 842-2300.
National Representatives : JOURNAL Branham; TRIBUNE Story & Kelly-Smith.

ARTESIA

1 - **LOCATION:** Eddy County, E&P Map C-4. Situated 40 mi. S of Roswell; 40 mi. N of Carlsbad; 85 mi. W of Hobbs.

2 - **TRANSPORTATION: Railroads** - AT&SF.
Intercity Bus Lines - New Mexico.
Motor Freight Carriers - 5.

3 - **POPULATION:**
Corp. City 80 Cen. 10,385
County 80 Cen. 47,855
Demographic Information available from Newspaper. See paragraph 14 .

4 - **HOUSEHOLDS:**
City 80 Cen. 3,761
County 80 Cen. 16,669

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$114,727,000
Sav. & Loan	2	$150,000,000

6 - **PASSENGER AUTOS:** County 24,128

7 - **ELECTRIC METERS:** Residence 3,960

8 - **GAS METERS:** Residence 3,650

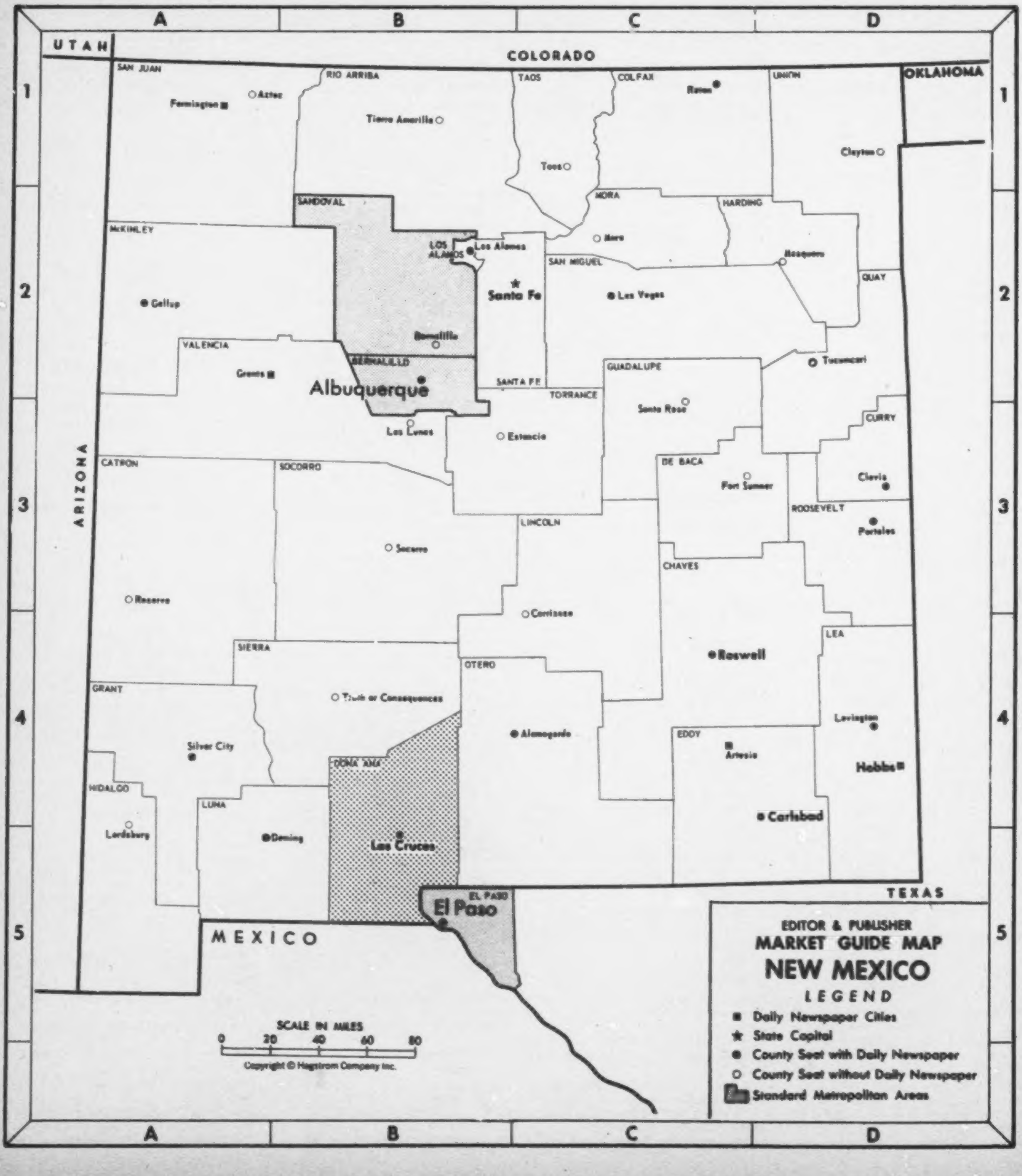
9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners (Av. Wkly Wage)-Oil & Gas 2,000 ($350); Agri. 812 ($200); Const. 75 ($400); Trade Serv. 1,700 ($160); Potash Mines 75 ($400).

10 - **CLIMATE:** Min. & Max. Temp. - Spring 50-86; Summer 61-92; Fall 31-61; Winter 28-63. First killing frost, Nov. 1. Last killing frost, Apr. 10.

11 - **TAP WATER:** Alkaline, hard; not fluoridated.

12 - **RETAILING: Principal Shopping Districts** - 7 blocks on Main; 3 blocks on Quay.

Principal Shopping Days : Thu., Sat.
Neighborhood Shopping Centers : Abo Center, South 13th St. (Furr Foods); TG&Y; K mart; W. Main.


A
B
C
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1
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UTAH
COLORADO
OKLAHOMA
ARIZONA
TEXAS
MEXICO
SAN JUAN
Farmington
Aztec
RIO ARRIBA
Tierra Amarilla
TAOS
Taos
COLFAX
Raton
UNION
Clayton
SANDOVAL
LOS ALAMOS
Los Alamos
MORA
Mora
HARDING
Mosquero
McKINLEY
Gallup
Santa Fe
SAN MIGUEL
Las Vegas
QUAY
Tucumcari
Bernalillo
VALENCIA
Grants
BERNALILLO
Albuquerque
SANTA FE
TORRANCE
GUADALUPE
Santa Rosa
Los Lunas
Estancia
CURRY
CATRON
SOCORRO
DE BACA
Fort Sumner
Clovis
ROOSEVELT
Portales
LINCOLN
Socorro
Reserve
CHAVES
Carrizozo
LEA
SIERRA
Roswell
OTERO
GRANT
Truth or Consequences
Lovington
Alamogordo
EDDY
Artesia
Silver City
DONA ANA
Hobbs
HIDALGO
LUNA
Carlsbad
Lordsburg
Deming
Las Cruces
EL PASO
El Paso
SCALE IN MILES
0
20
40
60
80

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EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW MEXICO
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas

13 - RETAIL OUTLETS: Department Stores - C. R. Anthony; Main Place.
Variety Stores - TG&Y.
Discount Stores - Gibson's; K mart.
Chain Drug Stores - Palace Walgreen.
Chain Food Supermarkets : Safeway; Furrs; Food; Allsups.
Other Chain Stores - Tru Value; State Furn; Montgomery Ward; Sears (Order Offices); Radio Shack; T-Bird; Home Lumber.

14 - NEWSPAPERS: PRESS (e) 3,505; (S) 4,150; sworn Oct. 1,1980.
Local Contact for Advertising and Merchandising Data: Gary Scott, Bus. Mgr., PRESS, 503 W. Main, Artesia, NM 88210; Tel. (505) 746-3524.
National Representative : Texas Daily Press.

CARLSBAD

1 - LOCATION: Eddy County, E&P Map D-4, County Seat. On Pecos River near center of county, Southeastern section of state.

2 - TRANSPORTATION: Railroads - AT&SF (Clovis, NM).
Motor Freight Carriers - 3.
Intercity Bus Lines - Texas; New Mexico & Okla. Coaches; New Mexico Transp.
Airlines - Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 25,496
County 80 Cen. 47,855
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 9,196
County 80 Cen. 16,669

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$150,156,788
Sav. & Loan	4	$247,256,527

6 - PASSENGER AUTOS: County 24,128

7 - ELECTRIC METERS: Residence 11,758

8 - GAS METERS: Res. & Bus. 10,400

9 - PRINCIPAL INDUSTRIES: Potash mining and refining 3,053; Emp. Av. Wage ($400); Annual Payroll $60,000,000; Santa Fe Ry. ships 43,000 cars potash annually; Farming and ranching $48 million in county in 1978; Cotton and alfalfa main crops on 25,000 acre irrigation project. Tourists.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-80; Summer 63-105; Fall 46-79; Winter 29-67. First killing frost, Oct. 20. Last killing frost, Mar. 29.

11 - TAP WATER: 18.9 grains per gal.

12 - RETAILING: Principal Shopping Center - Downtown Carlsbad between Greene and Mermod and between S. Halagueno and Main St. New Shopping Center, 158,000 sq. ft., West Pierce St.
Neighborhood Shopping Centers : Northgate on Roswell Hwy. (12 Stores - Furr's Rasco-Tempo, Trisha's Fashions, Anthony's, Wacker's); N. Canal St. (2 Stores - Quiky, Cindy's); Carlsbad Mall (12 Stores - 10-20 more to follow).
Principal Shopping Days : Sat., Mon., & Fri.
Stores Open Sundays : Drug; Variety; Supermarkets.

13 - RETAIL OUTLETS: Department Stores - C. R. Anthony; J.C. Penney; Rasco-Tempo; Bealls.
Variety Stores - Wacker's; Woolworths.
Chain Drug Stores - Revco Drug Store.
Discount Stores : Gibson's; Carlsbad Surplus City; Rasco-Tempo; K mart.
Chain Food Supermarkets : Safeway; Albertson's; Furrs; Circle K; Piggly Wiggly; Gibson's.
Other Chain Stores : Surplus City; J. C. Penney; Rasco-Tempo; Checker Auto; Payless Shoes; Goodyear; Mont. Ward (Catalog); Sears (Catalog); Mc Donalds; Bealls; Burger King; Long John Silvers; Wackers; C. R. Anthony; Woolworths; Zales; Mode O'Day; Baskin Robbins; True Value Hdwr.; Sambo's.

14 - NEWSPAPERS: CURRENT-ARGUS (e-mon to fri) 8,525; (S) 9,161; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ned Cantwell, Ed. & Pub., CURRENT ARGUS, PO Box 1629, Carlsbad, NM 88220; Tel. (505) 887-5501.
National Representative : None.

CLOVIS

1 - LOCATION: Curry County, E&P Map D-3, County Seat. Cattle buying & selling center. East central part of state. 110 mi. SW of Amarillo; 113 mi. NE of Roswell; 110 mi. NW of Lubbock; 220 mi. E of Albuquerque.

2 - TRANSPORTATION: Railroads - AT&SF.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound, Tex. N.M. & Okla. Coaches.
Airlines - Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 31,194
CZ-ABC: (70) 28,495; (81) 31,700
RTZ-ABC: (70) 50,416; (81) 49,500
County 80 Cen. 42,019
City & RTZ-ABC: (70) 78,911; (81) 81,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 11,268
County 80 Cen. 14,419
CZ-ABC: (70) 8,920; (81) 11,400
RTZ-ABC: (70) 14,547; (81) 16,500
City & RTZ-ABC: (70) 23,467; (81) 27,900

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$67,724,694
Commercial	4	$108,465,785

6 - PASSENGER AUTOS: County 21,818

7 - ELECTRIC METERS: Residence 13,245

8 - GAS METERS: Residence 12,125

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Agric. 188 ($94); Constr. 709 ($72); Mfg. 530 ($75); Transp. 573; Transp. R.R. 850 ($125); Meat Packing; Milk Plant; Cannon AFB 3,500 ($100) - home of 4,200 personnel, payroll over $16 million annually.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-71; Summer 62-93; Fall 42-76; Winter 21-50. First killing frost, Oct. 26. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - Grand; 6 on Metchell; three Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highland (9)	NA	Stansel's Mkt.
Hilltop Plaza (15)	NA	TG&Y, Woolco

Principal Shopping Days : Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; The Hub; Vohs; Woolco; Sears Turners.
Discount Stores: Gibson; Surplus City; TG&Y; Value; K mart; Gebo's.
Chain Drug Stores: - Rexall 2; Walgreen 1; Highland Drug.
Chain Food Supermarkets : Safeway; Piggly Wiggly; Furr's; Affiliated 5; Albertson's; T-Eleven 8.
Other Chain Stores - C.R. Anthony (dept.); White's Auto; Gambles; Goodyear; Shaw (jewelry); Sherwin-Williams (paint); Houston (lumber); Firestone; TG&Y; Zales (jewelry); Allsup's; Circle K-7.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 10,181; (S) 10,938; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bob Martin, Nat'l. Adv. Mgr., NEWS- JOURNAL, 521 Pile, Clovis, NM 88101; Tel. (505) 763-3431.
National Representative : Texas Daily Press.

DEMING

1 - LOCATION: Luna County. E&P Map A-5. General farming, livestock. South-central portion of state. On U.S. Hwys. 70, 80, I-10.

2 - TRANSPORTATION: Railroads - ATSF; Southern Pacific.
Motor Freight Carriers - N.A.
Intercity Bus Lines - Trailways; Greyhound.
Airlines - Notary.

3 - POPULATION:
City 80 Cen. 9,964
County 80 Cen. 15,585

4 - HOUSEHOLDS:
City 80 Cen. 3,527
County 80 Cen. 5,557

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$78,419,000
Sav. & Loan	1	$71,321,125

6 - PASSENGER AUTOS: County 7,612

7 - ELECTRIC METERS: Residence 6,020

8 - GAS METERS: Residence 4,083

9 - PRINCIPAL INDUSTRIES: Agriculture.

10 - CLIMATE: Min. & Max. Temp. - Summer 50-100; Winter 30-70.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS:
Department Stores : Farmer's.
Discount Stores : Surplus City; Ben Franklin.
Chain Food Stores : K mart; Safeway.

14 - NEWSPAPERS: HEADLIGHT (e) 3,650; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Harold R. Cousland, Editor/Asst. Pub., or Elyson Taylor, Adv. Mgr., HEADLIGHT, 219 E. Maple, Deming, NM 88030; Tel. (505) 546-2611.
National Representative : New Mexico Press.

FARMINGTON

1 - LOCATION: San Juan County, E&P Map A-1. Oil, gas, electric power, uranium, coal & irrigated farming center for the San Juan Basin & Four-Corners region of N.M., Colo., Ariz., & Utah. 185 hwy. mi. NW of Albuquerque; 123 mi. N of Gallup; 400 mi. SW of Denver; 400 mi. NE of Phoenix and 34 mi. from Navajo Lake recreation area on San Juan River.

2 - TRANSPORTATION: Continental Trailways Bus.
Motor Freight Carriers - 5.
Airlines - Frontier; Sun West; Mesa Aviation.

3 - POPULATION:
Corp. City 80 Cen. 30,729
CZ-ABC: (70) 21,979; (81) 35,900
RTZ-ABC: (70) 30,538; (81) 49,000
County 80 Cen. 80,833
City & RTZ-ABC: (70) 52,517; (81) 84,900

4 - HOUSEHOLDS:
City 80 Cen. 10,665
CZ-ABC: (70) 6,329; (81) 11,900
RTZ-ABC: (70) 6,940; (81) 12,800
County 80 Cen. 24,859
City & RTZ-ABC: (70) 13,269; (81) 24,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$221,729,000
Sav. & Loan	3	$97,976,000

6 - PASSENGER AUTOS: County 34,183

7 - ELECTRIC METERS: Res. & Comm. 13,016

8 - GAS METERS: Res. & Comm. 10,439

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Oil & Gas 5,500 ($400); Agri. & Fruit Grow. 1,800 ($160); Constr, 2,400 ($320); Trade Serv., Fin. 2,300 ($270); Trans. & Util. $1,400 ($350).
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-70; Summer 55-98; Fall 25-75; Winter 0-55. First killing frost, Oct. 8. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard, Appr. 75% of the total stream volume of water in N. M. is in San Juan County with the county's right to use it. Fluoridated.

12 - RETAILING: Principal Shopping Center - 24 blocks on Main St.; 14 blocks on Broadway. Valle Grande Ctr., in Valle Grande subdiv., Village Square, Ute St., at N. Orchard; Palmer Plaza, Broadway & Main; San Juan Plaza, Main & Clayton Blvd; Orchard Valley, Farmington Ave. & Main

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palmer Plaza (25)	NA	Britt's Dept., Main Drug
West Main St. (15)	NA	Mont. Ward, Safeway
Brookside (5)	NA	Sack & Save, Sprouse-Reitz
Mesa (15)	NA	Foodway
San Juan Plaza (60)	NA	K mart, Safeway, Albertsons, Grand Central
Orchard Valley (8)	NA	Furrs

Principal Shopping Days : Wed. & Sat.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; C.R. Anthony; Dunlap's; Hopper's; Britt's; K mart; Grand Central.
Variety Stores - Woolworth; F. S. Rasco; Sprouse-Reitz; McLellan; Ben Franklin.
Chain Drug Stores : Farmington Drug; Thrifty.
Discount Stores : Gibson; K mart.
Chain Food Supermarkets : Foodway; Leon's Discount Food Mkts.; 7-Eleven 18; Safeway 2; Furr Food; Albertson's
Other Chain Stores - Sears; Montgomery Ward; Cooper's; Western Auto; Firestone; White's Auto; Sweetbriar; Construction Supply; Mode O'Day; Kinney Shoe; Komac Paint; Singer Co.; Zale's; S&H Green Stamps; Mor-Valu Stamps; Gamble's; K mart; Thrifty Drug; Furr's Cafeteria; Grand Central.

14 - NEWSPAPERS: TIMES (e-mon to fri) 16,058; (S) 18,291; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Luttrell, Adv. Mgr., TIMES, Box 450, Farmington, NM 87401; Tel. (505) 325-4545.
National Representative : Branham.

GALLUP

1 - LOCATION: McKinley County, E&P Map A-2, County Seat. Trading Center. 135 mi. W of Albuquerque; 21 mi. E of Arizona State line; 700 mi. from Los Angeles. On U.S. Hwys. I-40 (66), 666; State Hwy. 32.

2 - TRANSPORTATION: Railroads - Santa Fe.
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound; Continental Trailways.
Airlines - Frontier (4 flights daily); Sun West.

3 - POPULATION:
Corp. City 80 Cen. 18,161
CZ-ABC: (70) 14,596; (81) 18,300
RTZ-ABC: (70) 67,687; (81) 102,600
County 80 Cen. 54,950
City & RTZ-ABC: (70) 82,283; (81) 120,900

4 - HOUSEHOLDS:
City 80 Cen. 6,014
County 80 Cen. 14,671
CZ-ABC: (70) 4,201; (81) 6,100
RTZ-ABC: (70) 13,068; (81) 23,100
City & RTZ-ABC: (70) 17,269; (81) 29,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$155,000,000
Sav. & Loan	2	$52,000,000

6 - PASSENGER AUTOS: County 14,502

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: Residence 7,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Federal 2,210; Mining 1,969; Trade 2,356; Services 1,292; Other 1,438.
Principal Pay Days - Fri.; 1st & 15th

10 - CLIMATE: Min. & Max. Temp. - Spring 29-82; Summer 53-86; Fall 33-66; Winter 12-46. First killing frost, Oct. 6. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - 4 blocks on Coal; 4 on 66th; Malls N. 666
Neighborhood Shopping Centers : Uptown Plaza; Foodway Square; Downtown Plaza; Little Bear; Trade Mart; Zecca Plaza, Rio West Mall.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Food - Daily; Sun.

13 - RETAIL OUTLETS: Department Stores - J. C. Penney; TG&Y; Aaronson; Trade Mart; Gamble; White Auto; Beall's.
Variety Stores - Sprouse-Reitz 3; Wacker's; F. S. Rasco.
Chain Drug Stores : Thrifty 1; Revco 1; SupeRx.
Chain Food Supermarkets : California 3; Foodway 1; Dan Dee; Piggly-Wiggly; Albertson; Safeway; (in Window Rock, Fed Mart).
Other Chain Stores - Sweetbriar; Firestone; Goodrich; Ward; Sears (catalog); Big O Tire; Goodyear; Yellow Front 2.

14 - NEWSPAPERS: INDEPENDENT (e) 11,355; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Al Prufert, Adv. Mgr., INDEPENDENT, P.O. Box 1210, Gallup, NM 87301; Tel. (505) 863-6811, or Continental U.S. (800) 545-3817.
National Representative : Branham.

GRANTS-MILAN

1 - LOCATION: Valencia County, E&P Map B-1/B-2.

2 - TRANSPORTATION: Railroads - AT&SF Ry.; Continental Trailways; Greyhound Bus.

3 - POPULATION:
Corp. Cities 80 Cen. 15,198
Grants 11,451
Milan 3,747
County 80 Cen. 60,853
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 4,710
Grants 3,559
Milan 1,151
County 80 Cen. 19,040

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$55,745,000
Sav. & Loan	1	$17,500,000

6 - PASSENGER AUTOS: County 28,515

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees and (Av. Wkly. Wage) - Uranium Mining 38,410 ($314); Uranium Milling 44,129 ($345); Tourist 1,800 ($216).

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: Not flooridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baties' (20)	NA	Gambles, Shop Rite, McLellan's, Thrifty Mart, Alco, Gibson
Hillcrest (6)	NA	Foodway Mode O. Day, Anthony's, Furniture Mart
Lobo Canyon Ctr. (20)	NA	TG&Y, Smith's, Zales

Principal Shopping Days : Wed. Fri., Sat.
Stores Open Evenings : Fri. (Some); Sat.
Stores Open Sundays : Groceries.

13 - RETAIL OUTLETS: Department Stores - McLellan's; Anthony's; TG&Y; Alco.
Chain Food Supermarkets ; Handy Andy Quick Stops 2; Shop Rite; Sturges 2; Smith Foodway.
Other Chain Stores : Aaronson Bros.; Gamble's; White's; Wackers; Alco; TG&Y.

14 - NEWSPAPERS: BEACON (e-mon to fri) 4,656; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Mario C. Pizii, Adv. Mgr., BEACON, 300 N. 2nd, Grants, NM 87020; Tel. (505) 287-4411.

National Representative : None.

HOBBS

1 - LOCATION: Lea County, E&P Map D-4. Carlsbad, 75 mi. sw; Roswell, 120 mi. NW; Clovis, 126 mi. N; Midland, Tex., 111 mi. SE; Lubbock, Tex., 110 mi. NE

2 - TRANSPORTATION: Railroads - Texas & New Mexico.
Motor Freight Carriers - 5.
Airlines - Air Midwest; Crown.
Bus Lines - TNMO.

3 - POPULATION:
Corp. City 80 Cen. 28,794
CZ-ABC: (70) 26,025; (81) 29,500
RTZ-ABC: (70) 36,228; (81) 42,100
County 80 Cen. 55,634
City & RTZ-ABC: (70) 62,253; (81) 71,600
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 9,948
CZ-ABC: (70) 8,029; (81) 10,500
RTZ-ABC: (70) 10,714; (81) 14,400
County 80 Cen. 18,786
City & RTZ-ABC: (70) 18,743; (81) 24,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$349,740,000
Sav. & Loan	3	$42,452,000
Commercial		$349,740,000

6 - PASSENGER AUTOS: County 30,024

7 - ELECTRIC METERS: Residence 19,216

8 - GAS METERS: Residence 11,175

9 - PRINCIPAL INDUSTRIES: Mfg. of Oil Eqpt. for Well Treatment; Welding; Acidization; Rig Bldg.; Housing & Trucking; Argo Industries Farm Produce Processing; Space Probing Antennas; Truck Beds; Men's Clothing Mfgr.; 2 Refineries; Chemical Processing Plant; 2 Live- stock Feed Lots. About 40 Major Oil Companies & 35 Major Supply Companies are represented in Hobbs, 28,000 Wage earners. Two colleges, enrollment avg. 3,432. 45 Businesses hiring 5000 more employees. $35 Million in Agri. Sales in 1979.

10 - CLIMATE: Avg. Winter, 27-57; Avg. Summer 65-93; Rel. Humidity, Summer, 30%

11 - TAP WATER: N.A.

12 - RETAILING:
Principal Shopping Center - 10 blocks from downtown; Broadmoor (17 Stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bel Aire(7)	NA	Sears, Foodway, Anthonys, Wackers
Broadmoor(25)	NA	Furr Food, Furr Cafeteria, Mont. Ward, Anthonys, Dunlaps, Penney
Covered Mall(42)	NA	
Mini Mall(14)	NA	

Principal Shopping Days : Mon., Wed., Sat.; Best grocery day - Thurs.
Stores Open Evenings : Discount stores.

13 - RETAIL OUTLETS: Department Stores - C.R. Anthony 2; J.C. Penney; Dunlap; World's Largest Western Auto Store; Whites Auto; Sweet Briar.
Variety Stores - S&H Green Stamps; G.F. Wacker 2.
Chain Drug Stores : Broadmoor; Walgreen; Cashmart Pharmacy; Reese 2; Norte Vista; Revco Drug.
Discount Stores : Gibson's; K mart; Allwoods (l br., bldg. supplies),
Chain Food Supermarkets : Furr Food; Safeway; Allsup's 6; Smith's; Foodway 2; Tooties Hom-Ond 1; Albertson's; Skaggs Alpha Beta.
Other Chain Stores : Firestone; General Tire; Allied Radio Shack; Sears; Montgomery Ward; Payless Shoes; Sherwin-Williams; T-Bird Lumber; Callaway Lbr. & Furniture; Smith Furniture; Woods Furniture; Miller-Waldrop Furn.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 10,141; (S) 11,838; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Summers, Pub., Art Paul, Adv. Mgr., NEWS-SUN, P.O. Box 860, Hobbs, NM 88240; Tel. (505) 393-2123.
National Representative : None.

LAS CRUCES

1 - LOCATION: Dona Ana County (In Las Cruces SMSA), E&P Map B-5, County Seat. Space, missile, educational & agricultural center. 22 mi. E to White Sands Missile Range; 45 mi. N of El Paso, Tex. On U.S. hwys. 70, 80, 82, 85, 180; State Hwy. 28; Interstates 10 & 25.

2 - TRANSPORTATION: Railroads : AT&SF.
Intercity Bus Lines : Greyhound; Whitfield; N.M. Transportation; Continental Trailways.
Motor Freight Carriers : 4.
Airlines : Zia; S. W. Aviation.

3 - POPULATION:
Corp. City 80 Cen. 45,086
CZ-ABC: (70) 37,857; (81) 45,800
RTZ-ABC: (70) 31,916; (81) 53,900
County/SMSA 80 Cen. 96,340
City & RTZ-ABC: (70) 69,773; (81) 99,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,165
CZ-ABC: (70) 10,909 (81) 15,200
RTZ-ABC: (70) 7,615 (81) 15,300
County/SMSA 80 Cen. 30,402
City & RTZ-ABC: (70) 18,524 (81) 30,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	20	$285,643,552
Sav. & Loan	6	$109,918,666

6 - PASSENGER AUTOS: County 49,379

7 - ELECTRIC METERS: Corp. City Res. 18,035

8 - GAS METERS: Corp. City Res. 12,900, Total 15,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—State University 5,100 ($250); White Sands Missile Range 2,000 military, 700 civilian ($200-plus); Agriculture and Food Processing 3,000 ($160); Industry (L Eggs, Furtex, Wells-Lamont, Diebold, Sandyland) 1,500 ($200); Construction 1,000 ($200).

10 - CLIMATE: Min. & Max. Temp.—NA.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mesilla Valley Mall(114)	NA	Sears, Bealls, Dillards, Wilsons, J.C. Penney
Loretto(22)	NA	Safeway, Penney, White House, Skaggs
Brazito Mall(15)	NA	Albertson(s, Thrifty Drugs
Solano Square(10)	NA	Motts
Midway(7)	NA	Goodyear, S&H, Gold Bond
Cruces Norte(13)	NA	Albertson's, Revco
University Hgts.(4)	NA	Pic. Quik, American Furniture
Madrid(10)	NA	Safeway, TG&Y, Rexall

Principal Shopping Days : Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores : Penney; Popular Dry Goods; United Fashion; Anthony; White House; Fed Mart; Gibson's; Montgomery Ward; Sears; K mart; Dillards; Wilsons; Bealls.
Variety Stores : TG&Y 2; Mott's 2.
Discount Stores : Fed-Mart; Gibson's; K mart; Furr's; Bonanza City.
Chain Drug Stores (CZ) : Skagg's; Fed-Mart; Baker 2; Thrifty; Skiller; Rexall; Walgreen; Revco.
Chain Food Supermarkets : Safeway 2; Furr's 2; Pic Quik 18; Quick Chek 2; Piggly Wiggly 2; Albertson's; Fedmart; Circle K 4; Smith Food King.
Other Chain Stores : White's; Firestone; Montgomery Ward; Sears (catalog); Zales; Feder's; Baskin-Robbins; American Furniture; Zales; Sprouse-Reitz; Goodyear; True Value; Western Auto; Cashway; Samon's; Singer; Ace Hdw.

14 - NEWSPAPERS: SUN-NEWS (e-mon to fri) 15,210; (S) 15,990; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Barnes, Adv. Dir., SUN-NEWS, Box 1749, Las Cruces, NM 88004; Tel. (505) 523-4581.
National Representative : Branham.

LAS VEGAS

1 - LOCATION: San Miguel County, E&P Map C-2, County Seat. Wholesaling & distributing center. 127 mi. from Albuquerque; 105 mi. from Tucumcari. On U.S. Hwys. 84 & 85; State Hwys. 3 & 65.

2 - TRANSPORTATION: Railroads : Sante Fe.
Motor Freight Carriers : 6.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,322
County 80 Cen. 22,751

4 - HOUSEHOLDS:
City 80 Cen. 4,706
County 80 Cen. 7,370

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$69,000,000
Sav. & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 8,445

7 - ELECTRIC METERS: Residence 5,671

8 - GAS METERS: Residence 2,401

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earpers (Av. Wkly. Wage)—Highlands U. 350 ($250); State Hosp. 425 ($200); ASTF Div. Offices 125 ($225); Meadows Home for the Aged 30 ($200); State Hwy. Dept. 150 ($200).
Principal Pay Days : - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 33-78; Summer 50-89; Fall 30-68; Winter 15-56. First killing frost, Dec. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Principal Shopping Days : Mon., Sat.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; J. C. Penney; Gambles; California; TG&Y; K mart; Revco; Taichert's; Mode-O-Day; Bonanza; Nancy's Apparel.
Variety Stores : Wacker's.
Chain Drug Stores : Murphy's Rexall.
Chain Food Supermarkets : Safeway; Furrs Gro.

14 - NEWSPAPERS: OPTIC (e-mon to fri) 4,320; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Hazel Hancock, Adv. Mgr., OPTIC, 612 Lincoln, Las Vegas, NM 87701; Tel. (505) 405-6796.
National Representative : Texas Daily Press League.

LOS ALAMOS

1 - LOCATION: Los Alamos County, E&P Map B-2, County Seat. Nuclear Research Center in North Central part. 35 miles NW Santa Fe; on State Hwy. 4. Los Alamos is an incorporated county and contains no incorporated cities.

2 - TRANSPORTATION: Motor Freight Carriers - 4.
Airline - Ross Aviation.

3 - POPULATION:
Los Alamos Division 80 Cen. 11,039
County 80 Cen. 17,599
Demographic Information available from Newspaper See paragraph 14 .

4 - HOUSEHOLDS:
County 80 Cen. 6,283

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$29,000,000
Building & Loan	2	$27,000,000
Credit Unions	4	$59,290,000

6 - PASSENGER AUTOS: County 12,594

7 - ELECTRIC METERS: Residence 4,363

8 - GAS METERS: Residence 3,424

9 - PRINCIPAL INDUSTRIES: Nuclear/scientific research 7,000 employees Ave. Wage N.A.

10 - CLIMATE: Min. & Max. Temp. - Spring 10-58; Summer 55-90; Fall 35-62; Winter -5-45. First killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Soft, salty.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central(6)	NA	Metzgers Hardware
Community(38)	NA	Sears, Goodyear,
The Village(22)	NA	Gibson's, Ed's Food Market
White Rock(15)	NA	Foodway
Mari-Mac(30)	NA	TG&Y, Revco, Safeway

13 - RETAIL OUTLETS: Variety Store : TG&Y.
Discount Store : Gibson's.
Chain Drug Stores : Los Alamos Drug Stores; Revco.
Chain Food Stores : Speedway; Safeway; Foodway.

14 - NEWSPAPERS: MONITOR (e-tues to fri) 4,445 (S) 4,725; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Marcie Weiner, Adv. Mgr., MONITOR, Box 899, Los Alamos, NM 87544; Tel. (505) 662-4185.
National Representative : Texas Daily Press.

LOVINGTON

1 - LOCATION: Lea County, E&P Map D-4; County Seat in S.E. part of state. On U.S. Hwys. 82 & 62; State 18.

2 - TRANSPORTATION: Railroads : Texas & New Mexico.
Bus Lines : Greyhound.
Airlines : At Lovington Airport.
Motor Freight Carriers : Apex; ICX; Yellow Transit.

3 - POPULATION:
Corp. City 80 Cen. 9,727
County 80 Cen. 55,634

4 - HOUSEHOLDS:
City 80 Cen. 3,165
County 80 Cen. 18,786

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$47,000,000

6 - PASSENGER AUTOS: County 30,024

7 - ELECTRIC METERS: Res./City 4,089

8 - GAS METERS: Res./City 4,347

9 - PRINCIPAL INDUSTRIES: Oil and Gas Production, Refineries, Irrigated Farming, Ranching.

10 - CLIMATE: Mild, sunny; Summer mean 84; Winter mean 53.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lovington Sq. Mini Mall	NA	
June(9)	NA	
Town & Country(5)	NA	—
Apaula(5)	NA	—

13 - RETAIL OUTLETS: C. R. Anthony; Sears; Montgomery Ward; Gibson; Thrifty Drug; TG&Y; Western Auto; Whites Auto; Wacker's.
Chain Food Supermarkets : Thriftway 2; Safeway-Alsup 4; Circle K 2.

14 - NEWSPAPERS: DAILY LEADER (e-mon to fri; S) 3,780; sworn Oct. 3, 1980.
Local Contact for Advertising and Merchandising Data: W. H. Graham, Pub., Jean Richardson, Circ. Mgr., John Graham, Adv. Mgr., LEADER, 14 W. Ave. B, Lovington, NM 88260; Tel. (505) 396-2844.
National Representative : Texas Daily Press.

MILAN

See GRANTS

PORTALES

1 - LOCATION: Roosevelt County, E&P Map D-3, County Seat. Agricultural, Dairying, Oil, Education and Livestock. Shipping Center. 120 mi. SW of Amarillo, Tex.; 98 mi. N of Roswell, N.M. on U.S. Hwy. 70 State 18, 88.

2 - TRANSPORTATION: Railroads - AT&SF.
Motor Freight Carriers - 3.
Intercity Bus Lines - Greyhound; New Mexico Transp.; Yellow Transit; Calif.-W. Express; Apex.

3 - POPULATION:
Corp. City 80 Cen. 9,940
County 80 Cen. 15,695

4 - HOUSEHOLDS:
City 80 Cen. 3,580
County 80 Cen. 5,645

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$53,060,000
Sav. & Loan	2	$20,000,000

6 - PASSENGER AUTOS: County 7,581

7 - ELECTRIC METERS: Residence 3,499

8 - GAS METERS: Residence 3,326

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Farming 500 ($100); Dairying 125 ($125); Farm Processing 160 ($90); Ranching 75 ($100); Casing Factory 100 ($100); Peanut Mills 50 ($80); Meat Packing Plants 15 ($100); Feed Mills 25 ($100); Sweet Potato Pkg. 15 ($90); Eastern New Mexico University 400 ($175).

10 - CLIMATE: Min. & Max. Temp. - Spring 58-89; Summer 54-99; Fall 22-74; Winter -5-52.

11 - TAP WATER: Alkaline, very hard; natural fluoridated.

12 - RETAILING:
Shopping Centers : Sands (Foodtown); Safeway.
Principal Shopping Days : Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores - Anthony's; J. C. Penney's; Turner's.
Variety Stores : Sprouse-Reitz; Wacker's.
Discount Stores : Gibson's.
Chain Drug Stores : Walgreen; B&J; Thrifty.
Chain Food Supermarkets : Safeway; Food Town; Home Town 3.
Other Chain Stores : White's; Gibson.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 3,926; (S) 4,148; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Marshall Stinnett, Bus. Mgr.; Wanda Pettus, Adv. Dir., NEWS-TRIBUNE, 101 E. First St., Portales, NM 88130; Tel. (505) 356-4481.
National Representative : Texas Daily Press.

RATON

1 - LOCATION: Colfax County, E&P Map C-1, County Seat. Shipping & wholesale center. 225 mi. S of Denver; 228 mi. NE of Alburquerque; 214 mi. NW of Amarillo. On U.S. Hwys. 85, 87, 64; State Hwy. 72; Interstate I-25.

2 - TRANSPORTATION: Railroads - Santa Fe.
Intercity Bus Lines - Greyhound.
Motor Freight Carriers - 5.

3 - POPULATION:
Corp. City 80 Cen. 8,225
County 80 Cen. 13,706
Demographic Information available from Newspaper. See paragraph 14 .

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 3,926; (S) 4,148; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Marshall Stinnett, Bus. Mgr.; Wanda Pettus, Adv. Dir., NEWS-TRIBUNE, 101 E. First St., Portales, NM 88130; Tel. (505) 356-4481.
National Representative : Texas Daily Press.

RATON

1 - LOCATION: Colfax County, E&P Map C-1, County Seat. Shipping & wholesale center. 225 mi. S of Denver; 228 mi. NE of Alburquerque; 214 mi. NW of Amarillo. On U.S. Hwys. 85, 87, 64; State Hwy. 72; Interstate I-25.

2 - TRANSPORTATION: Railroads - Santa Fe.
Intercity Bus Lines - Greyhound.
Motor Freight Carriers - 5.

3 - POPULATION:
Corp. City 80 Cen. 8,225
County 80 Cen. 13,706
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,942
County 80 Cen. 4,927

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$100,000,000
Sav. & Loan	2	$45,004,000

6 - PASSENGER AUTOS: County 6,882

7 - ELECTRIC METERS: Residence 2,470

8 - GAS METERS: Residence 1,161

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Electronics 100 ($100); Railroad 180 ($200); Lumber Mills 225 ($90); Coal Mines 400 ($250); Metal Prods. 130 ($125); Furniture 18 ($90); National Rifle Assn. 12 ($250); Building Mfg. 40 ($150).
Principal Industrial Pay Days - Mines, Lumber Mills-10th & 25th; Railroads - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-63; Summer 51-83; Fall 32-67; Winter 14-46. First killing frost, Sept. 25. Last killing frost, May 17.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Second St.; 2 on 1st St.; 3 on Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dona Anne Plaza(14)	NA	Safeway, Revco, Sprouse Reitz
Mira Monte		Sears (catalog), Fashion Fabrics

Principal Shopping Days : Sat.

13 - RETAIL OUTLETS: Department Stores - Di Lisio's; Rubins; Marchiondo's; J.C. Penney; Montgomery Ward; Tops & Bottoms; The Men's Store; Del Rose Shops; Bernard's Hdwe.; Woody's Furn.; Burrough & Davis; Western Auto.
Variety Stores - Newberry.
Discount Stores - Pixie.
Chain Drug Stores : Merit; Rexall.
Chain Food Supermarkets : Safeway.
Other Chain Stores - Gamble's (hardware, furniture); Mode O'Day (women's); Goodyear; White Auto; Fabrific Fabrics; Coast-to-Coast; K mart; Yellow Front; C.R. Anthony.

14 - NEWSPAPERS: RANGE (e-mon to fri) 3,260; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Wilson Koeppel, Pub., RANGE, 208 S. Third, Raton, NM 87740; Tel. (505) 445-2721.
National Representative : Landon.

ROSWELL

1 - LOCATION: Chaves County, E&P Map C-4, County Seat. Agricultural. 210 mi. SE of Albuquerque; 210 mi. NE of El Paso; 215 mi. SW of Amarillo. On U.S. Hwys. 70,285 & 380.

2 - TRANSPORTATION: Railroads - Santa Fe.
Motor Freight Carriers - 8.
Intercity Bus Lines - New Mexico; Greyhound.
Airlines - Air Midwest

3 - POPULATION:
Corp. City 80 Cen. 37,949
CZ-ABC: (70) 35,771; (81) 43,500
RTZ-ABC: (70) 50,404; (81) 60,100
County 80 Cen. 51,103
City & RTZ-ABC: (70) 86,175; (81) 103,600

4 - HOUSEHOLDS:
City 80 Cen. 14,519
CZ-ABC: (70)11,215; (81) 15,700
RTZ-ABC: (70) 14,920; (81) 20,600
County 80 Cen. 18,194
City & RTZ-ABC: (70) 26,135; (81) 36,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$304,716,906
Sav. & Loan	4	$238,605,293

6 - PASSENGER AUTOS: County 27,505

7 - ELECTRIC METERS: Residence 20,006

8 - GAS METERS: Residence 14,679

9 - PRINCIPAL INDUSTRIES: Meat packing; Cotton Seed and Oil; Concrete Block; Levi Strauss; Eastern New Mexico University; I.M. Corp.; TMC (Trans. Manu. Corp.).
Principal Industrial Pay Days - Fri., Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 36-67; Summer 60-91; Fall 59-83; Winter 28-54. First killing frost, Oct. 24. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on Main St.; 4 on 2nd St.; 3 on 3rd St.; 1 on 4th St.
Neighborhood Shopping Centers - Main & McGaffey Sts.; Second & Missouri; Second & Atkinson; Main & Reed; Washington Ave. & Hobbs Sts.; Second & Sunset; Main & Mescalcro Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(8)	NA	Sears, Furr's Mkt., Anthony Dept.
Del Norte(3)	NA	Safeway, Allwoods
Highland(14)	NA	N.A.
Monterey(15)	NA	Safeway, C.R. Anthony
Plains Park(22)	NA	Alco, Piggly Wiggly
Sunset(3)	NA	Sunset Appliance, Shama's
Union Plaza(5)	NA	Primn Drug, Roadrunner Appliance, Sack & Save
Wilshire(10)	NA	Furr's Mkt., Wacker's Variety

Principal Shopping Days : Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Sears Roebuck; Anthony; Penney; White's.
Variety Stores - Wackers.
Discount Stores : Alco; K mart.
Chain Drug Stores : Pecos Valley Rexall; U-Save-it; Primm; Mitchell's; Medicine Shop 1.
Chain Food Supermarkets : Piggly Wiggly 1; Safeway 3; Furr Food 3; H. & J. 1; Shamas 2; Albertson's 1.
Other Chain Stores - Firestone; Zale's; S&H Green Stamps; Goodyear; Checker Auto; Radio Shack; McDonalds; Long John Silvers; Hobo Joe's; Kentucky Fried Chicken; Allwoods; Sonic.

14 - NEWSPAPERS: RECORD (e-mon to fri) 14,342; (S) 15,462; Mar. 31, 1981 ABC
Local Contact for Advertising and Merchandising Data: John Pettit, Adv. Mgr., RECORD, 2301 W. Main, Roswell, NM 88201; Tel. (505) 622-7710.
National Representative : Texas Daily Press.

SANTA FE

1 - LOCATION: Santa Fe County, E&P Map C-2, State Capital; County Seat. 68 mi. N of Albuquerque. On U.S. Hwys. 64, 84, 85, 285.

2 - TRANSPORTATION: Railroads - AT&SF.
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound; Continental Trailways; Chama Valley; New Mexico Transportation.
Airlines - Albuquerque International Airport: American; Continental; Eastern; Frontier; Texas International; TWA; Southwest. Local: Air Midwest; Crown; ZIA.

3 - POPULATION:
Corp. City 80 Cen. 48,899
PMA-ABC: (70) 42,780; (81) 56,900
Bal. in PMA: (70) 42,216; (81) 57,600
County 80 Cen. 75,306
Total PMA-ABC: (70) 84,996; (81) 114,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,836
PMA-ABC: (70) 12,499; (81) 19,100
Bal. in PMA-ABC: (70) 11,308; (81) 18,000
County 80 Cen. 26,272
Total PMA-ABC: (70) 23,807; (81) 37,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$289,267,000
Sav. & Loan	6	$164,604,265

6 - PASSENGER AUTOS: County 42,225

7 - ELECTRIC METERS: Residence 26,500

8 - GAS METERS: Residence 21,455

9 - PRINCIPAL INDUSTRIES: United Pump Co.; Pecos Trail Jeans; Eberline Instrument Corp.; Nambe Mills; Los Alamos Scientific Labs.; State Capitol Offices; Tourism.
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-59; Summer 55-90; Fall 35-61; Winter 10-50. First killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Neutral, soft in summer; hard in winter; mt. streams and reservoirs.

12 - RETAILING: Principal Shopping Centers - DeVargas Center (enclosed); 12 blocks on 2 Sts. and Cordova and 5 blocks Northwest at Paseo Pevalta and Jefferson, College Plaza 2 blocks.
Neighborhood Shopping Centers - College St.; Cordova Rd.; Pen Rd.; Cerrillos Rd.; Casa Solana; St. Michaels Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
DeVargas(Encl.)	1	Penney's, Wards, Albertsons, TG&Y Family
St. Michaels Vil.	2	K mart, Safeway
Cordova Road	2	Sav-U, Skaggs, Kinney Shoes
Pen Road	1	Bonanza Surplus City
Kaunes Ctr.	1	Kaunes Food Town
Cerrillos Rd.	4	Shur Valu, TG&Y
Coronado Ctr.	2	Furr's, TG&Y Family Ctr., Anthonys, TG&Y Variety, Walgreen
College Plaza	5	Albertson's, Grand Central
Plaza Princesa	6	Smith's Foodway, TG&Y Variety
Casa Solana	1	Piggly-Wiggly, TG&Y Variety
Downtown		Dunlaps, Sears, Bells, Guarantee, Santa Fe Vil., El Centro Ctr.

Principal Shopping Days : Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores - Dunlaps; Bell's; J. C. Penney; Sears; Wards; Guarantee; TG&Y Family Ctr.; K mart; Bonanza; Surplus city; Anthonys.
Variety Stores - Woolworth; TG&Y.
Chain Drug Stores : Walgreen-Payless 2; Rexall; Skaggs; Capital; G & C Super Drug 2.
Chain Food Supermarkets : Piggly Wiggly; Kaunes 3; Smith's Foodway; Shur Valu; Safeway 3; Furr's; 7-11; Speedway 4; Albertsons.
Other Chain Stores - Ace Auto; Leed's Shoes; Sweetbrier; Firestone; Goodrich; Western Auto; Singer Co.; Radio Shack; Lafayette Elect.; Good House- keeping Shops; Zales; Big O Tires; Coopers Western Wear; Furr's; House of Fabrics; Skillern's; Corbins Draperies; Margos; Hickory Farms; Kinney Shoes.

14 - NEWSPAPERS: NEW MEXICAN (e-mon to fri) 16,363; (m-sat.) 15,409; (S)19,946; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: M. Padilla, Adv. Dir., NEW MEXICAN, 202 E. Marcy, Santa Fe, NM 87501; Tel. (505) 983-3303.
National Representative : Gannett.

SILVER CITY

1 - LOCATION: Grant County, E&P Map A-4, County Seat. 160 mi. NW of El Paso, Tex. On U.S. Hwy. 180; State Hwy. 90.

2 - TRANSPORTATION: Railroads - AT&SF.
Intercity Bus Lines - O.N.C.; Whitfield.
Motor Freight Carriers - 2.
Airlines - Midwest.

3 - POPULATION:
Corp. City 80 Cen. 9,887
County 80 Cen. 26,204

4 - HOUSEHOLDS:
City 80 Cen. 3,388
County 80 Cen. 8,586

5 - BANKS:	NUMBER	DEPOSITS
Comm. & Sav.	2	$74,038,000
Sav. & Loan	1	$35,384,883

6 - PASSENGER AUTOS: County Est. 12,063

7 - ELECTRIC METERS: County 10,630

8 - GAS METERS: County 6,939

9 - PRINCIPAL INDUSTRIES: Copper; Lead; Zinc; Gold; Silver; Manganese; Molybdenum; Vanadium; Iron; Cattle Raising; Lumber; Farming; Mining and Smelting - 2,900 ($450).

10 - CLIMATE: Min. & Max. Temp. - Spring 40-70; Summer 55-95; Fall 42-85; Winter 28-65.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Shopping Centers : Hudson Street; Silver Heights. 9 mi.; Hurley 18 mi.; Tyrone 5 mi.
Principal Shopping Days : Wed., Sat.

13 - RETAIL OUTLETS: Department Stores - Sears; Maxwell House; J.C. Penney; Montgomery Ward; C. R. Anthony.
Variety Stores - TG&Y; Sprouse-Reitz; Rasco's.
Discount Stores : USA; Gibson's; K mart.
Chain Drug Stores : Rexall; Howell 2; Rx Fee System.
Chain Food Supermarkets : Piggly Wiggly; Safeway; Furr's; Snappy Mart 12.

14 - NEWSPAPERS: PRESS & INDEPENDENT (e) 6,810; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: William F. Ely, Natl. Adv. Mgr.; Joe Cardona, Local Adv. Mgr., PRESS, Box 740, Silver City, NM 88061; Tel. (505) 388-1576.
National Representative : None.

NEW YORK SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Albany-Schenectady-Troy —Albany, Montgomery, Rensselaer, Saratoga and Schenectady Counties.
Binghamton, N.Y.-Pa. —Broome and Tioga Counties, N.Y.; Susquehanna County, Pa.
Buffalo —Erie and Niagara Counties.
Elmira —Chemung County.
Glens Falls —Warren and Washington Counties.
Nassau-Suffolk —Nassau and Suffolk Counties.
New York, N.Y.-N.J. —New York City (Bronx, Kings, New York, Queens and Richmond Counties); Putnam, Rockland, and Westchester Counties, N.Y.; Bergen County, N.J.
Newburgh-Middletown —Orange County.
Poughkeepsie —Dutchess County.
Rochester —Livingston, Monroe, Ontario, Orleans and Wayne Counties.
Syracuse —Madison, Onondaga and Oswego Counties.
Utica-Rome —Herkimer and Oneida Counties.

STANDARD CONSOLIDATED STATISTICAL AREA

New York-Newark-Jersey City, N.Y.-N.J.-Conn. — Includes New York, N.Y.-N.J. SMSA; Nassau-Suffolk SMSA; Newark, N.J. SMSA; Jersey City, N.J. SMSA; Long Branch-Asbury Park, N.J. SMSA; Paterson-Clifton-Passaic, N.J. SMSA; New Brunswick- Perth Amboy-Sayreville, N.J. SMSA; Norwalk and Stamford, Conn. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	1,488	1,136
5-14 Years	3,393	2,591
15-24 Years	2,949	3,117
25-44 Years	4,421	4,823
45-64 Years	4,039	3,728
65 and Over	1,951	2,162
TOTAL	18,241	17,557

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	1,312	1,752	2,418
Genral Mdse	5,816	6,645	8,977
Food	9,526	12,611	19,206
Automobiles	5,457	7,512	9,362
Gasoline Stations	2,022	2,984	5,625
Apparel	2,899	3,342	4,526
Furniture	2,048	2,266	3,196
Eat-Drink Places	3,813	4,953	7,549
Drugs	1,220	1,629	2,423
TOTAL	39,173	50,398	75,064

ALBANY

1 - LOCATION: Albany County (In Albany- Schenectady-Troy SMSA). E&P Map F-4. On West bank of Hudson River, 143 mi. N of N.Y. City. State Capital. On U.S. Hwys. 20, 5, 9, 9W & Rt. 87 (northway) N.Y. State Thruway.

2 - TRANSPORTATION: Railroads : Amtrak.
Motor Freight Carrier —72.
Intercity Bus Lines —Adirondack-Trailways; Arrow Line; Greyhound; Interstate; Capital District Transit Authority; Vermont Transit; Yankee Trails; Mountain View Lines.

Airlines —American; USAir; Braniff; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 101,727
CZ-ABC: (70) 188,739; (81) 178,800
RTZ-ABC: (70) 543,130; (81) 585,000

County 80 Cen. 285,909
SMSA 80 Cen. 795,019
City & RTZ-ABC: (70) 731,869; (81) 763,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,767
CZ-ABC: (70) 63,562; (81) 69,100
RTZ-ABC (70) 171,269; (81) 211,800
County 80 Cen. 106,589
SMSA 80 Cen. 287,272
City & RTZ-ABC: (70) 234,831; (81) 280,900

5 - BANKS:	NUMBER	DEPOSITS
Savings		$3,423,448,000
Sav. & Loan		$246,769,000
Commercial		$2,362,944,000

6 - PASSENGER AUTOS: County 130,266

7 - ELECTRIC METERS: Residence 75,081

8 - GAS METERS: Residence 48,440

9 - PRINCIPAL INDUSTRIES: Machine Tools; Printing; Meat Packing Equip.; Paper Mfg.; Felt Mfg.; Foundries; Electronics; State Govt. (Capitl).
Principal Industrial Pay Days —Fri., Thurs.; N.Y. State Employees: every 2nd Wed. (Depts.), Fri. (Institutions).

10 - CLIMATE: Min. & Max. Temp.—Spring 37-57; Summer 57-79; Fall 38-58; Winter 18-35; First freeze, late Sept. Last freeze, early May.

11 - TAP WATER: Alkaline, very soft; 43 paper mill; not fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on N Pearl St.; State St.; Broadway; 10 on Central Ave; Robinson Square-Hamilton St.
Neighborhood Shopping Centers : 3 blocks on Madison Ave.; 2 on New Scotland Ave.; 6 on Delaware Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Century II Mall (15)	NA	Grand Union
Loudon Ctr. (16)	NA	Convenient Mkt.
Westgate (26)	NA	Penney, Albany Pble.
Eismere (20)	NA	Grand Union, Denby's
Latham Crns. (55)	NA	J.C. Penney, Boston Store, Grand Union
Stuyvesant (35)	NA	Denby's, Flah's, Grand Union
Mid City (4)	NA	Price Chopper
Colonie (72)	NA	Macy's, Sears
Northway Mall (36)	NA	Montgomery Ward
Mohawk Mall (88)	NA	Boston Store, Bradlees, Moutgomery Ward
K mart (2)	NA	K mart, Price Chopper
Twenty Mall (16)	NA	Barkers, Price Chopper

Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : Thurs., Downtown; Mon. through Sat., Shopping Centers.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; J.C. Penney; Boston; Macy; Sears; Denby's; Flah's.
Discount Stores : King's; Boardman; Two Guys; K mart; Joy Discount; Present Co. Service Mdse; Bradlees; Caldor.
Chain Drug Stores : CVS; Hall Drug (Lee) 3; Branche 2; Medical Center 2; Rite Aid 2; Fay's 10.
Chain Food Supermarkets : A&P 11; Trading Port 5; Grand Cash; Albany Public 12; Grand Union 28; Shop-Rite 4; Star 8; Price Chopper 24; P&C 5.
Other Chain Stores : National Auto; Thom McAn; Firestone; Fanny Farmer; Lerner; Shoe Town; Carl Co.

14 - NEWSPAPERS: TIMES-UNION (m) 82,195 KNICKERBOCKER NEWS (e-mon to fri) 47,799 Comb. (m&e) 129,994; (Sat.e) 40,131 (S) 149,644; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: C. J. Cunningham, Nat. Adv. Mgr., TIMES-UNION, KNICKERBOCKER NEWS. Box 15-627, Albany, NY 12212; Tel. (518) 454-5678.
National Representative : Hearst.

AMSTERDAM

1 - LOCATION: Montgomery County (In Albany-Schenectady-Troy SMSA). E&P Map E-3, County Seat. On U.S. Hwy. 5; 1/4 mi. to New York Thruway; on State Hwys. 58, 67 and 30; 16 mi. W of Schenectady; 34 mi. W of Albany; 114 mi. E of Syracuse; 185 railroad mi. from New York City.

2 - TRANSPORTATION: Railroads : Conrail; West Shore (freight only).
Waterway —Terminal of N.Y. State Barge Canal.
Motor Freight Carriers —6.
Intercity Bus Lines —Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,872
CZ-ABC: (70) 25,524; (81) 22,000
RTZ-ABC: (70) 36,287; (81) 39,000
County 80 Cen. 53,439
SMSA 80 Cen. 795,019
City & RTZ-ABC: (70) 61,811; (81) 61,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,908
CZ-ABC: (70) 9,270; (81) 9,200
RTZ-ABC: (70) 11,331; (81) 14,200
County 80 Cen. 19,845
SMSA 80 Cen. 287,272
City & RTZ-ABC: (70) 20,601; (81) 23,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$270,000,000
Sav. & Loan	1	$27,000,000
Commercial	5	$168,000,000

6 - PASSENGER AUTOS: County 25,265

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Mohasco Industries Executive Offices, computer research, laboratory 500; Electric 2,300; Printing 325; Gloves 485; Dresses 300; Plastics Fiberglass 125; Christmas Trees, Lawn Furniture and Chairs 175; Warp Knitting 425; Toys 425; Recreational Products (pools) 175; Corrugated Shipping Containers 175; Laminated Fabrics 175; Men's Apparel 175; Radio and Auto Antennas 175; Furniture Refinishing Products 175; Av. Weekly Industrial Wage $185.
Principal Industrial Pay Days —Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 33-55; Summer 55-81; Fall 40-60; Winter 16-34. First killing frost Sept. 28, Last killing frost April 25.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on E. Main St. New 60 Store Downtown Enclosed Mall.
Neighborhood Shopping Centers —Reid Hill Section, Fifth Ward Section, Route 30 Section, P&C Center 2; K mart Plaza; Nichols Plaza 2; Price Chopper; Fay's Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Reid Hill	1	Carls Drug, P&C
Amsterdam	1	Price Chopper, Fay's, Radio Shack, Red-Barn
Downtown Amsterdam	NA	Grand Union, Denbys, Carls, Cvs, Woolco
K mart Plaza	2	K mart, Chicago Markets
Nichols Disc. City	2	Nichols
Pyramid Mall, Johnstown	13	Kings, Price Chopper, Fay's

Principal Shopping Days : Wed., Burs., Fri., Sat.
Stores Open Evenings : Downtown Mall Mon. -Fri.; most major stores open every night and Sun.

13 - RETAIL OUTLETS: Department Stores : Carls; Denbys; Nichols.
Discount Stores : Nichols; Barker's; Fay's; K mart.
Chain Drug Stores : Daw/Rite Aid 2; Carl's; Fay's; CVS.
Chain Food Supermarkets : P&C 2; Chicago Markets; Price Chopper; Grand Union. Lou's Mkt.
Other Chain Stores : W.R. Furniture; Radio Shack; Jo-Ann Fabrics; Big A Auto Parts.

14 - NEWSPAPERS: RECORDER (e) 14,350; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul Hans, Adv. Dir., RECORDER, 1 Venner Rd., Amsterdam, NY 12010; Tel. (518) 843-1100.
National Representative : Landon.

AUBURN

1 - LOCATION: Cayuga County, E&P Map D-3, County Seat. Diversified mfg. center. Rich dairy. 26 mi. SW of Syracuse on U.S. 20; N.Y. State 5 (junction).

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers —6.
Intercity Bus —Onondaga Coach Lines; Centro Bus Lines.

3 - POPULATION: Corp. City 80 Cen. 32,548
CZ-ABC: (70) 34,599; (81) 32,200
RTZ-ABC: (70) 57,844; (81) 63,400
County 80 Cen. 79,894
City & RTZ-ABC: (70) 92,443; (81) 95,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,672
CZ-ABC: (70) 10,786; (81) 11,500
RTZ-ABC: (70) 16,709; (81) 21,300
County 80 Cen. 26,896
City & RTZ-ABC: (70) 27,495; (81) 32,800

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$150,000,000
Sav. & Loan	1	$25,000,000
Commercial	5	$125,000,000

6 - PASSENGER AUTOS: County 33,098

7 - ELECTRIC METERS: Residence 11,414

8 - GAS METERS: Residence 10,594

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Metal & Metal Prod. 2,795; Shoes 575; Rope 300; Plastics 290; Foods 380; Electronics 1,260; Bottling 300.
Principal Pay Days —Thu., Fir.

10 - CLIMATE: Min. & Max. Temp.—Spring 20-60; Summer 40-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Genesee St.; 2 on State St.; 2 on North St. 400,000 sq. ft. Pyramid Mall 3 miles west of town.
Neighborhood Shopping Centers at : The Five Points; 2 blocks on Lower State St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Plaza (25)	NA	Mont. Ward
Grant Ave. Plaza (6)	NA	K mart, Rite-Aid
Seminary Plaza (4)	NA	Fay's
Westside Plaza (5)	NA	Westside Phcy.
Pyramid Mall (90)	NA	J.C. Penney, K mart

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Thu. & Fri. (most Thu.); Food: 7 days.

13 - RETAIL OUTLETS: Department Stores : Auburn Dry Goods; Sears Roebuck; Stevens.
Discount Stores : Century Housewares, Inc.; Nichols; Kings.
Variety Stores —K mart; Kings.
Chain Drug Stores : Rite-Aid 3; Fay's; Westside; Clinton Discount 2; Carl's Drugs.
Chain Food Supermarkets : P&C 3; Super Duper 2; Tops 2; Wegmans.
Other Chain Stores : Singer Co.

14 - NEWSPAPERS: THE CITIZEN (e-mon to fri) 17,312; (S) 17,243; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Anthony Panetta, Adv. Dir., CITIZEN, 25 Dill St., Auburn, NY 13021; Tel. (315) 253-5311.
National Representative : Landon.

BATAVIA

1 - LOCATION: Genesee County, E&P Map B-3. Midway bet. Buffalo & Rochester. Agricultural & shipping center in Western New York. 30 mi. W of Rochester; 33 mi. E of Buffalo. On Hwys. 5, 33, 63, 98 & N.Y.S. Thruway.

2 - TRANSPORTATION: Railroads : Conrail; Lehigh Valley; Erie-Lackawanna.
Motor Freight Carriers —5.
Intercity Bus Lines —Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,703
CZ-ABC: (70) 17,338; (81) 16,600
RTZ-ABC: (70) 73,320; (81) 77,600
County 80 Cen. 59,400
City & RTZ-ABC: (70) 90,658; (81) 94,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,122
CZ-ABC: (70) 5,670; (81) 6,300
RTZ-ABC: (70) 20,852; (81) 25,400
County 80 Cen. 20,111
City & RTZ-ABC: (70) 26,522; (81) 31,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$125,000,000
Sav. & Loan	2	$39,000,000

6 - PASSENGER AUTOS: County 28,299

7 - ELECTRIC METERS: Residence 6,390

8 - GAS METERS: Residence 5,519

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Die Castings 900 ($168); TV Sets 1,000 ($125); Paper Boxes 250 ($110); Shoes 350 ($110); Condensers 370 ($140); Steel Metal Prod. 175 ($125); Road Machy. 500 ($135); Sprayers 300 ($127).
Principal Industrial Pay Days —Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 10-70; Summer 41-93; Fall 22-95; Winter 0-60.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : Genesee Country Mall.
Neighborhood Shpg. Centers : Elliott & Liberty Sts.; W. Main st.; E. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big 'N Plaza (10)	NA	Lane Drug, Loblaw Mkt.
Court St. Plaza (5)	NA	Montgomery Ward
Eastown Plaza (10)	NA	K mart
King's Plaza (24)	NA	Loblaws, Fay's Drugs, King's Dept.

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thur., Fri.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; C.L. Carr; Scott & Bean; Surprise; Big N (Neisner Bros.); King's; Twin Fair.
Discount Stores : Century; Clinton.
Variety Stores —Newberry.
Chain Drug Stores : Dean's; Clinton Pharmacy; Fay's.
Chain Food Supermarkets : A&P; Loblaw's; Star; Acme; Tops.
Other Chain Stores —National Auto; Endicott-Johnson; Sherwin-Williams; Singer Co.

14 - NEWSPAPERS: NEWS (e) 13,677; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donald Carmichael, Adv. Dir., NEWS, 2 Apollo Dr., Batavia, NY 14020; Tel. (716) 343-8000.
National Representative : Landon.

BEACON
See NEWBURGH

BINGHAMTON

1 - LOCATION: Broome County (Binghamton, NY-PA-SMSA). E&P Map D-4, County Seat. 64 mi. NE of Scranton; 76 mi. S of Syracuse; 188 mi. NW of New York City; 200 mi. SE of Buffalo; 140 mi. SW of Albany. On U.S. Hwys. 11, 81 and 88. State Hwys. 7, 17 and 12. Junction point of Chenango and Susquehanna Rivers. Rail, college, wholesale and industrial center.

2 - TRANSPORTATION: Railroads : Conrail; D&H.
Motor Freight Carriers —45.
Intercounty Bus Lines —Interstate; Capitol; Greyhound; Short Line; Trailways.
Airlines —USAir; Colgan; Commuter; Mall; Air North; Altair; Suburban.

3 - POPULATION:
Corp. City 80 Cen. 55,860
CZ-ABC: (70) 187,586; (81) 177,400
RTZ-ABC: (70) 184,023; (81) 196,900
County 80 Cen. 213,648
SMSA 80 Cen. 301,336
City & RTZ-ABC: (70) 371,609; (81) 374,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,314
CZ-ABC: (70) 60,009; (81) 65,200
RTZ-ABC: (70) 54,319; (81) 67,400
County 80 Cen. 76,809
SMSA 80 Cen. 106,346
City & RTZ-ABC: (70) 114,328; (81) 132,600

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 105,053

7 - ELECTRIC METERS: County 60,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)—Mfg. 40,500 ($206); Metals & Machy. 25,800 ($223); Durable Goods 31,300 ($221); Construction 3,600 (N.A.); Transp. & Pub. 4,700 (N.A.); Whole & Ret. Trades 20,900 (N.A.); Services & Misc. 15,200 (N.A.); Govt. 22,300 (N.A.).
Principal Pay Days —Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-55; Summer 57-80; Fall 41-60; Winter 18-34. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : Downtown Binghamton; Oakdale Mall; 4 Majors and 121 Stores.
Neighborhood Shopping Centers —19 blocks at Clinton St. & Glenwood Ave.; 5 at Main & Beethoven Sts.; 3 at So. Washington St. & Vestal Ave.; 5 at Chenango & Eldredge Sts.; 3 at Chenango & DeForest Sts.; 6 at Robinson St. & Broad Ave.; 2 at Chenango & West State St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conkin Ave.	1	Grand Union Plz. Conklin Pharmacy
Endwell Plaza	7	Norman's Super Mkt.
Chenango Plaza	2	Great American
Vestal Plaza	1	Grand Union, Britts, K mart
Campus Plaza	2	Great American, Sugerman's
Binghamton	1	K mart, Grand Plz. Union, CVS
Kirkwood Plaza	NA	Spiegel, Big M

Century Plaza	3	Fay's, Great American, Century Housewares
Endicott Plaza	9	CVS, Philadelphia Sales, K mart
4-Corners	10	Grand Union, CVS Vestal Plaza
West Corners Pl.	12	Giant, CVS
Riverside Dr.	2	Great American, Triumph, Crone's Drug
Northgate	2	Kings, Carl's, Grand Plaza Union
Oakdale Mall	4	Montgomery Ward, Bradlees', Sear's, Fowler's
Park Manor	6	Kings, Carl's, Grand Plaza Union
Brandywine Binghamton	NA	Carl's, Great American

Principal Shopping Days : Mon., Thu., Sun.
Stores Open Evenings : Mon. & Thu.; Food: Mon.-Fri. Oakdale Mall (Mon.-Sat.).

13 - RETAIL OUTLETS: Department Stores : Fowler, Dick & Walker; Montgomery Ward; Sears; J.C. Penney; Burts; Howland's.
Discount Stores : Philadelphia Sales 3; Sugerman's; Bradlee's; Kings 2; Jamesway; K mart 3.
Variety Stores —Woolworth; McCrory.
Chain Drug Stores : CVS 9; Kent's 6; Fay's 3; Crone's Superfix 3; Rite-Aid 1; Carl's 3.
Chain Food Supermarkets : Grand Union 10; A&P 1; Great American 12; Giant Food 10; Victory/Harris 9; Triumph 3; 7-Eleven 3; Day & Night Stores 4; P & C Foods 1; Schuster 6.

Other Chain Stores —Goodyear; Barbara Moss; Henry's; Endicott-Johnson; Sherwin-Williams; Loft; Firestone; Rayco; Spiegel (Catalog); Cole's Mufflers; Discount Records; Scranton Fabric; Allied Radio Shack; Grossman's; Wicke's; Agway; 84 Lumber; Anderson Little; General Nutrition; Hickory Farms; Country Legend; Fanny Farmer; KayBee Toys; Kay-Rudolph Jewelers; Listening Booth; Kinney Shoes; Ormond Shops, Recordland; Rosenbaums; Shedhouse, So-Fro Fabrics; Thom McAn; Walden Books; Zales Jewelry; Herman's; Catalog Present Co.; Boardman; Century Housewares; Service Merchandise.

14 - NEWSPAPERS: PRESS (e) 66,820; (S) 83,364; SUN-BULLETIN (m) 27,805; Comb. (m&e) 94,625; (sat.m) 72,646; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. Higgins, Gen. Adv. Mgr. PRESS and SUN-BULLETIN, Vestal Pkwy East, Binghamton, NY 13902; Tel. (607) 798-1234.
National Representative : Gannett. Advertising Sales.

BUFFALO

1 - LOCATION: Erie County (SMSA) E&P Map B-4, County Seat. Industrial, distribution, research and transportation center. Western part of the State on Lake Erie and Niagara River on U.S.-Canada border: 72 mi. W. of Rochester, 187 mi. NE of Cleveland; 254 mi. E. of Detroit, 382 mi. NW of N.Y. City: 526 mi. E. of Chicago. On N.Y. State Thruway. First St. Lawrence Seaway port on Lake Erie.

2 - TRANSPORTATION: Railroads : Amtrak, Conrail; Delaware & Hudson; Chessie System; Norfolk & Western South Buffalo Railway, Canadian National.
Motor Freight Carriers —350
Freight Steamship Lines —5
Intercity Bus Lines — Greyhound; Bluebird; D&F; NFTA Metro; Trailways; Grand Island Transit.
Airlines —American; United; USAir; Eastern; Federal Express; Peoples Express; Altair Airlines.

3 - POPULATION:
Corp. City 80 Cen. 357,870
CZ-ABC: (70) 806,293; (81) 671,100
RTZ-ABC: (70) 720,427; (81) 751,500
County 80 Cen. 1,015,472
SMSA 80 Cen. 1,242,573
City & RTZ-ABC: (70) 1,526,720; (81) 1,422,600
Demographic Information available from Newspaper. See paragraph 14 .

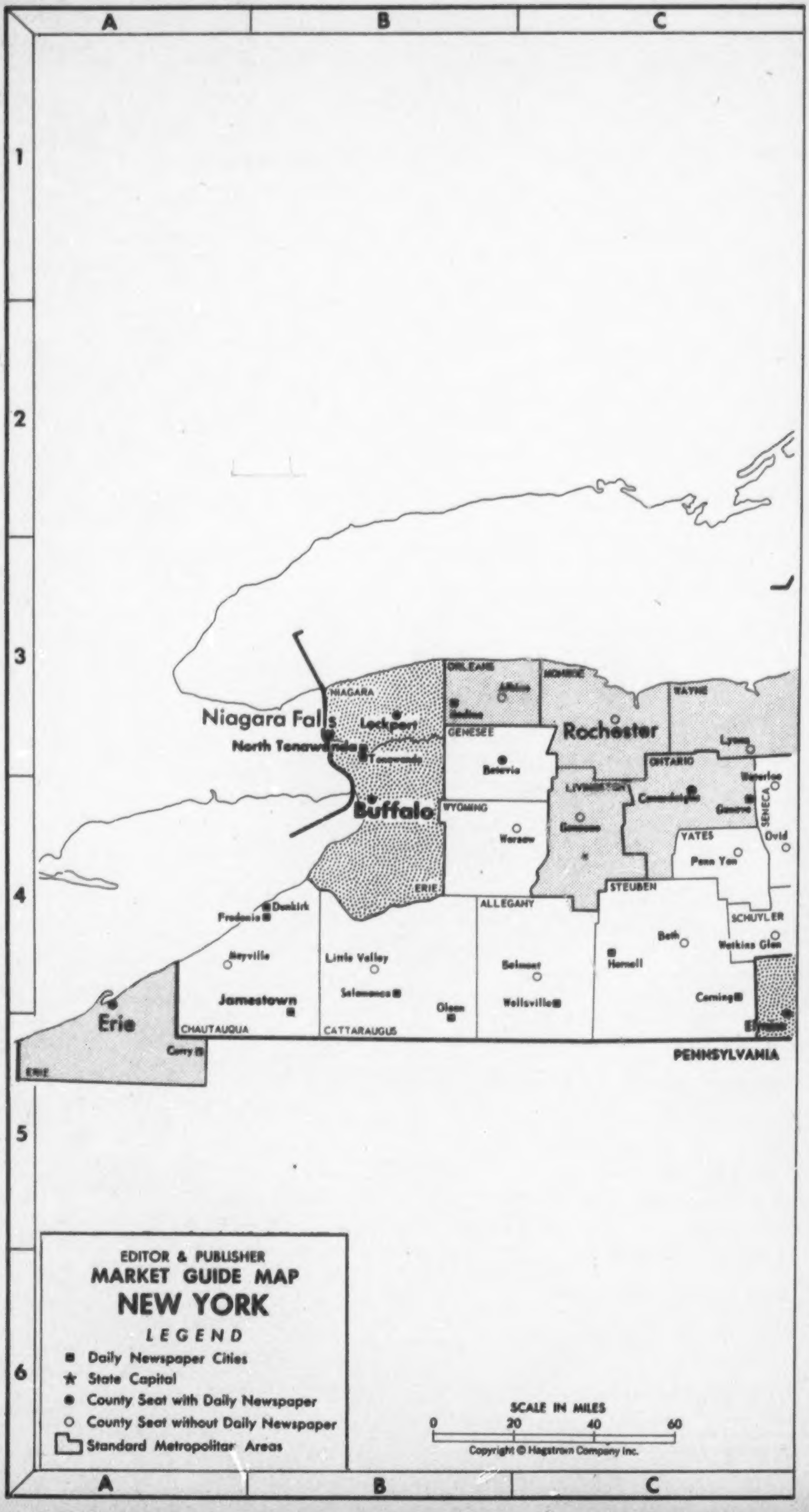
4 - HOUSEHOLDS:
Corp. City 80 Cen. 104,954
CZ-ABC: (70) 260,756; (81) 248,500
RTZ-ABC: (70) 210,759; (81) 257,700
County 80 Cen. 365,217
SMSA 80 Cen. 445,373
City & RTZ-ABC: (70) 471,515; (81) 506,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	8	N.A.
Sav. & Loan	4	N.A.
Commercial	14	N.A.

6 - PASSENGER AUTOS: 594,960

7 - ELECTRIC METERS: Residence 428,337

8 - GAS METERS: Residence 366,242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Niagara Falls
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ERIE
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MONROE
Rochester
WAYNE
Lyons
ONTARIO
LIVINGSTON
SENECA
Ovid
YATES
Penn Yan
STEUBEN
Bath
Hornell
Corning
SCHUYLER
Watkins Glen
ALLEGANY
Belmont
Wellsville
CATTARAUGUS
Little Valley
Salamanca
Olean
CHAUTAUQUA
Mayville
Jamestown
Dunkirk
Fredonia
Erie
Corry
ERIE
PENNSYLVANIA
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW YORK
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
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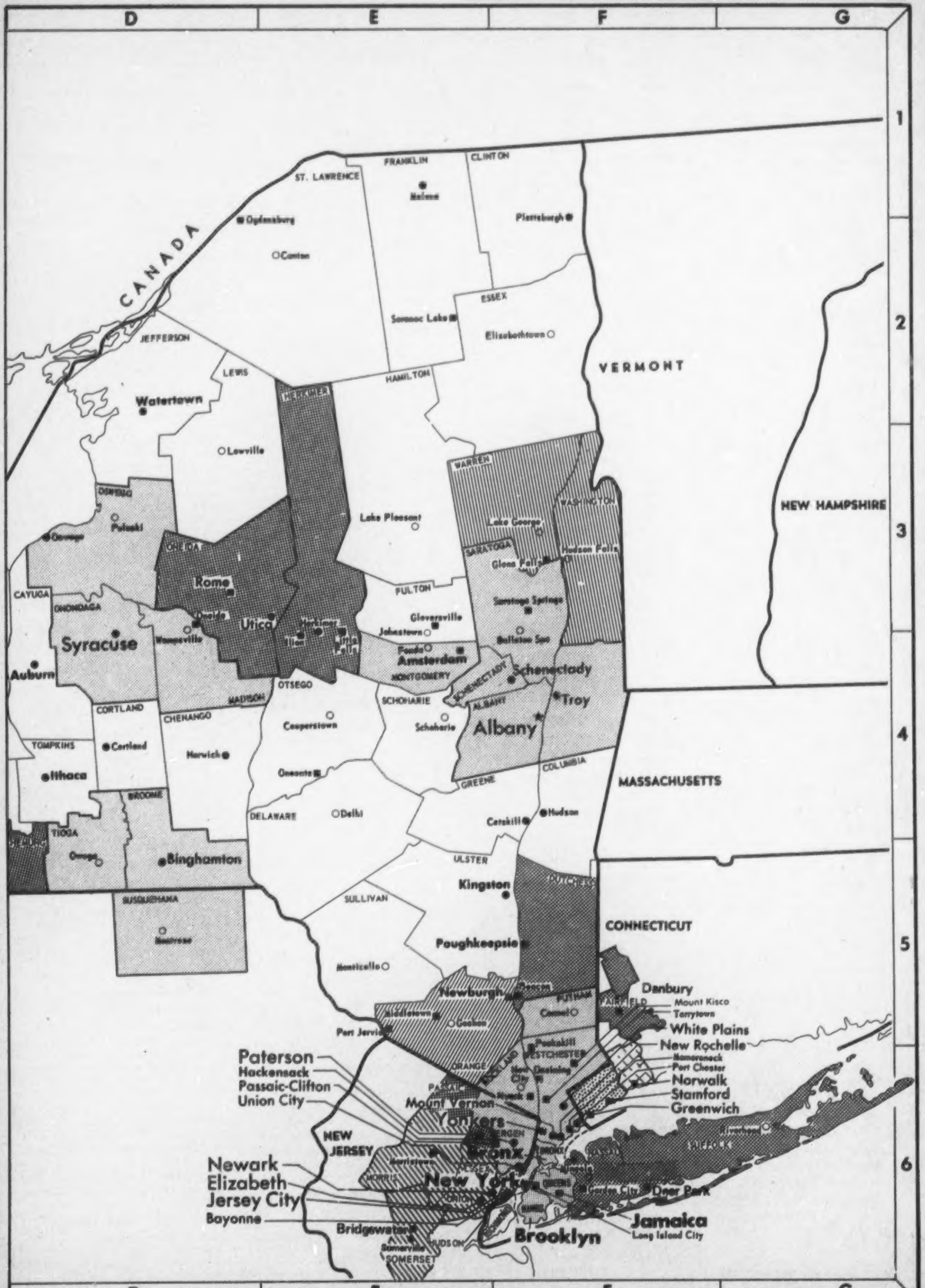
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CANADA
ST. LAWRENCE
Ogdensburg
Canton
FRANKLIN
Malone
CLINTON
Plattsburgh
ESSEX
Saranac Lake
Elizabethtown
JEFFERSON
Watertown
LEWIS
Lowville
HERKIMER
HAMILTON
VERMONT
NEW HAMPSHIRE
WARREN
WASHINGTON
Lake George
Hudson Falls
Glens Falls
SARATOGA
Saratoga Springs
Ballston Spa
Lake Pleasant
OSWEGO
Pulaski
Oswego
ONEIDA
Rome
Oneida
Utica
Herkimer
Ilion
Little Falls
CAYUGA
ONONDAGA
Syracuse
Wampsville
Auburn
FULTON
Gloversville
Johnstown
Fonda
Amsterdam
MONTGOMERY
SCHENECTADY
Schenectady
ALBANY
Albany
Troy
OTSEGO
MADISON
CORTLAND
Cortland
CHENANGO
Norwich
Cooperstown
SCHOHARIE
Schoharie
TOMPKINS
Ithaca
Oneonta
GREENE
COLUMBIA
MASSACHUSETTS
BROOME
TIOGA
Owego
Binghamton
DELAWARE
Delhi
Catskill
Hudson
ULSTER
Kingston
DUTCHESS
SUSQUEHANNA
Montrose
SULLIVAN
Monticello
Poughkeepsie
CONNECTICUT
Beacon
Newburgh
PUTNAM
Carmel
FAIRFIELD
Danbury
Mount Kisco
Tarrytown
White Plains
New Rochelle
Mamaroneck
Port Chester
Norwalk
Stamford
Greenwich
Middletown
Goshen
Port Jervis
ORANGE
ROCKLAND
Peekskill
WESTCHESTER
Ossining
New City
Nyack
PASSAIC
Paterson
Hackensack
Passaic-Clifton
Union City
Mount Vernon
Yonkers
BERGEN
Bronx
BRONX
NEW JERSEY
Morristown
MORRIS
ESSEX
Newark
Elizabeth
Jersey City
Bayonne
New York
UNION
QUEENS
NASSAU
Mineola
Garden City
Deer Park
SUFFOLK
Riverhead
KINGS
RICHMOND
Jamaica
Long Island City
Brooklyn
Bridgewater
Somerville
SOMERSET
HUDSON

Publishing & Allied Ind. 8,600 ($320); Chemicals & Allied 9,100 ($400); Rubber & Misc. Plastic Goods 5,100 ($341); Other Nondurables 4,900; Construction 17,700; Transportation & Public Utilities 27,900; Wholesale & Retail Trade 119,500; Wholesale 25,600; Retail 93,900; Finance, Insurance & Real Estate 22,400; Services & Misc. 100,800.

10 - CLIMATE: Min. & Max. Temp.—Spring 36-52; Summer 59-77; Fall 43-59; Winter 19-32. First killing frost, Oct. 16. Last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 9 blocks on Main St., from S. Division St. to Tupper St.; 6 on Broadway from Detroit St. to Sears St.
Neighborhood Shopping Centers : Bailey Kensington Ave. 4 blocks; Hertel Ave. near Parkside 4 blocks; Elmwood Ave. near W. Utica 5 blocks; Jefferson Ave. near E. Utica 4 blocks; Tonawanda St. near Ontario 3 blocks; Delaware Ave. in Kenmore 8 blocks; Seneca St. near Cazenovia 6 blocks; Grant St. near W. Ferry 4 blocks; Ridge Road in Lackawanna 7 blocks; Genesee St. near Moselle 3 blocks.
Large Plaza Centers (No. of Stores) : Summit Park Mall, Williams Rd., Niagara Falls 90; Mil-Pine Plaza, Pine Ave. & Rt. 265, Niagara Falls 11; Mid-City Plaza, Payne Ave. & Meadow Dr., N. Tonawanda 32; Sheridan Plaza, Sheridan Dr. & Delaware Ave., Tonawanda 32; Boulevard Mall, Niagara Falls Blvd. Amherst 101; Northtown Plaza & Century Mall, Sheridan Dr., Bailey Ave. & Eggert Rd., Amherst 55; Georgetown Square Plaza Sheridan Dr. & Evans, Williamsville 28; Eastern Hills Mall, Transit Rd., Williamsville 95; Clarence Mall, Main St. & Transit Rd., Clarence 18; Transitown Plaza, Main St. & Transit Rd., Clarence 40 University Plaza, Main St. & Kenmore Ave., 21; Central Park Shopping Plaza, Amherst & Main Sts. 38; Airport Plaza, Genesee St. & Union Rd., Cheektowaga 37; Thruway Mall, Harlem Rd. & Walden Ave., Cheektowaga 83; Como Mall, Union Rd. between Como Park Blvd. & Bennett Rd., Cheektowaga 58; D & L Plaza, Broadway, Depew 25; Main Place Mall, Main St., between Church & Court Sts. 64; Abbott Road Plaza, Abbott Rd. & Ridge Rd., Lackawanna 35; Seneca Mall, Ridge Rd. at Slade Ave., West Seneca 58; Southgate Plaza, Union Rd. at Seneca St., West Seneca 51; Aurora Village Shopping Center, Grey St., East Aurora 25; South Shore Plaza, Southwestern Blvd. & Rogers Rd., Hamburg 24; Town Hall Plaza, South Park Ave. no. of Clark St., Hamburg 11; Hamburg Shopping Center, between Pine & Buffalo Sts., Hamburg 27; Lockport Mall, S. Transit Rd., Lockport 32 Sheridan-Harlem, Sheridan Dr. & Harlem Rd. 19; Cleve Hill Plaza, Kensington & Eggert Rd. 14; Dick Urban Plaza, George Urban Blvd. & Dick Rd., Checktowaga 13; Grand Island Plaza, Grand Island Blvd. & Baseline Rd., Grand Island 17.
Free Standing Stores (Complete Dept. Stores) — Twin Fair, Walden Ave. at Dick Rd., Maple Rd. Amherst Transit Rd., Clarence, Eggert Road, Elmwood Ave., Grider & Ferry, Seneca St. Buffalo Transit Rd.; West Seneca Camp Rd., Hamburg; Abbott Rd. & Lake Ave., Hamburg; Porter & Packard Rd., Niagara Falls; Hengerer's, Main St. & Eggert Rd.; King's, Union Rd. & George Urban Blvd., Hertel Ave., Ridge Road, 3 stores; K mart, Walden Ave., Cheektowaga, Niag. Falls Blvd., Amherst, Southwestern Blvd., Orchard Pk., Transit & Maple, Amherst, Military Rd., Niag. Falls, Transit Rd. Plaza, Lockpt.; Two Guys, Walden Ave., Cheektowaga, Sheridan Dr., Amherst.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Downtown Dept. Stores Thurs. Most Plaza stores open nightly.
Stores Open Sunday : Some supermarkets, some plazas, most discount stores.

Cortland Standard.

The Only Daily Newspaper
in Cortland County

Combined with the Weekly
CONSUMER-NEWS
Gives the best hh. coverage at comb. "savings" rate.

Serving growing Cortland industrial, educational & agricultural area. Located on Interstate 81.

Member Syracuse Area Newspaper Network
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13 - RETAIL OUTLETS: Department Stores : Adam, Meldrum & Anderson 8; Wm. Hengerer Co. 5; Hens & Kelly 9; Sears 5; Sattler's 3; J.C. Penney 4; Hills Deptstore 6.
Variety Stores —Woolworth 5; Ames 2; G.C. Murphy 1; D & K 7.
Discount Stores : Twin Fair 12; King's 3; Century 9; Brand Names 7; K mart 9; Two Guys 2; Ames 1.
Chain Drug Stores : Brooks Drug 10; Fay Drug 8; Leader Wholesale Drugs 40; Miller Drugs 2; Peterson Drug 2; Revco 4; Rite Aid 24; Sattler's Drugs 2; Cvs 17.
Chain Food Supermarkets : Super Duper 41; Tops 36; B-Kwik 14; Bell's 43; Wegman's 4.
Other Chain Stores —Endicott Johnson; Thom McAn; Western Auto; Firestone; Goodyear; Fanny Farmer; Kinney ;Pantastik; Ulbrichs; Chess King; Martin Jacobi; Rad 10 Shack; Cavages; L.L. Berger; Lane Bryant; Cresburys; Florsheim Shoes; The Gap; Kleinhans; The Sample; Jenss.

14 - NEWSPAPERS: COURIER-EXPRESS (m) 131,990; (S) 263,584; Mar. 31, 1981 ABC. NEWS (e-mon to fri) 268,928 (m-sat; hol) 227,597; (S) 177,288; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Hugh G. Monaghan, Mgr., Gen. Adv., NEWS, 1 News Plaza, Buffalo, NY 14240; Tel. (716) 849-3434. Melvin F. Pauly, Natl. Adv. Mgr., COURIER-EXPRESS, 787 Main St., Buffalo, NY 14020; Tel. (716) 855-6345.
National Representatives : NEWS-Story & Kelly Smith; Amer. Pub. Rep. COURIER-EXPRESS-CWO&O; Met. Pub. Rep.

CANADAIGUA

1 - LOCATION: Ontario County (In Rochester SMSA). E&P Map C-4, County Seat. Shipping Center. In West Central part of State on Canadaigua Lake; on Routes 5 and 20. 30 mi. SE of Rochester; 75 mi. W of Syracuse; 88 mi. E of Buffalo.

2 - TRANSPORTATION: Amtrak-Freight only.
Intercity Bus Lines : Greyhound Bus.
Motor Freight Carriers : 9.

3 - POPULATION:
Corp. City 80 Cen. 10,419
County 80 Cen. 88,909
SMSA 80 Cen. 971,879
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,615
County 80 Cen. 30,307
SMSA 80 Cen. 342,101

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$214,700,00
Sav. & Loan	2	$48,200,000

6 - PASSENGER AUTOS: County 41,371

7 - ELECTRIC METERS: Residence 3,775

8 - GAS METERS: Residence 3,277

9 - PRINCIPAL INDUSTRIES: Industry (Number of Employees) Winery (237); Comm, Indus. & Office Tapes (300); Plastics (1700); Electric insulators (310); Paper, Paper Prods. (200).

10 - CLIMATE: Min. & Max. Temp.—Spring 35-70; Summer 67-98; Fall 40-70; Winter -5-36. First killing frost, Sept. 15. Last killing frost, Apr. 20.

11 - TAP WATER: Filtrated, soft; flouridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkway Plaza (20)	NA	Woolworths
Townline Plaza (14)	NA	Rite Aid
Nichols Plaza (6)	NA	
Finger Lake Plaza (10)	NA	

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores : S.E. Nichols; J.C. Penney; King's.
Variety Stores —Woolworth.
Discount Stores : Nichol's, King's.
Chain Drug Stores : Wayne 2; Dox; Rite-Aid; Fays.
Chain Food Supermarkets : Shurfine (2); Star Market; Wegman's; P&C Mkt.; Tops Mkt.
Other Chain Stores —Endicott-Johnson; Finn Auto; Outdoor; Johnson; Montgomery Ward (Order office); Agway Stores; Wickes Lumber; Grossman's Lumber; Central Tractor; Radio Shack.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 10,123; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Thomas Miller, Gen, Mgr. & Mktg. Dir., MESSENGER, 73 Buffalo St., Canandaigua, NY 14424; Tel. (716) 394-0770.
National Representative : Landon.

CATSKILL

1 - LOCATION: Greene County, E&P Map F-4, County Seat. Shopping Center for County; small mfg. On W. bank of Hudson River. 30 mi. S. of Albany; 115 mi. N of N.Y. City.

2 - TRANSPORTATION: Railroads : Conrail to Hudson; West Shore.
Motor Freight —Cross Country Service.
Intercity Bus Lines —Greyhound; Mountain View; Adirondack Transit & Jersey.

3 - POPULATION:
Corp. Village 80 Cen. 4,718
County 80 Cen. 40,861

4 - HOUSEHOLDS:
Corp. Village 80 Cen. 4,226
County 80 Cen. 14,919

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$162,594,000
Commercial	2	$112,633,000

6 - PASSENGER AUTOS: County 22,953

7 - ELECTRIC METERS: Residence Village 2,244; Trade Area 15,824

8 - GAS METERS: Residence 2,158

9 - PRINCIPAL INDUSTRIES: Cement Mfr. 589 Emp. ($355 Wkly.); Tourism.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-69; Summer 68-90; Fall 50-75; Winter 25-30.

11 - TAP WATER: Neutral.

12 - RETAILING:
Shopping Center —Main Street Shopping Center; Jamesway Plaza, 9 W. Hwy. S.
Principal Shopping Days : Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores : Newberry; Jamesway; King's; Morton's.
Variety Stores —Newberry's.
Discount Stores —Jamesway.
Chain Drug Stores : Mikhitarian; Mall Drugs; Rite Aid.
Chain Food Supermarkets : Price Chopper; Grand Union 2; Victory Markets 2; Great American 4; Joe's Mkt.; Shop-Rite.

14 - NEWSPAPERS: MAIL (e) 4,557; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Gunther Hafner, Pub., MAIL, 30 Church St., Catskill, NY 12414; Tel. (518) 943-2100.
National Representative : None.

CORNING

1 - LOCATION: Steuben County, E&P Map C-4, SE part of County. 20 mi. W of Elmira. On U.S. Hwy. 15; State Hwys. 17,414.

2 - TRANSPORTATION: Railroads : Erie; Lackawanna; Conrail (freight only).
Motor Freight Carriers —12.
Intercity Bus Lines —Greyhound; Blue Bird; Short Line; Capitol Trailways; Continental Trailways; Empire State Trailways.
Airlines —USAir.

3 - POPULATION:
Corp. City 80 Cen. 12,953
CZ-ABC: (70) 29,590; (81) 26,600
RTZ-ABC: (70) 54,750; (81) 59,300
County 80 Cen. 99,135
City & RTZ-ABC: (70) 84,340; (81) 86,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,784
CZ-ABC: (70) 9,676; (81) 10,000
RTZ-ABC: (70) 15,844; (81) 19,800
County 80 Cen. 32,121
City & RTZ-ABC: (70) 25,520; (81) 29,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Credit Unions	5	$49,722,000
Sav. & Loan	2	$72,000,000
Commercial	4	$208,000,000

6 - PASSENGER AUTOS: County 45,280

7 - ELECTRIC METERS: Residence 12,409

8 - GAS METERS: Residence 11,000

9 - PRINCIPAL INDUSTRIES: Glass prod.; Fibre boxes; Air comp.
Principal Industrail Pay Days : Tues., Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-65; Summer 70-100; Fall 30-65; Winter 0-15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers : 8 blocks on Market St.; 2 on Pine St.; 2 on Denison Pkwy.; 3 on Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall, Big (130)	NA	Penney, McCrory, Singer, Flats Rea & Derick, Iszard's, Endicott Johnson Hess Dept. Store, Bradlees, Sears Roebuck
Grand Central (20)	NA	K mart
Murphy's Mart Plaza	NA	Murphy's Mart, Radio Shack, A&P
Painted Post (18)	NA	Tallman's Dept. Store
V.G. Sq.	NA	Great American
S. Corning Pk.	NA	Corning Building Co.
Rts. 415 & 17	NA	Nichols

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Thu.; Food Stores open 7 days evenings.

13 - RETAIL OUTLETS: Department Stores : Gates-Rockwell; J.C. Penney.
Variety Stores —Woolworth; Newberry.
Chain Drug Stores : Rea & Derick; Rite Aid; Fay's; Carl's.
Discount Store : Nichols.
Chain Food Supermarkets : Clover Farms 15; Red & White 4; Foodmart 2; A&P 1; Great American 3; P&C 1.
Other Chain Stores —Firestone; Joann Fabrics; Goodyear; Bern Furniture; Wickes; Grossman's; Radio Shack; Central Tractor.

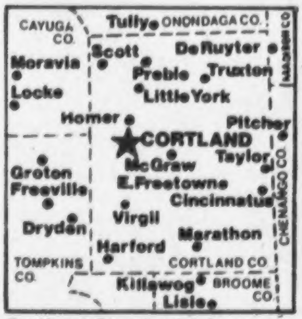
14 - NEWSPAPERS: LEADER (e) 17,041; Mar. 31, 1981 ABC. Member Howard Publications, Inc.
Local Contact for Advertising and Merchandising Data: Jeanne Petti, Adv. Dir., LEADER, 34 W. Pulteney St., Corning, NY 14830; Tel. (607) 936-4651.
National Representative : Landon.

CORTLAND

1 - LOCATION: Cortland County, E&P Map D-4, County Seat. Agriculture & dairy shipping center; misc. mfg.; college center. Central part of State. 32 mi. from Syracuse; 40 mi. from Binghamton; 220 mi. from N.Y. city. On U.S. Hwy. 11 & Interstate 81; State Hwys. 13,41,90 & 281.

2 - TRANSPORTATION: Railroad : Conrail (freight).
Motor Freight Carriers —20.
Intercity Bys Line:) Greyhound.
Airline —USAir.

3 - POPULATION:
Corp. City 80 Cen. 20,138
County 80 Cen. 48,820
Demographic Information available from Newspaper. See paragraph 14.



Cortland Standard (e)
12,784 sworn 3/31/81

4 - HOUSEHOLDS:
City 80 Cen. 6,868
County 80 Cen. 16,324

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$150,818,124
Sav. & Loan	1	$19,276,655
Commercial	3	$115,980,000

6 - PASSENGER AUTOS: County 19,949

7 - ELECTRIC METERS: Residence 7,525

8 - GAS METERS: Residence 4,878

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners: Metal Prod. 1,322; Typewriters 4,000; Electronics 384; Printing 122; Corsets & Clothing 650; Sporting Goods 662; Wood Products 320; Plastics 181; State University College 1,100.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-75; Summer 60-90; Fall 35-75; Winter—15-34. First killing frost, late October. Last killing frost, early April.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main St.; 1 on Central Ave.; 1 on Clinton Ave.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cortlandville	2	K mart, Chappell's Mall
Groton Ave.	1	Fay's Drugs, Central Tractor Sales, JoAnn Fabrics, Tops

Grand Union Pl.	1	Grand Union, Philadelphia Sales, Carl's Drugs
Riverside Mall	1	P&C Markets
Cortland Plaza	2	Great American, King's
Port Watson Pl.	1	Great American, Carl's Drugs

Principal Shopping Days : Thu., Fri.
Stores Open Evenings : Food—Mon. thru. Sun. Others—Thurs.; Plazas—Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Chappell's.
Variety Stores : Newberry.
Chain Drug Stores : Rite-Aid 3; Fay's Drugs; Carl's Drugs 2.
Discount Stores : King's; K mart; Philadelphia Sales; Crown Jewelry.
Chain Store Supermarkets : Great American 2; Homer IGA; Grand Union; Central Ave. IGA; Owego St. IGA; P&C; Tops.
Other Chain Stores : Singer Co.; Royce Shoes; Thom McAn; Sears (catalog); Radio Shack; Action Audio; Firestone; Central Tractor Sales; Gloria Stevens; JoAnn Fabrics; Montgomery Ward (catalog); Goodyear; Grossman's; TSC; Tallmadge Tire.

14 - NEWSPAPERS: STANDARD (e) 12,784; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Edward J. Rounds, Adv. Dir., STANDARD, 110 Main St., Cortland, NY 13045; Tel. (607) 756-5665.
National Representative : Landon.

DUNKIRK-FREDONIA

1 - LOCATION: Chautauqua County, E&P Map B-4. On S. Shore of Lake Erie. 40 mi. SW of Buffalo. Steel manufacturing center.

2 - TRANSPORTATION: Railroads : Conrail, Erie-Lackawanna; Norfolk & Western.
Motor Freight Carriers —20.
Intercity Bus Lines —Greyhound; D&F Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 26,436
Dunkirk 80 Cen. 15,310
Fredonia 80 Cen. 11,126
CZ-ABC: (70) 28,827; (81) 29,800
RTZ-ABC: (70) 26,938; (81) 27,600
County 80 Cen. 146,925
City & RTZ-ABC: (70) 55,765; (81) 57,400
Demographic Information available from Newspaper. See paragraph 14 .

Silver Creek
Sheridan
DUNKIRK
Forestville
Van Buren
Gowanda
Brocton
FREDONIA
Laona
Arkwright
Portland
Lily Dale
Cassadaga
Hamlet
Westfield
Stockton
NEW YORK
CHAUTAUQUA CO.
DUNKIRK & FREDONIA

Dunkirk Observer (e)
13,880 ABC 3/31/81

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 9,544
Dunkirk 80 Cen. 6,216
Fredonia 80 Cen. 3,328
CZ-ABC: (70) 8,829; (81) 10,400
RTZ-ABC: (70) 8,461; (81) 10,200
County 80 Cen. 52,817
City & RTZ-ABC: (70) 17,290; (81) 20,600

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$23,427,000
Savings	1	$50,000,000
Commercial	6	$161,000,000

6 - PASSENGER AUTOS: County 66,056

7 - ELECTRIC METERS: Residence 11,488

8 - GAS METERS: Residence 12,275

9 - PRINCIPAL INDUSTRIES: Industry, Number of wage earners (Av. weekly wage); Stainless Steel 1200 ($400); Metal Fab. 600 ($325); Foundry 350 ($310); Wood Fabricating 100 ($250); Food Processors 700 ($250); Clothing Mfg. 360 ($235); Steel Mfg. 220 ($400); Ice Cream Mfg. 250 ($250); Electronic Mfg. 30 ($375).

10 - CLIMATE: First killing frost, Sept. 30. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : Dunkirk: 3 blocks on Central Ave.; 3 on Main St.; 1 on 4th St.; Fredonia: 3 on Main St; 16 on Route 60 strip.
Neighborhood Shopping Centers —D&F Plaza, 30 units; West Sheridan Plaza, 6 units; Ames Plaza, 5 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westfield	18	Bells Supermarket, Quality Market
Silver Creek	11	Ludeman, Super Duper, Smith's True-Value
Brocton	9	Owen's, Red & White
Cassadaga	11	Super Duper, Red & White
Thruway	NA	Twin Fair, Ames, Sidey's, Sears, McCrory, Bells
W. Sheridan Plz.	NA	

Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : Most plaza stores.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sidey's.
Discount Stores : Ames; Twin Fair.
Variety Stores —G.C. Murphy; Jupiter; McCrory.
Chain Drug Stores : Leader; West; Brooks; CVS.
Chain Food Supermarkets : Bells; Tops 2.

14 - NEWSPAPERS: OBSERVER (e) 13,880; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Karl T. Davis, Adv. Dir., OBSERVER, 10 E. Second St., Dunkirk, NY 14048; Tel. (716) 366-3000.
National Representative : Landon.

ELMIRA

1 - LOCATION: Chemung County (SMSA). E&P Map C-4. South central part of state. 235 mi. from N.Y. City; 146 mi. from Buffalo. On U.S. Hwys. 13,14, 17.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 38.
Intercity Bus Lines : Capitol Trailways; Empire Trailways; T.N.T. Bus Co; Short Lines; Edwards Lake to Sea; Greyhound; Trailways.
Airlines : USAir; Elarco (charter); Mall Airways; Commuter Airlines; Air North; Altair. Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 35,327
CZ-ABC: (70) 79,834; (81) 73,800
RTZ-ABC: (70) 195,334; (81) 204,600
County/SMSA 80 Cen. 97,656
City & RTZ-ABC: (70) 275,168; (81) 278,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,603
CZ-ABC: (70) 25,201; (81) 26,800
RTZ-ABC: (70) 58,508; (81) 70,700
County/SMSA 80 Cen. 34,521
City & RTZ-ABC: (70) 83,709; (81) 97,500

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$166,000,000
Sav. & Loan	3	$165,000,000
Commercial	4	$473,000,000

6 - PASSENGER AUTOS: County 44,796

7 - ELECTRIC METERS: Residence 36,201

8 - GAS METERS: Residence 29,832

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): All Mfg. 13,900 ($160); Durable Goods 9,900 ($160); Non-durable Goods 3,900 (N.A.).

10 - CLIMATE: Min. & Max. Temp—Spring 35-58; Summer 54-83; Fall 36-62; Winter 22-38. First killing frost, Oct. 10-20. Last killing frost, Apr. 20-30.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks E. and W. Water Sts.; 6 on N. Main St.; 1 on Gray St.; 1 on W. Church St.
Neighborhood Shopping Centers —S. Main St.; Bulkhead (S. edge of CZ); Church & Hoffman Sts.; Church & Water Sts.; E Church & Madison Ave.; Grand Central Plaza, Rt. 17; Horseheads (12 stores); Elmira Hghts.; South Town Shpg. Ctr. (S. edge of CZ); The Arnot Mall, Rt. 17 (N.W. edge of CZ) (32 stores); Lakehills Plaza; Diven Plaza (3 stores); Langdon Plaza (9 stores); Midtown Plaza (15 stores); Miller Plaza (2 stores); The Arnot Mall, Rt. 17 (N.W. edge of CZ) (130 stores); Lakehills Plaza (6 stores); Diven Plaza (6 stores).
Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; S. F. Iszard; Sears; Women's Speciality; Rosenbaum's; Schwartz; Hess's; Bradlees; Fashion Factory.
Discount Stores : Elmira; Century; Nichols; Hills; Seagulls; Kings; K mart; Bradlees.
Variety Stores : Woolworth; Kresge's.
Chain Drug Stores : Brooks 2; Nichols; Rea & Derick; Fay's 2; Rite-Aid 5.
Chain Food Supermarkets : Grand Union 2; Acme 1; Great American 3; P&C 3; Super Duper; Tops 2.
Other Chain Stores : Singer Co.; Goodyear, Endicott-Johnson; Richman Bros.; Kinney's; Triangle Shoe; Pittsburgh Plate Glass; Sherwin-Williams; S&H Green Stamps.

14 - NEWSPAPERS: STAR-GAZETTE (all day-mon to sat) 40,171; TELEGRAM (S) 49,145 Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert A. Christoffel, Adv. Dir., STAR-GAZETTE and TELEGRAM, 201 Baldwin St., Elmira, NY 14902; Tel. (607) 734-5151.
National Representative : Gannett.

FREDONIA
See DUNKIRK

FULTON
See OSWEGO

GARDEN CITY
See LONG ISLAND

GENEVA

1 - LOCATION: Ontario County (In Rochester SMSA). E&P Map C-4. Industrial, agricultural & education center. On U.S. Hwys. 5 & 20; State Hwy. 14.

2 - TRANSPORTATION: Railroad : Conrail.
Motor Freight Carriers —7.
Intercity Bus Lines —Onondaga Coach; Elmira; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,133
CZ-ABC: (70) 16,793; (81) 15,300
RTZ-ABC: (70) 119,587; (81) 121,800
County 80 Cen. 88,909
SMSA 80 Cen. 971,879
City & RTZ-ABC: (70) 136,380; (81) 137,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,400
CZ-ABC: (70) 5,221; (81) 5,500
RTZ-ABC: (70) 35,143; (81) 41,100
County 80 Cen. 30,307
SMSA 80 Cen. 342,101
City & RTZ-ABC: (70) 40,364; (81) 46,600

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$59,586,572
Sav. & Loan	1	$45,838,000
Commercial	2	$99,348,000

6 - PASSENGER AUTOS: County 41,371

7 - ELECTRIC METERS: Residence 4,555

8 - GAS METERS: Residence 3,998

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Food Prod. 250 ($180); Print & Publ. 100 ($200); Primary Metal 130 ($200); Fab. Metal 100 ($250); Machy. 850 ($250); Electronics 100 ($150).

10 - CLIMATE: Min. & Max. Temp.—Spring 27-94; Summer 36-99; Fall-2-84; Winter-11-59. First killing frost, Oct. 22. Last killing frost. Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 1 block on Main St.; 4 on Seneca; 4 on Exchange; 2 on Linden.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid Mall (14)	NA	K mart, Montgomery Ward
Town & Country Plaza (19)	NA	Sears, Acme
Big N Plaza (2)	NA	

Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : McCurdy.
Variety Stores : Woolworth.
Discount Stores : Gerryhs; Clinton; Present, Inc.; Big N Dept. Store; K mart; Ames; Barkerhs; Weston's.
Chain Drug Stores : Key; Carl's Drug; CVS.
Chain Food Supermarkets: : Acme 2; Red & White 6; IGA 3; Bells; Grand Union; P&C 7; Foodland 1; Super Duper 2; Tops 2; Star 1.
Other Chain Stores : J.C. Penney; Kinney; Fanny Farmer; Firestone; S&H Green Stamps; Tagway; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: FINGER LAKES TIMES (e) 19,593; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Ralston, Adv. Mgr., 218 Genessee St., Geneva, NY 14456; Tel. (315) 789-3333.
National Representatives : None.

GLENS FALLS

1 - LOCATION: Warren County, E&P Map F-3. 50 mi. N of Albany on Route 9, halfway between New York City and Montreal. Manufacturing, agricultural and resort area.

2 - TRANSPORTATION: Railroads : D&H.
Motor Freight Carriers —18.
Intercity Bus Lines —Adirondack Trailways; Greyhound; Vermont Transit.
Airlines —Courtesy Air Service.

3 - POPULATION:
Corp. City 80 Cen. 15,897
CZ-ABC: (70) 32,885; (81) 32,300
RTZ-ABC: (70) 106,484; (81) 120,500
County 80 Cen. 54,854
SMSA 80 Cen. 109,649
City & RTZ-ABC: (70) 139,369; (81) 152,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,069
CZ-ABC: (70) 10,565; (81) 12,000
RTZ-ABC: (70) 31,075; (81) 40,000
County 80 Cen. 19,420
SMSA 80 Cen. 37,307
City & RTZ-ABC: (70) 41,640; (81) 52,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$338,376,106
Savings	3	N/A

6 - PASSENGER AUTOS: County 26,182

7 - ELECTRIC METERS: Res. 50,473

8 - GAS METERS: Residence 14,133

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Paper Prod. 1,665 ($250); Shirts, Dresses, etc. 650 ($150); Elec. Products 1725 ($175); Machy. 500 ($200); Ins. 800 ($165); Color Pigments 1,080 ($250); Cement 140 ($200); Gloves 75 ($150); Textiles 540 ($125); Surg. Inst. 450 ($110); Print & Publishing NA ($225).

10 - CLIMATE: Min. & Max. Temp.—Spring 25-70; Summer 60-90; Fall 25-66; Winter -50-50. First killing frost, Oct. 1. Last killing frost, May 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on Glen St.; 1 on Ridge St.; 1 on Warren St.
Neighborhood Shopping Center : Queensbury Plaza, about 30 acres 1 1/4 miles North of city line, route 9; Northway Plaza, 35 acres; 1 1/2 miles north of city line, route 9; North-gate 1 1/4 miles North of city line, Route 9; Zayres; 2 1/2 miles North of city line, Route 9; Midtown, 1 mile South of city line, Route 9; Glen Square, 1 mile N of city line, Aviation Mall-40 acres, I-87 and 254.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aviation Mall (80)	NA	J.C. Penney, Sears; Caldor
Northway	NA	Howland
Midtown (10)	NA	Joy
Zayre (5)	NA	Zayre, P&C
Northgate (10)	NA	Radio Shack
Glen Square (5)	NA	Barker's
Pyramid Mall (70)	NA	Mont. Ward, Barker's
Queensbury Plaza (18)	NA	Shop Rite, Rite Aid Drugs

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Downtown-Thu.; Shopping Ctrs. and Discount-Mon. through Sat.; Sun. noon-5 p.m.

13 - RETAIL OUTLETS: Department Stores : Howland's; Sears; Joy; Pearl's; J.C. Penney; Denby's; Magram's; Caldor.
Discount Stores : Cooks; Joy; Warehouse Outlet; Zayre's; Kings.
Variety Stores : Woolworth.
Chain Drug Stores : Rite-Aid: CVS.
Chain Food Supermarkets ; Grand Union 6; Price Chopper 3; P&C; Shop Rite.
Other Chain Stores : Rudolph's Jewelry; Quality Manor Furn.; Endicott Johnson, Thom McAn, G. K. Kinney, Triangle; Fanny Farmer; Women's Clothing: Erlanger's, Honigsbaum's, Magram's, Denby, Barbera Moss, Argersinger's.

14 - NEWSPAPERS: POST STAR (m) 32,689; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William K. Tupper, Adv. Mgr., POST STAR, Lawrence & Cooper Sts., Glens Falls, NY 12801; Tel. (518) 792-3131.
National Representative : Landon.

GLOVERSVILLE-JOHNSTOWN

1 - LOCATION: Fulton County, E&P Map E-3, County Seat. Central New York. 43 mi. W of Albany, 42 mi. E of Utica. Four miles north of Barge Canal. On State Hwys. 29 and 30A; 5 miles N. of exit 28, N.Y.S. Thruway.

2 - TRANSPORTATION: Railroads : Conrail; Fonda, Johnstown & Gloversville.
Motor Freight Carriers —12.
Intercity Bus Lines —Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 27,196
Gloversville 80 Cen. 17,836
Johnstown 80 Cen. 9,360
CZ-ABC: (70) 29,722; (81) 27,300
RTZ-ABC: (70) 49,020; (81) 55,100
County 80 Cen. 55,153
City & RTZ-ABC: (70) 78,742; (81) 82,400

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,982
Gloversville 80 Cen. 7,176
Johnstown 80 Cen. 5,806
CZ-ABC: (70) 10,584; (81) 11,200
RTZ-ABC: (70) 15,323; (81) 20,200
County 80 Cen. 20,259
City & RTZ-ABC: (70) 25,907; (81) 31,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	NA
Commercial	6	NA
Sav. & Loan	1	NA

6 - PASSENGER AUTOS: County 41,999

7 - ELECTRIC METERS: Residence 26,760

8 - GAS METERS: Residence 10,350

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage); Tanneries 2,074 ($123); Gloves 6,790 ($104); Shoes 206 ($102); Phono. Records 236 ($120); Machine Shops 499 ($129); Awnings 220 ($107).

10 - CLIMATE: Min. & Max. Temp.—Spring 57-78; Summer 65-96; Fall 45-65; Winter 10-55. First killing frost, Oct. 20. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Districts : (Gloversville)—6 Blocks on Main St.; 2 on Bleecker Sts.; 2 on W. Fulton st.; (Johnston)—5 blocks on Main St.; 2 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anterial (12)	NA	Montgomery Ward, Plaza CVS Drugs
Nichol's Plaza (5)	NA	Nichol's
Pyramid Mall (10)	NA	King's, Radio Shack

Principal Shopping Days : Wed., Thu., Fri.
Stores Open Evenings : Fri. Shopping centers 6 nights.

13 - RETAIL OUTLETS: Department Stores : Sears; Argersinger; Gould's; Nichol's; King's.
Chain Drug Stores : Rite-Aid 2; CVS 2; Fay 2; Carl's 1.
Discount Stores : Nichol's; King's.
Variety Stores : Woolworth.
Chain Food Supermarkets : A&P 1; Grand Union 3; P&C 2; Price Chopper 2; Chicago Market 1.
Other Chain Stores : Picway Shoes; Radio Shack; Grossman's; Agway; Stylish Women; Singer: Endicott Johnson Shoes; Firestone; Montgomery Ward: Diamond International; Radio Shack; Sears.

14 - NEWSPAPERS: LEADER-HERALD (e) 13,356; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence V. Hadley, Adv. Dir., LEADER-HERALD, 8-10 E. Fulton, Gloversville, NY 12078; Tel. (518) 725-8616.
National Representative : Landon.

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JOHNSTOWN
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*E & P '82 Market Guide Fulton Co. Est.

HERKIMER-ILION

1 - LOCATION: Herkimer County (In Utica-Rome SMSA). E&P Map E-3, County Seat. Midway bet. N.Y. and Buffalo on State Hwys. 5, 5S, 28; NYS Thruway (Interchange 30) and NY State Barge Canal.

2 - TRANSPORTATION: Railroads : Conrail (freight only).
Motor Freight Carriers —14.
Intercity Bus Lines —Central New York; Greyhound; Trailways to Mohawk.
Airlines —USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 17,573
Herkimer 80 Cen. 8,383
Ilion 80 Cen. 9,190
County 80 Cen. 66,714
SMSA 80 Cen. 320,180

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,553
Herkimer 80 Cen. 3,232
Ilion 80 Cen. 3,321
County 80 Cen. 23,682
SMSA 80 Cen. 111,682

5 - BANKS:		
Commercial	8	$120,000,000
Sav. & Loan	3	$21,500,000

6 - PASSENGER AUTOS: County 28,962

7 - ELECTRIC METERS: Res., CZ 8,739

8 - GAS METERS: Res., CZ 6,265

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Apparel 581 ($119); Machy. 5,084 ($197); Textile 284 ($112); Metal Fab. 1,597 ($206); Furn. & Fixture 1,112 ($85); Computer Components 2,300 ($112).

10 - CLIMATE: Min. & Max. Temp.—Spring 42-66; Summer 55-92; Winter -15-40. First killing frost, Oct. 10. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts : Herkimer: 4 blocks on Main St., 3 on Mohawk St., 3 on Albany St., 1 on Park Ave., 1 on Prospect St., 3 on Smith St., Ilion: 5 on Main St., 2 on Otsego St., 2 on Central Ave., 1 on Morgan St., 2 on First St., 1 on State St., Mohawk: 2 on Main St., 1 on S. Otsego St.; Frankfort: 4 on Main St., 2 on Litchfield St.
Neighborhood Shopping Centers : Herkimer: E. Albany St., Mohawk St., Smith St.; Ilion: King St., Morgan St., First St., State St.; Mohawk Valley Shopping Center: Rt. 28, Midville Road. (Open till 10 p.m., Mon. to Fri.)

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward;
Discount Stores : Nichol's, Fay's; K mart.
Variety Stores : Woolworth.
Chain Drug Stores : Gallinger; Lennox Bros.; Daw Rite Aide; Nichols; Burns; Fay's; Wardle's Plaza; Carl's Drug.
Chain Food Supermarkets : Chicago Markets 1; P&C 2; Victory, Herkimer Chief; Aiello's; Big M 2.
Other Chain Stores : McDonald's; National Auto; Western Auto; Dan Dee Donut; Kentucky Fried Chicken; Losurdo's Mutual Distributors; Howard Johnson; Burger King; Ponderosa.

14 - NEWSPAPERS: TELEGRAM (e) 7,591; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Robert G. Masury, Adv. Mgr. TELEGRAM, 111-113 Green St., Herkimer, NY 13350 Tel. (315) 866-2222.
National Representative : Thomson.

HORNELL

1 - LOCATION: Steuben County, E&P Map C-4. Industrial Center. 90 mi. SE of Buffalo; 65 mi. S of Rochester; 65 mi. NW of Elmira. On State Rts. 70, 21, 36.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers —17.
Intercity Bus Lines —Greyhound; Genesee Valley.

3 - POPULATION:
Corp. City 80 Cen. 10,234
CZ-ABC: (70) 13,063; (81) 10,400
RTZ-ABC: (70) 60,431; (81) 67,000
County 80 Cen. 99,135
City & RTZ-ABC: (70) 73,494; (81) 77,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,861
CZ-ABC: (70) 4,408; (81) 4,100
RTZ-ABC: (70) 17,470; (81) 22,000
County 80 Cen. 25,121
City & RTZ-ABC: (70) 21,878; (81) 26,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$600,000,000
Sav. & Loan	2	$31,300,000

6 - PASSENGER AUTOS: County 45,280

7 - ELECTRIC METERS: Residence 4,206

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Railroad 400 ($275); Textiles 400; Machinery 275 ($175); Retail 1,500 ($120).

10 - CLIMATE: Min. & Max. Temp.—Spring 40-70; Summer 55-85; Fall 45-75; Winter—10-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 8 blocks downtown-Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza (6)	NA	K mart
Nichols Plaza (1)	NA	S.E. Nichols
Rt. 21 Plaza (3)	NA	Food Barn

Principal Shopping Days : Thur., Fri., Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores : Tuttle & Rockwell; J.C. Penney; Sears.
Variety Stores : Woolworth; Service Star.
Discount Stores : K mart; S.E. Nichols.
Chain Drug Stores : Harvey-Carey, Fay's Drug; Rexall; Rite Aid.
Chain Food Supermarkets : A&P; Acme; Wegman's; Food Barn.
Other Chain Stores : Endicott-Johnson; Triangle; Singer; Sherwin-Williams; Franklin; Montgomery Ward; Goodyear; Mary Carter Paint; Red Barn; Kentucky Fried Chicken; MacDonald's; Harold's Army & Navy Store; Pudgie's Pizza; Sambo's.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 9,135; SUNDAY SPECTATOR (S) 9,842; Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: George Barnes, Adv. Div., TRIBUNE, 85 Canisteo St., Hornell, NY 14843; Tel. (607) 324-1425.
National Representative : Landon.

HUDSON

1 - LOCATION: Columbia County, E&P Map I-4, County Seat. Industrial and residential center. On E bank of Hudson River, 28 mi. S of Albany; 115 mi. N of New York. On Routes 9, 23, 66 and 9G.

2 - TRANSPORTATION: Railroads : Conrail; B.&A.

3 - POPULATION:
Corp. City 80 Cen. 7,986
CZ-ABC: (70) 12,626; (81) 11,300
RTZ-ABC: (70) 35,386; (81) 45,100
County 80 Cen. 59,487
City & RTZ-ABC: (70) 48,012; (81) 56,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,163
CZ-ABC: (70) 4,179; (81) 4,300
RTZ-ABC: (70) 11,044; (81) 16,400
County 80 Cen. 21,325
City & RTZ-ABC: (70) 15,223; (81) 20,700

5 - BANKS: 1, Deposits $43,885,903

6 - PASSENGER AUTOS: County 31,172

7 - ELECTRIC METERS: Residence 8,504

8 - GAS METERS: Residence 3,597

9 - PRINCIPAL INDUSTRIES: City Zone : Type of Industry, Number of Wage Earners and (Av. Wkly. Wage); Cement 650 ($86); Machine Tools 450 ($92); Textiles 700 ($58).

10 - CLIMATE: N.A.

11 - TAP WATER: City Zone; Neutral, soft; surrounding area; very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plaza (30)	NA	Shop Rite, Barker's Disc.
Hudson Plaza (4)	NA	Victory Mkt., Mont. Ward.

Principal Shopping Days : Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores : Marsh's; Hudson; Jamesway.
Variety Stores : Woolworth; Kresge; Newberry.
Discount Stores : Jamesport; Baker's.
Chain Food Supermarkets : A&P; Grand Union 2; First National; Victory; Jamesway (Central Mkt.); Shop Rite.
Other Chain Stores : Endicott-Johnson; National.

14 - NEWSPAPERS: REGISTER-STAR (e-mon to fri) 13,764; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Frederick P. Andrews, Adv. Dir., REGISTER-STAR, 34 Warren St., Hudson, NY 12534; Tel. (518) 828-4355.
National Representative : Landon.

ITHACA

1 - LOCATION: Tompkins County, E&P Map D-4, County Seat. S. Central part of Western State. On State Hwys. 13, 34, 79, 89, 96. Eastern & Southern gateway to the Finger Lakes Region. 240 mi. NW of N.Y.C.; 150 mi E of Buffalo; 55 mi. SW of Syracuse; 35 mi. NE of Elmira; 30 mi. N of Pennsylvania border. Education; dairy; some fruit and mfg. Home of various agricultural enterprises.

2 - TRANSPORTATION: Railroads : Lehigh Valley (freight).
Intercity Bus Lines : Interstate; Greyhound.
Airlines : USAir; Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 28,732
CZ-ABC: (70) 41,846; (81) 47,600
RTZ-ABC: (70) 35,033; (81) 40,900
County 80 Cen. 87,085
City & RTZ-ABC: (70) 76,879; (81) 88,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,105
CZ-ABC: (70) 11,939; (81) 15,700
RTZ-ABC: (70) 10,675; (81) 14,300
County 80 Cen. 29,548
City & RTZ-ABC: (70) 22,614; (81) 30,000

5 - BANKS:		
Commercial	3	$138,000,000
Savings	1	$102,000,000
Sav. & Loan	1	$31,000,000

6 - PASSENGER AUTOS: County 36,035

7 - ELECTRIC METERS: Residence 32,336

8 - GAS METERS: Residence 11,063

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Mach. Shop Mfg. 2,850; Textiles 150; Tooling 175; Cornell Univ. 6,600; Ithaca College 500.

10 - CLIMATE: Min. & Max. Temp.—Spring 26-94; Summer 32-98; Fall 4-82; Winter 2-66. First killing frost, Oct. 9. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on State St., 1 on Green St., 1/2 on Seneca St. (these 3 parallel); 3 on Aurora St., 3 on Tioga St., 3 on Cayuga St. (these 3 crossing).
Neighborhood Shopping Centers : Triphammer, N. E.; The Plaza to S.E. College Town (2 blocks on College Ave., 1 on Dryden Rd., 1 on Eddy Cayuga Mall, N.E. on College Ave., 1 on Dryden Rd., 1 on Eddy St., near Cornell. Univ.); Community Corners, abouth 3 mi. N.E., beyond village of Cayuga Heights; Pyramid Mall N.E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corners Community (20)	NA	IGA
Fairgrounds (2)	NA	Great American, K mart, Carl's Drug, Tops
East Hill (12)	NA	Rite Aid Drug, P&C
Ithaca Plaza (13)	NA	Grand Union
Triphammer (15)	NA	A&P, Sears, Jamesway
Village Green	NA	
Cayuga Mall (8)	NA	Grand Union, Fays
Pyramid Mall (80)	NA	J.C. Penney, J.W. Rhodes, Howlands, Wards, Hills

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Downtown-Thu.; Malls-Every Night except Sun.

13 - RETAIL OUTLETS: Department Stores : Rothschild Bros., J.C. Penney; Woolworth; Hills; Wards. J.W. Rhodes, Howlands
Discount Stores : Century Wholesales; Jamesway; Clinton; Rite Aid; Down Town; Fay's; K mart.
Chain Durg Stores : Co-op Village Green; The Hills; Rite Aid 1; Clinton.
Chain Food Supermarkets : A&P; Grand Union 2; P&C 2; Victory; Great American 2; IGA; Tops.
Other Chain Stores : Fanny Farmer; Outdoor; Triangle; Singer Co.; Firestone; Goodyear; Thom McAn; Sears Roebuck (mail order); Sherwin-Williams; Mary Carter Paints; Montgomery Ward.

14 - NEWSPAPERS: JOURNAL (e) 20,492; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John E. Kirby, Adv. Dir., JOURNAL, 123 W. State St., Ithaca, NY 14850; Tel. (607) 272-2321.
National Representative : Gannett.

JAMESTOWN

1 - LOCATION: Chautauqua County, E&P Map B-4. Wholesale shipping & mfg. center. 70 mi. from Buffalo; 60 mi. from Erie; 115 mi. from Pittsburgh; 140 mi. from Rochester.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 24.
Airlines : USAir; Commuter.

3 - POPULATION:
Corp. City 80 Cen. 35,775
CZ-ABC: (70) 47,714; (81) 42,500
RTZ-ABC: (70) 89,462; (81) 94,700
County 80 Cen. 146,925

City & RTZ-ABC: (70) 137,176, (81) 137,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,194
CZ-ABC: (70) 17,031; (81) 17,600
RTZ-ABC: (70) 27,224; (81) 33,400
County 80 Cen. 52,817
City & RTZ-ABC: (70) 44,255; (81) 51,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$508,311,000
Sav. & Loan	3	$481,218,000

6 - PASSENGER AUTOS: County 66,056

7 - ELECTRIC METERS: (City, Res.) 19,670

8 - GAS METERS: (City, Res.) 27,455

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners—Mach. Shop Mfg. 2,850; Woodworking 3,500; Tooling 175.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 25-44; Summer 54-91; Fall 51-74; Winter 5-36. First killing frost, Oct. 26. Last killing frost, May 3.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** : 7 blocks on Third St.; 2 on Main St.; 3 on Second St.; 4 on Fourth St; 2 in Brooklyn Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Side Plaza	2	Eckerd Drugs, Quality Mkt.
Fairmont Plaza	3	Century
Ames Big N Plaza	2	Ames, Big N
Super Duper Plaza	5	Lakewood, Super Duper, Jamesway
Zayre Plaza	4	Zayres, Revco Drug, Valu Home Center
Chautaugua Mall	4	Sears, Penney, Woolworth
Fluvanna Plaza	2	Super Duper Mkt.

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Drugs; Supermkts. & mall stores; Discount Stores.

13 - RETAIL OUTLETS: **Department Stores** : J.C. Penney; Bigelow; Sears.
Discount Stores : Jamesway; Century Wholesale; Shop 'n Save; Zayre's; Big N; Hills.
Variety Stores : Woolworth; Murphy.
Chain Drug Stores : Eckerd's; Rite-Aid; Gray 2.
Chain Food Supermarkets : Bells 1; Super Duper 2; Quality 28; Tops 1.
Other Chain Stores : Thom McAn; Triangle; National; Richman Bros.; Nugent's; Ames-Big N; Fanny Farmer; Betty Dixon; Top Value Stamps.

14 - NEWSPAPERS: POST-JOURNAL (e) 28,710; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Madelyn Olson, Nat'l. Supervisor, POST-JOURNAL, 11-21 W. Second St., Jamestown, NY 14701; Tel. (716) 487-1111.
National Representative : Landon.

KINGSTON

1 - LOCATION: Ulster County, E&P Map F-5, County Seat. Mfg. Agriculture dairy and resort area. On W. bank of Hudson River, 83 mi. N of N.Y. City; 54 mi. S. of Albany. At Gate 19 on N.Y. Thruway; U.S. Hwy. 9W; State Hwys. 32, 213, 209 & 28.

2 - TRANSPORTATION: **Railroads** : Conrail (freight).
Motor Freight Carriers —6.
Intercity Bus Lines —Mountain View; Adirondack Pine Hill; Eagle; Adirondack Trailway; Acker; Arrow.

3 - POPULATION:
Corp. City 80 Cen. 24,481
PMA-ABC: (70) 143,041; (81) 159,900
County 80 Cen. 158,158
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,791
County 80 Cen. 55,862
PMA-ABC: (70) 44,073; (81) 56,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$479,221,363
Sav. & Loan	2	$155,713,082
Commercial	3	$346,000,000

6 - PASSENGER AUTOS: County 80,629

7 - ELECTRIC METERS: Residence 55,102

8 - GAS METERS: Residence 9,470

9 - PRINCIPAL INDUSTRIES: Boats; Bricks; Dresses; Knit Goods; Apparel; Military Prod.; Shirts; Electronics; Cooling Equip.
Principal Pay Days —Mon., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-93; Summer 46-98; Fall 32-82; Winter 5-58. First killing frost, Oct. 18. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers** : 2 blocks on Wall St., 2 on Fair St., 2 on John St. & 4 on N. Front St.; Kingston Shpg. Ctr. adjacent to uptown business section.
Neighborhood Shopping Centers :—Central Shopping Center 10 blocks on Bway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ulster Plaza (12)	1	Woolworth
Simmons Plaza (8)	9	Great American, Grant's, Rexal Drugs. (Saugerties)
New Paltz Plaza (26)	0	Barker's, Great American, Shop Rite
Caldor	1	Waldbaum
Kings Mall	1	Kings Mart
Kingston Plaza (29)	NA	Sears, Walgreen, Britt's
Kingston	NA	Big Scot Dept.
Ulster (12)	NA	Woolworth

Principal Shopping Days : Wed., Fri., & Sat.
Stores Open Evenings : All Fri., many Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores** : Montgomery Ward; Penney; Sears; Caldor; Britt's.
Variety Store : Woolworth.
Discount Stores : Shop-Rite; Big Scot; Caldor; Kings Mart.
Chain Drug Stores : Walgreen; Mack Drug.
Chain Food Supermarkets : Grand Union; Waldbaum: Weis Markets; Shop-Rite.
Other Chain Stores : National; Nugent's; Standard; Fanny Farmer; Firestone; Rudolph's; Singer Co.; Flah's; Crane's; Pittsburgh Plate Glass.

14 - NEWSPAPERS: FREEMAN (e-mon to fri) 20,719; (S) 26,174; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John M. Greklek, Mkt. Dir., FREEMAN, 79 Hurley Ave., Kingston, NY 12410; Tel. (914) 331-5000.
National Representative : Landon.

LITTLE FALLS

1 - LOCATION: Herkimer County (In Utica-Rome-SMSA). E&P Map E-3. 22 mi. E of Utica. On Hwys. 5, 5S, 167, 169, 170. 2 mi. to New York Thruway.

2 - TRANSPORTATION: **Railroads** : Conrail.
Motor Freight Carriers —21.
Intercity Bus Lines —N.Y. Central Coach; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,156
SMSA 80 Cen. 320,180
County 80 Cen. 66,714

4 - HOUSEHOLDS:
City 80 Cen. 3,048
County 80 Cen. 23,682
SMSA 80 Cen. 111,682

5 - BANKS: 2 Comm.; Est. $63,000,000

6 - PASSENGER AUTOS: County 28,962

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 10,686

9 - PRINCIPAL INDUSTRIES: Dairy Equip.; Junket Brand Foods; Bicycles; Shoes; Paper; Knit Goods; Plastic Backing; Leather Finishing; Ladies Dresses; Bookcases; Computer Hardware.
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: First killing frost, Oct. 6. Last killing frost, May 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center** : 5 blocks on Main St.; 2 on Ann St.; 2 on 2nd St.; 2 on Albany St.; 2 on John St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Albany St. Plaza	NA	J. C. Penney Great American
Shoppers Sq. (20)	NA	P&C, McCrorys

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings : Wed., Thurs., Fri.

13 - RETAIL OUTLETS: **Department Stores** : Penney; Wonder; Boston Store; McCrorys.
Variety Stores : Lovenheim's; Park Row Drugs; Daffy.
Chain Food Supermarkets : P&C; Great American.
Other Chain Stores : Sears, Mont. Ward, Nat'l. Auto.

14 - NEWSPAPERS: TIMES (e) 6,478; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: D. A. Paparella. Pub., or Carson Hotaling, Adv. Mgr., TIMES, 347 S. Second St., Little Falls, NY 13365; Tel. (315) 823-3680.
National Representative : Landon.

LOCKPORT

1 - LOCATION: Niagara County (In Buffalo SMSA). E&P Map B-3, County Seat. 26 mi. N of Buffalo; 20 mi. E of Niagara Falls. Shipping center for fruit & vegetable growing area. On N.Y. State Barge Canal; State Hwys. 31, 78, 93 & 263.

2 - TRANSPORTATION: **Railroads** : Erie-Lackawanna; Conrail.
Motor Freight Carriers —5.
Intercity Bus Lines —Greyhound; Metro Bus.

3 - POPULATION:
Corp. City 80 Cen. 24,844
CZ-ABC: (70) 25,399; (81) 26,500
RTZ-ABC: (70) 46,153; (81) 46,200
County 80 Cen. 227,101
SMSA 80 Cen. 1,242,573
City & RTZ-ABC: (70) 71,552; (81) 72,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,769
CZ-ABC: (70) 8,462; (81) 10,200
RTZ-ABC: (70) 13,159; (81) 15,200
County 80 Cen. 80,156
SMSA 80 Cen. 445,373
City & RTZ-ABC: (70) 21,621; (81) 25,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$92,126,108
Sav. & Loan	1	$12,500,000
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 111,850

7 - ELECTRIC METERS: Res. 10,241

8 - GAS METERS: Res. City & Town 8,480

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Automotive 8,900 ($320); Steel 1,000 ($300); Plastics 400 ($175); Wallboard 390 ($175); Chemicals 100 ($160); Food Processing 200 ($125);
Principal Pay Days : Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 36-55; Summer 57-79; Fall 40-59; Winter 20-39. First killing frost, Oct. 15. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** : 14 blocks on East Ave. and Main St., centered on Cottage, Pine, Locust, Market Sts.
Neighborhood Shopping Centers : S side of city; 17 stores served by free parking area.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lockport Plaza	1	Century, Valu
Lockport Mall	1	Mont. Ward, AM&A's
Transit Rd. Plaza	NA	K mart, Bell's
Transit Plaza	NA	Ames Disc., Topps Mkt.

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : All

13 - RETAIL OUTLETS: **Department Stores** : AM&A's; Twin Fair; Montgomery Ward; Sample.
Discount Stores : Century House; Bell's Family Center; Ames; Quarter Sales; Valu Discount; CVS; Twin Fair; K mart.
Chain Drug Stores : Jay's 5; Parsons; Singer's; Peterson; Rite-Aid; Lane's 3; CVS.
Chain Food Supermarkets : Super Duper; Bell's IGA 2; Tops 2; Twin Fair.
Other Chain Stores : Endicott-Johnson; S. B. Thing; Singer Co.; Norban's; Mary Carter; Morse Shoe; Kenny Shoe; Walden Books; Foxmore; JoAnne Fabrics; Stuart's Books; Ulbricks.

14 - NEWSPAPERS: UNION-SUN & JOURNAL (e) 17,755; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: D. Caswell Adv. Dir., UNION-SUN & JOURNAL, 459 S. Transit, Lockport, NY 14094; Tel. (716) 439-9246.
National Representative : Landon.

LONG ISLAND

1 - LOCATION: Nassau & Suffolk Counties, E&P Map F6, G5, G6. Long Island consists of four counties; Kings & Queens which are a part of New York City; Nassau and Suffolk which lie east of the New York City boundary line are a Metropolitan center, a Standard Metropolitan Statistical Area, adjacent to but not part of New York City. At this time, approximately 71% of its labor force works & lives within the two counties.

2 - TRANSPORTATION: **Railroads** : LIRR.
Motor Freight Carriers —100.
Intercity Bus Lines —Metropolitan Suburban Bus Authority.
Water Freight Carriers —26.
Airlines —All major National & International Airlines from J.F. Kennedy and La Guardia Airports. In Suffolk County, MacArthur Airport in Islip and the Suffolk County Airport near Riverhead are experiecing increased usage by major airlines.

3 - POPULATION:
Counties 80 Cen. 2,605,813
Nassau County 80 Cen. 1,321,582
Suffolk County 80 Cen. 1,284,231
SMSA 80 Cen. 2,605,813
CZ-ABC: (70) 2,470,494; (81) 2,526,500
RTZ-ABC: (70) 82,536; (81) 103,400
City & RTZ-ABC: (70) 2,553,030; (81) 2,629,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Counties 80 Cen. 809,152
Nassau County 80 Cen. 423,401
Suffolk County 80 Cen. 385,719
SMSA 80 Cen. 809,120
CZ-ABC: (70) 668,124; (81) 785,300
RTZ-ABC: (70) 28,519; (81) 38,400
City RTZ-ABC: (70) 696,643; (81) 823,700

5 - BANKS:
Banking Offices (Main Offices and Branches) :

Commercial	Nassau 244	Suffolk 315
Savings	Nassau 63	Suffolk 31
Sav. & Loan	Nassau 69	Suffolk 81
Totals	Nassau 376	Suffolk 427

Deposits in Mutual Savings Bank and Savings & Loan Associations in Nassau and Suffolk Counties total $12.4 billion. Long Island Economic Times, L.I. Regional Planning Board.

6 - PASSENGER AUTOS: (Counties): Nassau 830,465; Suffolk 741,619

7 - ELECTRIC METERS: 895,465 Nassau County including Rockaway Peninsula in Queens County; Residential 406,241; Commercial & Industrial 41,724; All other, 149. Suffolk County: Residential 406,657; Commercial & Industrial 41,194. All other 17. Source: L.I. Lightning Co. April 30, 1981.

8 - GAS METERS: 390,780 The L.I. Ltg. Co. supplies gas in part of Queens County and in both Nassau and Suffolk Counties. Totals in Nassau including Rockaway Peninsula: Residential 241,368; Non-residential 19,922. Suffolk County: Residential 118,403. Non-residential 11,087. Source: L.I. Ltg. Co. April 30, 1981.

9 - PRINCIPAL INDUSTRIES:
Nassau/Suffolk —Total employed 1,221,300. In Mfg., 160,600; Larger plants manufacture Cosmetics, Drugs, Bakery Goods, Aircraft, Aerospace Equipment, Airplanes & Elect. Motors. Non-Mfg., 1,060,700.
NOTE: There are 31 Industrial Parks totaling about 1,133 acres in NASSAU COUNTY; 53 Industrial Parks totaling about 3,922 acres in SUFFOLK COUNTY.

10 - CLIMATE: Min. & Max. Temp.—Spring 45-81; Summer 59-98; Fall 33-64; Winter 26-45. First killing frost, Oct. 28. Last killing frost, Apr. 21.

11 - TAP WATER: Varied water source both neutral & alkaline; hard & soft.

12 - RETAILING: **Retail Establishments** : NASSAU COUNTY—Total 18,091. Building Materials & Hardware 449; General Merchandise 205; Food Stores 1,707; Automotive Dealers 547; Gasoline Service Stations 1,025; Apparel and Accessory Stores 1,209; Furniture, Home Furnishings & Equipment Stores 816; Eating and Drinking Places 2,283; Drug & Propriety Stores 347; Miscellaneous other stores 3,126; Hotels, Motels, Camps 84; Personal Services (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Funeral Directors, etc.) 2,771; Auto Repairing 1,085; Motion Picture Theatres 121; Other Amusements 1,342; Miscellaneous Repair Services 974. SUFFOLK COUNTY—Total 14,170; Building Materials & Hardware 465; General Merchandising 205; Food Stores 1,400; Automotive Dealers 595; Gasoline Service Stations 826; Apparel and Accessory Stores 709; Furniture, Home Furnishings & Equipment Stores 609; Eating and Drinking Places 1,944; Drug & Propriety Stores 250; Miscellaneous other stores, 2,520; Hotels, Motels, Camps 206; Personal Services (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Shoe Shine Parlors, Funeral Directors, etc.) 1,797; Auto Repairing 933; Motion Picture Theatres 64; Other Amusements 815; Miscellaneous Repair Services 873.
Principal Shopping Days : Mon., Thur., Sun.
Stores Open Evenings : Department Stores: One to six nights a week. Food: six nights. Many Shopping Centers every evening ex. Sunday.

(Principal Stores—7,500 Sq. Ft. or more)

Shopping Centers

NASSAU COUNTY

Manhasset—Abraham & Straus; B. Altman; Bloomingdale's; Lord & Taylor.
Garden City—Abraham & Straus; Bloomingdale's; Lane Bryant; Lord & Taylor; Martin's; Saks 5th Ave.
Woodmere—Mays; Times Square Stores.
Elmont—Times Square Stores.
Freeport—Two Guys.
Green Acres—Alexander's; Gimbels; J.C. Penney.
East Meadow—Modell's.
Oceanside—Times Square Stores.
Roosevelt Field—Alexander's; Fortunoff's; Gimbel's; Macy's; Orbach's; J.C. Penney.
Mid Island Plaza—Gertz; Sears.
New Hyde Park—Two Guys.
Levittown—May's; Pergament; Rickels; Times Square Stores.

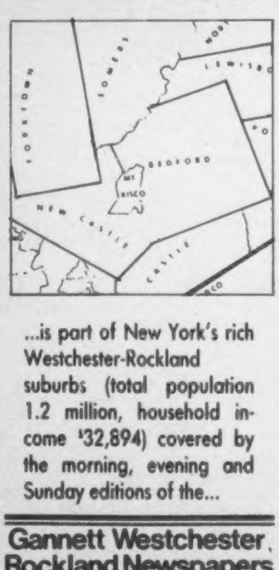
Nassau Mall—Rickels; McCrory.
Sunrise Mall—Gertz; Macy's; J.C. Penney; May's; Sears.

SUFFOLK COUNTY

Coram—Two Guys.
Walt Whitman—Abraham & Straus; Macy's.
Melville—Times Square Stores.
Middle Island—Times Square Stores.
Big H—Sears; Martins.
Great South Bay—Abraham & Strauss; Times Square Stores.
West Islip—N.A.
Bay Shore Shopping Complex—Gertz; Macy's; Master's; J.C. Penney; Sears; Modell's.
Centereach—Modell's.
Patchogue—Two Guys; Modell's.
Commack—Modell's; Gimbel's.
Sayville-Holbrook—Rickels; Times Square Stores.
Smith Haven Mall—Abraham & Straus; Macy's; Sears.
Stony Brook—Rickels.

13 - RETAIL OUTLETS: Department Stores : Abraham & Straus 6; Alexander's 2; Bloomingdale's 2; Gertz 7; Gimbel's 4; R.H. Macy 5; J.C. Penney 6; Sears 9; Saks 5th Ave. 1; Bonwit Teller 1; Orbach's 1; Franklin Simon 3.
Discount Stores : May's 3; Pergament 23; Rickels 6; Times Square Stores 8; Two Guys 2; Modell's 6; Woolco 5; Marshall's 3; Channel 1.
Chain Drug Stores : Courtesy; Genovese; Nescott-Whelan; Rite Aid; Rexall; SupeRx; Walgreen; CVS.
Chain Food Supermarkets : A&P 36; Associated Food 9; C-Town 9; Dan's Supreme 5; Edwards Food Warehouse 1; Finast 8; Food Town 22; Gouz 2; Grand Union 26; Gristedes 21; I.G.A. 29; Key Food 6; King Kullen 44; Met Foods 2; Modells 1; Pathmark 22; ShopRite 7; Shopwell 3; Value Plus 1; Waldbaums 40; Total 294.
Other Chain Stores : Newmark & Lewis; Lerner's; Kinney; Miles; National; Father & Son; A.S. Beck; Thom McAn; Strauss; Lynn's; Ripley; Lobel Youth's Centers; Loft's; Wurlitzer; Firestone; Friendly Frost; Plesser's; Singer Co.; Lafayette; P.C. Richards; Sherwin-Williams; Flagg Bros.; Castro; Bond; Martin; Wallach's; Playworld; Fayva; Radio Shack; Toys-R-Us; Herman's; Child World.

Mount Kisco



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14 - NEWSPAPERS: NEWSDAY (e-mon to fri) 503,336; (e-sat) 478,848; (S) 573,726; Mar. 31, 1981 ABC; published in Melville, Suffolk Co.
Local Contact for Advertising and Merchandising Data: Robert Shelby, Nat. Adv. Dir., NEWSDAY, Long Island, NY 11747; Tel. (516) 454-2020.
National Representatives : Direct.

MALONE

1 - LOCATION: Franklin County, E&P Map E-1. Shipping, light manufacturing and agriculture center. 55 mi. NW of Plattsburgh.

2 - TRANSPORTATION:
Motor Freight Carriers —3.
Intercity Bus Lines —Greyhound; Adirondack Trailways.

3 - POPULATION:
City 80 Cen. 28,944
County 80 Cen. 44,929

4 - HOUSEHOLDS:
City 80 Cen. 6,870
County 80 Cen. 15,127

5 - BANKS: 3 Comm., Deposits $85,000,000

6 - PASSENGER AUTOS: County 18,017

7 - ELECTRIC METERS: Residence 3,743

8 - GAS METERS: Residence 970

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Shoes 390 ($130); Dresses 300 ($136); Industrial-recreational vehicle distributor 100 ($180).
Principal Industrial Pay Days : Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 25-90; Summer 38-95; Fall 20-70; Winter -20-60. First killing frost, Sept. 30. Last killing frost, May 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 16 blocks on 3 Sts.
Neighborhood Shopping Centers : Seaway Plaza (3 Stores); Ames (5 Stores); Plaza Center (8 Stores).
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : K mart; Empsall's; Radio Shack.
Variety Stores : J.J. Newberry.
Discount Stores : Ames.
Chain Food Supermarkets : IGA 2; Super Duper; Grand Union; P&C.
Other Chain Stores : Endicott-Johnson; Radio Shack; Kinney Drugs; Grossman's; Fay Drugs.

14 - NEWSPAPERS: TELEGRAM (e) 6,267 sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Joyce T. Tavernier, Pub., TELEGRAM, 136 E. Main St., Malone, NY 12953; Tel. (518) 483-4700.
National Representative : Landon.

MAMARONECK

1 - LOCATION: Westchester County, (In NY-NJ SMSA). E&P Map F-6. Residential center; 4 mi. N of New Rochelle. On U.S. Hwy. 1 and State Hwy. 127. New England Thruway.

2 - TRANSPORTATION: Railroads -Conrail; Amtrak.
Airlines —Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 29,017
PMA-ABC: (70) 40,175; (81) 37,300
County 80 Cen. 866,599
SMSA 80 Cen. 9,119,737
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,394
PMA-ABC: (70) 12,635; (81) 13,500
County 80 Cen. 307,450
SMSA 80 Cen. 3,498,354

5 - BANKS:	NUMBER	DEPOSITS
Savings	23	$4,477,784,000
Savings & Loan	17	$1,365,061,000
Commercial	16	$3,226,742,000

6 - PASSENGER AUTOS: Co. 484,020

7 - ELECTRIC METERS: Residence 5,742

8 - GAS METERS: Residence 5,270

9 - PRINCIPAL INDUSTRIES: Industry, number of wage earners (Av. Weekly Wage)—Fabricated Metals 2,600 ($288); Non-Electrical Machinery 16,800 ($589); Electrical Machinery 8,500 ($300); Transportation Equipment 5,400 ($585); Instruments 4,700 ($365); Food 10,100 ($504); Apparel 3,700 ($200); Printing & Publishing 7,700 ($350); chemicals 5,800 ($423).

10 - CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Mamaroneck Ave.; 3 on Boston Post Road, Mamaroneck; 1 on Post Rd.; 1 on Chatsworth Ave.; 1 on Larchmont Ave., 3 on Palmer Ave., Larchmont.
Principal Shopping Days : Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS:
Variety Store : Woolworth.
Discount Stores : Post Appliance.
Chain Food Supermarkets : A&P (2); Grand Union; Gristede; Finast; Daitch Shopwell (3); Waldbaum's.
Other Chain Store : Castro Convertible.

14 - NEWSPAPERS: TIMES (e) 7,770; (S) 6,014; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ganett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative : Gannett.

MEDINA

1 - LOCATION: Orleans County (In Rochester SMSA). E&P Map B-3. On the N.Y. State Barge Canal. On State Hwys. 31,63; U.S. Hwy. 104, 41 mi. W of Rochester.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers —4.
Intercity Bus Lines —Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,392
SMSA 80 Cen. 971,879
County 80 Cen. 38,496

4 - HOUSEHOLDS:
City 80 Cen. 2,404
County 80 Cen. 12,976
SMSA 80 Cen. 342,101

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	N.A.
Sav. & Loan	1	$7,630,558
Savings	1	N.A.

6 - PASSENGER AUTOS: County 17,494

7 - ELECTRIC METERS: Residence 22,225

8 - GAS METERS: Residence 1,508

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage); Foundry 300 ($210); Tool and Die 120 ($200); Insecticides 400 ($156); Automotive 500 ($225); Toys 1,500 ($175); Specialties 200 ($140).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 28-80; Summer 55-95; Fall 40-75; Winter 0-65. First killing frost, Sept. 30. Last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main and Center Sts.; Maple Ridge Plaza.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Thu., Fri.

13 - RETAIL OUTLETS: Department Stores : Crowley's; J. C. Penney; Ames.
Variety Store : G. C. Murphy.
Chain Drug Stores : Jay's; Rite-Aid.
Chain Food Supermarkets : Super Duper; Bell's; Star.
Other Chain Stores : Noah's Ark; Western Auto; Endicott-Johnson; Sherwin-Williams.

14 - NEWSPAPERS: JOURNAL-REGISTER (e-mon to fri) 5,740; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Lewis H. Waters, Adv. Dir., JOURNAL-REGISTER, 403 Main St., Medina, NY 14103; Tel. (716) 798-1400.
National Representative : Landon.

MIDDLETOWN

1 - LOCATION: Orange County (In Newburgh-Middletown SMSA), E&P Map E-5. Industrial center. 22 mi. from Newburgh; 60 mi. from N.Y.C. On State Hwys. 17 and 84.

2 - TRANSPORTATION: Railroads : Erie-Lackawanna; Middletown & New Jersey (freight).
Motor Freight Carriers —3
Intercity Bus Lines —Short Line.

3 - POPULATION:
Corp. City 80 Cen. 21,454
CZ-ABC: (70) 37,533; (81) 52,400
RTZ-ABC: (70) 254,143; (81) 298,000
County/SMSA 80 Cen. 259,603
City & RTZ-ABC: (70) 291,676; (81) 350,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,834
CZ-ABC: (70) 11,210; (81) 18,000
RTZ-ABC: (70) 76,478; (81) 103,600
County/SMSA 80 Cen. 84,251
City & RTZ-ABC: (70) 87,688; (81) 121,600

5 - BANKS:	NUMBER	DEPOSITS
Savings	7	$591,595,401
Sav. & Loan	7	$143,977,690
Commercial	16	$2,055,585,132

6 - PASSENGER AUTOS: County 134,716

7 - ELECTRIC METERS: Residence 7,815

8 - GAS METERS: Residence 7,005

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wager Earners: Machy. 450; Metal Fab. 300; Ptg. 325; Apparel 1,200; Brushes 225; Dairy Prod. 150; Chemical 200.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-70; Summer 45-95; Fall 35-70; Winter 20-50. First killing frost, Nov. 2. Last killing frost, Mar. 11.

11 - TAP WATER: Neutral, soft; not fluoridated

12 - RETAILING: Principal Shopping Center : 3 blocks on North St.. 4 on E. and W Main Sts., 1 on King St.; Rt. 211 & Rt. 17m.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lloyd's (2)	NA	Lloyd's
Orange Plaza (82)	NA	Sears, Penney, CVS Woolworth, Sullivan's
Shop Rite (2)	NA	Shop Rite
Monticello Mall (10)	NA	Jamesway, Victory Mkt.
Zayre Plaza (7)	NA	Zayre's
Campbell Plaza (10)	NA	Shop Rite
Mid-Valley Mall (10)	NA	Penney
Caldor (3)	NA	Caldor

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Thu., Fri.; Stores on 211 & 17m open every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores : Green's; Carson & Towner; Sears; Kassel Bros.; Lloyds; Tompkins Dry Goods; Sullivan's; J.C. Penney.
Variety Stores : Woolworth; Caldor.
Discount Stores : Playtogs; Lloyd's; North End Sales; Rickel's.
Chain Drug Stores : CVS, Rite Aid.
Chain Food Supermarkets : A&P; Great American 2; Dis Count Plus 2; Weis Markets 1; Grand Union; IGA 4; Shop Rite 8.
Other Chain Stores : Singer Co.; Loft's; Fanny Farmer; Genovese; Barbara Moss.

14 - NEWSPAPERS: TIMES HERALD RECORD (m) 66,146; SUNDAY RECORD (S) 72,237; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul Lucas, Adv. Dept., TIMES HERALD RECORD, 40 Mulberry St., Middletown, NY 10940; Tel. (914) 343-2181.
National Representative : Branham.

MOUNT KISCO

1 - LOCATION: Westchester County, In NY-NJ SMSA. Dairy, Poultry, Mixed farming.

2 - TRANSPORTATION: Railroads : Conrail-Harlem Division
Intercity Bus Lines —Westchester County Busline
Airlines —Air Florida, Altair, Commuter

3 - POPULATION:
Corp. City 80 Cen. 8,025
CZ-ABC: (70) 11,237; (81) 11,200
RTZ-ABC: (70) 107,727; (81) 127,800
County 80 Cen. 866,599
SMSA 80 Cen. 9,119,737
City & RTZ-ABC: (70) 118,964; (81) 139,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,096
CZ-ABC: (70) 3,726 (81) 4,300
RTZ-ABC: (70) 31,086 (81) 39,600
County 80 Cen. 307,450
SMSA 80 Cen. 3,498,354
City & RTZ-ABC: (70) 34,812; (81) 43,900

5 - BANKS: N.A.

6 - PASSENGER AUTOS: County 490,612

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners, and (Av. Wkly. Wage) —N.A.

10 - CLIMATE: Min. & Max. Temp.—Spring 44-46; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, April 10.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: Principal Shopping Center : Bazaar Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Triangle (10)	NA	Caldor's
Baldwin Place (15)	NA	Sears
Westchester (15)	NA	Lloyd Lumber

Principal Shopping Days : Thurs. & Sat.
Stores Open Evenings : Thursday.

13 - RETAIL OUTLETS: Department Stores : Silo; Sears.
Discount Stores : Caldor's; Barker's.

Chain Drug Stores : CVS.
Chain Food Stores : Waldbaum's, A&P, Grand Union, Shoprite, Finast, Shopwell.
Other Chain Stores —Rudolph's.

14 - NEWSPAPERS: PATENT TRADER (all day-mon to fri) 11,845; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Hedin, Publisher; Ed Shapiro, Adv. Mgr., PATENT TRADER, PO Box 240, Mount Kisco, NY 10549; Tel. (914) 666-8951.
National Representative : Landon.

MOUNT VERNON

1 - LOCATION: Westchester County (In NY-NJ SMSA). E&P Map F-6. E of Yonkers on U.S. Hwy. 1; State 22.

2 - TRANSPORTATION: Railroads : Conrail; Amtrak
Airlines —Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 66,713
PMA-ABC: (70) 112,111; (81) 109,900
County 80 Cen. 866,599
SMSA 80 Cen. 9,119,737
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,377
PMA-ABC: (70) 37,685; (81) 42,500
County 80 Cen. 307,450
SMSA 80 Cen. 3,498,354

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	23	$4,477,784,000
Savings & Loan	17	$1,365,061,000
Commercial	16	$3,226,742,000

6 - PASSENGER AUTOS: County 484,020

7 - ELECTRIC METERS: Residence 23,320

8 - GAS METERS: Residence 16,786

9 - PRINCIPAL INDUSTRIES: Industry, number of wage earners (Av. Wkly. Wage)—Fabricated Metals 2,600 ($288); Non-Electrical Machinery 16,800 ($589); Electrical Machinery 8,500 ($300); Transportation Equipment 5,400 ($585); Instruments 4,700 ($365); Food 10,100 ($504); Apparel 3,700 ($200); Printing & Publishing 7,700 ($350); chemicals 5,800 ($423).

10 - CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on Gramaton Ave.; 4th Ave. 3 blks.
Shopping Center —Eastchester Shpg. Cntr. at Vernon Hills; Pelham Manor.
Principal Shopping Days : Thurs., Fri., Sat., Sun.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores : Bonwit Teller; Lord & Taylor.
Variety Stores : Woolworth; Green.
Chain Drug Stores : Rite-Aid.
Chain Food Supermarkets : A&P; Finast; Waldbaums; Pioneer; Shopwell; Grand Union; Kaplan's.

14 - NEWSPAPERS: ARGUS (e) 10,077; (S) 10,783; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative : Gannett.

NEW ROCHELLE

1 - LOCATION: Westchester County (In NY-NJ SMSA). E&P Map F-6. Residential center; 4 mi. E of Mt. Vernon. On U.S. Hwy. 1 and State Hwy. 1-B New England Thruway.

2 - TRANSPORTATION: Railroads : Conrail; Amtrak
Airlines —Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 70,794
PMA-ABC: (70) 105,372; (81) 96,900
County 80 Cen. 866,599
SMSA 80 Cen. 9,119,737
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,789
PMA-ABC: (70) 33,7[illegible]; [illegible] 3[illegible],800
County 80 Cen. 307,450
SMSA 80 Cen. 3,498,354

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	23	$4,477,784,000
Savings & Loan	17	$1,365,061,000
Commercial	16	$3,226,742,000

6 - PASSENGER AUTOS: County 484,020

7 - ELECTRIC METERS: Residence 22,942

8 - GAS METERS: Residence 19,017

9 - PRINCIPAL INDUSTRIES: Industry, number of wage earners (Av. Wkly. Wage)—Fabricated Metals 2,600 ($288); Non-Electrical Machinery 16,800 ($589); Electrical Machinery 8,500 ($300); Transportation Equipment 5,400 ($585); Instruments 4,700 ($365); Food 10,100 ($504); Apparel 3,700 ($200); Printing & Publishing 7,700 ($350); chemicals 5,800 ($423).

10 - CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40 First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 15 blocks on main St., 12 on North Ave., New Rochelle; Pelham Manor, Pelham, Larchmont, Eastchester.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Rochelle Mall(50)	NA	Macys Shopwell, McCrorys
WyKagyl(11)	NA	
Quaker Ridge(19)	NA	A&P
Scarsdale(19)	NA	

Principal Shopping Days : Thurs., Fri., Sat., Sun.
Stores Open Evenings : Department Stores-Mon., Thurs.; Food-Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores : Bloomingdale's; Macy's.
Variety Stores : Woolworth; McCrory's.
Chain Drug Stores : Liggett; Rite-Aid.
Chain Food Supermarkets : A&P; Shopwell 5; Gristede; Caruso's 2; Pioneer.
Other Chain Stores : Sears; National Shoes; A. S. Beck.

14 - NEWSPAPERS: STANDARD-STAR (e) 14,160; (S) 12,630; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative : Gannett.

NEW YORK

1 - LOCATION: (Bronx, Kings, New York, Queens and Richmond counties). On E&P Map F-6. Eastern seaboard; largest city in U.S.A. in mfg. imports, exports and retail sales; important financial, publishing and garment center. More than 60% of the U.S. garment industry is within the New York Metropolitan area. United Nations Headquarters; about 10 million visitors annually.

The Port of New York and New Jersey, the nation's primary gateway for international commerce, handled more than 58.6 billion in trade goods in 1980, nearly half again the value of the second place port. It covers 1,500 square miles in the two States, generally within a 25-mile radius of the Statue of Liberty.

2 - TRANSPORTATION: Railroads : Conrail, with connecting service throughout the United States, and six terminal railroads furnish service to industrial and marine facilities.
Motor Freight : 10,000 registered common carrier trucks serve the Port District each business day. Over 420 carriers provide local and long haul service.
Steamship Service : Ships of 150 steamship lines and agencies carry cargoes and passengers from and to all the leading ports of the world. The New York City Passenger Ship Terminal on the Hudson River between 48th and 52nd Streets served 365,664 passengers on over 300 ships in 1980, mostly on cruises.

The Port of N.Y. & N.J. Foreign Trade in 1980

Oceanborne	**Long Tons**	**Millions of Dollars**
Bulk Export	753,859	$184.7
Bulk Imports	33,888,738	$6,846.7
Total Bulk Cargo	34,642,597	$7,031.4
General Cargo		
Exports	6,435,440	$15,982.5
Imports	8,633,355	$22,058.1
Total	15,068,795	$38,040.6
Total Oceanborne Cargo-Bulk & General	49,711,392	$45,077.0
Air Cargo		
Exports	373,125	$23,502.6
Imports	267,180	$16,074.3
Total	640,305	$39,576.9

Vehicular crossings : The Port Authority of New York and New Jersey operates six tunnels and bridges linking New York City with New Jersey. The Triborough Bridge and Tunnel Authority (a part of MTA) operates tunnels and bridges connecting various parts of the City of New York. (Triborough information from TBTA).

ALL CROSSING 1980

(Eastbound Traffic in Thousands)

Autos	Buses	Trucks	Total Vehicles
77,372	1,702	8,884	87,958
GEORGE WASHINGTON BRIDGE—1980			
37,312	253	3,831	41,396
LINCOLN TUNNEL—1980			
14,470	1,259	1,862	17,591
HOLLAND TUNNEL—1980			
9,359	87	1,618	11,064
STATEN ISLAND BRIDGES—1980			
16,231	103	1,573	17,907

Cumulative PA Investment in Tunnels and Bridges—1980 (In Thousands) $635,800

Triborough Bridge and Tunnel Authority

Total Toll Traffic—1980

Triborough	53,004,864
Bronx-Whitestone	32,553,007
Throgs Neck Bridge	33,800,843
Henry Hudson	11,020,921
Verrazano-Narrows Bridge	47,110,749
Cross Bay Veterans Memorial Bridge	5,773,498
Marine Parkway Gil Hodges Memorial Bridge	7,251,370
Jacob Riis Parking Field (open 4 mo.)	376,891
Queens-Midtown Tunnel	24,846,735
Brooklyn-Battery Tunnel	20,519,184
Total	236,258,062

Bus Service : During 1980, the Port Authority Bus Terminal handled about 2 million buses and 57 million passengers. On a typical weekday in 1980, approximately 6,200 buses, carrying almost 172,000 passengers, used the Bus Terminal.

The Terminal provides centrally located facilities for direct and connective bus travel between New York and virtually any point in the continental United States, Canada and Mexico. The Bus Terminal is located one block from Times Square at 41st Street and Eighth Avenue. A $180 million expansion and modernization project is approaching its final stages of completion. The George Washington Bridge Bus Station in Upper Manhattan served 8 million passengers in 1980. It is located on the New York approaches to the great bridge between 178th and 179th Streets.

A second expansion project is now under way to further increase the peak-hour capacity of the Terminal. This program will extend the Terminal north to 42nd Street between the former McGraw-Hill Building and Eighth Avenue and will provide 52 additional bus loading positions with the potential for 26 more positions in the future. The Lower Bus Level extension will be served by a new vehicular underpass which provides direct access between it and the Lincoln Tunnel, thus reducing the amount of bus traffic on 40th and 41st Streets. New passenger concourses with consumer service areas will give access to these loading positions. Portions of the extension became operational in late 1979, and it is expected that work in all new areas will be complete by the end of 1981.

As a part of this project, the present Terminal is being modernized to bring all facilities up to current standards and to tie it into the new construction harmoniously. Among the many features of the modernization are the enclosing with glass partitions and air conditioning of 24 "island" platforms which provide a total of 105 bus loading positions. A new ticket plaza/open lounge waiting area has been developed, storefronts are being modernized and all public concourses will be upgraded and air conditioned. Some other features include the replacement of escalators, the central air conditioning plant and the public address, fire and sprinkler alarm systems as well as the rehabilitation of elevators and public toilet facilities.

Through 1980, the Port Authority had invested $176,700,000 in the Bus Terminal and the new extension. Upon completion of all extension work in 1982, the investment will be increased to $200,000,000.

CARRIERS SERVING THE PORT AUTHORITY BUS TERMINAL :
Short Haul Carriers
Arrow Bus Co., Inc.
Boulevard Transit Lines, Inc.
Carefree Bus Service
Community Transit Lines, Inc.
DeCamp Bus Lines
Domenico Bus Service, Inc.
The Hudson Bus Transportation Co., Inc.
Lakeland Bus Lines, Inc.
Manhattan Transit Co.
Maplewood Equipment Co.
Meini Bus Service, Inc.
North Boulevard Transportation Co.
Rockland Coaches, Inc.
Somerset Bus Co., Inc.
Transport of New Jersey
Long Haul Carriers
Adirondack Transit Lines (Adirondack Trailways)
American Buslines, Inc. (Continental Trailways)
Asbury Park-New York Transit Corp.
Bieber Tourways
Blue & Grey Transit, Inc.
Bonanza Bus Lines, Inc.
Central Transit Lines, Inc.
Edwards Trailways, Inc.
Evergreen Equipment Corp.
Frank Martz Coach Company, Inc.
Garden State Coachways
Greyhound Lines, Inc.
Hudson Transit Lines, Inc.
Lakeland Bus Lines, Inc.
Leisure Time Tours, Inc.
Lincoln Transit Company, Inc.
Maplewood Equipment Company
Mohawk Coach Lines, Inc.
New York-Keansburg-Long Branch Bus Co., Inc.
Pine Hill-Kingston Bus Corporation
Real Transit
Recreation Lines, Inc.
Resort Bus Lines, Inc.
Safeway Trails, Inc.
Suburban Transit Corp.
Trailways of New England, Inc.
Transport of New Jersey
West Hunterdon Transit Company, Inc.

Scheduled Airlines and Certified Cargo Carriers

Airports : The regional airport system serving the New York-New Jersey metropolitan area, operated by the Port Authority, comprises John F. Kennedy International and LaGuardia Airports in Queens and Newark International and Teterboro Airports in northern New Jersey. Together, they handle over 2,000 commercial plane movements a day. Kennedy handles most international flights and long haul domestic movements. The Air Cargo Center, the largest in the world, handles about a million tons a year between major cities in the United States and worldwide markets. LaGuardia handles short and medium range flights. Newark International, recently rebuilt by the Port Authority, handles both domestic and international flights, and has a cargo center second in size only to Kennedy Airport. Teterboro, operated by Pan American World Airways under agreement with the Authority, handles general aviation traffic only.

AIRLINES SERVING THE NEW YORK-NEW JERSEY METROPOLITAN REGION

	Kennedy	LaGuardia	Newark
U.S. Flag Airlines:			
Air Florida	●		
Air New England		●	
Altair			●
American	●	●	●
Braniff International Airways	●	●	●
Capitol International Airways	●		
Continental			●
Delta	●	●	●
Eastern Air Lines	●	●	●
Empire	●	●	●
Evergreen	●		
Midway	●	●	
New York Air	●		
Northwest	●	●	●
Ozark	●		
Pan American	●	●	●
Piedmont Aviation		●	●
Transamerica	●		
Trans World Airlines	●	●	●
United Air Lines	●	●	●
USAir	●	●	●
World	●		●
U.S. Flag (cargo only):			
Airlift International	●		
Federal Express			●
Flying Tiger Line	●		
Seaboard World Airlines	●		
Summit	●		
Zantop International Airlines		●	●

The three airports are served by a number of "Commuter" and Supplemental airlines. Since deregulation of airline routes and services became effective, the number of these carriers has increased significantly.

Foreign Flag Airlines (serving Kennedy only):
* cargo only
Aer Lingus
Aerolineas Argentinas
Aeromexico
Air Afrique
Air Canada
Air France
Air India
Air Jamaica
Alia Royal Jordanian
Alitalia
ALM
Avianca

British Airways
British West Indian Airways
CAAC Airlines
China Airlines
Czechoslovakian Airlines
Dominicana
Ecuatoriana
El Al Israel Airlines
Finnair
Iberian Airlines of Spain
Icelandair
Japan Air Lines
KLM Royal Dutch Airlines
Korean Airlines
Kuwait Airlines
Laker Airways
Lan-Chile
LOT Polish Airlines
Lufthansa German Airlines
Nigerian Airways
Olympic Airways
Pakistan International Airlines
Royal Air Maroc
SABENA-Belgian World Airlines
SAS-Scandinavian Airlines System
South African Airways
Swissair
TAP (Air Portugal)
TAROM Romanian Airlines
Transmediterranean Airways*
VARIG Airlines (Brazil)
VIASA Airlines (Venezuela)
Yugoslav Airlines

Air Terminals 1980

Totals at the Three Major Airports:	
Plane Movements	821,000
Passenger Traffic	53,479,800
Cargo—Tons	1,310,700
Revenue Mail—Tons	224,300
Total Employment	56,700
Kennedy International Airport	
Plane Movements	307,500
Passenger Traffic (total)	26,796,000
Domestic	13,767,000
Overseas	13,029,000
Cargo—Tons	1,168,200
Total Employment	42,500
LaGuardia Airport	
Plane Movements	316,800
Passenger Traffic	17,460,000
Cargo—Tons	35,300
Total Employment	8,400
Newark International Airport	
Plane Movement	196,800
Passenger Traffic	9,223,800
Cargo—Tons	107,200
Total Employment	5,800

Subways

All now operated by the Metropolitan Transit Authority. (About 1,230,000,000 passengers annually).

Intercity (N.Y.-N.J.) Subway

PATH operates two rail transit lines from Manhattan to Jersey City, Hoboken and Newark. One extends south beneath Avenue of the Americas (6th Ave.) from 33rd to Christopher St., where it crosses the Hudson River to Hoboken and Jersey City; the other line links Cortlandt St. in lower Manhattan with Jersey City. Hoboken and Newark, 35,865,426 passengers were carried on the 14-mile rapid transit system in 1980.

3 - POPULATION:	80 Census	82 Est.
Total Corporate City	7,071,030	6,995,454
Bronx	1,169,115	1,201,548
Kings (B'klyn.)	2,230,936	2,264,654
New York (Manh.)	1,427,533	1,286,400
Queens	1,891,325	1,880,170
Richmond	352,121	362,682

City Zone : Consists of corporate limits New York City, plus cities of Bayonne, Hoboken, Jersey City and Union City; towns of Guttenberg and West New York, and township of Weehawken, all in Hudson County, N.J.

Retail Trading Area Populations : Extends north to Cornwall-on-Hudson, N.Y.; east of Patchogue, N.Y.; south to Silverton, N.J.; west to Washington, N.J.; all of these places being 50 miles from the heart of Manhattan.

Within this area there are numerous daily newspaper centers that have their own retail trading areas. User of the Market Guide should consult the survey of these cities for more detailed information.

Retail Trading Zone : The largest towns in retail trading zone; Yonkers, N.Y.; Mt. Vernon, N.Y.; Newark, N.J.; Passaic, N.J.; Patterson, N.J.; Elizabeth, N.J.; The Oranges, N.J.

Corp. City (5 Boros) .
80 Cen. 7,071,030; 82 Est. 6,995,454
TIMES: PMA-ABC:
(70) 18,870,743; (81) 17,960,900
NEWS and POST ABC:
CZ-ABC: (70); 8,391,831; (81) 7,426,200
RTZ-ABC: (70) 9,133,815; (81) 9,269,400
City & RTZ-ABC: (70) 17,525,646; (81) 6,695,600
New York, N.Y.-N.J. SMSA
80 Cen. 9,119,737; 82 Est. 9,097,448

4 - HOUSEHOLD:	80 Census	82 Est.
Total Corporate City	2,788,221	2,938,372
Bronx	429,191	474,786
Kings (B'klyn.)	828,257	889,313
Manhattan	704,259	681,651
Queens	711,940	767,037
Richmond	114,574	125,585

TIMES: PMA-ABC:
(70) 6,136,567; (81) 6,682,700
NEWS and POST ABC:
CZ-ABC: (70) 3,006,485; (81) 3,066,300
RTZ-ABC: (70) 2,712,578; (81) 3,162,900
City & RTZ-ABC: (70) 5,719,063; (81) 6,229,200
SMSA 80 Cen. 3,498,354; 82 Est. 3,692,476

SIZE AND LOCATION OF HOUSING PROJECTS
(as of Jan. 1, 1981)

*Projects Partially Occupied
#Projects Under Construction
¢Projects in Pre-Construction or Planning Stage

New York City Housing Authority Program includes 287 projects, with total of 179,607 apartments. Of these 245 projects (168,154 Apts.) are in full operation; 15 projects under construction or rehabilitation (773 Apts.); 16 projects (2,670 Apts.) in pre-construction stage; 8 (projects) (7,282 Apts.) developed as cooperatives and 3 new constructions (728 Apts.).

Bronx

Project and Address	No. of Apts.
Bailey Ave. W. 193rd St./Health Ave.	233
Baychester—Schieffelin Ave., E. 225, 229 Sts.	441
Clason Point Gardens—Story, Seward, Noble, Metcalf Aves.	400
Arthur H. Murphy—Crotona Ave., Crotona Pk. No., Cross Bx. Expwy.	281
2440 Boston Rd.—Mace, Holland & Waring Aves., Boston Rd.	235
Lester W. Patterson—Morris; 3rd Aves E. 145, 139 Sts.	1,791
Melrose Houses—Morris Ave., E. 153 St. Courtt Ave., E. 156 St.	1,023
Bronxchester—E. 156 St., St. Ann's Ave.	208
Bronx River Houses—Harrod & Bronx River Aves./E. 174 St.	1,246
Bronx River Houses Addition—E. 172nd & 174th Sts., Manor & Harrod Aves.	226
Boston Secor—Boston Rd. & Steenwick Ave.	538
1010 E. 178th. St. E. Tremont, Bryant Aves., Boston Rd.-Urban Renewal	220
Middletown Plaza—Roberts & Hobart Aves., Middletown Rd.	179
Eastchester—Burke, Bouck, Adee, Yates Aves.	874
E. Roberts Moore—E. 149th St. Jackson, Trinity Aves.	463
Dr. Ramon E. Betances—E. 143-144 Sts./St. Anns, Brook Aves.	309
Fort Independence St.—Heath Ave. Area—Health & Bailey Aves.	344
Lewis S. Davidson, Sr.—Prospect, Union Aves./Home, 167 Sts.	175
Pelham Parkway—Wallace, Mace Aves., Williamsbridge Rd.	1,266
Glebe Ave.—Westchester Ave.; Castle Hill, Lyons Aves.	132
1471 Watson Ave.—Colgate, Evergreen Aves.	96
Teller Ave.—Clay Ave. & E. 166/167 St.	90
Hoe Ave.—E. 173, 174 Sts., Vyse Ave.	65
Eagle Ave.—E. 163, 161 Sts./3rd Ave.	66
Gun Hill—Holland Ave./White Pl., Gun Hills Rds., Magenta St.	733
Sedgwick—University Ave./W. 174 St.	786
Parkside—Bronx Park, White Pl. Rd./ Adee/Arnow Aves.	879
Edenwald—Grenada Pl/Baychester, Laconia Aves./E. 225 St.	2,039
Throggs Neck—Randall, Calhoun, Sampson, Balcom Aves.	1,185
Throggs Neck Addition—Dewey, Balcom, Randall Ave./Throggs Neck Houses	287
Bronxdale—Bruckner Blvd., Watson, Soundview & Leland Aves.	1,497
Woodstock Terrace (Martin Van Buren)—Trinity Ave./E. 161, 163 Sts., (Co-op.)	320
Soundview—Rosedale, Lacombe; Bronx River Aves., Soundview Pk.	1,259
Highbridge Gardens—W. 167th St., Sedgwick, University Aves.	700
Forest—Tinton, Trinity Aves., E. 163, 166 Sts.	1,350
Castle Hill—Olmstead, Seward, Havemeyer, Lacombe, Cincinnatus Aves.	2,025
Twin Parks West—Urban Renewal—Webster, Tiebout Aves./E. 182/184 Sts.	312
Washington Ave.—Rehab.—E. 167/168 Sts.—Third Ave.	66
Bryant Ave./E. 174—173 St./Vyse Ave.	72
College Ave.—E. 165 St.;E. 166 St. Findlay Ave.	95
E. 152 St. Courtlandt Ave. (Urban Renewal)—E. 151/153 Sts., Melrose Ave.	221
Mill Brook—E. 135 St. Brook Ave., E. 137 St., Cypress Ave.	1,255
Mill Brook Ext.—Cypress Ave. E. 135 St.	125
James Monroe—Lafayette, Soundview, Story, Taylor Aves.	1,102
Gouverneur Morris—Park/3rd Ave., E. 171, 169 Sts.	1,887
John P. Mitchel—Lincoln & Willis Aves., E. 135 St. & E. 138 St.	1,732
Rosedale Gardens—Bruckner Blvd., Taylor, Story, Rosedale Aves. (Co-op.)	408
Borgia Butler—E. 169, 171 Sts./ Webster, Park Aves.	1,492
John Adams—Westchester/Union Aves., E. 152 St.	925
E. 161 St., Park Ave. U.R.A.—Penn Central R.R., Park Ave./E. 158, 161, 163 Sts.	843
Marble Hill—W. 225—230 Sts./Exterior St., B'way.	1,682
Andrew Jackson—Park, Courtlandt Aves., E. 156, 158 Sts.	868
Mott Haven—E. 140—141—144 Sts., Alexander, Willis Aves.	1,008
Dr. Betances II—136, 140, 144 Sts., Jackson, Willis Ave.	175
Dr. Betances IV—E. 143, 147 sts., Willis Ave., St. Ann's St.	282
Dr. Betances III (Rehab.)—136, 140, 144 Sts., Jackson, Willis Aves.	132
Dr. Betances V (Rehab.) E. 143, 147 Sts., Willis Ave., St. Ann's St.	152
Morrisania—E. 169 St., Washington, Park Aves.	206
St. Mary's Park—Cauldwell, Westchester, Trinity Aves., E. 156 St.	1,007
Daniel Webster—E. 168, 169 Sts., Webster, Park Aves.	606
Randall Ave.—Balcom, Schley, Buttrick Aves.	252
William McKinley—E. 161, 163 Sts., Tinton Ave.	619
E. 180 St. Monterey Ave.—E. 181 St., LaFontaine Ave., Quarry Rd.	239
W. Tremont, Sedgwick Aves. Area—Montgomery Ave., Palisades Pl.	148
¢W. Tremont (Rehab. #1)-W. 175-176 Sts., Montgomery/Andrews Ares., Comm. Bd. #5	97
¢W. Tremont (Rehab. #2)-W. 175/176 Sts., Popham/University Aves., Comm. Bd. #5	98
¢W. Tremont (Rehab. #3)-W. 174/175 Sts., University Ave., Comm. Bd. #5	88
¢West Tremont Infill Housing—W. 174/175 Sts., University/Undercliff Aves.	63
¢Twin Parks East #9-E. 180 St., Prospect Ave., Oakland Pl.	219
#Dr. Betances VI-E. 146/147 Sts., St. Anns/Willis Aves.	155
¢East 165 St. Bryant Ave.—Longfellow Hoe Aves., Aldus St. Westchester Ave	138
¢South Bronx Area (Site 402)—#E. 158/161 Sts., Cauldwell/Eagle Aves.	162
¢Claremont Rehab. (Group 4&5)—165, 169 Sts../ Clay & College Aves.	285
¢Claremont Rehab. (Group 2)—Clay/Webster Aves./E. 166/169 Sts.	99
¢Claremont Rehab (Group 3)—Teller/Findlay Aves./ 165/167 Sts.	117
F.H.A. Repossessed Houses	13
#Sack-Wern—Beach, Taylor Noble & Rosedale Aves.	420

Brooklyn

Atlantic Terminal U.R.A.—Clermont Ave., Fulton St.	300
572 Warren St.—Baltic St., 3rd, 4th Aves.	200
Williamsburg—Maujer, Leonard, Scholes Sts. Bushwick Ave.	1,630
Red Hook—Dwight, Clinton, Lorraine; W. 9 Sts	2,545
Red Hook II—Richards, Dwight, Wolcott Sts., Red Hook Pk.	346
Kingsborough—Ralph, Rochester Aves., Pacific, Bergen Sts.	1,166
Kingsborough Ext.—Bergen St.	184
Whitman-Ingersoll—Carlton, Myrtle, Park Aves., Prince St.	3,501
Brownsville—Sutter, Stone, Rockaway, Dumont Aves.	1,338
Gerald J. Carey Gardens—W. 22, 24 Sts., Surf, Neptune Aves.	674
Marcy—Flushing, Myrtle & Nostrand Aves.	1,717
Gowanus—Wyckoff, Douglass, Bond, Hoyt Sts.	1,139
Farragut—York, Nassau, Navy, Bridge Sts.	1,390
Albany—Albany, St. Marks, Troy Aves., Park Pl.	829
Albany II—Bergen St., Troy, Albany Aves.	400
Sheepshead Bay—Nostrand, V & X Aves., Batchelder St.	1,056
Nostrand—Ave. V. Ave. X, Bragg, Batchelder Sts.	1,148
Glenwood—E. 56 St., Farragut Rd., Ralph "H" Aves.	1,188
Boulevard—Linden Blvd., Ashford/Hendrix Sts., Worthman Ave.	1,441
Breukelen—Stanley/Flatlands/Louisiana Aves., E. 103 St.	1,595
Gravesend—Bayview/Neptune Aves., W. 33 St.	634
Fenimore St./Lefferts Ave.—Troy/Nostrand Aves	36
Cooper Park—Ferst St., Morgan/Kingland/Maspeth Aves.	700
Cypress Hills—Sutter/Euclid/Fountain Aves., Linden Blvd.	1,444
Van Dyke—Sutter/Stone/Livonia Ave., Powell St.	1,603
Van Dyke II—Dumont Ave./Powell St.	112
Brevoort—Bainbridge/Fulton Sts., Patchen/Ralph Aves.	896
Howard—East New York/Stone/Pitkin/ Rockaway Aves.	815
Independence—Cylmer/Wilson Sts., Wythe/Bedford Aves.	744
F.H.A. Repossessed Houses	23
¢F.H.A. Repossessed Houses	55
Bedford Stuyvesant—Greene, Gates Tompkins, Marcy Aves.	248
Bedford Stuyvesant—Marcy/Gates/ Bedford Aves., Clifton Pl.	371
Bedford Stuyvesant—Reid/Lewis Aves., Monroe/ Quincy Sts.	331
¢Bedford, Stuyvesant Rehab—Throop/Vernon/ Summer Aves., Hart St. (CB #3)	85
¢Bedford-Stuyvesant Phase II-Sumner/ Tompkins/ Vernon Aves./Hart St.	66
Coney Island—Surf Ave. W. 32 St./ Boardwalk W. 29 St.	534
Coney Island U.R.—W. 25/28 Sts./ Mermaid & Surf Aves.	376
Coney Island U.R.—W. 35, 36 Sts./ Surf, Mermaid Aves.	193
Coney Island U.R.—W. 20,21 Sts./ Surf, Mermaid Aves.	125
Borinquen Plaza I, U.R.—Manhattan, Bushwick Aves./Boerum, Varet Sts.	509
Borinquen Plaza II, U.R.—Boerum/ Humboldt/Seigel Sts., Bushwick Ave.	425
Florentino Plaza—Glenmore, Van Siclin, Pitkin Aves./Wyona St.	160
Weeksville Gardens—Pacific, Dean Sts./Schenectady, Troy Aves.	257
Sumner-Park, Lewis, Myrtle, Throop Aves.	1,099
Bay View—Seaview Ave./Rockaway Pkwy., E. 102 St.	1,610
Carter G. Woodson—Blake/Livonia Aves. Powell/ Junius Sts.	407
Langston Hughes Apts.—Rockaway, Stone, Sutter, Belmont Aves.	514
East New York—Fountain/Hegeman Aves.; Logan St.	66
Marlboro—Stillwell "V", "X", Aves., 86 St.	1,765
Bushwick—Humboldt/Moore Sts./ Bushwick, Flushing Aves.	1,220
Bernard Haber—W. 24, 25 Sts./Surf Ave./Reigelmann Bdwlk.	380
Wyckoff Gardens—3rd Ave /Nevins, Wyckoff, Baltic Sts.	529
Linden—Vermont St./Stanley, Schenck, Cozine Aves.	1,586
Samuel J. Tilden—Dumont, Stone, Livonia, Rockaway Aves.	998
Taylor St., Wythe Ave. U.R.—Clymer, Ross Sts.	525
Louis Heaton Pink—Crescent St./Linden Blvd./Elderts' Lane/Stanley Ave.	1,500
John F. Hylan—Moore, Humboldt, Siegel Sts./Bushwick Ave.	209
Luna Park (Co-op)—Surf, Stillwell, Neptune Aves./ W. 8 st.	1,576
Lafayette—Classon, DeKalb, Franklin Aves.	882
Tompkins—Park, Throop, Myrtle Aves.	1,046
Jonathan Williams—Roebling St.— B'way, Division, Marcy Aves	577
Eleanor Roosevelt I—Kosciusko, Pulaski Sts./Stuyvesant, Summer Aves.	763
Eleanor Roosevelt II—Hart, Pulaski Sts./Lewis; Stuyvesant Aves.	342
Ocean Hill—Broadway, Macdougal St., Stone Ave	238
Pennsylvania—Wortman Ave., Stanley Ave./Vermont St.	336
Unity Plaza—Blake/Sheffield/Dumont Aves., Hinsdale St.	462
Urity Plaza—Sutter, Blake, Alabama/ Sheffield Aves.	167
104-14 Tapscott St. Rehab.—Union St., Sutter, Blake Aves.	30
33-35 Saratoga Aves.—Hancock, Halsey Sts.	125
Seth Low—Sackman, Powell Sts./ Christopher, Pitkin Aves.	535
Wm. O'Dwyer Gardens—W. 32 St., Surf Ave., W. 35 St., Mermaid Ave.	573
303 Vernon Ave.—Summer, Myrtle Aves.	234
Propect Plaza—St. Marks, Sterling Pl./Howard, Saratoga Aves.	369
Saratoga Square—Halsey/Macon Sts., B'way, Saratoga Ave.	251
Surfside Gardens—Neptune & Surf Aves., W. 31 & 33 Sts.	600
Surfside Gardens U.R.—Mermaid/Surf Aves./W. 25 & 28 Sts.	376
Wm. Reid Apts.—Troy, Albany, East New York Aves./ Maple Sts.	230
Glenmore Plaza—Pitkin, Glenmore Aves./Watkins, Powell Sts.	440
Marcus Garvey—U.R.A.—E.N.Y., Pitkin Aves./ Amboy, Strauss Sts.	321
¢Bushwick II CDA Group A & C—Central/Wilson/ Bushwick/Evergreen Aves., Covert/ Weirfield/Bleeker/ Himrod Sts.	300
¢Bushwick II CDA Group B & D—Gates/ Wilson/Evergreen Aves., Madison St.	300
#Bushwick-P. 60—Wilson Ave., Linden/Grove Sts.	330
¢Bushwick II Group E & F—Wilson, Gates & Knickerbocker Aves./Menahan, Melrose & George Sts.	300
¢Crown Heights Rehab.—Buffalo/Ralph Aves., Bergen St./St. Johns Pl.	112
¢Ocean Hill-Brownsville Rehab.—Ralph/Atlantic/ Saratoga Aves, Dean St.	126
¢Vandalia Ave. Area—Louisiana/Georgia/ Flatlands Aves.	293
Palmetto Gardens—Gates/Evergreen/ Bushwick	

Aves.	115
¢Central Brooklyn Model Cities (Site 115)— Easter P'kwy., Prospect Pl./Hopkins & St. Marks Aves.	200
¢Central Brooklyn (Sites 110C/110D/67M— Saratoga, St. Marks; Howard & Hopkinson Aves./Sterling Pl. & Eastern P'kwya.	178
#Long Island Baptist Houses-Sutter, Sheffield, Dumont, Hinsdale Aves.	232
Rutland Towers-E.N.Y. Ave. E. 91/92 St., Rutland Rd.	64

Manhattan

830 Amsterdam Ave.—W. 100/101 Sts.	159
Amsterdam Ave.—W. 61-64 St./W.E. Ave.	1,084
Amsterdam Ave. Addition U.R.—W. 64, 65 Sts./West End Ave.	175
First Houses—E. 2, 3 Sts./Aves 1, "A"	123
Harlem River—Macombs Pl.-Harlem R. Dr/W. 151/153 Sts.	577
Harlem River II—8th Ave./W. 151, 152 Sts./Macombs Pl.	116
Vladeck—Henry, Water, Governeur, Jackson Sts.	1,531
Vladeck—Madison, Cherry, Jackson Sts.	240
East River—1st Ave./F.D.R. Dr./E. 102, 105 Sts.	1,170
Stanley M. Isaacs—E. 93 St.-1st Ave., F.D.R. Dr.	636
J. L. Elliott—W. 25 St./Chelsea Pk./9, 10 Aves.	608
Chelsea—W. 25, 26 St./9th Ave.	425
Chelsea Addition—Chelsea Pk. W. 26 St./10th Ave.	96
J. W. Johnson—E. 112th St./Park Av.	1,310
Jacobs Riis—FDR Dr., Ave. D/E. 8, 13 Sts.	1,190
Jacob Riis—FDR Dr., Aves. D/E, 6 & 8 Sts.	578
Abraham Lincoln—E. 132, 135 St./5th, Park Aves.	1,286
Hester St.—Allen St. U.R.—Grand, Eldridge Sts.	107
Two Bridges URA—Clinton, South, Cherry, Montgomery Sts.g250	
Harborview Terrace URA—W. 54, 56 Sts./10th, 11th Aves.	377
Robert Fulton—W. 16, 19 Sts./9th Ave.	944
Lillian Wald—FDR Dr., Ave. D/E. 6, E. Houston Sts.	1,861
Gov. Smith—Madison, South & Catherine Sts., St. James Pl.	1,935
335 E. 111 St.—1st; 2nd Ave./E. 112 St.	66
Herbert H. Lehman—Madison, PArk Aves./E. 106, 110 Sts.	622
Martin Luther King, Jr.—W. 112, 115 Sts./5th, Lenox Aves	1,379
Ralph J. Rangel—Harlem River Dr., Polo Grounds	984
St. Nicholas—W. 127, 131 Sts./7th, 8th Aves.	1,526
Dyckman—Nagle, 10th Aves./W. 204 St.	1,167
Marble Hill—W. 225-230 St./B-way	1,682
Lexington—E. 98, 99 Sts./3rd, PArk Aves.	448
Carver—E. 99, 106 Sts./Park, Madison Aves.	1,246
Barush—E. Houston, Delancey, Columbia Sts./FDR Dr.	2,194
Baruch Addition—Columbia St.	197
George Washington—E. 97, 104 Sts./2nd, 3rd Ave.	1,515
Rehab. W. Side UR—W. 89, 90, 91, 93 Sts./Columbus Ave., C.P.W.	236
Park Ave.-E. 122 St.—E. 122/123 Sts., Park & Lexington Aves.	90
Jefferson—E. 112, 115 Sts./1st 3rd Aves.	1,493
Cathedral Pkway. F.U.R.A.—W. 109 St./C.P.W., Manhattan Ave.	268
Manhattanville—W. 133 St./B'way, Amsterdam Ave., W. 129 St.	1,272
Frederick Douglass—Amsterdam, Manhattan Aves./100, 104 Sts.	2,057
Douglass Adition—W. 102, 103 Sts./ Amsterdam Ave.	135
Franklin Plaza—1st, 3rd Aves./E. 106, 103 Sts. (Co-op)	1,635
Sen. Robert A. Taft—E. 112, 115 Sts./ Park, Fifth Aves.	1,470
Rutgers—Cherry Pike, Madison Sts.	721
Samuel Gompers—Delancey, Pitt, Stanton Sts.	474
Gouverneur Gardens—Montgomery, Henry Sts./F.D.R. Dr. (Co-op)	782
Nathan Straus—2nd, 3rd Aves./E. 27, 28 Sts.	267
131 St. Nicholas Ave.—W. 116, 117 Sts.	99
Ira S. Robbins Plz.—E. 70, 71 Sts./1st, 2nd Aves	150
Drew-Hamilton—W. 141, 144 Sts./7th, 8th Aves	218
120 W. 94 St.; UR—Amsterdam Ave.	70
74 W. 92 St., UR—Columbus Ave.	168
589 Amsterdam Ave., UR—W. 88, 89 Sts.	158
Steven Wise Towers, UR—W. 90, 91 Sts./Columbus, Amsterdam Aves.	399
¢W. 91 St. Columbus Ave., (West Side U.R.A.)—W. 90, 91 Sts.	160
La Guardia—Madison, Rutgers, Montgomery, Cherry Sts.	1,094
LaGuardia Addition—Cherry St., LaGuardia Houses	150
Gen. Grant—W. 123, 125 St./B'way, Morningside Ave.	1,940
Morris Park Sr. Citizens Home-E. 124 St. Madison & 5th Aves.	97
Senator Robr. F. Wagner—2nd Ave. F.D.R. Dr./120, 124 St.	2,162
Woodrow Wilson—F.D.R. Dr., 1st Ave./E. 105, 106 Sts.	398
Franklin D. Roosevelt (Village View)—"A" & 1st Aves./E. 2, 6 Sts.; Co-op	1,236
Masaryk Towers—Stanton, Columbia, Delancey	
Mariana Bracetti Plaza—E. 3, 4 Sts./ Aves. B.C.	108
DeWitt Clinton—Park, Lex. Aves./E. 104, 106, 108, 110 Sts.	749
Gaylord White—2nd Ave. & E. 104th St.	248
Audubon—W. 154, 155 Sts./ Amsterdam Ave.	168
Corsi House—E. 116, 117 Sts./1st 2nd Aves.	171
Jackie Robinson U.R.—E. 128, 129 St./Lex., Park Aves.	189
Mary McLeod Bethune—W. 156 St./St. Nicholas, Amsterdam Aves.	210
Eugenio Maria De Hostos Apts.—W. 93, 94 Sts./Amsterdam Ave. B'way	223
Metro North Plaza U.R.—E 101, 102 Sts./1st, 2nd Aves.	275
Max Meltzer Tower—E. 1st, 2nd Sts./ 1st, and "A" Aves.	231
Rafael Hernandez—Allen, Stanton, Eldridge & E. Houston Sts.	149
344 E. 28th St. UR—E. 27, New Sts./ 1st Ave.	225
Seward Park Extension U.R.—Broome, Norfolk, Grand, Essex Sts.	360
Grampion-182 St., St. Nicholas Ave.	36
West 114 St. Rehab Bldg. 7 & 8th Aves.	458
Pedro Albizu Campos Plz. I—E. 12/13 Sts., Ave. "B & C"	269
Pedro Albizu Campos Plz.II—E. 13/14 Sts., Aves. "B & C"	224
¢Lavanburg Rehab.—E. Houston St/ Baruch Place/ Mangin St	107
¢Lower Eastside Infill— Eldridge/ Rivington/Delancey/Forsyth Sts.	200
¢Lower Eastside Rehab., Group II—E. 4 & 6 Sts., Aves. C & D	74
¢Lower Eastside Rehab., Group III—Stanton/ Delancey/Ridge/Pitt Sts.	77
¢Lower Eastside Rehab., Group IV—. E. 2nd/Houston Sts., Aves. A & B	75
¢Lower Eastside Rehab., Group V—E. 4th/7th Sts., Aves. B & C	63
¢Delafield Hospital Rehab.—W. 163 & 165 Sts./ Riverside Dr./Ft. Washington Ave.	231
¢Manhattanville Rehab., Group I—B'way, W. 135/ 136 Sts. Amsterdam Ave.	48
¢Manhattanville Rehab., Group II—B'way, 134/135 Sts., Amsterdam Ave.	61
¢Manhattanville Rehab., Group III—B'way W. 133/ 134 Sts., Amsterdam Ave.	51
¢Manhattanville Rehab., Group IV—Amsterdam Ave., W. 133 St./Convent Ave., W. 129 St.	43
¢Manhattanville Phase II—W. 132 & 136 Sts./ B'way., Amsterdam Ave.	284
¢Washington Hgts. Rehab (Group 1 & 2)- W. 177 St. Audubon Ave., W. 176 St. Amsterdam Ave. Comm. Bd. #12	260
¢Washington Hgts., Phase III—W. 156 St., B'way. & Amsterdam Ave., W. 164 & 165 Sts.	86
¢Washington Hgts., Phase IV—W. 177 St., Amsterdam Ave., W. 175 St., Audubon Ave.	63

Queens

Beach: 41 St. St. Beach Channel Dr.-B. 38th & B. 41st Sts. Norton Ave.	712
Queensbridge—Vernon Blvd. 21 St./ 40th Ave. 41st Rd.	3,149
South Jamaica—158, 160 Sts./South Rd., 109th Ave.	448
South Jamaica II—South Rd. 160th St., Brinkerhoff Ave., 158th St.	600
Astoria—27th Ave., 8th St., Hallet's Cove & East River	1,104
Hammel—Beach 81, 86 Sts./R'way Bch., Hammels Blvd.	712
Leavitt St., 34th Ave.—Union St./34th Rd.	83
Lewis H. Latimer Gardens—Linden Place, 34th, 35th Aves./Leavitt, 137 Sts.	423
Woodside—49, 51 Sts./31st Ave., Newtown Road	1,357
Ravenswood—12, 24 Sts./34th, 36th Aves.	2,166
Arverne Blvd.—B. 56, 54 Sts./B. Channel Dr.	418
Pomonok—65, 71 Aves./Kissena, Parsons Blvd.	2,071
James A. Bland—Prince, Lawrence Sts./Roosevelt Ave., L.I.R.R.	400
Redfern—Hassock, B 12 Sts./Redfern Ave., Beach Channel Dr.	604
Carleton Manor-Rockaway Freeway, Beach Channel Drive	174
Edgemere—B. 58, 51 Sts./Alameda Ave., Bch. Channel Dr.	1,395
Baisley Park—Foch, N.Y. Blvds. L.I.R.R., 116th Ave.	386
Cedar Manor—157 St./Foch Blvd., 116th Ave. (Co-op)	216
108 St. 62 Dr.—Colonial Ave./Horace Harding Expwy.	430
John P. Conlan Lihfe Towers—170, 172 Sts./ Jamaica, 93rd Aves.	216
Shelton House—162/163 Sts., 89th/Jamaica Aves.	155
F.H.A. Repossessed Houses Groups I thru VIII	451
#F.H.A. Repossessed Houses-Group IX	18
#F.H.A. Repossessed Houses-Group X	139
¢170th St.-90th Ave—169 St./Jamaica Ave.	159

Richmond

Edwin Markham—Richmond Ter., Wayne St./B'way W. Burgher Ave.	360
South Beach—Kramer St., Lamport Blvd./Reid, Parkinson Aves.	422
Todt Hill—Manor Rd., Schmidt's Lane/ LaGuardia, Westwood Aves.	502
General Charles W. Berry—Dongan Hills Ave. & Richmond Rd.	506
Mariners Harbor—Grand View, Lockman Aves./Roxbury St., Continental Pl.	607
Stapleton—Broad, Hill, Warren, Gordon Sts./Tompkins Ave.	693
Richmond Terrace—Jersey St./Crescent Ave.	489
West Brighton I—Castleton, Henderson Aves./Alaska St., B'way.	490
West Brighton II—Castleton Ave., Alaska St., B'way	144
Cassidy Place—LaFayette, Clinton Aves., Fillmore St.	380
F.H.A. Repossessed Houses	1
¢New Lane Area—Linden Place, Water Front Tract	339

Source : N.Y.C. Housing Authority Project Data Booklet Jan. 1, 1981.

NOTE: Banking Laws in N.Y. State permit branch banking throughout the city and into adjacent counties, hence accurate figures for a specific portion of this area are not possible.

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks:		
Bronx	3	$3,588,084,000
Brooklyn	13	$20,155,610,000
Manhattan	15	$26,011,483,000
Queens	7	$4,818,134,000
Richmond	3	$885,489,000
Total Entire City	41	$55,458,800,000

Source : Savings Banks Assn. of N.Y. State Dec. 31, 1980.

6—AUTO REGISTRATIONS: Bronx 221,653; Kings (Brooklyn) 412,305; New York (Manhattan) 198,829, Queens 630,847; Richmond (Staten Island) 169,703; Total Pd. Registrations New York City 1980; 1,633,337 (Includes—Commercial; Trailer; Motorcycle & Moped; Bus; Taxi; Ambulance; Rental cars & Farm Vehicles).

Source: State of N.Y. Dept. of Motor Vehicles, 1980.

7 - ELECTRIC METERS: Bronx: 374,288; Brooklyn: 661,941; Manhattan: 628,761; Queens: 118,559; Richmond: 830,396; Westchester: 305,337; Total: 2,919,281; Source: Consolidated Edison Co., May 1981.

8 - GAS METERS: Brooklyn Union Gas Co., May 1981; Kings County: 640,881; Queens County: 332,770; Richmond County: 92,256; Total: 1,065,907; Consolidated Edison Co., May 1981; Bronx: 322,032; Manhattan 410,538; Queens: 185,740; Westchester: 205,961; Total 1,124,271; Long Island Lfg. Co. serves gas in part of Queens County.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Mfg. 521,000; Durable Goods: Lumber, Wood Prod. Exc. Furniture 3,600; Furniture, Fixtures 10,300; Stone, Clay, Glass Prods. 4,500; Primary Metal Industries 6,800; Fabricated Metal Prods. 22,800; Machinery Exc. Electrical 16,100; Electrical Machinery 31,000; Transportation Equipment 6,300; Instruments, Related Prods. 10,500; Nondurable Goods: Food, Kindred Prods. 30,700; Tobacco Mfgs. 2,600; Textile Mill Prods. 19,600; Apparel, Other Finished Prods. 148,700; Paper, Allied Prods. 17,600; Printing, Publishing, Allied Indus. 93,300; Chemicals, Allied Prods. 26,500; Petroleum Refining, Related Indus. 2,800; Rubber, Misc. Plastics Prods. 8,600; Leather, Leather Prods. 15,000; Misc. Mfg. Industries 44,200; Mining 1,100; Government 520,000; Services & Misc. 855,900; Gen'l. Contractors (Bldg.) 12,600; Gen'l. Contractors (Non Bldg.) 7,700; Special Trades Contractors 49,400; R.R. Transportation 6,500; Air Transportation 50,900; Other Transportation 98,400; Communication 78,600; Elect., Gas, Sanit. Service 25,000; Wholesale Trade 247,500; Retail Trade 372,900; Bldg. Materials, Hardware, Farm Equip. 6,100; Gen'l. Merchandise 69,800; Food Stores 60,300; Auto Dealers, Serv. Stations 15,800; Apparel, Acessories 43,100; Furn., Home Furn., Equipment Stores 16,400; Eating, Drinking Places 111,400; Misc. Retail Stores 49,900; Banking 143,500; Security, Commodity Brokers 75,900; Insurance Carriers 75,800; Insurance Agents, Brokers 26,200; Real Estate, Ins., Comb., Etc. 83,200; Other Finance Agencies 23,400; Total 3,276,600 (Source: N.Y. State Business Fact Book, 1980 Supplement).

10 - CLIMATE: Average Temp. Min. & Max. For 1980—Spring 43-59.7; Summer 65.4-83; Fall 50-66; Winter 27-39.9; Annual precipitation for 1980; 44.55 inches.

11 - TAP WATER: Three major sources of water supply throught the Catskill & Delaware (Neutral, soft; neutral, average pH 7.0); Croton (Moderately hard; alkaline, average pH 7.2). Average consumption per day in City during 1980: 1506.3 M.G.D.; outside communities 110.1 M.G.D.; Combined 1616.4 M.G.D.. New main city feeder under construction. Hudson River Pumping Plant on standby basis. Capable of supplying 100 mgd. Water is fluoridated. (Source: Dept. of Environmental Protection August 1981.)

12 - RETAILING: Principal Shopping Districts—

Bronx Borough (Bronx County)

Retail distribution in the City requires study of shopping districts that have developed from original neighborhood sections to expanded centralized retail areas. Every type of retail outlet from small specialty shops and corner durg stores to most modern large department stores and national chain outlets may be found in some of these centers. A partial list follows: 183rd St.; King Korn Stamps; Barton Candy; Florsheim Shoes; Red Cross; Coward.

Fordham Road, Grand Concourse E. to 3rd Ave. : Alexander's; Lerners; Plymouth Shops; Woolworth; Sears-Roebuck; Bond; Ripley; Shoes by Regal; National; Kitty Kelly; Miles; Thom McAn; Florsheim; Fayva; Adler; Sachs Furn.; Castro Convertible; Barton's; Candy; Busch Jewelers. 0105 **Fordham Road, Jerome Ave. to Grand Concourse** : Woolworth; Modell's; Singer; Thom McAn.

149th St. and 3rd Ave .: Howard; Ripley; McCrory; Green's Sach's Furniture; Castro Convertible; Shoes: National, Florsheim, Flagg Bros; Alexander's.

Department Stores : Alexander's; Wertheimer Stores Corp.

Variety Stores : B&C; Big A; Frank Bee; J&L; Kay & Eff; S.S. Kresge; Woolworth; M.H. Lamston; S.H. Kress & Co.; McCrory.

Discount Stores : Alexander's; Franklin; Honig's Parkway.

Principal Supermarkets : A&P; Altagracia; Baychester Consumers Cooperative; Concourse Food Corp.; D'Agostino; M.R. Damiani; Domino Supermarkets; E & B; E&W Foods; Fairway; Fedco Foods; Federation of Co-ops; First National; Food City; Foodman; Food Pageant; Food Stop; The Foodway Corp.; Food Village; The Grand Union Co.; Gristede Bros.; Merit Farms; Met Food Stores; Mid-Eastern Cooperatives; Modern Food Centers; Olinsky's Supers; Pioneer Mkts.; Red Apple; Royal Farms; Shopwell, Inc.; Sloan's Associated; Waldbaum's.

Brooklyn Borough (King's County)

Prinicpal Shopping area is between Borough Hall and Flatbush Ave. on Fulton St. This section is close by Brooklyn Civic Center Stores.

Department Stores : Abraham & Strauss 1; Martin's; May's; Alexander's; Sear's; R.H. Macy & Co.

Ladies Shops : Lerner's; Janice; Plymouth, Goodwin's, High Voltage.

Men's Clothing : Bond; Howard; Benhil; Wallach's; Ripley; B&B Lorry's.

Ladies Shoes : Baker's; Chandler; Carlyle Bootery; Coward; Miles; National Wise; Simco; Fabco; Fayva; Selby.

Men's Shoes : Adler; Florsheim; Flagg; Hardy; Father & Son; Thom McAn; Regal; Wallabee.

Drug : Crown Pathmark; Rexall; Whelan; Silver Rod.

Candy : Baracini; Barton; Loft's.

Discount Stores : Alexander's; Buy Rite; Century 21; Discount City; L.H. Martin Value Ctr.; B.D's; May's; Fae-Mart; Sid's Bargain Mart; Time Square Stores.

Variety Stores : Woolworth; McCrory; M. H. Lamston; Grand General Stores; H&E; Payless; Value City; Thrifty's; King Solomon Stores; S. S. Kresge; Newberry; Jahn's Bargain Stores.

Other Chain Stores : Castro; Sachs; Singer Co.; Busch Jewelry.

Retail Centers along Flatbush Ave. at main thoroughfares as Times Plaza and Park Pl. Rogers, Church and Newkirk Aves. and Cortelyou Rd. and Kings Highway in Flatbush section. Fifth, Sixth and Seventh Avenues in Park Slope Section. In South Brooklyn, A number of blocks on Fifth Ave., Broadway from Mytle Ave. to the intersection of S. 8th and Havemeyer St., near East River, in Williamsburg and Bushwick sections, mostly local retailers, merging with light industry close to the river. Also Broadway at Flushing Ave. and at Lexington Ave. Others on Knickerbocker, Wilson, Ralph, Reid, Throop, Tompkins, Sumner and Nostrand Aves.

In Bedford section Nostrand, Franklin and Flatbush Aves.; Manhattan Ave. in Greenpoint section; in Bay Ridge on Third, Fourth, Fifth and Seventh Aves.; Mermaid Ave. in Coney Island and in shopping center that is part of Gravesend housing project.

In densely populated East New York and Brownsville sections, Pitkin and Sutter Aves. include stores such as Ripley, Thom McAn, Miles, etc.

Other retail sections through Brooklyn are Canarsie, Red Hook, Fort Greene, Bedford-Stuyvesant, Crown Heights, Cypress Hills, Ulmer park, New Utrecht and East Flatbush.

Principal Supermarkets : A&P; Ahmad; Bernstein Bros.; C-Town; Conte Supers; D'Agostino; Dan's Supreme; Danza; Dominick Coluccio; Edru Foods Corp.; El Faro; First National; Federation of Co-ops; Food Pageant; Foodarama; The Grand Union Co.; King Kullen; Man-Dell Food Stores; Max Spinner; Mid-Eastern Co-ops; Miehle's Key Mkts.; Pick Quick; Pioneer Food; Royal Farms; Charles Scaturro & Sons; Supermarkets General; Speedway Food; Town Fair; Trunz; Waldbaum's; Widtal Supers.

Manhattan Borough (New York County) Mary shopping areas all over this borough.

Most famous is along Fifth Ave., where from 34th to 59th St., many well known chain stores are located. Among them: Bergdorf Goodman, Harry Winston, Tiffany, Mark Cross, Ciro Pearls, Steuben Glassware, Elizabeth Arden, Chandler Shoes, Gucci, Fortunoff, Plymouth Shops, Cartier Jewelry, Saks-Fifth Ave., Rogers Peet, Scribner's, Doubledays, Wallach, Hoffritz, Florsheim, Russell Stover, Woolworth, Lerner's, Wise Shoe, Blackton, Lane Bryant, Feminette, Miller, Barton's, Lord & Taylor, Selby Shoes, W&J Sloane, Miles Shoes, Red Cross Shoes, Bond Clothes, Hallmark, B. Altman.

From Herald Square (34th St. & the Avenue of the Americas) along 34th a most complete shopping area. Stores along the 34th St. area include Gimbels, Macy's, Florsheim 2, Baker's Shoes, Red Cross Shoes, Fanny Farmer, Franklin Simon, Hoffritz, John Ward, Barton, Baracini, Woolworth, Simco, Miles Shoe, National Shoe, Wise Shoe, Busch Jewelers, Whelan Drug, Sach's Furniture, Castro, Singer, John's Bargain Store.

Other areas on Madison Ave. from 42nd to 59th; 59th St. and Lexington Ave. (Bloomingdale's Dept. Store; Alexanders).

Broadway, longest avenue in city, extends from the Battery at lower end of Manhattan, through entire borough. Character of Broadway changes from financial district around Wall St. to wholesale areas from Chambers St. to about 8th St.; then primarily small retail outlets and office buildings to Columbus Circle with the exception of Union and Herald Squares and the entertainment and theatrical vicinity of Times Square (42nd St.) Above 59th St. it becomes a series of typical neighborhoods built around subway outlets.

Around Union Square: May's, The Fair, and others.

Other important shopping districts in Manhattan:

8th Ave. at 125th St., 7th Ave. at 14th St., 23rd St.; 3rd Ave. at 23rd St. 34th St., 42nd St., 59th St., 68th St., 79th St., 86th St., 96th St., 110th St., 116th St., 125th St., Lenox Ave. at 116th St., 125th St., 145th St., E. B'way. and Division St.; 207th St. from 10th Ave. to B-way.; 231 St. & B-way.

Department Stores : Mays; Macy's; Gimbel's; Altman's; Alexander's; Lord & Taylor; Bonwit Teller; Bergdorf Goodman; Bloomingdale's; Blumstein's; Lane Bryant; W&J Sloane; Lerner's Ohrbach's; Saks-Fifth Ave.; Gimbel's; J.C. Penney; Sears Roebuck.

Variety Stores : Jay's; Everyone's Stores; S. S. Kresge; S. H. Kress; M. H. Lamston; McCrory Stores; G. C. Murphy; Woolworth; 88c Stores.

Discount Stores : Alexander's; Bargain World; Century 21; Mays; Neisner Bros.

Principal Supermarkets : A&P; Bill Clancy, Inc.; Bohack; Bleecker Super Mkts.; Dan's Supreme; D'Agostino; D'Urso; E & B; Fairway Super Mkts.; Fedco; Federation of Cooperatives, Inc.; First National; Food Cart; Food City; The Foodway; The Grand Union Co.; Great Way; Gristede; Kane's; Key Foods; Lion Super Mkts.; Lisa Super Mkts.; Mid-Eastern Co-ops; Paul's Super Mkts.; Pioneer Super Mkts.; Pueblo International; Red Apple; Royal Farms; Shopwell; Sloan's Supers; Smiler's Food Stores; Supermarkets General.

Queens Borough (Queens County)

Jamaica and Flushing have the two main shopping districts serving the borough's extensive single dwelling residential population. Jamaica business area is along Jamaica Ave. from Sutphin Blvd. to 169th St. and to a lesser degree on Hillside Ave. bet. 150th and 172nd Sts. Stores include Goodwins, Gertz, J. Kurtz, Stevens, Wilbur-Rogers, Michaels Bros., Henshaw, Spear's, Roaman's.

In Flushing from Sanford Ave. to Northern Blvd. Main St. are Howard, Kays, Wallachs, Thom McAn, Abramson's, Miles, Gertz, Alexander's, Michaels Bros., Lerner Shops. Roosevelt Ave. is shopping thoroughfare leading off of Main St.

Smaller shopping districts include Fresh Meadows, Richmond Hill, Woodhaven, Ozone Park, St. Albans, Forest Hills, Kew Gardens (Queens-Borough Hall), Jackson Heights, Astoria, Queens Village, Ridgeway and Far Rockaway.

Department Stores : G. Gertz; Alexander's; Bloomingdale's; Macy's; Master; May's; Sears; Lerner's; Abraham & Strauss.

Variety Stores : ABC; B&J; Ben Franklin; Buy-Rite; Silver Dollar; H.L. Green; S. S. Kresge; Lamston; Woolworth's.

Discount Stores : Alexander's; Korvettes; L.H. Martin Valu Center; Mays; Stevens; Sunset Stores; Times Square Stores.

Principal Supermarkets : A&P; Carrozza; Conte Super Mkts.; Crystal's Supers; Dan's Supreme; D'Urso; E&B; Federation of Cooperatives; First National; Foodarama; Food Pageant; The Food Warehouse; The Grand Union; Gristede; King Kullen; Man-Dell; Meats & Treats; Melmarkets; Mid-Eastern Co-ops.; Olinsky; Pick-Quick Supers; Red Apple; Royal Farms; Charles Scaturo; Shell-Mar Foods; Shopwell; Supermarkets General; Trade Fair; Trunz; Waldbaum's.

Richmond (Staten Island) Borough

Eight Shopping Centers, largest of which is Port Richmond, where retail trade is along Richmond Ave. from Church St. to Hatfield Place, with a number of shops on Castleton Ave. Stores include Lerner, Woolworth, Richmond Dry Goods, Audrey Philips, Stone's, Norwood Shoes, Frankel's, Ripley, Archie Jacobson, Thom McAn, Lobel's, A.S. Beck and others.

Other shopping areas are Tompkinsville on Bay St. and Victory Blvd.; New Brighton and West Brighton on Castleton Ave.; Stapleton along Bay, Broad, Water and Canal Sts. around Tappen Park; Princess Bay on Amboy Rd., New Dorp or New Dorp Lane; Great Kills on Amboy Rd., 7 mi. north of Princess Bay and Tottenville along Hyland Blvd. and Amboy Rd.

Stores in Tompkinsville include Nunn-Bush, Richmond Dry Goods, Suskind's, Sylvia's and others. In the two Brightons: Marie's, Goodman's, Krasner's and others.

Department Stores : Richmond Dry Goods Plaza; Lerner's.

Variety Stores : C.H. Martin; S.S. Kresge; Woolworth; McCrory's.

Discount Stores : K mart; Major's; Masters.

Principal Supermarkets : A&P; Acme; Associated Super Mkts; Dougie "D" Foods; Finast; Waldbaum; Pathmark; Pantry Pride; South Bch. Suprmkt.; Trunz.

NEW YORK CITY SHOPPING CENTERS

Name & Location	No. of Stores
Bronx:—	
Bazaar Mall (Preston Way & Route 1173)	60
Boston Post Rd. (under constr.)	12
Bruckner Plaza (Bruckner Blvd.)	30
Castle Hill (Castle Hill Ave.)	21
Kingsbridge Plaza (B'way 23rd St.)	10
Brooklyn:—	
Albee Square Mall (De Kalb Ave.)	80
Dykers Plaza (535-86 St.)	4
Flatbush Gardens (Ave. "U", E. 64 St.)	15
Flatlands (Ralph & Flatlands Aves.)	16
Flatlands (E. 102 & 103rd Sts.)	7
Fort Greene (Myrtle Ave.)	21
Glenwood (Flatlands & Ralph Ave.)	9
Kings Bay (Nostrand Ave.)	17
King's Plaza & Marina (Flatbush & "U" Aves.)	146
Korvette (Bay & Shore P'kways.)010616	
Seaview Village (Rockaway P'way, Ave. "M")	12
Manhattan:—	
Delano Village (Lenox Ave. & 139th St.)	NA
Grand Square (B'way & 125th St.)	NA
Manhattan Plaza (42nd/43rd Sts., 9th/10th Ave.)	NA
Park West (Columbus Ave.)	NA
Shoreview Towers (First Ave. & 85 St.)	NA
Queens:—	
Barclay Square (Kissena Blvd. 41st Ave.)	NA
Bay Terrace (Bayside)	64
Beach 32nd St. (Far Rockaway)	NA
Beechcroft (Kissena Blvd., Elder Ave.)	14
Belle Harbor (Beach Channel Dr.)	12
Breezy Point (Forest Hills)	NA
Carlyle (Kissena Blvd.)	9
Crossroads at Whitestone (Whitestone)	9
Dayton Plaza (Rockaway Beach)	25
Expressway (99th St. Long Island Exprwy.)	NA
Far Rockaway (Motte Central Aves.)	32
Flatlands Mart (S/E/C Flatlands Ave., 108th St.)	12
Glen Oaks (255-55 Union Tpke.)	NA
Grand Union (Merrick Rd., Laurelton P'kway)	NA
Jackson Heights (31st Ave.)	20
Korvette (Douglaston)	4
Lefrak City (Junction Blvd. & 57th Ave.)	50
Northridge (Northern Blvd., Jackson Hghts.)	NA
Queens Center (Queens & Woodhaven Blvd., L.I., Exprwy.)	74
Queens Plaza North (Long Island City)	NA
Rego City (57th Ave., 96&97 Sts.)	10
Rego Park (Queens Blvd., 63rd Rd.)	20
Rentar Plaza Mall (Queens)	NA
Whitestone (Cross Island Parkway)	NA
Yellowstone (Forest Hills)	NA
Staten Island:—	
Fox Hills (Targee St.)	17
Greenridge Plaza (Richmond Ave.)	22
reen Tree Mall (Victory Blvd. Exprwy.)	20
Heartland Village (Richmond Ave.)	14
Hylan Plaza (New Dorp)	16
Korvette (Richmond Ave.)	18
New Springville (Richmond Ave.)	21
Oakwood (Amboy Rd.)	12
Page & Amboy (Tottenville)	NA
Richmond Valley (Page Ave.)	7
Rosebank (Tompkins Ave.)	2
Southgate Center (Forest Ave.)	20
Staten Island Mall (Richmond Ave.)	131
Staten Island Plaza (Forest Ave.)	37

13 - RETAIL OUTLETS: Largest Department Stores

Bronx : Alexander's; Hearn's; Macy's; Lerner's; Plymouth Shops; Sears Roebuck; Wertheimer.

Brooklyn : Alexander's; Abraham & Straus; Macy's; Mays; Lerner's; Plymouth Shops; Sears Roebuck; Times Square Stores.

Manhattan : Alexander's; B. Altman; Bloomingdale Bros.; Gimbel Bros.; Lord & Taylor; R. H. Macy; Saks-5th Ave.; Lerner's; Orbach's; Plymouth Shops; Bonwit Teller; Montgomery Ward; J.C. Penney; Meinikoffs.

Queens : Gertz; Montgomery Ward; R. H. Macy; Abraham & Strauss; Sears Roebuck; Abramson's; Bloomingdales; Alexander's; Lerner's; Orbachs; Times Square Stores.

Richmond : Tompkins; Mayflower; Lieberman's; Sears Roebuck; Richmond Dry Goods; Lerner's; R. H. Macy.

Leading Chain Drug Stores

Bronx : Baychester Co-op; Circle; Courtesy; Family; Leroy; Metropolitan; K & K; Parchester; Pathmark; Rite Aid; Stanken; Whelan.

Brooklyn : Courtesy; Crown Pathmark; Harrico; Ketchum Distributors; Neergard; Rexall; Silver Rod; Thriftway; Whelan.

Manhattan : Block; Clearfield; Drug Mart; Duane Reade Corp.; Falk Drug Corp.; Liggett-Rexall; Pathmark; Prescriptions Ltd.; Rite Aid; Walgreen; Eastern Co.; Whelan.

Queens : Courtesy; Duane Reed; Genovese; Pathmark; Rexall; Whelan.

Richmond : Neergaard; Pathmark; Rexall; Sav-On Drugs; Whelan.

Leading Grocery Supermarkets

Bronx : Altagracia 4; Domino 7; Baychester Consumers Co-op 3; Gristede; Finast; Merit Farms; Food City 11; Pioneer 4; D'Agostino 3; Grand Union 7; Associated 23; Shopwell 8; Sloan's 3; Pathmark 2; Concourse Food Corp. 4; D'Urso 17.

Brooklyn : Danza 4; Bernstein Bros. 6; D'Agostino; Pioneer 3; Speedway 7; Miele-Key Mkts. 3.

Manhattan : A&P 25; D'Agostino 15; Gristede 81; Finast 30; Grand Union 6; Shopwell 22; Pathmark 1; Food Family 2; Food-O-Rama 3; Food Pageant 8; Smilers 10; Sloan's; Shop Quick 6; Great Way Super Mkts. 2.

Queens : A&P 21; Finast 10; Gristede 1; Grand Union 7; Shopwell 5; Pathmark 4; Sloan's 1.

Richmond : A&P 5; Finast; Dan's Supreme; Pathmark.

Largest Variety Stores

Bronx : Woolworth 17; Kresge 4; Green 1; Lamston 2; Newberry; McCrory 3.

Brooklyn : Woolworth 17; Kresge 4; Green 1; Lamston 2; Newberry; McCrory 3.

Manhattan : Woolworth 30; Green 3; Lamston 20; Nichols 3; McCrory 3.

Queens : Woolworth 23; Kresge 2; Green; Lamston 4; Nichols; McLellan 2; McCrory 3.

Richmond : Woolworth 2; Kresge 2; Neisner 1; McCrory 1.

14 - NEWSPAPERS: Contact for Advertising and Merchandising Data— Representatives.

Bronx Borough

- No daily newspapers published in the Bronx.

Brooklyn Borough

BULLETIN (m-mon to fri) Circ. 3,080; sworn Oct. 1, 1980. Sylvia M. Adelman, Ed. & Pub., 16 Court St., Brooklyn, NY 11241; Tel. (212) 624-6181.

National Representative : None.

Manhattan Borough

JOURNAL OF COMMERCE and COMMERCIAL (m-mon to fri) 22,045; Mar. 31, 1981 ABC. P. Robert Potesky, Adv. Dir., 110 Wall St., New York, NY 10005; Tel. (212) 425-1616.

National Representative : Knight-Ridder.

NEWS (m-mon to fri) 1,491,556; (m-sat) 1,196,337; (S) 1,995,702; Mar. 31, 1981 ABC. Arthur E. Wible, Vice Pres./Adv. Dir., 220 E. 42 St., New York, NY 10017; Tel. (212) 949-1234.

National Representatives : CWO&O; Western States Assoc. (Pacific Coast); Chicago Tribune/N.Y. Daily News (Detroit, Mich.); Towmar (Mexico & Central & S.A.); All Amer. Media (Europe).

POST (all day-mon to fri) 732,158; (sat) 470,359; Mar. 31, 1981 ABC. Peter N. Anderson, Adv. Dir., 210 South St., New York, NY, 10002; Tel. (212) 349-5000.

National Representatives : Braham; Met. Pub. Rep.; Media People.

TIMES (m-mon to fri) 930,546; (m-sat) 688,021; (S)1,479,263; Mar. 31, 1981 ABC. Lance R. Primis, Adv. Dir., 229 W. 43 St., New York, NY 10036; Tel. (212) 556-1234.

National Representative : Direct—Through branch offices.

WALL ST. JOURNAL (Eastern Edition m-mon to fri) 780,662; (Total all Editions m-mon to fri) 1,948,121; Mar. 31, 1981 ABC. Lee Heffner, VP/Adv. Dir. Eastern Edition, 22 Cortlandt St., New York, NY, 10007; Tel. (212) 285-5000.

National Representative : Direct—through branch offices.

EL DIARIO-LA PRENSA (m-mon to fri) 59,000; (S) 61,000; Publishers estimate; Mar. 31, 1981. John P. DiBellis, Adv. Dir., 181 Hudson St., New York, NY 10013; Tel. (212) 553-0600.

National Representative : Landon.

NEWS WORLD (m) 72,500; (S) 72,500; sworn Jan. 1981. Richard Milman, Adv. Dir., 401 5th Ave., New York, NY 10016; Tel. (212) 532-8300.

National Representative : Direct

Richmond Borough

STATEN ISLAND ADVANCE (e-mon to fri) 73,785; (e-sat) 71,281; (S) 81,140; Mar. 31, 1981 ABC. Gary Cognetta, Ret. Adv. Mgr., George Fries, Class. Adv. Mgr., Jack Furnari, Mktg. Mgr., 950 Fingerboard Rd., Staten Island, NY 10305; Tel. (212) Yul-1234.

National Representative : Newhouse.

NEWBURGH-BEACON

1 - LOCATION: E&P Map F-5 (in Poughkeepsie SMSA & Newburgh-Middletown SMSA). Newburgh on W. bank (in Orange County) and Beacon on E. bank (in Dutchess County) of Hudson River, 60 mi. N of N.Y. City; 16 mi. S of Poughkeepsie; 90 mi. S of Albany; 1 mile from N.Y. State Thruway; Interstate Rte. 84.

2 - TRANSPORTATION: Railroads : Conrail; Erie-Lackawanna.

Motor Freight Carriers —10.

Intercity Bus Lines —Greyhound; Short; Flying Eagle; Fishkill; Mohawk.

3 - POPULATION:

Corp. Cities 80 Cen. 36,375
Newburgh 80 Cen. 23,438
Beacon 80 Cen. 12,937
CZ-ABC: (70) 61,067; (81) 60,400
RTZ-ABC: (70) 173,287; (81) 212,700
Counties/SMSA 80 Cen. 504,658
City & RTZ-ABC: (70) 234,354; (81) 273,100

Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:

Corp. Cities 80 Cen. 20,306
Newburg 80 Cen 15,915
Beacon 80 Cen 4,391
CZ-ABC: (70) 19,026; (81) 21,900
RTZ-ABC: (70) 49,936; (81) 70,800
Counties/SMSA 80 Cen. 164,893
Dutchess 80 Cen. 80,642
Orange 80 Cen. 84,251
City & RTZ-ABC: (70) 68,962; (81) 92,700

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	$273,669,000
Sav. & Loan	2	$98,640,000
Commercial	12	$2,080,160,000

6 - PASSENGER AUTOS: (Counties):
Orange 134,716; Dutchess 131,739

7 - ELECTRIC METERS: Residence
Newburgh 12,243; Beacon 7,220

8 - GAS METERS: Residence
Newburgh 12,223; Beacon 9,532

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Newburgh: Textiles 2,440; Electronics 450; Tile 325; Pocketbooks 1,000; Trucking 3,352; Aviation & Cargo Transport 700; Plastics 500; Metropolitan Transit Authority; West Point Military Academy 8,300; Beacon: Research 1,160; Printing 565; Electronics (IBM) 19,750; Apparel 200; Furniture 154.

Principal Industrial Pay Days : Newburgh: Wed., Thurs., Fri.; Beacon: Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 30-48; Summer 58-95; Fall 55-79; Winter 3-46. First killing frost, Oct. 8. Last killing frost, May 1.

11 - TAP WATER: Newburgh: Alkaline, soft; Beacon: Neutral, soft; fluoridated.

12 - RETAILING: Newburgh-West Broadway. Beacon-Main Street. Fishkill-Main Street.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Lloyd's(-)	NA	
Mid Valley Mall(47)	NA	J.C. Penney, Woolworth
Newburgh Mall(70)	NA	Sears, Caldor
Zayre Plaza(22)	NA	Zayre, Walgreen
Big V Plaza(-)	NA	Shoprite
Dutchess Mall(75)	NA	May's
Sooth Hill Mall(60)	NA	K mart, Sears

Principal Shopping Days : Thu., Fri. Sat.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney Lloyd's; Caldor; Fishkill-Mays; Barker's; Howlands.

Variety Stores : Woolworth; Sears; Caldor's; Mason's; Howland's Dept. Store; Barker's; Big V; Albany Market.

Discount Stores : Bakers; Zayre; Masons.

Chain Drug Stores : Rexall; Walgreen; Genovese; Rite Aid; 2-Dixx.

Chain Food Stores : Grand Union 4; Shop-Rite 3; A&P 2; Pantry Pride; Foodtown.

Other Chain Stores : Miles; Thom McAn; 2-Radio Shack; 2-Firestone; General Tire; Regal Shoe; Fayva; Cranes; Royce Shoe; Goodyear; Cumberland Farms; Singer; Wickes Lumber.

14 - NEWSPAPERS: NEWS (e) 23,100; (S) 23,195; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: George Van Wagner, Adv. Mgr. NEWS, 85 Dickson St., Newburgh, NY 12550; Tel. (914) 561-3000.

National Representative : Thomson.

NIAGARA FALLS

1 - LOCATION: Niagara County (In Buffalo SMSA). E&P Map B-3. Niagara Power project site. Electrochemical, abrasive & metallurgical mfg. center; 23 mi. NW of Buffalo on Niagara River.

2 - TRANSPORTATION: **Railroads** : Conrail; Lehigh Valley; Erie-Lackawanna; Pere Marquette; West Shore; Mich. Central; Wabash; Canadian Nat. & Niagara Junction (all are freight only).
Motor Freight Carriers —55.
Intercity Bus Lines —Niagara Frontier Transportation (Metro Bus); Greyhound; Canada Coach.

3 - POPULATION:
Corp. City 80 Cen. 71,384
CZ-ABC: (70) 112,863; (81) 98,100
RTZ-ABC: (70) 34,261; (81) 34,700
County 80 Cen. 227,101
SMSA 80 Cen. 1,242,573
City & RTZ-ABC: (70) 147,124; (81) 132,800
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,272
CZ-ABC: (70) 35,348; (81) 35,100
RTZ-ABC: (70) 9,674; (81) 11,300
County 80 Cen. 80,156
SMSA 80 Cen. 445,373
City & RTZ-ABC: (70) 45,022; (81) 46,400

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$373,685,000
Sav. & Loan	1	$143,132,289
Commercial	5	$245,618,000

6 - PASSENGER AUTOS: County 111,850

7 - ELECTRIC METERS: Residence 47,000

8 - GAS METERS: Residence 30,181

9 - PRINCIPAL INDUSTRIES: Chemical Abrasives, Metallurgical, Paper Pdts. (16,684 employees). Av. salary—$293 wk.

10 - CLIMATE: Min. & Max. Temp.—Spring 30-54; Summer 60-76; Fall 44-54; Winter 26-44.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** : 7 on Main St.; 23 blocks on Pine Ave.; Military Rd. from Pine Ave. to Saunders Settlement Rd., 93-store mall.
Neighborhood Shopping Centers : 12 blocks on Buffalo Ave. (La Salle sec); 4 on 18th St.; shopping plazas on N. Main St., Pine Ave., Portage Rd., Military Rd., and at Lewiston; mall on Williams Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haeberle (6)	NA	Portage Pharmacy
Military Sq. (12)	NA	Century Housewares Plaza
Mil-Pine Plaza (9)	NA	Jenss, Tops Mkt.
Pine Plaza (22)	NA	Super Duper
Summit Pk. Mall (66)	NA	AM&A, Jenss, Sears

Principal Shopping Days : Mon., Wed., Thu., Sat.
Stores Open Evenings : City—Mon., Thu., Fri.; Plazas— Every eve.

13 - RETAIL OUTLETS: **Department Stores** : Beirs; Jenss 5; Sears; Hens & Kelly; AM&A.
Discount Stores : Century; Jupiter; King's; Twin Fair; K mart; Saxon's; Brand Names.
Chain Drug Stores : Miller; Single-Rexall 1; Stines; Leader 5; Coulson 2; Saraceni 3; Rite-Aid 2; Brooks.
Chain Food Supermarkets : Super Duper; Bell's; Wilson Farms; Tops 5; Twin Fair; B Kwik.
Other Chain Stores : Shoes: Shoetown, Kinney's, Nobil, Gallenkamp, Regal, Flagg Bros, Thom McAn 2; Clothing: National Shirt, Richmond Bros., Motherhood Maternity, David's, Merry-Go-Round, Chess King, Snodgrass, Lerner's, Norban; Auto Supplies: Firestone, Goodrich, Goodyear, General Tire; Paints: Sherwin-Williams, Mary Carter; Color Your World; Crandall; Misc: Singer Co., S&H Green Stamps, Spiegel (catalog), Color Tile, Gordon Jewelers, Child World, The Gap, Cavage's, Fredericks of Hollywood, General Nutrition, Jaccord Jewelers, Zales, Waterbed World, Keepsake, Proving Grounds, Susie's Casuals.

14 - NEWSPAPERS: GAZETTE (e) 29,159; (S) 30,891; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Anthony Bonfante, Adv. Dir., GAZETTE, 310 La Salle Arterial, Niagara Falls, NY 14303; Tel. (716) 282-2311.
National Representative : Gannett; Landon.

NORTH TONAWANDA TONAWANDA

1 - LOCATION: Niagara & Erie Counties (In Buffalo SMSA). E&P Map B-3. 9 mi. from Niagara Falls and 10 mi. from Buffalo on Hwys. 62, 265, 324, 384, 425, 429; on Erie Barge Canal at junction with Niagara River.

2 - TRANSPORTATION: **Railroads** : Conrail.
Motor Freight Carriers : 4.
Intercity Bus Lines : Metro Bus.
Airlines : American; United; USAir; Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 54,453
North Tonawanda 80 Cen. 35,760
Tonawanda 80 Cen. 18,693
CZ-ABC: (70) 57,910; (81) 58,300
RTZ-ABC: (70) 126,063; (81) 111,300
Counties/SMSA 80 Cen. 1,242,573
Niagara 80 Cen. 227,101
Erie 80 Cen. 1,015,472
City & RTZ-ABC: (70) 183,973; (81) 169,600

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 19,549
North Tonawanda 80 Cen. 12,868
Tonawanda 80 Cen. 6,681
CZ-ABC: (70) 17,438; (81) 20,200
RTZ-ABC: (70) 37,306; (81) 37,900
Counties/SMSA 80 Cen. 445,373
Niagara 80 Cen. 80,156
Erie 80 Cen. 365,217
City & RTZ-ABC: (70) 54,744; (81) 58,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	N.A.
Sav. & Loan	2	N.A.

6 - PASSENGER AUTOS: (Counties): Erie 483,110; Niagara 117,775

7 - ELECTRIC METERS: Res. T&NT 20,706

8 - GAS METERS: Res. T&NT 16,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Chem., Plastics, Paints 797 ($320); Paper & Allied Products 53 ($330); Machine Shop Metal Trades 172 ($340).

10 - CLIMATE: Min. & Max. Temp.—Spring 35-50; Summer 60-94; Fall 45-58; Winter 20-33. First killing frost, Oct. 21. Last killing frost, Apr. 27.

11 - TAP WATER: Medium Hard.

12 - RETAILING: **Principal Shopping Center** : 3 blocks on Main St.; 1 one each on Broad, Young, Niagara Sts., Tonawanda; 2 on Webster St., N. Tonawanda.
Neighborhood Shopping Centers : Midcity, Plaza, N. Tonawanda; 3 blocks at Oliver and Wheatfield Sts., N. Tonawanda; Wurlitzer Park; Green Acres Plaza; Highland-Colvin Plaza; Parkview Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midcity Plaza (25)	3	Bell's, Sav-Rite, Sample, Fays, Hills
Blvd. Mall (77)	4	Sattler, Kleinhans, Jenss, J. C. Penney
Sheridan Plaza (33)	4	A.M.&A., Hengerers
Northtown Plz.	5	Hens & Kelly, Bergers
Del-Ton Plaza (15)	2	Bells
Powerline Plaza	2	Budway Mkt., Rite Aid
Summit Pk. Mall (66)	5	Sears, Hens & Kelly, McCrory, Jenss, AM&A

Principal Shopping Days : Thurs., Fri., Mon., Sat.
Stores Open Evenings : Mon., Sat. Til 9 P.M.
Principal Industrial Pay Days : Thurs., Fri.

13 - RETAIL OUTLETS:
Discount Stores : Twin Fair; Century; Ames; Value; Hill's.
Variety Stores : G. C. Murphy.
Chain Drug Stores : Leader 1; Rite Aid 6; P.K.3; Brooks 1; C.V.S.2.
Chain Food Supermarkets : Bell Mkts 2; Super Duper 2; Tops 2.
Other Chain Stores : Endicott-Johnson; Kinney; Dunlop Tire; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 16,575; (Sat.m) 16,537; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert H. Lindbeck, Adv. Dir., NEWS, 435 River Rd., North Tonawanda, NY 14120; Tel. (716) 693-1000.
National Representatives : Landon; USSPI.

NORWICH

1 - LOCATION: Chenango County, E&P Map D-4, County Seat. On Chenango River, 42 mi. N of Binghamton, 50 mi. S of Utica, 65 mi. SE of Syracuse. On State Hwys. 12, 23 & 319.

2 - TRANSPORTATION: **Railroads** : Erie & LAckawanna (freight).
Intercity Bus Lines : Shortline.
Airlines : Midstate; Airport Chartered Service.

3 - POPULATION:
Corp. City 80 Cen. 8,082
County 80 Cen. 49,344
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,521
County 80 Cen. 16,858

5 - BANKS:

Commercial	3	$210,000,000
Sav. & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 22,013

7 - ELECTRIC METERS: Residence 3,420

8 - GAS METERS: Residence 1,905

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Pharmaceutical 1,200; Textile 400; Aircraft Parts 400; Metal Working 335; Footwear 500.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-75; Summer 60-90; Fall 35-75; Winter 15-34.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great American	NA	Great American Grocers Ames.
Family Shopping Plaza (9)	NA	Family Bargain Center
Norwich (15)	NA	Jamesway, Grand Union

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Thurs., Fri.

13 - RETAIL OUTLETS: **Department Stores** : Fishman; Woolworth's; McLaughlin's.
Discount Stores : Ames; Jamesway.
Chain Drug Stores : Carl Drug; Rite Aid.
Chain Food Supermarkets : Grand Union; A&P; Great American.
Other Chain Stores : Sears (catalog); Bern's; Besdin's; Triangle Shoes; Endicott-Johnson; S&H Green Stamps; Natl'. Auto: Mila Fabrics; Montgomery Ward.

14 - NEWSPAPERS: SUN (e-mon to fri) 7,328; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Alan H. Marsh, Gen. Mgr., SUN, 45-47 Hale St., Norwich, NY 13815; Tel. (607) 334-3276.
National Representative : Landon.

NYACK

1 - LOCATION: Rockland County (In NY-NJ SMSA). E&P Map F-6. On New York State Thruway; Garden State Pkwy., Route 59 & 17.

2 - TRANSPORTATION: **Railroads** : Conrail.
Motor Freight Carriers : 1.
Intercity Bus Lines : Mohawk, Rockland, Short Line; Red & Tan.

3 - POPULATION:
Corp. City 80 Cen. 6,428
PMA-ABC: (70) 229,903; (81) 263,600
County 80 Cen. 259,530
SMSA 80 Cen. 9,119,737
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,657
PMA-ABC: (70) 60,359; (81) 79,900
County 80 Cen. 77,905
SMSA 80 Cen. 3,498,354

5 - BANKS: 37N		
Saving	9	$395,910,000
Savings & Loan	9	$548,741,000
Commercial	12	$698,752,000

6 - PASSENGER AUTOS: County 52,561

7 - ELECTRIC METERS: Res. Co. 76,103

8 - GAS METERS: Res. Co. 59,545

9 - PRINCIPAL INDUSTRIES: Industry Number of wage earners (Av. Wkly. Wage)—Manufacturing 15,800 ($334); Contract Construction 2,400 ($287); Transportation & Public Utilities 3,500 ($357); Wholesale and Retail Trade 17,400 ($175); Finance Insurance and Real Estate 2,500 ($240); Services 16,300 ($191).

10 - CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers** : Rockland Plaza, Nanuet Mall, Nanuet; Pacesetter Park, Ponoma; Samsondale Plaza, West Haverstraw; Main St. & Broadway, Nyack; Central Ave., Pearl River; Lafayette Ave. Suffern; Main St., Spring Valley; Main St. & Broadway, Haverstraw
Principal Shopping Days : Thurs, Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores** : Sears; Bambergers; Calders; Marshalls.
Variety Stores : Woolworth; J.J. Newberry.
Chain Food Supermarkets : Shop Rite; A&P; Grand Union; Waldbaums; Pathmark; Shopwell; Foodtown; Stop and Shop.
Other chain stores : National; Firestone; Strauss; Lightning; Pergament Paint; Rickels; Huffman-Koos; Sandler & Worth; Childworld; Channel Lumber.

14 - NEWSPAPERS: JOURNAL-NEWS (e) 46,424; (S) 46,389; March 28, 1981 ABC.
Local Contact for Advertisng and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative : Gannett.

OGDENSBURG

1 - LOCATION: St. Lawrence County, E&P Map D-1. Only U.S. Harbor on the St. Lawrence River. Wholesale & retail center of a three-county area in northern N.Y. Major distributing center for gasoline, oil & coal. Site of St. Lawrence Seaway & Power Projects. Bridge to Canada. 130 mi. N of Syracuse; 60 mi. N of Watertown; 60 mi. S of Ottawa; 115 mi. W of Montreal; 220 mi. E of Toronto.

2 - TRANSPORTATION: **Railroads** : Conrail.
Intl. Bridge Provides fast truck & car connections with Canada. Also, Ogdensburg Bridge and Port Authority—Port of Ogdensburg.
Motor Freight Carriers —5.
Freight Steamship Lines —2.
Intercity Bus Lines —Greyhound; Thousand Island,
Airport —Air North.

3 - POPULATION:
Corp. City 80 Cen. 12,375
County 80 Cen. 114,254
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,204
County 80 Cen. 35,801

5 - BANKS:	NUMBER	DEPOSITS
Savings	1	$63,632,393
Sav. & Loan	1	$14,342,140
Commercial	2	$198,000,000

6 - PASSENGER AUTOS: County 43,542

7 - ELECTRIC METERS: Residence 4,382

8 - GAS METERS: Residence 3,557

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): State Hosp. 1050 ($269); Paper 310 ($270); Shade Rollers 150 ($200); Off. Equip. 153 ($225); Drapery Hdwr. 100 ($240); Office Sup. 250 ($105).
Principal Pay Days : Wed., Fri., 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 20-70: Summer 40-94; Fall 40-70; Winter -28-35; First killing frost, Oct. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Normal, Fluoridated

12 - RETAILING: **Principal Shopping Centers** : 4 blocks on Ford St.; 2 on State St.; Seaway Shpg. Ctr., Canton St.; Park Plaza (Rt. 37 & Rt. 56).
Neighborhood Shopping Centers : 2 blocks on E. Ford St., 2 blocks on Main St.
Nearby Shopping Centers : Seaway, 2 miles (11 stores; Kinney Drug; Sears; K mart; Park Plaza, 1 1/2 mile.
Shopping Center : Open every night.
Principal Shopping Days : Tues. Thru Sun.
Stores Open Evenings : Every evening; Sun. 1-6 p.m.

13 - RETAIL OUTLETS: **Department Stores** : Ames.
Discount Stores : Ames; K Mart.
Chain Drug Stores : B.O. Kinney; Fays Drugs.
Chain Food Supermarkets : Great American; Eddy's Mkt.; P&C; Chicago Market.
Other Chain Stores : Singer Co.; Sperlings Furn.; Goodyear; Agway; Sears; Montgomery Ward; Grossman's; Endicott Johnson; National Army Stores; Garns Supply; McDonalds; Dixie Lee.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,312; ADVANCE NEWS (S) 7,830; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Kathleen Wade. Adv. Dir., JOURNAL and ADVANCE-NEWS, 308-312 Isabella St., Ogdensburg, NY 13669; Tel. (315) 393-1000.
National Representative : Landon.

OLEAN

1 - LOCATION: Cattaraugus County, E&P Map B-4. On State Hwys. 16, 17; on New York-Pennsylvania boundary; 70 mi. S of Buffalo.

2 - TRANSPORTATION: **Railroads** : Erie-Lackawanna; Conrail.
Motor Freight Carriers : 18

3 - POPULATION:
Corp. City 80 Cen. 18,207
CZ-ABC: (70) 33,174; (81) 32,200
RTZ-ABC: (70) 130,851; (81) 138,700
County 80 Cen. 85,697
City & RTZ-ABC: (70) 164,025; (81) 170,900
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:

Corp. City 80 Cen. 7,793
CZ-ABC: (70) 10,146; (81) 11,200
RTZ-ABC: (70) 40,345; (81) 48,800
County 80 Cen. 29,280
City & RTZ-ABC: (70) 50,491; (81) 60,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$68,421,112

6 - PASSENGER AUTOS: County 34,551

7 - ELECTRIC METERS: Residence 7,225

8 - GAS METERS: Residence 6,304

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Turb[illegible], compressors, 2,700; Electric components, 1050; Capcacitors, resistors, 700; Ceramic Tile, 400; Elec. Protect. Equip., 185; Household cutlery, 150; Precision machine work; Tool & Die; Industrial supplies; Industrial machinery; Electroplating.
Principal Pay Days —Wed., thurs., Fri., Sat.

10 - CLIMATE: Average Temp.—Spring 47; Summer 68; Fall 49; Winter 23. First killing frost, Sept. 30. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : Olean Center Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Allegany (3)	NA	Reids, Food Barn, K mart, Rite Aid
Bradners (2)	NA	Bradners, J.C. Penney
Olean Center (2)	NA	A.M. & A's, Hills
Westons (2)	NA	Westons, No Frills

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Downtown—Wed.; Shopping centers—every night.

13 - RETAIL OUTLETS: Department Stores : A.M.&A's; Bradner's; Hill's; Sears; Montgomery Ward; J.C. Penney.
Discount Stores : K mart; Weston's; Hills.
Chain Drug Stores : Rite-Aid; Clinton; Rexall.
Chain Food Supermarkets : A&P; F.J. Mahar 5; Tops; Food Barn 2; Rieds.
Other Chain Stores : Co-op Grocery; Firestone; Grossmans; Century House; A.M. & A's; Valu-Homes.

14 - NEWSPAPERS: TIMES-HERALD (e) 25,189; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Chris Henzel, Dir. of Adv., TIMES-HERALD, 639 Norton Dr., Olean, NY 14760; Tel. (716) 372-3121.
National Representative : Landon.

ONEIDA

1 - LOCATION: Madison County (In Syracuse SMSA). E&P Map D-3. Geographic center of State. On State Hwys. 5, 46, 365; 263 mi. from NYC; 26 mi. E. of Syracuse; 22 mi. W of Utica. On NYS Thruway.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 3.
Intercity Bus Lines : Central N.Y.

3 - POPULATION:
Corp. City 80 Cen. 10,810
County 80 Cen. 65,150
SMSA 80 Cen. 642,375
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,041
County 80 Cen. 20,805
SMSA 80 Cen. 223,642

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$2,457,027,000
Savings	2	$1,247,920,136

6 - PASSENGER AUTOS: County 27,032

7 - ELECTRIC METERS: Residence 14,251

8 - GAS METERS: Residence 7,064

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Silverware 2,200, Paper Plates 300; Food Prod. 190; Milking Mach. 110.
Principal Industrial Pay Days : Thu.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St.; 2 on Madison St.; 1 on Lenox Ave.; Farrier Ave. & Phelps St.; 3 on Broad St.; 4 New Shpg. Ctrs.
Shopping Centers : Oneida (16 stores-Mont. Ward, Sears); North Side; Wilson St; Rt.s Big'N' Plaza
Principal Shopping Days : Thurs., Fri., Tue.
Stores Open Evenings : Thu. Gro. Mon. Thu.

13 - RETAIL OUTLETS: Department Stores : Ames.
Discount Stores : Alfred's Bargain City; National Auto Stores; Agway.
Chain Drug Stores : Medical Ctr. Phcy Carl's 1; Fay's Drugs; Rite-Aid.; Colonial Pharinacy.
Variety Stores : H.L. Green.
Chain Food Supermarkets : P&C; Save-More; Chicago Markets; Great American Stores; Foodland,
Other Chain Stores : Montgomery Ward; Singer Co.; Sears (catalog);

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 10,767; (m-sat) 10,751; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: David W. Hollis, Gen. Mgr., DISPATCH, 130 Broad St., Oneida, NY 13421; Tel. (315) 363-5100.
National Representative : Landon.

ONEONTA

1 - LOCATION: Otsego County, E&P Map E-4. Agricultural and Dairy Center. 80 mi. SW of Albany; 62 mi. from Binghamton. On U.S. Hwy. 7 and State Hwys. 28 and 23.60 mi. S of Utica.

2 - TRANSPORTATION: Railroads : Delaware & Hudson.
Motor Freight Carriers —5.
Intercity Bus Lines —Greyhound; Adirondack; Pine Hill.
Airlines —Catskill Airways.

3 - POPULATION:
Corp. City 80 Cen. 14,933
CZ-ABC: (70) 17,722; (81) 16,900
RTZ-ABC: (70) 72,981; (81) 79,700
County 80 Cen. 59,075
City & RTZ-ABC: (70) 90,703; (81) 96,600
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,218
CZ-ABC: (70) 4,712; (81) 5,200
RTZ-ABC: (70) 22,701; (81) 28,400
County 80 Cen. 20,228
City & RTZ-ABC: (70) 27,413; (81) 33,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$166,000,000
Sav. & Loan	1	$82,000,000
Savings	1	$14,500,000

6 - PASSENGER AUTOS: County 25,756

7 - ELECTRIC METERS: Residence 4,123

8 - GAS METERS: Residence 2,919

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Colleges 1,385 ($280); RR. 500 ($280); Plastics 190 ($180); Electronics 365 ($200); Paper Processing 90 ($180); Dress Mfg. 190 ($160); Feed Mill 60 ($200).
Principal Industrial Pay Days —Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 28-73; Summer 52-98; Fall 31-72; Winter -12-55. First killing frost, Oct. 12. Last killing frost, May 17.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 10 blocks on Main St., Chestnut, Broad and Market Sts.
Neighborhood Shopping Centers : East Main St.; Chestnut St.; River St.; Oneonta Shpg. Plaza.; West End Shpg. Center; Pyramid Mall, Route 7; Oneonta Trade Mart; West End; Sidney Plaza.
Principal Shopping Days : Thur., Sat.
Stores Open Evenings : Mon. thru Sat. at shopping centers; Thursday nights downtown. Some stores open Sunday.

13 - RETAIL OUTLETS: Department Stores : Bresee's; Argersingers; J.C. Penney; Singer.
Discount Stores : Carl's Drug; Jamesway.
Variety Stores : Woolworth; Newbony's, Fay's Drug; Ames; Barkers
Chain Food Supermarkets : Victory; Grand Union; P&C; Price Chopper; Great American.
Other Chain Stores : Singer Co.; Endicott Johnson; Montgomery Ward (catalog); Woolworth; Triangle Shoes; Sears (catalog).

14 - NEWSPAPERS: STAR (m) 18,722 Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James Vitale, Ret. Adv. Mgr., STAR, 102 Chestnut St., Oneonta, NY 13820; Tel. (607) 432-1000.
National Representative : Branham.

OSSINING

1 - LOCATION: Westchester County (In NY-NJ SMSA). E&P Map F-5. Residential center 30 mi. N of N.Y. City. On U.S. Hwy. 9; State 133 & 134.

2 - TRANSPORTATION: Conrail; Amtrak.
Airlines : Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 30,680
PMA-ABC: (70) 47,144; (81) 42,000
County 80 Cen. 866,599
SMSA 80 Cen. 9,119,737
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,777
PMA-ABC: (70) 13,567; (81) 14,000
SMSA 80 Cen. 3,498,354

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	23	$4,477,784,000
Savings & Loan	17	$1,365,061,000
Commercial	16	$3,226,742,000

6 - PASSENGER AUTOS: County 490,612

7 - ELECTRIC METERS: Residence 6,234

8 - GAS METERS: Residence 4,319

9 - PRINCIPAL INDUSTRIES: Industry, number of wage earners (Av. Wkly. Wage)—Fabricated Metals 2,600 ($288); Non-Electrical Machinery 16,800 ($589); Electrical Machinery 8,500 ($300); Transportation Equipment 5,400 ($585); Instruments 4,700 ($365); Food 10,100 ($504); Apparel 3,700 ($200); Printing & Publishing 7,700 ($350); Chemicals 5,800 ($423).

10 - CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 3. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St.; 3 on Spring St.; Croton Ave.
Principal Shopping Days : Thurs., Fri., Sat., Sun.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS:
Variety Stores : Woolworth; J.J. Newberry.
Discount Stores : Barkers.
Chain Drug Stores : Kipp's 2; Medicine Shoppe 2.
Chain Food Supermarkets : A&P; Grand Union 2; Finast Shopwell 2; Shop-Rite.
Shopping Centers : Chilmark (Pleasantville Road); Arcadia (So. Highland Ave.).

14 - NEWSPAPERS: CITIZEN REGISTER (e) 7,520; (S) 7,607; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative : Gannett.

OSWEGO-FULTON

1 - LOCATION: Oswego County (In Syracuse SMSA). E&P Map D-3, County Seat. Shipping center for 2-county agricultural and dairy area. Misc. mfg., wholesale and education center (State Univ. of N.Y. at Oswego, 9,500 students). 350 mi. from NYC; 145 mi. from Buffalo; 70 mi. from Rochester. Easternmost U.S. port on Great Lakes. First U.S. port on St. Lawrence Seaway. Lake Ontario terminus on N.Y. State Barge Canal. On State Hwys. 57, 48 and 104.

2 - TRANSPORTATION: Railroads : Freight on Conrail.
Motor Freight Carriers —4.
Intercity Bus Lines —Watertown-Oswego-Rochester; Syracuse-Fulton-Oswego.

3 - POPULATION:
Corp. Cities 80 Cen. 33,285
Fulton 80 Cen. 13,312
Oswego 80 Cen. 19,973
CZ-ABC: (70) 22,601; (81) 22,900
RTZ-ABC: (70) 67,759; (81) 80,200
County 80 Cen. 113,901
SMSA 80 Cen. 642,375
City & RTZ-ABC: (70) 90,360; (81) 103,100

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 13,745
Fulton 80 Cen. 5,088
Oswego 80 Cen. 8,657
CZ-ABC: (70) 7,084; (81) 7,300
RTZ-ABC: (70) 19,154; (81) 27,000
County 80 Cen. 37,238
SMSA 80 Cen. 223,642
City & RTZ-ABC: (70) 26,238; (81) 34,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$95,091,251
Sav. & Loan	1	$7,299,948
Commercial	3	$65,000,000

6 - PASSENGER AUTOS: County 44,851

7 - ELECTRIC METERS:
Residence: Oswego 12,102; Fulton 7,508

8 - GAS METERS:
Residence: Oswego 9,302; Fulton 5,717

9 - PRINCIPAL INDUSTRIES: Miller Brewing Co.; Nestle Co.; Armstrong Co.; Sealright; Alcan Aluminum Corp.; Hammermill Paper Co.; Plexo. Wire. Div.; Copperweld Steel Corp.; General Foods; Owen-Illinois; Niagara Mohawk atomic plant.
Principal Industrial Pay Days : Oswego—Thu. & Fri. Fulton—Fri., Tues., Wed. & Thu.

10 - CLIMATE: Min. & Max. Temp.—Spring 28-83; Summer 45-96; Fall 20-80; Winter 15-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : Oswego; 3 bl. on W. Bridge St.; 9 bl. on E. Bridge St.; 3 on West 1st St.; 3 on West 2nd St.; 2 on East 1st St.; 2 on East 2nd St.; 2 on East 3rd St.; 2 on S. 1st St.; 1 on Oneida St.; 2 on Cayuga St.; 3 on West Broadway; 1 on E. Broadway, 1 on W. First St. South; Canalview Mall, Pyramid Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mid-Town	NA	Great American
Pyramid Mall (10)	NA	Barker's
Price Chopper	NA	
Oswego Plaza	NA	P&C, Fay Drugs, J.C. Penney, Plaza Liquors

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Plaza Stores—Mon. thru Sat.
Stores Open Sunday : Many in Plaza.

13 - RETAIL OUTLETS: Department Stores : Jo Ann Fabrics, Inc.; Kline Bros.; Shapiro Bros.; Montgomery Ward.
Variety Stores : McCrory; McLellan; Green's.
Discount Stores : Weston's; Barker's.
Chain Drug Stores : Wayne 2; Key; Fay 2.
Chain Food Supermarkets : P&C Foods 3; Price Chopper 2; Morabito 3; IGA 2; Top's; Super Duper 2.
Other Chain Stores : Endicott-Johnson 2; M. Goldberg & Sons 2; Western Auto 2; Harris Army & Navy 2; Agway Farm 2.

14 - NEWSPAPERS: PALLADIUM-TIMES (e) 9,114; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Frank R. Lockwood, Adv. Dir., PALLADIUM-TIMES, 140 W. First St., Oswego, NY 13126; Tel. (315) 343-3800.
National Representative : Thomson.

PEEKSKILL

1 - LOCATION: Westchester County (In New York, NY-NJ SMSA). E&P Map F-5. Residential center. On E bank of Hudson River. 41 mi. N of NYC. On U.S. Hwys 6, 9, 202.

2 - TRANSPORTATION: Railroads : Conrail.
Intercity Bus Lines —Walters Transit; American.
Airlines —USAir and Altair at Westchester County Airport, Rye, N.Y.

3 - POPULATION:
Corp. City 80 Cen. 18,236
PMA-ABC: (70) 113,852; (81) 136,400
County 80 Cen. 866,599
SMSA 80 Cen. 9,119,737

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,850
PMA-ABC: (70) 31,745; (81) 43,600
County 80 Cen. 307,450
SMSA 80 Cen. 3,498,354

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	23	$3,739,900,000
Savings & Loan	17	$1,056,382,000
Commercial	16	$2,931,813,000

Note : In addition, banks based outside of Westchester have branches in the County (13 Savings, 9 Savings and Loan, and 128 Commercial branches) deposit figures for which are not available and not included in above.

6 - PASSENGER AUTOS: County 490,612

7 - ELECTRIC METERS: Res. 7,007

8 - GAS METERS: Res. 3,605

9 - PRINCIPAL INDUSTRIES: Industry and Number of Wage Earners (Av. Wkly. Wage): Fabricated Metals 2,600 ($263); Non-Electrical Machinery 12,500 ($497); Electrical Machinery 6,000 ($215); Transportation Equipment 4,600 ($373); Instruments 4,800 ($275); Food 9,400 ($393); Apparel 3,800 ($149); Printing and Publishing 7,500 ($256); Chemicals 6,000 ($344).

10 - CLIMATE: Min. & Max. Temp.—Spring 46-44; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost Apr. 10.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 11 blocks on Division, South, Main, Bank & Park Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beach (33)	NA	Sears, Woolworth's, Grand Union, Sherwin-Williams, Kinney's, Radio Shack, Whelan Drugs, Thom McAn
Westchester (40)	NA	Pergament, Mall Alexanders, Radio Shack, Waldbaum's, Fayva
Hampton Oaks	NA	Finast

Welcher Ave.		A&P
Crossroads	NA	A&P
Baldwin Place (38)	NA	Sears Catalog, Radio Shack, Nescott Drug, Pantry Pride
Yorktown Green (30)	NA	Caldor, Shopwell, A&P
Putnam Square (10)	NA	Shopwell

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Thu., Fri.

13 - RETAIL OUTLETS: Department Stores : Howland's; Alexanders; Pergament.
Variety Stores : McCrory's; Woolworth.
Discount Store : Caldor.
Chain Drug Stores : Whelan's; Rite Aid.
Chain Food Supermarkets : A&P 3; First Nat'l; Grand Union; Shopwell 4; Shop-Rite; Waldbaum 2.
Other Chain Stores : Sears; Montgomery Ward (catalog); Shoe Town; Thom McAn; Loft's; Singer; Trader Horn; Kinney; Sherwin-Williams; Lafayette.

14 - NEWSPAPERS: STAR (e) 11,157; (S) 11,828; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donald T. Caracelo, Adv. Mgr., STAR, 824 Main St., Peekskill, NY 10566; Tel. (914) 737-1200.
National Representative : Gannett.

PLATTSBURGH

1 - LOCATION: Clinton County, E&P Map F-1, County Seat. Center of retail, wholesale, industrial and tourist area of NE New York. College center; Air Force Base. On U.S. Rt. 9 & I-87, 310 mi. from N.Y.C.; 60 mi. S of Montreal; on western shore of Lake Champlain and bordering Adirondack Forest Preserve.

2 - TRANSPORTATION: Delaware & Hudson R.R.; Greyhound Bus.
Motor Freight Carriers : 8.
Airlines : USAir

3 - POPULATION:
Corp. City 80 Cen. 21,057
CZ-ABC: (70) 34,596; (81) 39,200
RTZ-ABC: (70) 43,257; (81) 48,300
County 80 Cen. 80,750
City & RTZ-ABC: (70) 77,853; (81) 87,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,650
CZ-ABC: (70) 9,371; (81) 12,200
RTZ-ABC: (70) 11,301; (81) 14,600
County 80 Cen. 24,896
City & RTZ-ABC: (70) 20,672; (81) 26,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$225,925,000
Sav. & Loan	1	$100,000,000

6 - PASSENGER AUTOS: County 32,104

7 - ELECTRIC METERS: Residence 8,910

8 - GAS METERS: Residence None

9 - PRINCIPAL INDUSTRIES: Paper Products; Wallpaper; Federal, State Employees; Plastics; Lumber & Wood Products; Machine Prod.; Air Force Base (SAC) Population over 10,000.
Principal Pay Days : Wed.; Thurs.; Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 37-74; Summer 50-80; Fall 16-60; Winter -10-39.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Margaret; 2 on Clinton; 2 on Bridge; 1 on Brinkerhof.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid Mall (50)	NA	K mart, Ward's, Penney, Price-Chopper
North Country (13)	NA	A&P, H.L. Green
Plattsburgh Plaza (13)	NA	Sears, Grand Union, Zayre
Skyway Corners (15)	NA	Grand Union, Woolworth's, King's Dept.
Big N Plaza (8)	NA	Ames, P&C Food, Kinney Drugs

Principal Shopping Days : Fri., Sat., Sun.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; Merkels; Sears; J.C. Penney; Magram's; K mart; Kings.
Variety Stores : Woolworth; Green.
Discount Stores : Meyer's; Kinney; Fay's; Ames.
Chain Food Supermarkets : Grand Union 3; A&P; P&C Mkts; Price Chopper.
Other Chain Stores : Merit; Triangle; Kinney; Anderson-Little; Zales Jewelers; Shoe Corp. of America; Endicott-Johnson Shoes; Fashion; National Army & Navy; Goodyear; Goodrich; Western Auto.; Thom McAn Shoes.

14 - NEWSPAPERS: PRESS-REPUBLICAN (m) 21,513; Mar 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William C. Lundquest, Adv. Dir., PRESS-REPUBLICAN, 170 Margaret St., Plattsburgh, NY 12901; Tel. (518) 561-2300.
National Representative : Branham.

PORT CHESTER

1 - LOCATION: Westchester County (In New York, NY-NJ SMSA). E&P Map F-6. Residential center; On U.S. Hwy. 1and State Hwys. 119, 120, and 120A; 9 mi. E of White Plains; New England Thruway; Connecticut Tpk.; Cross-Westchester Expway.

2 - TRANSPORTATION: Railroads : Conrail; Amtrak.
Airlines —Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 23,565
PMA-ABC: (70) 74,402; (81) 68,800
County 80 Cen. 866,599
SMSA 80 Cen. 9,119,737
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,001
PMA-ABC: (70) 22,845; (81) 24,400
County 80 Cen. 307,450
SMSA 80 Cen. 3,498,354

5 - BANKS:	NUMBER	DEPOSITS
Savings	23	$4,477,784,000
Savings & Loan	17	$1,365,061,000
Commercial	16	$3,226,742,000

6 - PASSENGER AUTOS: County 490,612

7 - ELECTRIC METERS: Residence 7,798

8 - GAS METERS: Residence 6,565

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Fabricated Metals 2,600 ($288); Non-Electrical Machinery 16,800 ($589); Electrical Machinery 8,500 ($300); Transportation Equipment 5,400 ($585); Instruments 4,700 ($365); Food 10,100 ($504); Apparel 3,700 ($200); Printing & Publishing 7,700 ($350); Chemicals 5,800 ($423).

10 - CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost Apr. 10.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 10 blocks on Main St.; 6 blocks on Westchester Ave.
Principal Shopping Days : Thu., Fri., Sat. Sun.
Shopping Center —Ridge St. (64,000 sq. ft., parks 500 cars) First National; Woolworth; Gristede's; Montgomery Ward; Boston Post Rd., 1 mi. south of shopping district.
Stores Open Evenings :Thu.

13 - RETAIL OUTLETS: Kaplan's; Neisner Bros.; Pergament Paints.
Chain Drug Store : Courtesy.
Chain Food Supermarkets : A&P; Finast 2; Shopwell 2; Waldbaum's.

14 - NEWSPAPERS: ITEM (e) 11,702; (S) 11,672; Mar. 28, 1981 ABC.
Local contact for Advertising and Merchandising Data: Gannett Newspaper Advertising, Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative : Gannett.

PORT JERVIS

1 - LOCATION: Orange County (In Newburgh-Middletown, NY SMSA). E&P Map E-5. On Delaware River; 88 mi. NW of N.Y. City.

2 - TRANSPORTATION: Railroads : Erie-Lackawanna.
Motor Freight Carriers —3.
Intercity Bus Lines —Deerpark Transp.; Tri-States Transit; Shortline.

3 - POPULATION:
Corp. City 80 Cen. 8,699
County/SMSA 80 Cen. 259,603

4 - HOUSEHOLDS:
City 80 Cen. 3,385
County/SMSA 80 Cen. 84,251

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	N.A.
Savings & Loan	3	N.A.
Comm.	7	N.A.

6 - PASSENGER AUTOS: County 134,716

7 - ELECTRIC METERS: Residence 3,784

8 - GAS METERS: Residence 3,642

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Glass 300 ($180); Cosmetics 300 ($200).

10 - CLIMATE: Min. & Max. Temp.—Spring 39-54; Summer 58-92; Fall 34-68; Winter -10-43.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center : Pike; Front; Sussex; and Ball Sts.
Neighborhood Shopping Centers : West Main St.; Kingston Ave.
Shopping Center : Tri-State Mall, Rt. 23, Montague, N.J.—2 mi. outside Port Jervis; Open Evenings to 10 p.m. Sundays to 6 p.m. Port Plaza, Downtown Port Jervis.

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Penney; K mart.
Variety Stores : Woolworth; Jamesway.
Chain Food Supermarkets : Grand Union 2; A&P; Shop-Rite; Great American.

14 - NEWSPAPERS: UNION-GAZETTE (e) 4,977; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Michael J. Kowal, Adv. Mgr., UNION-GAZETTE, 84-88 Fowler St., Port Jervis. NY 12771; Tel. (914) 856-5383.
National Representative : Branham.

POUGHKEEPSIE

1 - LOCATION: Dutchess County (SMSA). E&P Map F-5, County Seat. Industrial center on the E bank of Hudson River. On U.S. Hwy. 9, I-84, 9G; State Hwys. 44 & 55; 75 mi. N of NYC; 75 mi. S of Albany.

2 - TRANSPORTATION: Railroads : Conrail, Amtrak.
Motor Freight Carriers —20.
Intercity Bus Lines —Arrow; Greyhound; Mohawk; Mountain View; Trailways; Short Line; Leprechaun Lines.
Airlines —Command Airlines Air Taxi to Kennedy, La Guardia & Newark Airports; Colgan to Washington, D.C., and to Raleigh-Durham, N.C.

3 - POPULATION:
Corp. City 80 Cen. 29,797
CZ-ABC: (70) 73,116; (81) 75,300
RTZ-ABC: (70) 186,313; (81) 217,300
County/SMSA 80 Cen. 245,055
City & RTZ-ABC: (70) 259,429; (81) 292,600
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,663
CZ-ABC: (70) 22,191; (81) 26,200
RTZ-ABC: (70) 50,925, (81) 69,000
County/SMSA 80 Cen. 80,642
City & RTZ-ABC: (70) 73,116; (81) 95,200

5 - BANKS:	NUMBER	DEPOSITS
Savings	6	$818,755,000
Commercial	12	$503,433,000
Sav. & Loan	2	$92,231,000

6 - PASSENGER AUTOS: County 131,739

7 - ELECTRIC METERS: County 83,000

8 - GAS METERS: County 18,500

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners: Bus. Machines 22,000; Pumps & Separators 800; Printing, Litho. 1,150; Electric Inst. 1,477; Utilities 12,264; Elec. Prod. 487.

10 - CLIMATE: Min. & Max. Temp.—Spring 41-56; Summer 64-79; Fall 48-63; Winter 25-38. First killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : Pedestrian Mall over 6 blocks; Downtown Poughkeepsie.
Neighborhood Shopping Centers : Hooker Ave.; Raymond Ave.; Poughkeepsie Plaza, South Rd.; Bradlee Plaza, South Rd.; Hudson Plaza, South Rd.; 44 Plaza, Route 44; Red Oaks Mill; Manchester Rd.; Hyde Park Mall; South Hills Mall; Imperial Plaza; Nine Mall (Wappingers Falls); Fishkill; Dutchess Mall; Hopewell Junction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hyde Pk. Mall	4	Shop Rite, Barkers
South Hills	5	K mart, Sears, Mall Howlands, Up-To-Date
Dutchess Mall	15	Mays, Shop Rite, Service Merchandise, Pergament, Denbys
Hopewell Plaza	8	Grand Union
Poughkeepsie	2	Grand Union, Marshalls, Luckeys Plaza
Hudson Plaza	2	Montgomery Ward, Hermans, Flah's
Bradlees Plaza	2	Bradlees, Stop & Shop
Dutchess Center	2	K mart, Shop-Rite, Miron Catalogue Center
44Plaza	1	Edwards, Caldor's
Route 9 Mall	6	Caldor, Shop-Rite
Imperial Plaza	7	Grand Union
Fishkill	13	Grand Union
Blodgett Farm Plaza	13	Barker's
Dutchess Park	15	A&P
Hyde Park	4	Grand Union
Rhinebeck	16	Grand Union, A&P, Hudson Valley Dept.
Apple Valley Plz.	4	Grand Union
Red Oaks Mill	4	Grand Union, Rite Aid
Arthursburg	14	A&P
Wappingers	3	Walbaums, Channel Home Center

Principal Shopping Days : Wed., Thur., Fri., Sat.
Stores Open Evenings : All Stores, Thurs.; Food & Shpg. Ctrs., Mon. thru Fri. and Sunday.

13 - RETAIL OUTLETS: Department Stores : [illegible] 3; Montgomery Ward; Sears; May's.
Discount Stores : Bradlee; Caldor 2; K mart 2; Kings 2.
Variety Stores : Woolworth; S.S. Kresge.
Chain Drug Stores : CVS 2; Neustat 6; Liggett Rexall; Rite-Aid 2.
Chain Food Supermarkets : A&P 4; Grand Union 18; Edwards; Stop-and-Shop 1; ShopRite 4; IGA 2.
Other Chain Stores : Goodyear 3; Goodrich; Miles; A.S. Beck Shoes; Thom McAn; Singer Co.; Fanny Farmer; David's; Denbys; Howlands; French Boot 2; Flah's; Pittsburgh Paint; Grossman's Lumber; Friendly Ice Cream 3; Castro; Lloyd Lumber 3; Berton's; Western Auto; Kings 2; Shoe Town; Stewart's Ice Cream 2; Dunkin' Donuts 2 McDonald's 2; Kentucky Fried Chicken 3; Lum's; Arthur Treacher Fish & Chips; Roy Rogers; Channel Lumber.

14 - NEWSPAPERS: JOURNAL (m) 39,543; (S) 51,336; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. Merryweather, Adv, Dir., JOURNAL, 85 Civic Center Plaza, Poughkeepsie, NY 12602; Tel. (914) 454-2000.
National Representative : Gannett.

ROCHESTER

1 - LOCATION: Monroe County (In Rochester SMSA). E&P Map C-3, County Seat. Third largest city in State; On Lake Ontario, the Genesee River and N.Y. State Barge Canal; also a port of entry for trade with Canada and Seaway, 88 mi. W of Syracuse; 71 mi. E of Buffalo. Distribution center of nine-county agricultural area. Manufacturing scientific equipment, electronics, photographic supplies, optical supplies, men's clothing, food processing. On U.S. Hwys. I-390, I-490, I-590, 15 and 104; State Hwys. 31, 33, 47 and New York State Thruway.

2 - TRANSPORTATION: Railroads : Conrail; B&O; Erie and Lehigh Valley.
Motor Freight Carriers : 75.
Intercity Bus Lines : Greyhound; Empire State Trailways.
Airlines : Air North; Altair; American; Eastern; Empire; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 241,741
CZ-ABC: (70) 655,546; (81) 624,700
RTZ-ABC: (70) 422,211; (81) 472,700
County 80 Cen. 702,238
SMSA 80 Cen. 971,879
City & RTZ-ABC: (70) 1,077,757; (81) 1,097,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 94,597
CZ-ABC: (70) 205,179; (81) 221,800
RTZ-ABC: (70) 123,335; (81) 163,500
County 80 Cen. 252,217
SMSA 80 Cen. 342,101
City & RTZ-ABC: (70) 328,514; (81) 385,300

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	N.A.
Sav. & Loan	6	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 356,779

7 - ELECTRIC METERS: Residence 226,989

8 - GAS METERS: Residence 188,457

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Manufacturing/

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10 - CLIMATE: Min. & Max. Temp.—Spring 20-85; Summer 24-91; Fall 9-85; Winter -5-81.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Neighborhood Shopping Centers and Areas : **Brighton** : BelAire Plaza; Brighton Commons; Monroe Clover Shopping Ctr.; Red Barn Shopping Ctr.; Southview Commons; Twelve Corners Plaza; West Brighton Plaza. **Brockport** : Big N Plaza; Brockport Plaza. **Chili**: Chili Center Mart; Chili Paul Plaza; Chili Pixley Plaza; Churchville Commons. **Gates** : Buffalo Elm Plaza; Buffalo Road Shopping Ctr.; Chili Hinchey Shopping Ctr.; Gates Shopping Ctr.; Gates Chili Shopping Ctr.; Gateway Plaza; Gates Colonial Plaza; Great Western Mall; Spencerport Road Plaza; Westgate Plaza; Westmar Plaza. **Greece** : Barnard Shopping Center; Dewey Stone Shopping Ctr.; English Corners Convenience Ctr.; Greece Towne Mall; Home Furnishing Plaza; Latta Road Plaza; Long Ridge Mall; Mt. Read Maiden Lane Plaza; Northgate Plaza; Ridgemont Plaza; West Ridge Shopping Ctr.; Ridgecrest Shopping Ctr. **Henrietta** : Champion Plaza, Citibank Plaza, Henrietta K mart Plaza; Henrietta Plaza; Southtown Plaza; Todd Mart Plaza; Winjef Plaza; Suburban Plaza. **Irondequoit** : East Ridge Plaza; Georgetown Plaza, Gold Circle Plaza; Hunter Plaza; Irondequoit Shopping Ctr.; Empire Plaza; Ridge Hudson Plaza; Stutson Bridge Plaza; Titus Shopping Plaza. **Penfield** : Eastway Plaza; Panorama Plaza, Penfield Plaza; Browncroft Corners. **Perinton** : Country Club Plaza; Hitching Post Plaza; Perinton Square; Perinton Mall. **Pittsford** : Pittsford Colony; Pittsford Place; Pittsford Plaza; Clover Commons. **Rochester** : Culver Ridge Plaza; Lyell Shopping Plaza; Midtown Plaza; North Park Plaza; Ridge Clinton Plaza; Ridge Seneca Plaza; Warning Road Shopping Ctr.; West Ave. Plaza. Victor: Eastview Mall; Main-Merchants Shopping Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Browncroft Corners	NA	Super Duper
Bullshead	2	
Chili-Paul	NA	K mart
Country Club	9	Wegman's
Culver Ridge	NA	Woolworth, Penney, B Forman
Dewey-Ridge	3	Wegman's, Star
Dewey-Stone	7	Star
Dewey-Latta	8	
East Ridge Plaza	NA	IGA
Eastway	9	Sibley's Wegman's
Eastview	15	Star, Sibley's, McCurdy's, Sears
Empire	3	Star
Gates-Chili	5	Jus
Georgetown Plz.	6	Bells, Fays
Goodman	3	
Greece Towne	8	Sibley's, Mall
Henrietta Town	NA	IGA Foodliner Line
Irondequoit	5	Sibley's, Star, Bond, Wegman's, B Forman, McCurdy's
Latta Rd. Plaza		
Long Ridge	8	McCurdy's, Penney, Sears, Mall B. Forman
Lyell-Mt. Read	3	Altiers
Main-Merchants	5	Star
Midtown	0	B. Forman, McCurdy's, Casual Corner, Wegman
Monroe-Clover	6	
Mt. Hope	4	Super Duper
Mt. Hope & Crittenden	NA	Wegman Mkt.
Mt. Read & Maiden Lane	NA	Wegman Mkt.
Northgate	9	Penney, McCurdy's, Star, Wegman's
North Park	3	
Panorama	8	Star, Tops
Pittsford	NA	Edwards, Penney, Star, Woolworths, B. Forman
Pittsford Place	NA	Lauer's, McFarlin's
Pittsford Plaza West	NA	Wegman Mkt.
Ridge-Seneca	4	Fay's
Ridgecrest	6	
Ridge-Culver	6	Star, B. Forman, Penney
Ridgemont	8	Edwards, Wegman's, K mart
Southtown	6	Star, Sibley's, Penney, Sears
Stoneridge	6	Star
Stop & Shop Plaza		Foodland
Suburban	7	Star
Twelve Corners	NA	Super Duper, Lady Madison
Waring Road	4	
Wegman's	NA	Wegman's
Henrietta Plaza		
Westgate	6	Star
West Ridge	5	

Principal Shopping Days : Thu., Fri., Sat., Tue., Sun.
Stores Open Evenings : Tue., Thu.; Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores : B. Forman 6; J. C. Penney 5; McCurdy's 5; Sears 3; Sibley's 6; Edwards 2.
Variety Stores : Woolworth 7; McCrorys.
Discount Stores : Ames 2; Barker's 2; Gold Circle 3; K mart 5; Naum's 4; Present Co. 5; S.E. Nichols; Two Guys 3.
Chain Drug Stores : Clinton (CVS) 11; Doe Drug 5; Fay's 21; Kurlan; Rite-Aid 26.
Chain Food Supermarkets : Bells 9; Big M 8; IGA 10; Star 30; Super Duper 6; Tops 7; Wegmans 21; 7-Eleven 8.
Other Chain Stores : Altiers 10; Bakers 4; Bond Clothes 3; Casual Corner 3; Chase Pitkin 9; Color Your World 3; David's 3; Endicott-Johnson 4; Fanny Farmer 12; Johnny Antonelli (Firestone) 10; Flagg Brothers; Florsheim 2; Goodrich; Goodyear 5; Grossmans 7; Kinney's 5; Lane Bryant 3; Lerner's 3; Marjax 3; McFarlin's 4; Nobil's; Ormond's 3; Radio Shack 17; Rose & Sullivan 4; Sherwin Williams 6; Singer 5; Thom McAn 4; Top Value Enterprises 4; Western Auto 3; Spiegel Catalogue; Waldert Opticians 10.

14 - NEWSPAPERS: DEMOCRAT AND CHRONICLE (m) 128,539; TIMES-UNION (e) 116,144; DEMOCRAT AND CHRONICLE (sat) 198,329; (S) 233,343; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert C. Cornell, Gen. Adv. Mgr., TIMES-UNION, DEMOCRAT AND CHRONICLE, 55 Exchange St., Rochester, NY 14614; Tel. (716) 232-7100.
National Representatives : Gannett; Amer. Pub. Rep.

ROME

1 - LOCATION: Oneida County (In Utica-Rome SMSA). E&P Map D-3, County Seat. Industrial and military research-development, supply, and operations center. 15 mi. W of Utica; 40 mi. E of Syracuse, at gateway to Adirondack Mountains. On State Hwys. 26, 69, 46 and 233. Griffiss Air Force Base 4,087 military personnel, 3,023 civilian personnel as of July 1, 1979.

2 - TRANSPORTATION: Railroads : Conrail; New York State Barge Canal terminal.
Motor Freight Carriers —10.
Canal Freight and Passenger Lines —2.
Airlines —Empire.
Bus Lines —Utica-Rome-Syracuse.

3 - POPULATION:
Corp. City 80 Cen. 43,826
CZ-ABC: (70) 53,196; (81) 47,000
RTZ-ABC: (70) 67,836; (81) 72,400
County 80 Cen. 253,466
SMSA 80 Cen. 320,180
City & RTZ-ABC: (70) 121,032; (81) 119,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,172
CZ-ABC: (70) 14,867; (81) 15,200
RTZ-ABC: (70) 18,295; (81) 22,900
County 80 Cen. 88,000
SMSA 80 Cen. 111,682
City & RTZ-ABC: (70) 33,162; (81) 38,100

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$150,000,000
Sav. & Loan	1	$85,000,000
Commercial	3	$70,000,000

6 - PASSENGER AUTOS: County 117,775

7 - ELECTRIC METERS: Residence 20,506

8 - GAS METERS: Residence 11,437

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Copper & Brass 1,400 ($182); Wire 6,000 ($184); Road Mach. 380 ($178); Gov. 4,260 ($198).
Principal Pay Days : Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 14-95; Summer 41-96; Fall 10-80; Winter 10-48. First frost, Oct. 1. Last frost, May 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : Liberty Mall, Rome City Center Mall, All Downtown. Freedom Mall, Downtown Mall.
Neighborhood Shopping Centers : At Black River Blvd. & E. Garden St., 18 units; Black River Blvd. & Chestnut St., 24 units; Westgate Manor, 12 units; Thomas and Jay Sts., (1 1/4 mi.) 5 units; Price Chopper Plaza, 4 units; Grandway Plaza, 4 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Mall		Goldberg's, Jupiter, Simpkins, Rosens, Philipsons, Army/Navy
Black River Blvd.	1	Sears, Great American, Berkes Drugs, Kanoff
Mohawk Acres	2	Wards, McCrorys
Westgate	3	Chicago Market, Radio Shack Mamm
Price Chopper	3	Carl's, Price Chopper
Freedom Plaza	NA	Grand Union, J.C. Penney Zayres
Suburban	NA	P & C, Carls Drug Plaza
Riverside Mall Utica	10	Howlands, Bradlee's, Ward's
Sangertown Sq. New Hartford	12	Hess's, Sears, J.C. Penney

Principal Shopping Days : Thurs., Fri., Sat
Stores Open Evenings : Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; Sears Roebuck; Goldberg's; Rome Bargain Center; J.C. Penney; Zayres.
Variety Stores : Jupiter; Kanoff's; McCrorys.
Discount Stores : Rome Bargain Center; Mutual Distributor; Community Distributing Co.; Jupiter.
Chain Drug Stores : Carl's 3; Rite-Aid 2.
Chain Food Supermarkets : Great American 2; P&C; Grand Union; Chicago Mkts. 2; Price Chopper.
Other Chain Stores : Endicott-Johnson; National Auto; Markson Bros.; Brooks Fashion; Goodyear; Firestone; Radio Shack; Grossman's; Color Your World; Jo-Ann Fabrics; So-Fro Fabrics.

14 - NEWSPAPERS: SENTINEL (e) 20,051; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Joseph W. Blauvelt, Adv. Dir., SENTINEL, 333 W. Dominick St., Rome, NY 13440; Tel. (315) 337-4000.
National Representative : None.

SALAMANCA

1 - LOCATION: Cattaraugus County, E&P Map B-4. On Allegany River, 62 mi. S of Buffalo; south central part of county. On State Hwys. 17, 353; U.S. 219. and 2 hwys. to Buffalo.

2 - TRANSPORTATION: Railroads (Freight Only) : Erie-Lackawanna (Conrail); C&O (Chessie System); Southern Tier Expressway; New York & Lake Erie (short line).
Motor Freight Carriers —2.
Intercity Bus Lines —Bluebird; Trailways; Intra City—Mini-bus.

3 - POPULATION:
Corp. City 80 Cen. 6,890
County 80 Cen. 85,697
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,773
County 80 Cen. 29,280

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	1	$5,433,631
Commercial	2	$163,220,000

6 - PASSENGER AUTOS: County 34,551

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Woodworking 430 ($140); Railroad 135 ($160); Lumber Mill 121 (N.A.)
Principal Pay Day —Thursday.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-55; Summer 61-90; Fall 45-58; Winter 20-33. First frost, Sept. 23. Last frost, May 28.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St. plus downtown shopping mall; 1 on Church; 1 on River St.; 2 on Broad St.
Neighborhood Shopping Areas : Washington & Center; Broad & Center 12 units; Broad & Eagle.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegany	16	K mart, Reid's Food Barn
Bradford	18	Penney, Woolworth, Loblaw, Clark's
Olean Center Mall	18	A.M.&A., Hills

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Bradner's.
Discount Stores : Hampshire Mills Outlet Store; Fisher's Big Wheel.
Variety Stores : McCrory; Rite Aid.
Chain Food Supermarkets : Bell; Parkview.
Other Chain Stores : Brown Boot; Sears (catalog); Montgomery Ward (catalog); Outdoor Store; True Value Hardware; Agway; Radio Shack; McDonald's; Rusty's.

14 - NEWSPAPERS: REPUBLICAN-PRESS (e) 3,794; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Joseph Scherrer, Adv. Mgr., REPUBLICAN-PRESS, 36-42 River St., Salamanca, NY 14779; Tel. (716) 945-1644.
National Representative : Landon.

SARANAC LAKE

1 - LOCATION: Franklin & Essex Counties, E&P Map E-2. 100 mi. from Glens Falls; 50 mi. from Malone; 50 mi. from Plattsburgh. On State Hwys. 3, 86, 365.

2 - TRANSPORTATION: Airline : USAir.
Intercity Bus Lines —Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,578
Counties 80 Cen. 81,105
Franklin 80 Cen. 44,929
Essex 80 Cen. 36,176

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,379
Counties 80 Cen. 28,006
Franklin 80 Cen. 15,127
Essex 80 Cen. 12,879

5 - BANKS: 4 Commercial, Deposits N.A.

6 - PASSENGER AUTOS: Counties: Franklin 18,017; Essex 16,367

7 - ELECTRIC METERS: Residence 5,220

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Medical Research; Hospitals; Wood Prod.; Tourism; Colleges (2); Governmental Offices.

10 - CLIMATE: Min. & Max. Temp—N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center : 6 blocks on 2 sts.; Shopping Centers 2.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames(5)	NA	Radio Shack, Grand Union

Principal Shopping Days : Thu., Fri., Mon., & Sun.
Stores Open Evenings : Dept. Stores-Fri.; Food-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores : Altman's: Montgomery Ward (Catalog); Sears; National Army; Grossman's; Diamond International.
Discount Store : Ames.
Variety Store : Newberry.
Chain Drug Stores : Meyer's 3; Brooks Drug.
Chain Food Supermarkets : Grand Union 4; A&P 2; IGA 3.
Other Chain Stores : Wilson; Eastern Mountain Sports; Radio Shack.

14 - NEWSPAPERS: ADIRONDACK ENTERPRISE (e) 4,922; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Catherine Moore, Adv. Dir., ADIRONDACK ENTERPRISE, 61 Broadway, Saranac Lake, NY 12983; Tel. (518) 891-2600.
National Representative : Landon.

SARATOGA SPRINGS

1 - LOCATION: Saratoga County (In Albany-Schenectady-Troy SMSA). E&P Map F-3. 30 mi. N of Albany. On U.S. Hwy. 9. I-87.

2 - TRANSPORTATION: Railroads : Delaware & Hudson; Amtrak.
Intercity Bus Lines : Greyhound; Trailways.
Airlines Serving City : American; USAir.

3 - POPULATION:
Corp. City 80 Cen. 23,906
CZ-ABC: (70) 18,845; (81) 24,600
RTZ-ABC: (70) 64,958; (81) 113,400
County 80 Cen. 153,759
SMSA 80 Cen. 795,019
City & RTZ-ABC: (70) 83,803; (81) 138,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,526
CZ-ABC: (70) 6,058; (81) 9,100
RTZ-ABC: (70) 83,803; (81) 36,700
County 80 Cen. 51,935
SMSA 80 Cen. 287,272
City & RTZ-ABC: (70) 24,269; (81) 45,800

5 - BANKS: 3 Dep. $64,553,490

6 - PASSENGER AUTOS: County 74,558

7 - ELECTRIC METERS: Residence 21,249

8 - GAS METERS: Residence 7,862

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Textile 300 ($115); Electronics 350 ($125); Packaging 300 ($133); Seasonal Industries; Saratoga Raceway, Apr.-Dec.

250; Saratoga Racetrack, Aug. 500: Saratoga Performing Arts Center, July, Aug. 100: Skidmore College 700.
Principal Industrial Pay Days —Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 11-86; Summer 45-96; Fall 9-77; Winter—22-47. Last killing frost, May 8-9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : 4 blocks on Broadway; 1 block on Caroline St.; on Division St.; West Hill Plaza, West Ave. & Route 29; Pyramid Mall Rt. 50.
Neighborhood Shopping Centers : Washington & Church Sts.; Five Points (Park Pl., Clark St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonie	25	Macy's, Sears
Latham	20	Boston Store, Penney's
Northway Plaza	18	Ward's
Aviation Mall	18	Sears, Penney's
Northway Mall	25	
Pyramid Mall	NA	Carl Dept., Kings Denby's, Albany Pub. Mkt., Carl's Drug, Mont. Ward
Clifton Country Mall	18	Penney's, Denby's, Carl Co.
West Hill Plaza	NA	Jamesway Dept., P & C Mkt.
K mart Plaza	NA	Price Chopper, Fay's Drugs

Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : Fri.; Mon. thru Sat., July and August.

13 - RETAIL OUTLETS: Department Stores : E. D. Starbuck; Standard Furniture; Carl Co.; Denby's; Mont. Ward.
Variety Store : Woolworth.
Discount Stores : Jamesway; Kings.
Chain Drug Stores : Rite-Aid 2; Mac Finn 2; Fays; Carls.
Chain Food Supermarkets : Price Chopper 7; Grand Union 10; Albany Public 4; P&C Markets 2.

14 - NEWSPAPERS: SARATOGIAN (e-mon to fri) 11,385; (S) 18,800; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence Corvi, Adv. Dir., SARATOGIAN, 20 Lake Ave., Saratoga Springs, NY 12866; Tel. (518) 584-4242.
National Representative : Gannett.

SCHENECTADY

1 - LOCATION: Schenectady County (In Albany-Schenectady-Troy SMSA). E&P Map F-4. County Seat, Barge Canal Terminal, east central part of State. 160 mi. from N.Y. City; 715 mi. from Chicago. On U.S. Hwys. 9 and 20; State Hwys. 5, 58, 7, 50 and New York State Thruway and Northway.

2 - TRANSPORTATION: Railroads : Amtrak (Pass.) D&H and B&M (freight)
Motor Freight Carriers : 14.
Intercity Bus Lines : Greyhound; Schenectady Transportation; Mohawk Valley Transit; Adirondack Trailways; Wade's.
Airlines : Thru Albany, N.Y. Airport, 10 mi. Distant—American; Page Airways; TWA; Trans East; USAir; Altair; Braniff; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 67,972
CZ-ABC: (70) 147,896; (81) 136,500
RTZ-ABC: (70) 106,951; (81) 137,800
County 80 Cen. 149,946
SMSA 80 Cen. 795,019
City & RTZ-ABC: (70) 254,847; (81) 274,300

Fort Johnson
Hagaman
Ballston Spa
Amsterdam
SARATOGA CO.
MONTGOMERY CO.
SCHENECTADY CO.
Glenville
Clifton Park
Halfmoon
Rotterdam
SCHENECTADY
Esperance
Duanesburg
Colonie
SCHOHARIE CO.
Altamont
Guilderland
Schoharie
Knox
ALBANY CO.

Schenectady Gazette (m)
69,077 ABC 3/31/81

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,747
CZ-ABC: (70) 49,708; (81) 52,800
RTZ-ABC: (70) 30,829; (81) 45,400
County 80 Cen. 56,168
SMSA 80 Cen. 287,272
City & RTZ-ABC: (70) 80,537; (81) 98,200

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$362,000,000
Sav. & Loan	1	$95,000,000
Commercial	6	$418,000,000

6 - PASSENGER AUTOS: County 81,278

7 - ELECTRIC METERS: Residence 69,880

8 - GAS METERS: Residence 46,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Electrical, Atomic, Jet Machy. and Matls. 30,000; Bakery 330; Plates & Ptg. 800; Synthetic Resins & Varnishes 300; Knit Gloves 200; Meat Prod. 200; Concrete Prod. 100; Dairy Prod. 250; Gov't. 3,780; Plastic 250. Av. Wkly. Industrial Wage: $185.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 30-46; Summer 56-96; Fall 47-67; Winter 0-37. First frost, Oct. 10-15. Last frost, Apr. 15-30.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Area : 4 blocks on State St.; 1 on Jay St.; 1 on Broadway and 1 on N. Broadway. There are 8 neighborhood shopping areas: Upper State St.; Upper Union St.; Van Vranken Ave.; Albany St.; Upper Broadway; Crane Street; Upper Nott Street and Scotia, N.Y.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amsterdam Mall (13)	NA	Carl Co., Grand Union
Sheridan Plaza (12)	NA	P&C
Mayfair (11) Willowbrook	NA	Price Chopper, Grand Union K mart, Albany Public
Village Square	NA	A&P
Shoporama (9)	NA	Woolworth, Grand Union,
Colonie (74)	NA	Macy's, Sears, Kennedy's, Richman Bros., CVS
Latham (62)	NA	Boston Store, J. C. Penney, Grand Union, CVS, Radio Shack, Woolworth
Northway Mall (6)	NA	Alpert's Furn., Anderson Little
Mohawk Mall (81)	NA	Montgomery Ward, Boston Store, Woolworth Price Chopper, Radio Shack Bradlees, Anderson Little
Rotterdam Plaza (12)	NA	Montgomery Ward, Kings, Radio Shack, Shop Rite
Crosstown Plaza	NA	Fays Drugs, Price Chopper, Fayva Shoes, Caldor, Shoe Town
Clifton Country Mall (66)	NA	A&P, CVS, Carl Co., J. C. Penney

Principal Shopping Days : Sat., Thurs.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores : Carl; Boston Store.
Variety Stores : Woolworth 5.
Discount Stores : Two Guys; Bargain City; Stewarts; Duane Sales; Discount House; K mart; Kings; Bradlees.
Chain Drug Stores : Hall's 3; C.V.S.; Fays; Rite-Aid; Draper 2; Price Chopper 2, Rock Garden 2; Town 2.
Chain Food Supermarkets : A&P 2; Price Chopper 37; Grand Union 8; P&C; Albany Public; Shop Rite; Discount Food 2.
Other Chain Stores : Boston Store; Montgomery Ward; Sears Roebuck (General); Singer Co.; Caldor; Bradlee; Endicott-Johnson; Royce; Thom McAn; Candy: Fanny Farmer; Furniture: Standard; Olenders; Robinson; Clothing: Lerner's; Auto Supplies: Detroit Supply; Firestone; Goodrich; Goodyear; Misc.; Plane Boys 2; Spiegel Catalog.

14 - NEWSPAPERS: GAZETTE (m) 69,077; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data, M. G. Moran, Gen. Adv. Mgr., GAZETTE, 332 State St., Schenectady, NY 12301; Tel. (518) 374-4141.
National Representative : CWO&O.

SYRACUSE

1 - LOCATION: Onondaga County (SMSA). E&P Map D-3.

2 - TRANSPORTATION: Railroads : Amtrak; Conrail.
Motor Freight Carriers : 174.
Intercity Bus Lines : Greyhound; Centro; N.Y. Coach;

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Schenectady	**43,230**	8,717
Saratoga	**12,367**	8,350
Rensselaer	167	16,643
Montgomery	**3,962**	541

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SOURCE: ABC Audit Reports and ABC Publishers Statements

*Albany-Schenectady-Troy Daily Newspapers

Syracuse & Oswego Coach; Onondaga Coach.
Airlines : American; Eastern; USAir; TWA; Empire; People Express; Torontair; Airnorth.

3 - POPULATION:
Corp. City 80 Cen. 170,105
CZ-ABC: (70) 396,564; (81) 376,000
RTZ-ABC: (70) 378,416; (81) 416,800
County 80 Cen. 463,324
SMSA 80 Cen. 642,375
City & RTZ-ABC: (70) 774,980; (81) 793,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 66,961
CZ-ABC: (70) 124,313; (81) 135,500
RTZ-ABC: (70) 109,032; (81) 139,700
County 80 Cen. 165,509
SMSA 80 Cen. 223,642
City & RTZ-ABC: (70) 233,345; (81) 275,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	9	N.A.
Sav. & Loan	4	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 226,056

7 - ELECTRIC METERS: Res. 170,250

8 - GAS METERS: Res. 124,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Radio & TV Sets, Parts & Components 4,200; Air Conditioning & Equipment 7,600; Traffic and Lighting Systems 2,200; Other Electric Machy., Eqp. & Supplies 3,800; Transportation Eqp. 5,000; Pottery Products 1,000; Iron and Steel 2,500; Fabricated Metal 2,100; Chemicals 2,200; Food Products 2,000; Drugs 2,200; Candies 650; Printing & Publishing 2,400; Shoes 250.
Principal Industrial Pay Days —Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 36-76; Summer 56-81; Fall 33-72; Winter 16-35.

11 - TAP WATER: Slightly alkaline, moderately hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** : 12 blocks on Salina St.; 5 blocks on Warren St.
Neighborhood Shopping Centers : Westcott St.; Eastwood; Elmwood; Geddes St.; Butternut St.; So. Salina at Brighton; Dewitt; Lyncourt; Mattydale; S. Geddes St.

Nearby Shopping Centers

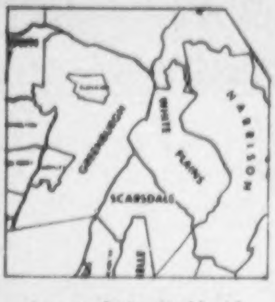
Name (No. of stores)	Miles from Downtown	Principal Stores
Fairmount Fair (55)	3	Dey Bros., Sears, Addis, Flah's, Rite-Aid
K mart Plaza (20)	5	K mart, Fay's, P&C
Airport Plaza	NA	Channel Home Ctr.
Westvale (4)	1	Century House, Fays
Western Lights (26)	2	K mart, Walgreens, Price Chopper
Shoppingtown (125)	5	Penneys, Dey Bros., Fay's, Addis, Flah's
Nottingham (12)	3	Carl's
Northern Lights (70)	3	Chappells, Two Guys
Liverpool (3)	4	Carl's
Shop City (40)	1	Chappell's, National Auto, P&C
Eastwood Shopping Plaza (35)	1	Green Hills
Valley Plaza (25)	2	Chicago Mkt., Rite Aid
Camillus Plaza (35)	8	J.C. Penney, Anderson-Little, Witherills, Goldberg's, P&C, Carl's, Goodyear
Bayberry (35)	NA	P&C
Butternut Plaza (3)	NA	Chicago Mkt., Rite-Aid
Fayetteville Mall (70)	NA	Denby's, Carl's, Sears, Sibley's, Herman's
Greenhill Farms (10)	NA	Fay's Drug, K mart, Green Hills Super Market
Penn Can Mall (95)	NA	Addis, Denby's, Sears
Seneca Mall (40)	NA	Fay's, Chappell's, K mart, Price Chopper
Tri-County Mall (34)	NA	Price Chopper, Dey Bros., Fay's
Hiawatha Plaza (10)	NA	Tops
River Mall (40)	NA	P&C, Rite Aid, Ames
NAO106North Plaza		Switz's
Pyramid Mall (5)	NA	Fays
Cicero Mall (75)	NA	Service Merchandise, Price Chopper

Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Dept. Stores, Fri. & Mon.; Food, Wed., Thurs., Fri.

13 - RETAIL OUTLETS: **Department Stores** : Denby's; Dey Brothers; Witherill; Chappells; Sibley's; Sears; Lerner Shops; The Addis Co.; J. C. Penney; Flah's.
Variety Stores : Woolworth; McCrory; G. C. Murphy; Ames.
Discount Stores : Ra-Lin; K mart; Cook's; Naum Bros.; Boardman Ltd.; Two Guys; Sugarman's; Century House.
Chain Drug Stores : Carl's 9; Fay's 10; Rite Aid Prescription Center 12; CVS 3.
Chain Food Supermarkets : P & C 13; Tops 9; Price Chopper 7; IGA 13; Wegman's 6; Big M Midstate 19; Green Hills 2; Chicago Mkts. 6; Super Duper 11; Silver Star Mkts. 12; Victory Markets 7; Great American 8.
Other Chain Stores : Firestone; Fanny Farmer; Dr. Scholl's; Rudolph's; Lerner; Endicott-Johnson; Goodrich; Goodyear; Radio Shack; Woolworth; G. C. Murphy; Anderson-Little; Lane Bryant.

14 - NEWSPAPERS: POST-STANDARD (m) 81,696; HERALD JOURNAL (e) 112,140; HERALD AMERICAN (S) 233,220; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David R. Kaczorowski, Nat'l. Mgr., HERALD JOURNAL, POST-STANDARD and HERALD-AMERICAN, Clinton Squares, Syracuse, NY 13221; Tel. (315) 470-2085.
National Representatives : Newhouse; Amer. Pub. Rep.; Leonard.

White Plains



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Gannett Westchester Rockland Newspapers

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TARRYTOWN

1 - LOCATION: Westchester County (In New York, NY-NJ SMSA). E&P Map F-6. On the E bank of the Hudson River, 6 mi. W of White Plains on U.S. Hwy. 9 and State Hwy. 117 and 119.

2 - TRANSPORTATION: **Railroads** : Conrail; Amtrak.
Airlines —Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 10,648
PMA-ABC: (70) 27,144; (81) 26,900
County 80 Cen. 866,599
SMSA 80 Cen. 9,119,737
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,961
PMA-ABC: (70) 8,642; (81) 9,900
County 80 Cen. 307,456
SMSA 80 Cen. 3,498,354

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	23	$4,477,784,000
Savings & Loan	17	$1,365,061,000
Commercial	16	$3,226,742,000

6 - PASSENGER AUTOS: County 490,612

7 - ELECTRIC METERS: Residence 6,139

8 - GAS METERS: Residence 5,443

9 - PRINCIPAL INDUSTRIES: Industry, number of wage earners (Av. Wkly. Wage)—Fabricated Metals 2,600 ($288); Non-Electrical Machinery 16,800 ($589); Electrical Machinery 8,500 ($300); Transportation Equipment 5,400 ($585); Instruments 4,700 ($365); Food 10,100 ($504); Apparel 3,700 ($200); Printing & Publishing 7,700 ($350); Chemicals 5,800 ($423).

10 - CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31. Last frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers** : 3 blocks on Broadway N. Tarrytown; 2 blocks Beckman Ave.; Tappan Zee Shopping Center; Main St. & Orchard St.
Principal Shopping Days : Thu., Fri., Sat, Sun.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: **Department Stores** : Howland's.
Variety Stores : Woolworth; M.H. Fishman.
Chain Drug Stores : Tappan 2.
Chain Food Supermarkets : Finast; Grand Union; Gristede.
14 - NEWSPAPERS: NEWS (e) 5,183; (S) 4,573; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative : Gannett.

TONAWANDA
See NORTH TONAWANDA

TROY

1 - LOCATION: Rensselaer County (In Albany-Schenectady-Troy SMSA). E&P Map F-4. On the E bank of the Hudson River at the head of the tidewater, 150 mi. N of N.Y.C.; eastern terminus of Barge Canal; on State Hwys. 2, 7, 40, 66 & U.S. 4; Interstate 87, 90, & 787.

2 - TRANSPORTATION: **Railroads** : Conrail; D. & H.; freight service.
Motor Freight Carriers : 36.
Intercity Bus Lines : C.D.T.A.; S&S; Yankee Trails; Yankee Traveler Club; Greyhound; Trailways; Vermont.
Airlines : American; Braniff; Eastern; USAir; Bar Harbor; Mall.

3 - POPULATION:
Corp. City 80 Cen. 56,638
CZ-ABC: (70) 119,931; (81) 109,300
RTZ-ABC: (70) 122,168; (81) 140,100
County 80 Cen. 151,966
SMSA 80 Cen. 795,019
City & RTZ-ABC: (70) 242,099; (81) 249,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,491
CZ-ABC: (70) 39,682; (81) 41,900
RTZ-ABC: (70) 36,496; (81) 48,400
County 80 Cen. 52,735
SMSA 80 Cen. 287,272
City & RTZ-ABC: (70) 76,178; (81) 90,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	18	N.A.
Sav. & Loan	4	N.A.
Commercial	36	N.A.

6 - PASSENGER AUTOS: County 66,589

7 - ELECTRIC METERS: Residence 56,916

8 - GAS METERS: Residence 36,292

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Metals 3,800 ($237); Stone, Clay & Glass 3,400 ($278); Machy. 26,000 ($251); Transp. 3,100 ($225); Mfg. 60,800 ($223); Food 5,400 ($209); Textiles & Shirts 7,600 ($135); Ptg. & Pub. 3,300 ($243).
Principal Industrial Pay Days —Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-52; Summer 45-89; Fall 45-56; Winter 0-35. First frost, Oct. 15. Last frost, early May.

11 - TAP WATER: Neutral; relatively soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** : 19 blocks from Congress St. N. to Jacob St., on River, Third & Fourth Sts.; also Broadway, Congress & Fulton St.
Neighborhood Shopping Centers : Upper Congress St. at 14th St.; Pawling Ave.; Lansingburg (northern section of Troy); 5th Ave. & 112th St.; 116th St. & 2nd Ave.; 126th St. & 2nd Ave.; Hoosick St., betw. 10th & 15th Sts. Cohoes: Seven blocks centering at Ontario & Remsen St. Watervliet: Broadway from 14th St. N. to 19th St. Waterford: Broad St. from 2nd to 5th St. Latham: Latham Corners Mall; Menand's: Broadway. Mechanicville: Park Ave. Hoosick Falls: Downtown Area; Colonie Shopping Center; Northway Mall; East Greenbush Fair; Clifton Country Mall, Uncle Sam Mall; Downtown Troy.
Principal Shopping Days : Wed., Thurs., Fri., Sat. & Sun.
Stores Open Evenings : Dept.—Fri. Some Tues. & Thurs.; Shpg. Ctr. every evg. & Sun.

13 - RETAIL OUTLETS: **Department Stores** : Denby's; Montgomery Ward; Stanleys; Boston Store; J. C. Penney; Two Guys; Macy; Sears; K mart; Carl Co.; Kings; Flahs; Caldor; Bradlees.
Variety Stores : Woolworth 2.
Discount Stores : Jupiter; Stanley's; Two Guys; K mart; Kings.
Chain Drug Stores : CVS Pharmacy 4; Rite-Aid 2; Fay's 2; Shop-Rite; CVS 2.
Chain Food Supermarkets : Grand Union 8; A&P 3; Price Chopper 12; P&C; Albany Public Markets 5; Star Super 2; Food Circus 3; Shop-Rite 2; Stewarts 6.
Other Chain Stores : Singer Co.; Endicott-Johnson; Manufacturers Outlet; Wells & Coverly; Standard; Denby's; Stanley's; Outlet Barn; Firestone; Goodyear; Perreault; Ursula of Switzerland; Your Place; Battery Mart; American Seal Paint; French Boot Shop; Thom McAn; Walden Book; Nut Factory; Sterling Optical; Laine Bags.

14 - NEWSPAPERS: TIMES RECORD (e) 46,030; SUNDAY RECORD (S) 45,043; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William R. McDonough, Gen. Adv. Mgr., TIMES RECORD & SUNDAY RECORD, 501 Broadway, Troy, NY 12180; Tel. (518) 272-2000.
National Representative : None.

UTICA

1 - LOCATION: Oneida County (In Utica-Rome SMSA). E&P Map E-3, County Seat. Center of State; on Mohawk Valley; 202 mi. E of Buffalo 237 mi. NW of N.Y. On State Hwys. 5, 12; U.S. Hwy. 20; on N.Y. State Thruway.

2 - TRANSPORTATION: **Railroads** : Amtrak (Passenger); Conrail (Freight).
Motor Freight Carriers : 50.
Intercity Bus Lines : Greyhound; Central N.Y. Coach; Chenango Valley; Utica-Rome.
Airlines : Empire; Aviation Charter.

3 - POPULATION:
Corp. City 80 Cen. 75,632
CZ-ABC: (70) 137,036; (81) 117,300
RTZ-ABC: (70) 252,703; (81) 254,400
County 80 Cen. 253,466
SMSA 80 Cen. 320,180
City & RTZ-ABC: (70) 389,739; (81) 371,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,897
CZ-ABC: (70) 44,728; (81) 43,900
RTZ-ABC: (70) 73,485; (81) 85,900
County 80 Cen. 88,000
SMSA 80 Cen. 111,682
City & RTZ-ABC: (70) 118,213; (81) 129,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$452,694,000
Sav. & Loan	2	$178,760,000
Commercial	9	$615,973,000

6 - PASSENGER AUTOS: County 117,775

7 - ELECTRIC METERS: Res.: 61,039

8 - GAS METERS: Res.: 40,891

9 - PRINCIPAL INDUSTRIES: Number of Employees—Durable Goods 21,600; Non-Durable Goods 11,000; Machy. & Transp. Eqpt. 10,200; Metals 9,200; Food 1,900; Textiles & Apparel 2,100; Paper & Products 4,600.
Principal Industrial Pay Days —Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 25-65; Summer 55-90; Fall 30-55; Winter -10-50. First frost, Sept. 20. Last frost, May 10.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** : In Utica: 12 blocks on Genesee St.; 5 on Lafayette St.; 4 on Columbia St.; 8 on Bleecker St. In North Utica: Riverside Mall—83 stores (enclosed mall) Rt. 12, North-Riverside Drive, Charlestown Outlets. Pyramid Mall (enclosed) 85 stores.
Neighborhood Shopping Centers : 2 blocks N Genesee St.; 2 on Genesee St. at Oneida Sq.; 3 on S. Genesee St.; 2 at Columbia Sq.; 5 on South St.; 5 on James St.; 3 on Varick St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Whitestown	4	Great American
North Utica	2	
Grand Way	2	Grand Way
New Hartford	5	Sears, Grand Way, Howland

Chicago Mkt.	2	Chicago Mkt., Rite-Aid Drug
Nichols in	6	P & C, Nichols Discount Marcy
Seneca Mall	7	Chicago Mkt.
Colonial (Whitestown)	4	Savings Bank
King Cole (7)	2	Hayes Appl.
Riverside Mall	3	Mont. Ward, Howlands
Pyramid Mall	NA	Sears, Hess, J.C. Penney

Principal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores : Sears; Montgomery Ward; J.C. Penney; Hess; Zayres.
Variety Stores : Woolworth's (4).
Discount Stores : Nichols; K mart; Tars; Tehans; Mutual Distributors; Bradlees.
Chain Drug Stores : Rite-Aid 8; Carl's 2; Fay Drugs 2; CVS Pharmacies.
Chain Food Supermarkets : Great American Stores (Victory) 2; A&P; Grand Union 2; Foodland 14; Chicago Markets 7; Chanatry 2; Hapanowicz Bros. 1; P&C; Price Chopper 2.
Other Chain Stores : Brooks Store; Endicott Johnson 2; Thom McAn 2; Fanny Farmer; Firestone; National Auto; Singer Co.; Howland; Lerner's; Barbara Moss; Denby's; Huckleberry Finn; Hickory Farms; Wicks & Greenman; Casual Corner; Anderson Little; Mills Factory; Grossman's; 84-Lumber.

14 - NEWSPAPERS: PRESS (m) 28,588; OBSERVER DISPATCH (e) 37,506; Comb (m&e) 66,094; OBSERVER DISPATCH (S) 57,045; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Joseph P. Crimmer, Natl. Adv. Mgr., OBSERVER-DISPATCH & PRESS, 221 Oriskany Plaza, Utica, NY 13503; Tel. (315) 797-9150.

National Representative : Gannett.

WATERTOWN

1 - LOCATION: Jefferson County, E&P Map D-2, County Seat. Dairying, mfg., tourist business. Shipping center for ind. & agri. area. On Black River, in northern part of state, 11 mi. E of Lake Ontario & 22 mi. S of St. Lawrence River & Canadian border. 152 mi. from Rochester; 314 mi. from NYC; 70 mi. from Syracuse. On U.S. Hwy. 11; I-81.

2 - TRANSPORTATION: Railroads : Conrail.
Bus Lines : Central Greyhound.
Airlines : Air North.

3 - POPULATION:
Corp. City 80 Cen. 27,861
CZ-ABC: (70) 40,170; (81) 37,300
RTZ-ABC: (70) 168,049; (81) 191,800
County 80 Cen. 88,151
City & RTZ-ABC: (70) 224,240; (81) 229,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,630
CZ-ABC: (70) 13,074; (81) 13,700
RTZ-ABC: (70) 51,591; (81) 62,300
County 80 Cen. 30,792
City & RTZ-ABC: (70) 64,665; (81) 76,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	2	$319,223,000
Sav. & Loan	1	$20,767,027
Commercial	5	$621,282,411

6 - PASSENGER AUTOS: County 38,811

7 - ELECTRIC METERS: Residence 43,594

8 - GAS METERS: Residence 11,554

9 - PRINCIPAL INDUSTRIES: Air Brakes; Paper Making Mach.; Clinical Thermometers; Paper; Deodorizers; Elec. Motors; Hydraulic Equip.; Snow Plows; Garbage Trucks; Ski Lifts; Safety Tools; Paper Bags; Coin Cards; Cheese Products; Concrete Pipe; Optical Goods; Auto Springs; Pulp & Paper Testing Equip; Specialty Test Equip; Burglar Alarm Equip; Graphic Charts; Canvas Goods; Zinc Die Castings; Perforated Cutting Blades; Skids & Pallets; Log Splitters.
Principal Industrial Pay Days —Thurs.

10 - CLIMATE: Min. & Max. Temp.—Spring 20-40; Summer 60-90; Fall 50-70; Winter 20-32. First frost, Oct. 31. Last frost, April 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : Public Square, State, Arsenal & Court St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	1	K mart
Jamesway	1	Great American
Northland Plaza	2	A&P, Kinney Drug, Big N,
Stateway Plaza	1	Fay's Drug & Dept., Century Wholesale, Power's Furn. & Appl., P&C Mkt.
Washington St. Plz.	NA	Kinney Drug, Super Duper, Bochman's
Seaway Plaza	NA	Super Duper, P&C Mkt., Kinney's
Watertown Plaza	NA	Nichol's, A&P

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Mon., Thu., & Fri.
Stores Open Sundays : Drug, discount, food, department.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; F.A. Empsall; Smith & Percy; Sears; Howland's; Nichols.
Discount Stores : Big N; Jamesway; Century Wholesale; Fay's; K mart.
Variety Stores : Woolworth; Bockman's.
Chain Drug Stores : Kinney; Fay's; Rite-Aid 2.
Chain Food Supermarkets : A&P 2; Super Duper 2; Red & White; P&C 2; Hilltop Plaza I.G.A.; Great American 2.
Other Chain Stores : Kinney; Barbara Moss; Pittsburgh Plate Glass; Lowe Brothers; Firestone; Goodyear; Singer Co.; Sherwin-Williams; Grossman's; Richard's Clothes; Wickes Home Supply; Tagway Shoes.

14 - NEWSPAPERS: TIMES (e) 41,383; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donald E Baker, Adv. Mgr., TIMES, 260 Washington St., Watertown, NY 13601; Tel. (315) 782-1000.
National Representative : CWO&O.

WAVERLY, NY
See SAYRE, PA

WELLSVILLE

1 - LOCATION: Allegany County, E&P Map C-4. In Genesee Valley, heart of Allegheny oil & natural gas field on State Hwys. 417, 19; 85 mi. N to Rochester; 87 mi. to Buffalo.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 5.
Intercity Bus Lines : Genesee Valley.

3 - POPULATION:
Corp. City 80 Cen. 5,769
CZ-ABC: (70) 5,815; (81) 5,600
RTZ-ABC: (70) 25,673; (81) 27,900
County 80 Cen. 51,742
City & RTZ-ABC: (70) 31,488; (81) 33,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,304
CZ-ABC: (70) 1,974; (81) 2,200
RTZ-ABC (70) 7,973; (81) 10,000
County 80 Cen. 16,505
City & RTZ-ABC: (70) 9,947; (81) 12,200

5 - BANKS: 2 Comm Savings $95,000,000

6 - PASSENGER AUTOS: County 19,733

7 - ELECTRIC METERS: Residence 2,616

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Turbines 1,000; Heat Exchangers 1,000; Oil Well Packers; Outdoor Furniture.
Principal Industrial Pay Day : Thurs.

10 - CLIMATE: Min. & Max. Temp.—Spring 20-80; Summer 45-90; Fall 10-80; Winter -25-60. first killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St.
Principal shopping Days : Thurs., Fri.
Shopping Plaza : Ames Big N; K mart; Park Ave. Plaza.
Stores Close : Wed. afternoon.
Stores Open Evenings : Thu

13 - RETAIL OUTLETS: Department Stores : Rockwells; Davies; J.J. Newberry.
Variety Stores : Sears; Montgomery Ward.
Discount Stores : Latsons: S.S. Kresge; K mart; Ames Big N.
Chain Food Supermarkets : Loblaws; Super Duper; Giant.
Chain Drug Stores : Peterson's; Rite-Aid.
Other Chain Stores : Western Auto; Triangle; Sherwin-Williams.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 4,002; (S) 4,219; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Linda M. L[illegible]one, Adv. Mgr., REPORTER, 159 N. Main St., Wellsville, NY 14895; Tel. (716) 593-5300.
National Representative : Landon.

WHITE PLAINS

1 - LOCATION: Westchester County (In New York, NY-NJ SMSA). E&P Map F-6, County Seat. 22 mi. N of New York on State Hwys. 22,119 and Bronx River, Hutchinson and Central West Pkwy.; Cross- Westchester Expwy.

2 - TRANSPORTATION: Railroads : Conrail; Amtrak.
Airlines : Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION: Corp. City 80 Cen. 46,999
TODAY PMA-ABC: (70) 894,104; (81) 865,300
REPORTER DISPATCH PMA-ABC: (70) 348,862; (81) 381,000
County 80 Cen. 866,599
SMSA 80 Cen. 9,119,737
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,902
TODAY PMA-ABC: (70) 282,629; (81) 315,600
REPORTER DISPATCH PMA-ABC: (70) 106,165; (81) 129,700
County 80 Cen. 307,450
SMSA 80 Cen. 3,498,354

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	23	$4,477,784,000
Savings & Loan	17	$1,365,061,000
Commercial	16	$3,226,742,000

6 - PASSENGER AUTOS: County 490,612

7 - ELECTRIC METERS: Residence 16,555

8 - GAS METERS: Residence 11,223

9 - PRINCIPAL INDUSTRIES: Industry, number of wage earners (Av. Wkly. Wage)—Fabricated Metals 2,600 ($288); Non-Electrical Machinery 16,800 ($589); Electrical Machinery 8,500 ($300); Transportation Equipment 5,400 ($585); Instruments 4,700 ($365); Food 10,100 ($504); Apparel 3,700 ($200); Printing & Publishing 7,700 ($350); Chemicals 5,800 ($423).

10 - CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31. Last frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main St.; 4 on Mamaroneck Ave.; 5 on E. Post Rd.; 2 on Bloomingdale Rd. Yonkers, White Plains, Mount Kisco, New Rochelle.
Shopping Centers —Galleria, White Plains; Midway Shpg. Ctr., Central Ave. Ardsley Rd. (Greeburgh), 14 acres. North White Plains Shpg. Ctr.; Dalewood Shpg. Ctr., Central Ave., Martsdale Greenburg Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cross Country, Yonkers	NA	Gimbel's, Wanamaker, Finast
The Mall, New Rochelle	NA	Macy's, Shopwell

Principal Shopping Days : Thurs., Fri., Sat.; Sun.
Stores Open Evenings : Dept.-Mon., Thu.; Food- Thu., Fri.

13 - RETAIL OUTLETS: Department Stores : B. Altman; Macy's; Saks 5th Ave.; Sears; Bloomingdale's; Gimbel's; Bergdorf Goodman; Bonwit Teller; Abraham & Straus; J. C. Penney
Variety Stores : Lamston; Woolworth; Kresge.
Discount Stores : Alexander's; Masters; Caldor.
Chain Drug Stores : Courtesy; Post Road Phcy.; CVS.
Chain Food Supermarkets : A&P; Shopwell 3; Finast; Gristede; Pathmark; Waldbaum's; Grand Union.
Other Chain Stores : Firestone; Martin Paint; Child World; Thom McAn; Pappagallo; Herman's; Radio Shack.

14 - NEWSPAPERS: REPORTER DISPATCH (e) 43,243; (S) 43,306; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative : Gannett.

YONKERS

1 - LOCATION: Westchester County (In New York, NY-NJ SMSA). E&P Map F-6. North of N.Y. City. On U.S. Hwy. 9 & State Hwys. 100 & 9A; N.Y. Thruway. Saw Mill River Pkwy.

2 - TRANSPORTATION: Railroads : Conrail; Amtrak.
Airlines : Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3 - POPULATION:
Corp. City 80 Cen. 195,351
PMA ABC: (70) 257,794; (81) 235,000
County 80 Cen. 866,599
SMSA 80 Cen. 9,119,737
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 73,892
PMA-ABC: (70) 85,944; (81) 90,100
County 80 Cen. 307,450
SMSA 80 Cen. 3,498,354

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	23	$4,477,784,000
Savings & Loan	17	$1,365,061,000
Commercial	16	$3,226,742,000

6 - PASSENGER AUTOS: 490,612

7 - ELECTRIC METERS: Residence 53,711

8 - GAS METERS: Residence 47,030

9 - PRINCIPAL INDUSTRIES: Industry, number of wage earners (Av. Wkly. Wage)—Fabricated Metals 2,600 ($288); Non-Electrical Machinery 16,800 ($589); Electrical Machinery 8,500 ($300); Transportation Equipment 5,400 ($585); Instruments 4,700 ($365); Food 10,100 ($504); Apparel 3,700 ($200); Printing & Publishing 7,700 ($350); Chemicals 5,800 ($423).

10 - CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31. Last frost, April 10.

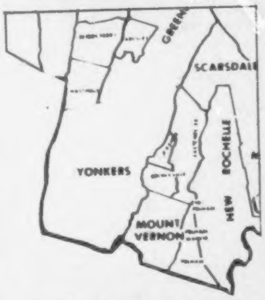
11 - TAP WATER: 2 sources (1 acid—very soft; 1 acid—hard); fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks at Getty Square incl. Main St., New Main St., So. Broadway, No. Broadway and Palisade Ave.
Neighborhood Shopping Center : South Yonkers—5 blocks on Lower So. Broadway.
Nearby Shopping Center : Cross County (3 mi.) Wanamaker's; Finast; Gimbel's; Central Plaza; Alexander's; Caldor's.
Principal Shopping Days : Thurs., Fri., Sat., Sun.
Stores Open Evenings : Mon., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores : Wanamakers; Gimbels; Alexander's; Caldor's; May's.
Variety Stores : Green's; Woolworth.
Discount Stores : Sunset Appliances.
Chain Drug Store : Rite-Aid.
Chain Food Supermarkets : Finast 5; Waldbaum; A&P 5; Shopwell 2; C Town 3; Grand Union; Pathmark; Pioneer.

14 - NEWSPAPERS: HERALD STATESMAN (e) 32,118; (S) 38,427; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 200 Park Ave., New York, NY 10166; Tel. (212) 949-0920.
National Representative : Gannett.

Yonkers



...is part of New York's rich Westchester-Rockland suburbs (total population 1.2 million, household income $32,894) covered by the morning, evening and Sunday editions of the...

Gannett Westchester Rockland Newspapers

Call 914-694-9300 or Gannett Newspaper Advertising Sales

NORTH CAROLINA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Asheville —Buncombe and Madison Counties.
Burlington —Alamance County.
Charlotte-Gastonia —Gaston, Mecklenburg and Union Counties.
Fayetteville —Cumberland County.
Greensboro-Winston-Salem-High Point —Davidson, Forsyth, Guilford, Randolph, Stokes and Yadkin Counties.
Hickory —Alexander and Catawba Counties.
Jacksonville —Onslow County.
Norfolk-Virginia Beach, Portsmouth, N.C. —Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, Va.; Currituck County, N.C.
Raleigh-Durham —Durham, Wake and Orange Counties.
Salisbury-Concord —Cabarrus and Rowan Counties.
Wilmington —New Hanover and Brunswick Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	437	403
5-14 Years	1,017	929
15-24 Years	984	1,144
25-44 Years	1,234	1,645
45-64 Years	1,000	1,151
65 and Over	412	602
TOTAL	5,084	5,874

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	767	1,091	1,593
Genral Mdse	1,301	1,992	2,847
Food	2,306	3,831	6,172
Automobiles	2,366	3,769	4,969
Gasoline Stations	797	1,360	2,712
Apparel	576	805	1,153
Furniture	599	825	1,231
Eat-Drink Places	601	1,177	1,897
Drugs	360	558	878
TOTAL	10,650	16,842	26,003

ASHEBORO

1 - LOCATION: Randolph County (In Greensboro-Winston Salem-High Point SMSA). County Seat, E&P Map D-2. 28 mi. S. of Greensboro on Hwys. 220, 64, 49.

2 - TRANSPORTATION: Railroads - Norfolk & Southern.
Intercity Bus Lines - Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,252
PMA-ABC: (70)58,412; (81)72,100
County 80 Cen. 91,861
SMSA 80 Cen. 827,385

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,130
PMA-ABC: (70)18,518; (81)26,300
County 80 Cen. 32,964
SMSA 80 Cen. 298,667

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	4	$164,269,106
Commercial	8	$181,344,000

6 - PASSENGER AUTOS: City 15,705, Co. 48,018

7 - ELECTRIC METERS: 9,802

9 - PRINCIPAL INDUSTRIES: Furniture; Textiles; Wood Products; Lumber; Wearing Apparel; Machinery; Batteries; Shoes; Paper Board; Electrical Products; Hosiery.

10 - CLIMATE: Min. & Max. Temp. - Spring 15-45; Summer 40-100; Fall 20-90; Winter 3-70.

11 - TAP WATER: Soft, treated.

12 - RETAILING: Principal Shopping Centers : Downtown - 3 blocks on Sunset Ave. and 3 blocks on So. Fayetteville St.
Neighborhood Shopping Centers : Hillside; So. Fayetteville St., (8 units). Hammer Village - E. Dixie Drive (6 units); Northgate Plaza - North Fayetteville St. (10 units).
Principal Shopping Days : Fri., Sat., Mon.
Stores Open Nightly/Sunday to 6 p.m. : Dept. & discount open nightly until 9 p.m.

13 - RETAIL OUTLETS: Department Stores - Belk-Yates; B. C. Moore's; McCown-Smith; King's; Rose's; K-mart.
Discount Stores : Family Dollar Store; King's; Super Dollar.
Variety Stores : Eagle's.
Chain Drug Stores : Mann's; Revco; Eckerd's; Value-Pak.
Chain Food Stores : Winn-Dixie; Food World; Lowes Foods 10; Columbia Food Markets 2; Harris-Teeter; Food Town.
Other Chain Stores : Sears (mail order and appliance); Carolina Tire Co. (Goodyear); Advance Stores; Pic 'n Pay Shoes; B.F. Goodrich; Cato's; Kimbrell's Furn.; Moore's Bldg. Supplies; Heilig-Meyers Furn; Outlet U.S.A.

14 - NEWSPAPERS: COURIER TRIBUNE (e-mon to fri) 14,635; (S) 14,661; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Dalton, Adv. Mgr., COURIER TRIBUNE, P.O. Box 340, Asheboro, NC 27203; Tel. (919) 625-2104.
National Representative : Landon.

ASHEVILLE

1 - LOCATION: Buncombe County (SMSA). E&P Map B-2. County Seat. On Blue Ridge Pkway (connects Shenandoah and Great Smoky Mt. Natl. Parks) 112 mi. W of Charlotte; 112 mi. S of Knoxville. On U.S. Hwys. 23, 25, 19, 70 & 74; interstate 26 & 40.

2 - TRANSPORTATION: Railroads : Southern.
Motor Freight Carriers : 45.
Intercity Bus Lines —Greyhound; Continental Trailways.
Airlines —Piedmont; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 53,281
CZ-ABC: (70) 83,260; (81) 93,600
RTZ-ABC: (70) 336,454; (81) 403,100
County 80 Cen. 160,934
SMSA 80 Cen. 177,761
City & RTZ-ABC: (70) 419,714; (81) 496,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,711
CZ-ABC: (70) 28,011; (81) 36,300
RTZ-ABC: (70) 104,714; (81) 144,600
County 80 Cen. 60,274
SMSA 80 Cen. 66,118
City & RTZ-ABC: (70) 132,785; (81) 180,900

5 - BANKS: Savings 6; Sav. & Loan 7; Commercial 6; Drive-in 42; Dep. $475,001,692

6 - PASSENGER AUTOS: City 50,180; Co. 83,975

7 - ELECTRIC METERS: Residence 77,512

8 - GAS METERS: Residence 10,025

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Food 1,100; Apparel 2,400; Textile 3,900; Lbr/Wood-Furn.—Fabr. Metals 2,900; Prtg. & Publ./Chemicals (Nylon-Rayon & Allied Prod) 4,400; Elec. Mach. 4,000. Av. Wkly. Wages $219.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-74; Summer 60-83; Fall 47-68; Winter 39-49. First killing frost, Oct. 14. Last killing frost, May 3.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Center : Haywood St.; Patton Ave.; Pack Sq.; Biltmore Ave.; Broadway, Lexington Ave., and Coxe Ave.

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Innsbruck Mall	2	TruFill Fashions, Brendle's, Eckerd's, Biltmore, Davis, Ingle's
TriCity	12	Bi-Lo, United Variety, Western Auto
K mart #1	3	K mart, General, Eckerd, Giant Food
K mart #2	3	K mart, Winn-Dixie, Piece Goods, Radio Shack
K mart #3	6	K mart, Winn-Dixie, Byrd's, Shelley Jewelry
Town & Country	3	Fine Fare Shoe Town, Byrd's
Asheville Mall	3	Sears, Woolworth, Lerner's, Belk, Ivey's, Meyers Arnold
Biltmore Village	3	McDonald's, Shop Easy Mkt.
Grace Plaza	3	Winn-Dixie, Eckerd's, Rose's
Westgate	2	Winn-Dixie, Rose's, Meyers Arnold
Eastvale	3	Luther Appliances, Catherine's Stout Shop
Northland	4	Margaret's Fashions, Giant, Bur-Carr Interiors
Biltmore Forest	4	Lamar Furniture, Twin Theatres, Ingles, Eckerd's Drugs
WNC	13	Gant Furniture, Ward Drug
Valley View	12	Dollar General, Bi-Lo, Davis
Bi-Lo Plaza	12	Bi-Lo Food, United 5&10, Revco Drug
Ingles West Plaza	4	Revco, Rose's, Ingles, Pic 'n' Pay Shoes, Army Store

Principal Shopping Days : Dept. Stores—Sat., Fri., Sun. Food—Thurs., Fri., Sat.
Stores Open Evenings : Some Fri., some Mon. Discount stores open every night & Sun. afternoons.

13 - RETAIL OUTLETS: Department Stores : Meyers Arnold; Belk's; J.C. Penney; Ivey's; Sears; Fain's; Byrd's.
Discount Stores : Sky City 2; K mart 3.
Variety Stores : Woolworth; Rose's 2; Davis 2; United; Family Dollar Store; Dollar General.
Chain Drug Stores : Eckerd's 6; Revco 7; Rite-Aid 3.
Chain Food Stores : Winn-Dixie 5; Bi-Lo 5; Ingles 15; Giant Food 2; Ice Service Stores 14.
Other Chain Stores : Goodrich; Firestone 2; Western Auto; Sterchi Furniture; Lerner's 2; K mart 3; Philips Shoes; Singer Co.; Sherwin-Williams Paints 2; Glidden Paints; Moore's; Lowes; S&H Green Stamps 2; Top Value Stamps; 84 Lumber.

14 - NEWSPAPERS: CITIZEN (m-mon to fri) 15,134; Comb. (m&e) 63,269; CITIZEN-TIMES (sat) 60,796; (S) 71,037; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert G. Beard, Director of Advertising, CITIZEN and TIMES, 14 O.Henry Ave., Asheville, NC 28802; Tel. (704) 252-5611.
National Representative : Sawyer-Ferguson-Walker.

BURLINGTON

1 - LOCATION: Alamance County (SMSA). E&P Map D-2. Manufacturing and agriculture center.

2 - TRANSPORTATION: Railroads - Southern.
Motor freight Carriers - 7.
Intercity Bus Lines - Carolina trailways.
Airlines - Eastern; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 37,266
CZ-ABC: (70)55,660; (81)59,300
RTZ-ABC: (70)48,864; (81)50,600
County/SMSA 80 Cen. 99,136
City & RTZ-ABC: (70)104,524; (81)109,900
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,367
CZ-ABC: (70)29,851; (81)21,500
RTZ-ABC: (70)17,636; (81)17,600
County/SMSA 80 Cen. 35,900
City & RTZ-ABC: (70)32,295; (81)39,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$140,000,000
Sav. & Loan	3	$95,000,000

6 - PASSENGER AUTOS: Co. 57,938

7 - ELECTRIC METERS: REsidence 40,721

8 - GAS METERS: Residence 8,012

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Textile 8,000 ($165); Furniture 600 ($159); Electronics 3,900 ($178); Hosiery 8,000 ($140); Foods 600 ($162).
Principal Industrial Pay Days - Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-94; Summer 60-97; Fall 32-85; Winter 11-73. First killing frost, Nov. 1. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center —4 blocks on Main St., 2 blocks on Davis, 2 blocks on Front.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cum-Park Plaza (31)	NA	Winn-Dixie, Roses
Glen Raven (5)	NA	Winn-Dixie
Holly Hill East (8)	NA	Revco, Foodtown
Holly Hill Mall (56)	NA	Sears, Belk-Beck, Eckerds
Bur-Mil Plaza (3)	NA	Bur-Mil Outlet
Northgate Plz. (4)	NA	Food World, Pic 'n Pay, Family Dollar
Spoon Plaza (5)	NA	Byrd's, Zayres
Edgewood Village (8)	NA	Brendles, Harris-Teeter, SupeRx

Principal Shopping Days : Fri., Sat., Mon.
Stores Close : Wed. afternoon.
Stores Open Evenings : Fri.
Stores Open Sundays : Grocery and Discount.

13 - RETAIL OUTLETS: Department Stores - Sellars 2; J.C. Penney; Belk-Beck 1; Sears; K mart.
Discount Stores : Super $; Family dollar Store; Zayre; Bur-Mil.
Variety Stores —Rose's 1; Woolworth.
Chain Drug Stores : Eckerd's; SupeRx; Revco
Chain Supermarkets : Byrds 7; Winn-Dixie 5; Big Star 1; Food World 2; Foodtown 2; Harris Teeter 1.
Other Chain Stores —Advance; Firestone; Goodyear; Lerner Shop; Butler's; Lowes; Bill Boyce Music; Wills Book Store; Prago-Guys; Radio Shack; Hickory Farms; Kinney Shoes; Anderson Little.

14 - NEWSPAPERS: TIMES-NEWS (e-mon to fri) 28,115; ~~(m-sat) 27,990;~~ (S) 28,253; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David R. Sharp, Adv. Dir., TIMES-NEWS, 707 S. Main St., Burlington, NC 27215; Tel. (919) 227-0131.
National Representative : Landon.

CHAPEL HILL

1 - LOCATION: Orange and Durham Counties (In Raleigh-Durham SMSA). E&P Map D-2. Residential-agricultural area; home of University of North Carolina. 12 miles S.W. of Durham; on U.S. Hwys. 15, 501; State Hwy. 54; Interstate 85.

2 - TRANSPORTATION: Railroads - Carrboro; Southern.
Motor Freight Carriers - 6.
Airlines - (Raleigh-Durham) United; Eastern; Piedmont; Delta; USAir.
Bus Lines : Trailways.

3 - POPULATION:
Corp. City 80 Cen. 32,421
Counties:
Orange County 80 Cen. 77,055
Durham County 80 Cen. 152,785
SMSA 80 Cen. 530,673
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,019
Counties:
Orange County 80 Cen. 27,044
Durham County 80 Cen. 55,614
SMSA 80 Cen. 189,012

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	N.A.

6 - PASSENGER AUTOS: Chapel Hill 22,640; Counties: Orange 37,313; Durham 83,430.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture (Wheat, Corn & Tobacco); Timber; Blue Cross-Blue Shield; Univ. of North Carolina.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 29. Last killing frost, Apr. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate (25)	NA	Eckerd's, Foodtown, Sears
Glen Lennox (11)	NA	
Kingsway Plz. (12)	NA	Big Bear
University Mall (62)	NA	Ivey's, Belk's, Kerr Drug, Rose's, Winn-Dixie
Kroger (12)	NA	Kroger

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWSPAPER (e-mon to fri) 6,642; (S) 7,605; sworn Mar. 30, 1981.
Local Contact for Advertising and Merchandising Data: William C. McDonald, Jr. Adv. Dir., NEWSPAPER, 1505 W. Franklin St., P.O. 870, Chapel Hill, NC 27514; Tel. (919) 967-7045.
National Representative : Landon.

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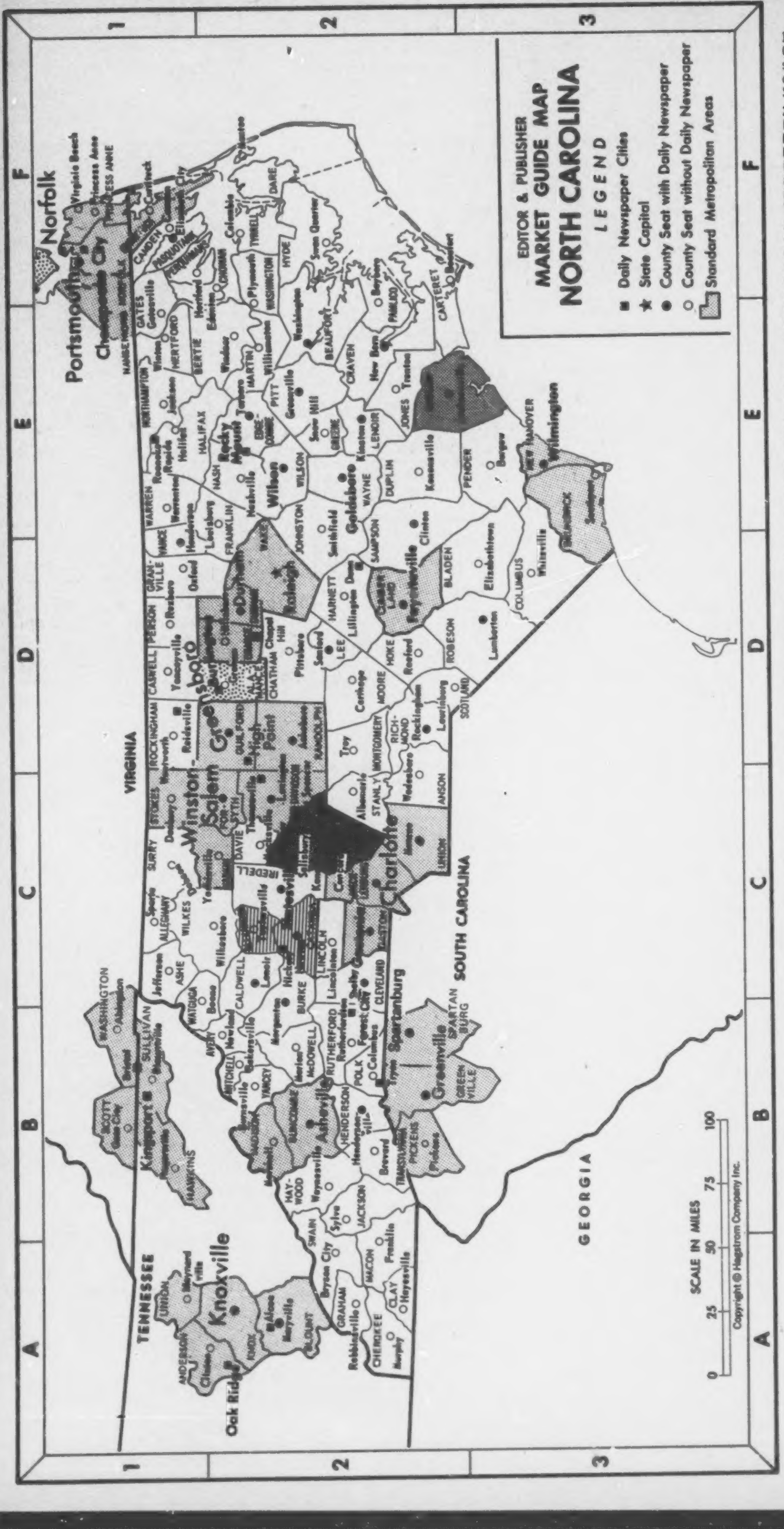
EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
VIRGINIA
TENNESSEE
SOUTH CAROLINA
GEORGIA
SCALE IN MILES
0 25 50 75 100
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Durham
Wilmington
Asheville
Norfolk
Portsmouth
Knoxville

CHARLOTTE

1 - LOCATION: Mecklenburg county (In Charlotte-Gastonia SMSA) E&P Map C-2, County Seat, Wholesaling, financial, distribution, medical and industrial center. SW part of state on U.S. Hwys. 21, 29, 74; State Hwys. 16, 27, 49; Interstate Hwys. 85, 77.

2 - TRANSPORTATION: Railroads - Southern; Seaboard Coastline; Amtrak.
Motor Freight Carriers - 140.
Intercity Bus Lines - Charlotte Transit; Greyhound; Piedmont; Trailways.
Airlines - United; Eastern; Piedmont; Delta; Air Virginia; Air Carolina; Altair; Atlantis; Sonbird; Tennessee; Wheeler.

3 - POPULATION:
Corp City 80 Cen. 314,447
CZ-ABC: (70)342,030; (81)392,200
RTZ-ABC: (70)958,330; (81)1,137,400
County 80 Cen. 404,270
SMSA 80 Cen. 637,218
City & RTZ-ABC: (70)1,300,360; (81)1,529,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 117,817
CZ-ABC: (70)114,757; (81)139,900
RTZ-ABC: (70)170,913; (81)391,600
County 80 Cen. 146,967
SMSA 80 Cen. 226,250
City & RTZ-ABC: (70)392,655; (81)531,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	10	$1,500,000,000
Commercial	16	$15,000,000,000

6 - PASSENGER AUTOS: County 241,335

7 - ELECTRIC METERS: Res. 149,651

8 - GAS METERS: Res. 50,559

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Mecklenburg County; Construction 12,048 ($231); Trans. & Utilities 25,434 ($305); Trade 65,133 ($213); Fin., Ins. & Real Estate 17,522 ($241); Services 38,168 ($195). SMSA: Food 7,100 ($165); Textiles 30,400 ($165) Printing 4,900 ($202); Machinery 12,400 ($218).
Principal Industrial Pay Days —Fri.

10 - CLIMATE:
Avg. Temperature — Spring 61; Summer 76; Fall 71; Winter 40. Avg. Annual Rainfall, 60.4 in. First killing frost; Nov 4

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Area : 3 blocks on S. Tryon St.; 3 blocks on N. Tryon St.; 3 blocks on E. Trade St.; and 3 blocks on W. Trade St. 156 retail units.

Neighborhood Shopping Centers : (Number of Stores) - Albemarle Plaza 5; Amity Gardens 46; Carmel Commons 7; Carriage Square 4; Central 4808 14; Central Square Shopping Ctr. 13; Chantilly 16; Coliseum Shopping Ctr. 22; Colony 9; Darby Acres 6; The Depot 13; Eastway Shopping Ctr. 26; Forest Pawtuckett 5; Foxcroft 6; Freedom Drive 4; Freedom Mall 50; Freedom Mart 18; Freedom Plaza 10; Freedom Village 33; Hampshire Hills 8; Hutchinson 15; Idlewild 7; Independence Shopping Center 23; K mart Plaza 21; Lanier 13; Loehmann's Plaza 15; Market Place 10; Montclaire 5; Myers Park 12; North East Plaza 11; North Park Mall 28; Olde Towne Village Center 11; Park Square 9; Pineville Road 7; Providence Road 10; Providence Square 23; Providence Village 8; Queensgate 10; Sedgefield 16; Seneca Shopping Ctr. 12; Sharon 11; Specialty Shops on the Park 22; Starmount 18; Statesville Avenue 7; Triangle 9; Tyvola 23; University Park 15; Village Shopping Ctr. 11; Westerly Hills 20; Westfield 6; Westover 19; West Park Mall 35; Wilkinson Blvd. 8; Yorkmont 28.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Charlottetown Mall (60)	NA	Big Star, Eckerd, Iveys
Cotswold Shopping Ctr. (45)	NA	A & P 39 Brendles, Collins, Eckerd, Iveys, Harris Teeter
Eastland Mall (108)	NA	Belk, Eckerd, Iveys, J. C. Penney, Sears
Eastridge Mall (90)	NA	Belk, Eckerd, Iveys, J. C. Penney
Freedom Drive Mall (46)	NA	Collins, Eckerd, Sears Surplus, Richway, Service Mdse.
Monroe Mall (52)	NA	Belk, Collins, J. C. Penney, Woolco
Overstreet Mall	NA	Belk, Iveys
Park Rd. Shop. Ctr. (51)	NA	A&P, Colonial, J. C. Penney
SouthPark Mall (85)	NA	Belk, Eckerd, Iveys, Sears
Tryon Mall (44)	NA	Collins, Eckerd, Woolco

Principal Shopping Days: Thu., Fri., Sat., Sun. (where open).
Stores Open Evenings: Most large community shopping centers – Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores – Belk 3; Collins 3; Ivey's 4; J. C. Penney 2; Sears 3.
Discount Stores – Famous Mart 2; K mart 4; Richway 4; Woolco 3; Zayre 4; Servicer Merchandise 3.
Chain Food Supermarkets – A&P 9; Big Star 5; Bi-Lo 6; Elders 1; Food Town 9; Giant Genie 1; Harris-Teeter 19; Kroger 4; Park N Shop 2; Reids 2; 3 Guys Ltd. 4; Tradewinds 1; Winn Dixie 9.
Other Retail Stores – B. F. Goodrich 2; Casual Corner 2; Family Dollar 10; Firestone 4; Florsheim 2; General Tires 2; Genuine Parts 9; Goodyear 5; Hahn Shoes 2; Havertys 6; J. O. Jones 2; Julies 4; Leonard & Nicholson Royal Tires 3; Lowes 4; Maxwells 4; Montaldos 2; Nationwide 2; One Price Tire 4; Pic N Pay 6; Queen City TV 8; Stroupe's Stride Rite Shoes 1; Tate Brown 4; Thom McCan 3; White Stores 4; Wickes 1.

14 - NEWSPAPERS: OBSERVER (m) 167,946; NEWS (e) 47,964; Comb. (m&e) 215,928; OBSERVER (S) 246,327; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gene Williams, OBSERVER, 600 S. Tryon St., Charlotte, NC 28232; Tel. (704) 379-6300.
National Representative: Knight-Ridder.

CLINTON

1 - LOCATION: Sampson County, E&P Map E-2, County Seat. 60 miles from Wilmington, 60 miles from Raleigh, 30 miles East of Fayetteville. U.S. Highways 421, 701; State Hwy. 24.

2 - TRANSPORTATION: Railroads – Seaboard Coastline (freight).
Motor Freight Carriers – 10.
Intercity Bus Lines – Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,552
County 80 Cen. 49,687

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,860
County 80 Cen. 16,646

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$75,000,000
Savings	2	$60,000,000

6 - PASSENGER AUTOS: County 23,344

7 - ELECTRIC METERS: Residence 10,849

8 - GAS METERS: Residence 1200

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners. Meat Packing 800; Electrical Appliances 750; Wood Products 200; Furniture 350; Glass 300; Garments 1400; Stereo Components 100; Yarns 200.
Principal Industry Pay Days – Thurs., Fri.

10 - CLIMATE: Year Avg. 61.7. First killing Frost Nov. 1; Last killing frost March 15.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center – Jordan Shopping Center; Coharie Plaza; K mart Plaza.
Neighborhood Shopping Center – Downtown Clinton, Clinton Plaza, Shamrock Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coharie Plaza	1	Rose's, Big Star, Belk's
Jordan	1	Piggly Wiggly, Mack's
Clinton Plaza	1	Winn-Dixie
Shamrock Plaza	1	Piggly Wiggly, Eckerd's
K mart Plaza	1	K mart, Revco, Harris Teeter

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Coharie Plaza open til 9. All grocery stores open til 9. Piggly Wiggly stores open 24 hrs., K mart Plaza open til 9.

13 - RETAIL OUTLETS: Department Stores – Belk's; Leder Brothers.
Variety Stores – Rose's; Eagle's; Mack's; Super Dollar; Family Dollar; Pope's; K mart.
Chain Drug Stores: Eckerd's; Butler's Rexall; Reynold's; Valu-Rite; Revco 2.
Other Chain Stores – Scotchman Stores; Big Blue Stores; True Value Hardware; Ace Hardware; Shoe City; D. A. Kelly's; Cato's; Heilig-Meyers; Sherwin-Williams; Wickes; Goodyear; Pic 'n' Pay Shoes; Children's Shop; Dossenbachs.

14 - NEWSPAPERS: THE SAMPSON INDEPENDENT (e-mon to fri) 7,861; (S) 7,861; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Gayle Gaither, Adv. Dir., SAMPSON INDEPENDENT, 303 Elizabeth St., Clinton, NC 28328; TEL. (919) 592-8137.
National Representative: Landon.

CONCORD

1 - LOCATION: Cabarrus County (in Salisbury-Concord, NC SMSA). E&P Map C-2, County Seat. In Piedmont section. Textile and hosiery center; agricultural area. Midway between Washington, D.C. and Atlanta.

2 - TRANSPORTATION: Railroads – Southern.
Intercity Bus Lines – Kannapolis Transit; Caroline Trailways.
Airlines – At Douglas Airport, Charlotte, N.C.

3 - POPULATION:
Corp. City 80 Cen. 16,942
CZ-ABC: (70)31,346; (81)32,000
RTZ-ABC: (70)84,190; (81)101,800
County 80 Cen. 85,895
SMSA 80 Cen. 185,081
City & RTZ-ABC: (70)115,536; (81)133,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,371
CZ-ABC: (70)23,488; (81)12,100
RTZ-ABC: (70)10,289; (81)36,500
County 80 Cen. 30,610
SMSA 80 Cen. 66,559
City & RTZ-ABC: (70)115,536; (81)48,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$171,631,243
Sav. & Loan	3	$232,609,157

6 - PASSENGER AUTOS: City 23,728; County 45,685

7 - ELECTRIC METERS: Residence 11,421

8 - GAS METERS: Residence 7,346

9 - PRINCIPAL INDUSTRIES: Industry, Number of Plants (No. of Wage Earners)—Apparel 6 (300); Brick and Tile 1 (41); Food 6 (280); Lumber & Wood 9 (79); Machine Shops 6 (40); Meat Packers 1 (55);; Plastic & Boxed 1 (41); Poultry 3 (175); Printing & Publ. 3 (175); Rubber Pdts. 1 (60); Textile Pdts. 13; Woodworking 3 (75); Hosiery 16 (1,500).
Principal Industrial Pay Days – Wed. & Thurs.

10 - CLIMATE: Min. & Max. Temp. – Spring 45-71; Summer 67-89; Fall 49-78; Winter 31-55. First killing frost, Oct. 28. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center – Carolina Mall; downtown shopping, 15 blocks – 3 on Union St.; 3 on Cabarrus; 2 on Church; 2 on Corban; 1 on Market; 1 on Barbrick; 1 on Means; 2 on Spring St.
Neighborhood Shopping Centers – Wil-Mar Park; Hartsell Mill; Brown Mill; Gibson Mill; Jackson Park; Willis Village; Fleetwood; South Union; Cabarrus Shopping City; Cloverlead Plaza; Carolina Mall; Villa Park.
Principal Shopping Days: Thurs.,; Fri., Sat.
Stores Close: Some Sun.
Stores Open Evenings: At shopping centers.

13 - RETAIL OUTLETS: Department Stores – Belks 2; Penney; Cook's Zayre's; K mart; The Hub; Sears; Zimmerman's.
Variety Stores: McLellan's, Mack's; McCrory.
Chain Drug Stores: Service Drugs 2; Revco; White Star; Eckerd's; Medicine Shoppe.
Chain Supermarkets: Winn-Dixie; Harris-Teeter; Checker 2; Food Town; Gamble's; Village Food Mart; 3 Guys; Bi-Lo.
Other Chain Stores – Jarman; Bell Bros.; Kimbrell; Sterchi's; K-Town; Maxwell Bros.; Johnnies Clocks; Wooten's Jewelry; Sherwin-Williams Paints; Ladies' Ready Wear; Eckerd's Drug; Western Auto; Pic n' Pay; Singer; Revco Drug; White Star Drug; Family Dollar Store;; Posey Peddler; Pauline's Dress; Merle Norman; Gloria Marshall; Yogurt Culture; Shoe Show; Wrangler — Junction Wranch; Lowe's.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 13,059; (S) 13,755; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Morrison, V.P., TRIBUNE, 125 Union S., Concord, NC 28025; Tel. (704) ST2-3155.
National Representative: Landon.

DUNN

1 - LOCATION: Harnett County, E&P Map D-2. In south central part of state on U.S. Hwys. 1, 95 301, 421 and State Hwy. 55, 190 mi. S of Richmond; 57 mi. S of Durham.

2 - TRANSPORTATION: Railroads – Atlantic Cocast Line; Durham & Southern.
Motor Freight Carriers – 4.
Intercity Bus Lines – Trailways; Southern.

3 - POPULATION:
Corp. City 80 Cen. 8,962
County 80 Cen. 59,570

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,280
County 80 Cen. 20,148

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$339,684,000
Sav. & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 26,557

7 - ELECTRIC METERS: Residence 4,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Textiles 2,500 ($150); Lumber 300 ($100); Candy 170 ($100); Fertilizers 50 ($90); Farm Machy. 60 ($90).
Principal Pay Days – Thu., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dunn Plaza (14)	NA	Winn-Dixie, Woodall's, Eckerds Drugs
Wayne Ave. (9)	NA	Sears, Eagle
Floral Gardens (5)	NA	A&P, Pic 'N Pay Shoes, Maxwell Furn.

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Fri.

13 - RETAIL OUTLETS: Department Stores – Belk's; Leder Bros.; Louis Baer; Pope's; Sears; Montgomery Ward; The Men's; G. Baer; The Dollar.
Variety Stores – Rose's; McCrory; Eagle's; Pope's Family Center; Sky City.
Chain Drug Stores: Thomas Walgreen; Butler & Carroll; Eckerd's.
Chain Food Supermarkets: A&P; Piggly Wiggly; Winn-Dixie; Lee's Red & White.
Other Chain Stores – Western Auto; Walker Shoes; Glenn's Bootery; Jewel Box; Stanley's; Pic 'N Pay Shoes; Family Dollar; Maxwell's Furniture; Cheap Joe's Jeans.

14 - NEWSPAPERS: RECORD (e-mon to fri) 8,844; sworn. Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Portia Snead, Adv. Mgr., RECORD, E. Cumberland St., Dunn, NC 28334; Tel. (919) 892-3117.
National Representative: None.

DURHAM

1 - LOCATION: Durham County (In Raleigh-Durham SMSA). E&P Map D-2, County Seat. Research Triangle Park. Tobacco, Textile, University and Medical Center. Central part of state. 154 mi. South of Richmond; 134 mi. Northeast of Charlotte; 56 mi. East of Greensboro. On U.S. Hwys. 70, 15, I-85, I-40, 501; State 55, 98, 751, 54.

2 - TRANSPORTATION: Railroads – Seaboard; Norfolk & Western; Southern.
Motor Freight Carriers – 25.
Intercity Bus Lines – Carolina Trailways; Central Bus Lines; D and M; Greyhound; Southern Coach.
Airlines – Altair; Delta; Eastern; Piedmont; United; USAir; Federal Express (freight). Commuter: Air-Lift Associates; Mid South; Sun Bird; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 100,831
CZ-ABC: (70)102,480; (81)119,100
RTZ-ABC: (70)335,658; (81)386,100
County 80 Cen. 152,785
SMSA 80 Cen. 530,673
City & RTZ-ABC: (70)483,138; (81)505,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 37,976
CZ-ABC: (70)40,921; (81)43,000
RTZ-ABC: (70)124,998; (81)130,600
County 80 Cen. 55,614
SMSA 80 Cen. 189,012
City & RTZ-ABC: (70)130,621; (81)173,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	$457,562,000
Sav. & Loan	7	$398,145,630

6 - PASSENGER AUTOS: Co 83,430

7 - ELECTRIC METERS: Residence 71,233

8 - GAS METERS: Residence 21,467

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Const. 3,568 ($272); Mfg. 19,350 ($352); Trans., Comm. & Util. 3,743 ($305); Trade 12,124 ($173); Service 23,172 ($253); Fins., Ins. & Real Estate 3,437 ($241).
Principal Pay Days – Factories: Fri.; Offices and Universities: 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55, First killing frost, Oct. 28 Last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 6 blocks on Main St.; 4 on Chapel Hill St.; 2 on Parrish St.; 2 on Corcoran St.; 2 on Mangum St.; 2 on Church St.
Neighborhood Shopping Centers – Bragtown: Roxboro Rd.; W. Durham: Ninth St.; E. Durham: Driver & Angier Aves.; Forest Hills: University Drive & Lakewood Ave.; on Broad St. from W. Main to Club Blvd.; on W. Chapel Hill St. from Gregson to Gattis St.; E. Main & Angier Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wellons Village (50)	3	Kings, Big Star
Northgate (97)	3	Sears, Big Star; Thalhimer's
Lakewood (33)	4	Winn-Dixie; Kroger
Riverview (17)	6	Big Star
South Square (109)	8	Penneys, Wards, Belk's Big Star
Croasdaile (20)	4	Winn-Dixie
Eno Square	7	Food Town
Murdock	3	K mart, Winn-Dixie
North Duke Mall (40)	5	Roses, Winn-Dixie
Shannon Plaza (8)	8	Winn-Dixie

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Sat.

13 - RETAIL OUTLETS: Department Stores – Thalhimers; Sears Roebuck; Baldwin's; Belk-Leggett; King's 2; K mart; Montgomery Ward; J. C. Penney.
Variety Stores – Kress; Woolworth; Roses 2; Pope's; Family Dollar.
Discount Stores: King's 2; K mart.
Chain Drug Stores: Eckerd's 5; Kerr-Rexall 3; Revco 5; Treasury.
Chain Supermarkets: A&P 4; Winn-Dixie 6; Kroger 3; Byrd's Lo Mark 2; Food Town 1; Big Star 6
Other Chain Stores – Auto; Advance 2, Bailey, Banks & Biddle, Carlyle & Co., Western Auto 2; Shoes: Thom McAn, Hahn's, Butler's, Jarman, Roscoe Griffin, Hofheimer's, Baker, Kinney, Regal, Hanover, Endicott Johnson; Women's Clothing: Lerners, Fashion Finds, Judi Lesli, Robbins; Men's Clothing: Fine's; Others: J. J. Morley; Motherhood Shops; Radio Shack; Record Bar; Singer Co.; Slack 'N Things; Anderson-Little; Camelot Music; Circus World; The Junction; Federal Bake Shop; Foxmoor; S. Galeski Optical; General Nutrition; K&K Toys; Ups 'N Downs; B. Dalton; Chess King; O'Neills Card Shop; XYZ Card Shop; Walden Books; Heritage Jewelers; Zales Jewelers; Osterman's Jewelers; County Seat.

14 - NEWSPAPERS: HERALD (m) 42,109; SUN (e) 20,791; Comb. (m&e) 62,900; HERALD-SUN (S) 58,215; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Mack McCormick, Gen. Adv. Mgr., HERALD-SUN, 115 Market St., Durham, NC 27702; Tel. (919) 682-8181.
National Representative: Branham.

EAST SPENCER

See SALISBURY

EDEN

1 - LOCATION: Rockingham County, E&P Map D1, 38 mi. N or Greensboro.

2 - TRANSPORTATION: Railroads: Southern.
Motor Freight Carriers: 12.

3 - POPULATION:
Corp. City 80 Cen. 15,672
County 80 Cen. 83,426

4 - HOUSEHOLDS:
City 80 Cen. 6,116
County 80 Cen. 29,616

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	N.A.
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 60,100

7 - ELECTRIC METERS: Res. 10,044

8 - GAS METERS: Res. 2,900

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners, (Av. Wkly. Wage)—Textile 5,900 ($189); Brewery 1,100 ($384); Trucking 240 ($280).
Principal Industrial Pay Days: Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 20-79; Summer 58-100; Fall 30-82; Winter 12-75. First killing frost, Oct. 21. Last killing frost, Apr. 20.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center: Eden Mall.
Neighborhood Shopping Centers: Kingsway; Meadow Greens; Eden Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Circle (88)	38	Ivey's, Montgomery Ward, Belk's
Four Seasons (102)	41	Ivey's, J.C. Penney
Hanes Mall (90)	50	Sears, Belk's

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Belk's.
Discount Stores : Gibson's; White Dot; Pope's; Rolane.
Variety Stores : Gibson's.
Chain Drug Stores : Revco; Mann.
Chain Food Supermarkets : Winn-Dixie; Food Town; Byrd's; Food World.

14 - NEWSPAPERS: NEWS (e) 6,600; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Richard Robertson, Pub., NEWS, 804 Washington St., Eden, NC 27288; Tel. (919) 623-2155.
National Representative : Landon.

ELIZABETH CITY

1 - LOCATION: Pasquotank County, E&P Map F-1, County Seat.

2 - TRANSPORTATION: Railroads - Norfolk Southern.
Intercity Bus Lines - Norfolk Southern; Virginia Dare Trans.; Trailways.
Motor Freight Carriers - 4.

3 - POPULATION:
Corp. City 80 Cen. 13,784
CZ-ABC: (70)14,069; (81)14,000
RTZ-ABC: (70)52,011; (80)66,200
County 80 Cen. 28,462
City & RTZ-ABC: (70)66,080; (81)80,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,963
CZ-ABC: (70)7,952; (81)5,300
RTZ-ABC: (70)4,620; (81)22,700
County 80 Cen. 9,723
City & RTZ-ABC: (70)19,827; (81)28,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm.	4	$82,317,000
Sav. & Loan	2	$23,100,000

6 - PASSENGER AUTOS: County 12,955

7 - ELECTRIC METERS: Residence 8,316

8 - GAS METERS: Residence 2,450

9 - PRINCIPAL INDUSTRIES: Cotton Mills; Hosiery Mills; Ship Lumber; Plastic; Metal; Wood; Furniture Mfg.; Boxes; Excelsior; Lumber; Veneer; Shipyards; Children's Clothing; Machine Shops; Seafood Processing; Coast Guard Air Base; Coast Guard Repair Base; Toys; Wood Rollers; Plywood; Lawn Furniture; Candy Mfg.; Aircraft Repair; Electronics; Kitchen Cabinets; T.V. Cabinets; Stereo Cabinets; Mobile Homes.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-72; Summer 60-90; Fall 50-75; Winter 24-54.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: Shopping Center - Southgate Mall (32 Stores - Winn-Dixie, Sears, Belk-Tyler).
Principal Shopping Days : Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores - Belk-Tyler; Rucker & Sheely; E. S. Chesson; Cedar Harris; J. C. Penney; Sears Montgomery Ward; Roses; Lowe's.
Variety Stores - Eagle Stores.
Discount Stores - King's.
Chain Drug Stores : Apothecary-Rexall; Jacock's; Walgreen; Peoples; Big Value; Revco.
Chain Supermarkets : Big Star 2; A&P; S&R 5; Open Air; Winn-Dixie.
Other Chain Stores - Firestone, Western Auto; Mangel's; Singer; Pittsburgh Plate Glass; Sherwin-Williams; Brooks Fashions; Zip Mart; Family Dollar; Pic-Way Shoes; Lowe's.

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 10,922; (S) 11,288; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James E. Wilkins, Jr., Adv. Dir., ADVANCE, 216 S. Poindexter St., Elizabeth City, NC 27909; Tel. (919) 335-0841.
National Representative : Landon.

FAYETTEVILLE

1 - LOCATION: Cumberland county (SMSA), E&P Map D-2, County Seat. Pope Air Force Base; Fort Bragg (U. S. Army).
On Cape Fear River. Most inland port in N. C., 90 mi. from Greensboro; 221 mi. from Richmond.
On U.S. Hwys. 1-95; U.S. 13, 401 & 301; State 87, 24, 210 & 53 and 59.

2 - TRANSPORTATION: Railroads - Seaboard Coast Line; Norfolk Southern; Aberdeen Rockfish & Cape Fear Rys.
Motor Freight Carriers - 20.
Intercity Bus Lines - City Transit Dept; Greyhound; Carolina Coach; Queen City Trailways.
Airlines - Piedmont; Sunbird Commuter

3 - POPULATION:
Corp. City 80 Cen. 59,507
CZ-ABC: (70)130,246; (81)156,800
RTZ-ABC: (70)273,806; (81)328,900
County/SMSA 80 Cen. 247,160
City & RTZ-ABC: (70)404,052; (81)485,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,546
CZ-ABC: (70)52,000; (81)52,400 RTZ-ABC: (70)38,370; (81)94,200
County/SMSA 80 Cen. 74,934
City & RTZ-ABC: (70)105,853; (81)146,600

5 - BANKS: 37E		
Sav. & Loan	4	$185,000,000
Commercial	9	$258,000,000

6 - PASSENGER AUTOS: County 109,468

7 - ELECTRIC METERS: Residence 45,155

8 - GAS METERS: Residence 12,616

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Mfg. Durable goods 10,080; Nondurable goods 7,350; Non-Mfg. 48,400; Fort Bragg 63,520.
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Average Temp. - Spring 80; Summer 88; Fall 72; Winter 55. First killing frost,, Oct. Last killing frost, Mar.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Neighborhood Shopping Centers - Haymount Section; Person St., Bragg Rd. & Boulevard; Raeford Rd.; Hay St.; Raleigh Rd.; McPherson Church Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bordeaux (42)	NA	Capitol, Roses, Winn Dixie
Cross Creek, (90)	NA	Sears, Belks, Thalhimers, J.C. Penney, Miller & Rhoads, Harris Teeter
Eutaw Village (70)	NA	Capitol Dept., Peebles, Kerr Drugs, Roses Big Star
Fayetteville Mall (5)	NA	Woolco, Eckerd, Harris Teeter
Highland (29)	NA	Wentz Mkt.
King (18)	NA	Gaylord Variety
Northleigh (1)	NA	A&P
Tallywood (25)	NA	Belk's, A&P
Westwood (26)	NA	Roses, Winn Dixie, Kerr Drug

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores - The Capitol 3; Belk 2; Sears Roebuck; J. C. Penney; Peebles; K mart 2; Woolco; Thalhimers, Miller & Rhoads.
Discount Stores : Family Dollar Store 3; Lowe's, Moore, Gaylords; K mart 2; Woolco; Sam Solomon; Best Products; Handy City.
Variety Stores - McCrory' 's; Rose's 3; Macks 2.
Chain Drug Stores : Eckard 2; Fayetteville Drug 2; Revco 9; Kerr 2; Medicine Shoppe.
Chain Supermarkets : A&P 5; Winn-Dixie 6; Economy; Piggly Wiggly; V-Point Grocery 2; Park 'n Shop 3; Short Shop 13; Big Star 4; Harris Teeter; Kroger; Food Town 2; Food World 3.
Other Chain Stores - Diana; Kimbrell's 2; Goodrich; S&H Green Stamps; Maxwell Bros.; Jewel Box 2; Anderson Little; Butler Shoes; Wrangler Wranch; Hanover Shoes; Gordon's Jewelers; Hoffheimers; Kinney's Shoes; Lerner Shops; Hickory Farms; Jarman Shoes; Stride Rite; Naturalizer; Thom McAn; Pick Pay 3.

14 - NEWSPAPERS: OBSERVER (e) 42,100; TIMES (m) 21,688; Comb. (m&e) 63,788; OBSERVER (S) 62,133; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dick Fox, Nat. Adv. Mgr., OBSERVER TIMES, P.O. Box 849, Fayetteville, NC 28302; Tel. (919) 323-4848.
National Representative : Landon.

FOREST CITY

1 - LOCATION: Rutherford County; Manufacturing; SW portion of State. U.S. Primary Highway 221 and 74; Interstate 26, 40 & 85.

2 - TRANSPORTATION: Railroads - Southern; Seaboard Coastline; Clinchfield.
Intercity Bus Lines - Trailways.
Airlines - Eastern; Piedmont; Delta; Southern; United.

3 - POPULATION:
Corp. City 80 Cen. 7,688
County 80 Cen. 53,787

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,860
County 80 Cen. 19,221

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	4	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 26,360

7 - ELECTRIC METERS: 4,129

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners Office Furn. 520; Automotive Hose 110; Cotton & Synthetic Fabrics 1,410; Flannel & Terry Cloth 1,770; Children's Garments 415; Household Furniture 600; Upholstery Material 400; Ladies Apparel 535; Yarn & Fabric 595; Textured Synthetic Yarn 1,800; Roller Bearings 120.
Principal Industrial Pay Days - Thurs. & Fri.

10 - CLIMATE: Av. Temp. Jan 41.1; June 78.5; Av. Annual temp. 59.9. Annual Rainfall 49.91 inches. First killing frost, Oct. 31; Last killing frost, May 1.

12 - RETAILING: Principal Shopping Center - Tri-City Mall.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Tri-City Mall	2	Belk, Harris-Teeter,
Oak St. Mall	1	Sky City, Ingles
Church St. Shop. Ctr.	1	K mart, Lowes Foods

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Tri-City Mall and 2 Shopping Centers open until 9; Downtown-Fri.

13 - RETAIL OUTLETS: Department Stores - Belk; Graham Cash; Dalton-Ward.
Discount Stores : Sky City; K mart; Family Dollar.
Variety Stores - Popes; Roses.
Chain Drug Stores : Eckards; Revco; Smith's; Hardins Drug; Rite Aid.
Chain Food Supermarkets - Winn-Dixie; Lowes; Ingles; Bi-Low; Harris-Teeter; Community Cash.
Other Chain Stores - True Value Hardware; Western Auto; Radio Shack; Lowes Building Supply; Sterchis; Kimbrells Furn.; Maxwell Furn.; Haynes Jones Furn.; Grindstaff's.

14 - NEWSPAPERS: DAILY COURIER (e-mon to fri) 9,881; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Bill Blair, Adv. Dir., COURIER, P.O. Box 1149, Forest City, NC 28043; Tel. (704) 245-6431.
National Representative : None.

GASTONIA

1 - LOCATION: Gaston County (In Charlotte-Gastonia SMSA). E&P Map C-2, County Sat. 21 mi. W of Charlotte on State Hwys. 72, 74; U.S. Hwys. 29, 74,321, 1-85.

2 - TRANSPORTATION: Railroads - Southern; Carolina and Northwestern; Piedmont & Northern.
Motor Freight Carriers - 10.
Intercity Bus Lines - Gastonia Transit; City Coach; Greyhound; National Trailways.
Airlines - Eastern; Piedmont; Delta.

3 - POPULATION:
Corp. City 80 Cen. 47,333
CZ-ABC: (70)99,209; (81)109,500
RTZ-ABC: (70)92,742; (81)109,700
County 80 Cen. 162,568
SMSA 80 Cen. 637,218
City & RTZ-ABC: (70)191,951; (81)219,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,195
CZ-ABC: (70)44,754; (81)38,500
RTZ-ABC: (70)170,913; (81)37,900
County 80 Cen. 56,362
SMSA 80 Cen. 226,250
City & RTZ-ABC: (70)57,990; (81)76,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	8	$291,700,000
Commercial (incl.br.)	27	$7,150,000,150

6 - PASSENGER AUTOS: County 82,247

7 - ELECTRIC METERS: Residence 19,975

8 - GAS METERS: Residence 19,197

9 - PRINCIPAL INDUSTRIES: Type of Industry. Number of Wage Earners and (Av. Wkly. Wage) - Textile 14,500 ($169); Machy. 1,400 ($215); Motor Oil Filters 1,100 ($209) Electronic 450; ($173); Corrugated Box 175 ($205); Chemicals 60 ($200); Equip. Mfg. 450($185); Plastics 125 ($177); Auto & Truck Assembly ($230).
Principal Industrial Pay Days - Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 57-79; Summer 66-100; Fall 41-66; Winter 5-56. First killing frost, Nov. 8. Last killing frost, Mar. 24.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 6 blocks on Main; 10 on Franklin; 3 on Airline; 1 on South; 1 on Oakland; 2 on Marietta Sts.
Neighborhood Shopping Centers - E. Ozark; S. York; West Franklin Ave.; Bessemer City Rd.; E. Franklin Ave.; Wilkinson Blvd.; Linwood Rd; Union Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Akers (41)	NA	Rose's, Winn-Dixie, Eckerd, Service Merchandise, Richway
Cherry	NA	Crest, Foodtown
Delta (4)	NA	A&P, Eckerd
Dixie Village (23)	NA	Eckerd, Cook's Disc.
Franklin	NA	A&P, Family Dollar
Gaston Mall (41)	NA	Woolco, Harris-Teeter
Powell Glenwood (5)	NA	Harris-Teeter
Eastridge Mall (90)	NA	Penney, Belks, Ivey
Forestbrood	NA	Crest, Winn-Dixie
Windsor	NA	Crest, Winn-Dixie

Principal Shopping Days : Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores - Matthews Belk; Sears; Paul Rose; Cook's; Ivey's; Rose's; J.C. Penney; Crest.
Variety Stores - Woolworth; Eagle; Rose's.
Discount Stores : Nichols; Crest (Ben Franklin); Richway Woolco; K mart; Service Merchandise, Cooks.
Chain Drug Stores : Smith's 2; Revco 4; Scottie's; Eckerd 6; Nichols.
Chain Food Supermarkets : Winn-Dixie 6; Pacemaker 2. Big Star; Mighty Midget 2; Harris-Teeter 4; Food Town 2; Ingle's; Parkn Shop 3; A&P 2.
Other Chain Stores - Morris (jewelery); Jewel Box; D. P. Paul; Gordon's; Diane; Eleanor; Anderson-Little; Lerner's; Merit (shoes); Endicott Johnson; Kenney (shoes); Rustin's; Maxwell Bros. 2: Sterchi's; Kimbrell's 2; Western Auto; Zales (Jewelry); Radio Shack.

14 - NEWSPAPERS: GAZETTE (e) 34,114; (S) 37,111; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Earl K. Brackett, Adv. Dir., GAZETTE, 2500 Wilkinson Blvd., Gastonia, NC 28052; Tel. (704) 864-3293.
National Representative : Landon.

GOLDSBORO

1 - LOCATION: Wayne County, E&P Map E-2, County Seat. Location of Seymour Johnson Air Force Base (TAC & SAC). Agricultural and commercial center. On Neuse and Little Rivers on U.S.Hwy. 13,70, 117 & State Hwy. 111,581, 52 mi. SE of Raleigh; 89 mi. N. of Wilmington.

2 - TRANSPORTATION: Railroads - Seaboard Coast Line; Southern (fght.)
Intercity Bus Lines - Greyhound; Trailways; Seashore Transportation.

3 - POPULATION:
Corp. City 80 Cen. 31,871
CZ-ABC: (70)39,157; (81)46,400
RTZ-ABC: (70)75,335; (81)84,100
County 80 Cen. 97,054
City & RTZ-ABC: (70)114,492; (81)130,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,880
CZ-ABC: (70)23,829; (81)15,500
RTZ-ABC: (70)11,181; (81)27,000
County 80 Cen. 32,300
City & RTZ-ABC: (70)32,268; (81)42,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$177,331,000
Sav. & Loan	3	$214,831,043

6 - PASSENGER AUTOS: Co. 46,227

7 - ELECTRIC METERS: Res. Co 21,377

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners - Garment Mfg. 1707; Textile Mfg. 951; Industrial Laundry 217; Metal working, 757; Food products 555; Furniture 1094; Electricity generating 260; Roofing materials 163; Textile finishing 160; Paper tubes 35; Agricultura l research113; Healthcare 216; Apparel 1275; Lumber 535; Average weekly wage $188.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 44-56; Summer 70-93; Fall 62-78; Winter 28-50.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 3 blocks on Center St.; 4 on Walnut St.; 2 on John St.; 1 on Mulberry St.
Neighborhood Shopping Centers - East Ash St. (1700-1800 Block); Seymour-Johnson Homes on Slocumb St. Ext.; Adamsville on Kinston Hwy.; 1 mi. N on William St.; Beech and Madison Sts.; N. Berkeley Blvd.; S. Berkeley Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Berkeley Mall (50)	NA	Sears, Penney's, Belk's, Weils
Oak Square (14)	NA	Safeway
Eastgate (26)	NA	King's, Winn-Dixie
Sunrise (15)	NA	Woolworth, Kerr Drug
Ashley Plaza (10)	NA	K mart, A&P
Barnyard (7)	NA	Cloth Barn
Plaza (3)	NA	Big Star
Wayne Plaza (5)	NA	Clinard's, Big Star
Nichols (2)	NA	Nichol's, Winn-Dixie

Principal Shopping Days : Sat., Fri., Thurs.

13 - RETAIL OUTLETS: Department Stores - Belk-Tyler; J.C. Penney; Leder Bros.; Weil's; Sears.
Discount Stores - King's; Nichols; K mart.
Chain Drug Stores - Eckerd's 2; Scottie; Revco 1; Kerr; Rite Aid.
Variety Stores - Woolworth; McLellan; McCrory.
Chain Supermarkets : A&P 2; Winn-Dixie 2; Piggly Wiggly; Big Star 2; Safeway.
Other Chain Stores - Goodyear 2; Butler Shoes; Diana Shops; Glamour Shop; Kinney Shoe; Shoe Show; Rogers Jewelers; Jewel Box 1; Firestone; Singer Co.; Sherwin-Williams Paint; Heilig-Meyer's Furniture; Western Auto; S&H Green Stamps; Maxwell Bros. Furniture; Hickory Farms; Walden Books; Deb Shop; Brooks; Betty Gay; Radio Shack; Cheap Joe's; Family Dollar 2.

14 - NEWSPAPERS: NEWS-ARGUS (e-mon to fri) 20,570; (S)23,045; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Hal Tanner, Pub., NEWS-ARGUS, P.O. Box 10629, Goldsboro, NC 27532; Tel. (919) 778-2211.
National Representative : Gen. Adv. Serv.

GREENSBORO

1 - LOCATION: Guilford County (In Greensboro-Winston Salem-High Point SMSA); E&P Map D-2, County Seat. In center of State, 50 mi. S of Virginia state line. Manufacturing, transportation, college and insurance center. 200 mi. from Richmond; 329 mi. from Atlanta; 324 mi. from Baltimore. On U.S. Hwy. 29, 70, 421 & 220; Interstate 40 & 85; State Hwys. 22, 150, 68, 61, 62 & 6.

2 - TRANSPORTATION: Railroads - Southern.
Motor Freight Carriers - 53.
Intercity Bus Lines - Southern Greyhound; Carolina Trailways; Queen City Trailways; Safety Transit.
Airlines - Eastern; Piedmont; United; Delta & 2 commuter.

3 - POPULATION:
Corp. City 80 Cen. 155,642
CZ-ABC: (70)177,358; (81)206,700
RTZ-ABC: (70)688,042; (81)801,000
County 80 Cen. 317,154
SMSA 80 Cen. 827,385
City & RTZ-ABC: (70)865,400; (81)1,007,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 56,702
CZ-ABC: (70)87,827; (81)72,200
RTZ-ABC: (7C)224,017; (81)282,100
County 80 Cen. 114,084
SMSA 80 Cen. 298,667
City & RTZ-ABC: (70)264,110; (81)354,300

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	8	$619,490,000
Commercial	10	$604,505,000
Credit Unions	31	$55,100,000

6 - PASSENGER AUTOS: City 121,617; County 183,970

7 - ELECTRIC METERS: Residence 82,671

8 - GAS METERS: Residence 30,845

9 - PRINCIPAL INDUSTRIES: Type of Industry. Number of Wage Earners: Manufacturing (30,786); Lumber & Wood, 1,050; Furniture & Fixtures 5,124; Stone, Clay & Glass, 840; Primary & Fabricated Metals, 1,344; Nonelectrical Machinery, 1,470; Other Durable Goods, 3,759; Food & Kindred, 1,323; Textiles 7,203; Apparel 2,247; Paper & Allied 735; Other Nondurable Goods, 4,116; Non-Manufacturing 48,363; Construction, 3,255; Transportation, Comm. & Public Utilities 4,387; Trade, 15-981; Fin. Insurance & Real Estate 3,633; Service & Miscellaneous 11,340; Government, 9,765.

10 - CLIMATE: Avg. Temp.—Spring 60o; Summer 76o; Fall 60o; Winter 42o. First kiling frost, Oct. 30. Last killing frost Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers - 2 blocks on E. Market and W. Market Sts.; 2 blocks on N. Greene and S. Greene Sts.; 2 blocks on N. Davie and S. Davie Sts.
Neighborhood Shopping Centers -
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battleground (9)	4	Kroger
Bessemer (6)	2	Winn Dixie, Revco
Best (7)	2	-
Caldwell (13)	3	Bestway, Shoetown
Carolina Circle Mall (80)	4	Belk, Montgomery Ward, Ivey's
Coliseum (16)	2	Food Town
Cook's (3)	3	Cook's/Big Star
Cumberland (8)	1	
Florida St. (7)	2	Cosmos II
Forest Oaks (5)	5	Winn Dixie
Forum VI Mall (120)	3	Montaldos, K&W, La Vouge
Four Seasons Mall (95)	3	Winn Dixie/J.C. Penney Belk, Ivey
Friendly Center	3	Big Star/Winn Dixie, Roses, Sears, Belk, Thalhimers
Golden Gate (33)	2	Food Town/Bestway
Holden Road (4)	4	Food Town
King's (19)	4	Ed Kelly/King's
K mart W. Market St. (2)	4	K mart/Food Town
K mart E. Cone Blvd. (2)	4	K mart/Big Star
K mart Randleman Rd. (2)	3	K mart/Food Town
Kroger Ctr. (13)	3	Kroger
Lawndale (26)	2	Revco, Food World
Lawndale North (9)	3	Food Town; Revco
Liberty Road (13)	3	Bi-Rite
Northeast (14)	2	Food World, Woolworths, Eckerd
Oakcrest (7)	5	Cosmopolitan Health Spa
O'Henry (6)	2	Winn-Dixie/Zayre
Palmer Plaza (12)	2	Kroger/Lowes
Irving Park Plaza (19)	2	Edmonds
Price Center (8)	2	Food World, Eckerd
Pomona Outlet Mall (35)	4	
Quaker Vlg. (26)	6	Bestway, Piecegoods, Sherwin-Williams Paint
Sedgefield (20)	5	Food World
Southgate (8)	3	Kroger
Southside (4)	4	RiteAid
Spring Valley (23)	2	Sears, Food World, Eckerds
Summit (26)	2	Bi-Rite, Radio Shack
Sunset Hills (7)	2	Food Rite
Westgate (9)	5	Shoe Town
Zayre (5)	2	Zayre/Big Star

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Sundays : Drug & Discount; Selected Grocery; Anderson-Little; Sears; Ivey; J.C. Penney; Belk (Carolina Circle Mall and Four Seasons Mall); Montgomery Ward.
Stores Open Evenings : Anderson-Little; Belk; Montgomery Ward; J.C. Penney; Ivey; (Four Seasons Mall); Miller & Rhoads; Roses; Sears; Thalhimers - Mon. thru Sat.; Shopping Centers, Mon. thru. Fri.
13 - RETAIL OUTLETS: Department Stores - Belks 3; Cook's 1; Family Dollar 3; Ivey's 2; K mart 3; King's; Montgomery Ward; J.C. Penney; Sears; Thalhimers 2; Zayre 2; Rose's 1; T. J. Maxx.
Variety Stores - Roses 2; Woolworth 3; McCrory.
Discount Stores : Cook's 1; King's; K mart 3; Brendles; Best Products; Ellman's; Zayre 2; T.J. Maxx 1; P.M. Rose 2; Memco 1.
Chain Drug Stores : Eckerd's 6; Edmonds 4; Rite Aid 7; Lane Rexall 2; Revco 5; Medicine Shoppe; K mart Pharmacy 3; King-(Walgreen) 1.
Chain Food Supermarkets : Bestway 9; Big Star 4; Cook's 1; Bi-Rite 9; Food Town 6; Food World 4; Kroger 4; Winn-Dixie 6; Food Rite 9; Family Mart 1; Memco 1.
Other Chain Stores - Acrobat Shoes; Anderson-Little; Andrews Music; Arby's; Atticus Books; Baker's Shoes; Bardy's Diamonds; Baskin-Robbins; Blue Gem; Bonanza; Brooks; Burger-King; Butler's Shoes; Camera World; Capezio Bottega; Capt. 'n D's; Casual Corner; Catherine's Stout Shop; Cato's; Carlyle & Co. Jewelers; Chess King; Chic-Fil-A; Colfax Furniture; County Seat; Darryl's; DeVoe Paint; Diana Shops; Duron Paint; Fine's Men's Shop; Firestone Stores; 5-7-9 Shop; Florsheim Shoes; Frankenberger's; Galeski Optical; General Nutrition; General Tire; Glidden Paint; Goodrich Tire; Goodyear Tire; Gordon's Jewelers; Hahn Shoes; Handy City; Hanover Shoes; Hardees; Hardy Shoes; Hickory Farms; Hofheimer Shoes; The Hub; Hungry Fisherman; J. Riggins; Jack's; Jewel Box; Joseph R. Harris; The Junction; K & K Toys; Kaleidoscope; Kanki Restaurant; Kay's Jewelers; Kinderfoto International; Kinney Shoes; Lady Madonna Maternity; Steak & Ale Lerner Shop; Levi's Place; Lillie Rubin; Limited; McCroy; McDonalds; Marilyn Shoes; Mary Carter Paints; Master Auto; Maxwell Home Furnishings; Merle Norman Cosmetics; Miller & Rhoads; Montaldo's Clothing; Moore's Building; Mousetrap National Shirt Shop; Ole; Ormond Shop; O'Brians Ribs; Picadilly Cafeteria; Piece Goods Shops; Pier 1 Imports; Pizza Hut; Prago-Guyes; Radio Shack; The Ranch; Record Bar; Regis Beauty Salon; Rhodes Furniture; Ridgeway Opticians; Robin's Rosenthal's Bootery; Saslow's Jewelers; Schiffman's Jewelers; Sherwin-Williams; Shoney's; Singer Company; Spencer Gifts; Stuarts; Thom McAn Shoes; Tuesdays; Tyler House; Waldenbooks; Websters; Wendy's Hamburgers; Western Auto; Western Sizzlin; Will's Book & Stationary; Wrangler Wroost; Wright Clothing; York Steak House.
14 - NEWSPAPERS: NEWS (m) 83,330; RECORD (e) 30,760; Comb. (m&e) 114,090 (S) 113,694; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: W.M. Jones, Jr., Nat. Adv. Mgr., NEWS and RECORD, 200 E. Market St., Greensboro, NC 27420; Tel. (919) 373-7115.
National Advertising Representative : Branham.

GREENVILLE

1 - LOCATION: Pitt County, E&P Map E-2, County Seat. Agricultural, educational, industrial, wholesale and residential center.

2 - TRANSPORTATION: Railroads - Seaboard Coastline; Norfolk Southern (freight only).
Motor Freight Carriers - 10.
Intercity Bus Lines - Trailways; Seashore Trans.

3 - POPULATION:
Corp. City 80 Cen. 35,740
CZ-ABC: (70)29,063; (81)35,400
RTZ-ABC: (70)71,387; (81)85,400
County 80 Cen. 83,651
City & RTZ-ABC: (70)100,450; (81)120,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,472
CZ-ABC: (70)20,794; (81)11,600
RTZ-ABC: (70)8,239; (81)28,600
County 80 Cen. 27,757
City & RTZ-ABC: (70)29,033; (81)40,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$7,248,630,941
Savings	3	$218,651,785

6 - PASSENGER AUTOS: County 41,779

7 - ELECTRIC METERS: Residence 26,000

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Tobacco Mfg. 2,400; Food & Prod. 400; Textile 350; Lbr. 175; Chemical 125; Elect. 200; Pharmaceutical 1,200; Boat 150.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: First killing frost, Nov. 1 to 10. Last killing frost, Mar. 10 to 20.

11 - TAP WATER: Neutral, medium soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 10 block area in the center of city.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
E. Greenville (8)	NA	A&P; Big Value Drug
Pitt Plaza (26)	NA	Penney, Eckerd, Big Star, Rose's
Shoppers Mart (4)	NA	Kings, Winn-Dixie
West End (8)	NA	Clark's
Greenville Square (20)	NA	A&P, K mart
Carolina East (74)	NA	Sears, Belk-Tyler

Principal Shopping Days : Fri. and Sat.
Stores Open Evenings : Pitt Plaza nightly; Food Fri.; Greenville Square, Carolina East nightly.

13 - RETAIL OUTLETS: Department Stores - Blount-Harvey Co.; White; Belk-Tyler; J.C. Penney; Rose's; Sears.
Discount Stores :Clark's; King's; Nichols; K mart.
Variety Stores - N.A.
Chain Drug Stores : Bissette; Beddingfields (Valu Rex); Hollowell 3; Eckerd's 2; Rite Aid 2; Revco.
Chain Supermarkets : Harris 4; Big Star; A&P 1; Overton; Winn-Dixie 2; Piggly-Wiggly 1; Kroger; Food Town.
Other Chain Stores - Brody's; Jewel Box; Zale's; Butler's.

14 - NEWSPAPERS: REFLECTOR (e-mon to fri) 15,722; (S) 16,961; March 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David J. Whichard, II. Pres., REFLECTOR, 209 Cotanche St., Greenville, NC 27834; Tel. (919) 752-6166.
National Representative : Gen. Adv. Serv.

HENDERSON

1 - LOCATION: Vance County, E&P Map D-1, County Seat. Agricultural and mfg. center. On U.S. Hwys. 1 & 85 in northeastern part of state. 43 mi. to Raleigh, the state capital.

2 - TRANSPORTATION: Railroads : Seaboard Coastline; Southern.
Motor Freight Carriers : 19.
Bus Lines : Greyhound.
Airport : Oxford-Henderson Airport (private).

3 - POPULATION:
Corp. City 80 Cen. 13,522
CZ-ABC: (70)17,736; (81)18,500
RTZ-ABC: (70)41,035; (81)45,700
County 80 Cen. 36,748
City & RTZ-ABC: (70)58,771; (81)64,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,824
CZ-ABC: (70)9,406; (81)6,700
RTZ-ABC: (70)5,521; (81)14,500
County 80 Cen. 12,239
City & RTZ-ABC: (70)16,776; (80)21,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$109,132,100
Sav. & Loan	2	$16,365,000

6 - PASSENGER AUTOS: 15,668; Co. 17,253

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 1,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Textiles 3,200 ($175); Tobacco 760 ($168); Stone, Clay, Glass 775 ($390); Public Services 513 ($255); Trans. Equip. 140 ($220).
Principal Industrial Pay Days - Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 60-70; Summer 70-95; Fall 65-75; Winter 10-50. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on Garnett St.; 5 on Montgomery St.; 3 on William St.
Neighborhood Shopping Centers - North Henderson, South Henderson and West Henderson; Henderson Mall; Dabney Drive.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Food Stores, Mall Stores, Other Shopping Areas.
Stores Open Sundays : 4 Supermarkets and some retail.

13 - RETAIL OUTLETS: Department Stores - Charles Stores; Penney; Leggett's; Roth Stewart; E. G. Davis; Baldwin's.
Variety Stores - Rose's; K mart.
Discount Stores : Kings; Dollar Store; Family Dollar Store.
Chain Drug Stores : Eckerd's; Henderson 2; Revco 2.
Chain Supermarket : Save Way; Big Star; Winn-Dixie; 7-Eleven 2; A&P 1; Buy Rite 2; Fast Fare 218; Byrd's; Food Town.
Other Chain Stores - Larkins (clothing); Star Furniture.; Penny Furn.; Moores Building Supply; Schewel Furn.; Heileg-Myers Furn; The Junction (Clothing); Perry Bros. Goodyear (tire); Firestone Store (tire).

14 - NEWSPAPERS: DISPATCH (e) 8,979; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: W. D. Tharrington, Gen. Mgr., DISPATCH, 304 S. Chestnut St., Henderson, NC 27536; Tel. (919) 492-4001.
National Representative : Landon.

HENDERSONVILLE

1 - LOCATION: Henderson County, E&P Map B-2, County Seat. Agricultural and industrial center and Summer resort in W region of state. 21 mi. S of Asheville; 100 mi. W of Charlotte; 40 mi. N of Greenville, S.C.

2 - TRANSPORTATION: Railroads - Southern (Cincinnati to Columbia, S.C.), Terminus Hendersonville-Toxaway Div.
Motor Freight Carriers - 22.
Intercity Bus Lines - Greyhound; Continetal Trailways; Surburban Coach.
Airlines - Piedmont; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 6,862
CZ-ABC: (70)6,443; (81)6,800
RTZ-ABC: (70)36,361; (81)53,500
County 80 Cen. 58,580
City & RTZ-ABC: (70)42,804; (81)60,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,897
CZ-ABC: (70)14,195; (81)2,900
RTZ-ABC: (70)2,350; (81)20,100
County 80 Cen. 22,389
City & RTZ-ABC: (70)14,166; (81)23,000

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	4	$83,437,222
Commercial	6	$163,542,170

6 - PASSENGER AUTOS: City 19,870; County 31,171

7 - ELECTRIC METERS: Res., County 19,451

8 - GAS METERS: Residence: 2,511

9 - PRINCIPAL INDUSTRIES: (County) Total Empl 17,380, Av. Wage $148; Elect. 1400 ($138); Paper 900 ($125); Textile 1,867 ($118); Const. 897 ($144); Food 878 ($105); Apparel 1,789 ($105); Chemicals 800 ($150).

10 - CLIMATE: Min. Max. Temp. - Spring 42-67; Summer 60-82; Fall 43-68; Winter 27-49. First killing frost, Oct. 18. Last killing frost, Apr. 21.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 7 blocks on Main St.; 2 each of 3rd., 4th & 5th Aves.; 3 on 7th Ave. E.; 2 S. of Main & Church Sts.; Four Seasons Boulevard at Dana Road; Spartanburg Hwy S. of Main & Church Sts.
Neighborhood Shopping Centers - Southgate, 1/2 mi. south of city; King's Plaza, 1/2 mile E. of city; Sky City Plaza, 1/2 mi. S. of city.
Principal Shopping Days : Mon.; Fri.; & Sat.

13 - RETAIL OUTLETS: Department Stores - Patterson's; J.C. Penney; Belk-Simpson; Schulman's; Rose's.
Variety Stores - Rose's; Eagle's; Family Dollar; King's; Sky City.
Chain Drug Stores - Eckerd; Revco; Rite Aid; Econo-Mart.
Chain Supermarkets : A&P; Winn-Dixie 2; Community Cash 2; Ingle's; Bilo 2; IGA.
Other Chain Stores - Western Auto; Sherwin-Williams (paint); Sears (catalog); Lowe's Hdwr.

14 - NEWSPAPERS: TIMES-NEWS (e) 12,254; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tony Manuel, Adv. Dir., TIMES- NEWS, P.O. Box 490, Hendersonville, NC 28793; Tel. (704) 692-0505.
National Representative : Landon.

HICKORY

1 - LOCATION: Catawba County, (SMSA). E&P Map C-2, Near Catawba River and Lake Hickory on U.S. Hwys. 40, 70, 321, 64 and State Hwys. 10, 16, 127, 55 mi. N of Charlotte; 80 mi. E of Asheville; 90 mi. SW of Winston-Salem; Interstate I-40.

2 - TRANSPORTATION: Railroads - Southern; C&NW.
Motor Freight Carriers - 42.
Intercity Bus Lines - Continental Trailways.
Airlines - Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 20,684
CZ-ABC: (70)31,657; (81)33,800
RTZ-ABC: (70)177,579; (81)220,300
County 80 Cen. 105,208
SMSA 80 Cen. 130,207
City & RTZ-ABC: (70)209,236; (81)254,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,164
CZ-ABC: (70)27,974; (81)12,500
RTZ-ABC: (70)10,087; (81)75,600
County 80 Cen. 37,308
SMSA 80 Cen. 45,836
City & RTZ-ABC: (70)62,959; (81)88,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	41	$1,200,000,000
Sav. & Loan	2	$39,279,386

6 - PASSENGER AUTOS: City 32,826; County 58,077

7 - ELECTRIC METERS: Residence 53,451

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, Av. Wkly. Wage - Constructions $137; Mfg. $124; Transp. & Utilities $153; Whol. & Ret. Trade $114. Total employment 53,615; (Av. Wage $115.93).
Principal Industrial Pay Days - Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 25 90; Summer 56-92; Fall 33-85; Winter 5-78. First killing frost, Oct. 17. Last killing frost, April 29.

11 - TAP WATER: Slightly alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 3 blocks on Main Ave. Pl., SW; 1 on Union Sq.; 2 on 3rd St., NW; 2 on 2nd St., NW; 2 on 1st Ave., NW; 1 on Main Ave., NW.; 2 on Main Ave., NE.
Neighborhood Shopping Centers - Highland W. Hickory; Brookford; Viewmont; South Hickory; Midland 4 blks. Fronting Hwy. 64-70-321; Hickory Plaza; 571 U.S. 64-70; Catawba Mall on Hwy. 64-70 SW; Valley Hills Mall; Hwy. 64-70 SE.
Shopping Center : Viewmont; 10 blks. Distant (Hickman Hdw., Fresh Air No. 2.); Lowe's; Harris-Teeter; Winn-Dixie; Villa Park; 12 bldgs.; Lowe's Food; Duo Drug.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Catawba Mall (30)	NA	J.C. Penney, Eckards, Radio Shack, Zales
Kroger Center (6)	NA	Kroger, Sambo, Burger King, Shoneys, Capt. D.
Midland (16)	NA	Sky City, Fine Fare, Kings, Hardees, Harris-Teeter
North gate Plaza (4)	NA	A&P, Revco
North Pointe (13)	NA	Eckards, Holly Farms
Vally Hills Mall (90)	NA	Sears, Belks, Zales
Hickory Plaza	NA	K mart, Cheap Joe's

Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Belk-Broome; Spainhour's; Sears; J. C. Penney; Melville's; Zerden's; Nichol's; King's; Colony Casuals; West-Deal.
Variety Stores - Woolworth; Rose's; Crest; Family Dollar.
Chain Drug Stores - Smith's; Mann's; SupeRx; Eckerd's; Viewmont 3; Revco Drugs.
Chain Supermarkets : Lowe's 2; Fresh Air 3; A&P 3; Winn-Dixie 2; Harris-Teeter 2; Kroger Savon; Food Town; Bi-Lo; Fine Fare.
Discount Stores - Sky City; Brendle's; K mart.
Other Chain Stores - Merit's Shoes; Butler's; (shoes); Clark Tire; Pic 'n Pay Shoes.

14 - NEWSPAPERS: RECORD (e)27,288; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David Millholland, Adv. Dir., RECORD, P.O. Box 968, Hickory, NC 28603; Tel. (704) 322-4510.
National Representative : Landon.

HIGH POINT

1 - LOCATION: Guilford County (In Greensboro- Winston Salem-High Point SMSA) E&P Map D-2. Center of Furniture & Hosiery Mfg. Near center of state on U.S. Hwys. 29, 29A, 70, 70A; Interstate 85; State Hwys. 311, 62, 68. 15 mi. SW of Greensboro; 18 mi. SE of Winston-Salem; 340 mi. from Baltimore; 350 mi. from Atlanta; 736 mi. from Chicago.

2 - TRANSPORTATION: Railroads - Southern; High Point, Thomasville & Denton; C&N.W.
Motor Freight Carriers - 49.
Intercity Bus Lines - Carolina Trailways; Queen City Trailways.
Airlines - Eastern; Piedmont; United; Delta; Altair; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 64,107
CZ-ABC: (70)72,593; (81)79,300
RTZ-ABC: (70)84,110; (81)102,200
County 80 Cen. 317,154
SMSA 80 Cen. 827,385
City & RTZ-ABC: (70)156,703; (81)181,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,374
CZ-ABC: (70)22,716; (81)29,200
RTZ-ABC: (70)25,591; (81)35,400
County 80 Cen. 114,084
SMSA 80 Cen. 298,667
City & RTZ-ABC: (70)48,307; (81)64,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$196,000,000
Savings & Loan	4	$74,886,934

6 - PASSENGER AUTOS: County 183,970

7 - ELECTRIC METERS: Residence 22,271

8 - GAS METERS: Residence 11,306

9 - PRINCIPAL INDUSTRIES: Furn. Ind.; Textiles; Food; Chem.; Machinery; Ore Mfg.; Const.; Fin. ins. Real Est.; Service; Govt.; Metal Prim. & Fabricated; Lumber & Wood; Paper Print, Pub.; Trans. Equip. Inst.; Trans. Comm. & Pub. Util.; All other mfg; Non mfg.

10 - CLIMATE: Min. & Max. Temp. - Spring 36-82; Summer 57-87; Fall 38-79; Winter 24-62. First killing frost, Oct. 11. Last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Main St.; 4 on Wrenn St.; 2 on Washington St.; 2 on English; 1 on Montlieu.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Sunday - Some Drug, Food, Discount.
Stores Open Evenings : Principal to 9 p.m. nitely.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Village (24)	2	Allied Radio, CloverleafMkt., Eckerd
East Green Plaza (6)		Food World, Mann Drug, Remnant Shop
Fairfield Plaza (11)	3	Winn-Dixie, Sky City, Mann Drug
Southgate (10)	2	Roses, Food World
Northwood	3	K mart, Towne Theatre, Foodtown
Westchester Mall (32)	1	Thalhimers, Bell Bros., Belk-Beck, J.C. Penney, Foodtown, Cloverleaf
Eastgate (10)	3	Food Wld., SupeRx Drug, Markey Fabrics, Presto Klean, Family Dollar Store
Southwood Sq.	3	Big Star, K mart, Eckerds
West-Burton Westchester (32)	3	Zayre's, Eckerd Drug, Food World
High Pt. Mall (27)	NA	Roses, Food World, Winn Dixie

13 - RETAIL OUTLETS: Department Stores - Penney; Belk-Beck; Richardson's; Sears Roebuck; K mart 2; Rose's 2; Thalhimers.
Variety Stores - One-Dollar; Family Dollar Store 3; Sky City; Zayres.

Chain Supermarkets : Food World 5; Big Star 2; Flash Markets 4; Seven-Eleven Stores; Li'l General Stores 3; Columbia 3; Cloverleaf 3; Red Dot 2; Winn-Dixie 3; Food Town 3.

Drug Stores : Anderson; Arthur's; Calhoun; Cecil's; Eckerds 3; Hoffman; Leonards; Mann 7; McLarty; SupeRx Washington St 2.; Revco 2.

Other Chain Stores : Shoes: Pic N Pay; PicWay; Bell Bros., Birttain's; Women's Apparel: Diana Shop, Tobias, Fashion Shop, Lerner's, Mann's Consumer Catalog; Men's Clothing: Arnolds Craven, Wright's, Jewelry Stores: Friedman's, Zale's, Perkinson, Hughes; Automotive: Goodyear, Firestone, Goodrich, Advance, Western Auto, Boyles, American, Dixie, Sid's, High Point Auto Parts, Motor Parts, Inc., Spencer Auto Supply.

14 - NEWSPAPERS: ENTERPRISE (e) 30,827; (S) 31,076; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Lane Oldham, Gen. Adv. Mgr., ENTERPRISE, P.O. Box 1009, High Point, NC 27261; Tel. (919) 885-2161.
National Representative : Landon.

JACKSONVILLE

1 - LOCATION: Onslow County (SMSA). E&P Map E-3, County Seat. Near Camp Lejeune, U.S. Marine Corps base. Situated on U.S. Hwy. 17 and State Hwys. 24 and 258. 51 mi. N of Wilmington; 37 mi. S of New Bern.

2 - TRANSPORTATION: Railroads - Atlantic Coast Line.
Motor Freight Carriers - 6.
Intercity Bus Lines - Carolina Trailways; Seashore Trailways, Inc.
Airlines - Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 17,056
CZ-ABC: (70)59,269; (81)66,800
RTZ-ABC: (70)43,857; (81)47,200
County/SMSA 80 Cen. 112,784
City & RTZ-ABC: (70)103,126; (81)114,000
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,108
CZ-ABC: (70) 9,703; (81) 13,100
RTZ-ABC: (70) 13,031; (81) 15,900
County/SMSA 80 Cen. 30,307
City & RTZ-ABC: (70) 22,734; (81) 29,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$146,000,000
Commercial	4	$1,462,000,000

6 - PASSENGER AUTOS: City 24,135; County 43,645

7 - ELECTRIC METERS: Residence 31,412

8 - GAS METERS: Residence 14,876

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Pulpwood 1,500 ($150); Civil Service 3,500 ($180); Military 47,000 ($392 million ann. Payroll); Lumber Plywood Mill ($130); Garment Industry 1,500 ($134); Boating 300 ($175); Electronics ($160); Tool & Die ($180).
Principal Industry Pay Days - Fri.; Marine Corps-5th & 20th, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-80; Summer 69-95; Fall 40-80; Winter 30-70. First killing frost, Nov. 18. Last killing frost, Mar. 15.

11 - TAP WATER: Soft, maximum; fluoridated.

12 - RETAILING: Principal Shopping Center - New River Shopping Center, 38 stores.
Neighborhood Shopping Centers - New Bridge St.; New River; Northwoods; Onslow Mall 8 stores; Western Blvd; Brynn Marr 17 stores West Park Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brynn Marr (10)	NA	Eckards, Winn-Dixe
Kings Plaza (1)	NA	Kings.
New River (45)	NA	Sears, Big Star, A&P, Roses
Northwoods (40)	NA	Piggly Wiggly, Northwood
Onslow Mall (13)	NA	K mart, Big Star, Thrift Drug
Western Blvd	NA	Winn-Dixie, Eckards, Roses
West Park (8)	NA	Winn-Dixie, Macks Variety.

Principal Shopping Days : Thu., Fri., Sat. & Sun.
Stores Open Evenings : Fri., Mon.

13 - RETAIL OUTLETS: Department Stores - Margolis; Belk's; Leader Bros.; Sears; Western Auto; Boomtown; Collins; K mart; Furniture Fair; Kings; Brodys.
Variety Stores - Rose's 2; Gibson; K mart; Cook's; Kings.
Discount Drug Stores : Gibson's.
Chain Drug Stores : Kerr; Johnson's Drug; Rexall 2; Eckerd's; Treasury Drug; Northwood Walgreen Drugs.
Chain Food Supermarkets : A&P; Big Star 2; Piggly Wiggly 3; Whaley's Super Mkt.; Winn-Dixie 2; Pollard's IGA 2.
Other Chain Stores - Butler's; Cato's; Thom McAn.

14 - NEWSPAPERS: NEWS (e) 20,759; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: W.R. Tayler, Adv. Dir., P.O. Box B, Jacksonville, NC 28540; Tel. (919) 353-1171.
National Representative : Landon.

KANNAPOLIS

1 - LOCATION: Cabarrus and Rowan Counties, (In Salisbury-Concord, NC SMSA). E&P Map C-2. Industrial, agricultural center. 25 mi. N of Charlotte; 68mi. S of Greensboro. On U.S. & State Hwy. 29 & 29A. U.S. 601; Interstate I-85.

2 - TRANSPORTATION: Railroads - Southern.
Motor Freight Carriers - 3.
Intercity Bus Lines - National Trailways; Carolina Coach.

3 - POPULATION:
Corp. City 80 Cen. 29,628
CZ-ABC: (70) 39,943; (81) 45,500
RTZ-ABC: (70) 71,030; (81) 82,200
Counties/SMSA 80 Cen. 185,081
Cabarrus 80 Cen. 85,895
Rowan 80 Cen. 99,186
City & RTZ-ABC: (70) 110,973; (81) 127,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,569
CZ-ABC: (70) 13,161; (81) 17,200
RTZ-ABC: (70) 22,287; (81) 29,900
Counties/SMSA 80 Cen. 66,559
Cabarrus 80 Cen. 30,610
Rowan 80 Cen. 35,949
City & RTZ-ABC: (70) 35,448; (81) 47,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$1,282,316,773
Sav. & Loan	4	$80,594,154

6 - PASSENGER AUTOS: City 20,674
Cabarrus Co. 45,685 Rowan Co. 52,115

7 - ELECTRIC METERS: Residence 16,000

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Textile spinning and weaving 10,000 ($161); Textile finishing 4,000 ($170); Textile sewing 2,500 ($175).
Principal Industrial Pay Days - Tues. and Wed.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-70; Summer 75-100; Fall 40-70; Winter 25-50. First killing frost, Nov. 1. Last killing frost, Apr. 19.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center - 10 blocks on Main St., West Ave.; Oak St., West First, West A St.; Chestnut St.
Neighborhood Shopping Centers - Centerview; North Kannapolis; Jackson Park; Rodgers Park; RoyalOaks; Shadybrook; Lowe's Trading Center; Plaza; Landis; Enochville; K mart; Zagres; N. 29 Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carolina Mall (62)	NA	Belks, Radio shock, Eckerds
Cabarrus Shopping City (10)	NA	Clarks, Eckerds
Cloverleaf Plaza (14)	NA	Belks, SupeRx
Midway	NA	Rodgers Grocery

Principal Shopping Days : Wed., Thurs., Fri., Sat.
Stores Open Evenings : Fri. Downtown; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores - Belk's 1; Penney; Malone's; Cook's; Sears; Budget Fair; Family Dollar 2; McCrory's; Freedman's.
Variety Stores : Rose's; Family Dollar.
Discount Stores : Cook's; K mart; Zayre.
Chain Drug Stores : Drug Center 2; Eckerd's 2; SupeRx; Revco 2; Pike's.
Chain Supermarkets : A&P; Winn-Dixie 2; Big Star; Table Supply; Food Town 3; Big M; Gamble's.
Other Chain Stores - Shoes: Butler's; Phil's, Shoe Show; Auto Supply: Advance, Goodyear, Western Auto; Clothing: Diana Shop; Furniture: Sterchi's, K-Town; Building Supplies: Lowe's; Others: Golf Shop, Shoe Town, Pic'n Pay.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 13,679; (S) 14,836; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Vern Cleary, Adv. Mgr., INDEPENDENT, 123 N. Main, Kannapolis, NC 28081; Tel. (704) 9332181.
National Representative : Landon.

KINSTON

1 - LOCATION: Lenoir County, E&P Map E-2, County Seat. Residential Center. 78 mi. southeast of Raleigh, N.C.; on Neuse River, on U.S. hwys. 258 and 70; State Hwys. 55, 58, 91 and 11.

2 - TRANSPORTATION: Railroads - Atlantic Coast Line; Southern Ry. (freight).
Motor Freight Carriers - 12 (Terminal for 4 Trucking Lines).
Intercity Bus Lines - Queen City Coach; Carolina Coach; Seashore Transp.

3 - POPULATION:
Corp. City 80 Cen. 25,234
CZ-ABC: (70) 22,309; (81) 27,700
RTZ-ABC: (70) 76,201; (81) 81,400
County 80 Cen. 59,819
City & RTZ-ABC: (70) 98,510; (81) 109,100

4 - HOUSEHOLDS:
City 80 Cen. 9,081
CZ-ABC: (70) 7,372; (81) 10,600
RTZ-ABC: (70) 20,737; (81) 25,300
County 80 Cen. 20,674
City & RTZ-ABC: (70) 28,109; (81) 35,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$175,740,000
Sav. & Loan	3	$166,079,975

6 - PASSENGER AUTOS: Co. 28,920

7 - ELECTRIC METERS: Res. (City) 9,952

8 - GAS METERS: Res. (City) 4,000

9 - PRINCIPAL INDUSTRIES: Tobacco (seasonal); Chemical Pdts.; Construction; Dacron; Textiles; Foods; Boxes; Bakeries; Chem. Fertilizers; Meat Packing; Lumber & Wood Pdts.; Concrete Pdts.; Metal Fabrications; Grocery; Furniture.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 57-81; Summer 66-89; Fall 45-68; Winter 6-38. First killing frost, Oct. 20. Last killing frost, Mar. 24.

11 - TAP WATER: Alkaline; very soft, Artesian wells, chemically pure, untreated, unfiltered. Not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kinston Plaza (Jones Rd.) (30)	NA	A&P, Woolco, Eckerd
Parkview (14)	NA	Sutton's Foods
Vernon Park Mall (45)	NA	J.C. Penney, Eckerd
Winn-Dixie	NA	Winn-Dixie, Family Dollar

Principal Shopping Days : Thurs., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores - H. Stadiem; Coed Shop; Dupree's; Woolco; Man's Store; Brody Bros.; K mart; White's.
Variety Stores - Rose's; Greene's; McCrory.
Discount Stores : United Surplus.
Chain Drug Stores : Scotties; Eckerd's 2; Hood-Rexall 3; Standard 2; Revco 2.
Chain Food & Grocery Stores - A&P; Winn-Dixie; Big Star; Piggly Wiggly 3; Pak-A-Sak; King's; Carson's Pioneer Foods; Parkview; Clover Leaf Farm; Rayner's; J.D. Conners; Sutton's.
Other Chain Stores - Diana Stores; Charles II; Kinney Shoe; Giamor Shop; Marilyn Shoes; Cato's; Eleanor Shop; Eckerd's; Firestone; Advance Store; Belk-Tyler; J. C. Penney; Suburban, Erskine's; Dollar Store; Family Dollar Store; Butler's Shoe; Jewel Box; Peggy Ann; Bell's Shoes; Royal Jewelry; Lowe's; K mart.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 13,485; (S) 13,721; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Maurice Williams, Pub., FREE PRESS, 2103 N. Queen St., Kinston, NC 28501; Tel. (919) 527-3191.
National Representative : Landon.

LENOIR

1 - LOCATION: Caldwell County, E&P Map B-2, County Seat. 70 mi. N of Charlotte; 75 mi. SW of Winston-Salem; 60 mi. NE of Asheville.

2 - TRANSPORTATION: Railroads - C&NWRR (Southern).
Intercity Bus Lines - Queen City; Greyhound.
Airlines - Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 13,748
CZ-ABC: (70) 17,525; (81) 16,800
RTZ-ABC: (70) 30,638; (81) 41,900
County 80 Cen. 67,746
City & RTZ-ABC: (70) 48,163; (81) 58,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,169
CZ-ABC: (70) 5,469; (81) 6,000
RTZ-ABC: (70)8,751; (81) 14,000
County 80 Cen. 23,331
City & RTZ-ABC: (70) 14,220; (81) 20,000

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$47,063,387
Commercial	3	$980,972,180

6 - PASSENGER AUTOS: City 20,442; County 32,337

7 - ELECTRIC METERS: Residence 14,970

8 - GAS METERS: Residence 1,086

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage) - Furniture 9,000 ($102); Textile 1,500 ($160); Hosiery 785 ($106); Total 22,100 Workers, Av. Wkly. Wage - $118.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: First killing frost, Nov. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center - 8 blocks on Main St., West Ave. West Harper and Mulberry Sts.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads (5)	NA	Sears, Lowe's Foods
Fairway No. 1 (5)	NA	Juper Dollor store
Food World Plaza (3)	NA	Food World, Kroger
Holly Square (7)	NA	Revco, Holly farms
Lenoir Crossings (6)	NA	Eckerd, Winn-Dixie
Lenoir Mall (52)	NA	Belks, Woolworth, Rite Aid
Thrift S/C (25)	NA	Family Dollar Store

Principal Shopping Days : Thu., Fri., Sat.
Stores Close : Wed. afternoon except Dec.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Belk's; Sears; Shields; Spainhour's; Smithey's.
Variety Stores - Rose's; Family Dollar; Crest; Stelen's; Village Casuals; Ames; Mack's.
Discount Stores : Variety Discount; Family Dollar; Scotties; Ames.
Chain Drug Stores : Mann.
Chain Supermarkets : A&P 2; Fairway 2; Lenoir & Whitnel; Winn-Dixie; Harris-Teeter; Lowe's 2; William's; Giant Foods; Buck's.
Other Chain Stores - Saslow's; The Gold Shop; Bernard-Seagle; Cato's Jewelers; Sherwin-Williams Paints; Shaw's; Pic 'n Pay; Peterson's; Advance; Goodyear; Western Auto; Firestone; White's Auto.

14 - NEWSPAPERS: NEWS-TOPIC (e) 11,120; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James L. Carlk, Adv. Dir., NEWS-TOPIC, 123 Pennton Ave., Lenoir, NC 28645; Tel. (704) 758-7381.
National Representative : Landon.

LEXINGTON

1 - LOCATION: Davidson County (In Greensboro-Winston-Salem-High Point SMSA);. E&P Map C-2, County Seat. Industrial center. On U.S. Hwys. 29, 70, 52, 64, I-85. In Central part of state, 54 mi. N. of Charlotte.

2 - TRANSPORTATION: Railroads - Southern; Winston- Salem Southbound.
Motor Freight Carriers - 21.
Intercity Bus Lines - Trailways;

3 - POPULATION:
Corp. City 80 Cen. 15,7411
CZ-ABC: (70) 17,205; (81) 15,600
RTZ-ABC: (70) 42,491; (81) 56,500
County 89 Cen. 113,162
SMSA 80 Cen. 827,385
City & RTZ-ABC: (70) 59,696; (81) 72,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,019
CZ-ABC: (70) 5,505; (81) 5,700
RTZ-ABC: (70) 12,885; (81) 19,900
County 80 Cen. 40,010
SMSA 80 Cen. 298,667
City & RTZ-ABC: (70) 18,389; (81) 25,600

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$38,497,541
Commercial	4	$1,973,000,000

6 - PASSENGER AUTOS: City 28,237; Co. 57,796

7 - ELECTRIC METERS: Residence 8,412

8 - GAS METERS: Residence 4,814

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Stone, Clay, Glass, 800; Textile 3,120; Food 385; Machinery 350; Veneer 540; Apparel 1,000; Furniture 4,500; Electronics 550; Printing 120; Metals 190; Other 235; Total Mfg. 12,000. (Av. Wkly. Wage ($118,90).

10 - CLIMATE: Min. & Max. Temp. - Spring 50-76; Summer 72-98; Fall 39-67; Winter 38-61. First killing frost, Nov. 3. Last killing frost, Apr.1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 9 blocks on Main St.; 2 on 1st Ave.; 1 on 2nd Ave.; 1 on Center St.; Lexington Center-Hwy. 64 W. at City Limits.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lexington Sq. (12)	NA	Winn-Dixie, Rose's

Principal Shopping Days : Thu., Fri., Sat., Sun.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Belk-Martin; Raylass; Rose's; Zimmerman's; National Outlet.
Variety Stores - Mack's;
Discount Stores : Towel Town of America; Bargain Center; Family Dollar Store; Gibson's; Rodix; Sky City; K mart.
Chain Drug Stores : Walgreen; Eckerd; Valu Pak; Lexington 2; Mann's; Rexall 2; Revco.
Chain Supermarkets : Winn-Dixie 3; A&P 2; South Lexington; Heffner's Land-o-Food; Foodtown; Lowe's.
Other Chain Stores - Western Auto; Merit Shoes; Sears (catalog); Diana; Stelen's Raylass; Advance Stores; Jewel Box; Lowe's; Singer; Pic'n Pay Shop; Shumaker's; Dunlop; Carolina Tire (Goodyear); Sterchi's; Kimbrell's Firestone; Brittain's Shoes; Sherwin-Williams.

14 - NEWSPAPERS: DISPATCH (e) 12,880; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Kit Carson, Adv. Dir., DISPATCH, 30 E. 1st Ave., Lexington, NC 27292; Tel. (704) 249-3981.
National Representative : Landon.

LUMBERTON

1 - LOCATION: Robeson County, E&P Map D-3, County Seat. On U.S. Hwys. 74, 301 and State Hwys. 41, 72, 211; Interstate 95, 130 mi. E of Charlotte; 72 mi. W of Wilmington; 32 mi. S of Fayetteville; 60 mi. N of Florence.

2 - TRANSPORTATION: Railroads - Seaboard Virginia & Carolina Southern.
Motor Freight Carriers - 3.
Intercity Bus Lines - Queen City Coach.
Airlines - Piedmont - Fayetteville Airport 25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,340
CZ-ABC: (70) 16,961; (81) 18,300
RTZ-ABC: (70) 79,843; (81) 99,600
County 80 Cen. 101,577
City & RTZ-ABC: (70) 96,804; (81) 117,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,494
CZ-ABC: (70) 5,219; (81) 6,500
RTZ-ABC: (70) 20,350; (81) 29,400
County 80 Cen. 31,370
City & RTZ-ABC: (70) 25,569; (81) 117,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$650,000,000
Sav. & Loan	3	$40,000,000

6 - PASSENGER AUTOS: County 42,836

7 - ELECTRIC METERS: Residence 5,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Redrying Tobacco 1,120; Textile Mills 550; Garment Mfg. 1,500; Lumber 85; Shoes 2,800; Textile 2,000; Dyeing, Processing 300; Beverages 150.
Principal Pay Days - Thurs., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 29. Last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 8 blks. on Elm, Chestnut, 2, 3, & 4 Sts.; Biggs Park; 5 blocks on N. Elm St. (21 units).
Neighborhood Shopping Centers : North Elm, 3 blocks on Elm St. and 3 blocks on 24th St. (6 units), K mart Plaza (10 units), Nichols Discount City (12 units).
Principal Shopping Days : Fri., Sat. & Sun.
Stores Open Evenings : All Shopping Center Stores; Discount Stores and Food Stores open til 9 p.m.

13 - RETAIL OUTLETS: Department Stores - Belk-Hensdale; Raylass; Leder Bros.; A. Weinstein; J. C. Penney.
Chain Drug Stores : Eckerds; Hedgpeth 2; Revco; Mann; Medicine Shop.
Discount Stores : Bargain Barn; K mart; Cook's; Nichol's.
Variety Stores - Wood's; Family Dollar.
Chain Supermarkets : A&P 2; Big Star; Red & White 2; Winn-Dixie 2; Food World; Food Town; Bo's 3.
Other Chain Stores : Goodyear; Goodrich; Firestone; Heilig Meyers; Sherwin-Williams; Western Auto; Singer; Homeway Furniture; Maxwell Home Furnishings; Lowe's; Kimbrells.

14 - NEWSPAPERS: ROBESONIAN (e-mon to fri) 15,718; (S) 16,709; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: B.M. Lewis, Nat. Adv. Mgr., ROBESONIAN, P.O. Box 1162, Lumberton, NC 28358; Tel. (919) 739-4322.
National Representative : Landon.

MONROE

1 - LOCATION: Union County (In Charlotte-Gastonia SMSA). E&P Map C-2, 25 mi. SE of Charlotte on U.S. Hwy. 74,601; State 207, 75, 200, 84.

2 - TRANSPORTATION: Railroads - Seaboard Coastline.
Intercity Bus Lines - Trailways.
Motor Freight Carriers - 9.
Airlines - Commercial freight and charter.

3 - POPULATION:
Corp. City 80 Cen. 12,639
CZ-ABC: (70) 11,282; (81) 11,700
RTZ-ABC: (70) 43,432; (81) 60,700
County 80 Cen. 70,380
SMSA 80 Cen. 637,218
City & RTZ-ABC: (70) 54,714; (81) 72,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,471
CZ-ABC: (70) 3,612; (81) 4,300
RTZ-ABC: (70) 12,292: (81) 19,900
County 80 Cen. 22,921
SMSA 80 Cen. 226,250
City & RTZ-ABC: (70) 15,904; (81) 24,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$73,000,000
Sav. & Loan	2	3 $81,278,543

6 - PASSENGER AUTOS: City 17,372; Co. 33,492

7 - ELECTRIC METERS: Residence 4,543

8 - GAS METERS: Residence 1,522

9 - PRINCIPAL INDUSTRIES: Textiles 1,953 ($160.49); Rctail commerce 3,425 ($154); Construction 1,113 ($113.40); Lumber and wood products 871 ($159.29); Fabricated metals 814 ($241.75); Agriculture (N.A.).
Principal Industry Pay Days - Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-86; Summer 54-93; Fall 34-87; Winter 14-73; Av. Rainfall 43 in yr. First killing frost, Nov. 26; Last killing frost, Mar. 17.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers : Downtown - 15 blocks on Main, Jefferson and Franklin Sts.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monroe Mall (50)	NA	Belk, J.C. Penney, Collins Woolco, World Bazaar, Harris Teeter Mkt.
Roosevelt Blvd. (30)	NA	
Monroe Plaza (10)	NA	Sears, Roses, Eckerd Drug, Gamble's Super Mkt.
Union County (25)	NA	
Union Village (15)	NA	Mason's Disc., Maxwell Furniture, Winn-Dixie, Food Town
C & S (2)	NA	A&P, Sterchi Furniture
Sunset Plaza (3)	NA	Family Dollar, Food Town

Stores Open Evenings : Most Shopping Centers Mon.-Sat. til 9:00 p.m.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Belks; Sky City; Roses; Collins; Sears; K mart; Woolco.
Discount Stores : Family Dollar 2; Griffin 88. Pic-N-Pay Shoes.
Chain Drug Stores : Revco, Eckerd, Rexall, Rite Aid.
Chain Food Stores : Winn-Dixie; A&P; Food Town; Harris-Teeter; Gambles; Kroger; Sav-on.
Other Chain Stores : Goodyear; B.F. Goodrich; Firestone; Kimbrells; Maxwell Furn.; Advance Auto; Sterchi Furn.; Kay Jewelers; Thom McAn; Gateway Books; Walden Books; General Nutrition Center; Lowes; Brand Jewelers; Rad'o Shack

14 - NEWSPAPERS: ENQUIRER-JOURNAL (e-mon to fri) 12,096; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Whitley, Dir. of Adv., ENQUIRER- JOURNAL, 500 W. Jefferson, Monroe, NC 28110; Tel. (704) 289-1541.
National Representative : Landon.

MORGANTON

1 - LOCATION: Burke County, E&P Map B-2.

2 - TRANSPORTATION: Railroads - Southern.
Intercity Bus Lines - Trailways; Greyhound.
Airlines - Piedmont; Morganton; Lenoir.

3 - POPULATION:
Corp. City 80 Cen. 13,763
CZ-ABC: (70) 13,625; (81) 13,700
RTZ-ABC: (70) 46,739; (81) 60,600
County 80 Cen. 72,504
City & RTZ-ABC: (70) 60,364; (81) 74,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,945
CZ-ABC: (70) 3,695; (81) 4,300
RTZ-ABC: (70) 13,932; (81) 20,700
County 80 Cen. 25,338
City & RTZ-ABC: (70) 17,627; (81) 25,000

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	4	$100,500,000
Commercial	7	$515,000,000

6 - PASSENGER AUTOS: City 19,266; County 34,277

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furniture; Children's Wear; Lingerie; Electronics; Hosiery; Paper Boxes; Paint & Finishes; Electronics; Shoes; Pianos; Chemical; Upholstery; Custom Marble. 20,485; Emp. Av. Wkly. Wage, 180.

10 - CLIMATE: N.A.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Days : Wed., Thu., Fri., Sat., Sun.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Avery Avenue (7)	NA	Harris-Teeter Mkt., Family Dollar
Ingle	NA	K mart, Bi-Lo, Food Town, Revco
Morganton Pl. (10)	NA	Rose's Dept., Eckerd's
Wes-Mor	NA	Sears, Lowe's, Sky City
Hickory Plaza (20)	NA	Penney, Belk's, Nichols, K mart
Valley Hill (42)	NA	Sears, Belks
Lenoir Mall (52)	NA	B. Dalton, Kay Jewelers, Kinney Shoes, Rite-Aid

13 - RETAIL OUTLETS:
Variety Stores - Rose's; Woolworth's; Belk's; Lazarus; Burands; Family Dollar; John Graham; Sears; K mart; Nichols; Sky City.
Chain Drug Stores : Eckerd 1; Cornwell 9; Miller's 2; Mann's; Rite-Aid; Revco.
Chain Food Supermarkets : Winn-Dixie 2; Harris-Teeter 2; Ingle; Lowes; Bi-Lo; Food Town; Raders.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 11,200; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Nat Gilliam, Adv. Dir., NEWS-HERALD, 301 Collett St., Morganton, NC 28655; Tel. (704) 437-2161.
National Representative : Landon.

MOUNT AIRY

1 - LOCATION: Surry County, NW part of state. 40 mi. N of Winston Salem; 150 mi. from Raleigh; 75 mi. from Charlotte. Hwys. 77, 601, 52 and 89.

2 - TRANSPORTATION: Railroads : Southern.
Motor Freight Carriers : 7.
Inter City Bus Lines : Trailways; Greyhound.
Airlines : Access to Greensboro and Smith Reynolds Airports.

3 - POPULATION:
Corp. City 80 Cen. 6,862
County 80 Cen. 59,449

4 - HOUSEHOLDS:
City 80 Cen. 2,836
County 80 Cen. 23,216

5 - BANKS: 4 Comm., 2 Sav. & Loan; Total dep. $225,000

6 - PASSENGER AUTOS: County 30,250

7 - ELECTRIC METERS: Res. 22,200

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage)—Spencers, Inc. 1,600 ($162); Quality Mills 1,250 ($155); Renfro Industries 1,100 ($160); Proctor-Silex 850 ($208); National-Mt. Airy Furniture 425 ($185); Perry Mfg. Co. 450 ($152).
Principal Industrial Pay Days : Every two weeks.

10 - CLIMATE: Min. & Max. Temp.—Spring 73-80; Summer 80-90; Fall 60-75; Winter 30-45. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center : Mayberry Mall (27 stores) Hwy 52 North.
Neighborhood Shopping Centers : Plaza Shopping Center (6 stores); Thruway Shopping Center (15 stores); Surry Central Shopping Ctr. (8 stores).
Principal Shopping Days : Thur., Fri. & Sat.
Stores Open Evenings : Shopping Center: Nightly ex. Sun.; Downtown: Roses and Penneys.

13 - RETAIL OUTLETS: Department Stores : Belk; J.C. Penney; Roses; K mart.
Discount Stores : Singleton's; Sky City.
Variety Stores : Family Dollar; Dollar General; Super Dollar.
Chain Drug Stores : Eckerd's; Revco.
Chain Supermarkets : Winn-Dixie; Foodtown; Thrift-Mart.
Other Chain Stores : Advance Store; Pic N' Pay; Radio Shack; Cheap Joes; Sherwin-Williams; Lowes Hardware; Carolina Tire.

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,103; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Bernard Flippin, Adv. Mgr., NEWS, PO Box 808, Mount Airy, NC 27030; Tel. (919) 786-4141.
National Representative : Gen. Adv. Serv.

NEW BERN

1 - LOCATION: Craven County, E&P Map E-2, at confluence of Neuse and Trent Rivers, central part of eastern North Carolina, County Seat. Near two U.S. Marine bases. Cherry Pt. M.C.A.S. On U.S. Hwys. 17 & 70; 176 mi. S of Norfolk, Va., 113 mi. E of Raleigh, 276 mi. N of Charleston S.C. 13 foot intercoastal waterway connection.

2 - TRANSPORTATION: Railroads - A&EC Southern (freight); Seaboard Coast Line.
Motor Freight Carriers - 14.
Airlines - Mid-South.

3 - POPULATION:
Corp. City 80 Cen. 14,557
PMA-ABC: (70) 81,800; (81) 92,300
County 80 Cen. 71,043
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,863
PMA-ABC: (70) 23,100; (81) 30,100
County 80 Cen. 23,499

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$6,000,000
Commercial	4	$80,000,000

6 - PASSENGER AUTOS: Co. 33,132

7 - ELECTRIC METERS: Res./City 8,870

8 - GAS METERS: Res./City 2,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Food 300 ($126); Boat Works 450 ($145); Lumber 1,000 (all timber prods.) ($126); Apparel 750 ($110); Stone Pdts. 55 ($126); Tool Workers 245 ($140); U.S.M. Corps, NAF 2,450 ($200); 63 Mfg. Establishments in County 2,800 Emps.

10 - CLIMATE: Min. & Max. Temp. - Spring 55-66; Summer 73-83; Fall 59-69; Winter 41-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center - 3 blocks on Middle St.; 5 on Broad; 2 on Tryon Palace Drive; 2 on Craven; 2 on Pollock; 9 blocks on Neuse Blvd., 1 block on Riverside; 4 blocks (5 points) Broad St.; 2 blocks Clarendon Blvd; Twin Rivers Mall, U.S. 17 S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin Rivers Mall (65)	NA	Belk's, J.C. Penney
Triangle Plaza (3)	NA	Clark's, Mont. Ward
Berne (10)	NA	People's; Winn-Dixie
Neuse Village (9)	NA	Maxwell's

Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : Fri. (No. Sunday Blue Laws).

13 - RETAIL OUTLETS: Department Stores - Belk's; Montgomery Ward; J.C. Penney; Charles; Sears.
Discount Stores : Kings; Clark's; Family Dollar Store; Rose's; Nichols; Lowe's.
Variety Stores - Macks; McLellans; Pope's.
Drug Stores : Bynum's; Pinnix; Anderson's; Professional Drive Drug; smith's; Medical Arts Phcy.; Scottie's; Rite Aid; Peoples; Eckerds.
Chain Food Supermarkets : Big Star 1; Winn-Dixie; Foodland 5; Parker's; Piggly Wiggly 3.

14 - NEWSPAPERS: SUN-JOURNAL (e) 14,975; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George Hall, Adv. Mgr., SUN-JOURNAL, 226 Pollock St., New Bern, NC 28560; Tel. (919) 638-8101.
National Representative : Landon.

NEWTON

1 - LOCATION: Catawba County (In Hickory, NCSMSA). E&P Map C-2, County Seat. Manufacturing and agriculture area in West Central Piedmont part of state; 35 miles NW of Charlotte on Hwys. 16,321 and 10. 8 miles SE of Hickory.

2 - TRANSPORTATION: Railroads - C&N; Southern.
Motor Freight Carriers - 37.
Intercity Bus Lines - Trailways; Greyhound; Newton-Conover.
Airlines - Piedmont; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 7,624
County 80 Cen. 105,208
SMSA 80 Cen. 130,207

4 - HOUSEHOLDS:
City 80 Cen. 2,859
County 80 Cen. 37,308
SMSA 80 Cen. 45,836

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$200,637,432
Commercial	3	$339,832,679

6 - PASSENGER AUTOS: City 9,780; County 58,077

7 - ELECTRIC METERS: Residence 32,600

8 - GAS METERS: Residence 25,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Construction 2,904 ($148); Manufacturing 34,632 ($126); Transp. Comm. & Utilities 2,524 ($171); Trade 9,451 ($121); Others 4,910 (N.A.) Area mfrs: Cotton; Rayon Cloth; Hosiery; Yarn; Cottonseed Oil; Fertilizer; Gloves; Brake Lining; Lumber & Furniture. Agriculture includes: Dairy Products; Wheat; Cotton; Corn.

10 - CLIMATE: Min. & Max. Temp. - Spring 46-65; Summer 70-74; Fall 47-66; Winter 34-47. First killing frost, Oct. 15. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, alkaline, soft.

12 - RETAILING: Principal Shopping Center - 12 blocks on Hwy. 321; smaller shopping center 1 1/2 miles at intersection of Hwys. 321 and 64-70 (combined 23 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Catawba Mall	14	J.C. Penney
Sky City	14	Sky City
Hickory	16	Harris Teeter
Springs Rd	16	Harris Teeter
Valley Hill Mall	5	Belk, Sears

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping Centers

13 - RETAIL OUTLETS: Department Stores - Belk Brumley; Family Dollar; Sears; J.C. Penney; Sky City.
Discount Stores : Dandy; Crown Drug.
Variety Stores - TG&Y; S&H Grand; United; Rose's.
Chain Drug Stores : Crown; Newton Rexall.
Chain Food Stores : Winn-Dixie; Lowe's; Catawba General (Harris Teeter); Twin City; 3-D.
Other Chain Stores : Pic 'n' Pay; Clark Tire-Auto; Western Auto; Twin City Tire; Thomas Co Jewelers.

14 - NEWSPAPERS: OBSERVER-NEWS-ENTERPRISE (e-mon to fri) 3,611; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Robert F. Lancaster, Adv. Dir., OBSERVER-NEWS-ENTERPRISE, 309 N. College Ave., Newton, NC 28658; Tel. (704) 464-0221.
National Representative : Landon.

RALEIGH

1 - LOCATION: Wake County (In Raleigh-Durham N.C. SMSA) E&P Map D-2, State Capital and County Seat. Retail and wholesale center of Eastern and Central N.C. On U.S. Hwys. 1,401, 70A, 70, 64 and State Hwys. 39, 42, 54, 55, 59. 501 mi. S of N.Y. City; 499 mi. N of Jacksonville; 120 mi. from Atlantic Ocean.

2 - TRANSPORTATION: Railroads - Seaboard; Southern.
Motor Freight Carriers - 16.
Intercity Bus Lines - Greyhound; Carolina Trailways; Carolina Coach; Raleigh City Coach; Southern.
Airlines - Altair; Delta; Eastern; Piedmont; United; USAir; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 149,771
CZ-ABC: (70) 135,536; (81) 167,700
RTZ-ABC: (70) 482,940; (81) 601,500
County 80 Cen. 300,833
SMSA 80 Cen. 530,673
City & RTZ-ABC: (70) 618,476; (81) 769,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 54,643
CZ-ABC: (70) 40,401; (81) 57,500
RTZ-ABC: (70) 141,105; (81) 203,000
County 80 Cen. 106,354
SMSA 80 Cen. 189,012
City & RTZ-ABC: (70) 181,506; (81) 260,500

5 - BANKS: Comm. Banks 17; Savings & Loans 9; Credit Unions 27. Est. Total Deposits: $2,004,438,000.

6 - PASSENGER AUTOS: City 124,622; County 180,065

7 - ELECTRIC METERS: Res. 109,802

8 - GAS METERS: Res. 48,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Electronic 5,785 ($247); Textiles 1,284 ($249); Power 2,790 ($339); Fin. Ins. Banking 2,298 ($208); Whol. Food Distrib. 2,300 ($120); State Govt. 23,605 ($266); Federal Govt. 2,975 ($358); Local Govt. 12,136 ($207); Const. 8,309 ($210).
Principal Pay Days - 1, 15; 5, 20 & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 49-72; Summer 69-89; Fall 51-73; Winter 35-50. First killing frost, Nov. 5. Last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Downtown Shopping Area - 6 blocks long, 4 blocks wide, starting at the State Capitol.
Neighborhood Shopping Centers - Five Points, on Person St.; Northside Shopping Center; Cameron Village with 65 stores; Glenwood Village; Lockwood; Long View Gardens; North Hills (with 135 stores); Ridgewood; Crabtree Valley (with 135 stores); South Hills; Tryon Hills; Gateway Plaza; King's Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crabtree Vly. (160)	NA	Hudson-Belk, Sears, Thalhimer's
North Hills (84)	NA	Ivey's, J.C. Penney
Cameron Vlg. (70)	NA	Thalhimer's, J.C. Penney
Cary Vlg. (59)	NA	Hudson-Belk, Ivey's
South Hills (50)	NA	Roses, Kerr Drugs
Gateway Plz. (33)	NA	Piggly-Wiggly, Eckerd Drug
Fayetteville St. (30)	NA	Hudson-Belk
Townridge Sq. (30)	NA	K mart, Winn-Dixie
Falls Vlg. (29)	NA	T.J. Maxx, Big Star
North Ridge (29)	NA	Winn-Dixie, Kerr Drugs
Tower (27)	NA	Food Town, Kerr Drugs
North Blvd. (22)	NA	Winn-Dixie, Kerr Drugs
Oak Park (22)	NA	Eckerd Drugs
Ridgewood (22)	NA	Winn-Dixie, Kerr Drugs
Cary Vlg. Sq. (21)	NA	Winn-Dixie, Kerr Drugs
Lake Boone Trail (18)	NA	A&P, Kerr Drugs
Forest Hills (17)	NA	Food Town, Super Dollar
Towne North (17)	NA	Big Star, Kerr Drugs
Brentwood Sq. (15)	NA	Big Star, Rite-Aid
Colony (16)	NA	A&P
Holly Park (16)	NA	Roses, Winn-Dixie
Quail Corners (16)	NA	Big Star, Eckerd Drugs
Kings Plz. (15)	NA	King's, Winn-Dixie
Mission Vly. (14)	NA	Kerr Drugs
Wedgewood Terrace (13)	NA	Winn-Dixie, Macks Variety
Longview Gardens (12)	NA	Winn-Dixie, Kerr Drugs
Tryon (12)	NA	Roses, Winn-Dixie
Eastgate (11)	NA	A&P, Kerr Drugs
Six Forks Sq. (11)	NA	Winn-Dixie, Revco Drug
Fuquay (10)	NA	Big Star, Family Dollar
Kildaire (10)	NA	Harris Teeter, Revco Drug
North Plz. (9)	NA	Food Town, Revco Drug
Northside (9)	NA	Kerr Drugs
Starmount (8)	NA	Stylecraft Furn.
Stoneybrook (8)	NA	Food World, Davis Mutual Drugs
Western Blvd. (8)	NA	A&P, Best Products
Wake Forest (8)	NA	Holding Drugs, Winn-Dixie
Glenwood Vlg. (7)	NA	Linen Tree, Harris-Teeter
Kidds Hill (4)	NA	Brendle's, Food Town

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Food Fri., Dept. Mon., Fri.

13 - RETAIL OUTLETS: Department Stores - Ivey's; Hudson-Belk; Sears; Boylan-Pearce; Penney; King's; K mart; Thalhimers.
Variety Stores - Woolworth 2; G.C. Murphy; Rose's.
Discount Stores : K mart; Kings; Rose's; Super Dollar; Family Dollar.
Chain Supermarkets : Winn-Dixie 15; A&P 7; Piggly Wiggly 2; Big Star 11; Food World 2; Food Town 6; IGA 2.
Other Chain Stores - Western Auto; Thom McAn; Lerner Shops; S&H Green Stamps; Jarman; Pittsburgh Plate Glass; Goodyear; Goodrich; Firestone; Lowes; Wickes; Sherwin-Williams; General Tire; Baker Shoes; Singer; Jewel Box; Lane Bryant; Anderson-Little; Lillie Rubin; Sam Goody; Kinney Shoes; Radio Shack; Circuit City; Hofheimer Shoes.

14 - NEWSPAPERS: NEWS & OBSERVER (m) 129,044; TIMES (e) 33,872; Comb (m&e) 162,916; NEWS & OBSERVER (S) 166,501; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Oney, Mkt. Res. Dir., NEWS & OBSERVER and TIMES, P.O. Box 191, Raleigh, NC 27602; Tel. (919) 829-4621.
National Representative : Branham.

REIDSVILLE

1 - LOCATION: Rockingham County, E&P Map D-1. On U.S. Hwys. 29, 158 and State Hwys. 14, 87. 20 mi. N of Greensboro; 21 mi. S of Danville, Va.

2 - TRANSPORTATION: Railroads - Southern.
Motor Freight Carriers - 35.

3 - POPULATION:
Corp. City 80 Cen. 12,492
County 80 Cen. 83,426

4 - HOUSEHOLDS:
City 80 Cen. 4,743
County 80 Cen. 29,616

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 42,788

7 - ELECTRIC METERS: Res. Ind. 17,797

8 - GAS METERS: Res. Ind. 10,425

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Canning ($360); Tobacco 2,000 ($240); Textile 900 ($180); Garment 1,110; Plastics 500; Metal Working 400; Home Furnishings 1,700; Light Fixtures 300. Av. Wkly. Wage ($165).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-69; Summer 65-86; Fall 47-70; Winter 29-50. Annual average temp. 56.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 12 blocks on four streets.
Shopping Center - Penrose Mall (21 stores - Winn-Dixie, Eckerd Drug; Rose's). Southwood Village (Revco, Food Town, K mart).
Principal Shopping Days : Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Belk's; J.C. Penney; Sears; Rose's; TG&Y; Family Dollar; Super Dollar.
Variety Stores - Rose's; K mart.
Chain Drug Stores : Mann's 2; Eckerd's, Revco.
Chain Supermarkets : Big Apple 2; Winn-Dixie; Big Star; Bestway; Food Town; Daniel 2.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 7,360; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Michael DeLapp, Adv. Dir., REVIEW, P.O. Box 2157, Reidsville, NC 27320; Tel. (919) 349-4331.
National Representative : Landon.

ROANOKE RAPIDS

1 - LOCATION: Halifax County, E&P Map E-1. 80 mi. from Raleigh, N.C., in NE part of state. State Hwys. 46, 125, 48; U.S. Hwys. 158, I-95.

2 - TRANSPORTATION: Railroads - Seaboard Coast Line.
Intercity Bus Lines - Trailways.
Air Transportation - At Rocky Mount, N.C., (43 mi.) and Raleigh, N.C. (80 mi.). Private planes, Roanoke Rapids Airport.
Motor Freight Carriers - 7.

3 - POPULATION:
Corp. City 80 Cen. 14,702
CZ-ABC: (70) 13,508; (81) 14,400
RTZ-ABC: (70) 38,035; (81) 37,100
County 80 Cen. 55,286
City & RTZ-ABC: (70) 51,543; (81)51,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,491
CZ-ABC: (70) 4,391; (81)5,400
RTZ-ABC: (70) 9,970; (81) 11,000
County 80 Cen. 18,286
City & RTZ-ABC: (70) 14,361; (81) 16,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$64,000,000
Sav. & Loan	4	$40,000,000

6 - PASSENGER AUTOS: City 11,168; Co. 23,984

7 - ELECTRIC METERS: Residence 6,904

8 - GAS METERS: 1,480

9 - PRINCIPAL INDUSTRIES: Industry Number of Employees: Textiles 3,100; Paper 710; Lumber & Wood Prod 715; Elect. Transformers & Molded Products 260; Pub. 40; Chip Board 105; Const. 240; Service 160; Retail & Wholesale Trade 1,100; Trans. Comm. and Util. 110; Gov. 210; Turist Services 240; Milk Prod. 35; Concrete Prod. 24, Chem. 20; Steel 125; Molded Fiber 85; Rubber 95.
Principal Pay Days - Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-75; Summer 65-100; Fall 45-75; Winter 15-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Forest Hills (20)	NA	Stacy's
Franklin St. (7)	NA	Haggly Woggly
Oakland (22)	NA	Clark's Disc., Sears, Winn-Dixie
Park Plaza (6)	NA	Kroger, TG&Y
Roanoke Rapids (28)	NA	Eckerd, Big Star Plaza Mkt. Pebbles, Rose's
Becker Village Mall (31)	NA	Leggett, J.C. Penney, K mart, Safeway

Principal Shopping Days : Fri., Sat., Sun.
Stores Open Evenings : Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Leggett's; Peeble's; J. C. Penney; Baldwin's; Rose's; Clark's; Kroger; TG&Y.
Discount Stores : Dollar; Drug Barn; Clark's; Rite-Aid; Mill Outlet; Stevenstore; Mast Drugs; Value Pak; Pope's; Eagle's; K mart.
Chain Food Supermarkets : A&P; Red & White; Winn-Dixie; Kwik-Pik; Kroger; Big Star; Mr. Chek; Vaughan's; Fast Fare; Safeway;
Other Chain Stores - Western Auto; Goodyear; Heilig-Meyers; Pic 'N Pay; Sherwig-Williams; Star Furn.; Harding and Grizzard; Moore's Bldg. Supplies; Dixie Auto Supply; Sears; Advance; Calo's; Heilig-Meyers; Pic & Pay; Diane's; Shoe Parade; Wicke's Lbr.; Firestone; Fines; Fashion Bug; Kinneys; Radio Shack; Waldenbooks; Musicland; Hallmarks; The Junction; Bryants; Endicott Johnson; Cato's; Peanut Shack; Roscoe; Griffin Shoes; Eckerd's; Wise Fashions; Goldmine.

14 - NEWSPAPERS: HERALD (e-mon to fri) 9,669; (S) 10,757; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Kyle Cox, Adv. Dir., HERALD, 916 Roanoke Ave., Roanoke Rapids, NC 27870; Tel. (919) 537-2505.
National Representative : None.

ROCKINGHAM

1 - LOCATION: Richmond County, E&P Map D-2.

2 - TRANSPORTATION: Railroads - Seaboard Airline.
Intercity Bus - Queen City Trailways.
Motor Freight Carriers - 5.

3 - POPULATION:
Corp. City 80 Cen. 3,039
CZ-ABC: (70) 10,477; (81) 13,500
RTZ-ABC: (70) 29,412; (81) 32,800
County 80 Cen. 15,809
City & RTZ-ABC: (70) 39,889; (81) 46,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,039
CZ-ABC: (70) 3,436; (81) 5,100
RTZ-ABC: (70) 8,600; (81) 11,000
County 80 Cen. 15,809
City & RTZ-ABC: (70) 12,026; (81) 16,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$10,254,388
Sav. & Loan	3	$11,216,201

6 - PASSENGER AUTOS: City 11,108; County 19,935

7 - ELECTRIC METERS: Residence 10,776

8 - GAS METERS: Residence 1,075

9 - PRINCIPAL INDUSTRIES: Textiles, Timber; Automotive Transmissions; Farming; Paper; Furniture; R.R.; Total 7,300 employees.

10 - CLIMATE: Min. & Max.' Temp. - Spring 35-84; Summer 60-89; Fall 55-80; Winter 30-55. First killing frost, Oct. 20; Last killing frost, Apr. 15.

11 - TAP WATER: 11Constant pH of 6.7; soft.

12 - RETAILING: Shopping center 2 mi. from central business district, open nightly; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Richmond Plaza (36)	NA	Belks, J.C. Penney, Revco
Tri-City (21)	NA	K mart, A&P, Erkerds
Westside Square (6)	NA	Bi-Lo, woods

13 - RETAIL OUTLETS: Department Stores - K mart; Belk's; J. C. Penney; R. W. Goodman; Guddy's; Lupeg's; Long's; Kay's; Ego. Ltd.
Discount Stores : Wickes; Lowe's; Family Dollar.
Variety Stores : Rose; Wood's.
Chain Drug Stores : Eckerd's; Revco.
Chain Supermarkets : A&P; Big Star; Big M.; Piggly Wiggly; Bi-Lo; Winn-Dixie; Lowe's.
Other Chain Stores : Goodyear; Western Auto; Sears (catalog); Singer Co.; Economy Auto; Baxter Clothing; Three Sisters; Jewel Box; Firestone; Sherwin-Williams, Pic 'n Pay; Sears.

14 - NEWSPAPERS: RICHMOND COUNTY JOURNAL (e-mon to fri) 7,256; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: W. T. Walls, Gen. Adv. Mgr., RICHMOND COUNTY JOURNAL, P.O. Box 1888, Rockingham, NC 28379; Tel. (919) 997-3111.
National Representative : Landon.

ROCKY MOUNT

1 - LOCATION: Nash and Edgecombe Counties, E&P Map E-2. On the county line dividing Nash and Edgecombe Counties. 110 mi. S of Richmond and 51 mi. E of Raleigh. On U.S. I-95 and U.S. 64.

2 - TRANSPORTATION: Railroads - Seaboard Coast Line; Amtrak.
Motor Freight Carriers - 12.
Intercity Bus Lines - Carolina Trailways; Seashore Transp.
Airlines - Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 35,098
CZ-ABC: (70) 34,284; (81) 42,500
RTZ-ABC: (70) 120,822; (81) 127,700
Counties:
Edgecombe 80 Cen. 55,988
Nash 80 Cen. 67,153
City & RTZ-ABC: (70) 155,106; (81) 170,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,138
CZ-ABC: (70) 11,210; (81) 16,000
RTZ-ABC: (70) 32,278; (81) 39,100
Counties:
Edgecombe 80 Cen. 18,397
Nash 80 Cen. 23,470
City & RTZ-ABC: (70) 43,488; (81) 55,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$6,800,000,000
Savings & Loan	5	$70,000,000

6 - PASSENGER AUTOS: Nash 34,818; Edgecombe 25,910

7 - ELECTRIC METERS: Residence 21,500

8 - GAS METERS: Residence 8,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Food & Drug Products 1,500; Tobacco Processing (seasonal) 800; Textile Mill Products & Apperel 2,500, Lumber & Wood, Furniture 950; Printing & Publishing 160; Chemicals & Products 850; Stone, Clay, Glass & Concrete 165; Fabricated Metal Products 1,200; Transportation 400; Construction 1,950; Electrical Equip. & Supplies 175; Av. Weekly Wages $220.
Principal Pay Days - 1, 15 & 30; Mills, Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 28-39; Summer 63-89; Fall 29-82; Winter 29-55. First killing frost, Nov. 2. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks Main St.; 3 blocks Washington St.; Tarrytown Mall (73 units) Hwy. 64 at 301; Oakwood (18 units).
Neighborhood Shopping Centers - Peddler's Village Hwy 301 S. (12 units); Falls Rd. at Ridge St. (7 units); Englewood (8 units); Fairview (6 units); Walnut; Winn-Dixie; Wellongate; Raleigh Road; Englewood Square on Sunset Ave. (10 units); K mart Plaza (12 units); West End Plaza (14 units); Westridge Village (33 units).
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores - Belk-Tyler; J.C. Penney; Rosenbloom-Levy; Baldwin's; Montgomery Ward; Sears Roebuck; K mart.
Variety Stores : McCrory-McLellan; Pope's Dollar Stores; Rose 2; Macks.
Discount Stores : K mart; Bailey's Discount Jewelry; Family Dollar Stores.
Chain Drug Stores : Almands 3; Kerr 3; Eckerd's 2; Raper's 2.
Chain Supermarkets : Big Star 2; A&P 1; Gurganus 2; Wooten's 2; White's; Zip Mart 10; Winn-Dixie 3; 7-Eleven; Safeway; Food World.
Other Chain Stores : Cato's; Low's; Singer Co.; Goodyear; Firestone; Jewel Box; Marilyn; Advance Stores; Western Auto Supply; Serotta's; Heilig Meyers; Record Bar; Shoe Show; Maxwell Bros. Furn.; Family Dollar Store; Lowe's; Moores; Diana Shops.

14 - NEWSPAPERS: TELEGRAM (e) 12,917; (S) 13,773; Mar. 31 1981 ABC.
Local Contact for Advertising and Merchandising Data: Carl Worsley, Publisher, TELEGRAM, Rocky Mount, NC 27801; Tel. (919) 446-5161.
National Representative : Thomson.

SALISBURY-
SPENCER
EAST SPENCER

1 - LOCATION: Rowan County (In Salisbury-Concord, NC SMSA). E&P Map C-2, County Seat. Center of rich industrial and agricultural Piedmont area. 42 mi. NE of Charlotte; 38 mi. S of Winston-Salem; 50 mi. SW of Greensboro. Retail, wholesale, college and medical center. 350 mi. from Washington; 290 mi. from Atlanta. On U.S. Hwys. 70, 29, 52, 601; State Hwy 150; Interstate 85.

2 - TRANSPORTATION: Railroads - Southern main line; also Asheville to Cincinnati Div.; & Salisbury to Norwood Div.
Motor Freight Carriers - 45.
Intercity Bus Lines - Carolina Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 27,765
Salisbury 80 Cen. 22,677
Spencer 80 Cen. 2,938
East Spencer 80 Cen. 2,150
CZ-ABC: (70) 35,617; (81) 39,800
RTZ-ABC: (70) 226,466; (81) 265,300
County 80 Cen. 99,186
SMSA 80 Cen. 185,081
City & RTZ-ABC: (70) 262,083; (81) 305,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 10,290
Salisbury 80 Cen. 8,398
Spencer 80 Cen. 1,178
East Spencer 80 Cen. 714
CZ-ABC: (70) 11,415; (81) 14,700
RTZ-ABC: (70) 71,568; (81) 96,700
County 80 Cen. 35,949
SMSA 80 Cen. 66,559
City & RTZ-ABC: (70) 82,983; (81) 111,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$211,815,000
Sav. & Loan	4	$186,719,811

6 - PASSENGER AUTOS: County 52,115

7 - ELECTRIC METERS: Residence 36,005

8 - GAS METERS: Residence 5,943

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Food 782; Stone, Clay & Glass 504; Mach. & Metal 987; Textile 6,500; Railroad 300; Communications (Radio-Tel.) 145; Utilies 360; Furn. & Fixtures 630; Lumber & Wood 128; Chemicals 144; Mobile Homes 600; Paper Prods. 235; Rubber Prods. 152; VA Hosp. 1,000 (Av. Wkly. Wage - $165).
Principal Industrial Pay Days - 15th and 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 47-73; Summer 66-90; Fall 48-73; Winter 32-53.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Main; 2 on Innes; 1 on Council.
Neighborhood Shopping Centers - 1 1/2 blocks (one side) 800-900 South Main, Salisbury; Ketner Cntr., W. Innes & Mahaley, 3 blocks in Spencer; Park Shopping Center, Spencer, 6 Stores; 2 blocks in East Spencer; S. Main at Mooresville Rd. 1 block.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ketner Center (12)	NA	Food Town
Mid Carolina Mall (5)	NA	Winn-Dixie, Eckerd Drug
Rowan Mall (10)	NA	Rose's, Eckerd Drug
Towne Mall (28)	NA	Sky City
Park-Plaza (7)	NA	A&P
Southgate (6)	NA	Mark Drug

Principal Shopping Days : Fri., Sat.
Stores Close - Furniture - Wed. aft. all year.
Stores Open Evenings : Fri. to 9.

13 - RETAIL OUTLETS: Department Stores : Belk-Harry; J. C. Penney; Rose's; Zimmerman's.
Variety Stores : Woolworth; Family Dollar; Plej's.
Discount Stores : K mart; Sky City.
Chain Drug Stores : Innes Street 3; Mark Drug 2; Eckerd's 2; Scottie 2; Revco; White Star.
Chain Supermarkets : A&P 1; Winn-Dixie 2; Food Town 5; 3 Guys; Kroger Sav-on.
Other Chain Stores : Shoes: Pic 'n Pay, Endicott-Johnson, Walker; Ladies Wear: Tobias, Gold Shops, Guyes, Diana Shops, Cato's: Jewelers: W. H. Leonard, Friedman; Furniture: Hometown Furniture; K-Town, Rustin's, Maxwell Bros.; Sterchi's; Others: Carolina Tire, Advance Stores, Western Auto, Sears (catalog), Montgomery Ward (catalog), Radio Shack, Firestone, Sherwin-Williams, New York Carpet; Ed Kelly's.
POST (e) 24,712; (S) 24,679; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don R. Stiller, Nat'l. Adv. Mgr., POST, 131 W. Innes St., Salisbury, NC 28144; Tel. (704) 633-8950.
National Representative : Landon.

SANFORD

1 - LOCATION: Lee County, E&P Map D-2, County Seat. Shipping and industrial center in central part of state. Approx. 40 mi. SW of Raleigh; 30 mi. NE of Pinehurst; 20 mi. N of Ft. Bragg on U.S. Hwy. 1, 15, 501, 421; N.C. 87.

2 - TRANSPORTATION: Railroads - Seaboard Coast Line; Southern; Norfolk & Southern; Atlantic & Western.
Motor Freight Carriers - 16.
Intercity Bus Lines - Carolina Coach; Carolina Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,773
CZ-ABC: (70) 11,716; (81) 15,200
RTZ-ABC: (70) 77,958; (81) 95,800
County 80 Cen. 36,718
City & RTZ-ABC: (70) 89,674; (81) 111,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,545
CZ-ABC: (70) 3,772; (81) 5,600
RTZ-ABC: (70) 23,185; (81) 32,900
County 80 Cen. 12,914
City & RTZ-ABC: (70) 26,957; (81) 38,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$214,796,000
Sav. & Loan	2	$130,000,000

6 - PASSENGER AUTOS: City 13,440; Co. 33,600

7 - ELECTRIC METERS: Residence 6,775

9 - PRINCIPAL INDUSTRIES: (Sanford trade area) Total Wage Earners 14,765 ($205); Construction 1,375 ($275); Mfg. 6,790 ($214); Trans., Comm., Util. 654 ($216); Trade 3,693 ($180)
Principal Pay Days - Wed., Fri.

10 - CLIMATE: Min. & Max. Temp. - Average Daily: Spring 48-70; Summer 69-88; Fall 51-71; Winter 33-51. First killing frost, Oct. 20. Last killing frost, Apr. 5.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** - 6 blocks on Steele, Wicker, Moore, Carthage, Horner Blvd.; Kendale 35 Stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kendale	3	A&P, Winn-Dixie, Sears, Lowe's
Sanford Sq.	NA	Food Town, Revco, Cheap Joe's, Diane, Rives Wall Covering
Zayre	1	Zayre, Big Star, Revco

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Food - Thurs. & Fri.; Dept. & Furniture Stores - Mon. & Fri.

13 - RETAIL OUTLETS: **Department Stores** - Williams-Belk; Avent & Thomas; Penney; Moore's; Kings; Sears; Montgomery Ward; Zayre.
Discount Stores : Family Dollar; Kings; Zayre; Revco; Advance; K mart.
Variety Stores - Macks 3; Pope's.
Chain Drug Stores : Mann's 2; Revco 2; Medicine Shoppe; Eckerd's.
Chain Supermarkets : A&P 2; Piggly Wiggly; Cardinal 4; Winn-Dixie 2; The Pantry 8; Big Star; Byrd's LoMark; Foodtown.
Other Chain Stores - Saslow's Jewelry; Banks Clothing; Sears Roebuck; H&H Auto Parts; Lowe's; Dossenbach's Finer Furniture 3; Kimbrell's Furniture; Diana Shops; Moore's; Macks 3; Firestone; Advance; Pic 'N Pay; Montgomery Ward; Sew 'n Save; Scottie; Heilig-Meyers; Revco; Radio Shack; Pantry 16; Rich Girls; Catos; Cheap Joes; Tucker-Jones Furniture.

14 - NEWSPAPERS: HERALD (e) 12,506; Mar. 31 1981 ABC.
National Contact for Advertising and Merchandising Data: Norman Branch Adv. Mgr.; HERALD, 208 St. & Clair Ct., Sanford, NC 27330; Tel. (919) 776-0536.
National Representative : None.

SHELBY

1 - LOCATION: Cleveland County, E&P Map B-2, County Seat. Situated on State Hwys. 18 and 74; 45 mi. W of Charlotte; 75 mi. E of Asheville; 40 mi. N of Spartanburg, S.C.

2 - TRANSPORTATION: **Railroads** - Southern; Seaboard.
Motor Freight Carriers - 30.
Intercity Bus Lines - County Transit.

3 - POPULATION:
Corp. City 80 Cen. 15,310
CZ-ABC: (70) 29,384; (81) 32,900
RTZ-ABC: (70) 66,295; (81) 77,600
County 80 Cen. 83,435
City & RTZ-ABC: (70) 95,679; (81) 110,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,731
CZ-ABC: (70) 8,984; (81) 11,600
RTZ-ABC: (70) 19,717; (81) 26,700
County 80 Cen. 28,458
City & RTZ-ABC: (70) 28,701; (81) 38,300

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$175,000,000
Commercial	4	$300,000,000

6 - PASSENGER AUTOS: City 22,985; Co. 40,292

7 - ELECTRIC METERS: Residence 7,081

8 - GAS METERS: Residence 3,904

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage) - Mfg. 16,370 ($202); Construction 1,293 ($189); Tradcs 5,085 ($164).
Principal Industrial Pay Days : Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-78; Summer 61-93; Fall 40-84; Winter 24-54. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center** : City Sq.: 3 blocks radius around square.
Neighborhood Shopping Centers : South Shelby; Dover-Ora Mill Section; Hwy. 74 Bypass; Huxley Village; Shelby Plaza; River Hill Plaza; Bilo Plaza.
Principal Shopping Days : Thu., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores** : Hudson's 2; Wray's 2; Penney; Belk's; Wise.
Variety Stores : Rose's; Blanton's; Towel Town; Scottie's.
Discount Stores : Kings; Sky City; Family Dollar 2; K mart.
Chain Drug Stores : Cornwell Drug (Rexall); Eckerd's 2; Shelby Drug; Revco 2.
Chain Food Supermarkets : Harris-Teeter 3; A&P; Winn-Dixie 2; Lowe's 2; Ingle's; Bi-Lo.
Other Chain Stores : Sears; Lowe's Wickes; Kings; Goodyear.

14 - NEWSPAPERS: STAR (e) 17,112; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Rick Sherrill, Adv. Mgr., STAR, P.O. Box 48, Shelby, NC 28150; Tel. (704) 484-7041.
National Representative : Landon.

SPENCER
See SALISBURY

STATESVILLE

1 - LOCATION: Iredell County, E&P Map C-2, County Seat, residential center. On U.S. Hwys. 21, 64, 70, I-40, I-77; State Hwys. 21, 90, 115; 40 mi. N. of Charlotte.

2 - TRANSPORTATION: **Railroads** : Republic; Alexander.
Motor Freight Carriers : 27.
Intercity Bus Lines : Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,622
PMA-ABC: (70) 85,339; (81) 101,500
County 80 Cen. 82,538

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,056
PMA-ABC: (70) 26,375; (81) 36,200
County 80 Cen. 29,128

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$159,442,000
Sav. & Loan	5	$242,400,000

6 - PASSENGER AUTOS: City 25,707; Co. 43,306

7 - ELECTRIC METERS: Res. City 9,829

8 - GAS METERS: Residence 6,774

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Textiles 5,180 ($187); Apparel 3,280 ($136); Furniture 2,220 ($160); Fabricated Metals 910 ($256); Nonelectric Machy. 800 ($236); Paper 540 ($216); Trades 6,150 ($142); Construction 1,770 ($196); Food & Agri-business 850 ($190); Heavy Metal 550 ($268).
Principal Industrial Pay Days - Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 57-80; Summer 65-86; Fall 41-63; Winter 34-58. First killing frost, Oct. 30. Last killing frost, Apr. 11.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers** - 8 blocks on 3 central streets.
Neighborhood Shopping Centers - 2 blocks on W. Front St.; 1 at Boulevard and Western Ave.; 1 on N. Center St.; 2 on Davie Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale (14)	NA	Food Town
Forest Hts. (12)	NA	Harris-Teeter Mkt.
Newtowne Plz. (12)	NA	King's, Harris-Teeter Mkt.
Signal Hill Mall (41)	NA	Belk, Woolworth, J.C. Penney, Winn-Dixie
Westgate (7)	NA	Lowe's Mkt.
Southland (4)	NA	Family Dollar, Food Town, Mack's
Westpark (7)	NA	Ingle's, Sky City

Principal Shopping Days : Thu., Fri., Sat.
Stores Close : Some Wed. afternoons.
Stores Open Evenings : Thu., Fri.
Stores Open Sundays : Grocery, drug, & variety.

13 - RETAIL OUTLETS: **Department Stores** - Belk's; Spainhour's; J.C. Penney; Smithey's; King's; Woolworth; K mart; Mack's.
Discount Stores : Family Dollar; King's.
Variety Stores : Eagle's; Woolworth.
Chain Drug Stores : Statesville; Eckerd's; Revco 7.
Chain Supermarkets : A&P 1; Winn-Dixie; Harris-Teeter 2; Lowe's 2; Gamble's 3; Food Town 2; Ingle's.
Other Chain Stores : Leonard's Jewel Box; Wooten's (Jewelry); Three Sisters; Ready-to-Wear; Goodrich; Goodyear; Western Auto; Advance Auto; Judi; Smart Shop; Morse Shoes; Piece Goods Shop; Radio Shack; N.Y. Carpet World; Endicott-Johnson; General Nutrition; Lerner Shops; Mr. Sport; Pearl Vision Centers; White Star; Sky City.

14 - NEWSPAPERS: RECORD & LANDMARK (e) 17,851; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John W. Kiser, Adv. Dir., RECORD & LANDMARK, 220 East Broad Street, Statesville, NC 28677; Tel. (704) 873-1451.
National Representative : Landon.

TARBORO

1 - LOCATION: Edgecomb County, E&P Map E-2.

2 - TRANSPORTATION: **Railroads** - ACL; Seaboard Coast Line.
Motor Freight Carriers - 12.
Intercity Bus Lines - Carolina Trailways.
Airlines - Sunbird (at Rocky Mt., 15 mi.)

3 - POPULATION:
Corp. City 80 Cen. 8,643
County 80 Cen. 55,988

4 - HOUSEHOLDS:
City 80 Cen. 3,243
County 80 Cen. 18,397

5 - BANKS: Commercial 4, Dep. $947,643,000

6 - PASSENGER AUTOS: City 10,009; County 25,910

7 - ELECTRIC METERS: Residence 4,340

8 - GAS METERS: Bottled 710; Natural 775

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Plastic Pdts. 1,150; Power Tools 550; Textile Pdts. 2,000; Farm Machy. 1,000; Formica Pdts. 100; Misc. 100; Communications 500. Av. Wkly. Wage $170.
Principal Industrial Pay Days : Thu., Fri.

10 - CLIMATE: **Min & Max Temp.** : NA. First killing frost, Oct. 31. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center** - 30 blocks on 14 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview (16)	NA	Super Dollar, Goodyear Suplus Disct Mart.
Parkhill Mall (15)	NA	Belk-Tyler; A&P, People's Drug
Tarboro (9)	NA	Sears; Winn-Dixie; Ben Franklin, Firestone, Family Dollar

Principal Shopping Days : Mon., Wed., Fri.

13 - RETAIL OUTLETS: **Department Stores** : Belk-Tyler; Clark's; Alder's; Shugar's.
Variety Stores : Williams; McCrory; Rose's; Ben Franklin; Dollar Stores; K mart; TG&Y; G.C. Murphy.
Discount Stores : Brill's; Dollar Store; Family Dollar Store.
Chain Drug Stores : Clay's Walgreen; People's; Kerr; Revco.
Chain Food Supermarkets : A&P; Winn-Dixie; Harris; Piggly-Wiggly; Big Star.
Other Chain Stores : Firestone; Goodyear; Western Auto; Cato's; Wise Fashions; Heilig Meyers.

14 - NEWSPAPERS: SOUTHERNER (e-mon to fri) 6,142; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: J. Creech, Adv. Mgr., SOUTHERNER, P.O. Box 1199, Tarboro, NC 27886; Tel. (919) 823-3106.
National Representative : Gen. Adv. Serv.

THOMASVILLE

1 - LOCATION: Davidson County (In Greensboro-Winston Salem-High Point SMSA). E&P Map C-2. Industrial and agricultural area in Central Piedmont section. 7 mi. from High Point; 24 mi. from Greensboro; 20 mi. from Winston-Salem; on U.S. Hwys. 29, 70, I-85.

2 - TRANSPORTATION: **Railroads** : Southern (Main Line); High Point, Thomasville & Denton.
Motor Freight Carriers : 20.
Intercity Bus Lines : Carolina Trailways; Queen City Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,144
CZ-ABC: (70) 23,462; (81) 22,400
RTZ-ABC: (70) 72,165; (81) 93,000
County 80 Cen. 113,162
SMSA 80 Cen. 827,385
City & RTZ-ABC: (70) 95,627; (81) 115,400
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,164
CZ-ABC: (70) 7,248; (81) 7,900
RTZ-ABC: (70) 22,230; (81) 33,200
County 80 Cen. 40,010
SMSA 80 Cen. 298,667
City & RTZ-ABC: (70) 29,478; (81) 41,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	N.A.
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: City 17,793; County 57,796

7 - ELECTRIC METERS: Residence 11,116

8 - GAS METERS: Residence 760

9 - PRINCIPAL INDUSTRIES: Textiles 4,210 Emp.; Furn. 4,269 Emp. (Av. Wkly. Wage $147.67).

10 - CLIMATE: Av. annual temp. 58; Average annual rainfall 48 in.

11 - TAP WATER: Very soft; fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Erwin Heights (3)	NA	Thrifti-Mart, Revco
Randolph Street (5)	NA	A&P, Family Dollar Variety
South Gate (34)	NA	K mart, Eckerds, Winn-Dixie
Thomasville Plaza (5)	NA	A&P, Revco

Stores Open Sundays : Drug & discount stores.

13 - RETAIL OUTLETS:
Chain Drug Stores : Mann 2; Gibson's; Revco 2; Eckerd's.

14 - NEWSPAPERS: TIMES (m) 8,509; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Frank Honeycutt, Adv. Mgr., TIMES, 512 Turner St., Thomasville, NC 27360; Tel. (919) 475-2151.
National Representative : Landon.

TRYON

1 - LOCATION: Polk County, E&P Map B-2., 30 mi. NW of Spartanburg.

2 - TRANSPORTATION: **Railroads** - Southern.
Intercity Bus : Trailway.

3 - POPULATION:
Corp. City 80 Cen. 1,796
County 80 Cen. 12,984

4 - HOUSEHOLDS:
City 80 Cen. 807
County 80 Cen. 5,023

5 - BANKS: 4 Comm. 2 Sav. & Loan, Dep. N.A.

6 - PASSENGER AUTOS: County 7,014

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Ares; Pine & Hardwood Timber; Mfg. of Cotton Goods, Cotton Yarn Knitting; Hand Weaving; Agriculture.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Centers** - Tryon Plaza (BiLo Mkt., Sears, Family Dollar Store).

13 - RETAIL OUTLETS:
Variety Stores - Peebles; Family Dollar Store; Popes United Variety; The Shop of Earale Thomas; The Tack Shop; Blue Ridge Weavers.
Food Stores & Supermarkets : A&P; Community Cash; Bi-Lo; Smith's; Fast Fare; The Pantry; Cowan's.
Other Chain Stores : Western Auto; Sears (catalog); Ward Auto Supply; Car Parts, Inc.

14 - NEWSPAPERS: BULLETIN (m-mon to fri) 3,073; sworn Oct. 1 1981.
Local Contact for Advertising and Merchandising Data: Seth M. Vining, Jr., Editor, BULLETIN, P.O. Box 790, Tryon, NC 28782; Tel. (704) 859-9151.
National Representatives : None.

WASHINGTON

1 - LOCATION: Beaufort County, E&P Map E-2. 135 mi. S of Norfolk; 104 mi. E of Raleigh; unnavigable Pamlico River; U.S. Hwys. 17 (Ocean Hwy.), 264; 3 State Hwys.

2 - TRANSPORTATION: **Railroads** : Atlantic-Coast Line; Norfolk Southern.
Motor Freight Carriers : 11.
Intercity Bus Lines : Seashore Transp.; Trailways.
Waterways : Pamlico River.

3 - POPULATION:
Corp. City 80 Cen. 8,418
CZ-ABC: (70) 9,478; (81) 9,100
RTZ-ABC: (70) 62,387; (81) 72,000
County 80 Cen. 40,266
City & RTZ-ABC: (70) 71,865; (81) 81,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,191
CZ-ABC: (70) 3,077; (81) 3,500
RTZ-ABC: (70) 18,377; (81) 24,400
County 80 Cen. 14,212
City & RTZ-ABC: (70) 21,454; (81) 27,900

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$30,000,000
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 10,383; Co. 19,207

7 - ELECTRIC METERS: Residence 3,694

8 - GAS METERS: Residence 1,981

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Lumber 381; Shirts 198; Worsted Mill 350; Dressmaking 85; Furn. 260; Truck Body 42; Textile & Apparel 977; Lmbr. & Wood Prods. 162; Trans. Equip 65; Phosphate Mining 600; Elec. Appliance 500; Heavy Machinery 100; Boat Building 250; Filters 200.
Principal Industrial Pay Days - Sat., Fri.

10 - CLIMATE: Average Temp. - Spring 62; Summer 77; Fall 64; Winter 47.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 6 blocks on Main St.; Market and Gladen Sts.; Washington Square Mall (28 Stores).
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Hub; Scott's; J.F. Buckman & Sons; Belk-Tyler; Charles White; Rose's.
Variety Stores : McClellans; K mart; Family Dollar; Giant Discount.
Chain Food Supermarkets : Foodland; Colonial; Leggett's Red & White; Smith's Red & White; Winn-Dixie; Scott's.
Chain Drug Stores : Welch's; White Cross; People's; Taylor's; Hospital Phcy.
Other Chain Stores : Glamor Shop (women's); Kinney (shoes); Mayfair Shoppe; Charles Stores; Thrift Shop (women's); King's (women's); Heilg-Myers Furn; Maxwell Furniture.

14 - NEWSPAPERS: NEWS (e) 9,691; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Marvin A. Pike, Adv. Dir., NEWS, 217 Market St., Washington, NC 27889; Tel. (919) WH6-2145.
National Representative : Landon.

WILMINGTON

1 - LOCATION: New Hanover County (In Wilmington SMSA). E&P Map E-3. In SE part of State on Cape Fear River; 10 mi. from ocean on U.S. Hwys. 17, 74, 76, 117, 421; 90 mi. S of Goldsboro; 125 mi. SE of Raleigh; 200 mi. E of Charlotte; 165 mi. N of Charleston.

2 - TRANSPORTATION: Railroads : Seaboard Coast Line.
Motor Freight Carriers : 40.
Intercity Bus Lines : Greyhound; Seashore Transportation;

3 - POPULATION:
Corp. City 80 Cen. 44,000
CZ-ABC: (70) 77,883; (81) 100,000
RTZ-ABC: (70) 142,236; (81) 171,000
County 80 Cen. 103,471; Loc. Est. 101,800
SMSA 80 Cen. 139,238
City & RTZ-ABC: (70) 220,119; (81) 271,000
Demographic information available from Newspapers. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,418
CZ-ABC: (70) 24,888; (81) 36,800
RTZ-ABC: (70) 41,101; (81) 57,000
County 80 Cen. 37,691
SMSA 80 Cen. 50,100
City & RTZ-ABC: (70) 65,989; (81) 93,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$347,769,000
Sav. & Loan	6	$236,204,000

6 - PASSENGER AUTOS: Co. 55,111

7 - ELECTRIC METERS: Residence 51,878

8 - GAS METERS: Residence 8,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Lumber & Wood 640; Metals 3,370; Machinery 1,230; Food 670; Textiles 810; Apparel 1,260; Chemicals 3,970; Construction 4,510; Trans., Comm., & Pub. Util. 5,230; Trade 11,570; Fin., Ins., & Real Estate 1,820; Service 6,530; Gov't 11,420; Agriculture 520.
Principal Industrial Pay Days - Fri., Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 53-70; Summer 71-86; Fall 55-74; Winter 40-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 20 blocks on Front, Grace, Chestnut, Princess, Market, Second and Third Sts.
Neighborhood Shopping Centers - Castle St.; N. 4th St.; 17th & Market; 17th & Dawson; 5th & Red Cross; Glen Meade; Port cirg; S. Front.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Azalea Plaza (5)	NA	Winn-Dixie
Cape Fear Mall (8)	NA	Family Dollar, Parkers
College Square (12)	NA	Winn-Dixie, Revco
Cotton Evchenge (33)	NA	
Hanover Center (23)	NA	Big Star, Roses, Eckerds
Independence (70)	NA	Belk-Berry, Sears, Mall J.C. Penney
Kings Plaza (3)	NA	Kings, Revco
Long Leaf (40)	NA	Radio Shack, Woolco, Winn-Dixie, Eckerd
Market Plaza (18)	NA	Parkers, Radio Shack
Market Street (7)	NA	
North 17 (30)	NA	Family Dollar, Foodtown

13 - RETAIL OUTLETS: Department Stores : Sears; Belk-Berry; J.C. Penney; K mart.
Discount Stores : King's; Family Dollar Store 3; Woolco; Buy-Rite.
Variety Stores : Mack's; TG&Y; Rose's
Chain Drug Stores : Walgreen; Eckerds 3; Rexall 4; Revco 7.
Chain Food Supermarkets : Winn-Dixie 4; Parker's 6; Wilson's 3; Big Star 3; Harris-Teeter 2; Foodtown 1: Krogers Sav-On 1.
Other Chain Stores : Western Auto; Firestone; Goodrich; Goodyear 2; Lowe's; Maxwell Bros.; Singer Co.; Cloth World; Wicke's; Mack's 4; Rhodes; Pic-Way; Lerner Stores; Radio Shack 5; Thom Mcan; Best Products Inc. Hahn Shoes; Hickory Farms; Kinney Shoes; Thomplinson.

14 - NEWSPAPERS: STAR (m) 38,620; STAR NEWS (S) 45,238; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ron Shook, STAR/STAR-NEWS, P.O. Box 840, Wilmington, NC 28402; Tel. (919) 343-2311.
National Representative : Branham.

WILSON

1 - LOCATION: Wilson County, E&P Map E-2, County Seat. Agricultural and Manufacturing Center. 46 mi. from Raleigh, State Capital and 140 mi. S of Richmond, Va. On U.S. Hwys. 301, I-95; 264 and 117; State Hwys. 42 and 58.

2 - TRANSPORTATION: Railroads : Seaboard Coast Line; Norfolk & Southern.
Motor Freight Carriers : 25.
Intercity Bus Lines : Carolina Trailways; Seashore Transportation.
Airlines : Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 34,424
CZ-ABC: (70) 29,347; (81) 35,600
RTZ-ABC: (70) 63,353; (81) 68,700
County 80 Cen. 63,123
City & RTZ-ABC: (70) 92,700; (81) 104,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,343
CZ-ABC: (70) 9,041; (81) 12,700
RTZ-ABC: (70) 17,656; (81) 21,900
County 80 Cen. 21,549
City & RTZ-ABC: (70) 26,697; (81) 34,600

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$40,237,070
Commercial	7	N.A.

6 - PASSENGER AUTOS: Co. 31,347

7 - ELECTRIC METERS: Residence
City 13,930; Co. 8,229

8 - GAS METERS: Residence 5,874

9 - PRINCIPAL INDUSTRIES: Tobacco Processing; Textile Fabrication; Meat Processing; Auto Tire Mfg.; Feed and Grain Processing; Bus & Truck Bodies; Fertilizers; Glass Containers.
Principal Pay Days - Fri., Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-85; Summer 60-102; Fall 32-70; Winter 24-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - Downtown 8 Blks. on Nash St., 2 blocks deep Ctr. 32 Post; Parkwood Mall.
Main Shopping Days - Mon., Thu., Fri., Sat., Sun.
Stores Open Evenings : Shopping Centers. Downtown: Belk-Tyler's; Drugs; Mall Stores; Other Downtown Stores Fri. night.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stantonburg	12	Bakers, Bailey's Gardners
Elm City	6	McKeel's Cobb's
Bailey	13	W. H. Farmer, Hagwood's, Clarks
Brentwood	NA	Food Town, Eckerd's
Sims	9	Whitley's Boykins
Lucama	6	Bass Bros.
Nichols City	NA	Nichols Discount Store, Food Shopping Ctr. World Super Mkt.
Kenly	26	IGA, J. Dobbin Bailey, Cook's
Boulevard	NA	Eckerd, Big Star, Cook's Plaza
Gold Park	NA	Family Dollar Store, Food Shopping Ctr. World Super Mkt., Revco
King's Plaza	NA	A&P, King's Dept., Maxwell's, Revco
Parkwood Mall	NA	J.C. Penney, Winn-Dixie, Roses Belk-Tyler, Kerr Drug
Village	NA	Countryside Furniture Shopping Ctr. Village Grocery
Winoca	NA	Sears, Carpetland
Wren Village	NA	Winn-Dixie, Bissette's Drug

13 - RETAIL OUTLETS: J. C. Penney; Leder's, Inc.; Charles; Belk-Tylers; Sears.
Discount Stores : Cook's; S. F. Nichols; King's.
Variety Stores : Rose's; Value Pak.
Chain Drug Stores : Eckerd's 2; Kerr Drugs; Revco 2.
Chain Supermarkets : A&P; Big Star 2; Food Town; Winn-Dixie 2; Piggly Wiggly; Food World 2.
Other Chain Stores : Firestone Stores; Goodyear Service Stores; Western Auto Stores; Kinney Shoes; Heilig-Meyers Furniture; Tucker's Furniture; Maxwell Furn.; Radio Shack; Lowes Building Materials; Singer Co.; Diana Shops; Scotties; Zales; Sherwin-Williams Paints; Fast Fare Convenient Foods; Zip Mart; Burton's; Charles; Carpetland; Family Dollar; Carolina Builders Supplies; Rosco-Griffin Shoes; Neuse Sports Shop; K&K Toys; General Nutrition Center; Saslow's Jewelers; Swiss Colony; 7-Eleven Stores; Baskin-Robbins; Orange Julius; Cato's.

14 - NEWSPAPERS: TIMES (e) 17,131; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Den Dickerson, Retail Mgr., TIMES, 117 N. Goldsboro, Wilson, NC 27893; Tel. (919) 243-5151.
National Representative : Landon.

WINSTON-SALEM

1 - LOCATION: Forsyth County (In Greensboro-Winston-Salem-High Point SMSA). E&P Map C-2, County Seat. Center of important tobacco market. Retail trading, college and medical center; halfway bet. Washington, D.C. and Atlanta. On U.S. Hwys. 421, 52, 311, 158, Interstate 40 and State Hwys. 150, 8, 66, 109 and 67.

2 - TRANSPORTATION: Railroads - Southern; Norfolk & Western; Winston-Salem Southbound.
Motor Freight Carriers - 50.
Intercity Bus Lines - Atlantic Greyhound; Piedmont; Trailways.
Airlines - Piedmont; Eastern; United; Delta.

3 - POPULATION:
Corp. City 80 Cen. 131,885
CZ-ABC: (70) 162,970; (81) 185,000
RTZ-ABC: (70) 402,543; (81) 495,100
County 80 Cen. 243,683
SMSA 80 Cen. 827,385
City & RTZ-ABC: (70) 565,513; (81) 680,000
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 50,338
CZ-ABC: (70) 51,806; (81) 67,600
RTZ-ABC: (70) 124,165; (81) 175,900
County 80 Cen. 90,146
SMSA 80 Cen. 298,667
City & RTZ-ABC: (70) 175,971; (81) 243,500

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	7	$787,851,285

6 - PASSENGER AUTOS: Co. 140,284

7 - ELECTRIC METERS: Res. 117,894

8 - GAS METERS: 18,609

9 - PRINCIPAL INDUSTRIES: Metropolitan Area Reporting Units, ESC - Industry, Number of Wage Earners - Tobacco, Petroleum, Rubber & Leather 20,300; Textile 34,800
Principal Industrial Pay Days - Thurs., Fri.

10 - CLIMATE: Avg. Temperature - Spring 66; Summer 74; Fall 46; Winter 47. First killing frost, Oct. 28. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - Downtown, Hanes Mall; Thruway and Parkway Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hanes Mall (125)	NA	Sears, Penney, Belk
Cardinal (17)	NA	
Cloverdale Plz (15)	NA	Zayre, Kroger
Club Haven (26)	NA	
College Plaza (9)	NA	Food World
Northside (36)	NA	Eckerd's, Big Star
Old Town (20)	NA	Food Fair
Parkview (24)	NA	Rose's, Winn-Dixie
Parkway Plaza (46)	NA	Kroger, Food Fair
Pine Ridge Plz. (9)	NA	Rose's, Thrifti-Mart
Reynolda Manor (31)	NA	Brendle's, Davis
Sherwood Plz. (22)	NA	Food Fair, Food Town
Stratford (13)	NA	Lowes Hardware
Thruway (52)	NA	Rose's, Food Fair, Winn-Dixie
West Salem (29)	NA	Crown Drug

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores : Belk; K mart; Davis; Memco; Penney; Sears; Thalhimers; Zayre; Peebles: Cooks: King's; Rose's.
Discount Stores : King's, Zayre; Brendle's; Ardan; K mart; Cooks; Rose's; Memco.
Variety Stores : Woolworth; McCrory; Rose's.
Chain Drug Stores : Bobbit 2, Eckerd 8; Revco 10; Crown 9; SupeRx 2.
Chain Supermarkets : Big Star 2; Family Mart; Food Fair 10; Food World 5; Kroger 3; Winn-Dixie 5; Food Town 7; Thrifti Mart 5; Mount Tabor 3.

Other Chain Stores : Mother and Daughter 4; Advance 3; Goodrich; Western Auto 4; Firestone; Goodyear 3.

14 - NEWSPAPERS: JOURNAL (m) 72,106; SENTINEL (e) 36,646; Comb. (m&e) 108,752; JOURNAL (S) 96,852; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard Hickman, Mgr., Gen. Adv., JOURNAL and SENTINEL, P.O. Box 3159, Winston-Salem, NC 27102; Tel. (919) 727-7418.
National Representative : Sawyer-Ferguson-Walker.

NORTH DAKOTA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Bismarck —Burleigh and Morton Counties
Fargo-Moorhead, N.D.-Minn. —Cass County, N.D.; Clay County, Minn.
Grand Forks, N.D.-Minn. —Grand Forks County, N.D.; Polk County, Minn.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	51	55
5-14 Years	135	100
15-24 Years	114	133
25-44 Years	130	168
45-64 Years	122	116
65 and Over	66	81
TOTAL	618	653

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	122	244	360
Genral Mdse	142	217	313
Food	230	370	601
Automobiles	289	559	743
Gasoline Stations	123	202	405
Apparel	67	130	188
Furniture	57	97	146
Eat-Drink Places	100	190	309
Drugs	44	69	109
TOTAL	1,274	2,250	3,484

BISMARCK

1 - LOCATION: Burleigh County (SMSA). E&P Map B-3. State Capital and County Seat. Electrical Generation. Manufacturing, distribution, wholesale and educational center. 200 mi. W of Fargo, ND; 108 Mi. W of Jamestown, ND; 410 Mi. W from Minneapolis.

2 - TRANSPORTATION: Railroads - Burlington Northern; Soo Line.
Motor Freight Carriers : 10.
Intercity Bus Lines - Greyhound; International Transportation.
Airlines - Northwest Orient; Frontier; Republic; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 44,485
CZ-ABC: (70) 45,796; (81) 61,200
RTZ-ABC: (70) 101,616; (81) 110,400
County 80 Cen. 54,811
SMSA 80 Cen. 79,988; Loc. Est. 79,783
City & RTZ-ABC: (70) 147,412; (81) 171,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,424
CZ-ABC: (70) 13,812; (81) 21,200
RTZ-ABC: (70) 28,817; (81) 36,300
County 80 Cen. 19,420
SMSA 80 Cen. 27,949
City & RTZ-ABC: (70) 42,629; (81) 57,500

5 - BANKS:	NUMBER	DEPOSITS
State	1	$446,747,000
Sav. & Loan	4	$212,747,000
Commercial	4	$198,600,513

6 - PASSENGER AUTOS: County 33,635

7 - ELECTRIC METERS: Residence 16,007

8 - GAS METERS: Residence 12,469

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Printing 165; Trucking 300; Farm Machy. Mfg. 520; Machine Shops 90; Electric Power 420; Govt. 4,500; Wood Working 150; Brick & Tile 200; Railroad 60.
Principal Industrial Pay Days 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-55; Summer 33-104; Fall 29-91; Winter 28-47. First killing frost, Sept. 20. Last killing frost, May 29.

11 - TAP WATER: Medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Main Ave.; 4 on Broadway; 2 on 5th St.; 4 blocks on 4th St.; 4 Shopping Centers - 2 neighborhood, 2 Regional.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northbrook	2	Red Owl
Arrowhead	1	Dan's Super Valu Plaza
Kirkwood Plaza	5 Blks.	Woolworth's, Wards, Herberger's, Target, J. C. Penney, Kirkwood, Super Valu.
K mart	1	
Gateway Mall	2	White Mart, Sears, A.W. Lucas Co., Osco Drug, Super Valu Foods

Principal Shopping Days : Mon. thru Sat.
Stores Open Evenings : Dept. Mon.; Food Mon. thru Fri.; Shopping Centers Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - A. W. Lucas; Montgomery Ward; Sears; J. C. Penney; Herberger's.
Discount Stores : K mart; Red Owl; White Drug; Osco Drug; Target; Woolco.
Variety Stores : Woolworth; Ben Franklin.
Chain Drug Stores : Lenhart Rexall; Finney's Walgreen; White; Osco.
Chain Food Supermarkets : Red Owl 2; Super Valu 4; Buy Rite 1; Save-Way 2; Jack 'n Jill 1.
Other Chain Stores - Bismarck; Coast-to-Coast Hdwr.; Firestone; Morrey-Alans; Stevensons; Singer; Goodyear; General Tire; Ace Hardware.

14 - NEWSPAPERS: TRIBUNE (e) 29,536; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James H. Hewitson, Adv. Mgr., TRIBUNE, 707 E. Front, Bismarck, ND 58501; Tel. (701) 223-2500.
National Representative : Branham.

DEVILS LAKE

1 - LOCATION: Ramsey County, E&P Map C-2, County Seat. Agricultural and Livestock Center. On Lake Ramsey; 95 mi. NNW of Grand Forks.

2 - TRANSPORTATION: Railroads - G. N.; Minneapolis S.P. and S.S.M. (Branch).
Airlines - Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 7,442
County 80 Cen. 13,048

4 - HOUSEHOLDS:
City 80 Cen. 2,764
County 80 Cen. 4,618

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$23,356,447
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 7,270

7 - ELECTRIC METERS: Residence 2,434

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Flour Milling; Creameries; Railroad Shops; Small Farm Implements; Fiber Glass Mfg.; Liquid Fertilizers.

11 - TAP WATER: New Supply, Potable; not fluoridated.

12 - RETAILING:
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores - K mart; J. C. Penney; S. & L.; S & H Green Stamps; White Mart; Brauns.
Discount Stores - TBA Wholesalers; Gateway Direct; White Mart; K mart.
Variety Stores - Woolworth; Ben Franklin.
Chain Drug Stores : Walgreen; Rexall; White's.
Chain Food Supermarkets : Red Owl; Super Valu; Leever's.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,449; sworn Mar. 30, 1981.
Local Contact for Advertising and Merchandising Data: M. R. Graham, Pub., JOURNAL, 3rd & 4th Ave., Devils Lake, ND 58301; Tel. (701) 662-2127.
National Representative : Northwest Dailies.

DICKINSON

1 - LOCATION: Stark County, E&P Map A-3. County Seat. Agricultural, wholesale and educational center. On Interstate Hwy. I-94; U.S. 10; State 22, 300 mi. W of Fargo.

2 - TRANSPORTATION:
Motor Freight Carriers - 5.
Intercity Bus Lines - Greyhound.
Airlines - Big Sky Airlines.

3 - POPULATION:
Corp. city 80 Cen. 15,924
County 80 Cen. 23,697

4 - HOUSEHOLDS:
City 80 Cen. 5,473
County 80 Cen. 7,832

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$117,400,000
Sav. & Loan	3	$109,350,000

6 - PASSENGER AUTOS: County 13,000

7 - ELECTRIC METERS: Res. & Comb. 7,104

8 - GAS METERS: Residence 5,425

9 - PRINCIPAL INDUSTRIES: Industy, Number of Wage Earners (Av. Wkly. Wage) - Mining 340 ($250); Construction 530 ($225); Mfg. 520 ($215); Trans., Comm. & Public Util. 460 ($230); Wholesale Trade 360 ($175); Retail Trade 1,730 ($175); Finance, Ins. & Real Estate 300 ($275); Services 1,560 ($180); Gov. 1,220 ($225); Oil Related 400 ($375).
Principal Industrial Pay Days - Fri., Mon.

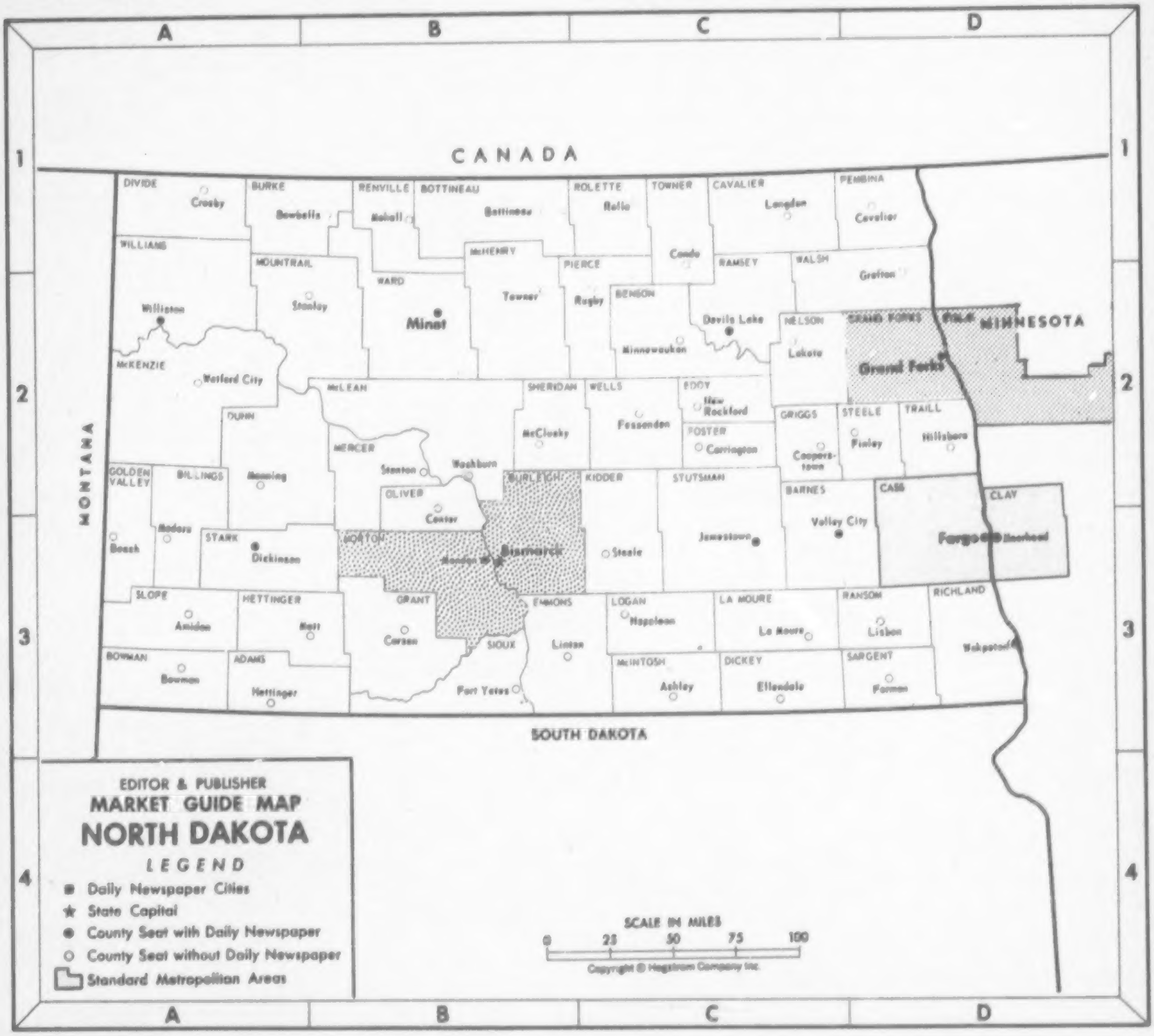
10 - CLIMATE: Min. & Max. Temp. - Spring 24-64; Summer 51-71; Fall 34-67; Winter - 7-16. First killing frost, Sept. 17. Last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on 1st St.; 7 blocks on Villard St.
Shopping Centers : Big Sky 1 mi. North; King's Royale Plaza; 4 blocks east; TSC, Anfinsons 1 1/2 mi. East; TSC Store 1 mi. East; Fred's Fairway Ctr. 10 Blks. West; Prairie Hills Mall; (45 stores), North Interstate interchange Park Square: Downtown.
Principal Shopping Days : Wed., Thu., Fri.
Stores Open Evenings : Mon.
Stores Open Sundays : Small Grocery 2; Drug store.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J. C. Penney; S&L; Sears; Stevenson's; Brauns; Desmonds.
Variety Stores : Woolworth.
Discount Stores : TSC; Anfinson's; K mart.
Chain Drug Stores : White Drug; Walgreen.
Chain Food Supermarkets : Red Owl; King's; Fred's Fairway; Warehouse Grocery.

Editor & Publisher
NEWS OF NEWSPAPERS 52 WEEKS A YEAR


A
B
C
D
1
2
3
4
CANADA
MINNESOTA
MONTANA
SOUTH DAKOTA
DIVIDE
Crosby
BURKE
Bowbells
RENVILLE
Mohall
BOTTINEAU
Bottineau
ROLETTE
Rolla
TOWNER
Cando
CAVALIER
Langdon
PEMBINA
Cavalier
WILLIAMS
Williston
MOUNTRAIL
Stanley
WARD
Minot
McHENRY
Towner
PIERCE
Rugby
BENSON
Minnewaukan
RAMSEY
Devils Lake
WALSH
Grafton
NELSON
Lakota
GRAND FORKS
Grand Forks
POLK
McKENZIE
Watford City
McLEAN
Washburn
SHERIDAN
McClusky
WELLS
Fessenden
EDDY
New Rockford
FOSTER
Carrington
GRIGGS
Cooperstown
STEELE
Finley
TRAILL
Hillsboro
DUNN
Manning
MERCER
Stanton
OLIVER
Center
BURLEIGH
Bismarck
KIDDER
Steele
STUTSMAN
Jamestown
BARNES
Valley City
CASS
Fargo
CLAY
Moorhead
GOLDEN VALLEY
Beach
BILLINGS
Medora
STARK
Dickinson
MORTON
Mandan
SLOPE
Amidon
HETTINGER
Mott
GRANT
Carson
EMMONS
Linton
LOGAN
Napoleon
LA MOURE
La Moure
RANSOM
Lisbon
RICHLAND
Wahpeton
BOWMAN
Bowman
ADAMS
Hettinger
SIOUX
Fort Yates
McINTOSH
Ashley
DICKEY
Ellendale
SARGENT
Forman
EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH DAKOTA
LEGEND
● Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75 100
Copyright © Hagstrom Company Inc.

Other Chain Stores : Coast-to-Coast; Firestone; Goodyear; Hardware Hank.

14 - NEWSPAPERS: PRESS (m-tues to S) 9,608; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ed Hauck, Pub, PRESS, 127 W. First Dickinson, ND 58601; Tel. (701) 225-8111.
National Representatives : Northwest Dailies.

FARGO, ND-MOORHEAD, MN

1 - LOCATION: E&P Map D-3 (In Fargo-Moorhead, ND-MN SMSA). Fargo, County Seat of Cass County, ND; Moorhead, County Seat of Clay County, MN; E&P Map D-3. Manufacturing; distributing and retail; wholesale, processing & medical center on Eastern boundary of N.D. Sugar beet plant, manufacturing, wholesale & college center on Western boundary of Minn. Both cities are in heart of Red River Valley. Transcontinental Hwys. 10, 52, 75, 81 and Interstate Routes 94 and 29 serve both cities; 250 mi. NW of Minneapolis, St. Paul.

2 - TRANSPORTATION: Railroads - Burlington Northern.
Motor Freight Carriers - 26.
Intercity Bus Lines - Greyhound; Jack Rabbit; Doyle.
Airlines - Northwest Orient; Republic; Frontier.

3 - POPULATION:
Corp. Cities 80 Cen. 91,306
Fargo 80 Cen. 61,308
Moorhead 80 Cen. 29,998
CZ-ABC: (70) 83,052; (81) 89,500
RTZ-ABC: (70) 136,502; (81) 149,800
Cass Co. ND 80 Cen 88,247
Clay Co. MN 80 Cen. 49,327
SMSA 80 Cen. 134,574
City & RTZ-ABC: (70) 219,554; (81) 239,300

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 33,371
Fargo 80 Cen. 23,567
Moorhead 80 Cen. 9,804
CZ-ABC: (70) 24,829; (81) 31,000
RTZ-ABC: (70) 41,358; (81) 52,200
Cass Co. ND 80 Cen. 32,613
Clay Co. MN 80 Cen. 16,199
SMSA 80 Cen. 48,812
City & RTZ-ABC: (70) 66,187; (81) 83,200

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	6	$408,482,082
Commercial	9	$621,852,000

6 - PASSENGER AUTOS: Cass County 53,436 Clay County 25,913

7 - ELECTRIC METERS: (Res.) 35,626

8 - GAS METERS: (Res.) 13,238

9 - PRINCIPAL INDUSTRIES: Creameries; Newspapers; Structural Steel & Tanks; Sugar Refining; Colleges; Medical; Tractor Mfg.; Beet Sugar Mfg.; Malting Plant.
Principal Industrial Pay Days - Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 14-92; Summer 39-114; Fall -16-93; Winter -36-53. First killing frost, Sept. 25. Last killing frost, May 12.

11 - TAP WATER: Fargo - Alkaline, soft; flouridated. Moorhead - Alkaline, softened; flouridated.

12 - RETAILING: Principal Shopping Center - Fargo; 5 blocks on Broadway; 2 on Main Ave.; 2 on N.P. Ave. and 1st Ave. N.; 2 on 2nd Ave. N. Moorhead: 4 on Center Ave.; 5 on Main Ave.
Neighborhood Shopping Centers - Fargo; K mart Plaza 10; South Plaza 18; Southside 1-13; Southside 2-14; Park Place Plaza 15, Southgate Area 64; 13 Ave. S. 35. Moorhead: South of the Border 35; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale	2	Northwest Fabrics, Country Store
Buttrey-Osco	3	Buttrey Foods, Osco Drug
Holiday Mall	2	Piggly Wiggly, Foss Drug, Coast to Coast
Moorhead Center Mall	0	OK Hardware, Ecksteins
North Port	4	Ben Franklin, Hornbacher's Food
Valley North	4	Piggly Wiggly, White Drug
Village West	5	Hornbacher Foods, Northwest Fabrics, Ben Franklin
West Acres	5	DeLendrecie's, Dayton's, Sears, J.C. Penney

Principal Shopping Days : Mon., Sat. Moorhead; Sunday also.
Stores Open Evenings : Dept., -Mon., Food -Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Dayton's; DeLendrecie's; Herbst; Scutt's; Sears; J.C. Penney; Black's; Vanity 3 & 5; Ecksteins.
Discount Stores : K mart 3; Alco; Target; LaBelle's.
Variety Stores - Woolworth; Ben Franklin 4.
Chain Drug Stores : Osco 3; White 1; Johnson 2; Foss 2; Walgreen.
Chain & Voluntary Group Food Stores - Fairway; Jack & Jill 2; Piggly Wiggly 5; Super Valu 1; Hornbacher's 3; Country Store 2; Buttrey 2; Stop-n-Go 9.

14 - NEWSPAPERS: FORUM (all day) 57,819; (S) 62,199; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ward Thorne, Nat'l. Adv. Mgr., THE FORUM, Box 2020, Fargo, ND 58107; Tel. (701) 235-7311.
National Representative : Story & Kelly-Smith.

GRAND FORKS, ND-EAST GRAND FORKS, MN

1 - LOCATION: Grand Forks County (in Grand Forks, ND-MN SMSA) E&P Map D-2, County Seat. Wholesale dist., shipping center for 2-county potato, sugar beet area. Milling, regional medical center, education center (University of ND). 14 county retail trade center. Eastern border of state in Red River Valley. 250 mi. to Duluth; 300 mi. to Minneapolis; 150 mi. to Winnipeg. On U.S. Hwys. 2 and I-29.

2 - TRANSPORTATION: Railroads - Burlington Northern.
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound; Triangle; Star Bus.
Airlines - Northwest; Republic; Frontier.

3 - POPULATION:
Corp. Cities 80 Cen. 52,302
Grand Forks, ND 80 Cen. 43,765
E. Grand Forks, MN 80 Cen. 8,537
CZ-ABC: (70) 46,615; (81) 51,800
RTZ-ABC: (70) 161,698; (81) 163,300
Counties 80 Cen. 100,944
Grand Forks, ND 80 Cen. 66,100
Polk, MN 80 Cen. 34,844
SMSA: 80 Cen. 100,944
City & RTZ-ABC: (70) 208,313; (81) 215,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,602
Gran Forks, ND 80 Cen. 15,577
E Grand Forks, MN 80 Cen. 3,025
CZ-ABC: (70) 13,529; (81) 17,300
RTZ-ABC: (70) 48,148; (81) 55,800
Counties 80 Cen. 34,262
Grand Forks, ND 80 Cen. 22,108
Polk, MN 80 Cen. 12,154
SMSA 80 Cen. 34,262
City & RTZ-ABC: (70) 61,677; (81) 73,100

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	8	$1,835,867,331
Commercial	7	$313,769,451

6 - PASSENGER AUTOS: Counties Grand Forks (ND) 29,108; Polk (MN) 18,988

7 - ELECTRIC METERS: Residence 20,942

8 - GAS METERS: Residence 9,013

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Sugar Refining 400 ($241); Flour Milling 120 ($290); Potato Prod Mfg. 600 ($240); Air Base 5,558

10 - CLIMATE: Min. & Max. Temp.—Spring 41-64; Summer 50-70; Fall 17-30; Winter 7-21. First killing frost, Sept. 25. Last killing frost, May 16.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers : 4 blocks on 3rd St.; 3 on 4th St.; 5 on DeMers Ave.; Gateway Drive, South Forks, 32 blocks on So. Washington St.; East Grand Forks, 3 blocks on DeMers Ave.; ½ mile Hwy. 220 N.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baseview	NA	Millers Super Mkt.
Columbia Mall	NA	Daytons, Target, Penny's
South Forks Plaz. (48)	NA	Sears, K mart
Town & Country (10)	NA	Miller's Super Fair
Holiday Mall (6) (E. Grand Forks)	NA	White Mart

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thurs.; most shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores : Herberger's; Dayton's; Norby's; Mary Elizabeth; J. C. Penney; Sears.
Discount Stores : Home of Economy; K mart; White Mart; Target.
Variety Stores : Ben Franklin.
Chain Drug Stores : White 2; Osco.
Chain Food Supermarkets : Piggly Wiggly 5; Country Store; Miller's Fairway 3; Fairway Village 1; Warehouse Mkt. (Nash Finch); Warehouse Foods (Super Valu).
Other Chain Stores : Singer Sewing; Sherwin-Williams; Kinney's 2; Tradephome Shoes; Stevenson's 2; Seifert's; Payless Shoes; Maurices Young America; Spencer Gifts; Joyce Selby Stores; Rings 'n Things; Jeans West; Baker Shoes; Everson's Hallmark; Fanny Farmer Candies; B. Dalton Booksellers; County Seat Stores; Stuart's Clothing; Hickory Farms; Morrow's Nut House; Susie's Casuals; Footlocker Shoes; Helzberg Jewelers; Orange Julius; Claire's Boutique; Tiffany Bakery; Shirt Works; Great Hot Dog Experience; The International Restaurant; Thom McAn; Team Electronics; Braun's; Sir John Barleycorne; Straus; Mandels; Brown Photo; Firestone; Montgomery Ward; Berman Leather; The Closet; The Better Half.

14 - NEWSPAPERS: HERALD (e-mon to fri) 34,946; (m-sat) 29,340; (S) 37,191; Mar. 31, 1981 ABC. (All evening editions converted to morning July 5, 1981).
Local Contact for Advertising and Merchandising Data: Greg Oxley, Adv. Dir., HERALD, 120 North 4th St., Grand Forks, ND 58201; Tel. (701) 775-4211.
National Representative : Knight-Ridder.

JAMESTOWN

1 - LOCATION: Stutsman County, E&P Map C-3, County Seat. On U.S. Hwys. 10, 52, 281 and Interstate 94.

2 - TRANSPORTATION: Railroads : Burlington.
Intercity Bus Lines : Greyhound.
Air Lines : Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 16,280
County 80 Cen. 24,154

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,980
County 80 Cen. 8,648

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$25,850,000
Commercial	3	$136,465,000

6 - PASSENGER AUTOS: County 13,598

7 - ELECTRIC METERS: Residence 5,436

8 - GAS METERS: Residence 415

9 - PRINCIPAL INDUSTRIES: Const.; Dairying; Farm Prods.; Western Gear; Haybusters.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-70; Summer 56-96; Fall 19-80; Winter -30-65.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jamestown Mall (25)	NA	Super Valu, Leevers.
Park Plaza (11)	NA	Tempo, White Drug.

Stores Open Evenings : Mon.

13 - RETAIL OUTLETS: Department Stores - Penney; Fair Store; Bostwick's; Straus; Herbst; Feinstein's; Maurice.
Discount Stores : Temop; Gibson's.
Variety Stores - Woolworth.
Chain Drug Stores : White Drug 2.
Chain Food Supermarkets : Red Owl; Miller's Fairways; Super Valu 2.

14 - NEWSPAPERS: SUN (e) 10,489; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Wayne Deery, Adv. Mgr., SUN, 122 2nd St., NW, Jamestown, ND 58401; Tel. (701) 252-3120.
National Representatives : Landon; Northwest Dailies.

MINOT,

1 - LOCATION: Ward County, E&P Map B-2, County Seat. 125 mi. W of Devils Lake; 130 mi. E of Williston; 115 mi. N of Bismarck; 60 mi. S of Canadian-U.S. border. On U.S. Hwys 2, 52, 83.

2 - TRANSPORTATION: Railroads - Burlington Northern; Soo Line; Amtrak.
Motor Freight Carriers - 10.
Intercity Bus Lines - Interstate Transportation; JB Shortway; B&B Bus Line; D & J Bus Line; Turtle Mountain Line.
Airlines - Frontier; Republic.

3 - POPULATION:
Corp. City 80 Cen. 32,843
C7-ABC: (70) 32,290; (81) 30,800
RTZ-ABC: (70) 147,656; (81) 160,000
County 80 Cen. 58,392
City & RTZ-ABC: (70) 179,946; (81) 190,800

4 - HOUSEHOLDS:
City 80 Cen. 12,270
CZ-ABC: (70) 9,696; (81) 10,700
RTZ-ABC: (70) 42,623; (81) 53,300
County 80 Cen. 19,892
City & RTZ-ABC: (70) 52,319; (81) 64,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	(Est.) $290,773,975
Sav. & Loan	3	(Est.) $214,000,000

6 - PASSENGER AUTOS: County 30,754

7 - ELECTRIC METERS: City Residence 13,138

8 - GAS METERS: City Residence 10,453

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - R.R. 715; Medical Centers 1,738; Creameries 100; Meat Packing 49; Air Force Base 6,344; (annual payroll $74.5 million); Oil & Grease Compounding; Grain Elevators; Farm Machinery; Plastics; Insulated Windows.
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-45; Summer 50-105; Fall 40-65; Winter 20-40; First killing frost, Sept. Last killing frost, May.

11 - TAP WATER: Neutral, medium 8-9 grains hardness; fluoridated.

12 - RETAILING: Principal Shopping Center : Main and Side Streets Area, 6 blocks by 4 blocks.
Neighborhood Shopping Areas : South Broadway 35 blocks; North Broadway 22 blocks; 3rd St. N.E.; Oak Park-Garden Valley on 4th Ave. N.W.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arrowhead	2	Tempo
Oak Park	2	Piggly-Wiggly
Town & Country	2	Sears, Piggly-Wiggly
K mart	2	K mart, Miracle Mart
Dakota Square	3	Penneys, Target

Principal Shopping Days : Mon., Thurs., Sat.
Stores Open Evenings : Downtown Mon. & Thu.; Shpg. Ctrs. & Groc. nightly.

13 - RETAIL OUTLETS: Department Stores : Sears Roebuck, J.C. Penney; Baders; Herbergers.
Discount Stores : K mart; Tempo; Jupiter; Home of Economy; Air Force B-X; Peavey/Thunderbird; Big Bear; Plywood Minnesota; United Furniture Sales; Target.
Variety Stores - Woolworth; Ben Franklin.
Chain Drug Stores : White's 2; B&B Walgreen; Osco; Arrowhead (McKeson); Minot Rexall; Saunders.
Chain Food Supermarkets : Red Owl 1; Piggly-Wiggly 3; Circle Foods 14; Jack & Jill (area) 4; Miracle Mart.
Other Chain Stores - Firestone; Sherwin-Williams; Stevenson's; Kinney Shoes; Mann's Automotive; Coast to Coast Hdw.; Scheels Hdw.; Pay-Less Shoes; Allied Radio Shack; Team; Young America; K-G; Red Wing Shoes; Kaybee Stores; N.W. Fabrics; Maurice's; Robertson Gambles; True Value Hdwe; Great Plains Supply; Better Half; Rebel Jeans; OK Hardware; Gigi; Brauns; Samuels Jewelers; Baker Shoes; Coach House Gifts; Foxmoor Casuals; General Nutrition; Hickory Farms; Lerner Shoes; Jeans West; Musicland; Nobil Shoes; Seiferts; Spencer Gifts; Thom McAn; B.Dalton; Clara's Butique; Duling Optical; Century Eyewear; The Closet; Evenson Hallmark; Footlocker; K-B Tops; Sno Fro Fabrics; Susies Casuals; Zales Jewelry; Desmonds; Swiss Colony.

14 - NEWSPAPERS: NEWS (e) 30,164; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: H.H. LaBelle, Adv. Dir., NEWS., 301-4th St. SE, Minot, ND 58701; Tel. (701) 852-3341.
National Representative : Branham.

VALLEY CITY

1 - LOCATION: Barnes County, E&P Map C-3, County Seat. Agricultural Center. On Sheyenne River, 60 mi. W of Fargo; 35 mi. E of Jamestown; Interstate 94; U.S. Hwy. 10 & 52; State Hwys. 1 and 9.

2 - TRANSPORTATION: Railroads - Burlington Northern and Soo RR Line.
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound.
Airlines - Northwest (at Fargo), Republic; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 13,960
County 80 Cen. 7,774

4 - HOUSEHOLDS:
City 80 Cen. 2,987
County 80 Cen. 5,094

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$94,806,000
Sav. & Loan	2	$72,100,000

6 - PASSENGER AUTOS: County 7,791

7 - ELECTRIC METERS: Residence 3,205

8 - GAS METERS: Residence 1,654

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Furniture 40 ($100); Therapy Tables 12 ($165).

10 - CLIMATE: Min. & Max. Temp. – Spring -10-55; Summer 45-94; Fall 28-96; Winter -28-37. First killing frost, Sept. 20. Last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center – 5 blocks on Central Ave.; 4 on Main St.; 3 on 2nd Ave. E.; 6 on 2nd St. N.; 3 on 3rd St. N. Hub-MacCenter (7 units); Main St.; Straus Building (8 units); Central Ave. (downtown).
Stores Open Evenings : Dept. Mon.; Food every evening.
Principal Shopping Days : Fri., Sat. and Mon.

13 - RETAIL OUTLETS: Department Stores – Pamida, Inc.; J. C. Penney; The Fair; Straus; Sears; Anthony's; Foss; Stevens.
Variety Stores – Woolworth; Ben Franklin.
Discount Store : Pamida, Inc.
Chain Drug Stores : Rexall; Foss 2.
Chain Food Supermarkets : Jack & Jill; J&L; Super Valu; Red Owl.
Other Chain Stores – Gamble's; Ace Hardware; Coast-to-Coast Hdwr.; Goodyear.

14 - NEWSPAPERS: TIMES RECORD (e-Mon. to Fri.) 3,959; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Janice Olafson, Adv. Mgr., TIMES-RECORD, 146 3rd St. NE, Valley City, ND 80572; Tel. (701) 845-0463.
National Representative : Amer. Newspaper Repr.

WAHPETON, ND-BRECKENRIDGE MN

1 - LOCATION: Wahpeton, ND. E&P Map D-3, in Richland County, County Seat, Southeast corner of the state Agricultural, Retail, Wholesale, Manufacturing Area; Junior College 125 acres, $40 million value, 3,600; enrollment, BIA School; Breckenridge, MN. E&P Map D-3, in Wilkin County, County Seat. Agriculture; Railroad; Retail; Hospital; Processing; Both at the head of the Red River; Breckenridge is on U.S. Hwy. 75 with connections on State Hwy. 210 to Interstate 94. Wahpeton is on U.S. Hwy. 81 with connections on State Hwy. 210 west to Interstate I-29; Airport is the Breckenridge- Wahpeton Interstate Airport with Charter, Ambulance Service, Instruction Service, hard surface for small multi- engine aircraft; 225 miles northwest of Minneapolis-St. Paul, 5 parks, 18 hole golf course.

2 - TRANSPORTATION: Railroads – Burlington Northern.
Motor Freight Carriers – 2.
Intercity Bus Lines : Jack Rabbit.
Airlines : Charter Service at Breckenridge- Wahpeton Interstate Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 12,973
Wahpeton, ND 80 Cen. 9,064
Breckenridge, MN 80 Cen. 3,909
Counties 80 Cen. 27,589
Richland, ND 80 Cen. 19,207
Wilkin, MN 80 Cen. 8,382

6 - PASSENGER AUTOS: Counties—Richland, ND 10,172; Wilkin, MN 4,578

7 - ELECTRIC METERS: Wahpeton and Breckenridge 4,980

8 - GAS METERS: N.A.

10 - CLIMATE: Min. & Max. Temp. – Spring -12-92; Summer 38-110; Fall -55-92; Winter -35-52. First killing frost, Sept. 26. Last killing frost, May 10. Mean annual temp. 43 F.; Average annual rainfall 20.38 inches.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Center – Wahpeton; 6 blocks. Breckenridge; 3 blocks.
Principal Shopping Days : Mon. thru Sat.
Stores Open Evenings : Thu.; Pamida Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney.
Discount Stores : Pamida; Holiday; Simonson's.
Variety Store : Ben Franklin.
Chain Drug Stores : Rexall 2; Snyder.
Chain Food Stores : Fairway; Super Valu; Piggly Wiggly; Warehouse Grocery.
Other Chain Stores : Goodyear; Coast to Coast; Gamble's; Sears Roebuck (Catalog); Auto Franchises 6; Farm Equipment Dealers 5; Stevenson's; Bostwick's; Ward's Catalogue.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,639; Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Roger Harty, Adv. Mgr., NEWS; 601 Dakota Ave., Wahpeton, ND 58075; Tel. (701) 642-8585.
National Representative : Amer. Newspaper Reps.

WILLISTON

1 - LOCATION: Williams County, E&P Map A-2. In Northwest corner of State. On State Hwys. 2, 85. Center of vast Williston Oil Basin.

2 - TRANSPORTATION: Railroads – Burlington Northern.
Motor Freight Carriers – 4.
Airlines – Frontier.
Interstate Bus Lines – Missouri Valley Trails, Interstate Transportation Co., Herald Bus Line.

3 - POPULATION:
Corp. City 80 Cen. 13,336
County 80 Cen. 22,237

4 - HOUSEHOLDS:
City 80 Cen. 4,879
County 80 Cen. 7,939

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$62,741,707
Sav. & Loan	3	$92,210,000

6 - PASSENGER AUTOS: County 13,344

7 - ELECTRIC METERS: Residence 4,128

8 - GAS METERS: Residence 3,453

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Railroad Shops 8 ($180); Oil Well Service 55 ($150); Transp. and Utilities 295 ($150); Oil 70 ($190); Salt Plant 29 ($140); Oil Refinery 28 ($140); Retail & Wholesale 1,280; Govt. 1814; Service 979; Agriculture 210; Construction 185; Fin., Ins. & Real Estate 155; Meat Packing 59; Other Mfg. 171.

10 - CLIMATE: Min. & Max. Temp. – Spring 30-51; Summer 55-80; Fall 28-55; Winter -0.9-22.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Center – 12 blocks.
Neighborhood Shopping Centers – N. Main St.
Principal Shopping Days : Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores – Montgomery Ward (catalog); J.C. Penney; G. M. Hedench; Sears (catalog).
Discount Stores : Home of Economy; Family Thrift Center; Gibson's; K mart.
Variety Stores – Woolworth's; Ben Franklin.
Chain Drug Stores : B&B (Walgreen's); Service Drug.
Chain Food Supermarkets : Red Owl 1; Family Thrift Center; Ernst Super Value.
Other Chain Stores – Gamble's; Northern Auto; Western Auto; TCS Store; Sherwin-Williams.

14 - NEWSPAPERS: HERALD (e) 8,061 (S) 8,181 sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: James B. Holman, Adv. Mgr., HERALD, 14 W. 4th St., Williston, ND 58801; Tel. (701) 572-2165.
National Representatives : Landon; Northwest Daily Press.

OHIO SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Akron —Summit and Portage Counties.
Canton —Carroll and Stark Counties.
Cincinnati, O.-Ky.-Ind. —Clermont, Hamilton and Warren Counties, O.; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.
Cleveland —Cuyahoga, Geauga, Lake and Medina Counties.
Columbus —Delaware, Fairfield, Franklin, Madison, and Pickaway Counties.
Dayton —Greene, Miami, Montgomery and Preble Counties.
Hamilton-Middletown —Butler County.
Huntington-Ashland, W. Va.-Ky.-O. —Cabell and Wayne Counties, W. Va.; Boyd and Greenup Counties, Ky.; Lawrence County, O.
Lima —Allen, Auglaize, Putnam and Van Wert Counties.
Lorain-Elyria —Lorain County.
Mansfield —Richland County.
Newark —Licking County.
Parkersburg-Marietta, W. Va.-O. —Wirt and Wood Counties, W. Va.; Washington County, O.
Springfield —Champaign and Clark Counties.
Steubenville-Weirton, O.-W. Va. —Jefferson County, O.; Brooke and Hancock Counties, W. Va.
Toledo, O.-Mich. —Fulton, Lucas, Ottawa and Wood Counties, O.; Monroe County, Mich.
Wheeling, W. Va.-O. —Ohio County, W. Va.; Marshall County, W. Va.; Belmont County, O.
Youngstown-Warren —Mahoning and Trumbull Counties.

(STANDARD CONSOLIDATED STATISTICAL AREAS)

Cincinnati-Hamilton, O.-Ky.-Ind. —Includes Cincinnati, O.- Ky.-Ind. SMSA; Hamilton-Middletown, O. SMSA.
Cleveland-Akron-Lorain —Includes Cleveland SMSA; Akron SMSA; Lorain-Elyria SMSA.
Dayton-Springfield —Includes Dayton SMSA; Springfield SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	922	787
5-14 Years	2,189	1,708
15-24 Years	1,848	2,013
25-44 Years	2,517	2,923
45-64 Years	2,188	2,197
65 and Over	993	1,169
TOTAL	10,657	10,797

Based U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	1,006	1,694	2,339
Genral Mdse	2,190	5,451	7,370
Food	5,073	7,838	11,947
Automobiles	4,575	7,713	9,621
Gasoline Stations	1,762	3,117	5,881
Apparel	995	1,363	1,847
Furniture	1,078	1,547	2,183
Eat-Drink Places	1,905	3,105	4,736
Drugs	693	1,043	1,553
TOTAL	22,889	35,563	52,010

AKRON

1 - LOCATION: Summit County (In Akron SMSA). E&P Map C-2, County Seat. Rubber capital of world, College center; NE central part of State; 35 mi. S of Cleveland; 117 mi. from Pittsburgh; 119 mi. from Columbus; 14 mi. S of Ohio Tpk; on U.S. Hwys 224, I-77, I-76, I-71; State Hwys. 5, 18, 8 and 91.

2 - TRANSPORTATION: Railroads : Conrail; Akron & Barberton Belt Line; Chessie System; Akron; Canton & Youngstown (freight); Norfolk & Western.
Motor Freight Carriers : 157.
Intercity Bus Lines : Greyhound; Akron; Metropolitan Regional Transit Authority.
Airlines : Eastern; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 237,177
CZ-ABC: (70) 541,102; (81) 516,100
RTZ-ABC: (70) 276,197; (81) 319,800
County 80 Cen. 524,472
SMSA 80 Cen. 660,328
City & RTZ-ABC: (70) 817,299; (81) 835,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 90,576
CZ-ABC: (70) 170,448; (81) 186,900
RTZ-ABC: (70) 74,888; (81) 100,200
County 80 Cen. 189,850
SMSA 80 Cen. 234,064
City & RTZ-ABC: (70) 245,336; (81) 287,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$1,974,137,000
Sav. & Loan	5	N.A.

6 - PASSENGER AUTOS: County 332,495

7 - ELECTRIC METERS: Res. 265,846

8 - GAS METERS: Res. 86,198

9 - PRINCIPAL INDUSTRIES: (SMSA) Industry, Number of Wage Earners (Av. Wkly. Wage)—Mfg. 76,900 ($387); Trans. Utilities 18,900 ($381); Constr. 6,200 ($482); All Industries Total Employment 256,500.
Principal Industrial Pay Days : Daily, Friday.

10 - CLIMATE: Min. & Max. Temp.—Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 4. Last killing frost, May 1st.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : Downtown: 14 blocks, Main St.; and Shopping Centers (No. of Stores) as follows: Akron Square, Waterloo Rd. & So. Arlington Sts. (21); Arlington Plaza, So. Arlington St. & Jonathan Ave. (26); Belden Village Mall, I-77 & Whipple Rd. (64); Chapel Hill Regional Ctr., Brittain Rd. & Howe Rd. (80); Coventry Plaza, Coventry Twp. & Manchester Rds. (14); Eastgate Plaza, State Rt. 8 in Ellet (10); Edison Park Shopping Center, West Maple St. in Hartville (12); Fairlawn Plaza Bldg., W. Market St. & Shiawassee Ave. (14); Fairlawn Plaza, Rt. 18 (40); Great Oaks Shopping Center, Great Oaks Trail, Wadsworth (16); Hudson Plaza, E. Streetsboro St. (13); Lakemore Plaza, Canton Rd., Lakemore, (32); Liberty Commons, Weathervane Lane (21); Magic City Plaza, Rt. 5, Barberton (29); Midway Plaza, West Ave. & Brittain Rd (22); Northfield Plaza, State Rt. 8 (30); Norton Plaza, Massillon Rd. & Greenwich Rd. (36); Quaker Square, Broadway & Mill St. (36); Rolling Acres Regional Center, Romig Rd. (121); South Plaza, Waterloo Rd. (14); State Road Shopping Center, State Rd. & Portage Trail (38); Stow Kent Shopping Center, Rt. 59 (30); Streetsboro Plaza, State Rt. 303 (17); Summit Mall Regional Center, State Rt. 18 & State Rt. 176 (98); University Plaza, S. Water St., Kent (21);

Neighborhood Shopping Centers : 6 blocks on W. Market & Exchange Sts.; 3 on Highland Sq. on W Market St.; 4 on W. Market from Valley St. to Maple St.; 2 on Wooster & Hawkins; 3 on Copley Rd. & Hawkins; 1 on Copley Rd. at Madison; 8 on Maple & W. Exchange St.; 7 on Wooster Rd. Bet. Pine & Moon Sts.; 7 on Kenmore Blvd. bet. 12th & 19th Sts.; 3 on Stanton & S. Main St.; 3 on Mapledale & S. Main St.; 5 on Arlington bet. Welton & 2nd Ave.; 2 on Eastland Ave. & North St.; 2 on Eastland Ave. & Arnold Ave.; 2 on Bingham & Shawnee Sts.; 6 on Akron Canton Rd. at Albrecht Ave.; 8 on Main St. bet. Ora Ave. & Campbell St., South; 3 on Waterloo Rd. & S. Arlington St.; 11 on E. Market bet. Carroll St. & Detroit. Cuyahoga Falls & Barberton directly north and south of Akron have own Principal Shopping Centers.
Cuyahoga Falls : 5 blocks on Front St.; 1 1/2 miles on State Rd.
Barberton : 5 blocks on Tuscarawas; 6 blocks on 2nd Ave.; 40 Store Shopping Center at Hopocan and Tuscarawas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akron Square (29)	6	Gray Drug, Mont. Ward, World's Best Dist.
Arlington Plaza (31)	5	Kresge, Acme, Penney
Belden Village (64)	15	Sears, O'Neil's, Halle's Higbee's, Fazio's
Chapel Hill (66)	4	Sears, O'Neil's, Woolworth, Zayre's, Penney, Kroger
Coventry Plaza (20)	10	W.E. Wright, Sparkle, Scott's
Eastgate Plaza (14)	6	Woolworth
Edison Park (12)	10	Fisher's Big Wheel, Aid Drug, IGA
Fairlawn Plaza Bldg. (14)	7	Acme, Woolworth, Home Center, Bisson's, Scott's, Albrights
Great Oaks (16)	15	Fisher's Big Wheel, Buehler's Super Market
Hudson Plaza (19)	15	Acme, Youngfellow Drug
Lakemore Plaza (35)	9	Scott's, W.E. Wright, Penney
Liberty Commons (23)	4	Falls Savings & Loan, Carnaby Street Inn
Magic City Plaza (29)	10	Woolworth, Acme
Midway Plaza (22)	5	Home Center, Star Market
Northfield Plaza	14	Gray Drug, Kresge's, Penney
Norton Village (32)	15	Acme, Kresges, Kroger
Quaker Square (36)	NA	Centran Bank, Tavern In The Square
Rolling Acres Mall (133)	5	Sears, Penney, O'Neil's, Mont. Wards
South Plaza (22)	4	Home Center, Kroger, Sparkle, Woolworth
State Road (38)	5	Kroger, Mont. Ward, Penney, Firestone, Scott's
Stow Kent (28)	12	O'Neil's, Gray Drug, IGA
Streetsboro Plaza (22)	17	Sparkle, Fisher's Big Wheel
Summit Mall (94)	5	Halle's, O'Neil's, Woolworth
University Plaza (29)	13	Acme, Western Auto

Principal Shopping Days : Dept. stores—Mon. evenings, Thurs., Sat. Food—Fri, and Sat.
Stores Open Evenings : Dept.—Mon., Thurs. Food—Thurs., Fri., Sat. Some open every evening until 9. Shopping Centers open till 9:30.

13 - RETAIL OUTLETS: Department Stores : Halle's; Montgomery Ward; O'Neil's; J.C. Penney; Sears; Higbees.
Variety Stores : Kresge; Scott's; Woolworth.
Discount Stores : Clarkins 4; Click 8; K mart 4; Zayre 3; Gold Circle 4.

Chain Drug Stores : Aid Drug 13; Family Discount 5; Fazios 4; Gray Discount 12; Gold Circle 2; Revco Discount 13; Union Prescription Centers 4; Youngfellow 19.

Chain Food Supermarkets : Acme/Click 21; Fisher-Fazio 4; IGA 10; Kroger 14; Betsy Ross 21; Sparkle 11; May Bros. 2; Valu King 3.

Other Chains : Firestone, General, Goodrich, Goodyear, Kinney Shoes, Nobil Shoes, Richman Bros., Thom McAn, Western Auto, Winkelman's, Zayre's.

14 - NEWSPAPERS: BEACON JOURNAL (e) 162,607; (S) 221,344; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edward Lynch, Gen. Adv. Mgr., BEACON JOURNAL, 44 E. Exchange St., Akron, OH 44328; Tel. (216) 375-8033.
National Representatives : Knight-Ridder; Met. Pub. Rep.

ALLIANCE

1 - LOCATION: Stark County (In Canton SMSA). E&P Map C-6. 17 mi. NE of Canton on Hwys. 62, 183, 173, 225.

2 - TRANSPORTATION: Railroads : Conrail; C&P.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,315
CZ-ABC: (70) 34,862; (81) 33,000
RTZ-ABC: (70) 47,288; (81) 50,500
County 80 Cen. 378,823
SMSA 80 Cen. 404,421
City & RTZ-ABC: (70) 82,150; (81) 83,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,099
CZ-ABC: (70) 11,190; (81) 12,200
RTZ-ABC: (70) 13,644; (81) 16,800
County 80 Cen. 134,094
SMSA 80 Cen. 142,674
City & RTZ-ABC: (70) 24,854; (81) 29,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$604,157,377
Commercial	4	$1,070,938,720

6 - PASSENGER AUTOS: County 232,488

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 13,744

9 - PRINCIPAL INDUSTRIES: City Zone : Aluminum Prods.; Machinery; Electrical Appliances; Tools; Research; Steel Forging; Paint; Millwork; Rubber Prods.; Fertilizers; Insulation; Bleach; Brick; Plastics; Traveling Cranes.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Alkaline, hard; municipal water softener; fluoridated.

12 - RETAILING: College Plaza Shopping Center : E. State Rd., at Mahoning Ave.; Woolworth; Cunningham Drug; Stambaugh-Thompson Hardware; Jean Frocks; First Natl. City Branch; Sparkle Mkt.; Sherwin-Williams; Radio Shack; Gay Thomas Gifts; Health Habit; Alliance Plaza West; Murphy Mart; Gray Drug; Sparkle; Heck's Dept.; L&K Restaurant; Goodyear; Stern & Mann's; We Gift galleries.
Principal Shopping Days : Thur., Fri. & Sat.
Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Sears; Schwartz's; Roberts; Family Center.
Discount Stores : Jupiter; Murphy; King's; Heck's.
Variety Store : Woolworth.
Chain Drug Stores : Gray; Schuman; Cunningham.
Chain Food Supermarkets : Kroger, Sparkle 2; Quaker City; Buckeye; Super Duper.

14 - NEWSPAPERS: REVIEW (e) 14,031; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don Peterson, Jr., Adv. Dir., REVIEW, 40 S. Linden Ave., Alliance, OH 44601; Tel. (216) 821-1200.
National Representative : Landon.

ASHLAND

1 - LOCATION: Ashland County, E&P Map B-2, County Seat. 60 mi. SW of Cleveland; 80 mi. N of Columbus; 90 mi. SE of Toledo; 40 mi. SW of Akron. On U.S. Hwys. 71, 250, 42 and State Roads 58, 60, 96 and 511.

2 - TRANSPORTATION: Railroads : Erie-Lackawanna.
Motor Freight Carriers : 12.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,326
CZ-ABC: (70) 23,989; (81) 25,400
RTZ-ABC: (70) 22,708; (81) 24,900
County 80 Cen. 46,178
City & RTZ-ABC: (70) 46,697; (81) 50,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,346
CZ-ABC: (70) 7,510; (81) 9,200
RTZ-ABC: (70) 6,877; (81) 8,600
County 80 Cen. 15,913
City & RTA-ABC: (70) 14,387; (81) 17,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$1[illegible]932,128
Sav. & Loan	3	$102,471,253

6 - PASSENGER AUTOS: County 26,390

7 - ELECTRIC METERS: (Res.) Co. 12,058

8 - GAS METERS: (Res.) City 6,699

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Rubber 1,412; Printing 650; Pipe Fittings 990; Water Systems 868; Other 1,500; Total 5,420.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 38-60; Summer 60-82; Fall 43-63; Winter 21-36. First killing frost, Oct. 7. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main; 1 on Center; 2 on Orange; 10-12 blocks on Claremont.
Principal Shopping Days : Mon., Tues., Thur., Fri. & Sat.

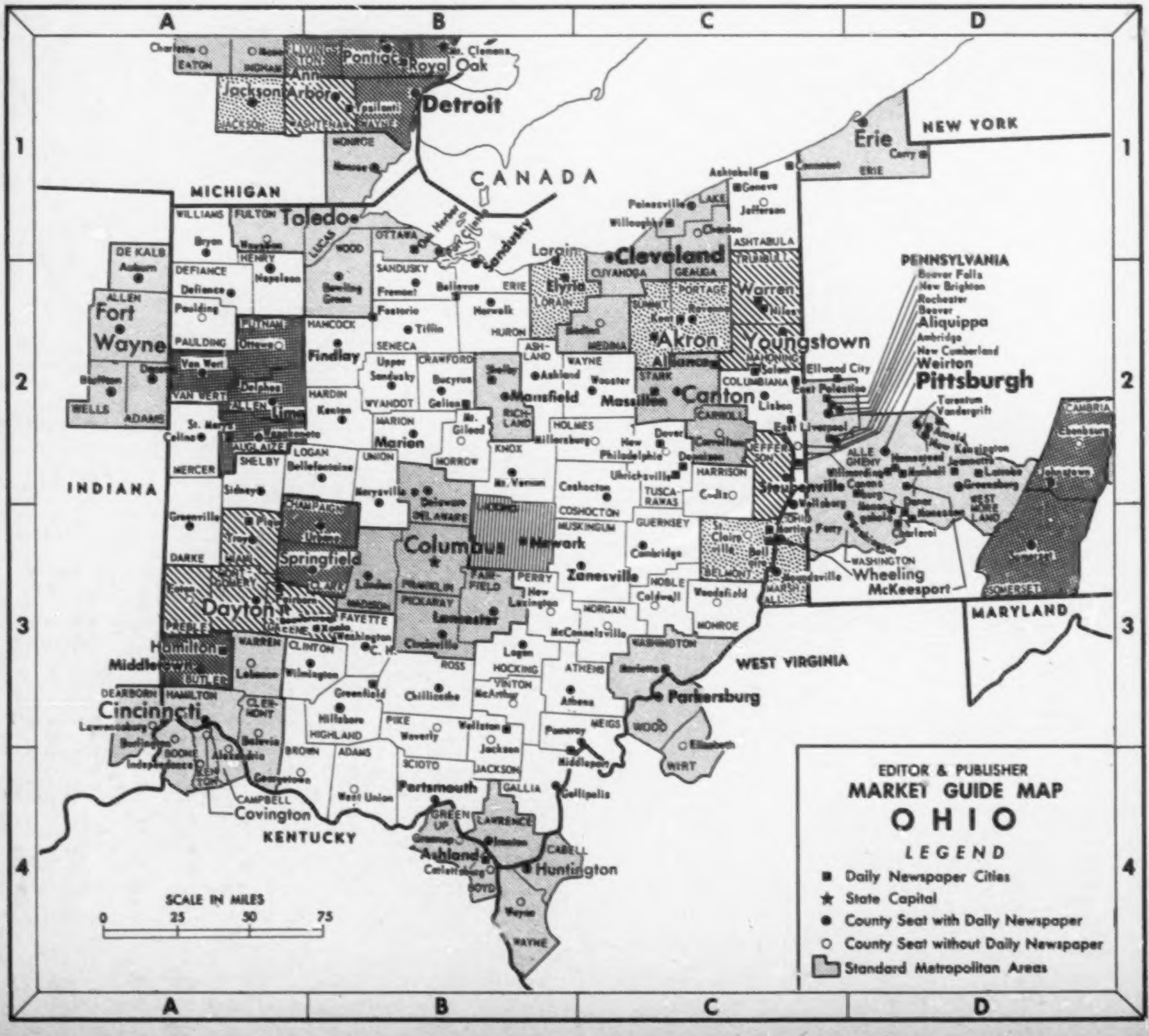
13 - RETAIL OUTLETS: Department Stores : JC Penney; Brooking's Shops.
Discount Stores : Jupiter; Harlows; United Store; K mart.
Chain Drug Stores : Rexall, SupeRx, Peoples
Chain Food Supermarkets : Kroger; Kash 'n Karry (Seaway Foods); Young's; IGA Foodliner; Hawkins Mkts. (2); Lawson (2); Quick Chek (2).
Other Chain Stores : Ashland Tire; Sears; K mart; Mode O'Day; J.C. Penney.

14 - NEWSPAPERS: TIMES-GAZETTE (e) 12,974; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Connie S. Kittle, Adv. Dir., TIMES-GAZETTE, 40 E. Second St., Ashland, OH 44805; Tel. (419) 323-1581.
National Representative : Landon.

ASHTABULA

1 - LOCATION: Ashtabula County, E&P Map C-1. Third largest lake port in Ohio. Mfg. & R.R. center; chemicals. NE part of State; on U.S. Hwy. 20 & I-90, 40 mi. W of Erie; 60 mi. E of Cleveland on South shore of Lake Erie.

2 - TRANSPORTATION: Railroads : Conrail; Norfolk & Western; Bessemer and Lake Erie.
Motor Freight Carriers : 14.
Freight Steamship Lines : 28. 5 Docks; Great Lakes/International import/export shipping.
Intercity Bus Lines : Greyhound; Lake Front Lines.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75
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MARKET GUIDE MAP
OHIO
LEGEND
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State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas

3 - POPULATION:
Corp. City 80 Cen. 23,449
CZ-ABC: (70) 35,010; (81) 37,200
RTZ-ABC: (70) 63,227; (81) 68,000
County 80 Cen. 104,215
City & RTZ-ABC: (70) 98,237; (81) 105,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,679
CZ-ABC (70) 11,010; (81) 13,500
RTZ-ABC: (70) 18,943; (81) 23,500
County 80 Cen. 35,825
City & RTZ-ABC: (70) 29,553, (81) 37,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm.	4	$517,025,000
Sav. & Loan	3	$1,273,183,796

6 - PASSENGER AUTOS: County 61,464

7 - ELECTRIC METERS: Residence 8,247

8 - GAS METERS: Residence 12,384

9 - PRINCIPAL INDUSTRIES: Railroads; Utilities; Docks; Plastics; Chemicals; Machine Parts.
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 17-83; Summer 48-95; Fall 40-98; Winter 4-56. First killing frost, Oct. 11. Last killing frost, May 16.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: Principal Shopping Center : Main Ave.—W. 46th—Park Ave.—Center St., 142 stores.
Neighborhood Shopping Centers : (Number of Stores) Ashtabula Plaza Lake Ave. 24; Lake Ave. and 5th St. in Harbor 72; Columbus Ave. on block 8; Station Ave. W. 32nd 11; Nappi's Plaza West Ave. 13; Nappi's Plaza, W. 11th & Thayer 3; Saybrook Plaza 63; Edgewood Plaza State Rd. 19; Rt. 20 East 23; K mart Plaza 1; Nichols Plaza 10; W. Prospect and W. Ave. 16; Edwins Plaza 6.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Saybrook Plaza (26)	NA	Kroger, Hill's Dept., J.C. Penney
N. Kingsville Plaza (5)	NA	Conley's, Golden Dawn
Conneaut Plaza (12)	NA	Fisher's Big Wheel, Valu King

Principal Shopping Days : Mon., Wed., Fri., Sat.
Stores Open Evenings : Downtown-Mon., Fri.; Shopping Centers-Mon. thru Sunday.

13 - RETAIL OUTLETS: Department Stores : Carlisle's; Sears; J. C. Penney; Hills; K mart; Stambaugh's; Dahlkemien.
Variety Stores : Woolworth; Thompson.
Discount Stores : Anderson's; Nichol's Discount City; K mart; Jupiter.
Chain Drug Stores : Gray 2; Revco 2; Valu Drug; Walgreen.
Chain Food Stores Supermarkets : Kroger's; Edwards Warehouse; Golden Dawn 2; Super Duper 2; Valu-King 2; Convenient Food 6; Lawson's 9.
Other Chain Stores : Fashion Bug; Dairy Queen; Betty Dixon Candy; Nobil Shoes; Firestone; Goodyear; General Tire; Pic-Way Shoes; Joanne Fabric; Radio Shack; Fashion Barn; Payless Shoes; Shoe World; Elaine Powers.

14 - NEWSPAPERS: STAR BEACON (all day) 20,376; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ronald Anthony, Adv. Mgr., STAR BEACON, 4626 Park Ave., Ashtabula, OH 44004; Tel. (216) 998-2323.
National Representative : Landon.

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ATHENS

1 - LOCATION: Athens County, E&P Map C-3, County Seat. Education (Ohio University), business, industrial, agricultural and dairying center. On Hocking River 76 mi. SE of Columbus; 155 mi. E of Cincinnati. On U.S. Hwys. 33, 50; State Hwy. 56.

2 - TRANSPORTATION: Railroads : B&O; Conrail.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 19,555
CZ-ABC: (70) 27,810; (81) 26,200
RTZ-ABC: (70) 34,388; (81) 39,300
County 80 Cen. 55,399
City & RTZ-ABC: (70) 62,198; (81) 65,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,496
CZ-ABC: (70) 6,497; (81) 7,100
RTZ-ABC: (70) 11,046; (81) 14,200
County 80 Cen. 18,356
City & RTZ-ABC: (70) 17,543; (81) 21,300

5 - BANKS: 3 Commercial; Dep. $113,441,000

6 - PASSENGER AUTOS: County 24,986

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: City Zone : Business Machines and Systems; Printing; Hand and Bench Tools; Dairy Processing.

10 - CLIMATE: Min. & Max. Temp. Recorded, -10 to 95. Coldest Month, Jan. (Avg. 31). Warmest Month, July (Avg. 75). First killing frost, Oct. 11. Last killing frost, May 6.

11 - TAP WATER: Alkaline; softened.

12 - RETAILING: Shopping Centers : Athens Mall: Murphy's Mart; Kinney Shoes; B. Dalton Bookseller; Radio Shack; Fashion Bug; JoAnn Fabrics; Ford's Jewelers; SupeRx Drugs; Kroger; Kimball Music; Plaza Center; Big Wheel; AutoGar; Steppe's Beauticians; Rauch's Bakery.
Neighborhood Shopping Centers : Stimson Ave. and Kern St. (Farm Bureau, Cunningham's, Stop-N-Go Foods).
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Downtown-Mon.; Sears-Mon. & Fri.; Buckeye Mart and Heck's-6 nights & Sun.

13 - RETAIL OUTLETS: Department Stores : Marting's; Belk-Simpson; Elberfeld's (Logan & Pomeroy).
Variety Store : Woolworth.
Discount Stores : Big Wheel; Elberfeld's; Heck's; Murphy's Mart.
Chain Drug Stores : Revco; SupeRx.
Chain Food Supermarkets : Kroger 4; Big Bear; Athens; Glouster 7; Nelsonville; Logan; Pomeroy; Penney Fair 2.
Other Chain Stores : Sherwin-Williams; Robert's Men's Shop; Steppe's Beauticians 2; Sears 2; Athens; Logan; Radio Shack; B. Dalton Bookseller; JoAnn Fabrics; Kinney Shoes; Ford's Jewelers; Fashion Bug.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 13,965; (S) 16,002; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Fred Bolles, Adv., Man., MESSENGER, Rte. 33 North, Athens, OH 45701; Tel. (614) 592-6612.
National Representative : None.

BEAVERCREEK

1 - LOCATION: Greene County, residential, light industrial. Adjacent to Wright Patterson AFB. SW quadrant of Ohio, on U.S. Hwy 35 and I-675. 4 miles E of Dayton, 4 miles W of Xenia.

2 - TRANSPORTATION: Railroads : Chessie; Conrail.
Motor Freight Carriers : 96.
Airlines : American, Delta, Republic, TWA, United, USAir and Wright Airlines through Cox Municipal Airport, and by commuter service at a private Greene County airport. Greyhound bus service available through Dayton; Beavercreek served by Dayton-Xenia Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 33,364
County 80 Cen. 129,769

4 - HOUSEHOLDS:
City 80 Cen. 9,922
County 80 Cen. 43,078

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loans	7	$2,213,261,442
Commercial	5	$1,283,473,577

6 - PASSENGER AUTOS: County 79,636

7 - ELECTRIC METERS: Residence and Business 13,162

8 - GAS METERS: Residence and Business 1,521

9 - PRINCIPAL INDUSTRIES: Research and Technology 1,271, ($400), light industry

10 - CLIMATE: Min. & Max. Temp.—Spring 39-72, Summer 61-85, Fall 34-77, Winter 21-39.

11 - TAP WATER: Alkaline, hard, iron present.

12 - RETAILING: Principal Shopping Center : One mile from downtown, Beaver Valley Centre (20 stores); one block, Beavercreek Shopping Plaza (20 stores); one block, Beaver Square Shopping Village (15 stores).
Neighborhood Shopping Center : Knollwood, two miles, 1/4 mile, Bellfair Country Corner (6 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Spicer	3	Beavercreek Food Gallery
Indian Ripple	4	K mart, Fulmer's

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Discount Stores : K mart, Goldmans.
Variety Stores : Dunnigans Hardware and Sporting Goods.
Chain Drug Stores : Revco, Fidelity, Medicine Shoppe.
Chain Food Stores : Kroger, Lofinos (2), Fulmer's.
Other Chain Stores : Goldenrod, Main Auto, Wrangler Wranch, Burger Chef, Wear House, Famous Recipe, Cassanos, El Bee, Jo Ann Fabrics, Taco Bell, Lawsons (2), Foto Fair (3), Mr. Gatti's, Capitol Cleaners, Ye Olde Family Inn, Animal Castle, Siebenthalers, Carter Plumbing, Carter Lumber, Wickes Lumber, Perry & Derrick, Roderer Shoes, Dunkers Delight, Dairy Queen, Warehouse Paint, Radio Shack, Jeds, PIP, Fine Cleaners, Pantorium, Pro-Kut (2), Hair Happening, Sambo's Restaurant, Gemini Optical, Coast to Coast Hardware, Burger King, Buck Stove, Bill Knapp's Restaurant, Fox Cleaners, U-Tote-M (2), Stop-N-Go, Submarine House, Hallmark Cards (2), Sincerely Yours.

14 - NEWSPAPERS: BEAVERCREEK DAILY NEWS (e) 6,124; sworn Sept. 27, 1980.
Local Contact for Advertising and Merchandising Data: James J. Cain, Adv. Dir., DAILY NEWS, 1342 N. Fairfield Rd., Beavercreek, OH 45432; Tel. (513) 426-5222.
National Representatives : Amer. Newspaper Serv.; Gen. Adv. Serv.

BELLAIRE

See MARTINS FERRY

BELLEFONTAINE

1 - LOCATION: Logan County, E&P Map B-2, County Seat. Industrial and agricultural center. In west central part of state on U.S. Hwys. 33, 68 and State Hwys. 47, 117; 55 mi. NW of Columbus, 33 mi. N of Springfield; 31 mi. S of Lima; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Conrail; Greyhound Bus; Community Airport.
Motor Freight Carriers : 16.

3 - POPULATION:
Corp. City 80 Cen. 11,888
CZ-ABC: (70) 11,255; (81) 11,200
RTZ-ABC: (70) 24,099; (81) 28,800
County 80 Cen. 39,155
City & RTZ-ABC: (70) 35,354; (81) 40,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,576
CZ-ABC: (70) 3,852; (81) 4,400
RTZ-ABC: (70) 7,790; (81) 10,800
County 80 Cen. 14,261
City & RTZ-ABC: (70) 11,642; (81) 15,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$103,038,360
Sav. & Loan	3	$111,280,000

6 - PASSENGER AUTOS: County 24,394

7 - ELECTRIC METERS: Residence 4,698

8 - GAS METERS: Residence 3,599

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Rail Term. 220 ($286); Elec. Mot. & Cir. Brks. 901 ($208); Power Tools 466 ($172); Commercial Ptg. & Pub 221 ($202); Alum. Extrusions & Plat. 80 ($301); Sleeve Bearings 771 ($183); Food 408 ($231), Industrial Rubber Hose 251 ($231).
Principal Industrial Pay Days : Thurs.; Fri. 12 & 27.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 70-98; Fall 55-70; Winter 10-40. First killing frost, Sept. 23. Last killing frost, April 21.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St.; 3 on Columbus St.; 2 on Chillicothe St.; 2 on Detroit St.; 1 on Court St.
Hyland Hills Plaza (6 Stores—A&P, Sears, Rinks Bargain Center); Saveway Shoes; Fountaine Plaza, Murphy Mart, Kroger Superstore, Coast-to-Coast Hardware, Baskin-Robbins (Ice Cream).
Principal Shopping Days : Fri., Sat., Mon.
Stores Close : Wed. afternoon during Summer.
City Zone Stores Open : Fri. and Mon. evenings.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Uhlman's; United
Variety Stores : Murphy and Murphy Mart.
Discount Stores : United; Omart, Rink's Bargain City; Gray's.
Chain Drug Stores : Rexall; SupeRx.
Chain Food Supermarkets : Kroger; A&P; Great Scot (2); IGA Voluntary Chain 3; Food Mart.
Other Chain Stores : Merit Shoes; Goodyear; Sears (catalog); Montgomery Ward (catalog); Quality Farm and Fleet; TSC Store; Coast-to-Coast Hardware.

14 - NEWSPAPERS: EXAMINER (e) 10,630; Mar 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: T.E. Hubbard, Gen. Adv. Mgr., EXAMINER, 127 East Chillicothe Ave., Bellefontaine, OH 43311; Tel. (513) 592-3060.
National Representative : Landon.

BELLEVUE

1 - LOCATION: Huron and Sandusky Counties, E&P Map B-2. Agricultural, railroad center. 15 mi. from Sandusky; 45 mi. SE of Toledo; 68 mi. W of Cleveland.

2 - TRANSPORTATION: Railroads : Conrail; Norfolk & Western.
Intercity Bus Lines : Greyhound.
Motor Freight Carrier : 10

3 - POPULATION:
Corp. City 80 Cen. 8,817
Counties 80 Cen. 117,875
Huron Co. 80 Cen. 54,608
Sandusky Co. 80 Cen. 63,267
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,997
Counties 80 Cen. 40,243
Huron Co. 80 Cen. 18,690
Sandusky Co. 80 Cen. 21,553

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$80,685,000
Sav. & Loan	2	$86,372,465

6 - PASSENGER AUTOS:
Counties: Huron 33,208; Sandusky 37,848

7 - ELECTRIC METERS: Residence 4,927

8 - GAS METERS: Residence 4,906

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners—Railroads 1,200; Light Bulbs 850; Safes; Toys 250; Bean Processing 200; Plastic 200.

10 - CLIMATE: Mean Temp. 50 degrees.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sandusky	18	Ontario, Sears, Gray's, Mr. Wiggs, K mart, Wards, Penney, Pick 'N Pay
Fremont	18	Buckeye Mart, Gray's, Mr. Wiggs
Norwalk	12	Masons

Principal Shopping Days : Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney.
Variety Stores : Ben Franklin; Rinks.
Chain Drug Stores : Rexall; SupeRx.
Chain Food Supermarkets : Hogue Super Mkt.; Kroger; Whitelys Cardinal.

14 - NEWSPAPERS: GAZETTE (e) 4,195; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Carl Hearing, Adv. Mgr., GAZETTE, 107 N. Sandusky St., Bellevue, OH 44811; Tel. (419) 483-4190.
National Representative : Amer. Newspaper Rep.

BOWLING GREEN

1 - LOCATION: Wood County (In Toledo, OH-MI SMSA). E&P Map B-2, County Seat. Agricultural, residential, university area; some manufacturing. 23 mi. S of Toledo.

2 - TRANSPORTATION: Railroads : Conrail.
Intercity Bus Lines : Greyhound.
Motor Freight Carriers : 10.
Air Lines : At Wood County Airport.

3 - POPULATION:
Corp. City 80 Cen. 25,728
CZ-ABC: (70) 21,760; (81) 27,300
RTZ-ABC: (70) 57,624; (81) 69,800
County 80 Cen. 107,372
SMSA 80 Cen. 791,599
City & RTZ-ABC: (70) 79,384; (81) 97,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,130
CZ-ABC: (70) 5,085; (81) 7,300
RTZ-ABC: (70) 17,497; (81) 24,500

County 80 Cen. 43,078
SMSA 80 Cen. 277,564
City & RTZ-ABC: (70) 22,582; (81) 31,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$272,000,000
Sav. & Loan	3	$136,000,000

6 - PASSENGER AUTOS: County 60,107

7 - ELECTRIC METERS: Residence, Est. 7,714

8 - GAS METERS: Residence 4,251

9 - PRINCIPAL INDUSTRIES: Power floor machines; potato chips; auto and sport parts; rubber parts for autos; liquid filtration equipment; electrical terminal blocks and fuse holders; metal assembly stampings. Average hourly rate, $6.45 per hour. Education: BGSU; 2,160 full time employees, annual salaries more than $31,600.00.

10 - CLIMATE: Min. & Max. Temp.—Spring 38-60; Summer 58-82; Fall 39-63; Winter 20-38. First killing frost, Early Oct. Last killing frost, Early May.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 10 blocks; 4 on Main St, 2 on Wooster, 2 on Court, 1 on Oak and 1 on Clough St.
Neighborhood Shopping Centers : 1000 block of N Main St., 800 and 1100 block of South Main and 1600 block of E. Wooster St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
G. C. Murphy Plaza (14)	NA	Murphy's Mart
B. G. Center (8)	NA	Rink's, Kroger
Stadium Plaza (12)	NA	Gray Drug, Great Scot
Crossroads Plaza (5)	NA	K mart

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Dept.Mon. & Fri.; Food & Discount nightly.

13 - RETAIL OUTLETS: Department Stores : Lasalle's; J. C. Penney; Uhlman's; G. C. Murphy Mart.
Discount Stores : Rink's Bargain City; G. C. Murphy Mart; K mart.
Variety Stores : Ben Franklin.
Chain Drug Stores : Lane's; Gray's; Revco.
Chain Food Supermarkets : A&P; Kroger; Food Town; Centre; Great Scott.
Other Chain Stores : Sears; Uhlman's (clothing); Sterling (dairy); Monique Fabrics; Lawson's Dairy; Baskin-Robbins; Fashion Bug; Jo-Ann Fabrics; Convenient Mart.

14 - NEWSPAPERS: SENTINEL-TRIBUNE (e) 13,708; Mar. 31, 1981 ABC.
Local Contact for Advertising Data: R. M. Reider, Gen. Mgr., SENTINEL-TRIBUNE, 300 E. Poe Rd., Bowling Green, OH 43402; Tel. (419) 352-4611.
National Representative : Amer. Newspaper Rep.

BRYAN

1 - LOCATION: Williams County, E&P Map A-1. County Seat. Agricultural and industrial center. 60 mi. W of Toledo; 45 mi. E of Fort Wayne, Ind. On U.S. Hwy. 127 and State Hwys. 2, 34 and 15.

2 - TRANSPORTATION: Railroads : Conrail; Amtrak Pass Station.
Motor Freight Carriers : 3.
Airlines : Bryan Airport, 3 mi. from city; Bryan-Defiance Airport, 12 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 7,879
County 80 Cen. 36,369

4 - HOUSEHOLDS:
City 80 Cen. 3,139
County 80 Cen. 12,896

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$200,000,000
Sav. & Loan	4	$80,000,000

6 - PASSENGER AUTOS: County 22,056

7 - ELECTRIC METERS: Residence 3,942

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Lubricating Equip. Pneumatic Tools; Toys; Candy; Furniture; Condensed Milk; Furnaces; Tires.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Principal Shopping Days : Mon., Fri.

13 - RETAIL OUTLETS: Department Stores : Uhlmans; Hawks; Dancers.
Discount Stores : K mart; Murphys Mart; Lanes Discount; Food Mart.
Chain Food Supermarkets : Chief; Super Valu 3; IGA 4.

14 - NEWSPAPERS: TIMES (e) 10,909; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Tom Voigt, Bus. Mgr., Tom Harris, Circ. Mgr., TIMES, 127 S. Walnut, Bryan, OH 43506; Tel. (419) 636-1111.
National Representative : Landon.

BUCYRUS

1 - LOCATION: Crawford County, E&P Map B-2, County Seat. On Lincoln Hwy., U.S. Hwy. 30 N and State Hwys. 4, 19, 98, 100. 60 mi. N of Columbus.

2 - TRANSPORTATION: Railroads : Conrail; Norfolk & Western (freight).
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,298
CZ-ABC: (70) 13,111; (81) 13,800
RTZ-ABC: (70) 43,027; (81) 42,500
County 80 Cen. 50,075
City & RTZ-ABC: (70) 56,138; (81) 56,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,221
CZ-ABC: (70) 4,479; (81) 5,400
RTZ-ABC: (70) 13,284; (81) 15,100
County 80 Cen. 18,167
City & RTZ-ABC: (70) 17,763; (81) 20,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$129,900,000
Sav. & Loan	2	$77,000,000

6 - PASSENGER AUTOS: County 30,730

7 - ELECTRIC METERS: Resident 5,940

8 - GAS METERS: Residence 5,190

9 - PRINCIPAL INDUSTRIES: Roller Bearings; Rubber & Plastic Hose; Steel Castings; Iron Castings; Road Machy; Locomotive & Auto-Cranes; Brass Castings; Steel Stampings; Heavy Machy.; Blades; Aluminum Prods.; Plastic Prods.; Ornamental Iron Works; G.E.C. Glass & Lamps Wks., Hydraulic Precision Components; Whole Poultry Processing; Boats.

10 - CLIMATE: Min. & Max. Temp.—Spring 43-67; Summer 55-84; Fall 39-70; Winter 23-41.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : Southern Lights; Marion Road Murphy's Mart; Mode O' Day; Revco; Fashion Bug; Ponderosa; Cassanos; Jo-Ann Fabrics; Foodtown; K mart-E. Mansfield Road; Bucyrus Plaza-N.
Sandusky Ave., Rt. 4 Radio Shack, Strubles Walgreen, Bucyrus Ice Co., Velvet Ice Cream; Suburban-Hopley Ave. Geyer's Super Value, Conley's Fotomat, Route 4/98 Fischer's, Revco, Lawsons.
Principal Shopping Days : Thurs. & Fri.
Stores Close : Wed. afternoon.
Stores Open Evenings : Dept. K mart, Murphys Mart, Conleys.—Fri.; Food—Mon.- Thu.-Sat.
Corner Grocery, Geyer's Mkt., Foodtown; M-11, Lawsons. Open Sun.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Conley's.
Variety Stores : Murphy's Mart; K mart; Conleys.
Chain Drug Stores : Revco 2; Struble's; Walgreen 2; Foulk's Rexall; Cladys Drug (FOMAC).
Chain Food Supermarkets : Geyer's Super Dollar; Corner Grocery 1; Foodtown 2.
Other Chain Stores : Sherwin-Williams; K mart; Conley's; True Value; TSC; Goodyear; Int. Harv., Jo-Ann Fabrics; Radio Shack; Foto Mat; Fashion Bug; Cassanos; Pizza Hut; L-K; McDonald's; Ponderosa; Mode O' Day; Domino's Pizza; 7-11; Perkin's.

14 - NEWSPAPERS: TELEGRAPH-FORUM (e) 8,397; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James F. Croneis, Publisher, TELEGRAPH-FORUM, 119 W. Rensselaer St., Bucyrus, OH 44820; Tel. (419) 562-3333.
National Representative : Landon.

CAMBRIDGE

1 - LOCATION: Guernsey County, E&P Map C-3. County Seat. On U.S. Hwys. 21, 22, 40, I-70, I-77; 75 mi. E of Columbus; 130 mi. S of Cleveland; 52 mi. W of Wheeling, WV.

2 - TRANSPORTATION: Railroads : Baltimore & Ohio.
Motor Freight Carriers : 12.
Intercity Bus Lines : Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,573
CZ-ABC: (70) 23,345; (81) 25,100
RTZ-ABC: (70) 60,549; (81) 66,500
County 80 Cen. 42,024
City & RTZ-ABC: (70) 83,894; (81) 91,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,508
CZ-ABC: (70) 7,423; (81) 9,100
RTZ-ABC: (70) 19,097; (81) 24,300
County 80 Cen. 15,048
City & RTZ-ABC: (70) 26,520; (81) 33,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$170,000,000
Sav. & Loan	2	$165,000,000

6 - PASSENGER AUTOS: County 23,172

7 - ELECTRIC METERS: Residence 15,000 in County

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Plastics 480; Ceramics 184; Small Appliances 600; Spark Plug 361; Kitchen Utensils 122; Small Motors 305; Ferro Alloys 131; Strip Mining 118; Electronics 1,800

10 - CLIMATE: Min. & Max. Temp.—Spring 9-94; Fall 13-88; Summer 28-99; Winter 7-77. First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center : 6 blocks on Wheeling Ave. (60 stores); 2 on 7th St.; 1 on 8th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge (8)	NA	Party Time
Cambridge Sq. (4)	NA	K mart, Penney Fare Mkt.
Dewey Avenue (5)	NA	—
North Star (8)	NA	IGA Foodliner
Southgate Plaza (10)	NA	Kroger, Zayre's

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon., Fri.

13 - RETAIL OUTLETS: Department Stores : JC Penney.
Variety Stores : S. S. Kresge.
Discount Stores : Rink's; Zayre; K mart; Dollar General.
Chain Drug Stores : Nelson's; Revco.
Chain Food Supermarkets : Super Duper; Kroger; IGA Foodliners; Penney Fare; Dewey Ave. Mkt.; Stevens One Stop; Convenient; Cardinal Royal Blue.
Other Chain Stores : Singer Co.; Sherwin-Williams Paint; Sears (catalog); Wards (catalog).

14 - NEWSPAPERS: JEFFERSONIAN (e) 15,465; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul Anderson, Adv. Dir., JEFFERSONIAN, 821 Wheeling Ave., Cambridge, OH 43725; Tel. (614) 439-3531.
National Representative : Landon.

CANTON

1 - LOCATION: Stark County (SMSA). E&P Map C-2. County Seat. Diversified industrial center in NE part of state; 58 mi. S of Cleveland and Lake Erie; 94 mi. W of Pittsburgh and the Ohio River. On I-77 and U.S. Hwys. 30 62; State Hwys. 800, 43, 153, 687, 172.

2 - TRANSPORTATION: Railroads : Conrail; N&W (freight); Nickel Plate (freight).
Motor Freight Carriers : 58.
Intercity Bus Lines : Greyhound; RTA.
Airlines : United; Allegheny; Flying Tiger (freight).

3 - POPULATION:
Corp. City 80 Cen. 94,730
CZ-ABC: (70) 214,938; (81) 207,800
RTZ-ABC: (70) 243,244; (81) 273,400
County 80 Cen. 378,823
SMSA 80 Cen. 404,421
City & RTZ-ABC: (70) 458,182; (81) 481,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 36, 394
CZ-ABC: (70) 68,119; (81) 75,300
RTZ-ABC: (70) 71,958; (81) 93,900
County 80 Cen. 134,094
SMSA 80 Cen. 142,674
City & RTZ-ABC: (70) 140,077; (81) 169,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$988,373,000
Savings & Loan	4	$1,300,000,000

6 - PASSENGER AUTOS: County 232,488

7 - ELECTRIC METERS: Residence 40,555

8 - GAS METERS: Res. 43,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Primary Metal 15,100 ($392); Fabricated Metal 9,700 ($358); Fabricated Structural Metal 3,100 ($295); Stone, Clay and Glass 2,300 ($214); Food 4,200 ($356); Utilities 3,000 ($356); Nondurable Goods 11,700 ($302).
Principal Pay Days : Wed., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring -6-94; Summer 36-104; Fall 1-99; Winter -20-73.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Downtown Shopping Center : 64 square blocks located in center of Canton.
Neighborhood Shopping Centers : 23 units at Whipple Rd. & 12th St. NW; 24 units at W Tuscarawas (Route 30) & Whipple Rd.; 48 units on 30th St. NW; 15 units Mahoning Rd. NE; 8 units on 30th NE & Market Ave.; 68 units at W. Tusc. (Rte. 30) & Whipple Rd.; 10 units Raff Rd. SW and Rt. 30; 14 units on Cleveland Ave. S (Rte. 800) at 30 St. 70 units— Everhard Rd. & Whipple Rd. N.W.I.R. 77.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
County Fair (29)	NA	Josef's Furniture, Carm's, Fleischers
Plaza, 30th St.	NA	O'Neil, Kroger, Stern & Mann, Stambaugh Thompson
Gold Circle Mall (14)	NA	Gold Circle
Tip Top Mart (8)	NA	IGA, Peoples Drug
Mahoning (15)	NA	Gray's, Jays' TV & Plaza Appl.
Lake Plaza (34)	NA	Cloth World, Peoples Drug, A&D Foodarama, Stambaugh Thompson
Mellett Mall (70)	NA	Penney, Radio Shack, Goodyear, O'Neil's, Gray, Mont. Ward
North Canton (8)	NA	Acme/Click, Stambaughs
Southgate (20)	NA	Kroger, Ben Franklin
Belden Village (60)	NA	Sears, Higbee, Fazio's, Stern & Mann, O'Neils, Halles
Buckeye Plaza (8)	NA	Peoples Drug HF Auto
Harmont Plaza (8)	NA	Radio Shack, Firestone
Hillsdale (10)	NA	Clarkin's, Carm's
Kimco Shop. Ctr. (6)	NA	Zayre
North Plaza (18)	NA	Miller Sales

Stores Open Evenings : Department Stores—Mon. thru Sat. Food—Mon. thru. Fri.

13 - RETAIL OUTLETS: Department Stores : O'Neils 3; Stern & Mann 3; Penney; Sears; Gold Circle.
Discount Stores : Stambaugh's 2; K mart 3; Zayres; Click.
Variety Stores : Woolworth; McCrory; Kresge; Ben Franklin.
Chain Drug Stores : Gray's 5; Norman 2; Finney's 2; Kings 2; Davies 2; Rice 2; Peoples Drug 11.
Chain Food Supermarkets : Kroger 4; Fisher 4; IGA Foodliner 8; Carm's 2; Country Cupboard 2; Fazio's 2; Edwards; Acme.
Other Chain Stores : Bakers; Cleveland Fabric; Petri's; Parisian 2; Stern & Mann 3; Rapport's; Mindy's; Petri's; George Ann's 3; Harvard 2; Walker's 2; Richman Bros; Hughes & Hatcher; Mr. Ted 3; Jon's Clothiers; Harry's, Gray Hosiery; Park Lane; Hudson. Miscellaneous: Singer Co.; Rogers Jewelry 2; Zale's; Hanover; Florsheim. Stride-Rite, Ups and Downs; Docktor's Pet.

14 - NEWSPAPERS: REPOSITORY (e) 62,770; (S) 76,956; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Steven Lake, Adv. Dir., Patrick Barthel, Gen. Adv. Mgr., REPOSITORY, 500 Market Ave. S., Canton, OH 44702; Tel. (216) 454-5611.
National Representative : CWO&O.

CELINA

1 - LOCATION: Mercer County. E&P Map A-2. 60 mi. N of Dayton; 35 mi. SW of Lima. On U.S. Hwy. 127 and State Hwy. 29.

2 - TRANSPORTATION: Railroads : Norfolk & Western; Conrail.
Motor Freight Carriers : 3.

3 - POPULATION:
Corp. City 80 Cen. 9,137
County 80 Cen. 38,334

4 - HOUSEHOLDS:
City 80 Cen. 3,416
County 80 Cen. 12,166

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$195,605,668
Sav. & Loan	2	$41,785,528

6 - PASSENGER AUTOS: County 22,970

7 - ELECTRIC METERS: Residence 5,620

8 - GAS METERS: Residence 4,925

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Furniture 550 ($218); Insurance 452 ($150); Lithography 470 ($201); Bicycles 2,000 ($240).
Principal Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 51-79; Summer 55-81; Fall 30-52; Winter 21-40. First killing frost, Sept. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center : 10 blocks on 4 streets; Plus A Plaza-9 stores.
Shopping Center : Plaza—Hammond's; Sears; Brown Drugs; Monique; Hip Pocket; Williams Jewelers; Barber Shop; Beauty Shop; Laundromat.
Principal Shopping Days : Fri. Sat.
Stores Open Evenings : Fri. & Mon. til 9 p.m.; Food Nightly & Grocery Open Sun.

13 - RETAIL OUTLETS: Department Stores : Goldstein's; J.C. Penney; Remaklus; Little Treasures; Lord's; Style Shop; Pogue's; Male Fashions.
Variety Stores : The Barr; Rankin's.
Discount Stores : Jack's Surplus City; Harts.
Chain Drug Stores : Walgreen; Bi-Rite.
Other Chain Stores : Treasure House Inc. of Ohio.

14 - NEWSPAPERS: STANDARD (e) 10,238; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchadising Data: Jean Clifton, Nat'l. Adv. Mgr., STANDARD, 126 E. Market, Celina, OH 45822; Tel. (419) 586-2371.
National Representative : Amer. Newspaper Rep.

CHARDON

1 - LOCATION: Geauga County, (In Cleveland SMSA). E&P Map C-1, County Seat. Manufacturing, Agriculture, & Maple products. NE portion of state; 30 mi. E. of Cleveland.

2 - TRANSPORTATION: Railroads : B&O RR.
Motor Freight Carriers : 1.
Airport : 2 mi. South; New County Airport Middlefield, Ohio-12 mi.

3 - POPULATION:
Corp. City 80 Cen. 4,434
SMSA 80 Cen. 1,898,720
County 80 Cen. 74,474

4 - HOUSEHOLDS:
City 80 Cen. 1,589
County 80 Cen. 22,880
SMSA 80 Cen. 694,324

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$34,500,170
Sav. & Loan	1	$7,300,000

6 - PASSENGER AUTOS: County 44,062

7 - ELECTRIC METERS: Res. 1,609; Co. 19,227

8 - GAS METERS: Residence 2,845

9 - PRINCIPAL INDUSTRIES: Rubber; Plastics; Maple Products; Mining (construction materials).

10 - CLIMATE: Min. & Max. Temp.—Spring 45-65; Summer 60-82; Fall 60-40; Winter 22-35.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center : Chardon 38 stores.
Shopping Centers : Chardon Plaza 15 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burton	9	IGA
Chardon	NA	Kresses, Bi-Rite, Hometown Foods, Ross, Rexall Drug
Chesterland	8	IGA, Western Auto, Rogers, Value Fair, Turney's
Grant Plaza	7	Fishers Big Wheel, Valu King, Revco
Great Lakes	14	Higbee's, Mays, Sears, Penney, Fisher Food, Newberry, Kroger
Middlefield	12	A&P, White's, Western Value King, Revco Auto

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS:
Department Stores : Bostwick's; Fishers Big Wheel
Variety Store : Woolworth.
Discount Store : Conley's.
Chain Drug Stores : Rexall 2; Revco 3.
Chain Supermarkets : A&P, Golden Dawn; Lawsons; Convenient Food Stores; Valu-King.

14 - NEWSPAPERS: GEAUGA TIMES LEADER (e) 7,149; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Thomas A. Galvin. Adv. Mgr., GEAUGA TIMES LEADER, 111 Water St., Chardon, OH 44024; Tel. (216) 286-6101.
National Representative : Landon.

CHILLICOTHE

1 - LOCATION: Ross County, E&P Map B-3, County Seat. 47 mi. S of Columbus; 90 mi. NE of Cincinnati. On U.S. 50, 35, 23. On State Routes 28, 104, 277, 772.

2 - TRANSPORTATION: Railroads : B&O; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers : 5.
Intercity Bus Lines : Greyhound; Dayton & Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 23,420
CZ-ABC: (70) 31,655; (81) 63,500
RTZ-ABC: (70) 55,347; (81) 27,900
County 80 Cen. 65,004
City & RTZ-ABC: (70) 87,002; (81) 90,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,162
CZ-ABC: (70) 10,216; (81) 22,500
RTZ-ABC: (70) 16,157; (81) 9,600
County 80 Cen. 22,042
City & RTZ-ABC: (70) 26,373; (81) 32,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$115,148,000
Sav. & Loan	2	$41,458,631

6 - PASSENGER AUTOS: County 37,562

7 - ELECTRIC METERS: County 18,602

8 - GAS METERS: 10,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wages)—Aluminum Material 750; Atomic 3,060; Concrete 40; Gov't 1,870; Paper Making 2,600; Shoes 490; Steel Springs 41; Heavy Duty Trucks 605; Wheel Mfg. 155; Plastics 40. (Av. Weekly Wages $270).
Principal Pay Days : Thurs., Sat.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 70-95; Fall 35-65; Winter 0-50. First killing frost, Oct. 1. Last killing frost, May 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on Paint St.; 10 on Main St.; 3 on 2nd St.; 3 on Water St.
Neighborhood Shopping Centers : N. High St.; S. Paint St.; E. Main St.; Eastern Ave.; Central Center; Zane Plaza; Chillicothe Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Center (18)	NA	Big Bear, Gray's, Woolworth, Corvairs Auto, Glick Furniture, Hailes, Harts
Zane Plaza (17)	NA	Super Duper, Elder-Beerman
Chillicothe Mall (18)	NA	Sears, Big Bear, Penney's, Woolworth, Zale's

Principal Shopping Days : Shopping Centers—Mon., Thurs., Fri., Sat.
Stores Open Evenings : Downtown Dept.—Fri.; Food—7 days; Shopping Centers—Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : M. Schachne; Penney's; Elberfeld's; Halles; Sears; Elder-Beerman.
Variety Store : Woolworth 2.
Discount Stores : Bargain City; K mart; Harts.
Chain Drug Stores : Revco; Gray's; Rexall; Thrift Drug; SupeRx.
Chain Food Supermarkets : Big Bear 2; Kroger 2; Corner Market; McCambridge; Foodtown; Super Duper; IGA Foodliner 2; Gateway Foods; Great Scot County Fair.
Other Chain Stores : Wurlitzer (music); Singer Co.; Goodyear; Firestone; Miller-Jones (Shoes); Pic-Way; Montgomery Ward (catalog); Nationwise (automotive); Zale Jewelry; Mogul's (mens); Moore's (Building Supplies); Radio Shack.

14 - NEWSPAPERS: GAZETTE (e) 16,678; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ron Uecker, Adv. Dir., GAZETTE, 50 W. Main St., Chillicothe, OH 45601; Tel. (614) 773-2111.
National Representative : Gannett.

CINCINNATI

1 - LOCATION: Hamilton County (In Cincinnati, OH-KY-IN SMSA). E&P Map A-3, County Seat. 100 mi. from Indianapolis, Columbus and Louisville. On U.S. Hwys. 22, 25, 27, 42, 50, 52 and 127; State Hwys. (Ohio) 3, 4, 28, 32, 125, 126, 128, 131, 264, 561, 747; (Ky.) 8, 9, 10, 16, 17, 20, 177, 236, 237, 445, 1017, 1072, 1120, 1303, 1334; I-74, -275, -71, & -75.

2 - TRANSPORTATION: Railroads : Amtrak; Chessie System; Conrail; Detroit, Toledo & Ironton; Norfolk & Western; Southern.
Freight Forwarding Companies : 42.
Motor Freight Carriers : 85.
Water : Ohio River navigable entire year and links Cincinnati with Mississippi River; 8 public water terminals, 41 private.
Airlines : American; Delta; Piedmont; Wright; TWA; North Central; USAir; Pan American.
Intercity Bus Lines : Queen City Metro; Transit Authority of No. Ky.; Greyhound; Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 385,457
CZ-ABC: (70) 1,124,601; (81) 1,069,300
RTZ-ABC: (70) 653,597; (81) 792,900
County 80 Cen. 873,136
SMSA 80 Cen. 1,401,403
City & RTZ-ABC: (70) 1,778,198; (81) 1,862,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 157,677
CZ-ABC: (70) 357,781; (81) 392,100
RTZ-ABC: (70) 192,320; (81) 268,400
County 80 Cen. 322,199
SMSA 80 Cen. 498,649
City & RTZ-ABC: (70) 550,101; (81) 660,500

5 - BANKS:	NUMBER	DEPOSITS
Comm. & Sav.	180	$3,243,294,000
Sav. & Loan	205	$3,900,000,000

6 - PASSENGER AUTOS: County 514,416

7 - ELECTRIC METERS: Res. 497,704

8 - GAS METERS: Residence 366,287

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. wkly. wage)—Manufacturing 170,000 ($287); Constru. 26,300 ($397); Trans & Util. 33,100 ($298); Whlse. Trade 36,700 ($239); Retail Trade 100,400 ($134); Fin., Ins. & R. E. 30,500 ($149); Trans. Equip. 25,800 ($405); Mach. non-elect. 25,700 ($275); Food 18,200 ($327); Chem. 21,900 ($293); Fab. Metals 16,600 ($256); Ptg. & Pub. 13,000 ($261).

10 - CLIMATE: Min. & Max. Temp.—Spring 44-64; Summer 66-87; Fall 47-69; Winter 22-40. Year Average 54. First frost, Sept. 28. Latest frost, May 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Area : 61 blocks on 19 Sts. Bounded by Central Pkway. on north, 3rd St. on south, Broadway on east and Plum St. on west.
Neighborhood Shopping Centers in Metropolitan Area : Anglewood Mall; Beechmont Mall; Beechmont; Brentwood Plaza; Cassinelli Square; Cherokee Center; Cherry Grove Plaza; Clermont; Colerain Hills; Crestview Hills Mall; Delco Plaza (Ft. Wright); Delco Plaza (Groesbeck); Del-Fair; Dillonvale; Eastgate Mall; Edgewood; Erlanger; Evendale Shop-In; Expressway Plaza; Florence Mall; Florence Mini-Mall; Forest Park Plaza; Gold Circle Mall; Greenhills; Heritage International; Hyde Park Plaza; Kenwood Mall; Kenwood Plaza; Latonia Plaza; London Village; The Market Place of Montgomery; Milford; Monfort-Heights; Montgomery Square; Newport Mall; Newport Plaza; Newport; Northbrook; Northgate Mall; Northland; Norwood Plaza; Princeton Plaza; Promenade; St. Bernard Square; Seven Hills; Seymour Plaza; Shopper's Haven; Spring Hill Center; Springdale Mall; Summit Plaza; Surrey Square; Swifton; Tower Hill Plaza, Tri-County; University Plaza; Valley; Western Hills Plaza; Western Village; Western Woods; White Oak.

13 - RETAIL OUTLETS: Department Stores : John Shillito; H. & S. Pogue; Sears; Elder-Beerman; McAlpin; J. C. Penney.
Discount Stores : Gold Circle; Meijer; Rink's; Swallen's; Zayre; K mart; Van Leunan's; Value City; Service Merchandise; G. C. Murphy Co.
Variety Stores : S. S. Kresge; Woolworth; J. J. Newberry; Ben Franklin.
Chain Drug Stores : Gray; Walgreen; SupeRx; Milo; Discepoli; Revco; Lomark; Becker.
Chain Food Supermarkets : Kroger's; IGA; Thriftway; Liberal; Marsh; King Kwik Minit Mkts.; United Dairy Farmers 63; Convenient 23; IGA 28; Thriftway 16; King Kwik; U-Tote-M.
Other Chain Stores : Thom McAn; Bond's; Franklin Simon; National Shirt Shops; Richman Bros.; Hill Bros.; Baker's Shoes; Lerner Shops; Florsheim Shoes; Singer Co.; Lane Bryant; Martin's Town & Country; Barricini; Firestone; Goodyear; Nobil Shoes; Harolde's; Model Shoes; Sherwin-Williams; Montgomery Ward (catalog); Levitz Furn.; Wickes Furn.; Henrys Pants; Foxmoor Casuals; Dunlop Nadlers; Thayer McNeil; Bottom Half; Paul Harris; Casual Corner; Piece Goods; Fabric Circle; Perry-Derrick; Radio Shack; Kinney Shoes; Giddings-Jenney; 5-7-9 Shops; Gallenkamp Shoes; Carriage Trade; Shutter Bug; Children's Palace; Walden Books; Family Tree; Jo-Ann Fabrics; The Limited; Hickory Farms of Ohio.

14 - NEWSPAPERS: ENQUIRER (m) 194,469; (S) 293,710; Mar. 29, 1981 ABC; POST (e) 147,018; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George McIlveen, Adv. Dir., ENQUIRER and POST, 617 Vine St., Cincinnati, OH 45202; Tel. (513) 721-2700.
National Representative : ENQUIRER and POST, Gannett.

CIRCLEVILLE

1 - LOCATION: Pickaway County (In Columbus SMSA). E&P Map B-3, County Seat. On U.S. Hwys. 22, 23 and State Hwy. 56. 25 mi. S of Columbus; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads : N&W; C&O.
Motor Freight Carriers : 7.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,700
SMSA 80 Cen. 1,093,293
County 80 Cen. 43,662

4 - HOUSEHOLDS:
City 80 Cen. 4,335
County 80 Cen. 14,156
SMSA 80 Cen. 397,027

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$89,006,000
Commercial	6	$128,934,000

6 - PASSENGER AUTOS: County 24,440

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Containers 512; Feed 213; Elec. Equip. 1,200; Plastic 400; Films 1,242; Synthetic Resins 172; Television Picture Tubes, 500. (Av. Wkly. Wage $200).

10 - CLIMATE: First killing frost, Oct. 4. Last killing frost, May 10.

Alkaline, very hard.

12 - RETAILING:
Shopping Centers : Lancaster Pike (Rt. 22E) 7 units; N. Court St.—6 units.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Circkville Plaza (10)	NA	Hecks

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri.; Shopping centers every evening to 9 p.m.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney.
Variety Stores : Murphy Mart; Sunday Store.
Discount Stores : Fisher Big Wheel; Heck's; Radio Shack.
Chain Drug Stores : Risch; SupeRx; Revco.
Chain Food Supermarket : Kroger; Royal Blue; Super Duper, Big Bear.

14 - NEWSPAPERS: HERALD (e) 8,668; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Thomas W. Rodenfels, Pub., HERALD, PO Box 498, Circleville, OH 43113; Tel. (614) 474-3131.
National Representative : Amer. Newspaper Rep.

CLEVELAND

1 - LOCATION: Cuyahoga County, (Cleveland SMSA) E&P Map C-1. South shore of Lake Erie at the mouth of the Cuyahoga River. One of largest inland ports on St. Lawrence Seaway, 6 mi. breakwater protects harbor, 10 mi. of docks on river. City proper area 73.43 sq. mi. 576 mi. W of New York and 338 mi. E of Chicago.

2 - TRANSPORTATION: Railroads : Passenger Service- Amtrak Intercity Rail Service. Freight Only-Chessie System; Norfolk & Western; Erie Lackawana; Conrail; Newburg & South Shore. (These belt-line RRs intersect each RR at or near a freight yard.)
Intercity Bus Lines : Regional Transit Authority supported by Cuyahoga County Sales Tax. 99 Motor Coach Routes include 19.1 mi. Cleveland Rapid Transit & Shaker Heights (suburb) Rapid Transit direct to Cleveland Terminal. Other bus lines are Lorain Hwy. Coach, Trailways, Greyhound & Lakefront from Painesville; Brecksville Rd. Transit; Cleve-Ashtabula Bus Line; Cleve. Southeastern Trails; Garfield Hts. Coach; Maple Hts. Transit.
Airlines : Air Canada; USAir; Midway; Air Wisconsin; Freedom Air.; American; Braniff; Delta; Eastern; New York Air; Northwest; Republic; TWA; United; Wright.

3 - POPULATION:
Corp. City 80 Cen. 573,822
CZ-ABC: (70) 1,721,300; (81) 1,481,400
RTZ-ABC: (70) 753,820; (81) 835,700
County 80 Cen. 1,498,295
SMSA 80 Cen. 1,898,720
City & RTZ-ABC: (70) 2,475,120; (81) 2,317,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 218,297
CZ-ABC: (70) 554,239; (81) 550,500
RTZ-ABC: (70) 209,309; (81) 267,600
County 80 Cen. 563,401
SMSA 80 Cen. 694,324
City & RTZ-ABC: (70) 763,548; (81) 818,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	$10,837,098,977
Sav. & Loan	28	$9,789,480,584

6 - PASSENGER AUTOS: County 916,464

7 - ELECTRIC METERS: Residence 547,017

8 - GAS METERS: Residence 500,970

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees, (Aver. Wkly. Salary)—Primary Metals Industries 30,200 ($383); Fabricated Metals 41,900 ($335); Non-Electrical Machinery 51,000 ($370); Electric Equipment & Supplies 26,700 ($300); Transportation Equipment 29,300 ($406); Food Products 9,000 ($276); Printing & Publishing 15,100 ($321); Construction 29,800 ($496); Transportation & Utilities 47,900 ($382); Wholesale & Retail Trade 211,600 ($216).
Principal Pay Days : Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 36-56; Summer 62-80; Fall 42-59; Winter 20-36. First killing frost, Nov. 2. Last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beechwood Place (9)	NA	Higbee, Saks Fifth Ave.
Broadview/Pleasant Valley (41)	NA	Fazio's, Pic 'N Pay
Cedar Ctr. (93)	NA	May Co., Stop & Shop, Bi-Rite
Eastgate (46)	NA	Pic 'N Pay, Fazio's, Stop & Shop
Euclid Sq. (84)	NA	Higbee, May Co., Fazio's
Great Lakes (92)	NA	Higbee, May Co., JC Penney, Sears, Fazio's, Horne, Stop & Shop
Great Northern (80)	NA	May Co., JC Penney, Sears, Fazio's, Stop & Shop, Pic 'N Pay
Lake Shore & E. 222nd (100)	NA	Fisher Foods, Pic 'N Pay, Bi-Rite
Parmatown (112)	NA	Higbee, May Co., JC Penney, Fazio's, Pic 'N Pay
Randall Park	NA	JC Penney, Higbee, May Co., Sears, Horne, Mall Pic 'N Pay
Richmond (84)	NA	JC Penney, Sears, Pic 'N Pay
Severance (65)	NA	Halle, Higbee, Fazio's
Shaker Sq. (49)	NA	Halle, Heinen's
Shoregate (67)	NA	Sears, Fazio's, Pic 'N Pay
Southgate (106)	NA	May Co., Fazio's, Pic 'N Pay, Stop & Shop
Southland (118)	NA	Halle, Barney's, Sears, Pic 'N Pay, Fazio's, Stop & Shop
Warrensville Van Aken (55)	NA	Fazio's
Westgate (74)	NA	Halle, Higbee, Fazio's

Principal Shopping Days : Downtown—In order of buying traffic: Thurs., Sat. & Mon. Neighborhood— Fri. & Sat.
Stores Open Evenings : Downtown 7:00 P.M.—Mon. Neighborhood centers—Most stores every night till 9:30 P.M. Food stores to 9 P.M. Thurs.& Fri.

13 - RETAIL OUTLETS: Department Stores : Halle's; Higbee; Horne; May; Sears; J.C. Penney; Saks Fifth Avenue.
Discount Stores : Value City; Uncle Bill's; Zayre; Gaylord's; K mart; Forest City Material Co.; Gold Circle; Fisher's Big Wheel; Silvermans; T.J. Maxx; Best Products, US Merchandise.
Variety Stores : Woolworth; Kresge; Scott; Neisner; Murphy; Newberry.
Chain Drug Stores : Gray 25; Conningham 21; Revco 49; Leader 14; Medic 11; Discount Drug 6.
Chain Food Supermarkets : Fazio's 41; Pick 'N Pay 48; Heinens 10; Acme/Click 22; Kroger 2; Goldberg 7; Buehler 2; Valu King 7; Barney 3; Bilo 11; Stop 'N Shop 34.
Voluntary Food Chains : Sav Mor 20; Square Deal 16; Super Valu 5; Sparkle 23; Star 13; Eagle 23; Stop-N-Shop 31, Bi-Rite 30; IGA 31;BiLow/Barney 13.
Other Chain Stores : Women's: Lane Bryant, Winkleman's, Red Robin, Casual Corner, Petrie's, Kelly-Kitt, Lerner's, I. J. Fox. Men's: Richman Bros., Bunce Bros., Diamond's, Davidson's, Shoes: Hanover, Hughes & Hatcher; Flagg Bros., Nunn-Bush, Regal, Thom McAn, Holiday, Hahn's, Cole, Florsheim, Chandler's, Kinney Red Cross, Naturalizer, Nobil, Fallik, Pic-Way Shoe Mart, ShoeLace, Stride-Rite. Other: Goodrich, Firestone, Goodyear, Fanny Farmer, Harvey's, Singer Co., Spiegel (catalog), Montgomery Ward (catalog), Uniroyal, Western Auto, General Tire.

14 - NEWSPAPERS: PLAIN DEALER (m) 406,444; (S) 468,541; Mar. 31, 1981 ABC. PRESS (e) 302,410; Mar. 31, 1981 ABC. Sunday edition started Aug. 2, 1981.
Local Contact for Advertising and Merchandising Data: Neil Van Deventer, Gen. Adv. Mgr., PLAIN DEALER, 1801 Superior Ave., Cleveland, OH 44114; Tel. (216) 344-4500. Bill Weldon, Gen. Adv. Dept., PRESS, 901 Lakeside Ave., Cleveland, OH 44114; Tel. (216) 623-1111.
National Representatives : PLAIN DEALER: Newhouse. PRESS: Story & Kelly-Smith; Met. Pub. Rep.

COLUMBUS

1 - LOCATION: Franklin County, (SMSA). E&P Map B-3. Capital and County Seat. Manufacturing, retail, wholesale and education center. 145 mi. from Cleveland; 110 mi. from Cincinnati; 185 mi. from Pittsburgh.

2 - TRANSPORTATION: Railroads : Norfolk & Western; Conrail; Chessie.
Motor Freight Carriers : 125.
Intercity Bus Lines : Continental Trailways; Greyhound.
Airlines : American; TWA; Eastern; USAir; Republic; Delta; United; Wright; Air Wisconsin; Aeromech; People Express.

3 - POPULATION:
Corp. City 80 Cen. 564,871
CZ-ABC: (70) 833,249; (81) 873,300
RTZ-ABC: (70) 452,543; (81) 540,100
County 80 Cen. 869,109
SMSA 80 Cen. 1,093,293
City & RTZ-ABC: (70) 1,285,792; (81) 1,413,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 217,150
CZ-ABC: (70) 259,321; (81) 313,600
RTZ-ABC: (70) 137,738; (81) 189,600
County 80 Cen. 322,810
SMSA 80 Cen. 397,027
City & RTZ-ABC: (70) 397,059; (81) 503,200

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	18	$5,406,216,000
Commercial	9	$17,298,671,000
(statewide banking system)		

6 - PASSENGER AUTOS: County 532,426

7 - ELECTRIC METERS: Residence 325,450

8 - GAS METERS: Residence 170,065

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Manufacturing 79,087; Retail 80,986; Wholesale 27,065; Insurance Co. Home Office 56; Hotel, Motel 112; Schools, Colleges, Universities 235; Finance, Insur., Real Estate 29,871; Services 73,932; Heavy concentration of Gov't Offices, City, County, State and Federal.
Principal Pay Days : Fri.; 15th & 30th.

10 - CLIMATE: Avg. Temp.—Spring 52; Summer 74; Fall 50; Winter 28. First killing frost, Oct. 31. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : 54 blocks on 17 streets.
Neighborhood Shopping Centers : 42 different locations throughout the ABC City Zone.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amos	6	Kroger
Berwick	7	Big Bear
Central Point	3	J.C. Penney, Kroger, Food World
Eastland	7	Lazarus, Sears, Penney
Graceland	6	Woolco, Big Bear, Halles, JC Penney
Great Eastern	7	Woolworth
Great Southern	7	Woolco, Big Bear, JC Penney, Kroger
Great Western	5	Woolco, Kroger
Kenny Center	5	Food World
Dublin Plaza	10	Kroger
Southland Mall	4	Gold Circle
Kingsdale	5	Lazarus, Halles, Big Bear
Lincoln Vlg.	7	Big Bear, Service Merchandise
Northern Lights	6	J.C. Penney, Big Bear, Kroger
Northland	6	Lazarus, Sears, Halles, Woolworth, JC Penney
Northwest	5	Big Bear, Lazarus
Lane Ave.	4	Big Bear
The Continent	9	The French Market
The Colony Bazaar	7	The Market
Town & Country	6	Halles, Kroger, JC Penney, Big Bear
Tremont	4	Tarpys
University City	6	Kroger
Westerville Mall	13	Kash N Karry Foods, Gold Circle
Westerville Sq.	13	Big Bear, Lazarus
Westland	6	Lazarus, Penney's, Sears
Worthington Sq.	11	Kroger
Columbus Sq.	9	Woolco
Granville Sq.	9	Harts, Big Bear
Ohio Center Mall	1	The Market

Principal Shopping Days : Mon., Thu., Sat.
Stores Open Sundays : Most in major shopping areas.
Stores Open Evenings : Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores : F. &R. Lazarus 10; Penney 8; Schottenstein 2; Sears 3; Halles 5; Madison 3.
Discount Stores : Gold Circle 6; Harts 4; Rinks 6; K mart 9.
Variety Stores : Kresge 1; Woolworth 6; Scotts 7; Woolco 8.
Chain Drug Stores : Gray Rexall 21; Cutter 4; Cochran 5; SupeRx 15; Revco 11; Crosbys 3; Harts 4; Rite-Aid 7; Gold Circle 5; K mart 6; Super-Val Drugs 11; Big Bear 2; Columbus Prescription Pharmacies 3; Dane 5; Drug Emporium 2; Lynn Walgreen 6; Mediplex 9; Neil Pharmacies 4.
Chain Food Supermarkets : Kroger 31; Big Bear 30; Super Duper 11; IGA 16; Stump's 7; Gateway 8; Lawson's 57; Food World 5; Kash N Karry 4; Tom Tarpy's 3; Stop-N-Go 10; Open Pantry 5; Convenient Food Mart 17; United Daily Farmers 6; 7-11 30; Cardinal 23; Little Giant 4; Red & White 5; Creco & Creco 27.
Other Chain Stores : Martha Jane 2; Firestone 9; Goodyear 7; Goodrich 3; Western Auto 3; Florsheim 3; Regal 2; Flagg Bros; Thom McAn 6; Hanover; Baker's 4; Mary Jane; Gallenkamp 7; Dr. Scholl; Singer Co. 4.

14 - NEWSPAPERS: DISPATCH (e) 202,209; (S) 343,721; CITIZEN-JOURNAL (m) 114,899; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Leonard A. Zane, Gen. Adv. Mgr., or David Weltner, Adv. Dir., DISPATCH and CITIZEN-JOURNAL, 34 S. Third St., Columbus, OH 43215; Tel. (614) 461-5000.
National Representatives : DISPATCH and CITIZEN-JOURNAL—CWO&O.

CONNEAUT

1 - LOCATION: Ashtabula County, E&P Map C-1. On Lake Erie Shore; R.R. div. point, iron ore and coal port, diversified industries. 70 mi. E of Cleveland; 100 mi. W of Buffalo; large farm area surrounding. On Hwys. 20, 7; nr. Cinn. Freeway.

2 - TRANSPORTATION: Railroads : Main div. point; N&W; Conrail; B&LE main lines.
Motor Freight Carriers : All main line firms operating between Cleveland-Buffalo.
Freight Steamship Lines : 15.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,835
County 80 Cen. 104,215
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS: 21Corp. City 80 Cen. 5,062
21County 80 Cen. 35,825

5 - BANKS:	NUMBER	DEPOSITS
Savings	2	$183,000,000
Sav. & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 61,464

7 - ELECTRIC METERS: Residence 5,920

8 - GAS METERS: Residence 4,123

9 - PRINCIPAL INDUSTRIES: Plastics and Rubber Mfg.; Docks; Railroad.
Principal Industrial Pay Days : 15 and 30.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 70-90; Fall 40-72; Winter 25-40. First killing frost, Nov. Last killing Frost, Mar.

CITY EXPLODES!

BUILDING BOOM

An elegant $36 million Hyatt Regency . . . A new Ohio Convention Center . . . The 40-story Nationwide Insurance Corporate Headquarters . . . Just a few of the concrete facts . . . Columbus is anticipating a real population growth of 5.2% by 1984.*

PEOPLE BUY

Over a million buyers with an effective buying income in excess of $9 billion . . . Total retail sales of nearly $5 billion.** The Dispatch and Citizen-Journal reach 484,800 of these adult buyers daily . . . One ad reaches 71% of the SMSA*** college graduates and 75% of the SMSA*** adults with household income of $30,000 or more.

BUSINESS UPDATE

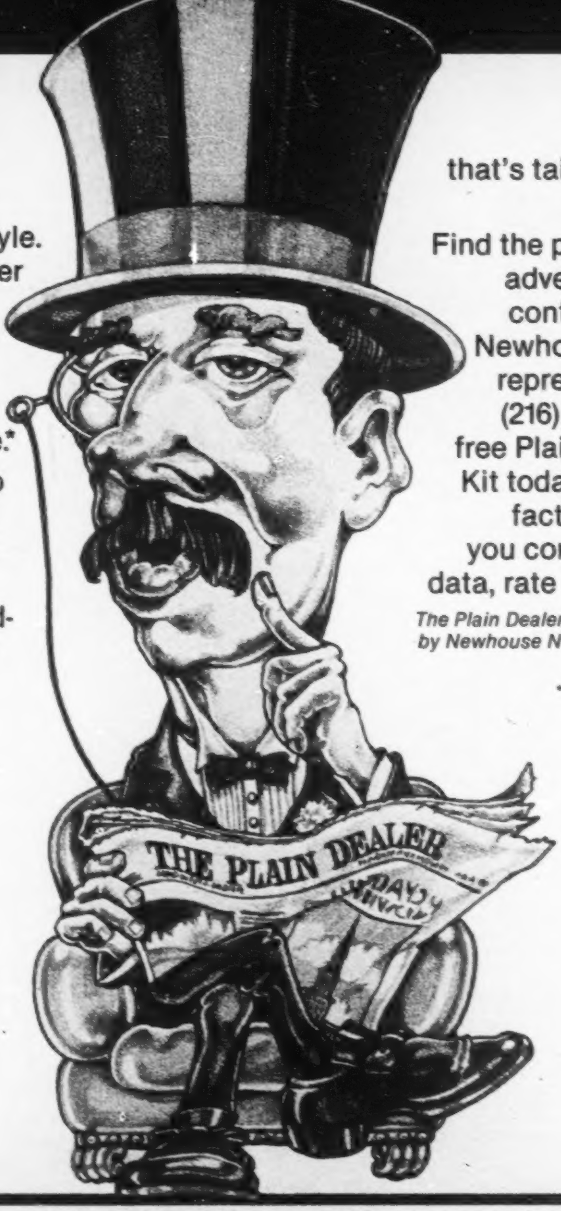
Columbus, Ohio is big news for marketers and The Columbus Dispatch and Citizen-Journal are making headlines in more ways than one. Contact one of our representatives today to find out how you can become a part of the story behind the headline. Just call (614) 461-5204.

**S&MM Survey of Buying Power 1980
**S&MM Survey of Buying Power 1981
***Belden Continuing Market Study 1980

The Columbus Dispatch
EVENING and SUNDAY
Columbus Citizen-Journal
MORNING

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc. In Florida — The Leonard Company

The Plain Dealer. Well read by well-heeled, well-dressed Clevelanders.



If you're in the apparel business, Ohio's largest newspaper is just your style. Your ad in The Plain Dealer is tagged for success because it reaches more readers 18-49 and more households with incomes of $35,000 or more.* These are the people who like to buy new things to wear with all their wherewithal. So button up the big spenders in Cleveland-Northeast Ohio by advertising in the newspaper that's tailor-made for you.

Free Contact Kit

Find the perfect fit for your advertising dollars by contacting your local Newhouse Newspapers representative. Or call (216)344-4079 for your free Plain Dealer Contact Kit today and size up the facts fast. We'll send you complete marketing data, rate cards, the works.

The Plain Dealer is represented nationally by Newhouse Newspapers with offices in principal cities.

**1980 Scarborough Report*

The Plain Dealer. Your No.1 Contact with Cleveland-Northeast Ohio.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center : 5 blocks on four streets; Conneaut Shopping Plaza. Harbor Area; East Conneaut.
Principal Shopping Days : Fri., Sat.
Stores Close : Wed. afternoon.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Whitney; J. C. Penney.
Variety Stores : P&J Variety Center; Fisher Big Wheel; Western Auto.
Chain Food Supermarkets : Value King; Kroger; Golden Dawn. 14NEWS-HERALD (e) 4,730; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Darryl Hicks, Mgr. NEWS-HERALD, 182-184 Broad St., Conneaut, OH 44030; Tel. (216) 593-1166.
National Representative : Landon.

COSHOCTON

1 - LOCATION: Coshocton County, E&P Map C-2, County Seat. Trading center for 30 mi. radius area. Diversified manufacturing center. East central part of state; 70 mi. E of Columbus; 100 mi. S of Cleveland; on U.S. Hwy. 36; State Hwys. 16, 271 and 83.

2 - TRANSPORTATION: Railroads : Conrail; Norfolk & Western (freight only).
Motor Freight Carriers : 6.
Intercity Bus Lines : Pittsburgh & Weirton.

3 - POPULATION:
Corp. City 80 Cen. 13,405
CZ-ABC: (70) 16,052; (81) 16,500
RTZ-ABC: (70) 36,988; (81) 43,100
County 80 Cen. 36,024
City & RTZ-ABC: (70) 53,040; (81) 59,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,411
County 80 Cen. 13,064
CZ-ABC: (70) 5,654; (81) 6,700
RTZ-ABC: (70) 11,329; (81) 15,300
City & RTZ-ABC: (70) 16,983; (81) 22,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$78,060,807
Sav. & Loan	2	$7,728,689

6 - PASSENGER AUTOS: County 20,767

7 - ELECTRIC METERS: Residence 11,849

8 - GAS METERS: Residence 6,742

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Adv. Novelties 600; Steel Pipe 550; Enamel Ware 360; Plastics 1,000; Rub. Gloves 450; Rubber Goods 460; Paper Prod. 268; Canvas & Leather Gloves 230; Metal Acoustic Ceilings 235; Electrical 95; Stainless Steel 125.

10 - CLIMATE: Min. & Max. Temp.—Spring 25-45; Summer 60-95; Fall 30-75; Winter 20-55. First killing frost, Oct. 22. Last killing frost, May 24.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on two streets plus downtown shopping plaza.
Neighborhood Shopping Centers : Five.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtowner Plaza (24)	NA	G.C.Murphy Co., Radio Shack, Big Wheel, Fashion Bug

Principal Shopping Days : Fri., Sat.
Stores Close : Thurs. afternoon.
Stores Open Evenings : All Stores—Fri.; Food-Fri. Sat.; Some Mon.

13 - RETAIL OUTLETS: Department Stores : M. O'Neil; Penney; Montgomery Ward; Newberry.
Discount Stores : Big Wheel; Murphy's Mart.
Chain Drug Stores : Revco.
Chain Food Supermarkets : Kroger; Riverside IGA; Buehlers.
Other Chain Stores : Tru Valu Hardware; Gallenkamp; Coshocton Hat; Sears; Lawson; Convenience Food.

14 - NEWSPAPERS: TRIBUNE (e) 7,963; (S) 8,623; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jon M. Noel, Adv. Mgr., TRIBUNE, 115 N. 6th St., Coshocton, OH 43812; Tel. (614) 622-1122.
National Representative : Thomson.

DAYTON

1 - LOCATION: Montgomery County, (SMSA), E&P Map A-3, County Seat. Industrial, wholesale center. On Miami River, U.S. Hwys. 75, 70, 675, 25, 35, 40; State Hwys. 4, 48, 49, 201, 202, 440, 444.

2 - TRANSPORTATION: Railroads : Conrail; Amtrak; Chessie System.
Motor Freight Carriers : 93.
Intercity Bus Lines : Greyhound; West Milton-Dayton Bus; Daybrook; Vandalia Bus Lines; St. John Transportation; Wilbur Dahmer Bus Lines; Dayton-Xenia; Moraine City Lines; Regional Transit Authority.
Airlines : American; TWA; United; Delta; USAir; Republic; Com Air; Wright.

3 - POPULATION:
Corp. City 80 en. 203,588
CZ-ABC: (70) 507,233; (81) 454,100
RTZ-ABC: (70) 457,930; (81) 509,100
County 80 Cen. 571,697
SMSA 80 Cen. 830,070
City & RTZ-ABC: (70) 965,163; (81) 963,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 77,724
CZ-ABC: (70) 161,572; (81) 166,200
RTZ-ABC: (70) 135,501; (81) 174,700
County 80 Cen. 211,875
SMSA 80 Cen. 300,025
City & RTZ-ABC: (70) 297,073; (81) 340,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	160	$2,216,372,000
Sav. & Loan	105	$2,558,571,000

6 - PASSENGER AUTOS: County 363,668; SMSA 524,939

7 - ELECTRIC METERS: City 73,515
County 216,578, SMSA 293,813

8 - GAS METERS: City 61,607
County 156,878, SMSA 202,558

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage)—Machinery 31,200 ($402); Nondurable Goods 32,100 ($402); Durable Goods 68,000 ($401); Printing & Publishing 9,600 ($374); Paper Products 6,000 ($346); Total Manufacturing 100,100 ($402); Food Products 3,600 ($369); Total Nonmanufacturing 257,400; Wholesale & Retail Trade 72,400; Total Government 70,300; Federal Gov. 24,900; State Gov. 6,000; Local Gov. 39,400.

10 - CLIMATE: Min. & Max. Temp.-28 to 108; Spring 35-92; Summer 40-108; Fall 14-83; Winter -28-71. Frost-free period, May 15-Oct. 28.

11 - TAP WATER: City-alkaline, soft; county-alkaline, hard.

12 - RETAILING: Principal Shopping Centers : 6 blocks on Main Street downtown (110); Arcade—Enclosed Mall (20).
Neighborhood Shopping Centers : Airway Center 24; Breitenstrater Square 20; Broadmoor Plaza 11; Castle Hills 9; Centerville Place 18; Country Square 25; Cornell Center 5; East Plaza 7; Easttown 27; Fairmont Plaza 9; Forest Park Plaza 35; Hills & Dales 29; Huber Heights 24; Rikes Kettering 20; Kimco 7; K mart Plaza 11; Knollwood 10; Beaver Valley Mall 30; Marian Meadows 15; McCook 10; Miamisburg 22; Miracle Lane 12; North Plaza 8; Northtown 20; Northwest Plaza 10; Oak Creek Plaza 24; Ole Spanish Village 20; Page Manor 10; Salem Plaza 10; Salem Square 5; R-K Dayton Property 19; SkywayPlaza 18; Spin Kemp 10; Van Buren 26; Westown 18; Washington Square 32; Woodlane 21.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Dayton Mall (115)	11	Rike's, Penney's, Sears, Metropolitan
Salem Mall (112)	8	Rike's, Sears, Penney's, Metropolitan
Town & Country (63)	6	Penney's, Kroger, Metropolitan
South Town Centre (38)	11	Elder-Beerma, K mart, E. F. MacDonald, Children's Palace
Towne Mall (57)	21	Elder-Beerman, McAlpins, Sears

Principal Shopping Days : Wed., Thu., Fri., Sat., Sun. Most Stores open evenings and Sunday.

13 - RETAIL OUTLETS: Department Stores : Rike's 5; Elder-Beerman 11; JC Penney 4; Sears 4.
Variety Stores : Woolworth 4; Kresge 1; McCrory's 3; Ben Franklin 2.
Discount Stores : Goldman's 6; K mart 10; Rink's 6; Ontario 3; Gold Circle 3; Concord City 1; Murphy Mart 2; Kroger Sav-on 3.
Chain Drug Stores : Revco 15; Gray Drug 12; Glendale Ph. 4; Rite Aid 8; Medicine Shoppe 2; Fidelity Prescriptions 10.
Chain Food Supermarkets : Kroger 19; Dorothy Lane 1; Fulmers 5; Fazio Foods 2; IGA 32; Imperial Foodtown 11; Stump's 8; Lofinos 2; Lawson's 26; United Dairy Farmers7; King Kwik 23; Seven-Eleven 36; Stop-N-Go 22; Utotem 5.
Other Chain Stores : Major Clothing Stores: The Metropolitan; Walker's; Donenfeld's. Shoes: Gallenkamp; Thom McAn; Dr. Scholl; Florsheim; D. C. Beck; Baynham's; Baker's; Harris; Nobil; Butler's Shoe Market; Pick-Way; Regal; El-Bee; Hanover; Footlites; Kayser's; Nunn-Busch; Red Wing. Automotive; Western Auto Supply; Standard Auto Parts; Benny's Kar Parts Outlet; Nationwise; Fleenor's; Main Auto Parts; Genuine Auto Parts; Goodyear; Firestone. Paints-Lumber: Sherwin-Williams; Warehouse Paints; Wickes; 84 Lumber; Wolohan; Sutherland Lumber; Durrel Paints; PK Lumber. Clothing: Richman Bros.; Paul Harris; Lerner; L.S. Ayres; Lane Bryant; Spare Change; National Shirts; Brooks; Casual Corner; Thals; Tall Fashions; Farry's Men Shop; Maternity Modes; Frederick's of Hollywood; County-Seat; Chess King; Bottom Half; Clothing Clearance Center. Jewelry: Robinson's; Jaccard's; Mayor's; Leroy Diamonds. Fabrics: Jo-Ann Fabrics; Fabric Circle; Monique; National Fabric; Daytex (catalog). Other: Radio Shack; Merle Norman; Montgomery Ward (catalog); Speigel (catalog); E.F. MacDonald; Best Products; Children's Palace.

14 - NEWSPAPERS: JOURNAL-HERALD (m) 101,629; NEWS (e) 139,022; (S) 219,268; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth P. Tinderholm, Gen. Adv. Mgr. NEWS and JOURNAL-HERALD, PO Box 1287, Dayton, OH 45401; Tel. (513) 225-2089.
National Representative : Sawyer-Ferguson-Walker.

DEFIANCE

1 - LOCATION: Defiance County, E&P Map A-2, Count Seat. Industrial and dairy products center, 45 mi. NE Ft. Wayne; 60 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads : B&O; N&W.
Motor Freight Carriers : 28.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,810
County 80 Cen. 39,987

4 - HOUSEHOLDS:
City 80 Cen. 5,839 21County 80 Cen. 13,306

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$353,920,083
Commercial	2	$124,109,000

6 - PASSENGER AUTOS: County 23,542

7 - ELECTRIC METERS: Residence 6,640

8 - GAS METERS: Residence 4,208

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Primary & Fabricated Metals 6,400; Food Products 685; Misc. Mfg. 2,450; Non Mfg. 1,870.
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Average Temp.—Spring 37; Summer 70; Fall 49; Winter 26.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on Clinton St.; 2 blocks on 2nd St.
Neighborhood Shopping Centers : Baltimore Rd.; Clinton & High; Plaza Center, E. Second St.; Hopkins & Douglas; N. Clinton at bypass.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Charles.
Variety Stores : G.C. Murphy; Stop 'N Shop.
Discount Stores : Fleet Line; Rinks; TG&Y; Murphy Mart.
Chain Drug Stores : Revco; American Discount; Toledo HRC; Lane's.
Chain Food Supermarkets : Kroger; Chief 6; Goldenetz 2; Luthers Supervalu; Lawson's 1.
Other Chain Stores : Firestone; Singer Co.; Western Auto; Sears (catalog); Cato; Gallenkamp; Montgomery Ward (catalog); Shoe World; Goodyear; Sherwin-Williams; Majestic Paint; Jo-Ann Fabrics.

14 - NEWSPAPERS: CRESCENT-NEWS (e) 17,908; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Alvin J. Geitgey, Adv. Mgr., CRESCENT-NEWS, PO Box 249, Defiance, OH 43512; Tel. (419) 784-5441.
National Representative : Landon.

DELAWARE

1 - LOCATION: Delaware County (In Columbus SMSA). E&P Map B-2, County-Seat. 23 mi. N of Columbus; 92 mi. NE of Dayton; 117 mi. SW of Cleveland. On U.S. Hwys. 23, 36, 42 and State Hwy. 37.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 8.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,780
County 80 Cen. 53,840
SMSA 80 Cen. 1,093,293

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,310
County 80 Cen. 17,624
SMSA 80 Cen. 397,027

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$165,000,000
Sav. & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 33,481

7 - ELECTRIC METERS: Residence 9,800

8 - GAS METERS: Residence 8,600

9 - PRINCIPAL INDUSTRIES: Truck Bodies; Machy.; Stoves; Heat Control Units; Com. Air Conditioning; Chemical Prods.; Adhesives; Bricks; Iron Castings; Mach. Screws; Pumps; Valves; Cranes; Caskets; Paint; Buses.

10 - CLIMATE: Min. & Max. Temp.—Spring 2-92; Summer 40-104; Fall 10-90; Winter -15-65.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Georgetowne (15)	NA	Buehlers, Ben Franklin
Delaware Plz. (10)	NA	K mart
Troy Rd.	NA	IGA

Principal Shopping Days : Thu., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Harts; Sears.
Variety Store : Ben Franklin.
Chain Drug Stores : Revco; SupeRx.
Chain Food Supermarkets : Delaware Discount Food; Kroger; Buehlers; U.S. Store.

14 - NEWSPAPERS: GAZETTE (e) 9,414; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: H.C. Thomson, Pub., GAZETTE, 18 E. William St., Delaware, OH 43015; Tel. (614) 363-1161.
National Representative : Landon.

DELPHOS

1 - LOCATION: Allen, Putnam & Van Wert Counties, E&P Map A-2 (in Lima SMSA). On U.S. Hwys. 30, 30N, 309 and State Hwys. 66, 190 and 697. On the Miami & Erie Canal, 14 mi. NW of Lima.

2 - TRANSPORTATION: Railroads : Conrail; New York, Chicago & St. Louis; Akron-Canton-Youngstown; Norfolk & Western.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,314
Counties:
Allen 80 Cen. 112,241
Putnam 80 Cen. 32,991
Van Wert 80 Cen. 30,458
SMSA 80 Cen. 218,244

4 - HOUSEHOLDS:
City 80 Cen. 2,498
Counties:
Allen 80 Cen. 38,168
Putnam 80 Cen. 10,110
Van Wert 80 Cen. 10,939
SMSA 80 Cen. 74,749

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$101,154,236
Sav. & Loan	1	$24,822,291

6 - PASSENGER AUTOS: Counties: Allen 67,039; Putnam 19,091; Van Wert 19,694

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Trailers; Juvenile Furniture & Toys; Galvanized Roofing & Siding; Soy Bean Prod.; Axle Manufacturing; Egg Processing; Mach. Tools; Filling Station Equip.; Crushed Stone; Screw Mach. Parts; Insulation Prod.; Electrical Harness Assembly; Sheet Metal Stamping; Pickle Processor; Brake Press Dies; Automotive Frames; T.V. Towers; Grain Hauling Bodies; Pizza Mfg. Co.

10 - CLIMATE: Min. Temp.—Summer 74; Fall 53; Winter 30.

11 - TAP WATER: Alkaline, hard. Soft water available for manufacturers; 1,865 Meters; not fluoridated.

12 - RETAILING:
Principal Shopping Days : Thu.; Fri.; Sat.

13 - RETAIL OUTLETS:
Variety Stores : G.C. Murphy; Val Discount
Chain Drug Stores : Rexall Family Independent Phcy.; Bi-Rite Discount Center.
Chain Food Supermarkets : IGA; Pangles; Red & White 2; Meyer's IGA 2

14 - NEWSPAPERS: HERALD (e) 4,082; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Robert Gillespie, Vice Pres./Sales Dir., HERALD, 405 N. Main St., Delphos, OH 45833; Tel. (419) 692-5050.
National Representative : Amer. Newspaper Rep.

DENNISON
See UHRICHSVILLE

DOVER-NEW PHILADELPHIA

1 - LOCATION: Tuscarawas County, E&P Map C-2. Situated on U.S. Hwys. 21, 250; State 8, 39, 211; I-77; 75 mi. S of Cleveland; 110 mi. W of Pittsburgh; 100 mi. E of Columbus.

2 - TRANSPORTATION: Railroads : Conrail; Baltimore & Ohio (both freight).
Motor Freight Carriers : 8.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Dover 80 Cen. 11,526
New Philadelphia 80 Cen. 16,883
CZ-ABC: (70) 36,840; (81) 39,400
RTZ-ABC: (70) 49,328; (81) 56,600
County 80 Cen. 84,614
City & RTZ-ABC: (70) 86,168; (81) 96,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Dover 80 Cen. 4,353
New Philadelphia 80 Cen. 6,743
CZ-ABC: (70) 12,132; (81) 14,900
RTZ-ABC: (70) 15,152; (81) 20,100
County 80 Cen. 30,485
City & RTZ-ABC: (70) 27,284; (81) 35,000

5 - BANKS: 4 Commercial; Dep. $277,989,000

6 - PASSENGER AUTOS: County 51,614

7 – ELECTRIC METERS: Residence 28,683

8 - GAS METERS: Residence 9,287

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Steel 1,300 ($275); Wood Prods. 419 ($270); Elect. Appl. 200 ($270); Chemicals 345 ($275); Machine & Fab. 1,355 ($273); Apparel 187 ($148); Plastics 300 ($271); Clay 750 ($217); Agri-forestry 124 ($143); Mining 653 ($334); Mfg. 9,571 ($273); Finance/ Ins./Real Estate 798 ($183); Service 3,556 ($164); State/local Gov. 3,772 ($187); Const-Building 1,230 ($273); Trans. Utility 1,151 ($271); Retail-Whls N.A. ($148).
Principal Pay Days : Tues., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.—Spring 25-60; Summer 60-99; Fall 30-75; Winter 10-55. First killing frost, Oct. 17. Last killing frost, May 3.

11 - TAP WATER: Alkaline, hard (Dover); Alkaline, soft (New Phila.)

12 - RETAILING: Principal Shopping Center : (Dover)—3 blocks on Third St.; 4 on N. Tuscarawas Ave.; 4 on N. Wooster Ave.; (New Phila.)—2 blocks each way on 4 streets.
Neighborhood Shopping Centers : Dover—Boulevard, 2 blocks; Miracle Lane; 25 unit Plaza; New Phila.—W. High & 7th; E. High & 9th; S. Bway & Commerce; Monroe Mall: 20 unit enclosed mall.
Prinicpal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Mon., Fri. (Dover); Thu. & Fri. (New Phila.)

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Montgomery Ward; Daniels'; Jaffe's; Sears; Allen-Warren; Schwartz-Kline's.
Discount Stores : Hart's Family Store; S. E. Nichol's; Conley's; Rink's Bargain City; K mart.
Variety Stores : Dollar General; La Fontaine's; Scott's T G & Y; Nichols; Radio Shack; Toy World.
Chain Drug Stores : People's Drug, Nichol's, Gray's; Hart's; Marlowe's 3; Barr Drug; Prescription Shop; K mart.
Chain Food Supermarkets : Buehler's; Kroger; Hart's; Stallard's Foodliner; Stoll's A/G Foods; Beaber's IGA 2; AG.
Other Chain Stores : Firestone; Nobil Shoes; Lawson Milk; House of Stones; Williams Furniture; Quik Shop; Firestone 2; Harry's Outlet; Jean Frocks; Roberts Men's Stores; Moore's Center; Quality Farm; Fleet; Ziegler Tire; Sale's Dept. Store; Dean and Barry; Sherwin-Williams; Carter-Lumber-Plumbing.

14 - NEWSPAPERS: TIMES-REPORTER (e) 30,006; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Stien, Nat. Adv. Mgr., TIMES-REPORTER, 629 Wabash Ave. N.W., New Philadelphia, OH 44663; Tel. (216) 364-5577.
National Representative : Branham.

EAST LIVERPOOL

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial, dairy and agricultural area. On the Ohio River (39 mi. NW of Pittsburgh, Pa.) served by freight boat lines to ports on Ohio, Missouri and Mississippi Rivers. U.S. Hwy. 30 and State Hwys. 7, 11, 39 and 139, Bridges to Chester and Newell, W. Va.

2 - TRANSPORTATION: Railroads : Cleveland & Pittsburgh Division, Conrail (Freight).
Motor Freight Carriers : 16 (5 with local terminals).
Intercity Bus Lines : Interstate; Greyhound; All American.
Airlines : Greater Pittsburgh Airport 45 min. Ohio Turnpike 27 mi. N.

3 - POPULATION:
Corp. City 80 Cen. 16,687
CZ-ABC: (70) 42,931; (81) 45,500
RTZ-ABC: (70) 51,770; (81) 53,900
County 80 Cen. 113,572
City & RTZ-ABC: (70) 94,701; (81) 99,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,323
CZ-ABC: (70) 14,189; (81) 17,400
RTZ-ABC: (70) 15,531; (81) 18,600
County 80 Cen. 39,996
City & RTZ-ABC: (70) 29,720; (81) 36,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	-	$75,064,473
Sav. & Loan	-	$116,563,378

6 - PASSENGER AUTOS: County 68,265

7 - ELECTRIC METERS: Residence 15,988

8 - GAS METERS: Residence 10,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Dinnerware & Ceramic Pdts. 4,400 ($151); Steel & Fabric. 5,400 ($252); Brick & Tile 400 ($154).
Principal Pay Days : Steel Mon., Tues., Wed.; Brick Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 30-60; Summer 60-85; Fall 30-60; Winter 20-30. First killing frost, Oct. 2. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on 5th and 6th Sts.; 2 on Broadway; 2 on Washington St.; 2 on Market St.; 3 on Dresden Ave., 1 on St. Clair Ave.; St. Clair Plaza, Calcutta Area—(3 mi. N.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
St. Clair Plaza (10)	NA	Hills Discount Dept. Store, Foodland, Sears (Catalog)
Skyview Plaza (12)	NA	K mart Discount Store, Krogers

Stores Open : Thu. evenings.
Principal Shopping Days : Sat., Thu., Mon., Fri.

13 - RETAIL OUTLETS: Department Stores : Ogilvie; Penney; Montgomery Ward.
Variety Stores : McCrory's;
Discount Stores : Thrifty-City; K mart; Hills; Lane Drugs.
Chain Drug Stores : Thrift; Lane Drugs; Hershe-Bloor 3; Medicine Shoppe 1; Rite Aid
Chain Food Supermarkets : Valu King 4; IGA Stores 4; Foodland 2; Kroger.
Other Chain Stores : Gallenkamp Shoe; Goodyear; Sherwin-Williams (paint); Sears (catalog).

14 - NEWSPAPERS: REVIEW (e) 14,328; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Scott L. Swanson, Adv. Mgr., REVIEW, 210 E. 4th St., East Liverpool, OH 43920; Tel. (216) 385-4545.
National Representative : Thomson.

ELYRIA

1 - LOCATION: Lorain County (In Lorain-Elyria SMSA). E&P Map B-2, County Seat. On the Black River, 9 mi. from Lorain Harbor on Lake Erie; 25 mi. WSW of Cleveland. Diversified industries, agriculture. On U.S. Hwy 20; the Ohio Tpk.; State Hwys. 113, 57, 10, 58, 76, 301, 254, I-90.

2 - TRANSPORTATION: Railroads : Conrail; B&O; Amtrak.
Motor Freight Carriers : 22.
Intercity Bus Lines : Greyhound.
Airlines : Most Airlines at Cleveland (14 mi.).

3 - POPULATION:
Corp. City 80 Cen. 57,504
PMA-ABC: (709 152,765; (81) 162,900
County/SMSA 80 Cen. 274,909
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,600
PMA-ABC: 870) 43,249; (81) 53,100
County/SMSA 80 Cen. 90,819

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$500,000,000
Sav. & Loan	7	$153,000,000

6 - PASSENGER AUTOS: County 169,451

7 - ELECTRIC METERS: Res/City 26,000

8 - GAS METERS: Res/City 19,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Auto Accessories 3,500 ($300); Plastics 433 ($290); Screw Machine Prods. 1,037 ($325); Foundry 1,155 ($250); Furnace Mfg. 876 ($250); Spring Mfg. 394 ($250); Chemicals 485 ($300).
Principal Pay Days : Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 28-80; Summer 50-100; Fall 25-90; Winter 0-45. First killing frost, Oct. 12. Last killing frost, April 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : Midway Mall 53 units; 6 blocks on Broad St.; 3 on 2nd; 1 on Court St.; 2 on Middle Ave.; 3 on East Ave.; 2 on West Ave; 3 Blocks on S. Abbe Rd.; 3 Blocks on N. Abbe Rd.
Neighborhood Shopping Areas : All of Cleveland St.; 8 blocks on Lake Ave.; 1 on East Bridge.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sheffield (32)	4	May Co., Edwards
Midway Mall (62)	NA	Higbee, Sears, JC Penney
Westgate	15	Higbee, Kroger, Halles, Pic 'N Pay
Oakwood Plaza (29)	6	Fishers
Ridgeview (22)	1	Edwards
W'gate (Lorain) (17)	8	Fishers
Shoreway (28)	8	Woolworth, Krogers
Great Northern	NA	Penney, Pick 'N Pay, Fishers, Sears, May Co.
Elyria Plaza (15)	NA	
Northgate (9)	NA	Zayre, Revco

Principal Shopping Days : Mon., Thu., Fri., Sat., Sun.
Stores Close : Some on Wed. afternoon.
Stores Open Evenings : Mon., Thurs., Fri.
Stores Open Sundays : Sears; Penney; Higbee; May Co.; Discount; Dairy; Drug.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears; The May Co.; Hill's; Higbees; K mart 2.
Discount Stores : Elyria City Discount; Big Town; Zayre; J & B; Discount Drug Mart; Gold Circle.
Variety Store : Woolworth
Chain Drug Stores : Hess & Hess 1; Revco 3; Gray's 2.
Chain Food Supermarkets : Fisher-Fazio 4; Kroger 2; Edwnros 2; Sparkle IGA Foodliner N. Central Ohio Convenient Food Mart 20.
Other Chain Stores : Dairy; Lawson Dairy 12; Bakeries: Omar, Hough 2, Sally Ann Bakery 2; Jewelry: Hart's, Rose Jewelers; Candy: Barricini Candy; Paints, Lowe Bros., Sherwin-Williams 2, Mary Carter Paints, Pittsburgh Paints; Singer Co.; Domestic Sewing Center; Auto Supplies: Goodrich, Goodyear, Firestone, Uniroyal; Discount Ontario Stores; K mart; Red Robin, Richman Bros., Paul Harris Stores, Park Lane Hosiery, Lane Bryant, Winkleman's, 3 Sisters, Ted Jacobs, Foxwood Casuals, Tweed Shop; Betley Tires; Shoes: Thom McAn, Nobil 4, Pic-Way Shop, Merit, Miller-United, Baker, Fallik Regal, Boulevard Juvenile; Leather Goods & Gifts: Spencer's Gifts, Memory Lane; Fabrics: Cleveland Fabric Shop; Music: Record World, Melody Manor; Schwede's, Ohio Edison, GE, Appliance Village; Furniture: Florist, Carek's; Automobiles: Dertz, J.R. Dall, Spitzer, Earl Lance, Stang, Prout, Morris; Dry Cleaners: Allen's, Flash, Jack Knight; Men's Furn.: Powers & Dawley, Harry's Men's Wear, Sam Klein,

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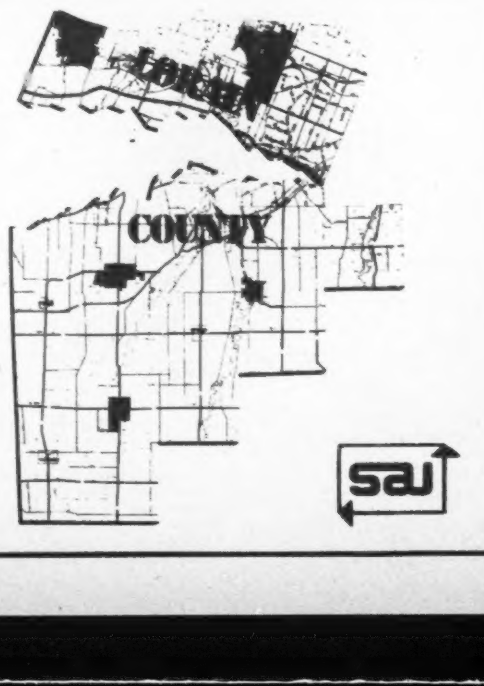


14 - NEWSPAPERS: CHRONICLE-TELEGRAM (e) 37,611; (S) 37,932; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Weaver, CHRONICLE-TELEGRAM, 225 East Ave., Elyria, OH 44036; Tel. (216) 329-7000.
National Representative : Branham.

FAIRBORN

1 - LOCATION: Greene County (In Dayton SMSA). E&P Map A-3. 12 mi. from Springfield, Dayton and Xenia; on U.S. Hwy. 444 and State Hwy. 235.

2 - TRANSPORTATION: Railroads : Erie-Lackawanna; Conrail.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 29,702
SMSA 80 Cen. 830,070
County 80 Cen. 129,769
PMA-ABC: (70) 49,192; (81) 50,000
Demographic information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 11,050
County 80 Cen. 43,078
SMSA 80 Cen. 300,025
PMA-ABC: (70) 14,042; (81) 16,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$59,773,000
Sav. & Loan	3	$210,000,000

6 - PASSENGER AUTOS: County 79,636

7 - ELECTRIC METERS: Residence 10,721

8 - GAS METERS: Residence 10,528

9 - PRINCIPAL INDUSTRIES: Cement 282 emp. ($220 wk.); Wright-Patterson Air Force Base (23,500 emp.); Wright State University.
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-75; Summer 65-95; Fall 50-65; Winter 0-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bonomo Plaza (4)	NA	Village Fair
Fairborn Plaza (18)	NA	Gray Drugs, Fulmers-
Skyway Plaza (13)	NA	Muir's, McCrory, Elder Beerman
Five Points (7)	NA	Kroger, K mart, Five Points Pizza, Marsh, Rite Aid, Coast-to-Coast

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.; Food—every night.
Stores Open Sunday : Grocery and drug.

13 - RETAIL OUTLETS:
Variety Stores : Foy's; McCrory; Woolworth; Handyman K mart; Elder Beerman.
Chain Drug Stores : Gray's; Sloan's; Muir's; Revco; Rite Aid.
Chain Food Supermarkets : Kroger; Marsh; Fulmer.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,485; March 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: C. R. Bonkofsky, HERALD, One Herald Sq., Fairborn, OH 45324; Tel. (513) 878-3993.
National Representatives : Amer. Newspaper Rep.; USSPI.

FINDLAY

1 - LOCATION: Hancock County, E&P Map B-2, County Seat. Shopping and residential center. In NW part of state on U.S. Hwys. I-75, 30, 68, 224; State Hwys. 12, 568, 15, 37. 33 mi. NE of Lima; 45 mi. S of Toledo.

2 - TRANSPORTATION: Railroads : Amtrak; Norfolk & Western.
Intercity Bus Lines : Greyhound.
Motor Freight Carriers : 6.

3 - POPULATION:
Corp. City 80 Cen. 35,594
CZ-ABC: (70) 35,800 (81) 39,700
RTZ-ABC: (70) 81,135; (81) 85,900
County 80 Cen. 64,581
City & RTZ-ABC: (70) 116,935; (81) 125,600
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,466
CZ-ABC: (70) 11,646; (81) 14,900
RTZ-ABC: (70) 23,502; (81) 28,600
County 80 Cen. 23,058
City & RTZ-ABC: (70) 35,148; (81) 43,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$299,266,027
Sav. & Loan	3	$232,390,574

6 - PASSENGER AUTOS: County 39,711

7 - ELECTRIC METERS: Residence 17,249

8 - GAS METERS: Residence 15,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Rubber Tires 1,400 ($280); Gas & Oil 2,130 (NA); Integrated Circuits 1,100 ($335); Photographic Proc. 190 (NA); Plastics 160 ($321); Plastic Tile 217 ($260); Appliances 1,500 ($325); Can Mfg. 385 ($394); Plastic Fabrication 280 ($352); Farm Drainage & Excavating Equipment 130 ($300); Rubber-Plastic Appliances 150 ($235).
Principal Pay Days : Fri.; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.—Spring 20-50; Summer 50-85; Fall 30-60; Winter 10-50. Date of first killing frost, Nov. 1. Date of last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main St.; Ft. Findlay Village (26 Stores).
Principal shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon., Fri.; Ft. Findlay Village—Mon. thur Sat.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Patterson's; Lasalle's; Sears; Montgomery Ward (catalog).
Discount Stores : Pic-Way Shoe Mart; El Bee Shoes; Payless Shoe Source; Meijer Square; American Discount; Rink's Bargain City; Hill's; K mart.
Variety Stores : TG&Y.
Chain Drug Stores : Gray; Lane's 2; Revco.
Chain Food Supermarkets : IGA 1; Foodtown 2; Kash N Karry 1; Great Scot 4; Sur-Sav 1; Kroger 1.
Farm Supply : Quality Farm & Fleet; Mastersons.

14 - NEWSPAPERS: COURIER (m) 26,311; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gene Weber, Adv. Dir., COURIER, 701 W. Sandusky, Findlay, OH 45840; Tel. (419) 422-5151.
National Representative : Landon.

FOSTORIA

1 - LOCATION: Seneca 39 Hancock, and Wood Counties (In Toledo, OH-MI SMSA). E&P Map B-2, NW of center of state.

2 - TRANSPORTATION: Railroads : C&O; N&W; Conrail.
Motor Freight Carriers : 7.
Intercity Bus Lines : Greyhound; Buckeye Stages.

3 - POPULATION:
Corp. City 80 Cen. 15,743
Seneca County 80 Cen. 61,901
Hancock County 80 Cen. 64,581
Wood County 80 Cen. 107,372
SMSA 80 Cen. 791,599

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,775
Seneca County 80 Cen. 20,818
Hancock County 80 Cen. 23,058
Wood County 80 Cen. 35,477
SMSA 80 Cen. 277,564

5 - BANKS: 4 Commercial, Dep. $55,266,341

6 - PASSENGER AUTOS: Counties: Hancock 39,711; Wood 60,107 Senaca 35,994

7 - ELECTRIC METERS: Residence 8,314

8 - GAS METERS: Residence 5,816

9 - PRINCIPAL INDUSTRIES: Number Emp.; Carbon 907; Foundry; Steel Wire 250; Grain Milling 94; Meat Packers 98; Railroad Signals 25; Rubber Prod. Mach. tools 94; Elevators, Steel Fabrication 35; Mach. Shops; Aluminum Fabricators 24; Grain Processing 47; Fertilizer 71; Crankshifts 950; Local Lighting & Infrared Fixtures 172; Soybean Oil 51; Cement Blocks 500; Gray Iron Casting 650; Ptg. 158; Jet Blades 18; Refrigeration 900; Ford Motor Company 1,000.
Principal Industrial Pay Days : Wed. & Fri.

10 - CLIMATE: Mon. & Max. Temp.—Spring 26-49; Summer 60-79; Fall 52-65; Winter 8-30. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St., 1 block east and west from Main in the 4 blocks. Outlying shopping area, 8 blocks.
Shopping Center : Fostoria Plaza (Buckeye Mart, Discount Food, K mart)—open 9 to 9 daily and 10-6 on Sunday.
Principal Shopping Days : Thurs., Fri., & Sat.
Stores Open Evenings : Dept., Mon. & Fri.; Food, Nightly.

13 - RETAIL OUTLETS: Department Stores : K mart; Ahlenius; Sears Roebuck; J.C. Penney.
Variety Stores : S.S. Kresge; Goodyear; Firestone.
Discount Stores : Edison Discount; Buckeye Mart.
Chain Drug Stores : Toledo HRC 1.
Chain Food Supermarkets : Kroger; Nye's; Great Scott; Seaway Food Town; Don's IGA; White Front; Sav-Mor 4; Colonial Mkt.
Other Chain Stores : Western Auto; Sherwin-Williams; Singer.

14 - NEWSPAPERS: REVIEW-TIMES (e) 7,467; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: T.L. Bickel, Adv. Dir., REVIEW TIMES, 113 E. Center St., Fostoria, OH 44830; Tel. (419) 435-6641.
National Representative : Landon.

FREMONT

1 - LOCATION: Sandusky County, E&P Map B-2, County Seat. NW part of state, 85 mi. W of Cleveland; 32 mi. E of Toledo; 100 mi. N of Columbus; 16 mi. inland from Lake Erie. Retail trading center of county. At intersection of U.S. Hwys. 6 and 20; 4 mi. from interchange 6, Ohio Tpke.

2 - TRANSPORTATION: Railroads : Conrail; Norfolk & Western (freight).
Motor Freight Carriers : 20.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 17,834
PMA-ABC: (70) 73,650; (81) 77,400
County 80 Cen. 63,267

4 - HOUSEHOLDS:
City 80 Cen. 6,559
County 80 Cen. 21,553
PMA-ABC: (70) 22,095; (81) 26,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$225,226,000
Sav. & Loan	3	$62,859,751

6 - PASSENGER AUTOS: County 37,848

7 - ELECTRIC METERS: Residence 20,557

8 - GAS METERS: Residence 14,060

9 - PRINCIPAL INDUSTRIES: Type of Industry, number of wage earners. (Av. Weekly Wage): Total 21,479 ($245); Agri. 424 ($130); Mining 165 ($469); Const. 948 ($326); Manufact. 9,355 ($300); Trans. 611 ($350); Whls. & Ret. 3,962 ($168); Finance 602 ($182); Service 2,788 ($175); Govt. 2,624 ($201).

10 - CLIMATE: Min. & Max. Temp.—Spring 34-58; Summer 59-83; Fall 42-62; Witner 21-37. Avg. annual rainfall 38. Frost-free period, May 10-Oct. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks on Front St.; 7 on State St.; 4 on Arch St.; 3 on Croghan St.; 1 on Garrison St.; 3 on Justice St.
Neighborhood Shopping Areas : 4 blocks on W. State St., Lime St. and White Rd.; 4 on E. State St. from Collinwood to St. Joseph St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fremont Plaza (12)	NA	Gray Drugs, Murphy Mart
Potter Village (35)	NA	Foodtown, Great Scot, Mr. Wiggs, Fishers Big Wheel

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Most stores-Fri.: Food (chain) and shopping centers-nightly.

13 - RETAIL OUTLETS: Department Stores : Jospeh's; J. C. Penney; Sears (catalog).
Variety Stores : Woolworth.
Discount Stores : Associated Buyers; Mr. Wiggs; Fishers Big Wheel Jupiter Discount; Murphy Mart.
Chain Drug Stores : Revco; Gray's 2.
Chain Food Stores : Shop Rite (Spartan); Kroger; Great Scot 2; Seaway Foodtown.
Other Chain Stores : Fashion Shop; Firestone; Cato (ladies' clothing); 7-11 Store; Lawson's Milk; Osterman Jewelers; Picway Shoes; Singer; Radio Shack; Crosby Shoes; Shoe World.

14 - NEWSPAPERS: NEWS-MESSENGER (e) 15,489; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Randolph N. Chapman, Adv. Dir., NEWS-MESSENGER, 1700 Cedar St., Fremont, OH 43420; Tel. (419) 332-5511.
National Representative : Gannett.

GALION

1 - LOCATION: Crawford County, E&P Map B-2. 80 mi. SW of Cleveland; 60 mi. N of Columbus. On Ohio Rtes. 309 and 61.

2 - TRANSPORTATION: Railroads : Conrail; Erie-Lackawanna.
Motor Freight Carriers : 3.
Intercity Bus Lines : Galion-Mansfield Transit; Greyhound.
Airlines : USAir Commuter, GCS with 7 times daily feeder to Cleveland Airport.

3 - POPULATION:
Corp. City 80 Cen. 12,391
County 80 Cen. 50,075

4 - HOUSEHOLDS:
City 80 Cen. 4,852
County 80 Cen. 18,167

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$40,132,000
Sav. Loan	3	$51,430,000

6 - PASSENGER AUTOS: County 30,730

7 - ELECTRIC METERS: Residence City 4,928

8 - GAS METERS: Residence 4,975

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage): Truck bodies hydraulic hoists 734 ($184); Environmental Control Equipment 465 ($190); Telephonetics 2,300 ($192); Road Machinery 745 ($193); Metallic vaults 210 ($170); Custom tool 330 ($167); Printing 275 ($148); Hydraulic components 120 ($140); Custom uniforms 95 ($136); Annual Payroll—$63,000,000
Principal Industrial Pay Days : 14th & 30th.

10 - CLIMATE: Min. & Max. Temp.—Spring 55-72; Summer 63-84; Fall 57-75; Winter 20-50. First killing frost, Oct. 20. Last killing frost, Feb. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on 3 streets (Harding Way).
Neighborhood Shopping Centers : Galion; Murphys Mart Shopping Center; West Shopping Center.
Principal Shopping Days : Mon., Thu., Sat.
Stores Close : Small stores Wed. P.M.
Stores Open Evenings : All Stores—Mon., Fri.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Art Nicholls; Cook's Electric; Card; K mart; Poland True Value Hdw.; Galion Sentry Hdw.; Murphy Mart.
Variety Store : Dean's.
Discount Store : Murphy Mart.
Chain Drug Stores : Quay; SupeRx; H-K Drugs.
Chain Food Supermarkets : Kroger; FoodTown; Geyer's; Charlie's; Neff Bros; Cains-Way IGA.

14 - NEWSPAPERS: INQUIRER (e) 6,326; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Richard E. Gonnella, Adv. Mgr., INQUIRER, 378 N. Market St., Galion, OH 44833; Tel. (419) 468-1117.
National Representative : Amer. Newspaper Rep.

GALLIPOLIS

1 - LOCATION: Gallia County, E&P Map B-4, County Seat. On Ohio River; midway Bet. Chincinnati and Pittsburgh; 110 mi. SE of Columbus. On U.S. Hwy. 35; Scate 7, 141, 160, 218.

2 - TRANSPORTATION: Railroads : Chesapeake & Ohio; Conrail; Baltimore & Ohio.
Motor Freight Carriers : 4.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,576
CZ-ABC: (70) 7,490; (81) 6,600
RTZ-ABC: (70) 36,238; (81) 24,200
County 80 Cen. 30,098
City & RTZ-ABC: (70) 43,728; (81) 30,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,067
CZ-ABC: (70) 2,082; (81) 2,100
RTZ-ABC: (70) 11,059; (81) 8,300
County 80 Cen. 10,278
City & RTZ-ABC: (70) 13,141; (81) 10,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$160,000,000
Sav. & Loan	2	$27,000,000

6 - PASSENGER AUTOS: County 15,977

7 - ELECTRIC METERS: Residence 5,131

8 - GAS METERS: Residence 3,204

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Electric Prod. 300 ($87); Furn. 24 ($65); Packing 55; Truck Farming 75; Medical Cntr. 1,000.
Principal Industrial Pay Days : Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.—Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : Second Ave.; State St.; Third Ave.; Court St., Silver Bridge Plaza; K mart.
Principal Shopping Days : Fri., Sat.
Stores Close : Thurs. afternoon.
Stores Open Evenings : Some on Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores : Gallipolis; Knight's; Cox's.
Variety Stores : G.C. Murphy 2.
Discount Stores : Jones Boy (with Super Mkt.); K mart.
Chain Drug Stores : Revco, Rite Aid.
Chain Food Supermarkets : Pennyfare 1; A&P 1; Kroger 1. ; Foodland 1.
Other Chain Stores : Sears (Catalog); Montgomery Ward (Catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 6,611; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Thomas E. Skinner, Adv. Mgr., TRIBUNE, 825 Third Ave., Gallipolis, OH 45631; Tel. (614) 446-2342.
National Representative : Branham.

GENEVA

1 - LOCATION: Ashtabula County, E&P Map C-1. Residential; Grape growing area (produce jelly, jam & juice). 10 mi. west from Ashtabula and 50 mi. east from Cleveland. On U.S. Hwy. 20; State Hwys. 84,534; I-90.

2 - TRANSPORTATION: Railroads : Nickel Plate RR.
Bus : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,655
County 80 Cen. 104,215
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,195
County 80 Cen. 35,825

5 - BANKS:	NUMBER	DEPOSITS
Commercial	N.A.	$200,000,000
Sav. & Loan	N.A.	$70,520,000

6 - PASSENGER AUTOS: County 59,900

7 - ELECTRIC METERS: Residence 2,750

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Coca-Cola Co; Geneva Rubber Co. (fabricated rubber products); Automotive Plastics Co. (automotive plastic parts); Other manufactured products are Wood Products; Automotive Parts; Quarried Stone; Fiber Glass Products; Tubular Steel; Food processing; Small Rubber Prod.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Mon., Fri.

13 - RETAIL OUTLETS: Department Store : Carlisle.
Variety Store : Ben Franklin.
Chain Drug Stores : Geneva Drug; Rees Rexall; Colonial.
Discount Stores : Major Discount.
Chain Food Supermarkets : Lawson's; Convenient Foods; Valu King; Golden Dawn.

14 - NEWSPAPERS: STAR-BEACON (m) 2,176; sworn Oct 1, 1980. Sold in combination with Ashtabula Star-Beacon and Conneaut News-Herald.
Local Contact for Advertising and Merchandising Data: Leonard Filler, Adv. Mgr., STAR-BEACON, 23 S. Forest St., Geneva, OH 44041; Tel. (216) 466-1121.
National Representative : Landon.

GREENVILLE

1 - LOCATION: Darke County, E&P Map A-3. In Western central part of State. 35 mi. NW of Dayton; on U.S. Rt. 36; State Rt. 127 & 49.

2 - TRANSPORTATION: Railroads : Conrail; Baltimore & Ohio.
Airlines : Dayton International Airport, 25 mi.
Motor Freight Carriers : 10.

3 - POPULATION:
Corp. City 80 Cen. 12,999
CZ-ABC: (70) 12,380; (81) 13,200
RTZ-ABC: (70) 40,756; (81) 47,000
County 80 Cen. 55,096
City & RTZ-ABC: (70) 53,136; (81) 60,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,009
CZ-ABC: (70) 4,218; (81) 5,200
RTZ-ABC: (70) 12,407; (81) 16,400
County 80 Cen. 18,864
City & RTZ-ABC: (70) 16,625; (81) 21,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$152,162,000
Sav. & Loan	3	$1,158,230,544

6 - PASSENGER AUTOS: County 31,643

7 - ELECTRIC METERS: City 5,832

8 - GAS METERS: City 4,483

9 - PRINCIPAL INDUSTRIES: Industry, (Number of Wage Earners): Oil Filters (1200); Dishwashers (97); Sporting Goods (280); Machine Shop (85); Corning Glass (404); Cadillac Gauge (172); Aggregate and Concrete Products (125); Plastics (100); Chemicals (125).
Principal Industrial Pay Days —Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.—Spring 15-78; Summer 38-101; Fall 30-75; Winter 8-68. First killing frost, Oct. 23. Last killing frost, May 9.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : covers ten blocks.
Neighborhood Shopping Centers : Harts; Murphy's Mart; K mart (8 units). Open eves. until 9 and Sundays.
Nearby Shopping Centers : Salem Mall (Dayton)-Rike's, Sears.
Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : Fri. & Sat.; Foods and Shopping centers every evening.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Harts; Murphy's Mart; Uhlman's; K mart.
Variety Store : Murphy.
Discount Stores : Murphy Mart; Harts; K mart.
Chain Drug Stores : Revco; SupeRx 1; Bonfiglio's; Medicine Shoppe.
Chain Food Supermarkets : Kroger; Eikenberry 2; Marsh Foodliner 1; Troutwine 1.
Other Chain Stores : Sears; Cato; Endicott-Johnson Shoes; Gallenkamp Shoes; Montgomery Ward (catalog); Firestone; Jo-Ann Fabrics; Nationwise Auto; Quality Farm Fleet; Holthouse Furniture.

14 - NEWSPAPERS: ADVOCATE (e) 9,606; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Carter, Pub., or Tom Stultz, Adv. Mgr., ADVOCATE, PO Box 220, Greenville, OH 45331; Tel. (513) 548-3151.
National Representative : Thomson.

HAMILTON

1 - LOCATION: Butler County (In Hamilton- Middletown SMSA). E&P Map A-3, County Seat. Industrial City; rich farm, dairy area. 24 mi. N of Cincinnati on Great Miami. On U.S. Hwy. 127; State 4, 129, 177 and 138.

2 - TRANSPORTATION: Railroads : Baltimore & Ohio; Conrail.
Motor Freight Carriers : 50.
Intercity Bus Lines : All major lines.

3 - POPULATION:
Corp. City 80 Cen. 63,189
CZ-ABC: (70) 97,771; (81) 114,100
RTZ-ABC: (70) 79,952; (81) 103,100
County/SMSA 80 Cen. 258,787
City & RTZ-ABC: (70) 177,723; (81) 217,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,793
CZ-ABC: (70) 30,346; (81) 40,100
RTZ-ABC: (70) 20,807; (81) 32,500
County/SMSA 80 Cen. 88,130
City & RTZ-ABC: (70) 51,153; (81) 72,600

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$436,356,000
Commercial	3	$328,412,000

6 - PASSENGER AUTOS: County 154,326

7 - ELECTRIC METERS: Residence 23,641

8 - GAS METERS: Residence 22,256

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Paper Mfg. 4,800; Auto Bodies 3,000; Machy. 2,000; Sales 1,500; Steel 700; Fdry. 800
Principal Pay Days : 1st & 2nd Thurs.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-74; Summer 58-84; Fall 52-55; Winter 27-46. First killing frost, Oct. 9. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : Downtown area about 16 sq. blocks.
Neighborhood Shopping Centers : Lindenwald, 5 blocks on Pleasant Ave., West Side, 6 on Main St.; Hamilton Plaza; Town & Country; Hamilton West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fair Plaza (12)	NA	Twin Fair Dept., Marsh Mkt.
Hamilton Plaza (19)	NA	Kroger, Ontario
Hamilton West (15)	NA	Woolco, SupeRx Drug
Town & Country (18)	NA	Woolworth, Marsh Mkt.
Hicks Manor (15)	NA	Kroger, SupeRx
Tri-County (60)	NA	Sears, Shillitos
Northgate (47)	NA	Sears, McAlpins

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Mon. & Fri.; Supermarkets—Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Elder-Beerman; Sears Roebuck; J. C. Penney.
Discount Stores : K mart; Ontario; Rink's; Twin Fair; Woolco.
Variety Stores : Woolworth; McCrory's.
Chain Drug Stores : Revco 3; SupeRx.
Chain Food Supermarkets : Kroger 4; Marsh Foodliners 4.
Other Chain Stores : Shoes: Thom McAn; Nobils; Auto Supply: Goodrich, Firestone, Goodyear, Nationwise; Clothing: Lerner's, National; Singer Co.; Spiegel (Catalog).

14 - NEWSPAPERS: JOURNAL-NEWS (e) 30,238; (S) 28,908; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ray Pike, Adv. Dir. JOURNAL-NEWS, Court & Journal Square, Hamilton, OH 45012; Tel. (513) 863-8200.
National Representatives : Branham; USSPI.

HILLSBORO

1 - LOCATION: Highland County, E&P Map B-3, County Seat. Agricultural and industrial area; 65 mi. E. of Cincinnati; on U.S. Hwy. 50 at 62.

2 - TRANSPORTATION: Motor Freight Carriers : 3.

3 - POPULATION:
Corp. City 80 Cen. 6,356
County 80 Cen. 33,477

4 - HOUSEHOLDS:
City 80 Cen. 2,504
County 80 Cen. 11,915

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	4	N.A.
Savings	3	$80,621,000

6 - PASSENGER AUTOS: County 18,576

7 - ELECTRIC METERS: Residence 2,100

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Industry, Number employed—Electrical Switches Relays 400; Vaults & Safety Boxes 15; Iron Castings 50; Men's Slacks 150; Business Forms 175; Food Service Equipment 200.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-73; Summer 59-83; Fall 34-54; Winter 25-44. First killing frost, Nov. 19. Last killing frost, May. 17.

11 - TAP WATER: Reservoir.

12 - RETAILING: Principal Shopping Center : 2 blocks on Main St.; 2 Blocks on High St.
Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highland Plaza (7)	NA	Kroger, Revco Drugs
K Mart Plaza (4)	NA	Savway Shoes, Rite-Aid Drugs
U.S. 62 South (2)	NA	

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Town & Country; Murphy; Kroger; Steen IGA; Convenient; Great Scot; Revco; Haines; K mart.

13 - RETAIL OUTLETS: Department Stores : Haines; United; Litt's.
Discount Stores : Town & Country, K mart.
Variety Stores : Murphy; Western Auto.
Chain Drug Stores : Revco; Rite-Aid.
Chain Food Stores : Kroger, Great Scot; Steen IGA; Convenient; United Dairy Farmers.
Other Chain Stores : Fairley; Holthouse; Hallmark; Landmark; Radio Shack; Sherwin-Williams; Dean & Berry.

14 - NEWSPAPERS: PRESS GAZETTE (e-mon to fri) 4,804; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: James R. Hardin, Mgr., PRESS GAZETTE, 209 S. High, Hillsboro, OH 45133; Tel. (513) 393-3456.
National Representative : Amer. Newspaper Rep.

IRONTON

1 - LOCATION: Lawrence County (In Huntington-Ashland, WV-OH SMSA). E&P Map B-4. On the Ohio River, most southern city in the state. 27 mi. SE of Portsmouth; 20 mi. from Huntington, WV; 128 mi. from Columbus; 140 mi. from Cincinnati. On U.S. Hwy 52; 1 mi. from U.S. Hwys. 23 and 60; and I-64 on State Hwys. 7, 93, 141, 243 and 217.

2 - TRANSPORTATION: Railroads : DT&I (freight); N&W; C&O.
Motor Freight Carriers : 4.
Intercity Bus Lines : Greyhound.
Airlines : American, Eastern; Piedmont; USAir; Lake Central.

3 - POPULATION:
Corp. City 80 Cen. 14,290
CZ-ABC: (70) 18,067; (81) 16,700
RTZ-ABC: (70) 56,409; (81) 72,500
County 80 Cen. 63,849
SMSA 80 Cen. 311,350
City & RTZ-ABC: (70) 74,476; (81) 89,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,658
CZ-ABC: (70) 6,188; (81) 6,500
RTZ-ABC: (70) 16,650; (81) 25,000
County 80 Cen. 22,041
SMSA 80 Cen. 110,793
City & RTZ-ABC: (70) 22,838; (81) 31,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$97,353,000
Sav. & Loan	4	$72,113,289

6 - PASSENGER AUTOS: County 35,571

7 - ELECTRIC METERS: Residence 18,198

8 - GAS METERS: Residence 11,476

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Chemicals 1,021 ($310); Stone-Clay 202 ($248); Primary Metals 287 ($198); Transp. & Util. 763 ($270); Wholesale 299 ($202); Retail 2228 ($125).
Principal Pay Days : 15th, 30th, Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-70; Summer 50-100; Fall 36-80; Winter 0-48. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: 7.2-7.6pH alkalinity; 5-10 gr/gal.; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on 3rd St.; 3 on 2nd St.; 2 on Center & 1 on Park Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-Town (17)	NA	Woolco Krogers
Ashland Plaza (25)	NA	Hills, Radio Shack
K mart Plaza	NA	K mart
Wheelersburg Mall (7)	NA	Rink's, Krogers
Greenup Mall (15)	NA	G.C. Murphy, K mart
Huntington Mall (23)	NA	Sears, JC Penney, Lazarus

Principal Shopping Days : Mon., Fri, Sat.
Stores Open Evenings : Dept. Stores— Mon. & Fri.; Food: Ind.—8 on Sat., Chain—Daily to 9.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; The Village Store.
Variety Store : S.S. Kresge.
Discount Store : Shoppers.
Chain Drug Stores : Revco; Staley's 2.
Chain Food Supermarkets : A&P; Kroger; Foodland; Little Giant; Key; Tradewell.
Other Chain Stores : Walkers Shoes; Williams Shoes; Merrill (Women's); Artwil (Women's); Goodyear.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 9,857; (S) 10,202; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: C.T. Dowling, Adv. Mgr., TRIBUNE, PO Box 666, Ironton, OH 45638; Tel. (614) 532-1441.
National Representative : Landon.

KENT-RAVENNA

1 - LOCATION: Portage County (In Akron SMSA). E&P Map C-2, Ravenna: 18 mi. E of Akron; 34 mi. SE of Cleveland; on State Hwys. 59, 14, 43, 44, 18. Kent: 11 mi. E of Akron; 32 mi. SE of Cleveland; on State Hwys. 59, 43 and 261.

2 - TRANSPORTATION: Railroads : Ravenna and Kent- Conrail; Chessie System. Kent-Norfolk and Western.
Motor Freight Carriers : 35.

3 - POPULATION:
Corp. Cities 80 Cen. 38,151
Kent 80 Cen. 26,164
Ravenna 80 Cen. 11,987
CZ-ABC: (70) 55,135; (81) 60,200
RTZ-ABC: (70) 73,940; (81) 81,800
County 80 Cen. 135,856
SMSA 80 Cen. 660,328
City & RTZ-ABC: (70) 129,075; (81) 142,000
Demographic Information available from Newspaper. See paragraph 14 .

The Community
Information
Center In
Hamilton,
Ohio.

The
Journal-News
A Harte-Hanks
NEWSPAPER

4 - HOUSEHOLDS:
Cities 80 Cen. 13,147
Kent 80 Cen. 8,655
Ravenna 80 Cen. 4,492
CZ-ABC: (70) 15,110; (81) 19,000
RTZ-ABC: (70) 19,328; (81) 24,600
County 80 Cen. 44,214
SMSA 80 Cen. 274,001
City & RTZ-ABC: (70) 34,438; (81) 43,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$350,207,512
Sav. & Loan	4	$137,420,312

6 - PASSENGER AUTOS: County 79,310

7 - ELECTRIC METERS: Residence Ravenna 5,650; Kent 9,650

8 - GAS METERS: Residence Ravenna 7,383; Kent 8,889

9 - PRINCIPAL INDUSTRIES: Castings; Rubber Prods.; Plastic Prods.; Motors; Nuts & Bolts; G.E. Warehouse; Steel Fabrication. Also Hiram College 1,256; Kent State Univ. 20,060; Bohecker's Business College 207.
Principal Industrial Pay Days : Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 23-86; Summer 44-97; Fall -10-88; Winter -7-59. First killing frost, Oct. 19. Last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Area : Ravenna: 6 blocks on Main St.; 3 on Chestnut; 2 on Meridian; 2 on Prospect; Ravenna Plaza. Kent: 3 on Water St.; 2 on Main St.; 2 on Erie; 1 on Franklin. Streetsboro: Streetsboro Plaza. Aurora: Community Plaza. Stow: Stow-Kent Plaza.
Neighborhood Shopping Centers : Brimfield Plaza. Rt. 18, Brimfield; University Plaza. Rt. 261 & 43 at Kent's southside; Stow-Kent Ctr., 3 mi. W. of Kent; Downtown Stow Plaza 5 mi. W. of Kent; Streetsboro Plaza, 8 mi. N. of Kent; Kent State Plaza, 1 mi. E. of Kent; Ravenna Plaza; Rootstown Plaza.
Principal Shopping Days : Wed., Thu., Fri.
Stores Open Evenings : Nightly at shopping centers.

13 - RETAIL OUTLETS: Department Stores : Wright's; Kertscher's; O'Neil's.
Discount Stores : Dollar General; Click Murphy's; Big Wheel; TG&Y.
Variety Stores : Woolworth; Ben Franklin.
Chain Drug Stores : Revco 3; Gray; Cunningham 2.
Chain Food Supermarkets : Acme 3; Kroger 1; Sparkle 4; I.G.A.; Valu King 5.
Other Chain Stores : Singer Co.; Wright; Co-op Foods; Heinen's.

14 - NEWSPAPERS: RECORD-COURIER (e) 25,968; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Ray Drotor, Adv. Dir., RECORD-COURIER, 206 E. Erie St., Kent, OH 44266; Tel. (216) 673-3491.
National Representative : Landon.

KENTON

1 - LOCATION: Hardin County, E&P Map B-2, County Seat. 25 mi. W of Marion; 26 mi. E of Lima; 65 mi. NW of Columbus; 72 mi. S of Toledo. On U.S. Hwys. 309, 68 and State Hwys. 31, 53 and 67.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 9
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,605
CZ-ABC: (70) 8,315; (81) 8,100
RTZ-ABC: (70) 27,368; (81) 30,300
County 80 Cen. 32,719
City & RTZ-ABC: (70) 35,683; (81) 38,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,306
CZ-ABC: (70) 2,946; (81) 3,300
RTZ-ABC: (70) 8,084; (81) 10,400
County 80 Cen. 11,131
City & RTZ-ABC: (70) 11,030; (81) 13,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm.	2	$60,253,795
Savings	1	$27,816,000
Sav. & Loan	2	$24,208,689

6 - PASSENGER AUTOS: County 17,299

7 - ELECTRIC METERS: Residence 3,042

8 - GAS METERS: Residence 2,860

9 - PRINCIPAL INDUSTRIES: Industry, Number Emp. Machine Tools 205; Gasoline Truck Tanks 100; Truck and Trailer Axles 1,200; Plastic 200; Automotive Switches 400; Signs 75; Railroad Cabooses 200; Ornamental Iron 30; Dies and Molds 40; Fertilizer 20; Picture Frames 100; Metal Forgings 200; Paper Cup 100.

10 - CLIMATE: Min. & Max. Temp.—Spring 47-69; Summer 56-79; Fall 34-54; Winter 12-35.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kenton	9	J.C. Penney, TG&Y, Krogers, SupeRx.

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Uhlman's; United Discount; TG&Y.
Variety Stores : Woolworth; Barr.
Discount Stores : United Discount; Allen Wholesale.
Chain Drug Stores : Walgreen; Rexall; SupeRx.
Chain Food Supermarkets : Kroger; Super Valu; Great Scot; I.G.A.
Other Chain Stores : Sears (mail order); K mart; Cato; Goodyear; Sherwin-Williams; Montgomery Ward (mail order); J.C. Penney (mail order).

14 - NEWSPAPERS: TIMES (e) 8,488; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Barnes, Bus. Mgr., TIMES, 201 E. Columbus St., Kenton, OH 43326; Tel. (419) 674-4066.
National Representative : Amer. Newspaper Rep.

LAKE COUNTY

1 - LOCATION: Lake County (In Cleveland SMSA). E&P Map C-1. 18 mi. E of Cleveland on U.S. Hwys. 2, 20 and 90 and State Hwys. 6, 84, 91, 283, 640, 306, and 271.

2 - TRANSPORTATION: Railroads : Conrail; Nickel Plate.
Intercity Bus Lines : Lake Front Lines.

3 - POPULATION:
Corp. Cities 80 Cen. 61,394
Willoughby 80 Cen. 19,329
Mentor 80 Cen. 42,065
PMA-ABC: (70) 197,200; (81) 214,900
County 80 Cen. 212,801
SMSA 80 Cen. 1,898,720

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 21,082
Willoughby 80 Cen. 7,434
Mentor 80 Cen. 13,648
PMA-ABC: (70) 55,801; (81) 70,200
County 80 Cen. 72,064
SMSA 80 Cen. 694,324

5 - BANKS: Comm. Banks 6; Sav. & Loan 16

6 - PASSENGER AUTOS: County 140,464

7 - ELECTRIC METERS: County/Res. 60,028

8 - GAS METERS: County/Res. 44,304

9 - PRINCIPAL INDUSTRIES: Rubber Products; Cranes; Dies and Gauges; Chemicals; Heavy Machinery; Precision Tools; Electronic; Quartz Products; Wire Cloth; Key Cutting Machines; Textiles; Nurseries.

10 - CLIMATE: Min. & Max. Temp.—Spring 10-93; Summer 34-104; Fall 4-86; Winter -19-80. First killing frost, Nov. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Great Lakes (100)	NA	May Co., Sears, Mall J.C. Penney
Mentor (20)	NA	Higbees, Horne Co Zayres, Radio Shack
New Market (40)	NA	Carlisles, Revco Mall Drug
Painesville (26)	NA	Krogers, Gray Drugs
Richmond (81)	NA	Sears, J.C. Penney Mall
Euclid Square	NA	Higbee Co., May Mall Co., Revco
Willo Plaza (32)	NA	Pic-N-Pay, Gray Drugs
Shoregate (75)	NA	Sears, Lerners, Woolworths

Principal Shopping Days : Thurs., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores : Sears; Newberry's; Penney; May Co.; Carlise-Allen; Higbee's; Joseph Horne.
Discount Stores : Zayre's; Uncle Bills; K mart; Gold Circle; Forest City.
Chain Drug Stores : Cunningham's 8; Revco; Gray's; Medic 3; Dorsey-Texall 2; Baker's; Bernie Shulman.
Chain Food Supermarkets : Pick-N-Pay 4; Fisher-Fazio 3; Kroger 1; Rogers; Bi-Rite; K mart; Rini's; Valu-King.

14 - NEWSPAPERS: NEWS-HERALD (e) 30,969; (S) 39,513; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dudley B. Thomas, Gen. Mgr., NEWS-HERALD, 38879 Mentor Ave., Willoughby, OH 44094; Tel. (216) 951-0000.
National Representative : Branham.

LANCASTER

1 - LOCATION: Fairfield County (In Columbus SMSA). E&P Map B-3, County Seat. 30 mi. S of Columbus. On U.S. Route 33.

2 - TRANSPORTATION: Railroads : C&O.
Motor Freight Carriers : 6.
Intercity Bus Lines : Lake Shore, Inc.

3 - POPULATION:
Corp. City 80 Cen. 34,953
CZ-ABC: (70) 32,911; (81) 43,200
RTZ-ABC: (70) 48,511; (81) 63,600
County 80 Cen. 93,678
SMSA 80 Cen. 1,093,293
City & RTZ-ABC: (70) 81,422; (81) 106,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,345
CZ-ABC: (70) 11,061; (81) 16,800
RTZ-ABC: (70) 14,054; (81) 21,300
County 80 Cen. 31,776
SMSA 80 Cen. 397,027
City & RTZ-ABC: (70) 25,115; (81) 38,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$186,405,000
Sav. & Loan	3	$167,000,000

6 - PASSENGER AUTOS: County 56,478

7 - ELECTRIC METERS: Residence 19,300

8 - GAS METERS: Residence 12,352

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Glass Mfg. 4,792 ($175); Non Elec. Machinery 1,200 ($175); Shoes 400 ($140); Ind. & Electronic Glassware 1,168 ($175); Boiler Equipment 1,150 ($130); Food Processing 285 ($140).

10 - CLIMATE: Min. & Max. Temp.—Spring 10-95; Summer 45-105; Fall 20-95; Winter 0-70. First killing frost, Oct. 15. Last, Apr. 29.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 2 blocks on Main St.; 3 on Columbus St.; 3 on Broad St.; Several Shopping Centers.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
East Main (4)	NA	SupeRx, Kroger Mkt.
Hocking Vally Mall (13)	NA	K mart, Krogers
Harts (2)	NA	Big Bear, Harts Mkt.
Center Point (2)	NA	King's, Anchor Hocking
Town & Country (10)	NA	Hecks
Memorial Drive Plaza (25)	NA	Penneys, Big Bear Mkt, Sears, Woolworths

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Dept. Fri.; Food nitely.

13 - RETAIL OUTLETS: Department Stores : Hickle's; J. C. Penney; Sears Roebuck.
Variety Stores : S.S. Kresge; Woolworth.
Discount Stores : Lancaster Sales; Buckeye Mart; King's; Harts.
Chain Drug Stores : Gray's; SupeRx; Heritage Walgreen; Beiter & Flege Rexall 2.
Chain Food Supermarkets : Big Bear 2; Lancaster; IGA; Kroger 2; Bay's R&W 2; Sheridan 2.
Other Chain Stores : Moore's; Lowes; Quality Fleet; Peoples Shoe; Jean Frock's; Pic-Way; Scott Lumber; Lawsons 3; Stop N Go 4.

14 - NEWSPAPERS: EAGLE-GAZETTE (e) 17,908; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Mickey Henry, Adv. Mgr., EAGLE-GAZETTE, 138 W. Chestnut St., Lancaster, OH 43130; Tel. (614) 654-1321.
National Representative : Thomson.

LIMA

1 - LOCATION: Allen County (In Lima SMSA). E&P Map A-2, County Seat. Between Toledo and Dayton, 75 mi.; Columbus, 93 mi.; Ft. Wayne, 65 mi. On U.S. Hwy. 30S; I-75; State Hwys. 117, 65, 81.

2 - TRANSPORTATION: Railroads : Amtrak (passenger); N & W (Nickel Plate) (freight); Conrail (freight); Detroit; Toledo & Ironton (freight).
Motor Freight Carriers : 28.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 47,381
CZ-ABC: (70) 81,753; (81) 81,800
RTZ-ABC: (70) 210,441; (81) 228,400
County 80 Cen. 112,241
SMSA 80 Cen. 218,244
City & RTZ-ABC: (70) 292,194; (81) 310,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,470
CZ-ABC: (70) 25,339; (81) 29,100
RTZ-ABC: (70) 62,689; (81) 78,500
County 80 Cen. 39,168
SMSA 80 Cen. 74,749
City & RTZ-ABC: (70) 88,028; (81) 107,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$295,363,620
Sav. & Loan	5	$579,298,941

6 - PASSENGER AUTOS: County 92,131

7 - ELECTRIC METERS: 19,108

8 - GAS METERS: Res. 19,546

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Trans. Equip. 5,400 ($420); Elec. Equip. 1,500 ($354); Other Mchy. 4,000 ($319); Oil Pdts. $1,150 ($394);
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 30-78; Summer 63-90; Fall 36-63; Winter -10-50. First killing frost, Oct. 14. Last killing frost, May 4.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 1 block on 6 sts. Main, Market, High, North, Elizabeth, West Sts.
Neighborhood Shopping Centers : Cole & North; Main & Kibby.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
American Mall (32)	NA	Mont. Ward, Kings Pangles Mkt.
K mart Plaza (7)	NA	K mart, Lane Drug, Warehouse Paint
Lima Mall (84)	NA	Penney, Lazarus Dept., Zale's, Woolworth, Sears, Elder Beerman,
Northland Plaza (9)	NA	Kings, Pangles Mkt.
Eastgate (43)	NA	Rinks, Pangles Mkt.

Principal Shopping Days : Mon. thru Sat.
Stores Open Evenings : Dept.—Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Elder Beerman; K mart; Greggs; J. C. Penney; Montgomery-Ward; Sears; Kings; Lazarus Rinks.
Variety Stores : Woolworth; Kresge.
Chain Drug Stores : Haag; Thrift; Revco Drug; Lanes; Rite-Aid.
Chain Food Supermarkets : Kroger 2; Pangles 4; A&P; Harris IGA; Wright's IGA; Clyde Evans Mkts. 5; Herricks; Super market.
Discount Stores : Kings 2; Rinks 2; Lima Bargain Ctr.; K mart.
Other Chain Stores : Abrahams; Richman Bros.; Shoe World; Radio Shack; Zales; Rogers; Ostermans; Paul Harris; Kinney Shoes; Butler Shoes; Hickory Farms; Jo-Ann Fabrics; So Fro Fabrics; Goodyear; Neumode Hosiery; Pittsburgh Plate Glass; Sherwin-Williams; Pic Way Shoes; El Bee Shoes; Warehouse Paint; Regal Shoes; Thom McAn Shoes; Walden Books; Sills Shoes; Singer Co.; Carpetland U.S.A.; Nobil Shoes; Musicland; Century House, Inc.; Camelot Music; General Nutrition; Hobby Center; Howard's Camera; A.S. Beck Shoes; Nationwise Auto; Service Merchandise; The Gap; Jean Nicole; Plaza U; Fox More; Brooks; Petries; Lerners; Cedar Point Gifts; The Bottom Half; National Shirt. Wrangler Wranch; Woman Aware; Stretch & Sew. Petland; Hair Happening; Hello Shop; Air Step Shoes.

14 - NEWSPAPERS: NEWS (e) 40,479; (S) 47,307; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gus Stroube, Adv. Dir., NEWS, 121 E. High St., Lima, OH 45802; Tel. (419) 223-1010.
National Representative : CWO&O.

LISBON

1 - LOCATION: Columbiana County E&P Map C-2, County Seat. 14 mi. NW of East Liverpool on Lincoln Hwy. 30 and State Hwy. 45.

2 - TRANSPORTATION: Railroads : Conrail.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Village 80 Cen. 3,159
County 80 Cen. 113,572
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Village 80 Cen. 1,197
County 80 Cen. 39,996

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$28,000,000
Sav. & Loan	2	$2,700,000

6 - PASSENGER AUTOS: County 68,265

7 - ELECTRIC METERS: Residence 1,350

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Bronze & Aluminum Foundry; Office Supplies & Equipment & Medical Service Equipment; Hoists & Trolleys; Heating & Sheet Metal Work; Pattern Shop, Bridge Construction Fabrication; Electric Hoists; Buffing Wheels for Belt Sanders; Building Materials & Concrete & Feeds; Goss Community Printing; (Av. Wkly. Wage $134); Coal Mining.

10 - CLIMATE: Average Temp.—Spring 47; Summer 68; Fall 53; Winter 27.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days : Thurs., Fri., Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Salem Plaza (10)	12	Stambaugh's, Radio Shack, ThoroFare
Skyview Plz.	15	K mart, Fashion Factory
St. Clair Plaza (10)	15	Kelly & Cohen, Hills, Sears
Southern Pk. Mall (106)	24	Sears, Penney's, Horne's
Columbiana Plz (2)	10	Golden Dawn, Ben Franklin, Fisher Big Wheel, Sparkle Market
Nearby Shopping Areas		
Rt. 164, 46, & 14, Columbiana	10	Fisher's Big Wheel
State St.	12	Penney's, G.C. Murphy, Salem Kroger, Perskey's, Foodland
2nd St. Salem	12	Walgreen Drug
Lundy, Salem	12	A&P
Rt. 45, Salem	12	IGA
Main St. Salineville		IGA
E. 5th, E. Liverpool	15	J.C. Penney, Ogilvies
S.E. Blvd.: E. Ellsworth, Salem	12	Ideal (2)
Fairfield Ave. Columbiana	10	Super Duper
East Liverpool	NA	Super Duper
New Garden	8	Super Duper
Leetonia	6	Ideal

13 - RETAIL OUTLETS:
Discount Stores : The Mart.
Variety Stores : Ben Franklin, Laurette's; Wickett Shoppe; Miller's; Bye & Bye Hardware.
Chain Drug Stores : Hamilton/Rexall; Morgans/McKesson
Chain Food Supermarkets : Value King; Hillyer's; Lincoln Way IGA.
Other Chain Stores : Western Auto; Lawsons.

14 - NEWSPAPERS: MORNING JOURNAL (m) 15,230; sworn Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Joyce Barnes, Natl. Adv. Mgr., MORNING JOURNAL, 308 Maple St., Lisbon, OH 44432; Tel. (216) 424-9541.
National Representative : None.

LOGAN

1 - LOCATION: Hocking County, E&P Map B-3, County Seat. 50 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 93 and 664.

2 - TRANSPORTATION: Railroads : C&O.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,557
County 80 Cen. 23,304
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,615
County 80 Cen. 8,591

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$63,264,000
Sav. & Loan	1	$75,700,000

6 - PASSENGER AUTOS: County 13,433

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: Residence 4,541

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Goodyear 800; Carborundum 392; Metalbestos 126; Smead Mfg. 170; Clay Products 214; Oil Drilling 200; Wolsky Stair Co. 103; General Electric 157; Metal Products 100.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 28-49; Summer 55-100; Fall 30-75; Winter 0-50. First killing frost, Sept. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 9 blocks on Main St., 5 on Hunter.
Neighborhood Shopping Centers : West Hunter St. & E. Front St.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Dept. Fri.; Food every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores : Elberfeld's; J. C. Penney.
Discount Stores : Leon's; Jack's Department Store; Super Dollar.
Variety Stores : Murphy's; Logan's.
Chain Drug Stores : Risch 7; Rexall; Revco.
Chain Food Supermarkets : Super Thrift; Kroger; Super Duper; Fox East 2.
Other Chains Stores : Sears; Stop-N-Go; Open Pantry; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 6,332; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Larry Joseph, Gen. Mgr., NEWS, 72 E. Main, Logan, OH 43138; Tel. (614) 385-2107.
National Representative : Amer. Newspaper Rep.

LONDON

1 - LOCATION: Madison County, E&P Map B-3, County Seat. Primarily Agriculture; Manufacturing; Civil Service. 24 mi. SW of Columbus, 24 mi. SE of Springfield.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 6.
Intercity Bus Lines : Greyhound.
Airlines : Six major companies from Columbus or Dayton; Private planes at local airport. (Madison County Airport).

3 - POPULATION:
Corp. City 80 Cen. 6,958
County 80 Cen. 33,004
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,631
County 80 Cen. 10,661

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	N.A.
Sav. & Loan	4	N.A.

6 - PASSENGER AUTOS: County 16,188

7 - ELECTRIC METERS: City 3,087—District 4,174

8 - GAS METERS: City 2,457—Area 4,746

9 - PRINCIPAL INDUSTRIES: Agriculture, Iron Castings, Steel Wool Products, Ohio Criminal Identification Bureau, Printing, Plastics, Grain Elevators, Lumber, Agri-Business Fertilizer Plants; Automotive Lighting. Av. Hrly. Wage—Unskilled $3.25/$4.85; Semi-skilled $4.00/$6.00; Skilled $5.95/$10; Wages: Mfg. $232 wk (1979); ofc. Retail $165 (1979); Ins. R.E.; Finance $178; Serv. Occup $187.

10 - CLIMATE: Average Annual Temp.—51.5; Mean Max. Temp.—62.1; Mean Min. Temp.—40.9; First killing frost, Oct. 12; Last killing frost, Apr. 16.

11 - TAP WATER: 924,000 gallons daily; Soft (140 mg. per litre). Natural fluoridation (.8 mg. per litre after treatment)

12 - RETAILING: Open Fri. & Sat. to 8:30 or 9.

13 - RETAIL OUTLETS: Variety : Woods Shoe store; Rons Clothing; Stifflers Stores; Dwyers Hdw.; Farm Bureau; TV Stores 4; Blackers Hdw.; Meade Tires; Singer Sewing Center; Days Drugs; London Rexall Phcy.; Youth Center; Montgomery Ward; Silver & Gold Exchange; Gene's Corral; Thom McAnn; Outlet Store-Pet Shoppe; ABA Dept. Store; Sister's General Store; Toll House Ceramics; London Glass and Trim; Hunt's Jewelry Shop; Yauger Monument Co.; Camelot Hallmark Gifts.
Discount Store : Revco.
Other Chain Stores : Kroger; Lawsons; Barnharts; Firestone; Rinks; McDonalds; Burger Chef; K mart; Stumps; Ky. Chicken.
Independent Food : Carters; Davis Market; Zelmo's.

14 - NEWSPAPERS: MADISON PRESS (e-mon to fri) 6,425; sworn Mar. 31, 1981.
Local Contact for Advertising Data: Don Hartley, Pub., MADISON PRESS, 30 S. Oak St., London, OH 43140; Tel. (614) 852-1616.
National Representative : Amer. Newspaper Rep.

LORAIN

1 - LOCATION: Lorain County (In Lorain-Elyria SMSA). E&P Map B-1. Shipping center for coal, steel, and iron ore. Heavy and light industry, Northcentral part of the state; 27 mi. W of Cleveland; 76 mi. E of Toledo. Located on Lake Erie and on Black River. On U.S. Hwy. 6 and State Hwy. 57, 58, 254, 301, 611, 2 and 90 on Ohio Turnpike.

2 - TRANSPORTATION: Railroads : Norfolk & Western; Baltimore & Ohio (freight); Wheeling & Lake Erie (freight); Lake & West Virginia (freight); Lake Terminal.
Water Transport : Great Lakes Freighters for bulk cargoes. Coal, Iron Ore, Limestone, Gypsum Sand, Gravel, Fuel Oil, Export steel on foreign freighters.
Motor Freight Carriers : 20.
Freight & Steamship Lines : 15.
Intercity Bus Lines : Greyhound.
Airlines : 22 mi. to Cleveland Hopkins Airport. All main lines scheduled; Lorain County Regional Airport.

3 - POPULATION:
Corp. City 80 Cen. 75,416
PMA-ABC: (70) 146,391; (81) 158,800
County/SMSA 80 Cen. 274,909
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,999
PMA-ABC: (70) 41,857; (81) 52,200
County/SMSA 80 Cen. 90,819

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$336,973,000
Sav. & Loan	6	$192,469,301

6 - PASSENGER AUTOS: County 170,498

7 - ELECTRIC METERS: Residence 25,399

8 - GAS METERS: Residence 35,500

9 - PRINCIPAL INDUSTRIES: Manufacturing (more than 120,000 emp. Annual payroll over $900,000,000). Auto Trucks; Passenger Cars; Steel Pipe; Building Products; Bearing; Foods; Screw Machine Products; Electronics; Chemicals Water Purification Equipment, Traffic Signals, and Stud Welding Guns.
Principal Pay Days : Mon., Tues., Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 12. Last killing frost, May 5.

11 - TAP WATER: Alkaline, 7. 6 hardness; fluoridated.

12 - RETAILING: 10 Principal Shopping Centers : downtown, central and south Lorain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Mall (62)	6	Higbee, Sears, Fisher Fazio, Woolworth, Goodyear J.C. Penney
Westgate (17)	2	Fisher-Fazio, Cunningham Drug
Sheffield (34)	3	May Co.
Oakwood Plaza (29)	3	Fisher Fazio Foods, Gray Drug
Shoreway (26)	5	Cunningham Drug, Kroger
Ridgeview Ctr (22)	14	Big Town, Edward's Food Warehouse
Lorain Plaza (15)	3	Kroger, Sparkle Mkt., Revco
South Shore (21)	10	Geyer's, Kroger, Fisher's Big Wheel
Avon Lake (17)	8	Fisher-Fazio, IGA
Amherst Plaza (24)	5	K mart, Fisher Fazio, Petries, Hills
North Ridge (6)	17	Revco, Fisher's Big Wheel

Principal Shopping Days : Department Stores—Mon., Fri., and Sat. Food Stores—Thu., Fri. and Sat.
Stores Open Evenings : All major stores.
Stores Open Sundays : All major stores.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears; May Co.; Higbee Co.
Discount Stores : Ontario Co.; Hill's; Elyria City; K Mart; Zayre; Bigtown; Gaylord; Gold Circle; Fisher's; Big Wheel.
Variety Stores : Woolworth.
Chain Drug Stores : Cunningham 3; Gray's 3; Revco 5; Discount Drug Mart 3.
Chain Food Supermarkets : Geyer's; Kroger 4; I. G. A. Eagle 6; Edwards 2; Fisher-Fazio 8; Sparkle 10.
Other Chain Stores —Shoes; Nobils 2, Merit, Baker's; Men's Clothes: Richman's, Jax, Sam Klein Women's Clothes: Ted Jacobs, Paints: Sherwin-Williams 2, Pittsburgh; Auto Supplies: Goodrich 2, Goodyear 3, Firestone 3, Jewelry: Hart's 1, Zales, J.B. Robinson Jewelry; Bakeries: Hough's 2; Nichols; Wonder Bread; Furniture: Alpert's; T.N. Molas; Reidy-Scanlan; Others; Spiegel (Catalog), Montgomery Ward (Catalog) 2, Grocery: Lawsons 20; Convenient Food Mart; 7-11; Open Pantry.

14 - NEWSPAPERS: JOURNAL (e) 41,741; (S) 45,215; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Wayne D. Bryant, Mktg. Dir., JOURNAL, 1657 Broadway, Lorain, OH 44052; Tel. (216) 245-6901.
National Representative : Branham.

MANSFIELD

1 - LOCATION: Richland County (SMSA). E&P Map B-2, County Seat, industrial center. In North Central part of state; 60 mi. from Canton; 73 mi. SW of Cleveland; 69 mi. NE of Columbus. On U.S. Hwys. 30N; 30S; 42; State Hwys. 13 and 39. Conneaut to Cincinnati Freeway State Route 1; I-71.

2 - TRANSPORTATION: Railroads : Conrail; B&O; Erie-Lackawanna.
Motor Freight Carriers : 41.
Intercity Bus Lines : Greyhound; Lake Shore.
Airlines : Allegheny Airlines and G.C.S.

3 - POPULATION:
Corp. City 80 Cen. 53,927
CZ-ABC: (70) 91,684; (81) 93,000
RTZ ABC: (70) 97,180; (81) 102,100
County/SMSA 80 Cen. 131,205
City & RTZ-ABC: (70) 188,864; (81) 195,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,702
CZ-ABC: (70) 28,749; (81) 33,600
RTZ-ABC: (70) 29,460; (81) 35,600
County/SMSA 80 Cen. 46,408
City & RTZ ABC: (70) 58,209; (81) 69,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$477,354,000
Sav. & Loan	4	$562,923,000

6 - PASSENGER AUTOS: County 83,130

7 - ELECTRIC METERS: Residence 23,167

8 - GAS METERS: Residence 18,709

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)—Stone, Clay & Glass 908 ($244); Metal Industries 2,134 ($259); Fabricated Metal Products 4,692 ($278); Machinery 1,475 ($262); Electrical 1,375 ($232); Printing & Publishing 1,032 ($215); Rubber & Plastic Products 879 ($262); Transp. & Utilities 2,500 ($242); Wholesale 1,350 ($237); Retail 7,508 ($134); Banks, Securities & Finance 612 ($182); Insurance 1,031 ($215); Services 3,198 ($145).

10 - CLIMATE: Min. & Max. Temp.—Spring 34-68; Summer 73-97; Fall 53-92; Winter -20-35. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers : 5 blocks on Main St. 5 on Park Ave. and 3 on Third & 4th. Lex.-Springmill Rd & Rt. 30.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mansfield Sq.	3	Mont. Ward, Penney
Appleseed	4	Fisher-Fazio
West Park	3	Kroger
Richland Mall	5	Sears, O'Neil's, Lazarus
Eastgate	NA	Big Bear

Principal Shopping Days : Thu., Fri., Sat.,
Stores Open Evenings : Shopping Centers-Mon. -Sat.; Food—Mon. -Sun.

13 - RETAIL OUTLETS: Department Stores : M. O'Neil; Sears; Montgomery Ward; J.C. Penney; H.L. Reed; Lazarus.
Discount Stores : Five Cousins 2; Uncle Bills; King's 2; Conley's; Zayre's; Swallens; K Marts 2.
Variety Store : Woolworth.
Chain Drug Stores : Gray's 4; Shaw & Ott 2; SupeRx-2.
Chain Food Supermarkets : Kroger 3; Foodtown 5; Big Bear 1; Super Dollar 4; Fisher Fazio 2.
Other Chain Stores : Thom McAn Shoe; Pic-Way Shoe; Normans Shoes; Liberty Shoe; Zales Jewelry; Richmans Bros.; Goodyear; Firestone; Spiegel (catalog); Singer Co.; Jo-Ann Fabrics; Andre Duval; Baker's Shoes; Bressler's 33 Flavors; Brooks Fashions; Casual Corner; Docktor Pet Center; Fanny Farmer; Foxwood Casuals; Gray Drugs; Hanover Shoes; Helen Gallagher Gifts; Jonathan's; Kinney Shoes; Midas Muffler; Mode-O-Day; Mother-To-Be; Parklane Hosiery; Petries; Petty Card Shop; Radio Shack; Robert Sweet; Silvermans; Walden Books.

14 - NEWSPAPERS: NEWS JOURNAL (e) 38,232; (S) 47,370; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Orville E. Kemper, Adv. Dir., NEWS JOURNAL, 70 West 4th St., Mansfield, OH 44901; Tel. (419) 522-3311.
National Representative : Branham.

MARIETTA

1 - LOCATION: Washington County (In Parkersburg-Marietta, WV-OH SMSA). E&P Map C-3, County Seat. Agricultural, mfg. and dairy area. SE part of State on Ohio River at mouth of Muskingum River. 306 mi. from Indianapolis; 421 mi. from Chicago; 150 mi. from Cleveland; 149 miles from Pittsburgh; 115 miles from Columbus. I-77; U.S. hwys. 50 Alt.; State Hwys. 7, 60, 26, 375, 676, and 821.

2 - TRANSPORTATION: Railroads : C & O/Chessie system.
Motor Freight Carriers : 22.
Intercity Bus Line : Greyhound.
Airlines : USAir; Christman Air Service.

3 - POPULATION:
Corp. City 80 Cen. 16,467
CZ-ABC: (70) 19,604; (81) 20,600
RTZ-ABC: (70) 47,258; (81) 55,500
County 80 Cen. 64,266
SMSA 80 Cen. 162,836
City & RTZ-ABC: (70) 66,862; (81) 76,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,204
CZ-ABC: (70) 6,335; (81) 7,700
RTZ-ABC: (70) 14,508; (81) 19,500
County 80 Cen. 22,358
SMSA 80 Cen. 57,841
City & RTZ-ABC: (70) 20,843; (81) 27,200

5 - BANKS: 37D		
Sav. & Loan	3	$57,267,398
Commercial	4	$237,738,701

6 - PASSENGER AUTOS: County 35,256

7 - ELECTRIC METERS: 7,025

8 - GAS METERS: 5,923

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Alloys & Metals 1,256; Plastics, Chemicals 1,224; Office Equipment 945; Silos, Bldg. Supplies 711; Art Glass 464; Pipe Fabricating 406; Oil, Gas, Drilling 265; Trucking 269; Concrete 194; Utilities 141; Dairy 170; Other 689. Average Weekly Wage $215.20.
Principal Industrial Pay Days : Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 16-89; Summer 54-98; Fall 8-79; Winter 2-65. First killing frost Oct. 7-15. Last killing frost, May 1-15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers** : 3 blocks on Putnam St.; 2 on Third St.; 3 on Second St.; 2 on Front St.; and 2 on Greene St.; Frontier Shopping Center, cor. 7th St. and Glendale Rd.
Neighborhood Shopping Centers : Frontier (1 mi.—12 Stores; Big Bear Mkt.; Woolworth; Revco; Sears); Marietta (Hecks; Kroger; Rebco; Jo-Ann Fabrics).
Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Dept.-Mon., Thu., Fri., Shpg. Ctr. & Supermarkets—Every eve. to 9.

13 - RETAIL OUTLETS: **Department Stores** : JC Penney; Kremer's.
Variety Stores : Woolworth; Kresge.
Discount Stores : Stripe; Hart's; Rink's; Heck's; K mart.
Chain Drug Stores : Revco; Nelson's 2; Harts; Stripe Discount; Rink's; Beagles.
Chain Food supermarkets : Kroger Co.; Marietta Frozen Food; Big Bear; Penney Fare; Warren's IGA Foodliner.
Other Chain Stores : Wun-der Shoe; Jean Frocks; Sherwin-Williams; Singer; Moore's; Sears; Montgomery Ward; Kremer Shoes; Roberts Mens Shop; Irenes Fashions.

14 - NEWSPAPERS: TIMES (e) 14,818; Mar. 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Roger Reynolds, Adv. Dir., TIMES, 700 Channel Ln., Marietta, OH 45750; Tel. (614) 373-2121.
National Representative : Gannett.

MARION

1 - LOCATION: Marion County. E&P Map B-2, County Seat. Industrial Center. 138 mi. S of Detroit; 270 mi. E of Chicago; 143 mi. N of Cincinnati; 183 mi. E of Indianapolis; 87 mi. S of Toledo; 110 mi. S of Cleveland; 45 mi. N of Columbus. On U.S. Hwys. 23, 30S and State Hwys. 95 and 4.

2 - TRANSPORTATION: **Railroads** : Conrail; N&W; Chesapeake & Ohio.
Motor Freight Carriers : 7.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 37,040
CZ-ABC: (70) 47,413; (81) 49,500
RTZ-ABC: (70) 53,826; (81) 62,300
County 80 Cen. 67,974
City & RTZ-ABC: (70) 101,239; (81) 111,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,764
CZ-ABC: (70) 14,804; (81) 17,800
RTZ-ABC: (70) 16,628; (81) 22,300
County 80 Cen. 23,798
City & RTZ-ABC: (70) 31,432; (81) 40,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$223,000,000
Sav. & Loan	3	$210,000,000

6 - PASSENGER AUTOS: County 39,646

7 - ELECTRIC METERS: Residence 20,971

8 - GAS METERS: Residence 18,207

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage): Power Shovels 2,200; Refrigerators 2,147; Dryers, Airconditioners 1,416; Brakes, Axles 588; Steel 490; Road Graders 414; Mobile Doors; Charcoal Briquettes 115; Dog Food 106; Steel Products; Industrial Hose 483; Conveyors 260; Soybean Products 123.

10 - CLIMATE: First Killing frost, Oct. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** : 14 blocks on Center St.; 18 on Main St.; 3 on State St.; 3 on Prospect St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Delco Plaza (3)	NA	Hills, K mart
Marion Plaza (18)	NA	Big Bear Mkt., Revco, Woolworth, King's
Southland Mall (50)	NA	Food Town, Penney, Sears, Revco Drug, G.C. Murphy
The Forum (9)	NA	Kroger, Rink's Bargain City, Rick's Floor Covering, SupeRx

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : All Stores—Mon. & Fri., 9 p.m. Food (Chain)—Mon. to Sat., 9 p.m.

13 - RETAIL OUTLETS: **Department Stores** : Sears Roebuck; J.C. Penney; Uhler's; Sutton & Lightner Co., Union.
Variety Stores : Woolworth; Murphy.
Discount Stores : Bargain City; King's; Hills; Twin Fair.
Chain Drug Stores : Henney & Cooper (Walgreen) 3; SupeRx; Gray's; Marion Rx Drugs; Schmidt Phcy.; Revco.
Chain Food Supermarkets : IGA; Big Bear; Kroger 2; Town & Country; Smith Cardinal; Greenwood St. Party Store; Lawson's Milk 5; Borden's Parish Dairy; Nickels; Smith Milk; Food Town; T/A Supermarket; Kash'n Karry Warehouse.
Other Chain Stores : Shoes: Nobil's; Paints: Sherwin-Williams, Pittsburgh, Hanna, Dean & Berry, Fox-Johnston's Lowe Bros., Dupont, Dutch Boy, Auto: Goodyear, Firestone, Goodrich, U.S. Royal, United Delco: Cashway Lumber; Ohio Edison; Spiegel (catalog); Ward's (catalog).

14 - NEWSPAPERS: STAR (e) 19,567; (S) 19,024; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Norman Jenson, Adv. Mgr., STAR, 150 Court St., Marion, OH 43302; Tel. (614) 387-0400.
National Representative : Thomson.

MARTINS FERRY-BELLAIRE

1 - LOCATION: Belmont County (In Wheeling WV-OH SMSA), E&P Map C-3. Industrial, residential center. 2 mi. W of Wheeling, WV On U.S. Hwys. 40, 150; I-70.

2 - TRANSPORTATION: **Railroads** : B&O; Nickel Plate.

3 - POPULATION:
Corp. Cities 80 Cen. 17,572
Martins Ferry 80 Cen. 9,331
Bellaire 80 Cen. 8,241
CZ-ABC: (70) 103,297; (81) 96,700
In OH (70) 29,422; (81) 26,200
In WV (70) 73,875; (81) 70,500
RTZ-ABC: (70) 86,762; (81) 92,600
County 80 Cen. 82,569
SMSA 80 Cen. 185,566
City & RTZ-ABC: (70) 190,059; (81) 189,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,964
Martins Ferry 80 Cen. 3,789
Bellaire 80 Cen. 3,175
CZ-ABC: (70) 35,418; (81) 38,100
In OH (70) 10,283; (81) 10,500
In WV (70) 25,135; (81) 27,600
RTZ-ABC: (70) 27,326; (81) 33,800
County 80 Cen. 30,250
SMSA 80 Cen. 67,532
City & RTZ-ABC: (70) 62,744; (81) 71,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$14,800,000
Savings	3	$19,547,000

6 - PASSENGER AUTOS: County 46,864

7 - ELECTRIC METERS: Residence 28,102

8 - GAS METERS: Residence 15,187

9 - PRINCIPAL INDUSTRIES: Steel-Making; Blast Furnaces; Glass; Coal Mining; Transp.; Women's Sportswear; Castings; Electric Power; Ferro-Alloys; Pipe Couplings.

10 - CLIMATE: Min. & Max. Temp.—Spring 45; Summer 98; Fall 60; Winter 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Saint Clairsville (105)	NA	Sears, Montgomery Wards, Magco, J.C. Penney, Hills

13 - RETAIL OUTLETS: **Department Stores** : Murphy's; Sears; J.C. Penney.
Variety Stores : Woolworth.
Discount Stores : Hart's Big Bear; Big Wheel; Hills; Cooks.
Chain Drug Stores : Bellwood 1; McKelbey's 1; Save Rite 2; SupeRx.
Chain Food Supermarkets : A&P 1; Kroger 4; M&K 4; Foodland 2; Harts-Big Bear; Riesbeck's 8; IGA; Co-op Food 8.

14 - NEWSPAPERS: TIMES-LEADER (e) 24,033; (S) 23,890; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Patrick Scarlo, Adv. Mgr., TIMES-LEADER, 200 S. Fourth St., Martins Ferry, OH 43935; Tel. (614) 633-1131.
National Representative : Landon.

MARYSVILLE

1 - LOCATION: Union County, E&P Map B-2, County Seat. 28 mi. NW of Columbus.

2 - TRANSPORTATION: **Railroads** : Conrail; CCC & StL.

3 - POPULATION:
Corp. City 80 Cen. 7,414
County 80 Cen. 29,536

4 - HOUSEHOLDS:
City 80 Cen. 2,862
County 80 Cen. 10,015

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$55,100,000
Sav. & Loan	2	$125,647,140

6 - PASSENGER AUTOS: County 17,186

7 - ELECTRIC METERS: Residence 4,100

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Plumbing Supplies 360; Lawn Seed & Lawn Prod. 900; Powdered Milk Prod. 150; Research & Control Chem. Labs. 180; Plastic Prods. 70; Highway & Heavy Const. 64; Elect. Prod. 125; Brake Linings 125; Heavy-duty Conveyor Belting 250; Truck Axles 400; Motorcycle Production 300; Hydraulic Piston Pumps & Motors 450.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Five Points (3)	NA	
Stocksdale Plaza (9)	NA	Community Markets
Marysville Plaza (8)	NA	Kroger

Principal Shopping Days : Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores** : Weiss Bros.; Otte's.
Variety Stores : TG&Y; Revco; Rinks; K mart; McAuliffe's.
Chain Food Supermarkets : Cardinal; Kroger; Community Markets; Short Stop; Lawson's.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 6,253; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: W.E. Behrens, JOURNAL-TRIBUNE, 207 N. Main St., Marysville, OH 43040; Tel. (513) 644-9111.
National Representatives : Ohio Newspaper Serv.; Amer. Newspaper Rep.

MASSILLON

1 - LOCATION: Stark County (In Canton SMSA), E&P Map C-2. Industrial center. On U.S. Hwys. 21, 30, 62 & 77. Akron-Canton Airport, 10 mi.; 23 mi. S of Akron.

2 - TRANSPORTATION: **Railroads** : B&O (freight); Norfolk & Western (freight); Conrail; Chessie; Amtrak.
Motor Freight Carriers : 22.
Intercity Bus Lines : Intercity; Greyhound.
Airlines : United; Aeromech; USAir; Christman; Comair; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 30,557
PMA-ABC: (70) 111,412; (81) 114,700
County 80 Cen. 378,823
SMSA 80 Cen. 404,421

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,431
PMA-ABC: (70) 32,944; (81) 39,000
County 80 Cen. 134,094
SMSA 80 Cen. 142,174

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$163,229,000
Sav. & Loan	3	$153,554,666

6 - PASSENGER AUTOS: County 232,488

7 - ELECTRIC METERS: Res. 37,352

8 - GAS METERS: Res. & Com. 19,311

9 - PRINCIPAL INDUSTRIES: Republic Steel; Union Drawn Division; Tyson Bearing; Ekco Products; Perry Rubber Co.; Superior's Brand Meats; Massillon Steel Casting; Central States Can; Corundite Refractories; Eaton; Ore-Ida Foods; McClain Grocery; Landmark; Midwestern Equipment.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Amherst Centre (28)	NA	Ben Franklin, Bordner's, A&D
Belden Village (64)	NA	Higbee, Halle, Sears, O'Neil
Country Fair (29)	NA	Western Auto
Towne Plaza (13)	NA	Gray Drug, Nobil
Mayflower (12)	NA	Ben Franklin
Meadows Plz. (12)	NA	A&D, Radio Shack
Mellett Mall (70)	NA	Penney, O'Neil

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Close : Dept.—9 p.m.
Stores Open Evenings : Food—Thu., Fri. Dept.—Mon. & Thu. Shopping Center—Every night.

13 - RETAIL OUTLETS: **Department Stores** : J.C. Penney; Sears; O'Neils, Montgomery Wards, Higbees, Halle's.
Discount Stores : United Discount; K mart; Conley; J. Jason; D&K; Zayre.
Variety Store : Ben Franklin.
Chain Drug Stores : Gray; SupeRx; Baltzly 2; Dynamic; Schuman; Revco; Peoples.
Chain Food Supermarkets : A&D Foodarama 2; Kroger's; Bordner's 2; Schrader's; Valu King; Brians; Fazio; Fisher Foods; A&P; Carms.

14 - NEWSPAPERS: INDEPENDENT (e) 18,326; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dave Ruscetta, Adv. Dir., INDEPENDENT, 50 North Ave., N.W., Massillon, OH 44646; Tel. (216) 833-2631.
National Representative : Landon.

MEDINA

1 - LOCATION: Medina County, (In Cleveland SMSA) E&P Map C-2, County Seat. Manufacturing and agricultural center, N.E. portion of state, 29 miles S.W. of Cleveland; 18 miles West of Akron; 114 miles north of Columbus, on Highways U.S. 42; S.R. 3-57-18 and I-71.

2 - TRANSPORTATION: **Railroads** : B&O; AC&Y.
Motor Freight Carriers : 7.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,268
CZ-ABC: (70) 31,503; (81) 55,500
RTZ-ABC: (70) 33,701; (81) 36,800
County 80 Cen. 113,150
SMSA 80 Cen. 1,898,720
City & RTZ-ABC: (70) 65,204; (81) 92,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,553
CZ-ABC: (70) 8,430; (81) 17,000
RTZ-ABC: (70) 9,396; (81) 12,100
County 80 Cen. 35,979
SMSA 80 Cen. 694,324
City & RTZ-ABC: (70) 17,826; (81) 29,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Sav. & Loan	11	N.A.

6 - PASSENGER AUTOS: County 69,926

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 17,500

9 - PRINCIPAL INDUSTRIES: Bee Keeping Supplies; Mattress Mfg.; Plastic Prod.; Auto Speed Equipt.; Dairying; Chemical Labs and diversified low employment high inventory specialized industries; Commercial Printing.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost Oct. 24, last killing frost April 21.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Medina (27)	2	Fazio, Woolworth, Sears
Laurel Square (20)	7	Rexall, Fishers Big Wheel
Summit Mall (94)	12	O'Neil, Halle
Victorian Village (14)	NA	Stop-N-Go, Fabric Attic

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Fri.; Brunswick Shpg. Ctr. Mon. thru Fri.

13 - RETAIL OUTLETS: **Department Stores** : Zieglers; Sears; Fishers Big Wheel; K mart.
Discount Stores : Conley's; Uncle Bills; Fisher's Big Wheel; K mart.
Variety Store : Woolworth.
Chain Drug Stores : Revco; I.D.L.; Rexall; Key's 1; Discount Drug; Scotts Discount Drug.
Chain Food Supermarkets : Fazio; Buehler's; Stop-N-Go 7; Country Counter; IGA.
Other Chain Stores : Auto Accessories; Firestone; LeRoy's Jewelry; Al's Shoes; Goodyear; Open Pantry; Kroger.

14 - NEWSPAPERS: MEDINA COUNTY GAZETTE (m) 16,520; Mar. 31, 1981 ABC.
Local Contact for Advertising: Norman Rockwell, Adv. Mgr., MEDINA COUNTY GAZETTE, 885 W. Liberty, Medina, OH 44256; Tel. (216) 725-4166.
National Representative : Landon.

MENTOR
See LAKE COUNTY

MIDDLETOWN

1 - LOCATION: Butler County (In Hamilton-Middletown SMSA); E&P Map A-3. Industrial center. 35 mi. N of Cincinnati; 90 mi. from Columbus; 25 mi. from Dayton. On U.S. Hwy. I-75 and State Hwys. 4, 73 and 122.

2 - TRANSPORTATION: Railroads : Conrail; B&O.
Motor Freight Carriers : 28.

3 - POPULATION:
Corp. City 80 Cen. 43,719
CZ-ABC: (70) 89,268; (81) 95,400
RTZ-ABC: (70) 39,342; (81) 53,000
County/SMSA 80 Cen. 258,787
City & RTZ-ABC: (70) 128,610; (81) 148,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,909
CZ-ABC: (70) 27,333; (81) 33,300
RTZ-ABC: (70) 10,505; (81) 17,000
County/SMSA 80 Cen. 88,130
City & RTZ-ABC: (70) 37,838; (81) 50,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Sav. & Loan	10	N.A.

6 - PASSENGER AUTOS: County 149,744 (1979)

7 - ELECTRIC METERS: Residence 17,991

8 - GAS METERS: Residence 14,861

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Steel 8,253 ($110); Paper Making 3,156 ($80-110); Airplane Parts 647 ($110); Elec. 223 ($95); Other Ind. 2,747 ($70-$165).

10 - CLIMATE: Min. & Max. Temp.—Spring 30-84; Summer 54-95; Fall 16-71; Winter 10-58.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Middletown (42)	NA	Elder Beerman, McGees
Ayr-Way	NA	Super Valu
Ward's Plaza	NA	Montgomery Ward
Wildwood	NA	Marsh Foods, Meijer
East Gate	NA	K mart, Super Valu
Hill's Plaza (10)	NA	Kroger's, Hill's

Principal Shopping Days : Thurs., Fri., Mon.
Stores Open Evenings : Fri. and Mon.; Some Thu.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; Sears; McAlpin's; Elder Beerman.
Chain Drug Stores : Revco 2; Lomark 5; Lewis 2.
Chain Food Supermarkets : Kroger 3; Marsh 2; Fazio 1; Super Valu 4.
Discount Stores : Meijer; Rinks; Hills; Ayr-Way; K mart; Murphy Mart; Swallens.
Other Chain Stores : Sherwin-Williams; Fleenor Auto; Wicke Lumber; Firestone; Goodyear.

14 - NEWSPAPERS: JOURNAL (e) 24,379; (S) 25,392; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Walling E. Gray, Adv. Dir., JOURNAL, First & Broad, Middletown, OH 45042; Tel. (513) 422-3611.
National Representative : Thomson.

MOUNT VERNON

1 - LOCATION: Knox County, E&P Map B-2, County Seat. 45 mi. N of Columbus. On State Routes 3, 13 and 36.

2 - TRANSPORTATION: Railroads : Conrail; B&O.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,380
CZ-ABC: (70) 15,864; (81) 13,200
RTZ-ABC: (70) 32,314; (81) 34,800
County 80 Cen. 46,309
City & RTZ-ABC: (70) 48,178; (81) 54,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,657
CZ-ABC: (70) 5,562; (81) 7,700
RTZ-ABC: (70) 9,400; (81) 11,700
County 80 Cen. 15,900
City & RTZ-ABC: (70) 14,962; (81) 19,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	1	$65,512,000
Savings	1	$21,759,940
Sav. & Loan	3	$198,587,327

6 - PASSENGER AUTOS: County 28,076

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Bottles; Packaging; Diesel Engines; Turbine & Compressors; Electronic Controls; Soy Bean Prod.; Cardboard Cartons; Conveyor Systems; Hydraulic Systems; Small Gas Engines; Windows; Gloves; Gaskets; Auto Parts (trim, brakes, etc.).

10 - CLIMATE: Mean Annual Temp., 51; Min. & Max. Temp. Est.—Spring 40-85; Summer 65-102; Fall 40-85; Winter 2[illegible]-60.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mt. Vernon Plaza (15)	NA	Big Bear, Revco, Woolworths, Firestone

Principal Shopping Days : Fri., Sat., Mon. ,
Stores Open Evenings : Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Uhlmans; J.C. Penney; J.S. Ringwalt; Sears Roebuck; Woolson's; Hart's.
Discount Stores : Watson's; Murphy Mart; K mart; Conley's.
Variety Stores : Jupiter; Woolworth.
Chain Drug Stores : Revco, SupeRx.
Chain Food Supermarkets : Kroger; Big Bear; IGA; Foodliner; Wee's Cardinal Markets.

14 - NEWSPAPERS: NEWS (e) 11,603; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Phil Burris, Promotion Mgr.; Robert W. White, Gen. Mgr.; Henry Balsley, Adv. Dir., NEWS, PO BOX 791, Mount Vernon, OH 43050; Tel. (614) 397-5333.
National Representative : Landon.

NAPOLEON

1 - LOCATION: Henry County, E&P Map A-1 & 2, County Seat. Agricultural & Mfg. Center, NW Portion of State, 45 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads : Detroit, Toledo & Ironton; Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 8,614
County 80 Cen. 28,383

4 - HOUSEHOLDS:
City 80 Cen. 3,270
County 80 Cen. 9,732

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	N.A.
Commercial	3	$98,400,000

6 - PASSENGER AUTOS: County 18,240

7 - ELECTRIC METERS: Residence 3,568

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Agriculture; Food; Soups; Auto Parts; Plastics; Machine & Tool Inserts; Chemical.
Principal Shopping Days : Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-75; Summer 55-85; Winter 18-37. First killing frost, Oct. 1.

11 - TAP WATER: N.A.

12 - RETAILING:
Principal Shopping Center : 4 blocks on N. Perry; 3 on W. Washington; 1 on E. Clinton; 1 on North Scott.
Neighborhood Centers : N. Scott St.; S. Perry St.; Oakwood Ave.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Charles Co.; Crahan's.
Variety Store : G.C. Murphy.
Chain Food Supermarkets : Chief; Bernicke; Millen's; IGA; County Pride; Super Valu.
Other Chain Stores : Sears Roebuck; Charles Co.; Gambles; Western Auto; Montgomery Ward; Rexall; Lane's; TG&Y; Family Center.

14 - NEWSPAPERS: NORTHWEST SIGNAL (e-mon to fri) 5,729; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: William Cahill, Adv. Dir., NORTHWEST SIGNAL, 424 East Riverview, Napoleon, OH 43545; Tel. (419) 592-5055.
National Representative : Landon.

NEW PHILADELPHIA
See DOVER

NEWARK

1 - LOCATION: Licking County (SMSA). E&P Map B-3.

2 - TRANSPORTATION: Railroads : Conrail; Chessie System.
Motor Freight Carriers : 45.
Intercity Bus Lines : Ashland City Lines.
Airlines : American; Eastern; Delta; United; TWA; Con Air; People Express; Republic; Wright; Aeromech; USAir; through Columbus, Ohio.

3 - POPULATION:
Corp. City 80 Cen. 41,200
CZ-ABC: (70) 60,760; (81) 63,300
RTZ-ABC: (70) 53,409; (810 66,400
County/SMSA 80 Cen. 120,981
City & RTZ-ABC: (70) 114,169; (81) 129,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,112
CZ-ABC: (70) 19,280; (81) 22,900
RTZ-ABC: (70) 15,905; (81) 23,200
County/SMSA 80 Cen. 42,218
City & RTZ-ABC: (70) 35,185; (81) 52,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$386,568,241
Sav. & Loan	4	$248,342,638

6 - PASSENGER AUTOS: County 70,209

7 - ELECTRIC METERS: Residence 45,833

8 - GAS METERS: Residence 29,331

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Fiberglass 3,500; Heavy Machy. 1,800; Aluminum 1,000; Air Force Missile Lab 2,490; Plastics 500; Glass 470. (Av. Wkly Wage—$297).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 2[illegible]-79; Summer 50-101; Fall 20-79; Winter 7-40. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : 15 blocks; 2 each on N. & S. Park Pl., 1st to 15th St. E. & W.; 4 each N. & S. 2nd & 3rd Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate (38)	NA	Big Bear, Kroger, Sears, J.C. Penney
Colonial (18)	NA	Connells Furniture
Indian Valley (12)	NA	Kroger, K mart
Plaza (11)	NA	Morts Furniture
Eastland (10)	NA	Gardners, Seaway
Dugway (12)	NA	Gardners
Southgate Corners (5)	NA	Gardners, Kings
Rt. 79-30th St. (10)	NA	Hecks
N. 21st St. (29)	NA	Big Bear, Harts, Twin Fair

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Department Stores—Mon. and Fri. Food—Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Carroll's; Sears Roebuck, J.C. Penney; Kline's; King's; Arro; Twin Fair, Seaway.
Variety Store : Woolworth.
Discount Stores : Arro; Seaway; Twin Fair; King's; Heck's; Hart's Family Center; K mart; Sav-on.
Chain Drug Stores : Thrift; Gray 2; Arcade 2; Arensberg 3; Larry's 3.
Chain Food Supermarkets : Kroger 2; Big Bear 3; Gardners 6; Super Duper 2; Meijer; Twin Fair.
Other Chain Stores : Shoes: Bargain (Ostroy); Gallenkamp; Picway; El Bee; Thom McAn. Auto Suplies: Goodyear; Nationwise; Muffler king; B.F. Goodrich; Corvairs; Benny's Kar Parts. Women's Apparel: Cato; Fashion Bug; Jessie Jeans; Abrahms & Sons; Sewing Machine: Singer Co.; Hardware: Sherwin-Williams; Glidden; Majestic; Lumber: Moore's; Scott Lumber; Carter Lumber; Men's Apparel: Robert's Men's Shop Electronic: Radio Shack.

14 - NEWSPAPERS: ADVOCATE (e) 22,156; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: D.L. Lehman, Adv. Mgr., ADVOCATE, 25 West Main Street, Newark, OH 43055; Tel. (614) 345-4053.
National Representative : Thomson.

NILES

1 - LOCATION: Trumbull County (In Youngstown-Warren SMSA). E&P Map C-2. In Mahoning Valley industrial area; 15 mi. from Youngstown; 84 mi. from Pittsburgh; 58 mi. from Cleveland; 50 mi. from Akron.

2 - TRANSPORTATION: Railroads : Conrail; B&O (freight).
Motor Freight Carriers : 60.
Intercity Bus Lines : Greyhound; Youngstown Transit.
Airlines (at Youngstown) : United.

3 - POPULATION:
Corp. City 80 Cen. 23,088
CZ-ABC: (70) 39,093; (81) 41,300
RTZ-ABC: (70) 55,613; (81) 53,600
County 80 Cen. 241,863
SMSA 80 Cen. 531,350
City & RTZ-ABC: (70) 94,706; (81) 94,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,534
CZ-ABC: (70) 11,513; (81) 14,000
RTZ-ABC: (70) 16,148; (81) 18,000
County 80 Cen. 84,151
SMSA 80 Cen. 186,711
City & RTZ-ABC: (70) 27,661; (81) 32,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$58,000,000
Savings and Loan	2	$69,000,000

6 - PASSENGER AUTOS: County 152,675

7 - ELECTRIC METERS: Residence 9,300

8 - GAS METERS: Residence 7,248

9 - PRINCIPAL INDUSTRIES: Steel; Reactive Metals; Hot Roll Bars; Cold Finish Bars; Metals; Steel Beams; Welding; Steel Doors; Frames; Lath; Metal Lath; Precision Tools & Dies; School Furniture; Dump Conduit; Fire Escapes; Metal Stairs; Stampings; Metal Lath; Roofing; Roof Decks & Metal Rooms; Road Bldg. Equip.; Sheet Metal; Pickling; Glass Bulbs and Parts; Fire Brick; Exotic Metals; Plastics; Foundry; Total 8,000 emp.; Av. Wkly. Wage: $225. Paydays staggered.

10 - CLIMATE: Min. & Max. Temp.—Spring 36-57; Summer 58-81; Fall 41-62; Winter 21-36. First killing frost, Oct. 1. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : Eastwood Mall, State Route 422, 92 stores including Montgomery Ward, Sears, Strouss, Woolworth's, J.C. Penney, Village Center Plaza at Routes 46 and 422, Carlisle's Fisher-Fazio-Costa.
Neighborhood Shopping Centers : 3 blocks on Main St.; 1 on Park Ave.; 1 on State St. in downtown Niles, Robbins Ave., and Routes 422 and 169 at McKinley Heights.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Liberty Plaza	7	Thrift-Drug, Hills, Stambaugh-Thompson, J.C. Penney, Strouss, Lustig's, Gray Drugs;
Austintown	5	Stambaugh- Plaza Thompson, Lustig's, Fisher Clothes, Isaly's, Gray Drug
McKinley Hts.	NA	Stambaugh Thompson
Eastwood Mall	NA	Sears, Mont. Ward, J.C. Penney, Woolworth, Strouss Dept.
Village Ctr.	NA	Carlisle's, Thrift Drug, Fisher Foods

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Eastwood, Village Center and McKinley Heights every night; Downtown open Friday.

13 - RETAIL OUTLETS: Department Stores : Carlisle-Allen; Montgomery Ward; Sears; Strouss; Ideal; Reisman's.
Discount Stores : King's; Hills; K mart; Consumer Outlet Mart; Woolco.
Variety Stores : Woolworth.
Chain Drug Stores : Thrift; Gray's; Theis.; Valu Drug.
Chain Food Supermarkets : Kroger; Costa; Golden Dawn; Valu King; Sparkle Mkt.; Giant Eagle.

14 - NEWSPAPERS: TIMES (e) 5,269; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: E. Gaydos, Adv. Dir., TIMES, 35 W. State St., Niles, OH 44446; Tel. (216) 652-5841.
National Representative : Amer. Newspaper Rep.

NORWALK

1 - LOCATION: Huron County, E&P Map B-2, County Seat. 58 mi. E of Toledo; 59 mi. W of Cleveland on U.S. Routes 20, 250 and 18 & 61; 6 mi. So. Ohio Tpke. Exit 7.

2 - TRANSPORTATION: Railroads : Norfolk & Western.
Intercity Bus Lines : Greyhound.
Motor Freight Carriers : 6.

3 - POPULATION:
Corp. City 80 Cen. 14,358
CZ-ABC: (70) 13,386; (81) 14,700
RTZ-ABC: (70) 43,459; (81) 48,200
County 80 Cen. 54,608
City & RTZ-ABC: (70) 56,845; (81) 62,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,264
CZ-ABC: (70) 4,154; (81) 5,300
RTZ-ABC: (70) 12,863; (81) 16,400
County 80 Cen. 18,690
City & RTZ-ABC: (70) 17,017; (81) 21,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$128,425,000
Sav. & Loan	2	$151,000,000

6 - PASSENGER AUTOS: County 31,222

7 - ELECTRIC METERS: Residence 5,296

8 - GAS METERS: Business & Residence 4,695

9 - PRINCIPAL INDUSTRIES: Food Products; Plastic Coloring; Truck Bodies; Furniture; Rubber Products; Paper Boxes; Thermostats; Foundries; Bookkeeping Forms; Surgical Instruments; Auto Parts; Candy.

10 - CLIMATE: Min. & Max Temp.—N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Plaza (2)	NA	Kroger, SupeRx Drug
Shoppers Square	NA	Cardinal Foods, State Liquor Store, Marathon Gas Station.

Principal Shopping District : 4 1/2 blocks on Main St.
Principal Shopping Days : Mon., Fri. and Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Store : JC Penney.
Variety Store : Woolworth.
Discount Stores : P&R Discount Store; Rinks; K mart.
Chain Drug Stores : SupeRx 1; Kaiser-Wells; K&H.
Chain Food Supermarkets : Cardinal; Foodtown; Kroger; Schild's IGA 2; Fast Food 2; Lawson's 2.
Other Chain Stores : Goodrich; Maxie-Firestone; Sears; Wards; Preis; Gift Gallery; Singer; Jean Frocks; White Lumber; Wickes; Wolahan.

14 - NEWSPAPERS: REFLECTOR (e) 8,909; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard Mumford, Adv. Dir., REFLECTOR, 61 E. Monroe, Norwalk, OH 44857; Tel. (419) 668-3771.
National Representative : Landon.

PAINESVILLE-MENTOR-ON-THE-LAKE

1 - LOCATION: Lake County (In Cleveland SMSA). E&P Map C-1, County Seat. Residential center on S Shore of Lake Erie at mouth of Grand River 23 mi. ENE of Cleveland. On I-90, U.S. Hwy. 20, and State Hwys. 2, 44, 84, 86, 283.

2 - TRANSPORTATION: Railroads : Conrail; Nickel Plate; Fairport; FP & LE.
Intercity Bus Lines : Greyhound

3 - POPULATION:
Corp. Cities 80 Cen. 66,375
Painesville 80 Cen. 16,391
Mentor 80 Cen. 42,065
Mentor-on-the-Lake 80 Cen. 7,919
THE SUNDAY PAPER (S)
PMA-ABC: (70) 358,414; (81) 391,000
TELEGRAPH (all day)
PMA-ABC: (70) 197,200; (81) 214,900
SMSA 80 Cen. 1,898,720
County 80 Cen. 212,801

4 - HOUSEHOLDS:
Cities 80 Cen. 22,239
Painesville 80 Cen. 6,118
Mentor 80 Cen. 13,648
Mentor-on-the-Lake 80 Cen. 2,473
THE SUNDAY PAPER (S)
PMA-ABC: (70) 102,695; (81) 130,700
TELEGRAPH (all day)
PMA-ABC: (70) 55,801; (81) 70,200
SMSA 80 Cen. 694,324
County 80 Cen. 72,064

5 - BANKS:	NUMBER	DEPOSITS
Commercial	10	$200,000,000
Sav. & Loan	14	N.A.

6 - PASSENGER AUTOS: County 140,464

7 - ELECTRIC METERS: Residence 8,917

8 - GAS METERS: Residence 5,611

9 - PRINCIPAL INDUSTRIES: Veneer & Plywood Prods.; Chemicals; Alum. Castings; Paper; Rock Salt Mining; Nursery Prod.; Plastics; Ind. Equip.; Computer Industries; Rubber Prods.; Oil Additives; Welding Rods; Tow Motors.

10 - CLIMATE: Min. & Max. Temp.—Spring 14-88; Summer 55-92; Fall 14-86; Winter 0-48.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Painesville (32)	3	Kroger, Lake Co. Hdwe.
New Market (40)	NA	Carlisle's, Revco
Mentor Headlands	8	Bi-Rite
Mentor	7	Forest City, Gold Circle, Fazio
Great Lakes Mall (100)	7	Penney, Higbee, May Co., Sears, J.S. Newberry, Joseph Horne
Chardon Plaza (5)	8	Fisher Big Wheel

Principal Shopping Days : Mon., Tue., Fri., Sat.
Stores Open Evenings : Mon., Tue., Fri.

13 - RETAIL OUTLETS: Department Stores : Carlisle Allen; Sears; Penney's; May's Higbee, Joseph Horne.
Variety Stores : J.J. Newberry.
Chain Drug Stores : Gray's 2; Revco 2; King 1; Medic 3; Cunningham 1.
Discount Stores : K mart; L 'n R Discount; Zayre; Fisher Big Wheel; Gold Circle; Uncle Bills; Mr. Wiggs.
Chain Food Supermarkets : Fazio; Pic 'N Pay; Rogers; Kroger; Convenient (15); Bi-Rite (3); Stop n Shop (2); IGA (2); Valu King (3); 7-11 (2).
Other Chain Stores : Goodyear; Firestone; Dairy Queen; Sherwin-Williams; Chess King; Lane Bryant; Richman Bros.; Plus 25 other National Chains in Great Lakes Mall.

14 - NEWSPAPERS: TELEGRAPH (all day) 17,320; Mar. 31, 1981 ABC. THE SUNDAY PAPER (S) 46,108; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David Mackey, Mgr., TELEGRAPH/THE SUNDAY PAPER, 84 N. State St., Painesville, OH 44077; Tel. (216) 354-4333.
National Representative : Landon.

PIQUA

1 - LOCATION: Miami County (In Dayton SMSA). E&P Map A-3. On Miami River, 29 mi. N of Dayton; 81 mi. N of Cincinnati; 71 mi. W of Columbus; 125 mi. S of Toledo. On I-75, 36; State Hwys. 66 and 185.

2 - TRANSPORTATION: Railroads : Penna.; B&O.
Motor Freight Carriers : 5.
Intercity Bus Lines : Greyhound.
Airlines : American; TWA; United; Eastern; Delta; Lake Central; USAir.

3 - POPULATION:
Corp. City 80 Cen. 20,480
CZ-ABC: (70) 22,402; (81) 21,800
RTZ-ABC: (70) 56,726; (81) 65,200
County 80 Cen. 90,381
SMSA 80 Cen. 830,070
City & RTZ-ABC: (70) 79,128; (81) 87,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,515
CZ-ABC: (70) 7,412; (81) 8,300
RTZ-ABC: (70) 17,445; (81) 23,200
County 80 Cen. 31,968
SMSA 80 Cen. 300,025
City & RTZ-ABC: (70) 24,857; (81) 31,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$147,571,389
Sav. & Loan	2	$109,995,196

6 - PASSENGER AUTOS: County 57,903

7 - ELECTRIC METERS: Res. 8,811

8 - GAS METERS: Res. 9,817

9 - PRINCIPAL INDUSTRIES: Felts; Underwear; Machinery; Paper Containers; Steel Tubing Mfrs.; Industrial Fans; Veneer; Propellors; Business Papers & Gift Wrapping; Electronics; Tool & Die; Armco Quarrie. Total employees 8,642.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 65-90; Fall 55-80; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Shopping Centers 6 nights and 7 days; Food & Drug on Sun., City wide.
Principal Shopping Areas : 5 blocks on Main St. (downtown); 4 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piqua East Mall (35)	NA	Sears, Woolworth
Sunset Mall (9)	NA	Elder Beerman, Marsh Mkt.
Parkridge (5)	NA	Fisher's Big Wheel
Piqua Plaza (15)	NA	K mart, Save On, Kroger

Stores Open Evenings : Downtown Mon. to Fri.; Shopping; Food & Drug on Sun.

13 - RETAIL OUTLETS: Department Stores : Uhlman's; J. C. Penney; Fisher's Big Wheel; Elder Beerman; Sears; Woolworth; McCrory's; Jupiter (S. S. Kresge); Mr. Wiggs; G.C. Murphy; K mart.
Variety Stores : G.C. Murphy; Jupiter; K mart.
Discount Stores : Mr. Wiggs; Jupiter.
Chain Drug Stores : Revco 2; Crosby's 1; Krogers Save On.
Chain Food Supermarkets : Kroger; Marsh Foodliner; IGA 3; Super Dollar.
Other Chain Stores : Walker Shoes; Goodyear; Sherwin-Williams; Spiegels; Paul Harris; Mode O' Day; Fashion Bag.

14 - NEWSPAPERS: CALL (e) 11,154; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ralph J. Martin Adv. Dir., CALL, 121 E. Ash St., Piqua, OH 45356; Tel. (513) 773-2721.
National Representative : Thomson.

POMEROY-MIDDLEPORT

1 - LOCATION: Meigs county, E&P Map C-3. 100 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 7, 124 and 143.

2 - TRANSPORTATION: Railroads : Chesapeake & Ohio.

3 - POPULATION:
Villages 80 Cen. 5,699
Pomeroy 80 Cen. 2,728
Middleport 80 Cen. 2,971
County 80 Cen. 23,641

4 - HOUSEHOLDS:
Villages 80 Cen. 2,235
Pomeroy 80 Cen. 1,040
Middleport 80 Cen. 1,195
County 80 Cen. 8,412

5 - BANKS: Commercial 3, Dep. $68,230,000

6 - PASSENGER AUTOS: County 12,673

7 - ELECTRIC METERS: Residence 2,384

8 - GAS METERS: Residence 2,633

9 - PRINCIPAL INDUSTRIES: Salt; Electrical Apparatus; Cement Blocks; Steel Rails; Electricity.

10 - CLIMATE: Min. & Max. Temp.—Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Pomeroy Plaza (2)	NA	Kroger

13 - RETAIL OUTLETS: Department Stores : Eberfeld's; Stifflers 2; Middleport Dept. Store.
Chain Food Supermarkets : Mark V; Kroger; Twin City Gateway; Super Valu.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,828; TIMES-SENTINEL (S) 13,202; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Tim Halstead, Adv. Dir., SENTINEL, 111 Court St., Pomeroy, OH 45769; Tel. (614) 922-2156.
National Representative : Branham.

PORT CLINTON OAK HARBOR

1 - LOCATION: Ottawa County (In Toledo, OH-MI SMSA). E&P Map B-1, County Seat. Resort, mfg., industrial, fishing, mining, hunting, agriculture Heart of Lake Erie Vacationland. 35 mi. E of Toledo; 15 mi. W of Sandusky; 75 mi. W of Cleveland; 15 mi. N of Fremont-Port Clinton Interchange of Ohio Tpke.; on State Routes 2, 163, 53; 6 mi. SE of Camp Perry.

2 - TRANSPORTATION: Railroads : Conrail, E&W.
Intercity Bus Lines : Greyhound.
Motor Freight Carriers : 6.
Airlines : Island.

3 - POPULATION:
Corp. Cities 80 Cen. 9,901
Port Clinton 80 Cen. 7,223
Oak Harbor 80 Cen. 2,678
PMA-ABC: (70) 37,099; (81) 40,600
County 80 Cen. 40,076
SMSA 80 Cen. 791,599

4 - HOUSEHOLDS:
Cities 80 Cen. 3,471
Port Clinton 80 Cen. 2,703
Oak Harbor 80 Cen. 1,038
PMA-ABC: (70) 11,521; (81) 14,500
County 80 Cen. 14,202
SMSA 80 Cen. 277,564

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$100,000,000

6 - PASSENGER AUTOS: County 25,122

7 - ELECTRIC METERS: 14,736

8 - GAS METERS: 5,313

9 - PRINCIPAL INDUSTRIES: Aircraft Parts; Canned Vegetables; Gypsum Prod.; Home Bldg. & Constr. Items; Automotive & Truck Engine Parts; Paint; Celotex; Rubber & Plastic Prod.; Vinyl Coated Fabrics.

10 - CLIMATE: Mean Temp. 50; Rainfall 28.72" av.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping District : 2 blocks each on Madison, Perry & 2nd St.; Port Clinton Shopping Plaza 8 blocks on E. Perry St. from downtown Port Clinton; Mr. Wiggs Plaza (3 stores).
Principal Shopping Days : Mon., Fri.
Stores Open Evenings : Thu.; Super Mkts. every eve. ex. Sun.

13 - RETAIL OUTLETS: Department Stores : Appel's Fashion Shop; Uhlman's; Sneary's Dress Shop.
Variety Stores : W.R. Thomas; Mr. Wiggs.
Drug Stores : Green; Perry's; Dean's; Revco; Portage Park Pharmacy.
Food Supermarkets : Great Scot; Kroger; Bassett's; Catawba Foodland; Foodtown.
Other Stores : Bergeman's Men's Wear; Clinton Men's Wear; Wolf Furniture; Leo Marks Jewelry; Western Auto; Mizener-Drynan Hdwr.; Bistley Jewelers; Young's Floor Covering; Shoe Dock.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 6,277; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jim Rusincovitch, Adv. Dir., NEWS-HERALD, 115 W. 2nd St., Port Clinton, OH 43452; Tel. (419) 734-3141.
National Representative : Gannett.

PORTSMOUTH

1 - LOCATION: Scioto County, E&P Map B-4, County Seat. SE part of state. Atomic energy; trading center for industrial, agricultural Ohio and Scioto river valleys, 90 mi. S of Columbus; 110 mi. E of Cincinnati. Business and industrial center of Southern Ohio. Site of Ohio State Penitentiary. On U.S. Hwys. 52, 23; State Hwys. 125, 73, 139, 335, 140.

2 - TRANSPORTATION: Railroads : Norfolk & Western; Chesapeake & Ohio; Baltimore & Ohio; The Chessie System. Boat connections.
Motor Freight Carriers : 11.
Intercity Bus Lines : Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,943
CZ-ABC: (70) 46,272; (81) 45,600
RTZ-ABC: (70) 90,281; (81) 112,500
County 80 Cen. 84,545
City & RTZ-ABC: (70) 136,553; (81) 158,100
Demographic Information available from Newspapers. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,530
CZ-ABC: (70) 16,111; (81) 18,300
RTZ-ABC: (70) 27,263; (81) 39,500
County 80 Cen. 29,534
City & RTZ-ABC: (70) 43,374; (81) 57,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$149,359,072
Sav. & Loan	3	$99,087,173
Credit Union	1	N.A.

6 - PASSENGER AUTOS: County 46,338

7 - ELECTRIC METERS: Residence 25,010

8 - GAS METERS: Residence 15,380

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Foundry 1,250 ($280); Railroad 1,020 ($190); Brick 468 ($190); Packaging 150 ($170).
Principal Pay Days : N&WRR: 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.—Spring 33-101; Summer 43-100; Fall 2-94; Winter 13-81. First killing frost, Oct. 25. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 9 blocks on Chillicothe St.; 3 on Gallia St.; 2 on Sixth St.; 1 on Fifth St.; 3 on Second St.; 1 on Market St.
Neighborhood Shopping Area : 4 blocks in New Boston; 3 in Sciotoville; 1 on Gallia & 11th st.; Rinks-Clarks-ShopRite Shpg. Ctr. at Gallia St. & Mabert Rd.; Hart's Family Center, Rt. 23 North; Wheelersburg Shopping Center on Rte. 52 east. Rink's Bargain City; Kroger and additional retail outlets.
Shopping Centers : Rinks; K mart (one of 12 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
New Boston Mall (9)	NA	K mart, IGA, Revco

Principal Shopping Days : Department stores—Mon., Fri., Sat. Food—Wed., Thu., Fri.
Stores Open Evenings : Dept.-Fri.; Super markets—Every evening.

13 - RETAIL OUTLETS: Department Stores : Marting's; Sears; J. C. Penney.
Variety Stores : S. S. Kresge; H. L. Green.
Discount Stores : Clarks; Hart's; Heck's; Rink's Bargain City; K mart.
Chain Drug Stores : Revco 2; Rexall 5; Walgreen; Union Prescription Center; Discount Prescription Store; Hart's; Staker's 2; Will-Car 2; Wurster 2; Rink's Bargain City.
Chain Food Supermarkets : Kroger 2; Royal Blue 7; Foodland 2; Super Value 5.
Other Chain Store : Endicott Johnson.

14 - NEWSPAPERS: TIMES (e) 20,939; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Stahler, Adv. Mgr., TIMES, 637 Sixth St., Portsmouth, OH 45662; Tel. (614) 353-3101.
National Representative : Thomson.

RAVENNA

See KENT

ST. MARYS

1 - LOCATION: Auglaize County (In Lima SMSA). E&P Map A-2. On Lake St. Marys & St. Marys River on the Miami and Erie Canal. 22 mi. SW of Lima, on State Hwys. 29, 33 and 66; 17,500 acre Grand Lake, Lake St. Marys.

2 - TRANSPORTATION: Railroads : Norfolk & Western.
Motor Freight Carriers : 7.

3 - POPULATION:
Corp. City 80 Cen. 8,414
County 80 Cen. 42,554
SMSA 80 Cen. 218,244

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,956
County 80 Cen. 14,532
SMSA 80 Cen. 74,749

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$93,092,500
Sav. & Loan	2	$20,625,000

6 - PASSENGER AUTOS: County 24,740

7 - ELECTRIC METERS: Residence 2,911

8 - GAS METERS: Residence 2,680

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Rubber Prod. 1,800; Foundry 150; Canning 60; Hydraulic Prod. 64; Cotton Mills 260; Meat Packing Plant 31; Farmers Landmark Coop.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:
Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Mon. & Fri.
Stores Open Sundays : 3 Super-Mkts., 2 Dept.

13 - RETAIL OUTLETS: Department Stores : Buchanan's; Montgomery Ward (mail order); J. C. Penney.
Variety Stores : Murphys.
Discount Stores : Jamesway; K mart.
Chain Food Supermarkets : Pantry Pride; Super Valu; Cardinal.

14 - NEWSPAPERS: LEADER (e) 6,347; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Brice H. Blair, Adv. Mgr., LEADER, 102 E. Spring St., St. Marys, OH 45885; Tel. (419) 394-5127.
National Representative : Landon.

SALEM

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial and farm area; 15 mi. from Ohio Turnpike. Midway between Cleveland and Pittsburgh; 20 mi. from Youngstown; 30 mi. from Canton, U.S. Hwy. 62; State Hwys. 9, 14, 45, 344, 558.

2 - TRANSPORTATION: Railroads : Conrail
Motor Freight Carriers : 10.
Intercity Bus Lines : Greyhound.
Airlines : United; Allegheny; Eastern; American.

3 - POPULATION:
Corp. City 80 Cen. 12,869
CZ-ABC: (70) 18,178; (81) 17,900
RTZ-ABC: (70) 55,652; (81) 64,900
County 80 Cen. 113,572
City & RTZ-ABC: (70) 73,830; (81) 82,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,974
CZ-ABC: (70) 5,934; (81) 7,000
RTZ-ABC: (70) 16,919; (81) 22,900
County 80 Cen. 39,996
City & RTZ-ABC: (70) 22,853; (81) 29,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$154,490,000
Sav. & Loan	2	$879,679,454

6 - PASSENGER AUTOS: Residence 73,125

7 - ELECTRIC METERS: Residence 5,606

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Fab. Metal Prods. 800; Machine Mfg. Tool & Die 2,100; Furn. & Fixt. 75; Printing, Publishing 369; Primary Metals Fdy. 1,300; Utilities 270; Construction 360; Food Processing 300; Total Industrial Employment 6,280; ($170).
Principal Pay Days : Thu. and Fri.

10 - CLIMATE: Average Temp.—Spring 47; Summer 68; Fall 53; Winter 27. First killing frost, Oct. 2. Last killing frost, May 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on State St.; 1 block on S. Broadway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Salem Plaza	2	Murphy's Mart, Rite-Aid, Thorofare, Stambaugh Jo-Ann Fabrics, Yum Yum Tree, Kroger
Southeast Plaza	NA	Southeast Food Market, Heck's

Principal Shopping Days : Department Stores—Mon., Thu., Fri., Sat. Groceries—Thu. and Fri.
Stores Open Evenings : Food—Mon. Wed, To Sun. All others—Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores : R. S. McCulloch; J. C. Penney; Strouss Hirshberg; Sears.
Variety Stores : G. C. Murphy; Murphy's Mart.
Discount Store : Consolidated.
Chain Drug Stores : Rexall; Lane's; Walgreen; Rite-Aid.
Chain Food Supermarkets : IGA; A&P; Kroger; Thorofare.
Other Chain Stores : Jean Frocks; Merit Shoe; Firestone, Montgomery Ward; Stambaugh; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 10,786; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Harry L. Stewart, Pub., L. Morris, Adv., Mgr., NEWS, 161 N. Lincoln Ave., Salem, OH 44460; Tel. (216) 332-4601.
National Representative : Thomson.

SANDUSKY

1 - LOCATION: Erie County, E&P Map B-1, County Seat. Industrial Center, seaway port, vacation resort; coal shipping; at mouth of Sandusky Bay, Lake Erie; 60 mi. W of Cleveland; 52 mi. E of Toledo; on U.S. Hwys. 2, 250, 6; State Hwys. 4, 13; 11 mi. N of Ohio Tpke., Interchange 7.

2 - TRANSPORTATION: Railroads : Conrail; B&O; N&W (all freight); Amtrak.
Motor Freight Carriers : 21.
Intercity Bus Lines : Greyhound.
Airport : Private & charter service.

3 - POPULATION:
Corp. City 80 Cen. 31,360
CZ-ABC: (70) 51,766; (81) 52,900
RTZ-ABC: (70) 93,071; (81) 102,600
County 80 Cen. 79,655
City & RTZ-ABC: (70) 144,837; (81) 155,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,955
CZ-ABC; (70) 16,132; (81) 19,000
RTZ-ABC: (70) 27,907; (81) 35,500
County 80 Cen. 27,740
City & RTZ-ABC: (70) 44,039; (81) 54,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$1,305,686,000
Sav. & Loan	4	$1,446,259,928

6 - PASSENGER AUTOS: County 47,628

7 - ELECTRIC METERS: Residence 23,218

8 - GAS METERS: Residence 18,079

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Salary): Mfg. 12,000 ($310); Whsle. Ret 7,716 ($140); Non-Mfg. 2350 ($170); Transp. & Util. 988 ($210); Const. 1,008 ($230); Fin. & Ins. 808 ($145); Mining & Quarrying 117 ($215); All industry 24,987 ($192).
Principal Pay Days : Thu. and Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 39-79; Summer 57-83; Fall 25-75; Winter 21-37. First killing frost, Oct. 20. Last killing frost, Apr. 17. Rainfall, 45.03 in.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center : 10 blocks; 2 on Water St.; 4 on Market St.; 2 on Columbus Ave.; 2 on Washington Row.
Neighborhood Shopping Centers : 4 blocks on Hancock St. from E. Madison to Scott Sts.; 3 blocks on W. Washington St. from Fulton to Selby Sts.; 1 block on Columbus Ave. from Hayes Ave.; Neil St., 14 blocks on Perkins Ave. Milan to Mills St.; 8 blocks on Cleveland Road from Sycamore Line to Remington Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Perkins Plaza (20)	2	Sears, Hill's
Sandusky Pl (27)	2	Pick'N Pay
Sandusky Mall (80)	3	J. C. Penney, Mont. Ward, May Co., K mart, Pick 'N Pay, Halles

Principal Shopping Days : Thu., Fri., Sat., Sun.
Stores Open Evenings : Downtown—Thurs., Fri.; Shpg. ctr. & groc.—every night.
Stores Open Sundays : Penney; Hill's; Mr. Wiggs; Ontario; Jupiter; Kroger; Pick 'N Pay; Foodland; Foodtown; Lawson's; Revco; K mart; Sears; Montgomery Ward; May Co.; Halles.

13 - RETAIL OUTLETS: Department Stores : Lasalle's; Penney; Sears; Montgomery Ward; May Co.
Variety Stores : Jupiter; Woolworth.
Discount Stores : Mr. Wiggs; Hill's; Ontario; K mart.
Chain Drug Stores : Gray 3; Revco.
Chain Food Supermarkets : Kroger; Pick 'N Pay 3; Foodtown 2; Foodland 2; Sandusky Cardinal.
Other Chain Stores : Firestone; Sherwin-Williams; Singer Co.; Jo-Ann Fabrics; Nobil Shoes; Carter Lumber; PicWay-Shoes; Wickes Lumber; Uniroyal; Radio Shack; Bing's Furniture; El-Bee Shoes; Inn Circus World; Rogers Jewelry; Pearl Vision; Walden Books; Hickory Farms; Thom McAn.

14 - NEWSPAPERS: REGISTER (e) 25,986; (S) 28,222; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Berry, Retail Adv. Mgr.; Dennis Simecek, Cl. Adv. Mgr., REGISTER, Market & Jackson Sts., Sandusky, OH 44870; Tel. (419) 625-5500.
National Representative : Landon.

SHELBY

1 - LOCATION: Richland County (In Mansfield SMSA). E&P Map B-2. Halfway between Cleveland and Columbus. On State Hwys. 39, 61 and 96.

2 - TRANSPORTATION: Railroads : Conrail; Baltimore & Ohio; and truck lines.
Intercity Bus Lines : Shelby to Newark.

3 - POPULATION:
Corp. City 80 Cen. 9,645
County/SMSA 80 Cen. 131,205

4 - HOUSEHOLDS:
City 80 Cen. 3,624
County/SMSA 80 Cen. 46,408

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$68,088,707
Sav. & Loan	1	$52,384,376

6 - PASSENGER AUTOS: County 82,268

7 - ELECTRIC METERS: Res. 3,875

8 - GAS METERS: Bus. & Res. 3,388

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Steel Tubing 725; Bus. Forms 300; Bowling Equip. 150; Builders Hdwr. 225; Auto Access. 275; Paper Boxes 100; Elect. Control Systems 200; Ins. 300; Home Hdwe. 100; Household Prod. 80; Warehousing 120.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers : 3 1/2 blocks on Main St.; 2 on Gamble; 1 on Mansfield; 1/2 each on Washington & Mohican Sts.
Principal Shopping Days : Mon., Thu., Fri.
Stores Open Evenings : Mon., Fri.

13 - RETAIL OUTLETS:
Variety Stores : Ben Franklin; Big Wheel.
Chain Drug : K-H Drugs; Struble's.
Chain Food Supermarkets : IGA; Great Scot; Best-mart.
Other Chain Stores : True Value Hdwe.

14 - NEWSPAPERS: GLOBE (e) 4,639; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: W.M. Carleton, Nat. Adv. Mgr., GLOBE, 37 West Main, Shelby, OH 44875; Tel. (419) 342-4276.
National Representative : Landon.

SIDNEY

1 - LOCATION: Shelby County, E&P Map A-2, County Seat. 40 mi. N of Dayton; 70 mi. W of Columbus. On State Hwys. 29, 47; I-75.

2 - TRANSPORTATION: Railroads : B&O; Conrail.
Motor Freight Carriers : 24.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 17,657
CZ-ABC: (70) 17,890; (81) 21,600
RTZ-ABC: (70) 34,860; (81) 39,200
County 80 Cen. 43,089
City & RTZ-ABC: (70) 52,750; (81) 60,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,373
CZ-ABC: (70) 5,616; (81) 7,800
RTZ-ABC: (70) 9,989; (81) 13,000
County 80 Cen. 14,184
City & RTZ-ABC: (70) 15,605; (81) 20,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$180,000,000
Sav. & Loan	4	$122,000,000

6 - PASSENGER AUTOS: County 24,725

7 - ELECTRIC METERS: County 15,881

8 - GAS METERS: County 8,106

9 - PRINCIPAL INDUSTRIES: Industy, Number of Wage Earners (Av. Wkly. Wage)—Compressors N.A.; Metal Finishing Fab. N.A.; Refrigeration N.A.; Lathes N.A. Av. household income 1979—$16,865.
Principal Industrial Pay Days : Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 12-66; Summer 51-96; Fall 50-80; Winter 8-50.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 2 city blocks surrounding Court House Square, west end of city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sidney Plaza (8)	NA	Pangles, Heck's
Rink's Plaza (3)	NA	Kroger, Rink's

Principal Shopping Days : Fri., Sat.
Stores Close : Thu. P. M.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Uhlman's; Heck's.
Discount Stores : Rink's.
Variety Stores : G. C. Murphy.
Chain Drug Stores : SupeRx; Revco; Hooks.
Chain Food Supermarkets : Kroger; Sidney; IGA; Dorsey's; Pangle's; Liberty Foods.
Other Chain Stores : Western Auto; Singer Co.; Rinks; Radio Shack; Warehouse Paint.

14 - NEWSPAPERS: NEWS (e) 12,770; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James H. Hoying, Adv. Dir., NEWS, 911 Vandemark Rd., Sidney, OH 45367; Tel. (513) 498-2111.
National Representative : Landon.

SPRINGFIELD

1 - LOCATION: Clark County (In Springfield SMSA). E&P Map B-3, County Seat. SW part of OH, 45 mi. W of Columbus, OH; 140 mi. E of Indianapolis, IN; 79 mi. NE of Cincinnati. On U.S. Hwys. 40 (I-70), 68 and State Hwys. 4, 41, and 72.

2 - TRANSPORTATION: Railroads : Conrail; DT&I.
Airlines : American; TWA; United; Delta; USAir; North Central at James M. Cox Airport, Dayton.
Motor Freight Carriers : 42.
Intercity Bus Lines : Greyhound; Continental; Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 72,563
CZ-ABC: (70) 103,609; (81) 93,800
RTZ-ABC: (70) 142,879; (81) 152,600
County 80 Cen. 150,236
SMSA 80 Cen. 183,885
City & RTZ-ABC: (70) 246,488; (81) 246,400
Demographic Information available from Newspapers. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,384
CZ-ABC: (70) 33,262; (81) 34,800
RTZ-ABC: (70) 41,755; (81) 51,800
County 80 Cen. 53,376
SMSA 80 Cen. 65,171
City & RTZ-ABC: (70) 75,017; (81) 86,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$324,009,000
Sav. & Loan	3	$209,493,751

6 - PASSENGER AUTOS: County 95,211

7 - ELECTRIC METERS: County 51,400

8 - GAS METERS: County 39,651

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Construction 1,690 ($200); Manufacturing 17,017 ($216); Transportation 2,702 ($258); Wholesale-Retail 9,576 ($118); Fin., Ins. & Real Estate 2,081 ($151); Services 7,545 ($122).
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 15-91; Summer 35-96; Fall 10-90; Winter 9-67. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Hardness, 7 grains per gal.; not fluoridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on Main St.; 3 on High St.; 3 on Limestone; 3 on Fountain; New downtown core area under construction.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Upper Valley Mall (68)	NA	Penney's, Sears, Rike's
Southern Village (20)	NA	Kings, Big Bear
Park Shopping (30)	NA	Harts
Burnett Rd. Plaza (18)	NA	Twin Fair, Fulmers
Northridge (10)	NA	
Western Plaza (8)	NA	
Bushnell Sq. (9)	NA	Pic Way Shoes
Circus Plaza (8)	NA	Ontario, Fulmers
Moorfield Sq. (5)	NA	Kroger, SupeRx
Springfield Plaza (10)	NA	Gold Circle, Hills, Fulmers
Northland	NA	Big Bear, K Mart

Stores Open Evenings : Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Penney; Sears; Wren's; Allied; Rike's.
Discount Stores : Ontario; Twin Fair; Hart's; Kings; Hills; Gold Circle; K mart.
Variety Stores : Woolworth.
Chain Drug Stores : Revco 2; SupeRx 3; Brown 2; Whitacre's 4.
Chain Food Supermarkets : Big Bear 4; Fulmer's 6; Kroger 4.
Other Chain Stores : Firestone; Thom McAn; Richman Bros.; Singer Co.; Western Auto; Lowe Bros.; Schiff's Shoes; Springfield Rug & Furn.; Goodyear; Jo-Ann Fabrics; Kinney Shoes; National Shirt; Wickes; Metropolitan; Nationwise Auto Parts; Warehouse Paint.

14 - NEWSPAPERS: SUN (m) 17,982; NEWS (e) 26,516; (S) 42,907; MAR. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William R. Saylor, Adv. Dir. or C.E. Sauers, Natl. Adv. Mgr. NEWS & SUN, 202 N. Limesone, Springfield, OH 45501; Tel. (513) 323-3731.
National Representative : Sawyer-Ferguson-Walker.

STEUBENVILLE

1 - LOCATION: Jefferson County (In Steubenville-Weirton, OH-WV SMSA). E&P Map C-2, County Seat. 26 mi. N of Wheeling; 39 mi. SW of Pittsburgh. On Ohio River. William Penn Hwy. U.S. 22 and Ohio River Hwy. State 7. Steel and coal mining center.

2 - TRANSPORTATION: Railroads : Amtrak; Norfolk & Western.
Motor Freight Carriers : 7.
Intercity Bus Lines : Greyhound; American; Cooperative; Continental Trailways; Steubenville.
Airlines : TWA; Northwest; USAir; American; United; Eastern; Lake Central; Mohawk (via Greater Pittsburgh, Ohio County, Airports).

3 - POPULATION:
Corp. City 80 Cen. 26,400
CZ-ABC: (70) 42,454; (81) 37,000
RTZ-ABC: (70) 132,957; (81) 136,100
County 80 Cen. 91,564
SMSA 80 Cen. 163,099
City & RTZ-ABC: (70) 175,411; (81) 173,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,137
CZ-ABC: (70) 13,850; (81) 13,800
RTZ-ABC: (70) 40,336; (81) 47,800
County 80 Cen. 32,705
SMSA 80 Cen. 57,577
City & RTZ-ABC: (70) 54,186; (81) 61,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav.	3	$452,468,000
Sav. & Loan	3	$214,773,000

6 - PASSENGER AUTOS: County 54,016

7 - ELECTRIC METERS: Res. 11,308

8 - GAS METERS: Res. 17,635

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners and (Av. Wkly. Wage)—Steel 8,898 ($444); Titanium 700 ($360); PWR Generation 1,167 ($321); Paper Products 118 ($335); Fabricated Materials 1,088 ($285); Metal Stamping 250 ($272); Cans 225 ($272); Oil & Chemicals 557 ($232); Railroads 600 ($223): State & Local Gov't 3,199 ($208); Stone, Clay or Glass 320 ($272); Retail & Wholesale Trade 7,270 ($152); Trans. & Public Util. 2,714 ($321).
Principal Industrial Pay Days : Wed., Thu., Fri; 5th, 10th, 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.—Spring 14-87; Summer 41-100; Fall 8-96; Winter-3-65. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on Market St.; 2 on 4th St.; 2 on 5th St.; Fort Steuben Mall.
Neighborhood Shopping Centers : Hollywood Shpg. Ctr., 2200 Block & Sunset Blvd., Sunset Blvd. Extension, out Route 22, West; 7th St. (Washington to North).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Weirton Hgts. (9)	NA	Thift Drug, A&P, Kroger
K mart Plaza (8)	NA	
Kusic Center (6)	NA	G.C. Murphy, Kroger, Stone & Thomas
Ft. Steuben Mall (84)	NA	Kaufmann's, Sears, Carlisle's, Woolworths
Hart's Family Ctr (2)	NA	Big Bear, Hart's
Steuben Plaza (2)	NA	Kroger, Treasure Island
Hollywood Plaza (9)	NA	Wiggs, Kroger's, SupeRx

Principal Shopping Days : Mon., Thu., Sat. & Sun.
Stores Open Evenings : Department—Mon. & Thurs.; Food & Discount every nite.

13 - RETAIL OUTLETS: Department Stores : Goods, Kaufmann's, Carlisles, Woolworths; Sears; Penney; Denmark's; Mr. Wiggs; Myer & Stone (Men's).
Discount Stores : Treasure Island; Mr. Wiggs; Harts Family Center.
Variety Stores : McCrory; Woolworth's
Chain Drug Stores : Thrift 2; SupeRx; Rite Aid.
Chain Food Supermarkets : Kroger 2; Foodland 4; Harts (Big Bear); Gaudio's.
Other Chain Stores : Diana Shop; Richman Bros.; Thom McAn; Kinney Shoes; Top Value Enterprise; Singer Co.; Firestone; Sherwin-Williams; Pic Way Shoes; Goodyear; Nationwise Auto Parts; Fishers Big Wheel; Jo-Ann Fabrics; Kelly & Cohen; Susie Casuals; Regal Shoe; Kay Jewelers; Butler Shoes; Nobils Family Shoe; Standard Sports Wear; Marlinn Shoe; Zales; Fashion Bug; Rogers Jewelry; Just Pants; Hickory Farms; So Fro Fabrics; General Nutrition: County Seat; Standard Sportwear; House of Cards; Radio Shack; Photo Corral; Listening Booth; Gap; National Record Mart; Wayne Jewelers.

14 - NEWSPAPERS: HERALD-STAR (e) 22,576; (S) 21,256; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George R. Hales, Adv. Mgr., HERALD-STAR, 401 Herald Sq., Steubenville, OH 43952; Tel. (614) 283-4711.
National Representative : Thomson.

TIFFIN

1 - LOCATION: Seneca County, E&P Map B-2, County Seat. Industrial and agricultural center. On U.S. Hwy. 224 and State Hwys. 18, 53, 100, 101; 55 mi. S of Toledo; 90 mi. N of Columbus; 100 mi. SW of Cleveland.

2 - TRANSPORTATION: Railroads : Conrail; Chessie System.
Motor Freight Carriers : 13.
Intercity Bus Lines : Greyhound.
Airlines : General Aviation.

3 - POPULATION:
Corp. City 80 Cen. 19,549
CZ-ABC: (70) 27,214; (81) 26,800
RTZ-ABC: (70) 24,912; (81) 31,700
County 80 Cen. 61,901
City & RTZ-ABC: (70) 52,126; (81) 58,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,998
CZ-ABC: (70) 7,833; (81) 8,900
RTZ-ABC: (70) 7,061; (81) 10,300
County 80 Cen. 20,818
City & RTZ-ABC: (70) 14,894; (81) 19,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav.	4	$222,635,092
Sav. & Loan	3	$400,551,139

6 - PASSENGER AUTOS: County 37,500

7 - ELECTRIC METERS: Residence 6,847

8 - GAS METERS: Residence 5,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Vitreous china bathroom fixtures, 575; refractories and dolomite stone, 575; in-plant cranes, 135; electrical wire and cable, 160; food processing, 100; solar heating devices, 60; hermetically sealed electric motors 1000; ferrous and aluminum automotive castings, 500; artificial abrasive grinding wheels, 540; hot and cold forging machinery, 760; sheet metal fabrication, lockers, 185; hardboard & flakeboard, foam insulation, 150; conveyor and machinery manufacturing 350. Average weekly earnings (Seneca County): (1979) All industries-$265; const.- $326; manufac.-$345; trans. & util.-$297; wholesale & ret.-$163; fin. ins. & real.-$195; services-$149; st. & loc. gov.-$202.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Mean annual temperature, 50.6. Average rainfall, 36,44'. Altitude, 777 feet above sea level.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Washington St.; 2 blocks each way from Washington on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Westgate Village (32)	NA	Kresge, Sears, Foodtown, Mr. Wiggs, Joseph's
Tiffin Mall (42)	NA	J.C. Penney, K mart, Kroger, Rite Aid, Tiffin Mall Movies (4-plex)

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Downtown-Fri. & Mon., Westgate, Tiffin Mall—weekdays.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; LaSalle's; Sears; Joseph's.
Variety Stores : Kresge; Newberry.
Chain Drug Stores : SupeRx; Lane's; Rite Aid.
Discount Stores : Murphy Mart; Mr. Wiggs; K mart.
Chain Food Supermarkets : Foodtown, Kroger; IGA.
Other Chain Stores : Uhlman's; Sherwin-Williams; Firestone; Merit; Hello Shop; Olan Mills; Radio Shack; Burger King; Frisch's; Wendy's; Pizza Hut; Long John Silver's; American Discount; Jo-Ann Fabrics; Osterman Jrs.; Petrie's; Royce Shoes; Goodyear; Kinney Shoes; Nobil Shoes; Zale Jewelers; Fashion Bug; B. Dalton Books; Hobby Center Toys; Baskin-Robbins; Music land; Manhattan Clothing; Athletic Attic.

14 - NEWSPAPERS: ADVERTISER-TRIBUNE (e) 11,190; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Sherer, Adv. Dir., ADVERTISER-TRIBUNE, PO Box 778, Tiffin, OH 44883; Tel. (419) 447-4455.
National Representative : None.

TOLEDO

1 - LOCATION: Lucas County, (In Toldeo, OH-MI SMSA). E&P Map B 1, County Seat. Ocean & Great Lake Port serving major ports of midcontinent U.S.A. Railroad hub. Wholesale center for NW Ohio, SE Mich. & NE Ind. Large heavy industry area; College center. Highway mi. to Detroit 55; Cleveland 113; Chicago 234; New York 610. Interstate Freeways 75, 80, 90 (Ohio Turnpike); U.S. Hwys. 20, 23, 24, 25; State Hwys. 2, 51, 65, 120.

2 - TRANSPORTATION: Railroads : Amtrak; Ann Arbor; Chessie System; Conrail; Detroit Toledo & Ironton; Detroit & Toledo Shore Line; Norfolk & Western; Toledo Terminal.
Motor Freight Carriers : 125
Intercity Bus Lines : Greyhound; Short Way; Continental Trailways TARTA (Toledo Area Regional Transit Authority).
Airlines : Delta; United; USAir; Air Wisconsin; Frontier Airlines; Air Florida.

3 - POPULATION:
Corp. City 80 Cen. 354,635
CZ-ABC: (70) 514,033; (81) 508,700
RTZ-ABC: (70) 672,016; (81) 743,500
County 80 Cen. 471,741
SMSA 80 Cen. 791,599
City & RTZ-ABC: (70) 1,186,049; (81) 1,252,200
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 133,042
CZ-ABC: (70) 162,737; (81) 185,100
RTZ-ABC: (70) 198,038; (81) 252,100
County 80 Cen. 172,239
SMSA 80 Cen. 277,564
City & RTZ-ABC: (70) 360,775; (81) 437,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$49,554,385,664
Sav. & Loan	4	$1,762,000,000

6 - PASSENGER AUTOS: County 292,050

7 - ELECTRIC METERS: Residence 267,843

8 - GAS METERS: Residence 146,974

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Glass 13,700 ($424); Trans. & Util. 19,500 ($400); Machy. 7,100 ($391); Fabricated Metal 8,600 ($358); Food 4,200 ($387); Constr. 11,600 ($568); Petroleum Refining 1,900 ($565); Primary Metal 4,800 ($392).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 21-90; Summer 38-96; Fall 23-91; Winter 17-54. First killing frost, Oct. 12. Last killing frost, May.

11 - TAP WATER: From Lake Erie; Fluoridated.

12 - RETAILING: Principal Shopping Center : Over 30 blocks bounded roughly by Maumee River, Washington, Michigan and Cherry Sts. Westgate multicenter shopping complex at Secor and Central; Great Eastern complex at Woodville Rd. & City Limits; Franklin Park Mall; Monroe St., Talmage Rd. & Sylvania Ave.; Woodville Mall at Woodville Rd. & Williston Rd.; Greenwood Mall, Lewis Ave. & Alexis Rd.; North Towne Square Mall, Telegraph & Alexis Rds.; Miracle Mile complex at Laskey and Jackman; Southwyck Mall, Reynolds at Ryan Rd.; Colony Complex near Monroe and Central; Golden Gate center at Anthony Wayne Trail & Conant; Parkway Plaza at Detroit and Anthony Wayne Trail; Southland Center at Glendale and Byrne Rd.; Dorr-Secor center at Secor and Dorr; Swayne Field Complex at Detroit and Monroe; about 8 blocks on Main and Starr streets. River East Complex; Strip stores at Broadway between Segur and South; Central at Cherry, Central at Detroit, Central at Alisdale; Sylvania at Phillips and Lewis; Byrne and Heatherdowns; Galena and Ontario; Dorr and Detroit; Bancroft and Ashland; Deveaux Center at Sylvania and Douglas; Merchant's Landing, N. Summit at Shoreland.
Stores Open Evenings : Mon. & Thurs. Downtown; Shopping Centers and Malls, Daily to 9:30; Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores : LaSalle's 4; Value City Stores 3; Lion; Sears 2; Penney's 4; J. L. Hudson; Montgomery Ward 2; Jacobson's.
Variety Stores : Woolworth 4; Kresge.
Discount Stores : Rink's 8; K mart 5; Woolco 3; TG&Y Stores; The Anderson's.
Chain Drug Stores : Lane's 37; Rexall 14; Ace Drug 3; Collins & Parker 3; Fairmont 3; Sharpers; Baron's 2; Kenwood 3; Lenga's 2; Modern 2; Drug Center; Orchard; Sam's Lagrange Street 4; Toledo HRC Phcy. 9; Von Ewegen 2; Westhaven 4; Family Independent Pharmacies 27 (FIP); Gray Drug 3; Medicine Shoppe 3; Revco.
Chain Food Supermarkets : A&P 10; Kroger 11; Joseph's 3; Foodtown 56; Five Star 9; IGA; Centre 5; Churchill's 4 Farmer Jack; Edward's Warehouse Market; Kash and Karry Warehouse Market 5.
Other Chain Stores : Damschroder 2; Sprenger 1; Richman 2, Hughes & Hatcher 2; Al Thomas 4; Shiff 4; Florsheim; Thom McAn; Pic Way 6; Nobil 5; Stein's 5; Mark Klaus; Winkleman's 2; Lisa Stevens; Elizabeth Jeanne Shoppe; Micki Lane; Alberts; Marlyn Shoppe; Baker; Foot Saver; Kinney 2; Nobil 4; Al Thomas 2; Phillips 2; Western Auto 4; Franklin Ice Cream Co. 14; Sterling Milk 13; Lawson's 12; Open Pantry 13; 7-Eleven 8.

14 - NEWSPAPERS: BLADE (e) 167,028; (S) 211,721; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Leslie R. Roby, Gen. Adv. Mgr., BLADE, 541 Superior St., Toledo, OH 43660; Tel. (419) 245-6409.
National Representative : None.

TROY

1 - LOCATION: Miami County, (In Dayton SMSA). E&P Map A-3. 18 mi. N of Dayton; 23 mi. NW of Springfield; 21 mi. SE of Greenville.

2 - TRANSPORTATION: Railroads : B&O; Conrail.
Motor Freight Carriers : 21.
Intercity Bus Lines : Greyhound.
Airlines : American; TWA; Delta; United; USAir.; Eastern; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 19,086
CZ-ABC: (70) 17,186; (81) 19,400
RTZ-ABC: (70) 68,803; (81) 73,900
County 80 Cen. 90,381
SMSA 80 Cen. 830,070
City & RTZ-ABC: (70) 85,989; (81) 93,300
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,148
CZ-ABC: (70) 5,590; (81) 7,300
RTZ-ABC: (70) 21,472; (81) 26,600
County 80 Cen. 31,968
SMSA 80 Cen. 300,025
City & RTZ-ABC: (70) 27,062; (81) 33,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$200,090,888
Sav. & Loan	3	$890,462,270

6 - PASSENGER AUTOS: County 57,903

7 - ELECTRIC METERS: Residence (city) 6,117

8 - GAS METERS: Residence (city) 4,383

9 - PRINCIPAL INDUSTRIES: Kitchen Equip.; Meat; Paper Prod.; Arc Welders; Aviation Prod.; Tube Products; Farm Equip.; Ice Cream; Polstyrene Foam Prod.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 65-90; Fall 55-80; Winter 10-40. First killing frost, Oct. 23. Last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Center : 14 blocks on Square. Also 4 Shopping Centers, one each on North and South edges of town, plus two at West edge of town.
Neighborhood Shopping Centers : South Dixie Hwy.; North Dixie Hwy.; Sherwood Manor, N. Market St.; Southbrook, W. Main St.; Trojan Village, 20 South Lane, West Hwy 718 at Hwy 55.
Principal Shopping Days : Fri., Sat., Sun.
Stores Open Evenings : Department, Discount, Food—every evening.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney.
Variety Stores : McCrory; Scott.
Discount Stores : Ontario, K mart.
Chain Drug Stores : M&R 2; Revco; Gray Drug.
Chain Food Supermarkets : Marsh; Kroger; Pangles; Cardinal Markets.
Other Chain Stores : Dollar Stores; Uhlman's; Dee's; El Bee Shoes; House of Fabrics; Lawson's-Stop 'n Go; Radio Shack; Goodyear Tire; Goodrich Tire; Little Professor; Coast to Coast.

14 - NEWSPAPERS: NEWS (e) 10,735; (S) 13,140; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tom Thokey, NEWS, 224 S. Market St., Troy, OH 45373; Tel. (513) 335-5634.
National Representative : Landon.

UHRICHSVILLE DENNISON

1 - LOCATION: Tuscarawas County, E&P Map C-2. East central part of State on U.S. Hwys. 36, 250; State Hwys. 8, 16, 86 mi. S of Cleveland; 105 mi. E of Columbus; 100 mi. W of Pittsburgh.

2 - TRANSPORTATION: Railroads : Conrail, B&O.
Intercity Bus Lines : Greyhound; Lake Shore.
Motor Freight Carriers : 7.

3 - POPULATION:
Corp. Communities 80 Cen. 9,528
Uhrichsville 80 Cen. 6,130
Dennison 80 Cen. 3,398
County 80 Cen. 84,614

4 - HOUSEHOLDS:
Corp. Communities 80 Cen. 3,479
Uhrichsville 80 Cen. 2,293
Dennison 80 Cen. 1,186
County 80 Cen. 30,485

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$50,500,000
Sav. & Loan	2	$24,500,000

6 - PASSENGER AUTOS: County 51,614

7 - ELECTRIC METERS: Residence 6,050

8 - GAS METERS: Residence 3,476

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Clay 2,420 ($175); Railroad 120 ($250); Aluminum Smelter 75

($175); Coated Fabrics 72 ($120); Glove Mfg. 50 ($115); Coal 100 ($240); Industrial Equip. 60 ($200); Steel Ring Mfg. 20 ($175); Food Wholesaling 97 ($225).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 18-82; Summer 50-100; Fall 20-80; Winter 10-70. First killing frost, Oct. 14. Last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Centers** : 9 blocks on 4 streets. **Nearby Shopping Centers**

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Lane Plaza (27)	15	Ward's, Kroger, J.C. Penney
Monroe Mall (30)	15	Schwartz-King, Radio Shack

Principal Shopping Days : Fri., Sat.
Stores Close : Wed. afternoon.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: **Department Stores** : Sales; United; Sears; Harts; Conley's; Dollar General; Dynamic Discount, J.C. Penney.
Variety Stores : H. L. Green.
Chain Food Supermarkets : Stoll's 2; Clayland IGA; Foodliner; Lawson's.

14 - NEWSPAPERS: CHRONICLE (e) 4,076; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Elizabeth Stoutt, Pub./Pres., CHRONICLE, 109 N. Water, Uhrichsville, OH 44683; Tel. (614) 922-1321.
National Representative : Amer. Newspaper Rep.

UPPER SANDUSKY

1 - LOCATION: Wyandot County, E&P Map B-2, County Seat. 60 mi. S of Toledo; 65 mi. N of Columbus on U.S. Hwys. 199, 30N and State Hwys. 53 and 67.

2 - TRANSPORTATION: **Railroads** : Conrail; Chesapeake & Ohio R.R.
Intercity Bus Lines : Great Lakes; Greyhound; Yellow Transit.

3 - POPULATION:
Corp. City 80 Cen. 5,967
County 80 Cen. 22,651

4 - HOUSEHOLDS:
City 80 Cen. 2,282
County 80 Cen. 7,838

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$175,000,000
Sav. & Loan	2	$177,000,000

6 - PASSENGER AUTOS: County 13,845

7 - ELECTRIC METERS: Residence 2,742

8 - GAS METERS: Residence 2,545

9 - PRINCIPAL INDUSTRIES: Auto Parts; Small Electric Motors; Precision Tools; Knives; Burial Vaults; Metal Compartments; Plastic Pdts.; Dairy Pdts.; Fabricated Steel; Automotive Glass.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Principal Shopping Days : Thurs., Fri.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: **Department Stores** : Artz Bros.; Dible's; Armstrong's.
Variety Stores : Ben Franklin; Lee's.
Chain Drug Stores : Rexall.
Chain Food Supermarkets : Cardinal; Scot Lad; IGA; Gateway; Bestmart.

14 - NEWSPAPERS: CHIEF-UNION (e) 4,878; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Tom Martin, Adv. Dir., CHIEF-UNION, PO Box 180, Upper Sandusky, OH 43351; Tel. (419) 294-2333.
National Representative : Amer. Newspaper Rep.

URBANA

1 - LOCATION: Champaign County (In Springfield SMSA), E&P Map B-3, County Seat. 14 mi. N of Springfield; 40 mi. NE of Dayton; 47 mi. W of the State Capital, Columbus, On U.S. Hwys. 36 and 68; State Hwys. 29, 54, 55, 56 and 296.

2 - TRANSPORTATION: **Railroads** : Conrail.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,762
SMSA 80 Cen. 183,885
County 80 Cen. 33,649
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,174
County 80 Cen. 11,795
SMSA 80 Cen. 65,171

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$65,000,000
Savings	3	$126,000,000

6 - PASSENGER AUTOS: County 19,144

7 - ELECTRIC METERS: Res. 4,500; Co. 11,500

8 - GAS METERS: Res. 4,000; Co. 72,000

9 - PRINCIPAL INDUSTRIES: Fine Paper; Aircraft and Airport Lighting Eqpt.; Machine Tools, Dies, Jigs, Fixtures: Ventilator Screens; Railroad and Automotive Supplies; Farm Feeds; Gravel, Sand and Asphalt Supplies; Molded Plastic Products; Electric Controls and Distribution Equipment; Silos; Tungsten Carbide & Cutting Tool Tips 14,501.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 15-86; Summer 42-89; Fall 16-82; Winter 11-63.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center** : 1 block east, 2 south, 3 west and 3 north of Monument Square.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Mall	14	Sears, J.C. Penney, Rikes

Principal Shopping Days : Fri., Sat. & Sun.
Stores Open Evenings : K mart, TG&Y, Revco, Crosby.

13 - RETAIL OUTLETS: **Department Stores** : Uhlman's; Boston.
Variety Stores : Murphy's, TG&Y, K mart.
Chain Drug Stores : Revco; Crosby.
Chain Food Supermarkets : Kroger; Stump's; Troutwine's (Super Valu).
Other Chain Stores : Barnhart Oil; Western Auto; Gamble's; Wards; Cato's; Shield's; Dean & Barry; Idea Shop; Lawson's.

14 - NEWSPAPERS: CITIZEN (e) 7,392; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Richard Davis, Adv. Dir., CITIZEN, PO Box 191, Urbana, OH 43078; Tel. (513) 652-2278.
National Representative : Amer. Newspaper Rep.

VAN WERT

1 - LOCATION: Van Wert County (In Lima SMSA). E&P Map A-2, County Seat. 34 mi. SE of Ft. Wayne, IN; 28 mi. W of Lima, on Main Hwys. 30, 127 and 224.

2 - TRANSPORTATION: **Railroads** : Conrail (freight only).
Motor Freight Carriers : 13.
Intercity Bus Lines : Greyhound.
Airlines : Municipal Airport, Charter only.

3 - POPULATION:
Corp. City 80 Cen. 11,035
County 80 Cen. 30,458
SMSA 80 Cen. 218,244

4 - HOUSEHOLDS:
City 80 Cen. 4,363
County 80 Cen. 10,939
SMSA 80 Cen. 74,749

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$145,264,576
Sav. & Loan	3	$60,867,000

6 - PASSENGER AUTOS: County 21,949

7 - ELECTRIC METERS: Residence 8,832

8 - GAS METERS: Residence 3,756

9 - PRINCIPAL INDUSTRIES: Packaging 548; Machinery Parts 1,877; Food 201; Specialities 240; Insurance 300.

10 - CLIMATE: Min. & Max. Temp.—Spring 22-87; Summer 39-96; Fall 19-83; Winter 12-60. First killing frost, Oct. 9. Last killing frost, May 6.

11 - TAP WATER: Alkaline, soft 5 1/2 grains.

12 - RETAILING: **Principal Shopping Center** : 3 blocks on Main St.; 3 on Washington St.; 2 on Central Ave.; 2 on Market St.
Neighborhood Shopping Center : Summit Shopping Center—17 stores (Fishers Big Wheel); Van Wert Plaza (Mr. Wiggs).
Principal Shopping Days : Fri., Sat.
Stores Open : Fri. & Mon. evenings.

13 - RETAIL OUTLETS: **Department Stores** : Mr. Wiggs; Montgomery Ward; J. C. Penney; Fishers Big Wheel; Sears.
Chain Drug Stores : Revco; Derry's Walgreen; Hook's.
Variety Stores : G. C. Murphy; Fishers Big Wheel; Revco; American Discount.
Chain Food Supermarkets : Marsh; Pangle's; Triangle Super-Dollar; Cardinal; IGA.
Other Chain Stores : Merit Shoes; Cato; Sherwin-Williams; Ream-Steckbeck Paint; Sears; Radio Shack; Coast to Coast Hardware; Ace Hardware; Quality Farm & Fleet.

14 - NEWSPAPERS: TIMES-BULLETIN (e) 7,874; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Paul F. Rodenfels, Pub., TIMES-BULLETIN, 700 Fox Rd., Van Wert, OH 45891; Tel. (419) 238-2285.
National Representative : Amer. Newspaper Rep.

WAPAKONETA

1 - LOCATION: Auglaize County (In Lima SMSA). E&P Map A-2, County Seat. In West Central OH, 14 mi. S of Lima; 83 mi. SW of Toledo; 117 mi. N of Cincinnati; 25 mi. from IN State line on State Hwys. 67, 198, 501 and U.S Hwys. 25, 33, 75.

2 - TRANSPORTATION: **Railroads** : Conrail.
Motor Freight Carriers : 15.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,402
County 80 Cen. 42,554
SMSA 80 Cen. 218,244

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,027
County 80 Cen. 14,532
SMSA 80 Cen. 74,749

5 - BANKS: 3 Comm.; Est. Dep. $50,000,000

6 - PASSENGER AUTOS: County 24,740

7 - ELECTRIC METERS: Residence 3,500

8 - GAS METERS: Residence 2,555

9 - PRINCIPAL INDUSTRIES: Machine Knives; Dairy Prods.; Chrome Plating; Trailer Bodies; Small Tubing & Electronic Supplies; Steel Fabricating; Tallow, Hides & Meat Scraps; Floor Covering; Plastic Compounding; Compressor Rebuild; Graine Meat Packer; Automotive & Airplane Interiors; Rubber Products.

10 - CLIMATE: Min. & Max. Temp.—Spring 15-65; Summer 70-90; Fall 40-70; Winter 0-40.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:
Principal Shopping Days : Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores** : Penney; Ben Franklin; Val Corp.; Uhlman's.
Chain Food Supermarkets : Pantry Pride; IGA Geren's; Chesbrough's White Villa; Gerber's; Food Land.

14 - NEWSPAPERS: NEWS (e) 4,713; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: L. R. Shaull, Pub./Gen. Mgr., NEWS, 8 Willipie St., Wapakoneta, OH 45895; Tel. (419) 738-3318.
National Representative : Amer. Newspaper Rep.

WARREN

1 - LOCATION: Trumbull County. (In Youngstown-Warren SMSA). E&P Map C-2, 53 mi. SE of Cleveland; 19 mi. from Youngstown; 90 mi. from Pittsburgh. On U.S. Hwy. 422; State Hwys. 82, 5, 40, 46, 45, 11 & 169.

2 - TRANSPORTATION: **Railroads** : Baltimore & Ohio; Erie-Lackawanna; Conrail.
Motor Freight Carriers : 58.
Intercity Bus Lines : Ohio Greyhound; Continental Trailways.
Airlines : USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 56,629
CZ-ABC: (70) 75,801; (81) 69,400
RTZ-ABC: (70) 133,636; (81) 150,800
County 80 Cen. 241,863
SMSA 80 Cen. 531,350
City & RTZ-ABC: (70) 208,717; (81) 220,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,068
CZ-ABC: (70) 23,323; (81) 24,800
RTZ-ABC: (70) 38,216; (81) 50,100
County 80 Cen. 84,151
SMSA 80 Cen. 186,711
City & RTZ-ABC: (70) 61,539; (81) 74,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$386,702,171
Sav. & Loan	2	$222,512,817

6 - PASSENGER AUTOS: County 152,675

7 - ELECTRIC METERS: Residence 51,447

8 - GAS METERS: Residence 36,625

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Primary Steelmaking 12,000 ($200); Steel Fab. 4,400 ($212); Auto. & Appl. Wiring 12,300 ($217); Aluminum Extrusion; Automobile Assembly 12,300 ($220); Total 45,000 Emp. (Annual Payroll $650,450,200).
Principal Pay Days : 10th & 25th; Fri.

10 - CLIMATE: Min. & Max. Temp.—Min. -10, Max. 94. First killing frost, Oct. 14. Last killing frost, May

11 - TAP WATER: Alkaline, soft, fluoridated

12 - RETAILING: **Principal Shopping Center** : 6 on W. Market; 8 on E. Market; 4 on N. Park; 5 on High NE.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McKinley Hts (5)	NA	Stambaugh-Thompson
Warren Plaza (34)	NA	Stambaugh
Trumbull Plaza (24)	NA	Western Auto
Village Plaza (13)	NA	Carlisle
Ridgeview (14)	NA	Hills, Sparkle Market
Eastwood Mall (100)	NA	Sears, Montgomery Ward, Woolworth, J. C. Penney
Trumbull Plaza (24)	NA	K mart
Murphy Mart Plaza West (7)	NA	Murphy Mart
Champion Plaza (10)	NA	Loblaw
Austin Village (20)	NA	Woolworth, Fisher
Gretchen Village (16)	NA	Murphy Mart, Giant Eagle

Principal Shopping Days : Department Stores —Mon. & Thurs. night.
Stores Open Evenings : Dept., Mon. & Thur.; Super Mkts. & Shpg. Ctrs., every night to 9.

13 - RETAIL OUTLETS: **Department Stores** : Strouss; Carlisle; Hills; Kings; K mart; Turney's; Rappold's; Rite Aid; Murphy Mart.
Discount Stores : Diamond Wholesale; Republic Wholesale; Rackett Store; Mickey's; Woolco.
Variety Stores : Woolworth.
Chain Drug Stores : Gray 3; Revco 2; King's Jay (Warren Vitamins); Kare; Eastgate; Big A 2; Pryce's Champion 3; Rite-Aid 3.
Chain Food Supermarkets : Golden Dawn 2; Sparkle Markets 3; Value King 2; Ideal 4; Giant Eagle 2; Bi-Lo 2.
Other Chain Stores : Rogers Jewelry; Stambaugh-Thompson; Richman Bros.; Western Auto; Neal's Shoes; Nobil's Shoes; Hart Jewelry; Firestone; Fashion Barn; Thom McAn.

14 - NEWSPAPERS: TRIBUNE-CHRONICLE (e) 41,772; (S) 46,299; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard M. Sekella, Mkt. Dir., TRIBUNE-CHRONICLE, 240 Franklin St., SE, Warren, OH 44482; Tel. (216) 393-2521.
National Representative : Landon.

WASHINGTON COURT HOUSE

1 - LOCATION: Fayette County, E&P Map B-3, County Seat. Agricultural center. Miscellaneous light manufacturing. South Central part of the state. 69 mi. NE of Cincinnati; 42 mi. SW of Columbus; 42 mi. E of Dayton. Many pure-bred cattle and swine farms in county.

2 - TRANSPORTATION: **Railroads** : Grand Trunk Western; Chessie System.
Intercity Bus Lines : Pennsylvania Greyhound.
Motor Freight Carriers : 9.
Air Travel : Commercial Jets available 40 mi. away. Public airport with 4,400 ft. hard surface located 2 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 12,682
County 80 Cen. 27,467

4 - HOUSEHOLDS:
City 80 Cen. 4,850
County 80 Cen. 9,684

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$101,895,688
Sav. & Loan	3	$51,317,136

6 - PASSENGER AUTOS: County 15,448

7 - ELECTRIC METERS: County 18,139

8 - GAS METERS: Residence 8,574

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Fertilizer 100; Steel Building 532; Limestone Products 50; Staircases 150; Paper Board Containers 100; Toolmaking 600; Commercial Bakery 240; Plastic Wood Panels 150; Plastic Tubes, Caps, etc. 400; Hog Feeders & Cattle Feeders 150; Meat Packing & Processing 225; Top Weekly Wages—Unskilled ($165); semiskilled ($250); skilled ($385).

10 - CLIMATE: Annual average temperature 52, max. 88, min.-4. First killing frost, Oct. 27. Last killing frost, April 29.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers** : 3 blocks on Court St. (35 stores); 2 blocks on Main St. (7 stores); 2 blocks on Fayette St. (3 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Washington Square (11)	NA	Radio Shack, Fisher Big Wheel, K mart

Principal Shopping Days : Mon., Wed., Fri., Sat.
Stores Open Evenings : Dept. stores—Mon. & Fri.; Food, discount & drug—Nightly and Sun.

13 - RETAIL OUTLETS: **Department Stores** : Craig Steen; J.C. Penney; Kaufman.
Discount Stores : Fisher Big Wheel; K mart; Murphy Mart.
Variety Stores : Murphy; TSC; K mart.
Chain Drug Stores : Medicine Shoppe; Downtown; Revco.
Chain Food Supermarkets : Kroger's; Cardinal;
Other Chain Stores : Montgomery Ward (catalog); Sears (catalog); Ross Jeweler; Firestone; Goodyear.

14 - NEWSPAPERS: RECORD-HERALD (e) 7,204; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: John Scott, Adv. Dir., RECORD-HERALD, 138 S. Fayette St., Washington Court House, OH 41360; Tel. (614) 335-3611.
National Representative : Amer. Newspaper Rep.

WILLOUGHBY
See LAKE COUNTY

WILMINGTON

1 - LOCATION: Clinton County, E&P Map B-3; County Seat. 55 mi. NE of Cincinnati; 35 mi. SE of Dayton; 60 mi. SW of Columbus. On U.S. Hwys. 22 and 68, 1-71; State Hwys. 3, 73 and 730. In fine agricultural section.

2 - TRANSPORTATION: Railroads : Conrail; B&O.
Motor Freight Carriers : 8.
Intercity Bus Lines : Greyhound.
Airlines : Wilmington Air Park (3 mi.); Clinton Field (5 mi.); Springfield Municipal Airport, 35 mi. (Comm.); Sabina (private) 11 mi.; Dayton Airport (Vandalia) 35 mi.; Cincinnati 70 mi.; Columbus 60 mi.

3 - POPULATION:
Corp. City 80 Cen. 10,431
County 80 Cen. 34,603

4 - HOUSEHOLDS:
City 80 Cen. 4,018
County 80 Cen. 12,148

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$81,324,315
Sav. & Loan	1	$37,960,000

6 - PASSENGER AUTOS: County 19,397

7 - ELECTRIC METERS: Res. 20,000

8 - GAS METERS: Res. 4,000

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners—Mfg. 1,500; Retail 625; Services 455; Construction 150; Utilities 100; Quarry 40. Also Tubing & Valves for Jet Motors; Air & Hydraulic Controls; Tools & Dies; Concrete & Concrete Blocks; Aluminum Castings; Furnaces & Air-Conditioning; Aircraft Pts. & Assemblies; Wood-Boring Tools & Screw Drivers; Auto Trim & Assemblies; Hospital; Ambulance Furniture and Equipment: Plastics; Electronic Switches; Machine Tools; Commercial Crystals; Airplane Propellers; Paper Bags.

10 - CLIMATE: Average Temp.—Annual 49; Min. 10; Max. 88. Min. & Max. Temp.—Spring 42-70; Summer 55-95; Fall 32-65; Winter -5-55. First killing frost. Nov. 1. Last killing frost, Mar. 31. Rainfall: Annual—39 in.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on Main and South Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilmington Plaza (18)	NA	Kroger, Revco Drugs
Southridge (9)	NA	K mart, Radio Shack

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Shopping center every evening; Downtown Fri.

13 - RETAIL OUTLETS: Department Stores : United Department Store; Sears; Syndicate Stores; Foster's; Haine's; Murphy-Benham; Fairley Hardware; K mart; Giant Shoe Store; Briar Patch.
Variety Stores : G. C. Murphy; Sheeter's.
Chain Drug Stores : Revco.
Chain Food Supermarkets : Kroger: Bob & Carl's Finer Foods.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 7,429; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Gene Hook, Adv. Mgr., NEWS-JOURNAL, 47 S. South St., Wilmington, OH 45146; Tel. (513) 382-2574.
National Representatives : Amer. Newspaper Rep.; Ohio Newspaper Serv.

WOOSTER

1 - LOCATION: Wayne County, E&P Map C-2. County Seat. Industrial, agricultural center. On U.S. Hwy. 30; State Hwys. 3, 585, 250. 54 mi. S of Cleveland; 29 mi. SW of Akron; 30 mi. W of Canton; 31 mi. E of Mansfield.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,289
CZ-ABC: (70) 22,590; (81) 25,000
RTZ-ABC: (70) 94,070; (81) 111,900
County 80 Cen. 97,408
City & RTZ-ABC: (70) 116,660; (81) 136,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,105
CZ-ABC: (70) 7,304; (81) 9,300
RTZ-ABC: (70) 26,290; (81) 36,000
County 80 Cen. 32,233
City & RTZ-ABC: (70) 33,594; (81) 45,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	N.A.
Sav. & Loan	3	N.A.

$630,703,067—total for both Commercial and Sav. & Loan.

6 - PASSENGER AUTOS: County 53,548

7 - ELECTRIC METERS: Residence 8,123

8 - GAS METERS: Res., City 6,527

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners—Brass couplings 358; Oil & Gas Drilling & Serv. 1,000; Titanium Fab 261; Common Carriers 150; Construction 200; Corrugated Containers 225; Cooking Utensils & Appliances 495; Printing & Publishing 123; Bank Equip. 194; Potato Chips 343; Truck Bodies 352; Housewares & Auto Equip. 1,756; Steel Tubes 264; Steel Fab. 230; Hydraulic Pumps 483; Paint Brushes 477; Micro-Photos 358; Agricultural Research 512; Colleges 760. (Average net yearly income per family in '79-$23,436) Orville City Zone—Food Processing 544; Actuators 110; Bio-Medical Compsonents 70; Leather Products Milk Processing 270; Truck Cabs 945; Castings 549; Drills 235; Pipe Organs 106; Stokers & Vises 265; Electronic Controls 410.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 41-59; Summer 61-81; Fall 45-64; Winter 22-37. First killing frost. Oct 15. Last killing frost, Apr. 2.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Principal Shopping Center : 6 blocks on Liberty St. and 7 blocks on Market St.
Neighborhood Shopping Centers : College Hill (24 stores); Portage Square (10 stores); U.S. 30 East.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri. Food—Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores : H. Freedlander; Wm Annat; Sears.
Variety Stores : Newberry; Woolworth; Retzler.
Discount Stores : Mr. Wiggs; Nichols; Fisher Big Wheel; K mart.
Chain Drug Stores : Crum Walgreen; Revco; Gray's.
Chain Food Supermarkets : A&D Foodarama; Buehler 3; Hawkin's; Smith's 2; Lawson's 4; Convenient Food; Stop-N-Go; IGA 3; Youngs 2.
Other Chain Stores : Livingston's Furniture; Moore's; Yum Yum Tree; Servex; Radio Shack; Brenner Bros.; Jean Frocks; Sherwin-Williams; Goodrich; Walkers; Hammonds; Singer; Carter Lumber; Wayne Auto Parts.

14 - NEWSPAPERS: RECORD (e) 26,468; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R. Victor Dix; Pub., RECORD, 210-212 E. Liberty St., Wooster, OH 44691; Tel. (216) 264-1125.
National Representative : Landon.

XENIA

1 - LOCATION: Greene County (In Dayton SMSA). E&P Map B-3, County Seat. 15 mi. from Dayton; 52 mi. from Columbus; 51 mi. from Cincinnati. Light mfg.; agricultural center. On U.S. Hwys. 35, 42, 68; triangulated by I-70, -71 and -75.

2 - TRANSPORTATION: Railroads : Main line; Junction point; Conrail; branch of Chessie System.
Motor Freight Carriers : 6.
Intercity Bus Lines : Greyhound; Dayton & Southeastern; Daybrook Lines; Xenia Para-Transit Service.

3 - POPULATION:
Corp. City 80 Cen. 24,653
CZ-ABC: (70) 33,285; (81) 40,500
RTZ-ABC: (70) 91,772; (81) 90,600
County 80 Cen. 129,769
SMSA 80 Cen. 830,070
City & RTZ-ABC: (70) 125,057; (81) 131,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,703
CZ-ABC: (70) 9,297; (81) 13,200
RTZ-ABC: (70) 25,786 (81) 29,200
County 80 Cen. 43,078
SMSA 80 Cen. 300,025
City & RTZ-ABC: (70) 35,083; (81) 42,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$73,403,000
Sav. & Loan	2	$144,814,430

6 - PASSENGER AUTOS: County 79,636

7 - ELECTRIC METERS: Res. County 34,566

8 - GAS METERS: County 20,854

9 - PRINCIPAL INDUSTRIES: *53,779 total county* labor force ($225 av. wkly wage).
Principal Industrial Pay Days : Fri.-Wed.

10 - CLIMATE: Average Temp. 50.3F. Max: 94 Min: -6. Annual rainfall 35.87 in. Average snowfall 50 snows/yr. Total precipitation 25.63 in.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on Detroit St.; 4 on Main St.; 1 on Green St.; (West Side) 10 units; Allison & Dayton Aves., (West Side) 15 units; King's Plaza (South) 6 units; Bellbrook & Charles Sts. (West) 8 units; Kinsey & Old Springfield Pike (North) 5 units; West 2nd St. & Ottawa (West) 5 units; S.Bellbrook & 35 Bypass (West) 7 units.
Principal Shopping Days : Mon., Thu., Fri, Sat.
Stores Close : Wed. afternoon.
Stores Open Evenings : Fri.; Food—Nightly.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; J. C. Penney; Sears.
Discount Stores : Rink's; Bi-Rite; K mart.
Variety Stores : Kresge; Scott's; King's
Chain Drug Stores : Revco; Gray; Buck's 2.
Chain Food Supermarkets : Super Valu 3; IGA; Stop N' Go 3; U-Totem 2; Fulmer's; Kroger 1.
Other Chain Stores : Gallenkamp; Cato; Singer Co.; Goodyear; Radio Shack; Quality Farm & Fleet; Wickes Lumber.

14 - NEWSPAPERS: GAZETTE (e) 11,554; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jim Bartee, Adv. Mgr. GAZETTE, 37 S. Detroit St., Xenia, OH 45385; Tel. (513) 372-4444.
National Representative : Thompson.

YOUNGSTOWN

1 - LOCATION: Mahoning County, (In Youngstown-Warren SMSA). E&P Map C-2 (with part extending into Trumbull County), County Seat. Industrial Center. On Mahoning River about 35 mi. from its junction with Ohio River; 70 mi. SE of Cleveland, approximately halfway between Cleveland and Pittsburgh. On Ohio Tpk.; I-80 & 80S; U.S. Hwys. 422, 62 and 224; State Hwys. 170, 11, 18, 616 and 164.

2 - TRANSPORTATION: Railroads : Erie-Lackawanna; B&O; Conrail; P&LE; Lake Erie; Eastern.
Motor Freight Carriers : 80.
Intercity Bus Lines : Western Reserve Transit Authority serves city and surrounding areas; Ohio Greyhound; Pennsylvania Greyhound; Continental Trailways; Edwards Lakes-to-Sears; Bessemer Hillsville.
Airlines : United; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 115,436
CZ-ABC: (70) 245,051; (81) 224,600
RTZ-ABC: (70) 334,379; (81) 346,200
Mahoning Co. 80 Cen. 289,487
Trunbull Co. 80 Cen. 241,863
SMSA 80 Cen. 531,350
City & RTZ-ABC: (70) 579,430; (81) 570,800
Demographic Information (Limited) available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 41,990
CZ-ABC: (70) 76,502; (81) 80,800
RTZ-ABC: (70) 100,647; (81) 120,300
Mahoning Co. 102,560
Trumbull Co. 80 Cen. 84,151
City & RTZ-ABC: (70) 177,149; (81) 201,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$1,138,918,000
Sav. & Loan	3	$883,107,737

6 - PASSENGER AUTOS: 67,512; County 182,783

7 - ELECTRIC METERS: Residence 38,274

8 - GAS METERS: Residence 91,431

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av Wkly Wage)—Total All Industries 7,550; ($280); Const. 4,800 ($468); MFG 41,000 ($219); Transp & Utilities 4,130 ($228); Whsle & Ret. 23,000; Fin., ins., Real Estate 3,625 ($203).
Principal Industrial Pay Days : Staggered.

10 - CLIMATE: Min. & Max. Temp.—Spring '81, 25-91; Summer '80 41-92; Fall '80 8-81; Winter '80-81, 7-71; First Killing Frost-Oct. 20, '80. Last Killing Frost-April 29, '80. Annual Precipitation 41.29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Area : Southern Park Mall and 5 blocks on Federal. Plaza East and West Boardman Rt. 224.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boardman	5	Hill's, Sparkle, Plaza (52) Jewel Mart
Struthers Plaza	5	Stambaugh, Gray Drug
Mahoning (17)	3	Murphy's, Penney
McGuffey Mall (40)	3	King's, Sparkle Mkt.
Lincoln Knolls Plz. (30)	4	Hill's, Stambaugh's
Liberty Plaza (42)	4	Strouss, Penney, Hills, Stambaugh Thompson, Mavars
Austintown	6	Strouss, Hills, Plaza (35) Stambaugh Thompson
Canfield Colonial (17)	8	Sparkle, Ben Franklin
Struthers 5th St. (16)	7	Sparkle, Valu-King
Village Square	10	Carlilses, Valu-King
Southern Pk.	5	Sears, Strouss, Mall (106) Horne's, Penney
Eastwood Mall	12	Sears, Strouss, Mont. (135) J.C. Penney Ward
Belmont Plaza (8)	NA	Patient Care
Cornersburg Plz. (8)	NA	Valu-King, Rite Aid Drug
Valley View	NA	Valley View Dept. Plaza Store;
Kirkmere Plaza (12)	NA	
Markinola (5)	NA	Gray Drug
Marwood (8)	NA	Yum Yum Tree
Union Sq. Plaza (24)	NA	Jo-Ann, Radio Shack
Wedgewood Plz. (15)	NA	Gray Drug

Principal Shopping Days : Mon., Fri., Sat., Sun.
Stores Open Evenings : Downtown—Mon. & Thu.; Food, Shopping Plazas and Malls every evg. Some Food Stores open 24 hours per day.

13 - RETAIL OUTLETS: Department Stores : Higbee's; Strouss-Hirshberg 5; Horne's; Penney 3; Sears Roebuck; Montgomery Ward.
Discount Stores : Hill's 5; Bargain Port 2; Cook's; Consolidated 3; King's Tip-Top Sales; K mart 3; Valley View; Woolco 2; Murphy Mart 2.
Variety Stores : Woolworth 2; McCrory; G.C. Murphy 1; Ben Franklin 3.
Chain Drug Stores : Gray 11; Thrift; SupeRx 2; Kings Discount; Revco 7; Valu Drug 2; Sterling; Rite Aid 4; Allen's 7; Lester's 2; Redshield.
Chain Food Supermarkets : Kroger's & Kroger; Sav-On 3; Lawsons 20; 4; Lil Shopper 4; Valu-King 21; United Family 18; Golden Dawn 5; C. Anzivino's 2; Mahoning Sparkle Mkts. 18; Tic-Toc 2; Bi-Lo Foods 3; Seven-Eleven 10; Giant Eagle 3.
Other Chain Stores : Thom McAn; Firestone 3; Goodyear 4; Pic-Way Shoes; Kinney's 1; Shoe Mkt. 2; Baker's; Regal Shoes; Nobil 4; Hanover 1; El Bee; Lerner's; Abrahm's 2; Country Casuals; Catherine's Stout; Fashion Barn; Tops and Bottoms; Birnbaums; Marwen's; Richmans 2; Sherwin-Williams; Glidden Paints 3; Earl Scheib; Aamco Transmission; Singer Co.; Fabric Fair; Fanny Farmer 3; King's (jewelry); Jo-Ann Fabrics; Kelly & Cohen 3; Bressler Ice Cream; Brooks Fashions; Cowell and Hubbard; Pet Bazaar; Flagg Bros. Shoes; Foxmoor Casuals; Fredericks; Hickory Farms; Hughes and Hatcher; Joan Bari Bags; Mode O'Day; National Shirt; Neumode Hosiery; Ormonds; Parklane Hosiery; Petris; Spencer Gifts; Walden Books; B. Dalton Bookseller; Zale; Minnesota Fabrics; Garment Center; Homemaker Shops; Maacao Auto; Wallpaperama, Wallpaper-to-Go

14 - NEWSPAPERS: VINDICATOR (e) 102,319; (S) 155,159; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Charles Metzger, Mgr. Gen. Adv., VINDICATOR, Vindicator Sq., Youngstown, OH 44501; Tel. (216) 747-1471.
National Representative : Story & Kelly-Smith.

ZANESVILLE

1 - LOCATION: Muskingum County, E&P Map C-3, County Seat. Industrial, mining and agricultural area. Junction of Muskingum and Licking Rivers. 52 mi. E of Columbus; 75 mi W of Wheeling; 125 mi. SW of Pittsburgh; 84 mi. SW of Canton; 725 ft. above sea level. On U.S. Hwys. 40, 22 & I-70.

2 - TRANSPORTATION: Railroads : N&W, Chessie, Conrail.
Motor Freight Carriers : 16.
Intercity Bus Lines : Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,655
CZ-ABC: (70) 43,073; (81) 39,600
RTZ-ABC: (70) 62,104; (81) 75,700
County 80 Cen. 83,340
City & RTZ-ABC: (70) 105,177; (81) 115,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,211
CZ-ABC: (70) 14,200; (81) 15,100
RTZ-ABC: (70) 18,820; (81) 26,200
County 80 Can. 29,442
City & RTZ-ABC: (70) 33,020; (81) 41,300

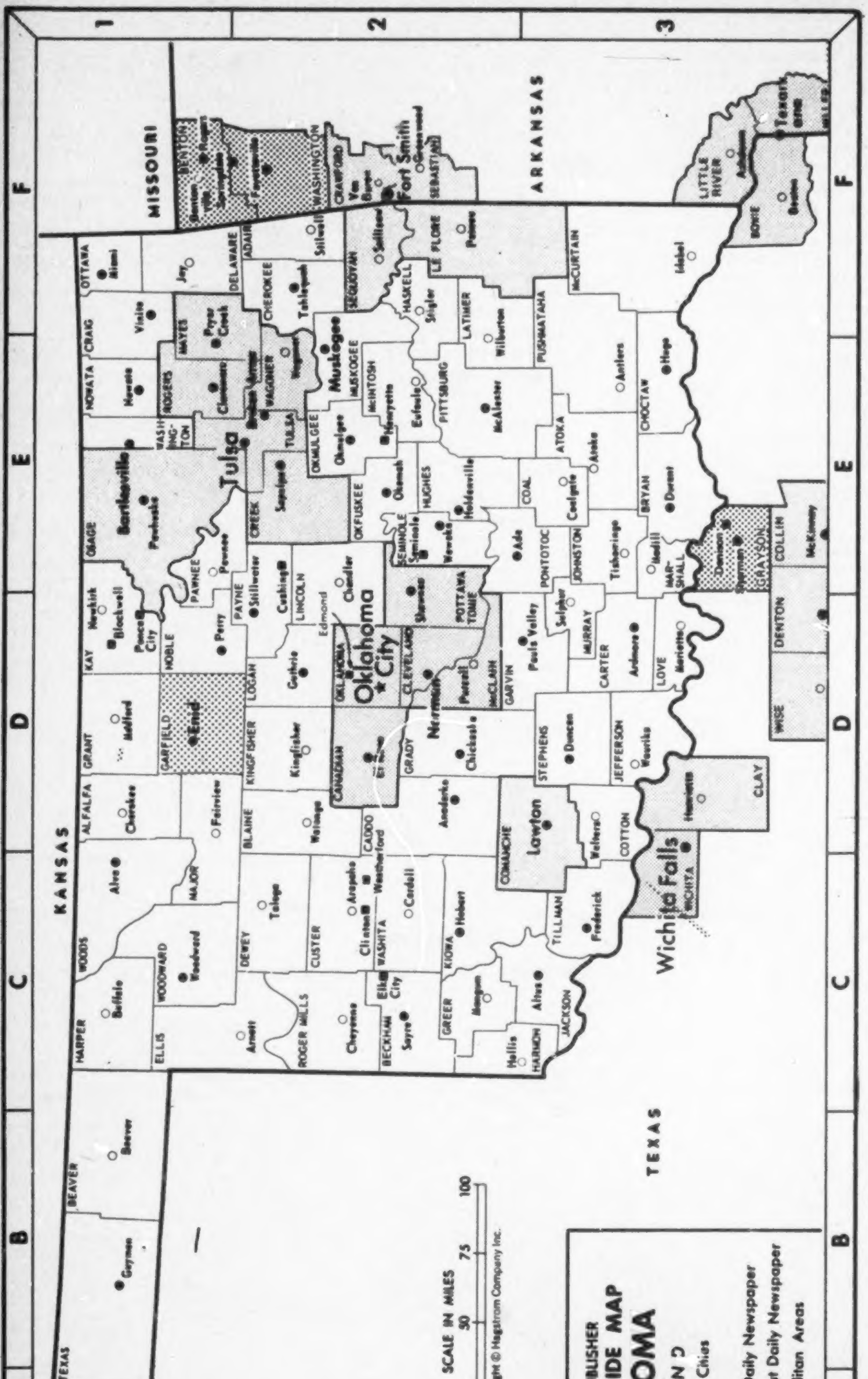
5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$240,000,000
Sav. & Loan	3	$230,000,000

6 - PASSENGER AUTOS: County 45,626

7 - ELECTRIC METERS: Residence 29,721

8 - GAS METERS: Residence 18,200

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)—Mfg. ($202); Trans. & Utilities ($266); Const. ($245).
Principal Industrial Pay Days : Fri.


EDITOR & PUBLISHER
MARKET GUIDE MAP
OKLAHOMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75 100
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Enid
Lawton
Fort Smith
Wichita Falls
Muskogee
Bartlesville
A
B
C
D
E
F
1
2
3

10 - CLIMATE: Min. & Max. Temp.—Spring 15-80; Summer 56-100; Fall 10-80; Winter 20-70. First killing frost, Oct. 8-20. Last killing frost, May 1-15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main St.; 2 on 3rd St.; 3 on 4th St.; 5 on 5th St.; 3 on 6th St.; 2 on 7th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colony Sq.	NA	Penney's, Sears, Gray Drug, Horne's Mall (60)
Country Fair	NA	Kroger, Woolworth, Century House, Thrift Drug
Sunrise Center	NA	Heck's, IGA
Zane Plaza	NA	Big Bear, Hart's

Principal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Downtown—Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Nader & Sons; Sears.
Discount Stores : Rink's Bargain City; Dollar Saver; Hart's; K mart; Heck's; Century House.
Variety Stores : Kresge; Woolworth; Hart's; Scott's.
Chain Drug Stores : Revco 2; Thrift; SupeRx; Hart's.
Chain Food Supermarkets : Kroger 3; Big Bear 3.
Other Chain Stores : Moore's; Sherwin-Williams; Pittsburgh Plate Glass; Singer Co.; Margaretta Hat; Gallenkamp; Pic-Way; Rafield's; Artwill Dress; Robert's Men Store.

14 - NEWSPAPERS: TIMES RECORDER (m) 26,117; (S) 23,234; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Mel Adkins, Adv. Dir. TIMES RECORDER, 34 S. Fourth St., Zanesville, OH 43701; Tel. (614) 452-4561.
National Representative : Thomson.

OKLAHOMA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Enid —Garfield County.
Fort Smith, Ark.-Okla. —Crawford and Sebastian Counties, Ark.; Le Flore and Sequoyah Counties, Olka.
Lawton —Comanche County.
Oklahoma City —Canadian, Cleveland, McClain, Olkahoma and Pottawatomie Counties.
Tulsa —Creek, Mayes, Osage, Tulsa, Rogers, and Wagoner Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	197	233
5-14 Years	492	460
15-24 Years	449	563
25-44 Years	586	813
45-64 Years	537	580
65 and Over	299	376
TOTAL	2,560	3,025

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	331	542	879
Genral Mdse	684	1,093	1,734
Food	1,197	2,096	3,749
Automobiles	1,306	2,284	3,343
Gasoline Stations	438	655	1,451
Apparel	342	549	874
Furniture	266	423	700
Eat-Drink Places	370	715	1,279
Drugs	158	211	369
TOTAL	5,527	9,228	15,680

ADA

1 - LOCATION: Pontotoc County, E&P Map E-3, County Seat. Industrial, education, medical, and residential center of ranching and oil & gas production region. SE quarter of state. On State Hwys. 1, 3, 19, 99; 81 mi. SE of OK City.

2 - TRANSPORTATION: Railroads : Burlington Northern.
Motor Freight Carriers : 6.
Intercity Bus Lines : Oklahoma Transp.; Jordan.

3 - POPULATION:
Corp. City 80 Cen. 15,902
CZ-ABC: (71) 14,759; (80) 14,700
RTZ-ABC: (70) 54,454; (81) 83,300
County 80 Cen. 32,598
City & RTZ-ABC: (70) 69,313; (81) 8,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,440
CZ-ABC: (70) 5,568; (81) 6,300
RTZ-ABC: (70) 18,132; (81) 26,700
County 80 Cen. 12,268
City & RTZ-ABC: (70) 23,700; (81) 33,000

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$90,000,000
Commercial	3	$209,300,000

6 - PASSENGER AUTOS: County 15,235

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: Residence 7,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)—Glass Containers 440 ($265); Cement 165 ($320); Concrete Products 15 ($150); Meat Packing 110 ($165); Brick 35 ($150); Garments 175 ($165); Feeds 100 ($200); Plastic Cups 450 ($165); Plastic and rubber products 350 ($225); Manufacture and service of oilfield drilling tools 100 ($275); Trap & Skeet Targets 50 ($175); Overhead Door Mfg. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.—Spring 40-92; Summer 68-96; Fall 30-80; Winter 30-60. First killing frost, Nov. 14. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Area** : 8 blocks on Main St. and Broadway.
Neighborhood Shopping Centers : College: E. Main; 500 E. Main to Miss. Ave.; 400-700 S. Miss. Ave.; Arlington: 800 Arlington Blvd.; Mini Mall, 119 N. B'dwy., 15 units, 600 N. B'dwy.
Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores** : J.C. Penney; Dillon's; Katz; C. R. Anthony; TG&Y Family Center.
Variety Stores : Duke & Ayres; TG&Y.
Discount Stores : Wal-Mart; Wall's; Dollar General; K mart.
Chain Food Supermarkets : Humpty Dumpty; Safeway; Best Yet Food Store; Kroger.
Other Chain Stores : Otasco; Goodyear; Singer Co.; S&Q Clothiers; Sears (catalog); Mode O'Day; Sherwin-Williams; Montgomery Ward Order-Auto Stores; Coast-to-Coast Hdwre.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,681; (S) 10,202; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bracey, Adv. Dir., NEWS, 112-120 N. Broadway, Ada, OK 74820; Tel. (405) 332-4433.
National Representatives : Thomson; Southwest Dailies.

ALTUS

1 - LOCATION: Jackson County, E&P Map C-3, County Seat. Situated on U.S. Hwys. 62, 283; 155 mi. SW Oklahoma City.

2 - TRANSPORTATION: **Railroads** : Santa Fe; Frisco; Hollis & Eastern.
Motor Freight Carriers : 5.
Intercity Bus Lines : Midcontinent.
Airlines : Metro Airlines.

3 - POPULATION:
Corp. City 80 Cen. 25,252
County 80 Cen. 30,356

4 - HOUSEHOLDS:
City 80 Cen. 7,918
County 80 Cen. 10,543

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$112,976,000
Sav. & Loan		$[illegible]4,560,000

6 - PASSENGER AUTOS: County 13,860

7 - ELECTRIC METERS: Res. 7,660

8 - GAS METERS: Res. 6,585

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Ave. Wkly. Wage)— Chemical Fertilizer 18 ($160); Feed Mfg. 30 ($150); Cotton Seed Processing 40 ($140); Asphalt Mixing 43 ($175); Cotton Compress 48 ($125); Altus AFB 4,183 ($265); Western Oklahoma State College 650 ($288); Ladies Garments 90 ($135).

10 - CLIMATE: First killing frost, Nov. 7. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** : Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altus Plaza (24)	NA	Penney, Safeway, Zales, Revco, Caprig Otasco
Bunker Hill (12)	NA	Anthony, United, Ward
Park Lane (8)	NA	Wacker's, Ashley's

Principal Shopping Days : Fri., Sat., Mon.
Stores Open Sundays : Supermarkets, Wacker's; Treasure City; Surplus City; TG&Y; K mart.

13 - RETAIL OUTLETS: **Department Stores** : C.R. Anthony 1; Penney; Watkins.
Discount Stores : Altus Surplus City; Treasure City; K mart; Base Exchange.
Variety Stores : Wacker's 2; Dollar General; TG&Y.
Chain Drug Stores : Bunker Hill; United Discount; Altus Drug; Revco.
Chain Food Supermarkets : United 2; Safeway 1.
Other Chain Stores : White's; Sherman's Shoes; Otasco; S&H Green Stamps; Goodyear; Firestone; Long John Silver; McDonald's; Jack-in-Box; Hardee; Furr's; Wards; Kentucky Fried Chicken; Churchs Chicken; Pizza Hut; Taco Hut; Taco Tico; Taco Bell.

14 - NEWSPAPERS: TIMES-DEMOCRAT (e-mon to fri; S) 7,751; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jesse R. Turner, Adv. Dir., TIMES-DEMOCRAT, 218 W. Commerce, Altus, OK 73521; Tel. (405) 482-1221.
National Representatives : Southwest Dailies; Oklahoma Press Service.

ALVA

1 - LOCATION: Woods County, E&P Map C-1, County Seat. Wheat shipping, cattle raising and feeding (beef), oil and gas production. Northwestern State College. 160 mi. from Okla City; 120 mi. from Wichita, KS; On U.S. Hwys. 64, 281.

2 - TRANSPORTATION: **Railroads** : AT&SF (Santa Fe); CRI & PRR (Rock Island).
Motor Freight Carriers : 4.
Intercity Bus Lines : Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 6,416
County 80 Cen. 10,923

4 - HOUSEHOLDS:
City 80 Cen. 2,584
County 80 Cen. 4,425

5 - BANKS: 2 Commercial; Dep. $71,093,000

6 - PASSENGER AUTOS: County 6,248

7 - ELECTRIC METERS: Residence 2,808

8 - GAS METERS: Residence 2,491

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)—Meat Packing ($115); Tractors; Radio Airplane Repair & Rebuilding ($110); Northwestern State College 2,601 students.
Principal Pay Days : Sat.; 1 & 15; 5 & 20.

10 - CLIMATE: Min. & Max. Temp.—Spring 43-78; Summer 62-112; Fall 39-72; Winter 15-70. first killing frost, Oct. 30. Last killing frost, April 18.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center** : 21 blocks on Shopping Center.
Neighborhood Shopping Centers : 12 blocks at College & Okla. Blvd.
Principal Shopping Days : Mon., Wed., Fri., Sat.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: **Department Stores** : J.C. Penney; Anthony's; E. W. Tanner; Montgomery Ward; Sears.
Variety Stores : TG&Y, Wal-Mart.
Discount Stores : Gibson's
Chain Drug Stores : Schumacher's Rexall; Holder-Southern; Ideal Pharmacy.
Chain Food Supermarkets : Safeway; Ideal; IGA; Magnuson's; Ed's Mart; Independent.

14 - NEWSPAPERS: REVIEW-COURIER (e-tues to fri; S) 3,985; sworn Sep. 30, 1979. (latest statement available).
Local Contact for Advertising and Merchandising Data: Garry Edwards, Adv. Mgr., REVIEW-COURIER, 622 Choctaw, Alva, OK 73717; Tel. (405) 327-2200.
National Representative : Southwest Dailies.

ANADARKO

1 - LOCATION: Caddo County, E&P Map D-2, County Seat. 70 mi. Southwest of Oklahoma City. On U.S. Hwys. 62, 281; State Hwys. 8, 9.

2 - TRANSPORTATION: **Railroads** : Rock Island.
Motor Freight Carriers : 3.

3 - POPULATION:
Corp. City 80 Cen. 6,358
County 80 Cen. 30,777

4 - HOUSEHOLDS:
City 80 Cen. 2,355
County 80 Cen. 11,069

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$51,856,000
Sav. & Loan	1	$54,643,261

6 - PASSENGER AUTOS: County 13,926

7 - ELECTRIC METERS: 3,000

8 - GAS METERS: 2,740

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Carpet Mfg. 365; Elect. Generation 389; Peanut Shelling 135; Bureau of Indian Affairs; 756 Wage Earners; City employees 124. (Gross payroll yearly 3.6 million dollars).

10 - CLIMATE: Min. & Max. Temp.—Spring 55-85; Summer 69-105; Fall 50-80; Winter 25-65.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Shopping Centers : Southern Plains Plaza (1 mi. from center of town east); Petree Plaza (2 mi. southwest of center of town).
Principal Shopping Days : Fri., Sat.; Food, Wed.

13 - RETAIL OUTLETS: **Department Stores** : C. R. Anthony; Famous; George's; The Green Apple.
Discount Stores : Wal-Mart; TG&Y; Dollar General Stores.
Chain Food Supermarkets : Safeway; Bestyet Discount foods.
Other Chain Stores : Otasco; Wag-A-Bag; Ashley's Outlet; Montgomery Ward Catalog; Sear's Catalog.
Other Stores : Jay's Jewelry; Allen Western Wear; Brenda's Tot' n' Teen; The Linen Chest; Terry Lynn's; Jazzy's; Graham's Jewelry; Calico Patch Fabrics; Yu-Neek Gifts; Little Sooner Fashion.

14 - NEWSPAPERS: NEWS (e-tues to fri) 5,898; (S) 5,898; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Joe W. McBride, Jr., NEWS, 117-119 E. Bdwy, Anadarko, OK 73005; Tel. (405) 247-3331.
National Representatives : Southwest Dailies; Okla. Press Serv.

ARDMORE

1 - LOCATION: Carter County, E&P Map D-3, County Seat. In Southern part of state, 45 mi. from Texas border; 100 mi. S of Oklahoma City; 100 mi. N of Dallas & Ft. Worth. On U.S. Hwys. 70, 77, I-35; State Hwys. 53, 76, 18, 22.

2 - TRANSPORTATION: **Railroads** : Santa Fe; Frisco.
Motor Freight Carriers : 13.
Intercity Bus Lines : America; Okla. Transportation; Continental; Denco; Jordan; S.W. Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 23,465
CZ-ABC: (70) 20,881; (81) 25,800
RTZ-ABC: (70) 45,609; (81) 56,400
County 80 Cen. 43,528
City & RTZ-ABC: (70) 66,490; (81) 82,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,261
CZ-ABC: (70) 7,520; (81) 10,700
RTZ-ABC: (70) 15,670; (81) 22,400
County 80 Cen. 16,296
City & RTZ-ABC: (70) 23,190; (81) 33,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$300,500,724
Sav. & Loan	3	$66,473,351

6 - PASSENGER AUTOS: County 21,600

7 - ELECTRIC METERS: Residence 11,831

8 - GAS METERS: Residence 8,991

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Oil Refining 375; Oil Exploration 1,700; Leather Gds. Mfg. 200; Tires 1,300; Electronic Eqpt.; Dairy; Concrete; Sportswear; Millwork; Roofing.
Principal Industrial Pay Days : Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.—Spring 60-65; Summer 85-100; Fall 60-65; Winter 15-45.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center** : 8 blocks on Main St.; 4 on Broadway; 3 on 1st Ave.; 2 on N. Wash.; 4 on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ardmore Mall (9)	NA	IGA, TG&Y, Mont. Ward
Broadlawn (10)	NA	Howell Red & White
Mid-Way (13)	NA	T&M Phmcy., Larrys
Tiffany Plaza (6)	NA	Anthony's, Bestyet Food, TG&Y
Mountain View Mall (24)	NA	K mart, J.C. Penney, Bealls

Principal Shopping Days : Tues., Thu., Fri., Sat.
Stores Open Evenings : Dept.—Mon.; Food—Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores** : Daube's; J.C. Penney; Montgomery Ward; C. R. Anthony; Beall's.
Variety Stores : TG&Y; Frank's Variety.
Discount Stores : Wal mart; K mart; TG&Y.
Chain Drug Stores : Rexall; I.D.L.; Reavis; Family Drugs.
Chain Food Supermarkets : Foodway 1; Safeway; Dicus; Lukes IGA; Standard Humpty Dumpty; Howell's Red & White; Bestyet; Winn-Dixie 2.
Other Chain Stores : White's Auto; The Automotive; Singer Co.; Goodrich; Goodyear; Firestone; Babcock.

14 - NEWSPAPERS: ARDMOREITE (e-mon to fri) 13,296; (S) 15,644; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Winkler, Adv. Dir., ARDMOREITE, 117 W. Broadway; Ardmore, OK 73401; Tel. (405) 223-2200.
National Representative : Southwest Dailies.

BARTLESVILLE

1 - LOCATION: Washington County (In Tulsa SMSA). E&P Map E-1, County Seat. Center of large cattle-raising, oil & gas production district. On U.S. Hwys. 75, 60; State Hwy 123; 49 miles N of Tulsa, Okla.; 306 miles NE of Dallas, TX; 199 miles S of Kansas City, MO.

2 - TRANSPORTATION: **Railroads** : Atchison, Topeka & Santa Fe; Mo., Kans. & Tex.
Intercity Bus Lines : K. G. Lines, Inc.
Motor Freight Carriers : 5.
Airlines : Air Central.

3 - POPULATION:
Corp. City 80 Cen. 34,568
CZ-ABC: (70) 35,577; (81) 41,200
RTZ-ABC: (70) 25,391; (81) 31,700
County 80 Cen. 48,113
SMSA 80 Cen. 689,628
City & RTZ-ABC: (70) 60,968; (81) 72,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,761
CZ-ABC: (70) 12,348; (81) 16,500
RTZ-ABC: (70) 9,052; (81) 13,000
County 80 Cen. 90,742
SMSA 80 Cen. 258,002
City & RTZ-ABC: (70) 21,400; (81) 29,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$328,123,636
Sav. & Loan	3	$184,624,279

6 - PASSENGER AUTOS: County 30,355

7 - ELECTRIC METERS: Residence 14,140

8 - GAS METERS: 14,593

9 - PRINCIPAL INDUSTRIES: Oil co. employees (clerical, engineering, research, plastics) 7,404; Retail selling 6,060; Oil field supply and manufacturing 1,627; Zinc smelting 394: Payroll est. $1,316,225.
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Seasonal Averages Spring 57; Summer 72; Fall 59; Winter 47.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Downtown—3 blocks on Dewey Ave; 3 on Osage; 3 on Johnstone: 5 on Frank Phillips Blvd.; 85 retail stores including Zales, Martin's, Otasco, Piper Furniture, Brown's Shoe Fit; Open Thurs. evenings. Main Shopping days Mon., Sat.
Shopping Center : Eastland (38 stores)—Montgomery Ward, J.C. Penney, Vandevens, C.R. Anthony, Vandivort's, Furr's Cafeteria, Kinney Shoes, Zales Jewelry, Radio Shack, Siegel Sound, Fantastic Sam's, Rathbone Hallmark, ERA Realty, State Farm Insurance, Godfather Pizza, Pat Walkers Salon. The Quarters (15 stores)—The Personal Touch, The Harvest, Barbara's, Western World, Tenniski Plus, Steak and Tail, Nomis Fitness. Pennington Hills Plaza—Peter's Department Store, IGA Foodliner, Otasco, Needlewoman, Thomas Jewelry, Singer Co., Mays Drug, Phil's Photo, The Cheese Keg; Mels Discount store
Neighborhood Shopping Centers : Limestone Complex —H and H Foodcenter, Sooner Rental, The Fish Farm. East Bartlesville Complex—(22 stores) including, K mart, TG&Y Family Center, Bestyet Foods, Revco Drug. Tuxedo Junction—Tuxedo Radio, Arby's, Pizza Hut, Tripletts Furniture, H&G Phamacy, Name Brand Clothing, Flair Flowers & Gifts, Rathbones Hallmark Shop.
Stores Open Sundays : 9 Food; 6 Drug. Shopping Centers open Thurs. evenings & Sundays.

Bartlesville
EXAMINER-ENTERPRISE
More than 86 years of effective daily and Sunday service.
ABC
DONREY MEDIA GROUP

13 - RETAIL OUTLETS: Department Stores : C.R. Anthony; Martin's; Montgomery Ward; J.C. Penney; Sears; Peters; Vandevers.
Discount Stores : Wal mart; K mart; TG&Y.
Chain Drugstores : Rexall 2; Revco; Mays.
Chain Food Supermarkets : Bestyet; IGA; Safeway 2; Landers 3; Thrift-T-Wise AG 3; H & H Foodcenter.
Other Chain Stores : Ostasco; Firestone; Mode O'Day; Herrin's; Edward's; Goodyear; Payless Shoes; S & H Green Stamps; Radio Shack; Sherwin-Williams; Fantastic Sam's; County Killarney; Zale's Jewelry; Brown's Shoe Fit; Singer Co.

14 - NEWSPAPERS: EXAMINER ENTERPRISE (e-mon to fri) 13,701; (S) 15,841; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R. F. Porter, Adv. Dir., EXAMINER-ENTERPRISE, 300 E. Frank Phillips Blvd., Bartlesville, OK 74003; Tel. (918) 336-1600.
National Representative : Southwest Dailies.

BLACKWELL

1 - LOCATION: Kay County, E&P Map D-1. Residential center on Chickasha River in fine agricultural area. On I-35 70 mi. S of Wichita, KS; 100 mi. N of Oklahoma City; 110 mi. NW of Tulsa; 20 mi. W of Kaw Lake on SH-11.

2 - TRANSPORTATION: Railroads : Frisco & Santa Fe.
Motor Freight Carriers : 11.
Intercity Bus Lines : Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,400
CZ-ABC: (70) 8,645; (81) 8,000
RTZ-ABC: (70) 20,442; (81) 21,300
County 80 Cen. 49,852
City & RTZ-ABC: (70) 29,087; (81) 29,300
Demographic Information available from Newspaper. See paragraph 14 (Inc. in Tulsa area)

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,344
CZ-ABC: (70) 3,086; (81) 3,300
RTZ-ABC: (70) 7,442; (81) 8,900
County 80 Cen. 19,431
City & RTZ-ABC: (70) 10,528; (81) 12,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$75,000,000
Sav. & Loan	1	$8,000,000

6 - PASSENGER AUTOS: County 27,880

7 - ELECTRIC METERS: Residence 3,452

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees—Acme Fdry. 175; Cities Services Gas 54; Electron Corp. 154; International Multi Foods 44; Oil 250; Electron Con P. 90; Speed King 60; United Fabricators 40; Southwest Corset 140; C.F.M. Corp. 57.

10 - CLIMATE: Min. & Max. Temp.—Spring 34-90; Summer 60-115; Fall 37-90; Winter-2-78.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : C. R. Anthony's; Peters.
Stores Open Evenings : Graves Drug; Hutton Rexall; Safeway; United; Wal-Mart; TG&Y.
Chain Drug Stores : Hutton Rexall; Graves.
Chain Food Supermarkets : Fey's; Safeway; United of Okla.
Other Chain Stores : Williams Shoes; Wal-Mart; TG&Y Family Center; Otasco; Western Auto; Radio Shack.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 4,210; (S) 4,293; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dayle E. McGaha, Gen. Mgr., JOURNAL-TRIBUNE, PO Box 760, Blackwell, OK 74631; Tel. (405) 363-3370.
National Representatives : Southwest Dailies; Okla. Press Serv.

BROKEN ARROW

1 - LOCATION: Tulsa County (In Tulsa SMSA), E&P Map E-2, County Seat 18 mi. SE of city of Tulsa, NE portion of State.; on I-44; U.S. Hwys. 66, 69; State Hwy. 33.

2 - TRANSPORTATION: Railroads : Missouri; Kansas; Texas.
Motor Freight Carriers : 4.
Intercity Bus Lines : Trailways.
Airlines : Major airlines at Tulsa.

3 - POPULATION:
Corp. City 80 Cen. 35,761
County 80 Cen. 470,593
SMSA 80 Cen. 689,628

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,618
County 80 Cen. 181,620
SMSA 80 Cen. 258,002

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$1,288,653,873
Commercial	3	$95,162,263

6 - PASSENGER AUTOS: County 273,740

7 - ELECTRIC METERS: Residence 11,175

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry—Oil Field Prods.; Feedmill; Manufactures—Heat exchangers; Plastic molding die castings; Stamping; Speed reducers; Gas boxes; Gas fittings; Boat parts; Ambulances; Electronic structure; Atmosphere coolers; Thermoweld products; Cultured marble. Agriculture—Pecans; Grain; Dairy Cattle; Quarterhorses.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 30-90; Summer 70-100; Fall 20-90; Winter 10-80. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas : 400 block N. Main St.; 1600 block S. Main St.; 1802-1822 S. Main St.; SWC81 St. Elm Pl.; 1300 N. Elm Pl.; 91st. St. Elm Pl.; 81st S. Elm Pl.; 1400 E. Kenosha; 800 block W. Kenosha; 8100 S. Lynn Lane.
Neighborhood Shopping Centers : Sequoyah; Boardwalk; Vandever; Downtown; Arrow Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arrow Village	NA	
Broken Arrow Central Mall (38)	NA	
Broken Arrow Plaz. (15)	NA	
Central Park Mall	30	
Lynn Lane Plz.	NA	Planned
North Main Plz. (9)	NA	Martin's, Pacific Finance
Oakcrest (15)	NA	Thrif-T-Wise
Sequoyah Ctr.	NA	
South Main Plz. (11)	NA	U-Tote-M, R.L. Burdette
Towne East	NA	Planned
Woodland Hills Mall	NA	Sears, Dillards, John Brown

Principal Shopping Days : Wed., Fri. & Sat.
Stores Open Evenings : Wal mart; K-Mart.

13 - RETAIL OUTLETS: Department Stores : Peter's; Anthony's.
Discount Stores : K mart; Wal-Mart.
Variety Stores : Ben Franklin.
Chain Drug Stores : Ross; Chandler-Hewitt Rexall; Eckerds.
Chain Food Supermarkets : Safeway 2; Family Market; Thrif-T-Wise; IGA.
Other Chain Stores : Goodyear; Otasco; Handy Dan.

14 - NEWSPAPERS: LEDGER (e) 7,421; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Tad Gunn, Adv. Dir., LEDGER, 524 S Main St., Broken Arrow, OK 74012; Tel. (918) 258-6688.
National Representative : Southwest Dailies

CHICKASHA

1 - LOCATION: Grady County, E&P Map D-2, County Seat. On Washita River (tributary of Red River), 50 mi. SW of Okla. City. On U.S. Hwys. 81, 62; State Hwys. 277, 9, 19.

2 - TRANSPORTATION: Railroads : C.R.I. & P.; St. L.S.F.
Motor Freight Carriers : 5.
Intercity Bus Lines : Oklahoma Transp.; Mid-Continent; Denco.

3 - POPULATION:
Corp. City 80 Cen. 15,828
CZ-ABC: (70) 14,194; (81) 15,800
RTZ-ABC: (70) 19,751; (81) 30,200
County 80 Cen. 39,490
City & RTZ-ABC: (70) 33,945; (81) 46,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,229
CZ-ABC: (70) 5,133; (81) 6,600
RTZ-ABC: (70) 6,611; (81) 11,700
County 80 Cen. 14,302
City & RTZ-ABC: (70) 11,744; (81) 18,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$134,668,000
Sav. & Loan	1	$24,048,056

6 - PASSENGER AUTOS: County 17,048

7 - ELECTRIC METERS: Residence 5,905

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Machine Shops 37; Foods 125; Mobile Homes 200; Trailers 350; Maremont Corp. 200.

10 - CLIMATE: Min. & Max. Temp.—Spring 59-70; Summer 79-105; Fall 61-75; Winter 39-50.

11 - TAP WATER: Alkaline, very hard (lake water).

12 - RETAILING: Principal Shopping Center : 4 blocks on Chickasha; 4 on Choctaw; 2 on Kansas; 2 on 3rd; 3 on 4th; 3 on 5th; Shopping Center at 9th & Grand; Shopping Center 4th & Grand.
Principal Shopping Days : Department Stores—Thurs., Sat.; Food—Fri., Sat.
Stores Open Evenings : Thurs.; Supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores : Dixie; Montgomery Ward; J.C. Penney; Anthony; Hick's.
Variety Stores : Ben Franklin; TG&Y; Dollar General.
Discount Stores : Gibson's; Wal-Mart.
Chain Drug Stores : Rexall; Family Drugs.
Chain Food Supermarkets : Safeway; Humpty Dumpty; Red Bud.

14 - NEWSPAPERS: EXPRESS (e-mon to fri) 5,745; (S) 6,171; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Earl Reeves, Adv. Mgr., EXPRESS.
National Representative : Southwest Dailies.

CLAREMORE

1 - LOCATION: Rogers County (In Tulsa SMSA). E&P Map E-1, 27 mi. from Tulsa; NE part of the state. On U.S. Hwy. 66; State Hwy. 88, Will Rogers Tpke., Will Rogers Freeway.

2 - TRANSPORTATION: Railroads : Missouri Pacific; Frisco.
Motor Freight Carriers : 3.

3 - POPULATION:
Corp. City 80 Cen. 12,085
County 80 Cen. 46,436
SMSA 80 Cen. 689,628

4 - HOUSEHOLDS:
City 80 Cen. 4,460
County 80 Cen. 15,650
SMSA 80 Cen. 258,002

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$108,000,000
Sav. & Loan	2	$12,750,000

6 - PASSENGER AUTOS: County 25,175

7 - ELECTRIC METERS: Residence 4,400

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Luggage 135 ($85); Coal Mining 120 ($150); Mfg. Farm Machy. ($150); Commercial Pump.

10 - CLIMATE: Min. & Max. Temp.—Spring 24-85; Summer 63-114; Fall 40-88; Winter 20-70. First killing frost, Nov. 12. Last killing frost, Mar. 10.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Will Rogers Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ne-Mar (29)	NA	TG&Y, Otasco Sears
Plaza Ctr. (7)	NA	TG&Y, Wal-Mart

Principal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Fri.
Stores Open Sundays : All.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Montgomery Ward; C.R. Anthony; Discount City.
Variety Stores : TG&Y.
Discount Stores : Wal-Mart.
Chain Drug Stores : Family Drugs; Wal-Mart; Humpty-Dumpty; Warehouse Mkt.
Chain Food Supermarkets : Safeway; Warehouse; Humpty-Dumpty.

14 - NEWSPAPERS: PROGRESS (e-tues to fri) 7,520; (S) 7,520; sworn Mar. 31, 1981
Local Contact for Advertising and Merchandising Data: Donn Dodd, Gen. Mgr. Ed., PROGRESS, 315 W. Will Rogers, Claremore, OK 74017; Tel. (918) 341-1101.
National Representatives : Southwest Dailies; Okla. Press Serv.

CLINTON

1 - LOCATION: Custer County, E&P Map C-2. Agricultural, livestock, industrial, distribution and hospital center 85 mi. W of Oklahoma City and 175 mi. E of Amarillo. Junction of U.S. Hwys. 66, 183 and I-40.

2 - TRANSPORTATION: Railroads : C.R.L. & Pac. St. San Fran. (Frisco); AT&SF-Santa-Fe.
Motor Freight Carriers : 2.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,796
County 80 Cen. 25,995

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,360
County 80 Cen. 9,482

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$71,484,563
Sav. & Loan	2	$38,754,798

6 - PASSENGER AUTOS: County 12,394

7 - ELECTRIC METERS: Residence 3,598

8 - GAS METERS: Residence 3,559

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Agric. Proc. 588 ($210); Precision Instr. 64 ($225); Mach. Shops 198 ($215); Brick & Tile 120 ($200); Soft Goods 685 ($180); Food Processing 410 ($175); Other 995 ($199).

10 - CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 72-100; Fall 50-90; Winter 10-65.

11 - TAP WATER: Less than 300 parts per million dissolved solids.

12 - RETAILING: Neighborhood Shopping Centers : J.C. Lane; Darko Square West, K mart.
Principal Shopping Days : Mon., Thurs., Sat.

13 - RETAIL OUTLETS: Department Stores : Simon's; C. R. Anthony; J.C. Penney; Guthrie's; Sears; Montgomery Ward.
Discount Stores : Gibson's; TG&Y; K mart.
Variety Stores : TG&Y Family Center.
Chain Drug Stores : S & D 2.
Chain Food Supermarkets : Safeway; United; Puckett's.
Other Chain Stores : White Auto; Otasco; S & H Green Stamps.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,347; (S) 5,498; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Chas. E. Engleman, Pub. & Editor, NEWS, 522 Avant AVe., Clinton, OK 73601: Tel. (405) 323-5151.
National Representative : None.

CUSHING

1 - LOCATION: Payne County, E&P Map E-2. Situated on State Hwys. 18, 33; 58 mi. W of Tulsa, 76 mi. E of Oklahoma City.

2 - TRANSPORTATION: Railroads : Santa Fe; MKT.
Motor Freight Carriers : 4.
Intercity Bus Lines : MK&O.

3 - POPULATION:
Corp. City 80 Cen. 7,720
County 80 Cen. 62,435
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,222
County 80 Cen. 22,119

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$68,349,000
Sav. & Loan	3	$6,880,000

6 - PASSENGER AUTOS: County 27,063

7 - ELECTRIC METERS: Residence 3,153

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil 1,275 ($150); Food 300 ($110); Metal Casting 225 ($130); Trucking 180 ($150); Boats 25 ($120).
Industrial Pay Days : 9th & 24th.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 80-110; Fall 55-80; Winter 10-50.

11 - TAP WATER: Neutral, 15 grains hard; chlorinated.

12 - RETAILING: Principapal Shopping Center : 15 blocks on Broadway, Cherry, Harrison, Cleveland, Moses & Main Sts.; Summit Ridge (east edge of city).
Principal Shopping Days : Mon., Sat.

13 - RETAIL OUTLETS: Department Stores : C.R. Anthony; Peters; J.C. Penney; Montgomery Ward; Sears.
Variety Stores : TG&Y Family Center.
Discount Stores : Brittain's; Gibson's.
Chain Drug Stores : Vee (IDL); City (IDL); Revco.
Chain Food Supermarkets : Safeway; Red Bud; Piggly Wiggly; Wilcoxon's; Escott's.
Other Chain Stores : Otasco Supply; Payne County Creamery; Hughes Lumber; Meadow Gold Dairy; Coast-to-Coast.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 3,757; (S) 3,757; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Bill H. Jobe, Pub. & Gen. Mgr., CITIZEN, 115 S Cleveland, OK 74023; Tel. (918) 225-3333.
National Representative : Southwest Dailies.

DUNCAN

1 - LOCATION: Stephens County, E&P Map D-3, County Seat. Industrial and residential center. 92 mi. SW of Okalahoma City; 140 mi. NW of Fort Worth. On U.S. Hwy. 81 and State Hwy. 7.

2 - TRANSPORTATION:
Motor Freight Carriers : 2.
Intercity Bus Lines : Oklahoma Transport.
Airlines : Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 22,517
CZ-ABC: (70) 20,496; (81) 23,200
RTZ-ABC: (70) 20,439; (81) 27,400
County 80 Cen. 43,419
City & RTZ-ABC: (70) 40,935; (81) 50,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,981
CZ-ABC: (70) 7,378; (81) 9,600
RTZ-ABC: (70) 7,267; (81) 11,200
County 80 Cen. 16,512
City & RTZ-ABC: (70) 14,645; (81) 20,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$2,346,245,319
Sav. & Loan	2	$80,500,000

6 - PASSENGER AUTOS: County 24,155

7 - ELECTRIC METERS: Res. 10,456

8 - GAS METERS: 8,874

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage) Oil field services, Research, Development & Equip. Mfg. 4,228 ($310); Refinery 320 ($440); Gasoline plants 80 ($405); Clothing Mfg. 320 ($168); Bldg. Const. 80 ($405); Meat Packing 70 ($275); Farm Eqpt. Mfg. 20 ($174); Horse Trailer Mfg. 20 ($200); Foundry 151 ($320); Oil Co. Area Office 57 ($450).

10 - CLIMATE: Min. & Max. Temp.—Spring 30-96; Summer 60-102; Fall 20-92; Winter 0-80. First killing frost, Nov. 25. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers : 5 blocks on Main; 3 on Walnut; 2 on 8th; 2 on 9th; 3 on 10th; 23 blocks on U.S. 81 by-pass; 3 blocks on Bois D-Arc; 1 on Peach; 1 on Beech; 4 on E. Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McCasland (2)	NA	Duncan Drug
Ward Mall (24)	NA	Jones (Cardinal), Mont. Ward, Woolworth's
Elk Plaza (10)	NA	Goodner's, TG&Y, C.R. Anthony, R&S Drug
Sledge Center (3)	NA	Goodners, TG&Y R&S Drug

Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Most Thu., some Sat.
Stores Open Sundays : Food and Drug; some in Ward Mall; K mart, TG&Y.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; C. R. Anthony; J. C. Penney; Crutcher's; Sears; Woolworth; Watkins.
Discount Stores : Surplus City; Gibson's; K mart; TG&Y.
Chain Drug Stores : R & S 3; Duncan; Discount Drug.
Variety Stores : Dollar General; TG&Y 2.
Chain Food Supermarkets : Goodner's (Scrivner Inc.) 3; Safeway; Jones (Cardinal) 1.
Other Chain Stores : Okla. Tire; Zale's; Jewel Box; Firestone, Jaroid Shop; White Auto; Gallenkamp Shoes; Star Discount Pharmacy; Dollar General; Fabrific; Pay-Less Shoes; Atwoods.

14 - NEWSPAPERS: BANNER (e-mon to fri) 11,277; (S) 12,522; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Carl Bowers, Adv. Mgr., P.S. Fernald, Adv. Counselor, BANNER, PO Box 1268, Duncan, OK 73533; Tel. (405) 255-5354.
National Representatives : Southwest Dailies; Okla. Press Serv.

DURANT

1 - LOCATION: Bryan County, E&P Map E-3, County seat. 165 mi. SE of Oklahoma City; 100 mi. NE of Dallas. On State Hwys. 48, 199, 78, 70E; U.S. 69, 70, 75.

2 - TRANSPORTATION: Railroads : MK&T, main line Frisco; KO&G.
Motor Freight Carriers : 10
Intercity Bus Lines : Greyhound; Jordan; Continental.

3 - POPULATION:
Corp. City 80 Cen. 11,972
County 80 Cen. 30,535

4 - HOUSEHOLDS:
City 80 Cen. 4,769
County 80 Cen. 11,619

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$112,568,800
Sav. & Loan	2	$64,728,200

6 - PASSENGER AUTOS: County 13,352

7 - ELECTRIC METERS: Res. 5,641

8 - GAS METERS: Res. 4,827

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Peanut & Cotton Processing; Oil; Gas; Comm. Truck & Trailer Body Mfg.; Whol. Grocery Distrib.; Whol. Drug Distrib.; Meat Packers; Sausage Mfgs.; Feed; Peanut Prod.; Oil Field Spec. Equip.; Toys; Women's Clothing.

10 - CLIMATE: Average Temp.—Spring 63; Summer 82; Fall 65; Winter 44.

11 - TAP WATER: Alkaline, average hardness; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bokchito	11	Franks'
Caddo	10	Jordan's
Colbert	12	Leecraft's
Calera	4	Burk's

Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; C.R. Anthony; J.C. Penney; Naifeh's; Durant Mercantile; Dollar General Store.
Variety Stores : Wacker's; Duke & Ayres; TG&Y; K mart.
Chain Drug Stores : Swinney Rexall.
Chain Food Supermarkets : Safeway; Piggly Wiggly; Best Yet Foods; Winn-Dixie.
Other Chain Stores : Goodyear; Babcock's; Western Auto; Ray's Discount Shoes; Otasco.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 7,035; (S) 7,435; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Richard P. Peterson, Adv. Mgr., DEMOCRAT, 200 W. Beech, Durant, OK 74701; Tel. (405) 924-4388.
National Representative : Okla. Press Serv.

EDMOND

1 - LOCATION: Central Oklahoma, Oklahoma County (In Oklahoma City, Okla. SMSA), E&P Map D-2; 15 miles north of Oklahoma City at the Junction of U.S. Hwys. 66,77 & I-35.

2 - TRANSPORTATION: Railroads : Amtrack; Rock Island & Sante Fe.
Motor Freight Carriers : 41.
Intercity Bus Lines : Continental Trailways, Greyhound, MK&O Lines.
Airlines : American; Braniff Int'l.; Continental; TWA; Southwest; Frontier; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 34,637
County 80 Cen. 568,933
SMSA 80 Cen. 834,088
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,831
County 80 Cen. 220,580
SMSA 80 Cen. 312,132

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$102,247,132
Savings	5	$68,523,902

6 - PASSENGER AUTOS: County 344,837

7 - ELECTRIC METERS: Residence 12,523

8 - GAS METERS: Residence 11,385

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Education 1,362 ($201); Furniture/Fixtures 197 ($172); Food 320 ($183); Light Industry 250 ($148); Warehouse 148 ($168).
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 27-88; Summer 50-108; Fall 36-98; Winter 3-86. First killing frost, Oct. 14. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center : Downtown on Broadway (27 stores).
Neighborhood Shopping Centers : Edmond Plaza, 12 blocks south of downtown on 15th St. (17 units). Bryant Sq., one mile E. on 2nd US 66 (33 units). Kickingbird Plaza, one mile E. on 2nd (8 units). Broadway South (20 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shepherd Mall	14	TG&Y, J.C. Penney, Sears, Dillards
Quail Springs (180)	NA	J.C. Penney, Sears, Dillards
Penn Square	11	Wards, John A. Brown
North Park Mall	7	Streets, Safeway

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : TG&Y; Bealls; J.C. Penney; Wards; John A Brown; Safeway; Sears; Every Evening to 9.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Wards; Sears; Dillards; John A Brown; C.R. Anthony; Bealls.
Discount Stores : TG&Y 3; Wal-mart.
Chain Food Stores : Safeway 2; Humpty; IGA 2; Red Bud.
Other Chain Stores : Goodyear; Firestone; True Value Hardware; Economy Auto Stores; McCalls; Kennemer Shoes; Western Auto; Otasco; Ramsey Fabrics; Payless Cashways; Big 'L' Lumber.

14 - NEWSPAPERS: SUN (e-tues to fri; S) 6,966; Dec. 31, 1980 VAC.
Local Contact for Advertising and Merchandising Data: Ed Livermore, Jr., Pub., SUN, PO Box 271, Edmond, OK 73034; Tel. (405) 341-2121.
National Representatives : USSPI; Okla. Press Serv.

ELK CITY

1 - LOCATION: Beckham County, E&P Map C-2. Midway on Will Rogers U.S. 66 (I-40) Hwy. bet. Okla. City and Amarillo.

2 - TRANSPORTATION: Railroads : Chicago, Rock Island & Pacific.
Motor Freight Carriers : 3.
Intercity Bus Lines : Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,579
County 80 Cen. 19,243

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,749
County 80 Cen. 7,476

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$56,000,000
Savings & Loan	2	$80,000,000

6 - PASSENGER AUTOS: County 9,787

7 - ELECTRIC METERS: Residence 3,876

8 - GAS METERS: Residence 3,720

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil Ref. 800 ($300); Food 300 ($140); Machine Shop 54 ($102); Furniture Mfg. 265 ($150); Pants Mfg. 176 ($110); Oil Exploration & Drilling 2,000 ($400).
Principle Pay Days : Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 49-70; Summer 70-100; Fall 52-74; Winter 28-49. First killing frost, Oct. 10. Last killing frost, Dec. 4.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main; 5 on Broadway; 16 on Hwy. 66, Fifth and Sixth Sts.
Neighborhood Shopping Centers : Westgate Shopping Center 2600 to 3000, W. 3rd; 900 to 2200 blocks, W. 3rd (Hwy. 66); 5 blocks, N. Van Buren.
Principal Shopping Days : Mon., Wed., Fri., Sat.
Retail Stores Open Evenings : Sat.

13 - RETAIL OUTLETS: Department Stores : Wal-Mart; Gibson's; Dollar General; Penney; C. R. Anthony; Saied's; Jones; Khouries; Ryan & Elliott's.
Variety Stores : TG&Y.
Discount Stores : Gibson's.
Chain Drug Stores : Family Drugs; Puckett's; United.
Chain Food Supermarkets : Safeway; Johnson Superette; Puckett's; United Super.
Other Chain Stores : White's Auto; Western Auto; International Harvester; Midwest Farms Supply (John Deere); Elk City Lbr. (Higgambotham- Barlett); Okla Tire & Supply; S&H Green Stamps; Atwoods; Case Power & Equip.; Lad n' Lassie, Fabrifique; Ewen's; McKesson's.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 4,896; sworn Sep. 30, 1980.
Local Contact for Advertising and Merchandising Data: Bill Ansley, Adv. Dir., NEWS, 200-206 W. Broadway, Elk City, OK 73644; Tel. (405) 225-3000.
National Representative : Okla. Press Serv.

EL RENO

1 - LOCATION: Canadian County (In Oklahoma City SMSA). E&P Map D-2, County Seat. 30 mi. W of Oklahoma City at Intersection of U.S. 66, 81 & 270; I-40.

2 - TRANSPORTATION: Intercity Bus Lines : Southwest Trailways; Greyhound; Mid-Continent Trailways.
Airlines : 30 minutes fron Will Rogers airport connecting with Braniff, American, Continental, Frontier, TWA, Mustang Charter Service, Mustang Field, El Reno.
Motor Freight Carriers : 3.

3 - POPULATION:
Corp. City 80 Cen. 15,486
County 80 Cen. 56,452
SMSA 80 Cen. 834,088
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,521
County 80 Cen. 18,648
SMSA 80 Cen. 312,132

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$50,821,310
Savings	2	$25,205,576
Sav. & Loan	3	$13,710,200

6 - PASSENGER AUTOS: County 28,675

7 - ELECTRIC METERS: (City), Res. 5,383

8 - GAS METERS: Res. City Limits 4,792

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Transp. 1,085 ($176); Govt. 480 ($177); Mfg. 550 ($149); Constr. 279 ($160).

10 - CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 65-107; Fall 54-91; Winter 12-65. First killing frost, Nov. 10. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 5 or 6 blocks each on Rock Island St., Bickford St. and Choctaw St., all parallel to each other and connected by two blocks earn on Hayes St., Woodson St., Russell and Wade St., Canadian Square Shopping Center, Rt.66 & Rt.81, (15 stores), Country Club Square Shopping Center, I-40 & Country Club Dr. (12 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yukon	12	Town Plaza
Okarche	10	Eischen's
Calumet	13	Marye's, Wall's
Union City	12	Wright's
Plaza	NA	Humpty-Dumpty

Neighborhood Shopping Centers : Elm Plaza; 3 blks on Elm and 3 blks, on Choctaw (12 stores);
Principal Shopping Days : Mon., Wed., Fri., Sat.
Stores Open Evenings : 6 Groceries, 1 Drugs, 2 Variety Downtown open Thu. evgs.
Stores Open Sundays : 1 Drugs, 4 Groceries.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Beall's; Don's; Wal-Mart; C. R. Anthony.
Variety Stores : TG&Y 1.
Chain Drug Stores : Humpyt-Dumpty; Revco Drug.
Chain Food Supermarkets : Safeway; IGA; Thrif-T-Wise; Humpty-Dumpty; Best Yet; Grider's.
Other Chain Stores : Goodyear; Davis Paint; Okla. Tire & Supply; El Reno Lumber; Felt's Shoes; National; Payless Shoes; Sears; Radio Shack.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 5,316; (S) 5,521; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Charles Woolard, Adv. Dir., TRIBUNE, 201 N. Rock Island, El Reno, OK 73036; Tel. (405) 262-5180.
National Representatives : Southwest Dailies; Okla. Press Serv.

ENID

1 - LOCATION: Garfield County (SMSA). E&P Map D-1, County Seat. On U.S. Hwys. 60, 64, 81 & State 15. 90 mi. N of Okla. City; 129 mi. W of Tulsa.

2 - TRANSPORTATION: Railroads : Sante Fe; Frisco; Rock Island.
Intercity Bus Lines : Mid-Continent; MK&O Lines.
Airlines : Air Midwest.
Motor Freight : 13 Lines.

3 - POPULATION:
Corp. City 80 Cen. 50,360
CZ-ABC: (70) 46,719; (81) 54,400
RTZ-ABC: (70) 54,967; (81) 57,500
County/SMSA 80 Cen. 62,820
City & RTZ-ABC: (70) 101,686; (81) 111,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,463
CZ-ABC: (70) 15,731; (81) 21,300
RTZ-ABC: (70) 19,451; (81) 23,800
County/SMSA 80 Cen. 23,844
City & RTZ-ABC: (70) 35,182; (81) 45,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$384,155,922
Sav. & Loan	4	$749,509,687

6 - PASSENGER AUTOS: County 34,882

7 - ELECTRIC METERS: Res. 19,600

8 - GAS METERS: Res. 16,782

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil Well Drilling 898 ($281); Construction 1,180 ($238); Mfg. 2,700 ($232); Public Utilities 210 ($222); Trades 5,860 ($151); Finance and Insurance 800 ($198); Service Industries 2,630 ($154); Misc. 1,080 ($139).
Principal Pay Days : 1st & 15th.

10 - CLIMATE: First killing frost, Nov. 4. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 16 blocks on ten streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Van Buren Sq.	2	Okla. Tire, Boys Mkt.
Indian Hills (13)	2	Phillips Drugs

West Gate	2	Evans Drug, Wacker's
Sunset Plaza (33)	2	Woolco, Okla. Tire, Lynn's, TG&Y, Safeway, Mode O'Day, Merle Norman, Zale's
North Gate	2	Evans Drug, United Food
Varsity Square	3	Best Yet, TG & Y K mart, United Food

Neighborhood Shopping Centers : 3 on E. Broadway; 2 on W. Maine; 1 on W. Broadway; 2 on Owen K. Garriott Road; 2 on W. Willow.
Principal Shopping Days : Mon., Thu., Fri.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores : Newman's; C.R. Anthony; J.C. Penney; Coldiron's; Montgomery Ward; Sears.
Discount Stores : TG&Y; Family Center; Woolco; K mart.
Variety Stores : Woolworth; Dollar General Store; TG&Y.
Chain Drug Stores : Evans 3; Scheffe's 3; Family Phcy; Scrivo.
Chain Food Supermarkets : Safeway 3; Roy's 1; United 3; Boy's 1; Bestyet 2.
Other Chain Stores : Singer Co.; Firestone; Oklahoma Tire; Zale Jewelers; Bell Jewelers; Davis Paint; Lerner; National Building Center; Pat Healy Paint; S&H Green Stamps; Pittsburgh Plate Glass; Sutherland Lumber; Sherwin-Williams; Hughes Lumber Co.

14 - NEWSPAPERS: NEWS (m-tues to fri) 20,341; EAGLE (e-mon to fri) 9,825; Comb. (m&e) 30,166; (sat) 27,099; (S) 28,530; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Calvin Wylie, Adv. Mgr., EAGLE-NEWS, PO Box 1192, Enid, OK 73701; Tel. (405) 233-6600.
National Representative : Southwest Dailies.

FREDERICK

1 - LOCATION: Tillman County, E&P Map C-3, County Seat. Agricultural center in extreme SW corner of state, on U.S. Hwy. 183 and State Hwys. 5 and 24. 55 mi. NW of Wichita Falls, TX; 155 mi. from Oklahoma City.

2 - TRANSPORTATION: Railroads : Burlington.
Motor Freight Carriers : 3.

3 - POPULATION:
Corp. City 80 Cen. 6,165
County 80 Cen. 12,408

4 - HOUSEHOLDS:
City 80 Cen. 2,384
County 80 Cen. 4,681

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$49,368,000
Sav. & Loan	2	$29,000,000

6 - PASSENGER AUTOS: County 5,271

7 - ELECTRIC METERS: Residence 2,612

8 - GAS METERS: Residence 2,514

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Cooper Airmotive Inc. 190 ($160); Centra Leather Goods 260 ($90); Century Granite 31 ($120); Cotton Proc. 100 ($80); Cotton Seed 40 ($80); Coske & Quam Feed Lots 26 ($110); Ffybrandt 55 ($85); Brantly Mfg. 65 ($120); Brantly Hynes Helicopter 6 ($110); Tillman Co. Hospital 98 ($150); Bag Scene 23 ($85); Schlegel Corp.; W.B. Dunavant Cotton.
Principal Industrial Pay Days : Wed., Thu., Sat.

10 - CLIMATE: First killing frost, Nov. 9. Last killing frost, Ma.. 30.

11 - TAP WATER: Neutral, fluoridated.

12 - RETAILING:
Principal Shopping Days : Wed., Thu., Sat.

13 - RETAIL OUTLETS: Department Stores : Perkins-Timberlake; C.R. Anthony.
Variety Stores : TG&Y.
Food Supermarkets : United; Jiffy; Puddin Lane; Coy's.
Other Chain Stores : TG&Y Variety; Goodyear; International Harvester; Gibson Discount Center; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: LEADER (e-tues to fri; S) 2,832; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Robert Y. Copeland, Gen. Mgr., LEADER, 304 W. Grand, Fredrick, OK 73542; Tel. (405) 335-2188.
National Representatives : Southwest Dailies; Okla. Press Serv.

GUTHRIE

1 - LOCATION: Logan County, E&P Map D-2, County Seat. 37 mi. N of Oklahoma City. On U.S. Hwys. 77, 66, 33 & I-35.

2 - TRANSPORTATION: Railroads : AT&SF.
Intercity Bus Lines : Santa Fe; M.M.K.O.; Guthrie-El Reno Truck.

3 - POPULATION:
Corp. City 80 Cen. 10,312
CZ-ABC: (70) 9,575; (81) 10,300
RTZ-ABC: (70) 10,399; (81) 17,899
County 80 Cen. 26,881
City & RTZ-ABC: (70) 19,974; (81) 28,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,790
CZ-ABC: (70) 3,164; (81) 3,900
RTZ-ABC: (70) 3,402; (81) 6,700
County 80 Cen. 9,414
City & RTZ-ABC: (70) 6,566; (81) 10,600

5 - BANKS: Commercial 2; Dep. $54,264,000

6 - PASSENGER AUTOS: County 10,909

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Oil Field Equip.; Furn.; RR Shops; Grain Elevator; Steel Fabr. Plant; Fdry. & Mach. Shop; Hydraulic Equip.; Crating Pallets; Boxspring Frames.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:
Principal Shopping Days : Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Lintz; C.R. Anthony; J.C. Penney; S&H Green Stamps; Mode O'Day; Sears.
Variety Stores : S.H. Kress; Ben Franklin.
Discount Stores : Wal-Mart Stores.
Chain Food Supermarkets : Safeway; Guthrie; Red & White; Winn-Dixie Foodway.

14 - NEWSPAPERS: LEADER (e-mon to fri) 4,003; (S) 4,242; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dale Himes, Gen. Mgr., LEADER, 107 W. Harrison, Guthrie, OK 73044; Tel. (405) 282-2222.
National Representative : Southwest Dailies.

GUYMON

1 - LOCATION: Texas County, E&P Map B-1, County Seat. Feed lot cattle center. Nation's fifth largest live cattle delivery points. Agricultural center. 100 mi. N of Amarillo, 250 mi. E of Wichita. On U.S. Hwys. 54, 64; State Hwy. 3. Largest city in Oklahoma Panhandle.

2 - TRANSPORTATION: Railroads : Rock Island.
Intercity Bus Lines : Santa Fe Trailways.
Airlines : Frontier; Rigby Airmotive Air Charter & Rental Service.
Motor Freight : Mistletoe Express; Hofferber Truck Lines (home office); Graves Truck Lines: King Trucking Co.; Shupe Brothers Co.; John Stuard Trucking.

3 - POPULATION:
Corp. City 80 Cen. 8,492
County 80 Cen. 17,727
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,084
County 80 Cen. 6,332

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$63,929,000
Savings & Loans	2	$105,000,000

6 - PASSENGER AUTOS: County 9,711

7 - ELECTRIC METERS: Residence 3,201

8 - GAS METERS: Residence 3,213

9 - PRINCIPAL INDUSTRIES: Chemicals; Irrigation Equipment; Feed & Fertilizer Mfg.; Heavy Construction; Natural Gas; Gas Well Services; Farm Machinery and Equip.; Oil Well Drilling; Oil Well Service & Supply; Hardface Tools & Equip. Mfg.; Meat Processing & Packing; Commercial Cattle Feed Lots (Avg. wkly. wage, all industries; $176) (County Avg. farm family income, $22,432, highest in Okla., USDA Census).

10 - CLIMATE: Average Temp—Spring 55; Summer 78; Fall 44; Winter 35.

11 - TAP WATER: Neutral, hard, (city owned wells).

12 - RETAILING: Village (5 Stores—Big B Market); Northridge (7 Stores-United Supermarket, TG&Y, Wards, Gibson's, Anthony's, Ashley's); Oakcrest (5 Stores-Safeway, Sprouse-Reitz).
Principal Shopping Days : Mon., Wed., Thurs., Sat.

13 - RETAIL OUTLETS: Department Stores : J. M. McDonald; C.R. Anthony; D&J Store; Montgomery Ward; Sears; The Vogue.
Discount Stores : Gibson's; Ashley's.
Variety Stores : TG&Y; Sprouse-Reitz.
Chain Food Stores : United Supermarkets; Safeway; Ideal Supermarkets; Wag-A-Bag; 4; Love's 3.
Other Chain Stores : Otasco; Western Auto; Mode-O-Day; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri) 5,695; (S) 5,806; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Dave Story, Ed./Gen. Mgr. HERALD, 515 N. Ellison St., Guyman, OK 73942; Tel. (405) 338-3355.
National Representative : Southwest Dailies.

HENRYETTA

1 - LOCATION: Okmulgee County, E&P Map E-2. 85 mi. E. of Okla. City; 45 mi. S of Tulsa. On I-40, Indian National Turnpike; Tulsa Bee-Line; US 62, 75, 266; State 52 & 124.

2 - TRANSPORTATION: Railroads : Main line St. Louis; San Fran and Kansas; Okla. & Gulf.
Intercity Bus Lines : Santa Fe; Trailways; Southwestern Greyhound.
Muncipal Airport .

3 - POPULATION:
Corp. City 80 Cen. 6,432
County 80 Cen. 39,169
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,613
County 80 Cen. 14,314

5 - BANKS:	**NUMBER**	**DEPOSITS**
City	2	$58,000,000
County	6	N.A.

6 - PASSENGER AUTOS: 17,320

7 - ELECTRIC METERS: Res. 5,114

8 - GAS METERS: Res. 3,767

9 - PRINCIPAL INDUSTRIES: Glass Mfg. 500 ($175); Tourism 550 ($100); Petroleum Refining 300 ($135); Foundry 100 ($110); Plastics Mfg. 100 ($90); Trucking 150 ($145); Fiberglass Products 30 ($75); Pipeline X-ray 30 ($275).

10 - CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 85-105; Fall 40-80; Winter 25-70.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center : 8 blocks Main St., 5 blocks Tudgeon St., 101 stores.
Neighborhood Shopping Center : Creek Village, north of city (4 large units).

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; C.R. Anthony; Archer's; Wal-Mart.
Variety Stores : TG&Y; Ben Franklin.
Chain Drug Stores : Rexall; Associated Drugists.
Discount Stores : Gibson's; Dollar General; Wal-Mart.
Chain Food Supermarkets : Safeway; Roger's (IGA); Warehouse Market.
Other Chain Stores : Oklahoma Tire & Supply; Western Auto.

14 - NEWSPAPERS: FREE-LANCE (e-tues to fri) 3,336; (S) 3,586; Sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Don Barnes Gen. Mgr., or Bess Reid, Adv. Mgr., FREE-LANCE, PO Box 848, Henryetta, OK 74437; Tel. (918) 652-3311.
National Representatives : Southwest Dailies; Okla. Press Serv.

HOBART

1 - LOCATION: Kiowa County, E&P Map C-2, County Seat. 128 mi. S of Oklahoma City on State Hwys. 14 and 19.

2 - TRANSPORTATION: Railroads : CRI&P; Frisco.

3 - POPULATION:
Corp. City 80 Cen. 4,735
County 80 Cen. 12,711

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,937
County 80 Cen. 5,042

5 - BANKS: 2 Comm.; Est. Dep. $39,379,000

6 - PASSENGER AUTOS: County 6,020

7 - ELECTRIC METERS: Residence 1,860

8 - GAS METERS: Residence 1,902

9 - PRINCIPAL INDUSTRIES: Cotton Oil Mills; Feed & Seeds; Fertilizers; Rock Quarriers; Produce.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores : C.R. Anthony; Levine's Main Fair; Lawrence's.
Discount Stores : Gibson's.
Chain Drug Stores : Grinnell's 2.
Chain Super Markets : Safeway; United; Toma Bros.
Other Chain Stores : S&H Green Stamps; TG&Y.

14 - NEWSPAPERS: DEMOCRAT-CHIEF (e-tues to fri) 2,994; (S) 3,015; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: W.J. Hancock, Pub DEMOCRAT-CHIEF, 216 W. Fourth St., Hobart, OK 73651; Tel. (405) 726-3333.
National Representatives : Southwest Dailies; Okla. Press Serv.

HOLDENVILLE

1 - LOCATION: Hughes County, E&P Map E-2, County Seat. Center of dairy, agricultural, oil & mfg. area. 75 mi. SE of Oklahoma City. On U.S. Hwy. 270; State Hwy. 48.

2 - TRANSPORTATION: Railroads : Rock Island; Frisco.
Motor Freight Carriers : 6.
Intercity Bus Lines : Interstate; Oklahoma; Ada; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,469
County 80 Cen. 14,338

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,329
County 80 Cen. 5,588

5 - BANKS: 2 Comm., Est. Dep. $56,084,000

6 - PASSENGER AUTOS: County 5,456

7 - ELECTRIC METERS: Residence 3,942

8 - GAS METERS: Residence 2,087

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Lingerie 350; Sheet Metal 12; Oil 270; Furn. 15.
Principal Industrial Pay Days : Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-75; Summer 70-109; Fall 20-60; Winter 2-45. First killing frost, Nov. 6. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on Main St.; 2 blocks on Broadway.
Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Anthony's; Sharpe's; Dollar General Store; United Dollar Store; La Valley's.
Variety Stores : Ben Franklin.
Chain Drug Stores : Cooper Rexall.
Chain Food Supermarkets : Larry's Red Bud; M&P; Burton's IGA.
Other Chain Stores : Otasco; Western Auto; Wal-Mart.

14 - NEWSPAPERS: NEWS (e-tues to fri) 3,475; (S) 3,475; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jerry Quinn, Gen. Mgr., NEWS, 112 S Creek St., Holdenville, OK 74848; Tel. (405) 379-5411.
National Representative : Southwest Dailies.

HUGO

1 - LOCATION: Choctaw County, E&P Map E-3, County Seat.

2 - TRANSPORTATION: Railroads : Frisco.
Motor Freight Carriers : 2.
Intercity Bus Lines : Jordan; Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,172
County 80 Cen. 17,203

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,799
County 80 Cen. 6,366

5 - BANKS: 2 Comm.; Est. Dep. $60,000,000

6 - PASSENGER AUTOS: County 5,807

7 - ELECTRIC METERS: Residence 6,333

8 - GAS METERS: Residence 4,891

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Gloves 300 ($150); Mach. Shop 7 ($200); Gravel Pit 60 ($175); Wood Preserving 100 ($100); Lumbr. Mfg. 125 ($200); Lumber. Proc. 40 ($200); Dress Mfg. 200 ($90); Rail car repair 80 ($200); Elec. Generating, 180 ($200).
Principal Pay Days : 1st, 10th & 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 30-85; Summer 65-108; Fall 24-80; Winter 15-72. First killing frost, Oct. 27. Last killing frost, Mar. 23.

11 - TAP WATER: Soft (lake water).

12 - RETAILING:
Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : People's; Woody-Williams; Sherman's.
Variety Stores : Perry's.
Discount Stores : Wal-Mart.
Chain Food Supermarkets : Ford; Safeway.
Other Chain Stores : Goodyear; Babcock Bros. Auto; Perrys; White's Auto; Automotive, Inc.; Sherwin-Williams Paint.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,090; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Stan Stamper, Pub., NEWS, 128 E. Jackson St., Hugo, OK 74743; Tel. (405) 326-3311.
National Representative : Okla. Press Serv.

IDABEL

1 - LOCATION: McCurtain County, E&P Map F-3, County Seat. Agricultural, manufacturing, timber area. On U.S. Hwy. 259; State Hwys. 3, 37.

2 - TRANSPORTATION: Railroads : St. Louis; San Francisco.
Motor Freight Carriers : 4.

3 - POPULATION:
Corp. City 80 Cen. 7,622
County 80 Cen. 36,151

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,870
County 80 Cen. 12,366

5 - BANKS: 2 Comm; Dep. 61,764,000

6 - PASSENGER AUTOS: County 12,407

7 - ELECTRIC METERS: 2,444

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber; Egg Processing; Wood Preserving; Home Construction; Garment Mfg.; Poultry Processing; Steel Fabrication.

10 - CLIMATE: Min. & Max Temp.—Average Annual Temp. 63.7 F; Average Annual Rainfall 44.3 in.; Snowfall 2.5 in.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers : McCurtain Village (22 stores-parks 800 cars); Jumper Shopping Center.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 6,045; (S) 8,487; Sep. 30, 1980.
Local Contact for Advertising and Merchandising Data: Jim Monroe, Pub., GAZETTE, 107 S. Central St., Idabel, OK 74745; Tel. (405) 286-3321.
National Representative : Okla. Press Serv.

LAWTON

1 - LOCATION: Comanche County (SMSA). E&P Map D-3, SW section of State. 92 mi. from Oklahoma City. Wholesale distributing center; Fort Sill (U.S. Army); Goodyear Tire Plant; Light mfg.; cattle raising & shipping center. On U.S. Hwys. 62, 277, 281; State Hwy. 7.

2 - TRANSPORTATION: Railroads : St. Louis, San Francisco & Chicago.
Motor Freight Carriers : 14.
Intercity Bus Lines : Okla. Transp.; Midcontinent.
Airlines Serving City : Frontier; Metro.

3 - POPULATION:
Corp. City 80 Cen. 80,054
CZ-ABC: (70) 75,003: (81) 82,500
RTZ-ABC: (70) 84,366 (81) 84,100
County/SMSA 80 Cen. 112,456
City & RTZ-ABC: (70) 159,369; (81) 166,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,129
CZ-ABC: (70) 23,735; (81) 30,100
RTZ-ABC: (70) 22,481; (81) 25,700
County/SMSA 80 Cen. 35,142
City & RTZ-ABC: (70) 46,216 (81) 55,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$247,739,000
Sav. & Loan	7	$111,491,000

6 - PASSENGER AUTOS: County 45,977

7 - ELECTRIC METERS: Residence 33,274

8 - GAS METERS: Residence 24,716

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) — Tire manufacturer, 1,400 ($306); Clothing manufacturer 300 ($190); Metal assembly 50 ($200); Fort Sill 27,601 military and civilian personnel.
Principal Pay Days : 15th; 30th or 31st.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-92; Summer 65-107; Fall 30-94; Winter 1-65. First killing frost, Nov. 6. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers : 7 blocks on C; 7 on D; 6 on E; & cross streets between.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall (45)	NA	Sears, J.C. Penney, Dillards
Cache RD. Sq. (25)	NA	Cloth World
Sheridan Mall (4)	NA	Wards, TG&Y Anthony's
Erwin Acres (6)	NA	Scott's, Meadors
Lee Blvd. (8)	NA	Herb's
Regency (20)	NA	Wal-Mart, Winn-Dixie, Kinney Shoes
Willow Tree	NA	TG&Y, Herbs

Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Dept.-Mon. & Thu.; Food-nightly; Central Mall-nightly.

13 - RETAIL OUTLETS: Department Stores : Perkins 1; Montgomery Ward; J.C. Penney; C.R. Anthony 3; Sears; Meadors; Dillerds; Bealls.
Discount Stores : K mart; Gibson's; Surplus City; Wal-mart.
Variety Stores : Wacker's; TG&Y.
Chain Drug Stores : Compton's Rexall; Osco.
Chain Food Supermarkets : Safeway 3; Herbs 7; Humpty 1; Winn-Dixie 1.
Other Chain Stores : Goodyear; Firestone; Oklahoma Tire; Western Auto; Zale's Jewelry; Shoes; PayLess; Anthony's 3.

14 - NEWSPAPERS: PRESS (m-tues to sat) 15,137; CONSTITUTION (e-mon to fri) 18,776; Comb. (m&e) 33,913; CONSTITUTION-PRESS (S) 29,654; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Sullivan, Adv. Dir., CONSTITUTION and PRESS, 3rd & A Ave., Lawton, OK 73501; Tel. (405) 353-0620.
National Representative : Southwest Dailies.

McALESTER

1 - LOCATION: Pittsburg County, E&P Map E-2, County Seat. 90 mi. S.E. of Tulsa on U.S. 69 & Indian Nations Turnpike, 110 mi. E. of Okla. City, 175 mi. N of Dallas. On U.S. Hwys. 69, 170; State Hwy. 31; Rainbow Hwy. and Eastern Tpk. On So. Shore Lake Eufaula (160 sq. miles hydro electric navigation project).

2 - TRANSPORTATION: Railroads : MKT; CRIP.
Motor Freight Carriers : 7.
Intercity Bus Lines : Greyhound & Santa Fe; Trailways; Oklahoma Transportation Co.; Continental Trailways.
Airlines : Frontier.

3 - POPULATION:
Corp. City 80 Cen. 17,255
CZ-ABC: (70) 20,317; (81) 19,400
RTZ-ABC: (70) 29,495; (81) 36,300
County 80 Cen. 40,524
City & RTZ-ABC: (70) 49,812; (81) 55,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,526
CZ-ABC: (70) 6,471; (81) 7,200
RTZ-ABC: (70) 9,766; (81) 13,600
County 80 Cen. 15,036
City & RTZ-ABC: (70) 16,237; (81) 20,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$300,000,000
Sav. & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 17,339

7 - ELECTRIC METERS: Residence 8,102

8 - GAS METERS: Residence 6,511

9 - PRINCIPAL INDUSTRIES: Mfg.; 5,923 (Ann. Payroll $34,268,124).
Principal Pay Days : 1st, 15th, 30th; Fri.

10 - CLIMATE: Mean annual temp., 62,6 deg. F.; average rainfall 42.45 inches.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center : 8 blocks on two main thoroughfares.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carl Albert (3) Pkway	NA	Gibson's Discount Center, Wal-Mart, Howard's Discount
Red Bud (11)	NA	Day & Night
Tandy Town (15)	NA	Ben Franklin, Sears, J. C. Penney, Nichols
No. McAlestar (4)	NA	Hutchinson Groc., J.J. McAlester Merc. Co.
Downtown Plz. (11)	NA	Stivers Fashions, Men's Shop
Eastgate (2)	NA	Wal-Mart Discount Ctr.

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri. (downtown).

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; J. C. Penney; C. R. Anthony; Hunt's.
Discount Stores : Howard's; Dollar General; Gibson's; Wal-Mart Discount Ctr.
Variety Stores : Ben Franklin 2; Kress.
Chain Drug Stores : Rexall; Wood's 2; Clinic Rx 1; Family Drugs; Medicine Shoppe.
Chain Food Supermarkets : Safeway; Standard Humpty-Dumpty; AG 2; IGA 2; Nichols Super Saver.
Other Chain Stores : Goodyear; Otasco; Firestone; Sears; Zale's; Williams' Shoes; Brown's Shoes; Nelson Furn.; Radio Shack.

14 - NEWSPAPERS: NEWS-CAPITAL & DEMOCRAT (e-mon to fri) 12,114; (S) 12,356; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: A. A. Allegretti, Gen. Mgr., NEWS-CAPITAL & DEMOCRAT, 500 South 2nd St., McAlester, OK 74501; Tel. (918) 423-1700.
National Representative : Southwest Dailies.

MIAMI

1 - LOCATION: Ottawa County, E&P Map F-1, County Seat. Residential center.

2 - TRANSPORTATION: Railroads : St. Louis & San Francisco.
Motor Freight Carriers : 18.
Intercity Bus Lines : Greyhound; MK&O Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,237
CZ-ABC: (70) 22,478; (81) 24,200
RTZ-ABC: (70) 23,833; (81) 28,700
County 80 Cen. 32,870
City & RTZ-ABC: (70) 46,311; (81) 52,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,480
CZ-ABC: (70) 7,772; (81) 9,600
RTZ-ABC: (70) 8,497; (81) 12,000
County 80 Cen. 12,244
City & RTZ-ABC: (70) 16,269; (81) 21,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$104,208,695
Sav. & Loan	1	28,349,085

6 - PASSENGER AUTOS: County 17,528

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 5,490

9 - PRINCIPAL INDUSTRIES: Fiberglass Boats; Work Clothing; Springs; Awnings; Machine Supplies; Tire Mfg.; Caskets; Mattresses & Pillows; Furnaces; Mops; Metal Containers; Brick & Stone Mfg.; Motor Coaches Canoes; Meat Packing; Manhole Factory; Steel; Brooms; Buckles; Burial Vaults; Burial Garments; Florists Supplies; Furniture; Leather Goods; Eagle Picher Industries.
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: Average Temp.—Spring 59; Summer 84; Fall 63; Winter 36. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11 - TAP WATER: Deep wells, neutral, very soft.

12 - RETAILING:
Principal Shopping Centers : 5 blocks on Main; 4 on N. Main; 6 blocks on E. Central; 1 block on W. Central; approx. 100 stores.
Neighborhood Shopping Centers : Wal-Mart Shopping Center (6 stores); Gibson's Shopping Center (2 stores); Thunderbird Strip (8 small businesses).
Principal Shopping Days : Mon., Thurs., Sat.
Stores Open Evenings : Grocery; Gibson; TG&Y; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores : Belk's; Jeanie's; Ramsey's; Kemph's; Hunt's Men's Wear & Fem Fashions; Sally's; Litwin's; Herman Lumber; Radio Shack; Home Furniture; Home Annex; True Value Economy Lumber.
Discount Stores : Ken's Furniture & Home; Oklahoma Furn.; Gibson; TG&Y; Wal-mart.
Chain Drug Stores : Osborn; Rexall; Wal-Mart Pharmacy; Gibson Pharmacy.
Chain Food Supermarkets : Consumers 2; Safeway; Reasor's; Sav-Mor; Quik-Trip.
Other Chain Stores : J. C. Penney; Montgomery Ward (catalog); Oklahoma Tire; Western Auto; Sears (catalog); Miami Sales Co.; C. R. Anthony.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri) 9,048; (S) 9,643; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donald Coppedge, Pub. & Gen. Mgr., NEWS RECORD, PO Box 940, Miami, OK 74354; Tel. (918) 542-5533.
National Representative : Southwest Dailies.

MUSKOGEE

1 - LOCATION: Muskogee County, E&P Map E-1, County Seat. Agricultural & industrial center. 54 mi. from Tulsa; 155 mi. ENE of Oklahoma City. On U.S. Hwys. 62, 64, 69; State Hwys. 2, 10, 16.

2 - TRANSPORTATION: Railroads : MK&T (freight); Mo. Pac. (freight); Frisco (freight).
Intercity Bus Lines : Continental Trailways.
Motor Freight Carriers : 13.
Waterway : Barge canal to Mississippi River.

3 - POPULATION:
Corp. City 80 Cen. 40,011
CZ-ABC: (70) 40,670; (81) 43,800
RTZ-ABC: (70) 76,314; (81) 108,400
County 80 Cen. 66,939
City & RTZ-ABC: (70) 116,984; (81) 152,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,605
CZ-ABC: (70) 14,316; (81) 17,800
RTZ-ABC: (70) 24,359; (81) 40,000
County 80 Cen. 24,736 City & RTZ-ABC: (70) 38,675; (81) 57,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$163,935,136
Sav. & Loan	2	$213,866,156

6 - PASSENGER AUTOS: County 33,499

7 - ELECTRIC METERS: Residence 18,282

8 - GAS METERS: Residence 17,249

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Automotive Products 213; Glass 748; Food Processing 834; Feed Processing 116; Structural Steel & Iron 409; Metallurgical 161; Lens Grinding Mach. 165; Corrugated shipping containers 156; Ventilating & Cooling 371; Zapata Industries 100; Green Country Castings 30; Ft. Howard Paper 1000.
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 14-92; Summer 50-104; Fall 15-97; Winter 5-82, First killing frost, Nov. 5. Last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 9 blocks on Broadway & Okmulgee St.
Neighborhood Shopping Centers : E. Side Blvd. & Broadway; 1 block, Gibson & York Sts.; Okmulgee & 24th; Eastside Blvd. & Callahan; Fredonia & York; 12th & Broadway; Honor Heights Plaza; Broadway to Okmulgee—32nd to 33rd.
Shopping Centers : Lakeland Shopping Center ; 1 sq. block on E. Side of City; E. Side Blvd.; Callahan; Dayton & K Sts.; Grand View Heights; 1 block on Peak Blvd.; Broadway; 2/1 block W. Broadway bet. 11th & 12th; Honor Heights Plaza; Broadway & Okmulgee; 33rd to 34th Sts.; Curt's Mall; York Street Mall; Chandler Mall; 2406 Chandler Road.
Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Dept.-Thu.; Food-every evening; Shpg. cntrs.-Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores : Hunt's; J. C. Penney; Sears; C. R. Anthony 3; Beall's; Montgomery Ward.
Discount Stores : Wall's Discount; Gibson's; K mart; Wal-Mart; TG&Y Family Center.
Variety Stores : TG&Y 2; Frix.
Drug Stores : Pierce's 2; Kirk's 4; East Side; West Side; Family Drugs; Consumer Phcy.; Economy; Gaddy's Thrifty.
Chain Supermarkets : Safeway 2; Git N-Go 7; Humpty Dumpty 2; Milgram; Quick-Trip 2; Walker's 1; Weddle 3; Best Yet 2; Gibson's; U-Totem; Johnsons Foods 2.
Other Chain Stores : White's; Goodyear; Goodrich; Okla. Tire 3; Firestone; Consumer's Oil; TG&Y 2; Felt Family Shoes; Muskogee Shoe Center; Big J Store; S&H Green Stamps; Mode O'Day.

14 - NEWSPAPERS: PHOENIX and TIMES-DEMOCRAT (m) 21,525; (S) 22,481; March 30, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Marjorie B. Paxson, Pub., or Michael A. Lind, Adv. Dir., PHOENIX and TIMES-DEMOCRAT, 214 Wall, Muskogee, OK 74401, Tel. (918) 682-3311.
National Representative : Gannett.

NORMAN

1 - LOCATION: Cleveland County (In Oklahoma City SMSA). E&P Map D-3. County seat. 18 mi. S of Oklahoma City. Education, residential, research, light manufacturing, oil & agricultural center. University of Oklahoma; Central State Hosp.; Mental Health Center; Cerebral Palsy Center. On I-35; U.S. Hwy. 77; State Hwys. 9 & 74.

2 - TRANSPORTATION: Railroads : Railpax (Santa Fe).
Motor Freight Carriers : 7.
Intercity Bus Lines : Denco; Continental; Oklahoma Transp.; American.

3 - POPULATION:
Corp. City 80 Cen. 68,020
CZ-ABC: (70) 54,521; (81) 74,800
RTZ-ABC: (70) 12,478; (81) 28,400
County 80 Cen. 133,173
SMSA 80 Cen. 834,088
City & RTZ-ABC: (70) 66,999; (81) 103,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,831
CZ-ABC: (70) 16.493; (81) 26,100
RTZ-ABC: (70) 4,095; (81) 10,400
County 80 Cen. 45,776
SMSA 80 Cen. 312,132
City & RTZ-ABC: (70) 20,588; (81) 36,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$294,411,960

6 - PASSENGER AUTOS: County 65,510

7 - ELECTRIC METERS: Residence 21,489

8 - GAS METERS: Residence 19,137

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners & Av. Wkly. Wage—Food Processing 225 ($166); Univ. of Okla. 3,678 ($215); Research and Development 630 ($160); Light Mfg. 1,700 ($155); Construction 900 ($190); State Hospital 1,400 ($140); Shaklee Corp. 200 ($240); Totco Industries 150 ($200); Westinghouse Corp. 800 ($240).

Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 60-90; Summer 65-113; Fall 55-95; Winter 40-65. First killing frost, Oct. Last killing frost, May.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks on Main St.; 2 on Gray St.; 6 on Campus Corner; 6 on Porter St.

Neighborhood Shopping Centers : Campus Corner; Porter & Hughbert Sts.; Main & Flood; Main & Berry Rd.; Lindsey and South Porter.

Local Shopping Centers : Downtown (11 stores); Hollywood (Bank & 10 stores); Stubbeman Village, 1100 S. Elm (Campus area) (10 stores); Heisman Square, 1200 E. Alameda (12 stores); Sooner Fashion Mall W. Main and I-35 (67 stores).

Principal Shopping Days : Thurs., Fri., Sat., Sun.

Stores Open Evenings : Mon.

13 - RETAIL OUTLETS: Department Stores : Wacker's; Low's; Junior Miss; Brown's College Corner; C.R. Anthony 3; Sears; J.C. Penney; TG&Y; Family Center 2; Target; Dillard's; Wal-Mart; Wilson's Jewelry Dist.

Variety Stores : TG&Y 4.

Chain Drug Stores : Hyde's; Taylor 1; Treasury Drugs (2).

Chain Food Supermarkets : Safeway 4; Bestyet; Foodlane IGA; Jiffy 2; McCalls 2; Grider Foods.

Other Chain Stores : Singer Co.; Goodrich; Firestone; Oklahoma Tire; Goodyear; Zale's; Pay-Less Shoes; Acme Paints; Oliver's Shoes.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 15,981; (S) 16,930; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: R.R. Harraway, Adv. Dir., TRANSCRIPT, 215 E. Comanche St., Norman, OK 73070; Tel. (405) 321-1800, Ext. 250.

National Representatives : Landon; USSPI; Okla. Press Serv.

NOWATA

1 - LOCATION: Nowata County, E&P Map E-1, County Seat. 50 mi. NE of Tulsa.

2 - TRANSPORTATION: Railroads : M.P.

3 - POPULATION:
Corp. City 80 Cen. 4,270
County 80 Cen. 11,486
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 1,709
County 80 Cen. 4,327

5 - BANKS: 2 Commercial, Dep. $52,491,968

6 - PASSENGER AUTOS: County 5,600

7 - ELECTRIC METERS: Residence 1,708

8 - GAS METERS: Residence 1,995

9 - PRINCIPAL INDUSTRIES: Petroleum Refg.; Men's Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 60-105; Fall 30-60; Winter 10-50.

11 - TAP WATER: Fluoridated.

12 - RETAILING:
Principal Shopping Days : Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores : Sharpe's.

Variety Stores : Ben Franklin; Dollar General; Wesco; U-Save Mart.

14 - NEWSPAPERS: STAR (e-mon to fri) 2,983; sworn Mar. 31, 1981.

Local Contact for Advertising and Merchandising Data: Wallace Goodman, Jr., Pub., STAR, 215 N. Maple, Nowata, OK 74048; Tel. (918) 273-2446.

National Representative : Okla. Press Assn.

OKLAHOMA CITY

1 - LOCATION: Oklahoma County (SMSA). E&P Map D-2, State Capital, County Seat. Wholesale & distribution center. Geographical, retail financial transp. center of state. Operational hdqtrs. for Mid-Continent oil producing area. 260 mi. S of geographic center of Continental U.S. 98 mi. from Tulsa; 175 mi. from Wichita; 200 mi. from Dallas.

2 - TRANSPORTATION: Railroads : Santa Fe; Frisco; MKT.

Motor Freight : 41 regular routes & more than 150 irregular route common-carrier lines. City served by more than 800 additional Okla. truck lines operating intra & interstate in all directions. National hdqtrs. of Mistletoe Exp. Serv. and Lee Way, Inc.

Intercity Bus Lines : Trailways; Greyhound; MK&O; Mid-Continent and Oklahoma Transportation Co.

Airlines : American; Braniff International; Continental; Frontier; TWA; South West; Trans-Central; Eastern; Metro; United Texas International.

3 - POPULATION:
Corp. City 80 Cen. 404,213
Bal. in PMA-ABC: (70) 1,006,880; (81) 1,163,800
Total PMA-ABC: (70) 1,705,060; (81) 2,017,500
County 80 Cen. 568,933
SMSA 80 Cen. 834,088
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 160,002
Bal. in PMA-ABC: (70) 335,192; (81) 448,000
Total PMA-ABC: (70) 564,488; (81) 769,000
County 80 Cen. 220,580
SMSA 80 Cen. 312,132

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	32	$5,525,394,314
Sav. & Loan	8	$1,690,946,796

6 - PASSENGER AUTOS: County 344,837

7 - ELECTRIC METERS: 312,377

8 - GAS METERS: 245,815

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Manufacturing 55,600; Mining 17,700; Construction 20,300; Transportation 12,700; Utilities 11,000; Retail 73,200; Wholesale 25,100; Finance-Real Estate 24,700; Service 73,300; Govt. 88,000.

Principal Pay Days : 1st, 15th, 30th; Fri. and Wed.

10 - CLIMATE: Min. & Max. Temp.—Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49. First killing frost, Nov. 7. Last Killing frost, Mar. 28.

11 - TAP WATER: Alkaline, soft: fluoridated.

12 - RETAILING:
Oklahoma City Shopping Centers —Ranked by Gross Leasable Area (G.L.A.) in Square Feet.

Super Regional Shopping Center —Crossroads Mall, 1,200,000., Quail Springs 1,057,000.

Regional Shopping Centers —Penn Square, 600,869; Shepherd Mall, 643,125; Heritage Park Mall, 650,000.

Community Shopping Centers —Southeast Plaza 350,000; Sooner Fashion Mall—Norman 300,000; Uptown—Midwest City 226,742; Mayfair 214,605; French Market 209,117; Shields South 195,617; Casady Square 193,120; Economy Square 192,709; Windsor Hills 178,560; Southern Hills 175,000; Reding 168,000; City of Moore 155,586; Edmond Plaza 146,092; 50 Penn Place 141,500; Hollywood—Norman 140,240; Northwest Plaza 132,194; Unnamed 2,125,600; DeVille 125,000; Quil Plaza 124,614; Downtown— Midwest City 123,251; Springdale 123,103; Trails End 123,000; Southwestern Plaza 119,896; Downtown—Norman 116,926; Town & County —Midwest City 114,555; Heisman—Norman 114,059; 63 Macarthur Mall 106,450; Grant Square 106,259; Airliner 106,238; Northeast 103,760; Gateway—Midwest City 100,000; Bryant Square—Edmond 95,000; Meridian 91,100; North Park Mall 86,515; Unnamed 186,135; Holiday Square—Midwest City 84,500; Town Plaza— Yukon 81,800; Choctaw Shopping Center 81,200; Del Crest—Del City 80,000; Westoaks Village 78,600; Northwest Shops 78,040; Will Rogers Park Plaza 76,000; Coronado Square 75,230; Portland Plaza 75,000; Hillcrest 74,000; Village Square 70,000; Lakeside 67,500; Ponderosa East 67,000; Nichols Hills Plaza 61 39000; May - 10 60,000; Western View 56,932; Almonte 55,000; Westminster 53,000; Sooner—Moore 52,475; Eastgate 50,604; Oak Cliff 50,400; Springbrook 50,153; Grand Plaza 49,700; Village Plaza 49,132; Penn-Hefner 48,489; Athena Mall 45,600; Westgate 44,738; Silver Center 44,000; Airline West 42,000; Lakewood 40,000; North Penn Plaza 39,400; Lakeshore 38,840; Mayridge 37,830; Ann Arbor 37,400, 23rd & Portland Shops 35,865; Glen Oak 34,850; Cedar City 34,838; Warr Acres Plaza 34,025; Park Plaza 33,950; Grandview Center 33,800; MacArthur Park 33,400; Meridian Plaza 32,500; Village 31,813; Portland Shops 31,750; County Park 31,450; Shartel Shopping Center 30,175; Newport 26,400; Corsin's Shopping Center 25,300; Park Estates 25,000; Puddin Lane Shopping Center 23,250; Putnam City Shopping Mall 23,000; Glenwood—Midwest City 22,400; Village Park 22,000; Port Center 20,000; Del West Square 16,200; Ridgecrest—Midwest City 15,850; 36th & N. Portland Shops 13,750; Hoshall Center 13,500; 74 South 13,200; Air Depot—Midwest City 13,000; MacArthur & N.W. 36th Shops 12,750; Del Plaza 9,600; North 29 Shops 9,600; May-715,500.

Principal Shopping Days : Dept.-Mon. & Sat.; Food-Fri. & Sat.

Stores Open Evenings : Mon., Thu.; Supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores : John A. Brown 4; Montgomery Ward 3; Sears 6; J.C. Penney 6; C. R. Anthony 29; Dillard's 4; Langston 3.

Discount Stores : American Mutual; Gibson's Factory Distributing 2; Target 4; Woolco 3; TG&Y Family Ctr. 25; Service Merchandise 2; Walls Bargin Center 2; H.J. Wilson 2.

Variety Stores : TG&Y 14; Franks Variety Stores 2.

Chain Drug Stores : United Discount 4; Hyde's 4; Conrad Marr 4; Rexall 7; TG&Y 12; Gilliam 2; Humpty Dumpty 9; Gibson's 2; Connie's 2; Skaggs Alpha Beta 5; Target 4; Sheen's 2; Wheeler & Stuckey 4; Eckerd 11; Treasury Drugs 5; Revco 4.

Chain Food Supermarkets : Safeway 25; 7 Eleven 74; Humpty Dumpty 11; IGA 24; Brannons U.S. United Super Mkts. 2; Buchanon 4; Best Yet 8; Little Jim 14; Stones 2; Tiny Tim 4; Tom's 11; U Totem 35; Skaggs Alpha Beta 5.

14 - NEWSPAPERS: OKLAHOMAN (m-mon to fri) 194,119; TIMES (e-mon to fri) 90,531; Comb. (m&e) 284,650; OKLAHOMAN & TIMES (sat) 233,178; SUNDAY OKLAHOMAN (S) 304,552; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Gates Oliver, Adv. Dir. or Jack Hovorka, Disp., Adv. Mgr., Natl. Adv. Mgr., OKLAHOMAN and TIMES, 500 N. Broadway, Oklahoma City, OK 73125; Tel. (405) 232-3311.

National Representative : Sawyer-Ferguson-Walker.

OKMULGEE

1 - LOCATION: Okmulgee County, E&P Map E-2, County Seat. Agricultural, mining & mfg. center. On U.S. Hwys. 62, 75; State Hwy. 56.

2 - TRANSPORTATION: Railroads : Frisco.

Intercity Bus Lines : Continental, Greyhound, Union.

3 - POPULATION:
Corp. City 80 Cen. 16,263
CZ-ABC: (70) 17,058; (81) 18,000
RTZ-ABC: (70) 24,208; (81) 28,000
County 80 Cen. 39,169
City & RTZ-ABC: (70) 41,266; (81) 46,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,015
CZ-ABC: (70) 5,807; (81) 7,100
RTZ-ABC: (70) 8,195; (81) 10,900
County 80 Cen. 14,314
City & RTZ-ABC: (70) 14,002; (81) 18,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$24,122,400
Sav. & Loan	2	$38,259,130

6 - PASSENGER AUTOS: County 17,320

7 - ELECTRIC METERS: City/Res. 5,100

8 - GAS METERS: Residence 4,761

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Petroleum 175 ($84); Glass 1,800 ($125); Okla. State Tech. 650 ($135).

Principal Pay Days : Mon., Thurs.

10 - CLIMATE: Min. & Max. Temp.—Spring 19-78; Summer 63-109; Fall 50-101; Winter 6-75. First killing frost, Nov. 2. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Neighborhood Shopping Centers : 30 blocks on eight sts; E. & W. of R.R. on 12 sts.

Principal Shopping Days : Mon., Fri., Sat.

Stores Open Evenings : Thu.; Food, Nightly.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; J.C. Penney; Wal-Mart Discount Center; Gibson's; Ramsay Dry Goods; Anthony's.

Variety Stores : Ben Franklin.

Chain Drug Stores : Key Rexall.

Chain Food Supermarkets : Safeway; M&P Foods; Family Market; Bargain Basket; Neals Mission Lane; Bell's; Thrifty Wise.

Other Chain Stores : Sears Roebuck (order stores); Okla. Tire; Goodrich; S&H Green Stamps.

14 - NEWSPAPERS: TIMES (m-tues to sat) 4,970; (S) 5,152; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Jim Stephenson, Gen. Mgr., TIMES, 114 E 17th St., Okmulgee, OK 74447; Tel. (918) 756-3600.

National Representatives : Southwest Dailies; Okla. Press Serv.

PAULS VALLEY

1 - LOCATION: Garvin County, E&P Map D-3, County Seat. 50 mi. S of Okla. City. On U.S. Hwys. 77, I-35; State Hwy. 19.

2 - TRANSPORTATION: Railroads : Santa Fe.

Motor Freight Carriers : 3.

Intercity Bus Lines : Denco; Okla. Trans.; Mid-Continent; SW Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,664
CZ-ABC: (70) 5,769; (81) 5,200
RTZ-ABC: (70) 20,551; (81) 25,400
County 80 Cen. 27,856
City & RTZ-ABC: (70) 26,230; (81) 30,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,410
CZ-ABC: (70) 2,178; (81) 2,300
RTZ-ABC: (70) 6,919; (81) 9,800
County 80 Cen. 10,511
City & RTZ-ABC: (70) 9,097; (81) 12,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$49,100,000
Sav. & Loan	3	$7,000,000

6 - PASSENGER AUTOS: County 14,296

7 - ELECTRIC METERS: Residence 2,465

8 - GAS METERS: Residence 2,334

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil 1,050 ($175); Wood Working 40 ($85); Newspaper 20 ($175); Grain Dealers 100 ($75); Baking 25 ($75); Tree Nurseries 40 ($75); Agri. Fertilizer 5 ($100); Bldg. Contractors 50 ($125); Concrete 20 ($115); Mfg. Light Bulbs 300 ($115); Mfg. Men's Jeans 360 ($115).

10 - CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 60-110; Fall 40-80; Winter 0-70.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Burr	4	Humpty-Dumpty, Wacker Variety, Anthony's
Valley Plaza (8)	NA	Dicus, TG&Y, Dollar General Store

Principal Shopping Days : Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Lintz; J. C. Penney; Golden Rule; C. R. Anthony; Ashley's; Dollar General.

Variety Stores : G. F. Wacker; TG&Y.

Chain Drug Stores : Reavis Rexall; Crabtree; Humpty Drug.

Chain Food Supermarkets : Safeway; Ballard's; Dicus.

Other Chain Stores —Automotive Inc.; Montgomery Ward (catalog); Oklahoma Tire; Western Auto; Dollar General Store; Sears (catalog); Ashley's Outlet.

14 - NEWSPAPERS: DEMOCRAT (e-tues to fri) 3,916; (S) 4,522; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: David L. Crouch, Gen., Mgr., DEMOCRAT, 108 S. Willow, Pauls Valley, OK 73075; Tel. (405) 238-6464.

National Representative : Southwest Dailies.

PAWHUSKA

1 - LOCATION: Osage County (In Tulsa SMSA). E&P Map E-1, County Seat. Oil, commercial cattle raising, shipping center; several small mfg. 275 mi. from Dallas; 262 mi. from Kansas City; 440 mi. from St. Louis; 735 mi. from Chicago, U.S. Hwy. 60; State Hwys. 11, 99.

2 - TRANSPORTATION:
Motor Freight Carriers : 2.

Intercity Bus Lines : Mo., Kan. & Okla.; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,771
County 80 Cen. 39,327
SMSA 80 Cen. 689,628
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 1,994
County 80 Cen. 14,382
SMSA 80 Cen. 258,002

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$34,160,000
Sav. & Loan	1	$11,600,000

6 - PASSENGER AUTOS: County 24,249

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: 2,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage)—Oil Tool Repairs 50 ($175); Garments 250 ($90); Welding & Steel Fabr. 21 ($175); Feeds 14 ($110); Oil & Oil Field Serv. 1,100 ($375); Vet. Res. 10 ($250); Animal Husbandry Res. 18 ($350); Oil Production 350 400; B.I.A. 300 ($450).

10 - CLIMATE: First killing frost, Oct. 26. Last killing frost, Apr. 3. Av. Temp., 58.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Principal Shopping Centers : 8 blocks on Main St.; 3 on Kihekah; 2 on Leahy St.; 2 on 6th.

Principal Shopping Days : Mon., Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores : C. R. Anthony; J. C. Penney; Mode O'Day.

Variety Stores : TG&Y; Whitehair Trading Co.; Clifton's.

Other Chain Stores : Ladies Ready to Wear; The

Prairie Flower; Lowry's Man's Clothing; Hub Clothiers; Automotive: Monger Bros.; Okla Tire; Pawhuska Supply; Western Auto; The Automotive; Foods: Safeway; Wells IGA Mkt.

14 - NEWSPAPERS: JOURNAL-CAPITAL (e-tues to fri; S) 3,051; sworn Sept. 30, 1980.

Local Contact for Advertising and Merchandising Data: Larry Adkisson, Gen. Mgr., JOURNAL-CAPITAL, Box 238, Pawhuska, OK 74056; Tel. (418) 287-1590.

National Representatives : Southwest Dailies; Okla. Press Serv.

PERRY

1 - LOCATION: Noble County, E&P Map D-1, County seat. Shipping center for wheat & cattle. North central part of state 60 mi. N of Oklahoma City: on I-35, US 77, 64. Light manufacturing.

2 - TRANSPORTATION: Railroads : Santa Fe; Burlington Northern.

Motor Freight Carriers : 3.

Intercity Bus Line : Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,796
County 80 Cen. 11,573

4 - HOUSEHOLDS:
City 80 Cen. 2,385
County 80 Cen. 4,348

5 - BANKS: 2 Commercial, Deposits $84,070,000

6 - PASSENGER AUTOS: County 5,905

7 - ELECTRIC METERS: Residence 2,594

8 - GAS METERS: Residence 2,320

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Oil Field Supplies 150; Ditching Mach. Pit 700; Pipeline Const. 40; Div. HQ State Highway Dept. 145; Gasoline Processing Plant Const. 100.

10 - CLIMATE: Min. & Max. Temp.—Spring 17-81; Summer 57-101; Fall 35-99; Winter 9-74. First killing frost, Oct. 27. Last killing frost, Apr. 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 16 blocks on Delaware, Cedar, 6th, 7th, Brogan, Flynn Sts.; Perry Plaza 15th St. at Fir Ave.

Neighborhood Shopping Centers : Kaw St.; Fir Ave.

Principal Shopping Days : Thu. & Sat. Community Auction Sale—Every Wed. Regular Farm Community Trade—Sat.

Stores Close : Sun.

Stores Open Evenings : Thu.; Supermarkets 7 nights.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Zorba's Maurine's House of Fashion; Coast-To-Coast Hardware.

Discount Stores : TG&Y Family Center.

Chain Food Supermarkets : Safeway; H 48; Best Yet.

Other Chain Stores : Okla. Tire; Western Auto.

14 - NEWSPAPERS: JOURNAL (e) 3,442; sworn Mar. 31, 1981.

Local Contact for Advertising and Merchandising Data: Milo W. Watson, Pub., & Mabel Miller, Adv. Dir., JOURNAL, 714 Delaware, Perry, OK 73077; Tel. (405) 336-2222.

National Representative : None.

PONCA CITY

1 - LOCATION: Kay County, E&P Map D-1. Oil refining and prod., stock raising, dairying & agric. center. In SE part of County, 20 mi. from Kansas state line. On U.S. Hwys. 60, 77, & State Hwys. 11, 15, 177. 106 mi. N of Okla City; 98 mi. NW of Tulsa; 90 mi. S of Wichita, KS.

2 - TRANSPORTATION: Railroads : Santa Fe.

Motor Freight Carriers : 11.

Intercity Bus Lines : Continental; MK&O.

Airlines : Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 26,238
CZ-ABC: (70) 25,940; (81) 26,700
RTZ-ABC: (70) 27,142; (81) 32,300
County 80 Cen. 49,852
City & RTZ-ABC: (70) 53,082; (81) 59,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,637
CZ-ABC: (70) 9,251; (81) 11,000
RTZ-ABC: (70) 9,229; (81) 12,700
County 80 Cen. 19,431
City & RTZ-ABC: (70) 18,480; (81) 23,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$204,926,701
Sav. & Loan	2	$1,680,400,993

6 - PASSENGER AUTOS: County 27,880

7 - ELECTRIC METERS: Residence 15,716

8 - GAS METERS: Residence 14,209

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Petroleum Refining 931 ($447); Metal Mfg. 1,927 ($299); Agri. Processing 875 ($185).

10 - CLIMATE: Min. & Max. Temp.—Spring 38-61; Summer 68-90; Fall 52-72; Winter 28-48. First killing frost, Oct. 26. Last killing frost, Apr. 7.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on Grand Ave.

Neighborhood Shopping Centers : 4th & South Ave.; Osage & Highland; Hartford at Seventh; Fourteenth at Hazel; Hartford & 14th; 5th & Hartford.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ponca Plaza (8)	NA	J.C. Penney, TG&Y, Bestyet
Hartford Sq. (8)	NA	Pickens Jewelry
Pioneer (8)	NA	Safeway, Walkers Drug
Hartford Plaza (6)	NA	M&W Thrit-T-Wise

Principal Shopping Days : Mon. & Thu.

Stores Open Evenings : Department Stores—Thu. Food—Daily.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; C.R. Anthony; Montgomery Ward (catalog); Sears (catalog).

Variety Stores : TG&Y Family Center; K mart.

Discount Stores : Dollar Saver; Howard's; Gibson's; TG&Y Family Center.

Chain Drug Stores : Graves; Humpty Discount Center; Evan's.

Chain Food Supermarkets : Miller's 2; Thrif-T-Wise 1; Safeway 2; Humpty Dumpty Discount; Consumer's IGA; Bestyet.

Other Chain Stores : Okla. Tire; Goodyear; Firestone; Sweetbriar (women's); Sherwin-Williams; Zale's; Brown Shoe Fit Co.; Biose Cascade; Wickes; Edwards' (women's); House of Fabrics; Singer Co.; Payless Shoes; Western Auto; S&H Green Stamps; Turntable; Shafer's; Kinney Shoes; Name Brand Clothing.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,921; (S) 14,725; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Ellsworth Rains, Adv. Dir., NEWS, 300 N. Third, Ponca City, OK 74002; Tel. (405) 765-3311.

National Representative : Landon.

PRYOR

1 - LOCATION: Mayes County, E&P Map E-1 (In Tulsa SMSA). County Seat. On U.S. Hwy. 69; State Hwys. 2, 20. Agriculture, industrial, dairying, broiler & recreation area. 50 mi. E of Tulsa; 200 mi. S of Kansas City.

2 - TRANSPORTATION: Railroads : MKT.

Motor Freight Carriers : 6.

3 - POPULATION:
Corp. City 80 Cen. 8,483
County 80 Cen. 32,261
SMSA 80 Cen. 689,628

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,308
County 80 Cen. 11,622
SMSA 80 Cen. 258,002

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$70,220,000
Savings & Loan	2	$52,180,000

6 - PASSENGER AUTOS: County 14,017

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 3,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Paper 275; Grand River Dam 121; Chemicals 425; Carbide 75; Cement 125; Tools 50; Meat Pkg. 15; Clothing 500; Plastic 75; Heat Exchangers 100.

Principal Industrial Pay Days : 1st; 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-65; Summer 60-100; Fall 50-70; Winter 10-55. First killing frost, Oct. 15. Last killing frost, Mar. 1.

11 - TAP WATER: Fluoridated

12 - RETAILING: Principal Shopping Center : 4 blocks on Graham Ave.; 2 each side of Graham Ave.

Shopping Centers : Wal-Mart (8 stores—Wal-Mart, Dillon's).

Principal Shopping Days : Tues., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Peters; C.R. Anthony; Sharpe's.

Variety Stores : Pryor; McCrory's.

Discount Stores : Tumble Inn; Wal-Mart.

Chain Food Supermarkets : Safeway; Dillon's; IGA;

Other Chain Stores : Okla. Tire; Western Auto; Goodrich; Goodyear; Montgomery Ward; Sears; Coast-to-Coast.

14 - NEWSPAPERS: TIMES (e-tues to fri) 4,770; (S) 4,997; sworn Sept. 30, 1980.

Local Contact for Advertising and Merchandising Data: Larry Williams, Gen. Mgr., TIMES, Box 308, Pryor, OK 74361; Tel. (918) 825-3292.

National Representative : Landon.

SAPULPA

1 - LOCATION: Creek County (In Tulsa SMSA). E&P Map E-2, County Seat. 15 mi. from Tulsa; 100 mi. from Okla. City. On U.S. Hwys. 66, 75; State 33, 97.

2 - TRANSPORTATION: Railroads : Frisco; Tulsa-Sapulpa Union.

Motor Freight Carriers : 4.

Intercity Bus Lines : Greyhound; MK&O.

3 - POPULATION:
Corp. City 80 Cen. 15,853
SMSA 80 Cen. 689,628
County 80 Cen. 59,210

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,942
County 80 Cen. 20,960
SMSA 80 Cen. 258,002

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$90,500,000
Sav. & Loan	2	$42,700,000

6 - PASSENGER AUTOS: County 28,247

7 - ELECTRIC METERS: Residence 6,250

8 - GAS METERS: Residence 5,987

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Glass 1,300 ($250); Meat Packing 120 ($260); Pottery 140 ($225); Pressure Vessel Fabricators 900 ($350); Tanks-Tools 130 ($225).

Principal Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 25-90; Summer 65-110; Fall 25-90; Winter 0-80. First killing frost, Oct. 15. Last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center : 27 blocks on eight streets, plus 6 Strip shopping centers.

Principal Shopping Days : Sat. & Fri.

Stores Open Evenings : Shpg. Ctr. nightly.

Stores Open Sundays : Shpg. Ctr. & some Supermarkets.

13 - RETAIL OUTLETS: Department Stores : Morton's; Bayouth's; Penney's; Anthony's; Montgomery Ward; Sears.

Discount Stores : Wal-Mart; TGY Family Center.

Chain Drug Stores : Humpty Drug; Wal-Mart Pharmacy; May's Drug.

Chain Food Supermarkets : Safeway; Family Market; Humpty-Dumpty; Tru-Discount; Pickels; Reasor's Discount Foods.

Other Chain Stores : Otasco; Zales.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,466; (S) 8,688; sworn Mar. 31, 1981.

Local Contact for Advertising and Merchandising Data: David Fordonski, Adv. Mgr., HERALD, 16 S. Park St., Sapulpa, OK 74066; Tel. (918) 224-5185.

National Representatives : Southwest Dailies; Okla. Press Serv.

SAYRE

1 - LOCATION: Beckham County, E&P Map C-2, County Seat. Midway between Oklahoma City and Amarillo (135 mi.). On U.S. Hwys. I-40, 66, 283; State Hwy. 152.

2 - TRANSPORTATION: Railroads : Rock Island.

Motor Freight Carriers : 3.

Intercity Bus Lines : Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,177
County 80 Cen. 19,243

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,330
County 80 Cen. 7,476

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$44,700,000
Sav. & Loan	1	$44,700,000

6 - PASSENGER AUTOS: County 9,787

7 - ELECTRIC METERS: Residence 1,508

8 - GAS METERS: Residence 1,412

9 - PRINCIPAL INDUSTRIES: Gas; Salt; Leather Goods Mfg.; Drilling for oil; TV Cable Components.

10 - CLIMATE: First killing frost, Oct. 14. Last killing frost, Apr. 14.

11 - TAP WATER: Neutral, soft

12 - RETAILING: Principal Shopping Center : 7 blocks on Main St. and on Fourth St.

Neighborhood Shopping Center : Uptown Shopping Center

Principal Shopping Days : Thu, Sat.

13 - RETAIL OUTLETS: Department Stores : C.R. Anthony; Lawrence; Unique Boutique; Ladies Shop; Otasco; White Auto Store; Tru-Value Hardware; Ace Hardware.

Variety Stores : Ben Franklin; Hart's.

Chain Food Supermarkets : United; Puckett's 10.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 2,486; sworn Mar. 31, 1980.

Local Contact for Advertising and Merchandising Data: Charles E. Bacon, Pub., JOURNAL, 110 N. Fourth St., Sayre, OK 73662; Tel. (405) 928-3372.

National Representative : Southwest Dailies.

SEMINOLE

1 - LOCATION: Seminole County, E&P Map E-2. Oil field service & supply center. Situated on U.S. Hwy. 270 & State Hwys. 9, 2 & 99; 54 mi. Southeast of Okla. City.

2 - TRANSPORTATION: Railroads : Rock Island R.R.; Okla. Trans.

Intercity Bus Lines : Okla. Bus; Midco Bus.

Motor Freight Carriers : 4

3 - POPULATION:
Corp. City 80 Cen. 8,590
County 80 Cen. 27,473

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,488
County 80 Cen. 10,158

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$35,087,000
Sav. & Loan	1	$29,740,552

6 - PASSENGER AUTOS: County 11,739

7 - ELECTRIC METERS: Residence 3,221

8 - GAS METERS: Residence 3,352

9 - PRINCIPAL INDUSTRIES: Oil Well Drilling; Oil Prod.; Oil Field Serv. & Sup.; Oil Field Equip. Mfg.; Tank Mfg.; Tool Mfg.; Clothing Mfg.; Food Dist.

Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 54-76; Summer 74-93; Fall 52-79; Winter 27-48; First killing frost, Oct. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St. & 6 on Intersecting streets.

Neighborhood Shopping Centers : Strothers St.; W. Broadway; N. Milt Phillips Ave.

Stores Open : Some on Sat. Evgs.

13 - RETAIL OUTLETS: Department Stores : Anthony; Penney's; Sharpes; Hammons; Newton Wall; Dollar Gen. Stores; Sears; Montgomery Ward.

Variety Stores : Otasco; Wacker's.

Discount Stores : Natl. Discount; Wall's Family Bargain Center; Wal-Mart.

Chain Drug Stores : Walgreen; I.D.L.

Chain Food Supermarkets : IGA; Standard Humpty Dumpty; Cardinal; Safeway; Bestyet.

Other Chain Stores : Okla. Tire; Firestone; Goodyear; Collier Bros.; Neil's; Nat. Shoes; Western Auto.

14 - NEWSPAPERS: PRODUCER (e-tues to fri) 6,352; (S) 6,352; sworn Mar. 31, 1981.

Local Contact for Advertising and Merchandising Data: Ted M. Phillips, Adv. Dir., PRODUCER, 121 N. Main, Seminole, OK 74868; Tel. (405) 382-1100.

National Representative : Okla. Press Serv.

SHAWNEE

1 - LOCATION: Pottawatomie County (In Oklahoma City SMSA). E&P Map D-2, County Seat. Residential Center. 42 mi. SE of Okla. City. On U.S. Hwys. 177,270, I-40; State Hwys. 3 & 18 & 99A.

2 - TRANSPORTATION: Railroads : Katy; AT&SF; OCA&A.

Motor Freight Carriers : 8

Intercity Bus Lines : Jordan; O.T.C.; Greyhound; Mid Continent Coaches.

3 - POPULATION:
Corp. City 80 Cen. 26,506
CZ-ABC: (70) 25,075; (81) 26,200
RTZ-ABC: (70) 62,685; (81) 84,900
County 80 Cen. 55,239
SMSA 80 Cen. 834,088
City & RTZ-ABC: (70) 87,760; (81) 111,100

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,334
CZ-ABC: (70) 8,728; (81) 10,500
RTZ-ABC: (70) 21,281; (81) 33,400
County 80 Cen. 20,062
SMSA 80 Cen. 312,132
City & RTZ-ABC: (70) 30,009; (81) 43,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav.& Loan	3	$77,800,000
Commercial	3	$335,491,126

6 - PASSENGER AUTOS: County 28,671

7 - ELECTRIC METERS: Residence 10,414

Is Your Co-op Dollar Working As Hard As You Are?

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You're a multi-million dollar company and you've set aside quite a bit of money for an aggressive co-op program but nothing is happening. Why?

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To find out how easy you can effectively put your co-op dollars to work in reaching 70% of the 445,000 adults in the Tulsa SMSA*, call Lonie McKee, manager, Co-op Advertising, (918) 581-8520. Make your newspaper co-op dollar work for you in the terrific Tulsa market.

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TULSA WORLD ★ **The Tulsa Tribune**

Two independent and separately owned newspapers represented nationally by Branham

8 - GAS METERS: Residence 9,166

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Food 430 ($240); Milling 265 ($250); Copper Tubing 350 ($245); Pump Mfg. 200 ($280); Other Mfg. 562 (N.A.); Polyethelene Film 355 (N.A.); Ceramic Magnets 500 (N.A.)

10 - CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 60-95; Fall 45-85; Winter 18-65. First killing frost, Nov. 8. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 8 blocks on Main St.
Neighborhood Shopping Centers : Kickapoo & Dill; 5 Kickapoo & Midland; Independence & Harrison 12; Kickapoo & Federal 2; Kickapoo & MacArthur 6; 2300 N. Harrison 4 (K mart).
Principal Shopping Days : Department Stores—Mon., Fri., Sat.; Food Stores—Thur., Fri. & Sat.
Stores Open Evenings : Dept.—Mon. and Thurs.; Food & Discount - nightly.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears; C.R. Anthony; W.R. Jones; Newton Wall; K mart.
Discount Stores : Gibson's; Cooks; Wal-Mart; K mart.
Variety Stores : TG&Y 2; Ben Franklin; Dollar General.
Chain Drug Stores : Richards Rexall 6; Lantz Drug; Tom Coffey; Medical Arts; Campus Drug; Star Discount Phcy.; Shawnee Medical Center Phcy.; Doctors Bldg. Phcy.; Medicine Shoppe 1; Revco; Humpty Dumpty.
Chain Food Supermarkets : Humpty-Dumpty; Safeway; M&P 4; Brannon's IGA; Pratt's 4; Al-James IGA.

14 - NEWSPAPERS: NEWS-STAR (m-tues to sat) 14,640; (S) 15,608; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: D. Gene Norton, Adv. Mgr., NEWS-STAR, 215 N. Bell, Shawnee, OK 74801; Tel. (405) 273-4200.
National Representatives : Southwest Dailies; Okla. Press Serv.

STILLWATER

1 - LOCATION: Payne County, E&P Map D-2, County Seat. Educational (Okla. State U.), industrial, agricultural, oil, livestock and dairy center. State Hdqts. U.S. Dept. of Agriculture (Soil Conservation Service, Farm Home Adm., Production and Managing Adm., Agric. Stabilzing and Conservation, and Agric. Research Service), 70 mi. NE of Okla. City; 75 mi. W of Tulsa.

2 - TRANSPORTATION: Railroads : Santa Fe Ry.
Motor Freight Carriers : 7.
Intercity Bus Lines : MK&O.

3 - POPULATION:
Corp. City 80 Cen. 38,268
CZ-ABC: (70) 31,126; (81) 38,500
RTZ-ABC: (70) 38,571; (81) 49,800
County 80 Cen. 62,435
City & RTZ-ABC: (70) 69,697; (81) 88,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,829
CZ-ABC: (70) 9,198; (81) 13,100
RTZ-ABC: (70) 13,755; (81) 20,400
County 80 Cen. 22,119
City & RTZ-ABC: (70) 22,953; (81) 33,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$204,010,000
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 27,063

7 - ELECTRIC METERS: 11,392

8 - GAS METERS: 10,404

9 - PRINCIPAL INDUSTRIES: Rubber & Plastic Hose Mfg.; Grain Elevator & Mills 2; Data Forms Mfg.; Electronics; Poultry Hatchery; Outboard Motor Mfg.; Tire Materials Mfg.
Principal Pay Days : 1 & 15; Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-60; Summer 77-82; Fall 49-74; Winter 37-42. First killing frost, Oct. Last killing frost, Mar.

11 - TAP WATER: Slightly alkaline, soft.

12 - RETAILING:
Principal Shopping Center : 7 blocks on Main St.; 10 on side streets off Main.
Neighborhood Shopping Centers : 3 blocks on West 6th; 2 on Washington; 6 on Knoblock; 4 on East 6th; University Square; Cimarron Plaza; Pioneer Square.
Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores : Katz; J.C. Penney; C. R. Anthony; Gibson's; Sears; Newton Wall; Montgomery Ward (catalog).
Discount Stores : Gibson's; Wal-Mart; TG&Y.
Variety Stores : Otasco; ACE Hardware Mart; Murphy's Hardware.
Chain Drug Stores : Humpty-Dumpty; Thrifty; Revco.
Chain Food Supermarkets : Consumers IGA 2; 7-Eleven; Humpty Dumpty; Safeway; Bestyet.
Other Chain Stores : Goodrich; Goodyear; Firestone; Carpet City; Nelson Furn.; Brown's Shoe Fit; Braum's; Quick Trip; Sherwin-Williams; Zale's; S&H Stamps.

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri) 9,737; (S) 10,239; March 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: L.F. Bellatti, Pub., NEWS-PRESS, PO Box 2288, Stillwater, OK 74074; Tel. (405) 372-5000.
National Representative : Southwest Dailies.

TAHLEQUAH

1 - LOCATION: Cherokee County, E&P Map F-2, County Seat. Resort area. Northeastern State College. Forestry, agriculture & farming area, 28 mi. SE of Muskogee, 65 mi. SE of Tulsa. On US Hwy. 62, State Hwy. 51.

2 - TRANSPORTATION: Railroads : Frisco.
Intercity Bus Lines : Continental Trailways.
Airlines : All major airlines at Tulsa Airport.

3 - POPULATION:
Corp. City 80 Cen. 9,708
County 80 Cen. 30,684

4 - HOUSEHOLDS:
City 80 Cen. 3,510
County 80 Cen. 10,595

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$92,584,000

6 - PASSENGER AUTOS: County 10,437

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, Agriculture; Forestry; Machine Shops; Cannery.

10 - CLIMATE: Min. & Max. Temp.—Spring 15-90; Summer 55-100; Fall 15-95; Winter 5-80. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, Soft; not flouridated.

12 - RETAILING: Principal Shopping Centers : East Downing St.; South & North Muskogee Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Box Center	NA	IGA
Cherokee Hills (5)	NA	
Downing Square	NA	(Planned)
Plaza (8)	NA	Reasors RedBud; T.G.&Y
Wal-Mart Ctr.	NA	Wal-Mart

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores : Hinds; Anthony's.
Discount Stores : T.G.&Y.; Wal-Mart.
Drug Stores : Cherokee Hills Pharmacy; Sun Drug.
Chain Food Supermarkets : Box's IGA; Mr. O's Shop-N-Go; Reasores.
Other Chain Stores : Doyles Shoes; Paulines (Womens); Sirloin Stocade; Buddys (Mens); Merle Norman.

14 - NEWSPAPERS: TAHLEQUAH DAILY PRESS (m-mon to fri) 4,510; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: John King, Jr., TAHLEQUAH DAILY PRESS, 106 W. 2nd, Tahlequah, OK 74464; Tel. (918) 456-8833.
National Representative : Okla. Press Serv.

TULSA

1 - LOCATION: Tulsa County (SMSA), E&P Map E-2, County Seat. Admin. center for many oil comp.; Electronics & Aviation Maintenance Ctr. 262 mi. SW of Kansas City; 276 mi NE of Dallas; 519 mi. N of Houston; 120 mi. E of Okla. City; 174 mi. SE of Wichita. On U.S. Hwys. I-44, 64, 66, 75, 169; State Hwys. 11, 33, 51.

2 - TRANSPORTATION: Railroads : Burlington Northern; Santa Fe; M.K.&T.; Texas S. Pacific.
Motor Freight Carriers : 54.
Intercity Bus Lines : Continental Trailway; Greyhound; M.K.&O.; KG Lines.
Airlines : American; Braniff; Continental; Delta; Frontier; TWA; Ozark; International Ariport. (3 Airports).

3 - POPULATION:
Corp. City 80 Cen. 360,919
CZ-ABC: (70) 386,352; (81) 454,100
RTZ-ABC: (70) 368,592; (81) 498,300
County 80 Cen. 470,593
SMSA 80 Cen. 689,628
City & RTZ-ABC: (70) 754,944; (81) 952,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 145,414
CZ-ABC: (70) 129,548; (81) 175,100
RTZ-ABC: (70) 122,137; (81) 190,000
County 80 Cen. 181,620
SMSA 80 Cen. 258,002
City & RTZ-ABC: (70) 251,685; (81) 365,100

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	5	$998,604,000
Commercial	27	$3,731,000

6 - PASSENGER AUTOS: County 273,740

7 - ELECTRIC METERS: Residence 160,400

8 - GAS METERS: Residence 131,000

9 - PRINCIPAL INDUSTRIES: Met. Area : Industry, Number of Wage Earners—Mfg. 50,700; Mining 14,000; Const. 12,400; Trans. & Pub. Utilities 18,200; Whol. and Ret. Trade 53,300; Fin. Ins. Real Estate 13,600; Service 39,900; Govt. 23,900; (Av. Wkly. Wage) All Mfg. ($248.28).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 46-69; Summer 69-90; Fall 47-69; Winter 35-51. First killing frost, Nov. 3. Last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas : Downtown from 3rd St. to 10th St. South; Denver Ave. east to Detroit; 21st to 22nd Pl South; Utica Ave. east to Yorktown; 39th to 43rd St. South; Yale Ave. east to Hudson; 71st & Memorial.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Admiral Place (13)	NA	C.R. Anthony, TG&Y
Boman Acres (14)	NA	Safeway, Boman Thea.
Briar Village (24)	NA	Safeway, TG&Y
Brook Plaza (23)	NA	TG&Y, Froug's Dept.
Brookside	NA	C.R. Anthony, Otasco
Country Club (36) Plaza	NA	Skaggs Alpha Beta
Crossbow (28)	NA	TG&Y, Bestyet Foods
Crossing Oaks (27)	NA	Safeway, Target
Crosstown Mall	NA	Woolco, Discount Foods
Crystal City (23)	NA	TG&Y, Otasco
Eastgate (7)	NA	Frougs, Wells Food
Executive Mall (27)	NA	Baskin & Robbins, Dickies, Fish & Chips
Farm Ctr. (52)	NA	Furr's, Reads
Fontana (41)	NA	O.G. Wilson, Froug's, Stewart's
Garnett Plaza (32)	NA	Skaggs Alpha Beta Clothworld, Radio Shack
Harvard Hills (13)	NA	TG&Y, C.R. Anthony
Highland Plaza (32)	NA	Goodyear, Stephen's Rest
Holiday Hills (12)	NA	Sipes Mkt.
Kensington (8)	NA	Eckard Drug, Sipes
London Square (13)	NA	Rown & Petty Foods
London South (13)	NA	Argentine Steak House
Mall 31 (29)	NA	Will Rogers, Fabrics & Crafts, Catherine's Shoppe
Mclain Village (14)	NA	Safeway, TG&Y, Mont. Ward
Meadowood (18)	NA	TG&Y, Red Bud Mkt.
Northland (21)	NA	Brown Dunkin
Old Village (14) Shoppes	NA	TG&Y
Osage Hills Ctr. (13)	NA	TG&Y, C.R. Anthony
Park Lane (17)	NA	TG&Y, Red Bud Food
Park Plaza (20)	NA	TG&Y, Safeway
Ranch Acres (11)	NA	Otasco, Safeway, TG&Y
1700 Yale Mall (10)	NA	Target, Radio Shack
Sheridan Village (30)	NA	TG&Y, Buds Thrif-T-Wise
Southland (38)	NA	TG&Y, Penney, Dillards
Southroads Mall (68)	NA	Woolco, Zales, Vandevers
Springdale (19)	NA	Sears, Safeway, Levine's
Suburban Acres (14)	NA	IGA, Foodliner, C.R. Anthony
Utica Square (77)	NA	TG&Y, J.A. Brown
Walnut Creek I & II (28)	NA	Cinerella Bootery, Buggy Whip, Wms. Apparel, Safeway
Woodland Hills (70)	NA	Sears, J.A. Brown, Dillards

Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Vandever's; Dillard's 3; Woolf Bros.; Street's; Clarke's 4; Renberg's 3; Froug's 10; Sears 3; Woolco 2; C.R. Anthony 11; J.C. Penney 3; John A. Brown 2; Montgomery Ward 2.
Discount Stores : Looboyle's 2; Target; David's 2; K mart 5.
Variety Stores : TG&Y 30.
Chain Drug Stores : Med-X 9; Walgreen 3; Rexall 3; Getman 2; Skaggs 5; Family Drugs 4; Eckerd 5.
Chain Food Supermarkets : Thrift-T-Wise & Affiliated Food Stores 10; Safeway 28; Sipes 3; Bestyet 1; Red Bud 7; Family Markets; McCartney's 2; Superettes—Git-N-Go 35; Quick-Trip 39; Okla. U-Tote-Um 47; In-N-Out; Sam's 2; 7-Eleven 10.
Other Chain Stores : Tall Fashions; Shoes: Schiff's 3; Cinderella 3, Thom McAn 2, Kinney 5; Jewelry: Boswell's 3, Zales 4, Moody's, Sloan's; Automotive: Firestone 3, Goodyear 10, Otasco 20, Automotive of Tulsa 6, Thrift 3, Midas 3, Singer Co. 4; Paint: Devoe 3, Cook's 6, PPG 10. Pittsburgh Paint 2, Sherwin-Williams 2, S&H Green Stamps.

14 - NEWSPAPERS: WORLD (m) 128,587; TRIBUNE (e) 77,772; Comb. (m&e) 206,359; WORLD (S) 222,755; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Kendall Somers, Adv. Dir., Newspaper Printing Corp. (agent) for TRIBUNE and WORLD, Po Box 1770, Tulsa, OK 74102; Tel. (918) 583-2161.
National Representative : Branham.

VINITA

1 - LOCATION: Craig County, E&P Map F-1, County Seat. 65 mi. NE of Tulsa. On U.S. Hwys. 66, 69, 60; Will Rogers Tpke.

2 - TRANSPORTATION: Railroads : M.K.&T. and Frisco.
Intercity Bus Lines : M.K.O.; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,740
County 80 Cen. 15,014
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,514
County 80 Cen. 5,685

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$88,916,000
Sav. & Loan	1 (5 Br.)	$272,641,535

6 - PASSENGER AUTOS: County 8,307

7 - ELECTRIC METERS: Residence 2,574

8 - GAS METERS: Residence 2,795

9 - PRINCIPAL INDUSTRIES: Electrical Connector Mfg. (347 emp.); Agriculture; Mill & Elevator; Feeds; Flag and Apron Mgr.; Eastern State Hospital (877 emp.); Tower Manufacturer; Fiberglass Boat Plant; Evans Bakery Products (52 emp.).

10 - CLIMATE: Average Temp.—Spring 60; Summer 80; Fall 59; Winter 36.

11 - TAP WATER: 30 in. line from Grand Lake.

12 - RETAILING:
Principal Shopping Days :Sat., Thu., Fri.
Stores Open Evenings : Drug, supermarkets & discount.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Carters; Draper's; Davis Western; Anthony's.
Discount Stores : Wal-Mart.
Chain Food Supermarkets : Safeway; Warehouse; Carter's.
Other Chain Stores : Western Auto; Sherwin- Williams; Oklahoma Tire; Montgomery Ward (catalog); Sears (catalog); Pizza Hut, Taco Hut; Goodyear; Kentucky Fried Chicken; Coast-to-Coast.

14 - NEWSPAPERS: JOURNAL (e) 3,946; sworn Mar. 30, 1981.
Local Contact for Advertising and Merchandising Data: John M. Turner, Pub., JOURNAL, PO Drawer C, Vinita, OK 74301; Tel. (918) 256-6422.
National Representative : None.

WEATHERFORD

1 - LOCATION: Custer County, E&P Map C-2, University Community; Agriculture Area (wheat, cotton, feeds); Elevators; Nursery area; Southwestern State University. 73 mi. W of Oklahoma City. On I-40 and State Hwy. 54.

2 - TRANSPORTATION: Railroads : Chicago; Rock Island & Pacific.
Motor Freight Carriers : 1.
Intercity Bus Lines : Greyhound; Continental Trailways.
Airlines : Cargo at Thos. P. Stafford Field; Nearest Commercial Airfield at Oklahoma City.

3 - POPULATION:
Corp. City 80 Cen. 9,640
County 80 Cen. 25,995

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,438
County 80 Cen. 9,482

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$40,334,430

6 - PASSENGER AUTOS: County 12,394

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: Residence 3,700

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Education 450 ($250); Photo. Processing 100 ($120); Printing Prod. 270 ($150); Meat Proc. 26 ($80); Data Proc. Equip. 200 ($200)

10 - CLIMATE: Avg. Annual Temp. 60.5; Rainfall 27.7; Temp. Summer 65-105; Winter 10-75.

11 - TAP WATER: Well water; soft.

12 - RETAILING: Principal Shopping Center : 7 blocks on Main St. plus shopping center continuation.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weatherford (14)	NA	Coast to Coast, TG&Y
Northpark Shoppes (6)	NA	Kwik Korner

Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores : Dixie; Anthony's; In Crowd; Dollar; Kloset; Toni's; Frankie's; Smart Shop; Gazebo; Otasco; Sears (catalog).
Discount Stores : Gibson's.
Variety Stores : TG&Y.
Chain Food Stores : United; Puddin' Lane; IGA.

14 - NEWSPAPERS: NEWS (e-tues to fri) 3,907; (S) 4,517; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Kenneth O. Reid, 3,583 David W. Reid, Pub., NEWS, 118 S Broadway, Weatherford, OK 73096; Tel. (405) 772-3301.
National Representative : Okla. Press Serv.

WEWOKA

1 - LOCATION: Seminole County, E&P Map E-2.

2 - TRANSPORTATION: Railroads : Rock Island.
Motor Freight Carriers : 4.
Intercity Bus Lines : Union; Oklahoma; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,480
County 80 Cen. 27,473

4 - HOUSEHOLDS:
City 80 Cen. 2,132
County 80 Cen. 10,158

5 - BANKS: 370

Commercial	2	$36,602,957
Savings & Loan	-	$20,587,872

6 - PASSENGER AUTOS: County 11,739

7 - ELECTRIC METERS: Residence 2,600

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Oil; Oil Field Servicing; Clothing Mfg.; Plastic Mfg.; Expanded Steel.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 33-90; Summer 65-110; Fall 32-80; Winter 0-45. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:
Principal Shopping Center : 5 blocks on Wewoka St.; 4 blocks on Mekusukey St.; all cross streets in between.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Sat.

13 - RETAIL OUTLETS: Department Stores : Cohen's; General Dollar; Anthony's; Sharpe's.
Variety Stores : Ben Franklin.
Chain Food Supermarkets : Redbud; Scott's IGA; Smith's.
Other Chain Stores : Goodrich; Nelson (furn.); Jack's (shoe); Otasco (auto & home supplies).

14 - NEWSPAPERS: TIMES (e-tues to fri) 2,318; (S) 2,318; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising DATA: Nancy Miller, Gen. Mgr., TIMES, Box 61, Wewoka, OK 74884; Tel. (405) 257-3341.
National Representatives : Southwest Dailies; Okla. Press Serv.

WOODWARD

1 - LOCATION: Woodward County, E&P Map C-1, County Seat. Wholesale and agricultural center on the North Canadian River. On U.S. Hwys. 183, 270 and State Hwys. 3, 14 and 34. 140 mi. NW of Oklahoma City.

2 - TRANSPORTATION: Railroads : Atchinson, Topeka & Santa Fe.
Motor Freight Carriers : 5.
Intercity Bus Lines : Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 13,610
County 80 Cen. 21,172

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,068
County 80 Cen. 7,582

5 - BANKS: 3 Comm., Dep. $86,495,000

6 - PASSENGER AUTOS: County, 10,196

7 - ELECTRIC METERS: Residence 4,788

8 - GAS METERS: Residence 4,489

9 - PRINCIPAL INDUSTRIES: Metal Working; Livestock; Westwear; Underwear Mfg.; Meat Packing; National Gas; Farming; Oil affiliates; Iodine Mfg.; Fertilizer.
Principal Industrial Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-81; Summer 63-93; Fall 29-82; Winter 21-62. First killing frost Oct. Last killing frost, Apr.

11 - TAP WATER: 8 gr. per gal.

12 - RETAILING: Principal Shopping Center : 6 blocks on Main St. Downtown; Westgate (2); Plaza (4) & Southgate (3).
Stores Open Evenings : Food; Discount.
Stores Open Sundays : Food; Discount.

13 - RETAIL OUTLETS: Department Stores : C. R. Anthony; J.C. Penney; Frost's; Trego's; Oliver's; Star Model; Sears; Montgomery Ward; Wal-Mart.
Variety Stores : TG&Y Family Store.
Discount Stores : Gibson's.
Chain Drug Stores : Bogdahn Rexall 2; Ideal Drug; Gibson's; TG&Y.
Chain Food Supermarkets : Safeway; Ideal; United.
Other Chain Stores : Otasco; Coast-to-Coast; Mode O'Day; Sweetbriar; Atwood's; S&H Green Stamps; Factory Outlet; Firestone; Western Auto; Long Bell; Thom McAn.

14 - NEWSPAPERS: PRESS (e-mon to fri) 5,730; (S) 5,730; sworn Mar. 31, 1981.
Local contact for Advertising and Merchandising Data: Clark Lawrence Jr. Pub., PRESS, 1023 Main St., Woodward, OK 73801; Tel. (405) 256-3311.
National Representative : Okla. Press Serv.

OREGON SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Eugene-Springfield —Lane County.
Medford —Jackson County.
Portland, Ore.-Wash. —Clackamas; Multnomah and Washington Counties, Ore.; Clark County, Wash.
Salem —Marion and Polk Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	164	198
5-14 Years	406	392
15-24 Years	366	464
25-44 Years	481	785
45-64 Years	499	491
65 and Over	226	303
TOTAL	2,092	2,633

Based U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	322	629	951
Genral Mdse	559	1,256	1,859
Food	1,206	1,822	3,040
Automobiles	1,130	2,083	2,844
Gasoline Stations	391	655	1,352
Apparel	215	391	580
Furniture	234	481	743
Eat-Drink Places	438	879	1,468
Drugs	171	307	500
TOTAL	5,190	9,348	14,895

ALBANY

1 - LOCATION: Linn County, E&P Map A-2, County Seat. On navigable Willamette River, 75 mi. South of Portland. Wholesale and shipping center for lumber export, dairy and agricultural products. On U.S. Hwys. 20, 99E & I-5.

2 - TRANSPORTATION: Railroads : Southern Pacific; SPS (freight).
Motor Freight Carriers : 12.
Intercity Bus Lines : Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,540
PMA-ABC: (70) 73,661; (81) 92,700
County 80 Cen. 89,495

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,415
PMA-ABC: (70) 23,064; (81) 33,300
County 80 Cen. 32,773

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$77,283,931
Sav. & Loan	3	$53,111,726

6 - PASSENGER AUTOS: County 67,178

7 - ELECTRIC METERS: City 9,569

8 - GAS METERS: Residence (City) 4,875

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Metals 2,480 ($183); Wood Products 4,755 ($154); Food Processing 1,012 ($177); Agricultural 1,741 ($143); Util. & Trans. 322 ($153); Construction 1,633 ($172).
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 33-59; Summer 66-94; Fall 50-72; Winter 10-45. First killing frost, Nov. 6. Last killing frost, Mar. 30.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on 1st Ave.; 5 on 2nd Ave.; 4 on 3rd; 5 on Broadalbin, Ellsworth, Lyon.
Neighborhood Shopping Centers : E. 2nd and Main; Elm and 9th Ave.; Santiam Rd. and Highway 99E; Santiam Rd. & Waverly Dr.; Hwy. 99E and Washington St.; Queen & Hill: 1 block.
Principal Shopping Days : Wed., Fri. and Sat.
Stores Open Evenings : Mon. & Fri

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears; The Broadway.
Variety Stores : Safeway Economy Center.
Discount Stores : Coastal Farm & Home; Bi-Mart; Fred Meyer; K mart; Payless.
Chain Drug Stores : Payless; Fred Meyer.
Chain Food Supermarkets : Safeway; Richey's 2; Roth's IGA; Fred Meyer; Thriftway.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 20,675; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bob Watson, Ret. Adv. Mgr., DEMOCRAT-HERALD, 138 W 6th, Albany, OR 97321; Tel. (503) 926-2211.
National Representative : Branham.

ASHLAND

1 - LOCATION: Jackson County (In Medford SMSA). E&P Map A-3, 13 mi. SE of Medford; 22 mi. N of the California boundary line on Interstate 5 and Greensprings Hwys.; 313 mi. from Portland; 370 mi. from San Francisco. Tourist & education center.

2 - TRANSPORTATION: Motor Freight Carriers : 12.
Intercity Bus Lines : Greyhound; Trailways; Royal Rapid Transit.
Airlines : United; Air Oregon; Far West Airlines.

3 - POPULATION:
Corp. City 80 Cen. 14,943
CZ-ABC: (70) 12,342; (81) 14,900
RTZ-ABC: (70) 6,003; (81) 9,400
County/SMSA 80 Cen. 132,456
City & RTZ-ABC: (70) 18,345; (81) 24,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,909
CZ-ABC: (70) 4,124; (81) 5,700
RTZ-ABC: (70) 1,972; (81) 3,600
County/SMSA 80 Cen. 49,011
City & RTZ-ABC: (70) 6,096; (81) 9,300

5 - BANKS: 4 Comm, 3 S&L
Est. Dep. $45,021,000

6 - PASSENGER AUTOS: County 106,213

7 - ELECTRIC METERS: Residence 5,300

8 - GAS METERS: Residence 2,686

9 - PRINCIPAL INDUSTRIES: Lumbering; Wood Products Factory; Steel Tanks; Railroad; Box Factory; Planing Mill; Dental Equip.; Southern Oregon College (4,600 students); Ski Resort; Oregon Shakespeare Festival.

10 - CLIMATE: Min. & Max. Temp.—Spring 34-76; Summer 58-97; Fall 32-73; Winter 24-58. First killing frost, Oct. 17. Last killing frost, May 1.

11 - TAP WATER: Soft; not fluoridated

12 - RETAILING: Principal Shopping Center : 6 blocks on Main St.
Neighboring Shopping Centers : Pioneer Village, 2 blocks at Pioneer & Oak Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway	1 1/2	Buy Rite
Lithia Creek	2	
Commercial Center	2	
Ashland (18)	2	Kacy's
Tolman-66	2 1/2	Bi-Mart
Siskiyou Blvd. (8)	NA	

Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Perrine's; Fortmiller's; Beno's; K. Daniels.
Variety Stores : Sprouse Reitz.
Chain Food Supermarkets : Pioneer; Kacy's Mkt.; Buy Rite; Safeway; U Mark It.
Chain Drug Stores : Ashland Rexall; Bi-Mart; Thrifty.
Other Chain Stores : Coast-to-Coast; Radio Shack.

14 - NEWSPAPERS: THE DAILY TIDINGS (e) 6,025; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dallas Rhoden, Adv. Mgr., TIDINGS, 1661 Siskiyou Blvd., Ashland, OR 975203; Tel. (503) 482-3456.
National Represantative : None.

ASTORIA

1 - LOCATION: Clatsop County, E&P Map A-1, County Seat. On South shore of Columbia River, 10 mi. from mouth; 105 mi. NW of Portland.

2 - TRANSPORTATION: Railroads : Burlington-Northern.
Intercity Bus Lines : Greyhound.
Motor Freight Carriers : 5.
Freight Steamship Lines : 15.

3 - POPULATION:
Corp. City 80 Cen. 9,998
CZ-ABC: (70) 10,244; (81) 11,000
RTZ-ABC: (70) 31,048; (81) 36,900
County 80 Cen. 32,489
City & RTZ-ABC: (70) 41,292; (81) 48,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,235
CZ-ABC: (70) 3,904; (81) 4,900
RTZ-ABC: (70) 10,845; (81) 14,700
County 80 Cen. 12,795
City & RTZ-ABC: (70) 14,749; (81) 19,600

5 - BANKS:
5 Savings, Est. Dep. $85,000,000

6 - PASSENGER AUTOS: County 25,007

7 - ELECTRIC METERS: Residence 14,873

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fishing; Pulp Paper Mfg.; Seafood packing and canning; Lumber; Plywood; Saw Mills; Dairy; Grass Seed; Mink Growing; Shipping; Tourist.

10 - CLIMATE: Min. & Max. Temp.—Spring 43-58; Summer 53-68; Fall 48-60; Winter 37-48.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney
Chain Food Supermarkets : Safeway; Astoria Public Mkt.; Sentry Mkt. 2; Astoria IGA Thriftway.

14 - NEWSPAPERS: ASTORIAN (e-mon to fri) 9,463; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donald J. Budde, Gen. Mgr., ASTORIAN, 949 Exchange, Astoria, OR 97103; Tel. (503) 325-3211.
National Representative : Branham.

BAKER

1 - LOCATION: Baker County, E&P Map D-2.

2 - TRANSPORTATION: Railroads : Union Pacific.
Motor Freight Carriers : 2.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,471
CZ-ABC: (70) 9,354; (81) 9,600
RTZ-ABC: (70) 8,130; (81) 10,100
County 80 Cen. 16,134
City & RTZ-ABC: (70) 17,484; (81) 19,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,728
CZ-ABC: (70) 3,232; (81) 3,800
RTZ-ABC: (70) 2,736; (81) 3,900
County 80 Cen. 6,169
City & RTZ-ABC: (70) 5,968; (81) 7,700

5 - BANKS:	NUMBER	DEPOSITS
Savings	3	$38,000,000
Sav. & Loan	2	Est.$25,000,000

6 - PASSENGER AUTOS: County 13,740

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Woodwork, 710 Emp. ($200 wkly.); Agriculture, 500 ($175 wkly.).
Principal Industrial Pay Days : 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.—Spring 33-56; Summer 48-92; Fall 34-62; Winter 19-35. First killing frost, Oct. 3. Last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Center : Maxi-Mart (2 mi.).
Principal Shopping Days : Wed., Fri.

13 - RETAIL OUTLETS: Department Stores : Baker Mercantile; Neuberger & Heiner.
Variety Stores : True Value; Hirsch Value Center; Sentry.
Chain Food Supermarkets : Safeway; Albertson's; Wilson's.
Other Chain Stores : Coast-to-Coast; Mode O'Day; Western Auto.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 3,283; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack R. Turner, Publisher, DEMOCRAT-HERALD, 1915 First St., Baker, OR 97314; Tel. (503) 523-3673.
National Representative : Ore. Newspaper Pub.

BEND

1 - LOCATION: Deschutes County, E&P Map B-2, County Seat. Wholesale lumber manufacturing, agricultural and tourist center. 160 mi. SE of Portland. On U.S. Hwys. 97 and 20.

2 - TRANSPORTATION: Railroads : Burlington Northern; Union Pacific.
Motor Freight Carriers : 3.
Intercity Bus Line : Pacific Trailways.
Airlines : Republic; Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 17,263
CZ-ABC: (70) 17,044; (81) 26,500
RTZ-ABC: (70) 28,926; (81) 60,800
County 80 Cen. 62,142
City & RTZ-ABC: (70) 45,970; (81) 87,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,011
CZ-ABC: (70) 5,789; (81) 10,300
RTZ-ABC: (70) 9,425; (81) 23,100
County 80 Cen. 22,976
City & RTZ-ABC: (70) 15,214; (81) 33,400

5 - BANKS: 5 Savings, Dep. $138,782,000

6 - PASSENGER AUTOS: County 51,187

7 - ELECTRIC METERS: Residence 6,808

8 - GAS METERS: Residence 6,695

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners Lumber 2380; Mfg. and Other Durable Goods 750; Government 3,980;
Principal Pay Days : 1st, 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-70; Summer 43-90; Fall 33-70; Winter 27-42. First killing frost, Sept. 10. Last killing frost, May 12.

11 - TAP WATER: Aklaline, very soft.

12 - RETAILING: Principal Shopping Center : 5 blocks on Wall St.; 5 blocks on Bond St.; 2 blocks on Oregon, Minnesota and Greenwood Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wagner Mall	1	Wagners
Greenwood	1	Erickson's
Bend Plaza	1	Safeway
Albertson's	2	Albertson's
Whistle Stop	1	Longs
Mountain View	2	G.I.Joe's, The Emporium
Bend River	2	The Bon, Sears Boyd Center

Neighborhood Shopping Centers : South 3rd St.; Columbia St. and East 1st St.; East Greenwood.
Principal Shopping Days : Department Stores—Mon., Fri., Sat.; Food Stores—Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Wetle's; J.C. Penney; Smart Shop; Hatfield's; Outdoor Store; G.I.Joe's; The Emporium; The Bon; Sears.
Discount Stores : Morin's; Mark N'Pak; Bi-Mart.
Chain Drug Stores : Payless; Brandis Thrift-Wise; Longs Drug.
Variety Stores : Sprouse Reitz; Safeway; Economy Center.
Chain Food Supermarkets : Wagner's; Safeway; Green Mindt; Sentry Mkt.; Albertson's.
Other Chain Stores : Weisfield's Jewelers; Coast-to-Coast Mode O'Day; Montgomery Ward (Catalog); Sears Roebuck (Catalog); Hi Fashion Fabrics; Stretch & Sew; Jay Vee; Radio Shack. Chess King; Endicott-Johnson Shoes; Walden books; Kinney Shoes; Jay Jacobs; Mr. Rags; Orange Julius; Anita's; Command Performance; Beef'n Brew; Zales; Weis Fields; Maurices; The Closet; V-J Sound City; Her New Image; The Jean Machine; Litte Puffer Billy; Leather Loft; Lubys; Mr. Mark; Breslers; Pet-Porium; Rhoda Leg; Vans Out door Stores; House of Fabrics; Garmentree.

14 - NEWSPAPERS: BULLETIN (e) 19,055; Mar. 31, 1981 ABC (Sat. m edition discontinued and S edition started effective Sept. 13, 1981.)
Local Contact for Advertising and Merchandising Data: Ted Diekman, Adv. Mgr., BULLETIN, 1526 N.W. Hill St., Bend, OR 97701; Tel. (503) 382-1811.
National Representative : None.

COOS BAY-NORTH BEND

1 - LOCATION: Coos County, E&P Map A-3, 219 mi. SW of Portland, 530 mi. N of San Francisco; 125 mi. SW of Eugene. Business and population center for SW sector of Oregon. Lumber port 16 mi. long, landlocked deep water bay, major port between Portland and San Francisco. U.S. Hwy. 101.

2 - TRANSPORTATION: Railroads : Southern Pacific.
Intercity Bus Lines : Greyhound.
Motor Freight Carriers : 3.
Airlines : Air Oregon.

3 - POPULATION:
Corp. Cities 80 Cen. 24,203
Coos Bay 80 Cen. 14,424
North Bend 80 Cen. 9,779
CZ-ABC: (70) 24,899; (81) 29,400
RTZ-ABC: (70) 50,784; (81) 61,400
County 80 Cen. 64,047
City & RTZ-ABC: (70) 75,683; (81) 90,800

Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 9,142
Coos Bay 80 Cen. 5,573
North Bend 80 Cen. 3,569
CZ-ABC: (70) 8,251; (81) 11,400
RTZ-ABC: (70) 16,468; (81) 22,800
County 80 Cen. 23,870
City & RTZ-ABC: (70) 24,719; (81) 34,200

5 - BANKS:	NUMBER	DEPOSITS
Savings	6	$347,709,923
Sav. & Loan	4	$1,565,743

6 - PASSENGER AUTOS: County 56,100

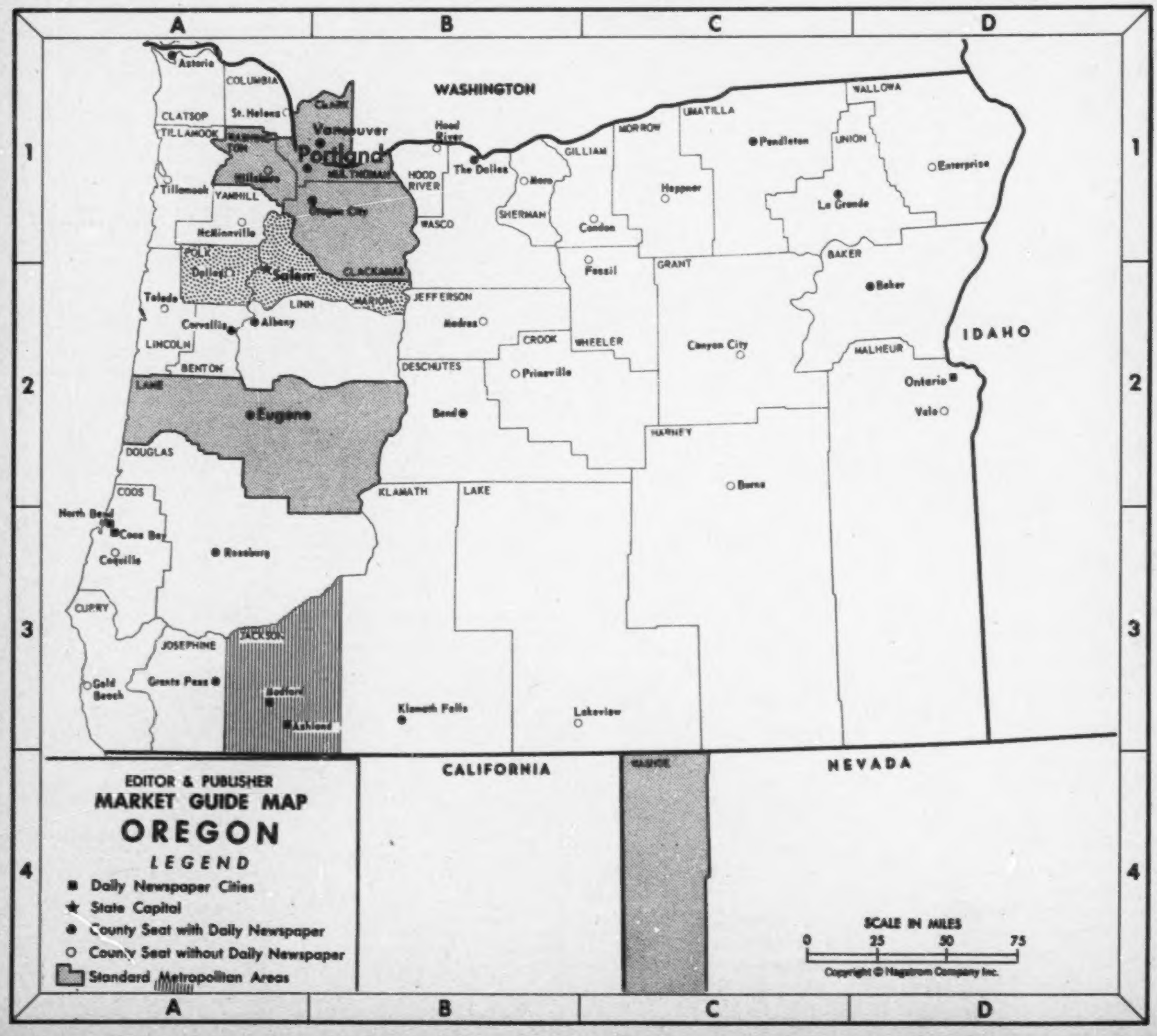
7 - ELECTRIC METERS: Residence 14,275

8 - GAS METERS: Residence 1,284

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Lumber Shipping 1,580 ($275); Logging 1,160 ($300); Plywood 2,070 ($225); Sawmill 2,190 ($260); Wholesale 480 ($200); Retail 3,400 ($175); Construction 790 ($300); Food Products 460; (wkly. wage averages are statewide figures).
Principal Pay Days : Lbr. 10 & 25; Ret. 15 & 30.

10 - CLIMATE: Min. & Max. Temp.—Spring 43-65; Summer 55-85; Fall 50-75; Winter 25-65. First killing frost, Oct. 15. Last killing frost, Nov. 15.

11 - TAP WATER: Neutral, soft; fluoridated.


A
B
C
D
1
2
3
4
WASHINGTON
IDAHO
CALIFORNIA
NEVADA
Astoria
COLUMBIA
CLATSOP
St. Helens
CLARK
Vancouver
TILLAMOOK
WASHINGTON
Portland
Hillsboro
MULTNOMAH
Hood River
HOOD RIVER
The Dalles
Tillamook
YAMHILL
McMinnville
Oregon City
WASCO
Moro
SHERMAN
GILLIAM
Condon
MORROW
Heppner
UMATILLA
Pendleton
UNION
La Grande
WALLOWA
Enterprise
POLK
Dallas
Salem
CLACKAMAS
MARION
Toledo
Corvallis
Albany
LINN
JEFFERSON
Madras
Fossil
GRANT
BAKER
Baker
LINCOLN
BENTON
CROOK
WHEELER
Prineville
Canyon City
DESCHUTES
MALHEUR
Ontario
Vale
LANE
Eugene
Bend
HARNEY
Burns
DOUGLAS
COOS
North Bend
Coos Bay
Coquille
Roseburg
KLAMATH
LAKE
CURRY
JOSEPHINE
JACKSON
Grants Pass
Gold Beach
Medford
Ashland
Klamath Falls
Lakeview
WASHOE
EDITOR & PUBLISHER
MARKET GUIDE MAP
OREGON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
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12 - RETAILING: Principal Shopping Center : 3 blocks on Broadway; 3 on Central Ave.; 2 on Anderson Ave. (Coos Bay); 2 on Sherman Ave. (North Bend).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albertson's	NA	Albertson's Super Mkt.
Bi-Mart (11)	NA	Bi-Mart Drug, Disc. & Variety, Mont. Ward
Pony Village (88)	NA	Safeway, Sprouse Reitz, Sears, Pay Less, Bon Marche

Principal Shopping Days : Sat., Mon., Fri.
Stores Open : Mon. & Fri. Evg.; Food & Drug on Sun.

13 - RETAIL OUTLETS: Department Stores : Emporium; J. C. Penney; Bon Marche.
Variety Stores : Sprouse Reitz 2; Big Value Store.
Chain Drug Stores : PayLess 2; K mart; Bi-Mart.
Chain Food Supermarkets : Safeway 2; McKays 5; Albertson's.
Other Chain Stores : Anita Shops; Mode O'Day; Western Auto; Coast-to-Coast; Firestone; Singer Co.; Uniroyal; Sears; Ward's; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: WORLD (e) 17,417 Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dick Cosgrove, Pub; Steve Bennett, Adv. Dir. WORLD, 350 Commercial, Coos Bay, OR 97420; Tel. (503) 269-1222.
National Representative : News Ad. Serv.

CORVALLIS

1 - LOCATION: Benton County, E&P Map A-2, County Seat. Lumber wood by-products and agriculture, College center; on Williamette River, 35 mi. S of Salem and 85 mi. S of Portland. On U.S. Hwys. 20, 99W.

2 - TRANSPORTATION: Railroads : Southern Pacific.
Motor Freight Carriers : 6.
Intercity Bus Lines : Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 40,960
CZ-ABC: (70) 35,153; (81) 39,600
RTZ-ABC; (70) 25,543; (81) 24,100
County 80 Cen. 68,211
City & RTZ-ABC: (70) 60,696; (81) 63,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 en. 14,637
CZ-ABC: (70) 10,215; (81) 13,200
RTZ-ABC: (70) 7,738; (81) 8,500
County 80 Cen. 23,973
City & RTZ-ABC: (70) 17,953; (81) 21,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$132,976,768
Sav. & Loan	7	$215,528,092

6 - PASSENGER AUTOS: County 44,452

7 - ELECTRIC METERS: Residence 14,833

8 - GAS METERS: Residence 6,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners. Total Gov't 10,980; Service & Misc. 4,270; Lumber & Wood 1,630; Machinery 1,730; Finance, Ins., Real Estate 1,020; Trade 4,570.

10 - CLIMATE: Min. & Max. Temp.—Spring 33-91; Summer 40-103; Fall 14-81; Winter 12-70. First killing frost, Oct. 25. Last killing frost, Apr. 12.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 2 blocks on 2nd St.; 3 on 3rd St., 2 on 4th St.
Neighborhood Shopping Centers : College Hill; Monroe St. from 15th St. to 26th St.; North Ninth St. & Beca; Kings Blvd. & Fillmore; Ninth St. & Circle Blvd.; Kings Blvd. & Circle Blvd.; 1895 N.W. Ninth St.; 777 N.W. Ninth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Circle 9 (31)	NA	Payless, Richeys
Kings Circle (7)	NA	Albertson's
Kings Road (9)	NA	Fred Meyer
Northgate (9)	NA	Richers, Roths IGA
Plaza 9 (13)	NA	Eliasons
The Old Cannery (23)	NA	Scottys Shoes

Principal Shopping Days : Sat., Fri., Wed.
Stores Open Evenings : Most Retail—Fri., Some Retail—Mon.; Foods—every evening.
Stores Open Sundays : Most Retail Food.

13 - RETAIL OUTLETS: Department Stores : Frederick & Nelson; Penney; Fred Meyer, Inc.; Payless Drug; Clothes Tree.
Variety Stores : McGregor's.
Discount Store : Bi-Mart; Fred Meyer; Payless; Waremart.
Chain Drug Stores : Payless 2.
Chain Food Supermarkets : Safeway; Roth's IGA; Albertson's; Fred Meyer; Richey's 3; Prairie Market; Thriftway.

14 - NEWSPAPERS: GAZETTE-TIMES (e) 15,581; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Adrienne Gonia Fowler, Adv. Mgr. GAZETTE-TIMES, 600 S.W. Jefferson, Corvallis, OR 97330; Tel. (503) 753-2641.
National Representative : Branham.

EUGENE

1 - LOCATION: Lane County (In Eugene-Springfield SMSA). E&P Map A-2. County Seat. Lumber, industrial, agricultural and education center. On Willamette River, 110 mi. S. of Portland at head of Willamette Valley. 216 mi. N of the California border and 60 mi. E. of Pacific Ocean. On U.S. Hwys. 99, 126, I-5; State Hwys. 36, 38 and 58.

2 - TRANSPORTATION: Railroads : Southern Pacific; Burlington Northern; Oregon Electric.
Motor Freight Carriers : 24.
Intercity Bus Lines : Greyhound; Trailways.
Airlines : Republic; United; Frontier; Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 105,624
CZ-ABC: (70) 146,319; (81) 209,000
RTZ-ABC: (70) 76,990; (81) 86,200
County/SMSA 80 Cen. 275,226
City & RTZ-ABC: (70) 223,309; (81) 295,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 42,323
CZ-ABC: (70) 47,463; (81) 78,400
RTZ-ABC (70) 23,943; (81) 30,400
County/SMSA 80 Cen. 103,525
City & RTZ-ABC: (70) 71,406; (81) 108,800

5 - BANKS:	NUMBER	DEPOSITS
Commerical	12	N.A.
Sav. & Loan	11	N.A.

6 - PASSENGER AUTOS: County 200,974

7 - ELECTRIC METERS: Residence 73,507

8 - GAS METERS: Residence 12,67400

9 - PRINCIPAL INDUSTRIES: Industry Number of Wage Earners (Av. Wkly. Wage)—Food 1,400 ($313); Lumber 12,100 ($390); Transp. 3,400 (N.A.); Whlse. 5,200 (N.A.); Retail 19,600 (N.A.); Govt. 22,400 (N.A.); Misc. 36,100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.—Spring 39-66; Summer 49-79. Fall 42-64; Winter 32-47. First killing frost, Nov. 7. Last killing frost, Apr. 7. Average rainfall, 42.56.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center : 8 blocks on Willamette; 5 on Olive; 5 on Oak St.; 4 each on 7th, 8th, 9th, 10th and 11th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Edgewood (11)	NA	Safeway, Tiffany Drugs
Emerald (10)	NA	
Farmdale (10)	NA	Safeway, Sprouse Reitz
Gilbert (15)	NA	Safeway, Sprouse Reitz
Mohawk Center	NA	BiMart
Oakway Mall (40)	NA	Albertson's, Tiffany's
Riviera (15)	NA	McKay Groc., Tiffany-Davis
Springfield Mall	NA	Payless, Emporium, Albertson's
Valley River (86)	NA	Penney, House of Fabrics, Meier & Frank, Mont. Ward, Frederick & Nelson
West 11th (14)	NA	Drive-n-Save Mkt.
Willamette (12)	NA	Mayfair Mkt., Emporium, Plaza Payless
Coburg Plaza (8)	NA	Safeway, Thrifty Drug.

Principal Shopping Days : Thu., Fri., Sat.; Food-Weds., Thurs., Fri., Sat.
Stores Open Evenings : Most open nightly; Downtown—Fri.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; Sears; Penney; Broadway; Bon Marche; Meier & Frank; Emporium 3 Frederick & Nelson
Discount Stores : Fred Meyer 6; Bi-Mart 3; Alco; Payless 3; K mart (2); Western Pacific Whse. 6.
Variety Stores : Woolworth; Newberry; Tiffany-Davis.
Chain Drug Stores : Tiffany-Davis 5; Hirons 2; Payless 3; Thrifty 1.
Chain Supermarkets : Mayfair 5; Safeway 10; Albertson's 5; Food King, McKay's 7.
Other Chain Stores : Weisfield Jewelers; Firestone 3; Leeds Shoes; Lerner's; Goodrich; Galenkamps Shoes; Anita's; Arden's; Mode O'Day; Goodyear; Kaufman Bros.; Singer; J. K. Gill; Burch's Shoes; Rubenstein's; Fabric House; Rosenblatt's; Motherhood Maternity; Memory Lane, Inc.; Albert's Hosiery; Clark Jr.; Action Alley; The Clothes Tree; The Gay Blade; Hardy's Shoes; Hallmark; House of Uniforms; Petries; Russell Stover Candies; See's Candies; Thom McAn Shoes; Topps & Trowsers; Viscount Records; Norm Taempsen; Jerad's Outdoor.

14 - NEWSPAPERS: REGISTER-GUARD (e-mon to fri) 66,464; (sat) 73,406; (S) 72,433; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James A. McComb, Adv. Dir., REGISTER-GUARD, PO Box 10188, Eugene, OR 97440; Tel. (503) 485-1234.
National Representative : Sawyer-Ferguson-Walker.

GRANTS PASS

1 - LOCATION: Josephine County, E&P Map A-3, County Seat. Agriculture, lumber and tourist center. 258 mi. S of Portland; 420 mi. N of San Francisco.

2 - TRANSPORTATION: Railroads : Southern Pacific.
Motor Freight Carriers : 7.
Intercity Bus Lines : Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,997
CZ-ABC: (70) 18,541; (81) 26,400
RTZ-ABC: (70) 27,640; (81) 47,200
County 80 Cen. 58,820
City RTZ-ABC: (70) 46,181; (81) 73,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,045
CZ-ABC: (70) 6,645; (81) 10,900
RTZ-ABC: (70) 9,224; (81) 18,300
County 80 Cen. 21,866
City & RTZ-ABC: (70) 15,869; (81) 29,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$65,056,000
Sav. & Loan	7	$33,600,000

6 - PASSENGER AUTOS: County 48,064

7 - ELECTRIC METERS: Res., County 16,532

8 - GAS METERS: Residence 3,390

9 - PRINCIPAL INDUSTRIES: Lumber, Wood Prod., 4,617 emp.
Principal Pay Days : 1st, 10th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.—Spring 39-68; Summer 51-87; Fall 42-62; Winter 36-47. First killing frost, Sept. 28. Last killing frost, May 9.

11 - TAP WATER: Alkaline, neutral.

12 - RETAILING: Principal Shopping Center : 8 blocks on 6th St.; 2 on G St.; 2 on H St.
Neighborhood Shopping Centers : 1 blocks on N.W. 6th St., 7 units; Shopping Center on E.F. St., 28 units; Montgomery Ward; Payless.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Caveman Plaza (12)	NA	Mayfair
Northgate (10) .	NA	Richard's Super Mkt.
Grant's Pass (28)	NA	Payless Drug

Principal Shopping Days : Mon. and Sat., Fri.
Stores Open Evenings : Most on Fri.

13 - RETAIL OUTLETS: Department Stores : Golden Rule; J.C. Penney; Montgomery Ward.; Griffiths.
Variety Stores : McGregor's; Sprouse Reitz.
Chain Food Supermarkets : Safeway; Independent 3; Richard's 2; Mayfair; Albertson.
Other Chain Stores : Firestone; Payless Drug & Variety; Bi-Mart; Sears; K mart.

14 - NEWSPAPERS: COURIER (e) 16,289; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Rod MacDonald; Adv. Dir., COURIER, Po Box 1468, Grants Pass, OR 97526; Tel. (503) 474-3734.
National Representative : None.

KLAMATH FALLS

1 - LOCATION: Klamath County, E&P Map B-3, County Seat. Shipping center for 4-county agricultural and lumbering areas, Wholesale center. Winter and summer recreation and resort area. South Central part of the State, 266 mi. from Portland; 241 mi. from Salem, the State Capital; 378 mi. from San Francisco. On U.S. Hwy. 97; State Hwys. 140, 39 (connect with U.S. 395 and 236).

2 - TRANSPORTATION: Railroads : So. Pacific (pass. & freight); Burlington Northern (freight); OC&E (freight).
Motor Freight Carriers : 10.
Intercity Bus Lines : Greyhound; Trailways.
Airlines : Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 16,661

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,691
County 80 Cen. 21,688

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$153,500,000
Sav. & Loan	3	$134,000,000

6 - PASSENGER AUTOS: County 48,792

7 - ELECTRIC METERS: Res. 27,380

8 - GAS METERS: Res. 6,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Lumber & Wood Products 4,810 ($340); Air Force 200 ($270); Railroad 750 ($335); Education 2,100 ($250).
Principal Industrial Pay Days : Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 22-87; Summer 30-93; Fall -3-79; Winter -8-64. First killing frost, Sept. 15. Last killing frost, June 5.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks on Main St.; 4 on Pine St.; 6 on Klamath Ave.; intersecting streets and 7 blocks on Sixth St.; 13 blocks on South Sixth St.; Town & Country (14 units): Shasta Plaza Shopping Center (14 units). Jefferson Mall (20 units)
Neighborhood Shopping Centers : 12 blocks on East Main St.; 2 blocks on Oregon Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albertson's	NA	Albertson's Foods, Sports West, Ace Hdwr.
Town & Country	NA	Pay Less Drug, Don's Super Value Mkt. (14)
K mart Plaza	NA	K mart
Shasta Plaza		Penney, Mont. Ward Miller's Woolworth, Thunderbird Mkt
Jefferson Square	NA	Emporium, Pay Less Drug
Campus Square	NA	Market Basket

Principal Shopping Days : Thurs., Fri., Sat., Sun.
Stores Open Evenings : Fri.
Stores Open Sundays : Penneys; Miller's; Montgomery Ward; Woolworth; Pay Less; Big R; Buy Mart; K mart and most food stores.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; Sears; J.C. Penney; Miller's; Emporium.
Discount Stores : Payless; Jefferson Square Town & Country; Downtown; Big R.; Bi-Mart; K mart.
Variety Stores : Woolworth.
Chain Drug Stores : Payless 3; Buy Mart.
Chain Food Supermarkets : Sherm's Thunderbird; Safeway 2; Albertson's 1.
Other Chain Stores : Firestone; Goodyear; Mode O'Day (women's); Weisfields (jewelry); Singer Co.; S&H Green Stamps; McMahan's Furniture; Kirby Shoes; Volume Shoes; Radio Shack; Bistrin's; Kinney's Shoes; LaPointe's.

14 - NEWSPAPERS: HERALD & NEWS (e-mon to fri) 19,125; (S) 19,511; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Arnold Migliaccio, Adv. Dir., HERALD & NEWS, PO Box 788, Klamath Falls, OR 97601; Tel. (503) 883-4046.
National Representative : None.

LA GRANDE

1 - LOCATION: Union County, E&P Map C-1, County Seat. Shipping Center. 257 mi. E of Portland; 189 mi. NW of Boise, Idaho. On Oregon Trail Hwy. and Wallowa Lake Hwy.

2 - TRANSPORTATION: Railroads : Union Pacific; Amtrack.
Motor Freight Carriers : 4.
Intercity Bus Lines : Greyhound; Wallowa Valley Stages.

3 - POPULATION:
Corp. City 80 Cen. 11,354
CZ-ABC: (70) 11,643; (81) 14,100
RTZ-ABC: (70) 13,981; (81) 17,900
County 80 Cen. 23,921
City & RTZ-ABC: (70) 25,624; (81) 32,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,375
CZ-ABC: (70) 3,946; (81) 5,500
RTZ-ABC: (70) 4,598; (81) 6,800
County 80 Cen. 8,707
City & RTZ-ABC: (70) 8,544; (81) 12,300

5 - BANKS:	NUMBER	DEPOSITS
Comm. & Sav.	3	$78,701,537
Sav. & Loan	4	$39,930,000

6 - PASSENGER AUTOS: County 18,413

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Lumber & Wood 950 ($300); Feed Milling 12 ($150); Logging 300 ($350); Railroad 550 ($400); Food Pkg. 45 ($200); State & Fed. Govt. 1,050 ($300); Chemical 21 ($375); Trailer Mfg. 200 ($260).
Principal Industrial Pay Days : 1st, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.—Spring 48-75; Summer 43-86; Fall 25-61; Winter 22-50.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks on Adams Ave.; 5 on Jefferson Ave.; 3 on Washington St.
Shopping Center : Island City, 2 mi. distant (Sentry Foods) Grande Ronde Mall, 1 mile distant (Albertson's).
Principal Shopping Days : Mon., Wed., Thu.
Stores Open Evenings : Drug, Food and Some Neighborhood Stores during Summer.

13 - RETAIL OUTLETS: Department Stores : Keith O'Brien; Montgomery Ward; J.C. Penney; Quisenberry's.
Variety Stores : Sprouse Reitz; C&E Variety.
Chain Drug Stores : Glass Rexall; Pay Less; Graham's 2.
Chain Food Supermarkets : Safeway; Albertson's; Ron's Market.
Other Chain Stores : Mode O'Day (women's); Sears.

14 - NEWSPAPERS: OBSERVER (e) 7,214; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don Powell, Gen. Mgr., OBSERVER, 1710 6th St., La Grande, OR 97850; Tel. (503) 963-3161.
National Representative : Branham.

MEDFORD

1 - LOCATION: Jackson County (SMSA). E&P Map A-3, County Seat. Industrial and wholesale center for S OR and N CA 180 mi. S of Eugene. 75 mi. W of Klamath Falls. 157 mi. N of Redding, CA, 118 mi. E of Pacific Ocean; State Hwys. 62, 238 and feeding 66, 227 and 234; I-5 (U.S. 99).

2 - TRANSPORTATION: Railroads : S. Pacific.
Motor Freight Carriers : 27.
Intercity Bus Lines : Greyhound; Trailways; Agate Stages; Rogue Valley Transit.
Airlines : United; Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 39,603
CZ-ABC: (70) 41,862; (81) 63,000
RTZ-ABC: (70) 67,653; (81) 92,600
County/SMSA 80 Cen. 132,456
City & RTZ-ABC: (70) 109,515; (81) 155,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 15,559
County/SMSA 80 Cen. 49,011
CZ-ABC: (70) 14,519; (81) 25,100
RTZ-ABC: (70) 21,850; (81) 34,500
City & RTZ-ABC: (70) 36,369; (81) 59,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	15	$475,646,000
Sav. & Loan	10	$462,736,000

6 - PASSENGER AUTOS: County 106,213

7 - ELECTRIC METERS: County 47,150.

8 - GAS METERS: County 14,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Lumber 5,200 ($352); Wholesale 2,700 ($360); Ret. Trade 12,500 ($330); Pub. Utilities 2,290 ($375); Fab. Metals & Elec. Equip. 1,100 ($325) Tourism Svcs. 1,200 ($300).

10 - CLIMATE: Min. & Max. Temp.—Spring 38-65; Summer 54-88; Fall 40-68; Winter 29-44; Av. Temp. 54, annually.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts : Medford; Jackson St. at Hawthorne Park (28 acres); 12 block areas between 5th, 9th, Holly St. and Riverside Ave. Big Y Disctrict at North City Limits; W. Main at Lozier & Ross Lanes; K mart; Barnett at Riverside; Bear Creek Plaza; Biddle at McAndrews; Black Oak; Barnelt Road & Black Oak.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Medford (42)	1	Sears
Medford Mall (52)	NA	J.C. Penney
Big Y	2	Big Y Mkt.
Westgate (4)	1	Thunderbird
K mart	1	K mart
Bi-Mart	2	Bi-Mart
Bear Creek Plaza	1	Albertsons
Sherms	1	Sherms
Black Oak	2	Richards
Cottonwood Sq.	2	Becaneer Pizza

Principal Shopping Days : Sat., Mon., Fri.
Stores Open Evenings : Mon., Wed., Fri.
Stores Open Sundays : Food; Discount; Drug; Department.

13 - RETAIL OUTLETS: Department Stores : Miller's; J. C. Penney; Sears; LaPointe's; Dunham's; Parker Woods; Beaver Electric Lamonts; Pay 'N Pak; Robinsons.
Variety Stores : Newberry; Woolworth; Sprouse Reitz.
Discount Stores : Thunderbird; K mart; Bi-Mart; Black Bird; Big Bear; Sherms.
Chain Drug Stores : Pay Less; Bi-Mart.
Chain Food Supermarkets : Richard's 4; Van Wey's 1; Safeway 2; Mayfair 1; Albertson's; Shop Rite; Sentry 1.
Other Chain Stores : Auto Supply; Firestone; Goodrich; Goodyear; Uni-Royal; Kinney's; Mode O'Day; Leed's; Lerner's; Gallen-Kamp's; Zale's; Discount Fabrics; Sherwin-Williams; Pittsburgh Plate Glass; Weisfields; S&H Green Stamps; Sanford's; Home Fabrics; House of Fabrics; Drew's Manstore; General Tire; The Closet; Maurice's; Radio Shack 3; Bistrin's; Burch's; Hickory Farms.

14 - NEWSPAPERS: MAIL TRIBUNE (e-mon to thurs); 27,672; (e-fri) 33,954; (S) 30,693; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Russell Hudson, Adv. Mgr., MAIL TRIBUNE, 6th at Fir St., Medford, OR 97501; Tel. (503) 776-4411.
National Representative : Branham.

ONTARIO

1 - LOCATION: Malheur County, E&P Map D-2. 70 m. SE of Baker, OR; 60 mi. W of Boise; Idaho in E portion of State; on I-84; U.S. 30; State 7, 86 & 30.

2 - TRANSPORTATION: Railroads : Union Pacific; Amtrak.
Motor Freight Carriers : 7.
Bus Lines : 2; Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,814
CZ-ABC: (70) 6,523; (81) 9,600
RTZ-ABC: (70) 37,294; (81) 44,400
County 80 Cen. 26,896
City & RTZ-ABC: (70) 43,817; (81) 54,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,305
CZ-ABC: (70) 2,119; (81) 3,600
RTZ-ABC: (70) 11,730; (81) 16,000
County 80 Cen. 9,279
City & RTZ-ABC: (70) 13,849; (81) 19,600

5 - BANKS:	NUMBER	DEPOSITS
Savings & Loan	4	$45,000,000
Agriculture	3	N.A.
Commercial	5	$57,000,000

6 - PASSENGER AUTOS: County 22,085

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture; Vegetable & Fruit Processing; Livestock Packing; Creamery; Lumber Processing & Finishing; Livestock Sale yard; Recreation; Education (Treasure Valley Community College); Agriculture/Food Production.

10 - CLIMATE: Min. & Max. Temp.—Spring 33-56; Summer 50-103; Fall 34-64; Winter 10-58. First killing frost, Oct. 3. Last killing frost, May 12.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center (7)	6	Bonanza Variety, F&F Sport Center
W. Park Plaza	30	Albertson's, Sears, (30) Keith O'Brien Dept., Alexander's, Merc, Mode O'Day
Canyon Village	14	Foxey Restaurant, Cider Mart
K mart Center	3	K mart, Bi-Mart, Kings Table

13 - RETAIL OUTLETS:
Drug Stores : Skaggs; Payless; Ontario Pharmacy.
Food Stores : Albertson's; Safeway; Ontario Mkt.; Discount Food; IGA Stores 3; Smith's.
Variety Stores : MFRC; Sprouse Reitz; Merc; Bonanza; Bi-Mart; K mart.
Other Chain Stores : Sears; Western Auto; Montgomery Ward; Les Schwab; Shakey's; Grizzly Bear; K-G (Mens, Miss, Bootery,); Hudson's; Handy House; D&B; Blackers.

14 - NEWSPAPERS: DAILY ARGUS OBSERVER (e-mon to fri) 7,776; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Francis R. McLean, Pub., ARGUS OBSERVER, 1160 SW 4th St., Ontario, OR 97914; Tel. (503) 889-5387.
National Representative : Landon.

OREGON CITY

1 - LOCATION: Clackamas County (In Portland, OR-WA-SMSA). E&P Map A-1, County Seat. 12 mi. S of Portland on U.S. Hwy. 99E.

2 - TRANSPORTATION: Railroads : Southern Pacific.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound; Inter-City Buses Inc.; Mollala-Estacada Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,673
County 80 on. 241,919
SMSA 80 Cen. 1,242,187
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,348
County 80 Cen. 84,698
SMSA 80 Cen. 410,711

5 - BANKS:	NUMBER	DEPOSITS
Commercial Branches	11	$120,000,000
Sav. & Loan	5	$95,000,000

6 - PASSENGER AUTOS: County 177,483

7 - ELECTRIC METERS: Tri-City Area 34,390

8 - GAS METERS: Tri-City Area 23,167

9 - PRINCIPAL INDUSTRIES: Paper Industry 1,956 emp.; Batteries; Sawmill; Cannery; Biological Plant; Cutlery; Logging; Fruit Proc.
Principal Pay Days : Paper Mills, every other Tuesday; other industries, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.—Spring 45-62; Summer 57-78; Fall 48-63; Winter 36-46.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 9 blocks on Main St.; 3 on 7th St.; 2 on 8th; 3 on Washington; 1 on Modalla.
Neighborhood Shopping Centers : 6 blocks on Upper 7th St.; 7 on Malalla Ave. Bomber; Oregon City Shopping Center.
Nearby Shopping Centers : Southridge Shopping Center: Bi-Mart, Albertsons.

Name (No. of stores)	Miles from Downtown	Principal Stores
Oregon City (36)	NA	J.C. Penney, Montgomery Ward, Pay Less Drugs

Principal Shopping Days : Wed., Thu., Fri.
Stores Open Evenings : 50% open Fri. nites; Shpg. Ctr., every nite, some also Sun.
Stores Open Sundays : Grocery; some in Shopping Centers; Drugs.

13 - RETAIL OUTLETS: Department Stores : Penney; Fred Meyer; K mart; G. I. Joes; Bi-Mart.
Variety Stores : Ben Franklin; Boyd's 88 Center; Crown Discount.
Chain Drug Stores : Thrifty 1; Huntley-Draper 2; Olson's 1; Gary's 1; Danielson's Super Center.
Chain Food Supermarkets : Danielson's Thriftway 4; Fred Meyer; Mayfair; Tradewell; Keinows;Prairie Mkts.; Albertsons; Safeway.
Other Chain Stores : Montgomery Ward (order office); Sears (order office); Coast-to-Coast; Anita Frocks; Gallenkamps; Sherwin-Williams; Butler Bros.; Columbian Optical; Kinney Shoes; Handyman.

14 - NEWSPAPERS: ENTERPRISE-COURIER (e-mon to fri) 5,982; sworn Dec. 31, 1980 V.A.C.
Local Contact for Advertising and Merchandising Data: Robert Justin, Adv. Dir., ENTERPRISE-COURIER, 10th & Main, Oregon City, OR 97405; Tel. (503) 656-1911.
National Representative : USSPI.

PENDLETON

1 - LOCATION: Umatilla County, E&P Map C-1, County Seat. Shipping Center for agricultural and lumber area. Wholesale center for Northeastern Oregon, 208 mi. from Portland. On Old Oregon Trail and Interstate 84.

2 - TRANSPORTATION: Railroads : N.P.; U.P.
Motor Freight Carriers : 5.
Intercity Bus Lines : Greyhound.
Airlines : United; Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 14,521
CZ-ABC: (70) 13,197; (81) 16,300
RTZ-ABC: (70) 36,191; (81) 52,600
County 80 Cen. 58,861
City & RTZ-ABC: (70) 49,388; (81) 68,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,534
CZ-ABC: (70) 4,357; (81) 6,200
RTZ-ABC: (70) 11,723; (81) 19,600
County 80 Cen. 21,077
City & RTZ-ABC: (70) 16,080; (81) 25,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$85,414,000
Sav. & Loan	3	$117,000,000

6 - PASSENGER AUTOS: County 48,193

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Sawmills 800; Furniture 700; Flour Mills & Packing 100; Woolen Mills 175; Canneries (seasonal) 729; Leather Goods 50; Travel Trailers 144.
Principal Pay Days : 1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.—Spring 14-99; Summer 36-110; Fall 7-101; Winter 18-67.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: 4 blocks on Main St.; 4 on Court Ave.; 2 on Dorion Ave.; 3 on Emigrant Ave.; **Melanie** Square Shopping Ctr.
Principal Shopping Days : Department Stores —Mon., Fri., Sat.; Food—Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Bon Marche; Quisinberry's; Hatfields; Holly's Shoes; K mart; Bi-Mart.
Variety Stores : Woolworth.
Chain Drug Stores : Pay Less.
Chain Food Supermarkets : Albertson's; Safeway; IGA; Buttrey's.
Other Chain Stores : Mode O'Day (dresses); Sherwin-Williams; Western Auto; Les Schwab (tires); Radio Shack.

14 - NEWSPAPERS: EAST OREGONIAN (e) 12,582; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Marvin Anderson, Adv. Dir., EAST OREGONIAN, 211 SE Byers St., Pendelton, OR 97801; Tel. (503) 276-2211.
National Representative : Branham.

PORTLAND

1 - LOCATION: Multnomah County (In Portland, OR-WA, SMSA). E&P Map A-1. Major Pacific Coast port. Commercial and shipping center. In northwest part of state at confluence of Columbia and Willamette Rivers. 47 mi. N of Salem 173 mi. S of Seattle; 639 mi. N of San Francisco. On U.S. Hwys. 90, 30 and 26; State Hwys. 2, 8, 10, 18, 43, 57, 213, 217, 224; I-5, 84, 205.

2 - TRANSPORTATION: Railroads : Freight: Southern Pacific; Union Pacific; Burlington Northern; Passengers: Amtrak.
Motor Freight Carriers : 151.
Steamship Lines : 89.
Intercity Bus Lines : Greyhound; Trailways; Tri-Met.
Airlines : Alaska; American; Eastern; Northwest; United; Western; Hughes Air West; Flying Tiger (freight); Braniff; Continental; Delta; Air California.

3 - POPULATION:
Corp. City 80 Cen. 366,383
CZ-ABC: (70) 736,992; (81) 847,100
RTZ-ABC: (70) 389,985; (81) 585,700
County 80 Cen. 562,640
SMSA 80 Cen. 1,242,187
City & RTZ-ABC: (70) 1,126,977; (81) 1,432,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 158,847
CZ-ABC: (70) 257,565; (81) 337,400
RTZ-ABC: (70) 121,097; (81) 209,400
County 80 Cen. 233,135
SMSA 80 Cen. 477,325
City & RTZ-ABC: (70) 378,662; (81) 546,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	18	$8,867,254,000
Savings	1	$252,435,716
Sav. & Loan	9	$4,003,349,029

6 - PASSENGER AUTOS:
City Est. 237,037; County 355,555

7 - ELECTRIC METERS: Res. 170,899

8 - GAS METERS: Res. 48,405

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)— Lumber & Wood 8,600 ($361); Metals 17,900 ($380); Food 7,800 ($373); Paper Prod. 7,300 ($406); Textiles & Apparel 4,500 ($179).
Principal Pay Days : Fri.; 1, 10, 15, 18 & 31.

10 - CLIMATE: Min. & Max. Temp.—Spring 31-84; Summer 46-92; Fall 22-82; Winter 23-60. First killing frost, Oct. 21. Last killing frost, April 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : West side of Willamette River; 49 blocks on 3rd to 10th Aves. and Oak to Salmon Sts. Inclusive; East side of Willamette River; 24 blocks on Union and Grand Ave: from Holladay St. to Hawthorne acres on Multnomah St. to B'way and 9th to 15th Ave.
Neighborhood Shopping Centers : Hollywood, NE 42nd & Sandy; Lents-Mt. Scott; SE 82nd & Foster; Montavilla; SE 80th & Stark; Multnomah; SW Capitol Highway; St. Johns; North Jersey; Uptown; 23rd & W Burnside; Walnut Park; NE Union & Killingsworth; Westmoreland; SE Milwaukee & Bybee, Hillsdale, Raleigh Hills, Woodland Park, NE Halsey & 102nd, Parkrose, Burlingame, Laurelhurst Shopping Center, Sylvan, Cedar Hills, Gateway, 102nd & Halsey; Menlo

Park, 112th & Gilsan; Midland, 122nd & Division; Rockwood, 187th & Stark; Eastport Plaza 4000 S.E. 82nd; Tigard Plaza; Oregon City Shopping Center; Valley West, Beaverton; Mall 205; Jantzen Beach; Washington Square; Progress; Vancouver Mall; Beaverton Mall; Clackamas Ctr; Town Center.

Principal Shopping Days : Department Stores—Mon., Fri., Sat.; Food—Wed., Thurs., Fri., Sat.
Stores Close : Sun ex. Shopping Centers and Super Mkts.
Stores Open Evenings : Dept. & Furn.—Mon. & Fri.; Super Mkts.—Every evening.

13 - RETAIL OUTLETS: Department Stores : Meier & Frank 4; Montgomery Ward 4; Frederick & Nelson 4; J. C. Penney 8; Sears 4; Teeny's 2; Emporium 3; Mervyn's 3; Nordstrom 4.
Discount Stores : Disco Mart 1; Lampus 1; G.I. Joe's 5; K mart 7.
Variety Stores : Sprouse Reitz; Fred Meyer; Newberry; Rodgers: Woolworth.
Chain Drug Stores : Fred Meyer 24; Payless 10; Pay-N-Save 1; Cent-Wise; Century 4; Disco Mart 1.
Chain Food Supermarkets : Safeway 31; Fred Meyer 26; Kienow's 13; Thriftway 49; Tradewell 20; Albertson's 20; AG Stores 8; Sentry 13; 8 to 1 Stores; Plaid Pantry's 56; Swift Mart 6; Quick Shop Minute Mart 6; 7-11 Food Stores 37; Prairie Market 3; IGA 8.
Other Chain Stores : Chandler's Shoes; House of Fabric; Firestone 7; Florsheim Shoes 3; Gallenkamp Shoes 2; Pay & Pak 3; Western Auto Supply; Kinney Shoes 11; Lerner Shops 4; Mode O'Day (women's) 2; Thom McAn (shoes) 3; Van Duyn Candy 11; Weisfield's (jewelers) 4; Jacqueline Shops (women) 1; Fred Meyers (apparel, hardware, automotive) 23; Manning's (bakery, cafeteria); Moreland's Bake Shops; I. Magnin; National Shirt Shops.

14 - NEWSPAPERS: OREGONIAN (m) 247,811; (S) 420,688; OREGON JOURNAL (e-mon to fri) 109,199; (e-sat) 99,320; Comb. (m&e) 357,010; Mar. 31, 1981 ABC. JOURNAL OF COMMERCE (m) 4,762; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Richard Millison, Adv. Dir., OREGONIAN and OREGON JOURNAL, 1320 SW Broadway, Portland, OR 97201; Tel. (503) 221-8327. C. A. Couche, Adv. Mgr., JOURNAL OF COMMERCE, 2014 NW 24th Ave., Portland, OR 97201; Tel. (503) 226-1311.
National Representatives : OREGONIAN and OREGON JOURNAL—Newhouse. JOURNAL OF COMMERCE—None.

ROSEBURG

1 - LOCATION: Douglas County, E&P Map A-3, County Seat. 177 mi. S of Portland; on I-5; North Umpqua Hwy.; 80 mi. E of Pacific Ocean, 130 mi. N of California state line.

2 - TRANSPORTATION: Railroads : Southern Pacific.
Motor Freight Carriers : 5.
Intercity Bus Lines : Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,644 PMA-ABC: (70) 71,743; (81) 96,300
County 80 Cen. 93,748
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 6,406
County 80 Cen. 33,367
PMA-ABC: (70) 22,560; (81) 34,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$326,000,000
Sav. & Loan	5	$100,321,000

6 - PASSENGER AUTOS: County 72,166

7 - ELECTRIC METERS: Residence 31,697

8 - GAS METERS: Residence 5,397

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Average Wkly. Wage)—Lumber & Wood-Pdts 9,030 ($320); Primary Metals 480 ($360); Printing & Publishing 206 ($275); Construction 1,570 ($400); Transportation, Communications & Utilities 1,440 ($347); Wholesale Trade 730 ($240); Retail Trade 5,220 ($160).

10 - CLIMATE: Min. & Max. Temp.—Spring 41-64; Summer 53-80; Fall 44-66; Winter 36-49. First killing frost, Nov. 13. Last killing frost, Apr. 5

11 - TAP WATER: Neutral, very soft. Trading Area—Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on Jackson St.; 5 on Cass St.; 5 on Oak St.; 12 on Stephens St.
Neighborhood Shopping Centers : 2 blocks on S. Stephens St. at South City Limits; 4 (Fairhaven District) on Harvard Ave. in West Roseburg; 7 blocks radiating from Garden Valley Rd. Jctn., Primary Road Jctn. to suburban Roseburg; 2 blocks on N. Umpqua Rd., 2 mi. East of City Center; Shopping Center on Harvard Ave., 2 mi. West of City; Roseburg Plaza, 1 1/2 block area; North Roseburg Plaza, 1 mile North of city, 4 block area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roseburg Valley Mall	2	Sears, The Bon
W. Roseburg	2	Richard's Food Center
No. Roseburg	2	Safeway, Mont, Ward
So. Roseburg	1	Roger's Southgate Mkt.
N.W. Roseburg	2	Drive-N-Save Mkt.
Garden Valley (30)	2	Drive-N-Save Mkt., Valley Dept. Store
No. Roseburg Plz. (31)	1	Albertson's, Payless

Principal Shopping Days : Department Stores—Mon., Fri. and Sat. Food—Fri., Sat. and Sun. in Winter; Fri. and Sat. in Summer.
Stores Open Evenings : Food—Daily to 9.

13 - RETAIL OUTLETS: Department Stores : Miller's; Penney; Montgomery Ward; PayLess 2; Valley Dept. Store; Bi-Mart; Sears; The Bon.
Variety Stores : J. J. Newberry.
Chain Drug Stores : Fullerton's Rexall; Payless; Roseburg (Rexall); Bi-Mart.
Chain Food Supermarkets : Safeway 2; Shop'n Kart 2; Drive-N-Save 2; Richard's Food Centers 4; Albertson's.
Other Chain Stores : Firestone; Bistrins: Fabric House; Lerner's (women's); Radio Shack; Weisfield's (jewelry); Apex Stores.

14 - NEWSPAPERS: NEWS-REVIEW (e) 18,949; (S) 18,425; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: G. Lee Kaylor, Adv. Dir., NEWS-REVIEW, 345 NE Winchester, Roseburg, OR 97470; Tel. (503) 672-3321.
National Representative : None.

SALEM

1 - LOCATION: Marion and Polk Counties (SMSA). E&P Map A-6, County Seat. Capital of State in heart of Willamette Valley 47 mi. S of Portland. Farming, food processing center. On Interstate 5 and Navigable Willamette River.

2 - TRANSPORTATION: Railroads : Amtrak; Southern Pacific; Burlington.
Motor Freight Carriers : 9.
Intercity Bus Lines : Greyhound; Trailways; Hamman Stages.
Airlines : Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 89,233
CZ-ABC: (70) 102,023; (81) 137,500
Bal. in PMA-ABC: (70) 213,459; (81) 294,400
Counties/SMSA 80 Cen. 249,895
Marion 80 Cen. 204,692
Polk 80 Cen. 45,203
Total in PMA-ABC: (70) 315,482; (81) 431,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 34,183
CZ-ABC: (70) 33,389; (81) 51,700
Bal. in PMA-ABC: (70) 67,600; (81) 107,600
Counties/SMSA 80 Cen. 90,656
Marion 80 Cen. 74,246
Polk 80 Cen. 16,410
Total in PMA-ABC: (70) 100,989; (81) 159,300

5 - BANKS:	NUMBER	DEPOSITS
Savings	19	$416,298,000
Sav. & Loan	8	$380,186,000

6 - PASSENGER AUTOS: Counties 180,703

7 - ELECTRIC METERS: Res. 49,944

8 - GAS METERS: Res. 12,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Lumber & Wood Prod. 3,700; Food Proc. 4,800; State Admin. 14,000; Fed. Govt. 1,400; Fin., Ins., Real Estate 4,700.
Principal Pay Days : Canneries, Thurs. & Fri.; Pulp, Paper, Ins., 1st & 15th; Gov't., 1st.

10 - CLIMATE: Avg. Temp., Jan. 39; Avg. Temp. June 61; First killing frost, Oct. 28; Last killing frost, Apr. 14.

11 - TAP WATER: Abundant soft mountain water.

12 - RETAILING: Principal Shopping Center : 14 square blocks from Marion St. S to Ferry St. and Commercial St. E. to High St.
Neighborhood Shopping Centers : 4 blocks at Center & Capitol Sts.; Hollywood District Shpg. Area, 1 mile along Hwy. 99E N. of city; S. Salem Business District about 4 miles along Hwy. 99E S. of city; 4 blocks 12th & State Sts., 3 miles at Keizer District; 5 blocks at Canadalaria District, 3 blocks in Liberty District S. of city; 2 on Hwy. 99E outskirts of city; about 5 blocks on Market St. near exit from Interstate Freeway; approx. 8 blocks in West Salem.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol (13)	-	Sears, Drug-King
Keizer	5	Albertson's, Coast to Coast
Westgate (2)	2	Marth's IGA
Sunnyslope (23)	4	Sprouse Reitz, Mayfair
Oak Hills (32)	2	Safeway, Sprouse Reitz
Roseland (6)	3	Mayfair
Keizer Village	4	Orcutt's IGA
Lancaster Mall (53)	2	Albertson's, PayLess, Emporium, The Bon
Lancaster	NA	Waremart Center
Fred Meyer N. (7)	NA	Fred Meyer (Food-Drug-Variety-Apparel)
Fred Meyer East (7)	NA	Fred Meyer (Food-Drug-Variety-Apparel)
Fred Meyer South Salem (7)	NA	Fred Meyer (Food-Drug-Variety-Apparel)
K mart Plaza N	NA	K mart
K mart Plaza S (4)		K mart
Salem Plaza (NA)		Zale's, Klopfenstein's
Nordstrom Mall (44)	NA	Nordstrom

Principal Shopping Days : Department Stores—Fri., Sat. & Mon. Food—Thurs., Fri. & Sat.
Stores Open Evenings : Mon. Thur. & Fri.
Stores Open Sundays : Supermarkets; Major Dept. & Drug Stores.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; J.C. Penney; Sears; Meier & Frank; Emporium; Frederick & Nelson; Nordstrom; The Bon.
Variety Stores : Kress; Newberry's; Metropolitan; Sprouse Reitz 4.
Discount Stores : Nico; K mart 2; Fred Meyer 3; Pay'n Pak; PayLess 2; G. I. Joe's.
Chain Drug Stores : Drug King; Rexall 5; PayLess 2; Fred Meyer 3.
Chain Food Supermarkets : Safeway 5; IGA 6; Fred Meyer 3; Albertson's 2; Mayfair 2; Circle K-9; Plaid Pantry 7; Thriftway 4; Waremart 3; Prairie Market 2.
Other Chain Stores : Singer Co.; Coast-to-Coast; Firestone; Leeds; Anita; Dunkin' Donuts; Fuller; General Paint; Kinney Shoes; Pittsburgh Paint; Zale's Jewelers; Sure-Fit-Seat Covers; Fabric House; Fabric World; LaPointe's; Hickory Farms; Baskin-Robbins 3; Stevens and Son Jewelers; Blade; Rubenstein Furniture; Norris Paint; Nadeau's Jr. Shoes; Action Alley 2; The Cover Up; Fabric Wholesaler; K-G Men's Wear; Perfect Look 2; Orange Julius; Merle Norman; Motherhood Maternity Shops; House of Uniforms; Discount Fabrics; Radio Shack 6; Sue Marshall; Clark, Jr.

14 - NEWSPAPERS: STATESMAN-JOURNAL (m) 63,696; (S) 66,258; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Hawkins, Adv. Dir., STATESMAN-JOURNAL, PO Box 13009, Salem, OR 97309; Tel. (503) 399-6646.
National Representative : Gannett.

THE DALLES

1 - LOCATION: Wasco County, E&P Map B-1, County Seat. 85 mi. E of Portland. On South bank of Columbia River. On Columbia River Hwy., Old Oregon Trail, U.S. Bridge connects U.S. 30 (Ore.); Interstate 84 (Boise-Portland) U.S. 830 (Wash.), with U.S. 197 in The Dalles.

2 - TRANSPORTATION: Railroads : Union Pacific; S&PS; Gt. Northern: Northern Pacific; Amtrak (Seattle- Portland-The Dalles-Salt Lake, E & W trains daily.)
Motor Freight Carriers : 5.
Intercity Bus Lines : Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,820
CZ-ABC: (70) 10,423; (81) 11,700
RTZ-ABC: (70) 26,329; (81) 30,900
County 80 Cen. 21,732
City & RTZ-ABC: (70) 36,752; (81) 42,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,309
CZ-ABC: (70) 3,487; (81) 4,500
RTZ-ABC: (70) 8,450; (81) 11,500
County 80 Cen. 8,212
City & RTZ-ABC: (70) 11,937; (81) 16,000

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Comm.	5	N.A.
Sav. & Loan	2	N.A.

6 - PASSENGER AUTOS: County 18,740

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 850

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Constr. 320 ($369); Aluminum 500 ($350); Fruit proc. 300 ($200); Transp.-utilities 370 ($300); Wood products 390 ($275).

10 - CLIMATE: Min. & Max. Temp.—Spring 25-100; Summer 32-110; Fall 30-90; Winter 15-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center : 2nd, 3rd, 4th and 64th street.
Neighborhood Shopping Centers : W. 6th; W. 9th; Trevitt & W. 6th; Kelley Ave. & Chenowith Loop; West Sunset Drive; Cascade Square.
Principal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Williams 1870; Penney; Sawyer's.
Variety Stores : Bonanza; Newberry's.
Chain Drug Store : Payless.
Chain Food Supermarkets : Allen's; Sentry; Thriftway; Safeway; Super-on 6th; Westgate; East Hill; Fred Meyer My-Mart; Albertson's.

14 - NEWSPAPERS: CHRONICLE (e) 5,374; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Laverna Watrus, Adv. Mgr., CHRONICLE, PO Box 902, The Dalles, OR 97058; Tel. (503) 296-2141.
National Representative : None.

PENNSYLVANIA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem-Easton, Pa.-N.J. —Carbon, Lehigh, Northampton Counties, Pa.; Warren County, N.J.
Altoona —Blair County.
Binghamton, N.Y.-Pa. —Broome and Tioga Counties, N.Y.; Susquehanna County, Pa.
Erie —Erie County.
Harrisburg —Cumberland, Dauphin and Perry Counties.
Johnstown —Cambria and Somerset Counties.
Lancaster —Lancaster County.
Northeast Pennsylvania —Lackawanna, Luzerne and Monroe Counties.
Philadelphia, Pa.-N.J. —Bucks, Chester, Delaware Montgomery and Philadelphia Counties, Pa.; Burlington, Camden and Gloucester Counties, N.J.
Pittsburgh —Allegheny, Beaver, Washington and Westmoreland Counties.
Reading —Berks County.
Sharon —Mercer County.
State College —Centre County
Williamsport —Lycoming County.
York —Adams and York Counties.

STANDARD CONSOLIDATED STATISTICAL AREAS

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J. — Includes Philadelphia, Pa.-N.J. SMSA; Trenton SMSA; Wilmington, Del.-N.J.-Md. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	927	748
5-14 Years	2,254	1,738
15-24 Years	1,931	2,141
25-44 Years	2,686	3,068
45-64 Years	2,736	2,641
65 and Over	1,267	1,531
TOTAL	11,801	11,867

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	1,156	1,720	2,303
Genral Mdse	3,683	5,097	6,681
Food	5,664	8,304	12,270
Automobiles	4,636	7,386	8,931
Gasoline Stations	1,799	2,857	5,226
Apparel	1,341	1,832	2,408
Furniture	1,265	1,616	2,211
Eat-Drink Places	1,902	2,992	4,424
Drugs	748	1,092	1,575
TOTAL	28,182	37,244	53,126

ALIQUIPPA

See BEAVER

ALLENTOWN

1 - LOCATION: Lehigh County (in Allentown- Bethlehem-Easton, PA-NJ SMSA). E&P Map E-2, County Seat. Industrial & agricultural center. On Lehigh

River, 52 mi. NNW of Philadelphia; 86 mi. E of Harrisburg; 92 mi. WSW of New York City. On U.S. Hwys. 22, 78; and State Hwys. 29, 222, 309; N.E. Ext., Pa. Turnpike.

2 - TRANSPORTATION: Railroads : Conrail (freight); Amtrak; SEPTA.
Motor Freight Carriers —52.
Intercity Bus Lines —Carl Biebler Bus Co.; Eastern Greyhound; (Public Service Coordinated Transfer); Lanta; Edwards Lakes to Sea Motor; Perkiomen Valley; Trailways; Boro; Grayline; Trans Bridge.
Airlines —United; Eastern; Altair; USAir; Suburban.

3 - POPULATION:
Corp. City 80 Cen. 103,758
CZ-ABC: (70) 186,852; (81) 188,300
RTZ-ABC: (70) 281,715; (81) 334,100
County 80 Cen. 273,582
SMSA 80 Cen. 636,714
City & RTZ-ABC: (70) 468,567; (81) 522,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 41,307
CZ-ABC: (70) 62,178; (81) 71,900
RTZ-ABC: (70) 87,586; (81) 120,400
County 80 Cen. 101,684
SMSA 80 Cen. 230,764
City & RTZ-ABC: (70) 149,766; (81) 192,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$24,860,000,000
Sav. & Loan	7	$1,937,000,000

6 - PASSENGER AUTOS: County 115,039

7 - ELECTRIC METERS: County 94,307

8 - GAS METERS: County 29,500

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly. Wage)—Stone, Clay & Glass, 2,700 ($369); Metals, 23,900 ($475); Non-elect. Mach., 8,100 ($416); Elect. & Electronic Eqpmt., 10,600 ($366); Trans. Eqpmt. & Misc. Mfg., 7,900 ($432); Other Durable, 1,800 ($233); Food, 7,500 ($381); Textiles, 4,600 ($210); Apparel, 22,800 ($173); Paper prdts., 1,300 ($297); Printing & Publ., 4,900 ($291); Chem. prdts., 7,400 ($358). Total employment 283,900; Avg. Wkly. Wage $324.70.

10 - CLIMATE: Min. & Max. Temp.—Spring 26-70; Summer 45-95; Fall 17-84; Winter 2-66.

11 - TAP WATER: Alkaline, Hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
15th St.	1	Thrift Drug, Food Lane
Crest Plaza	5	Woolworth, Thrift Drug Food Lane Acme, Rickels
Airport	2	Weis Mkt., King's, Revco
Lehigh	4	Jefferson Ward, Acme, Food Lane
Mountainville	3	Thrift Drugs, Acme Channel Home Center Woolworth
Parkway	2	Woolworth, Rea & Derick
Whitehall Mall	2	Sears, Leh's, Woolworth,
Shoppers Village	4	Rea & Derick, Weis Mkt., Shopwell
Trexlertown	8	Hess's A&P, Thrift Drug, Lane's
Lehigh Valley Mall	2	Bamberger's, J.C. Penney, John Wanamaker

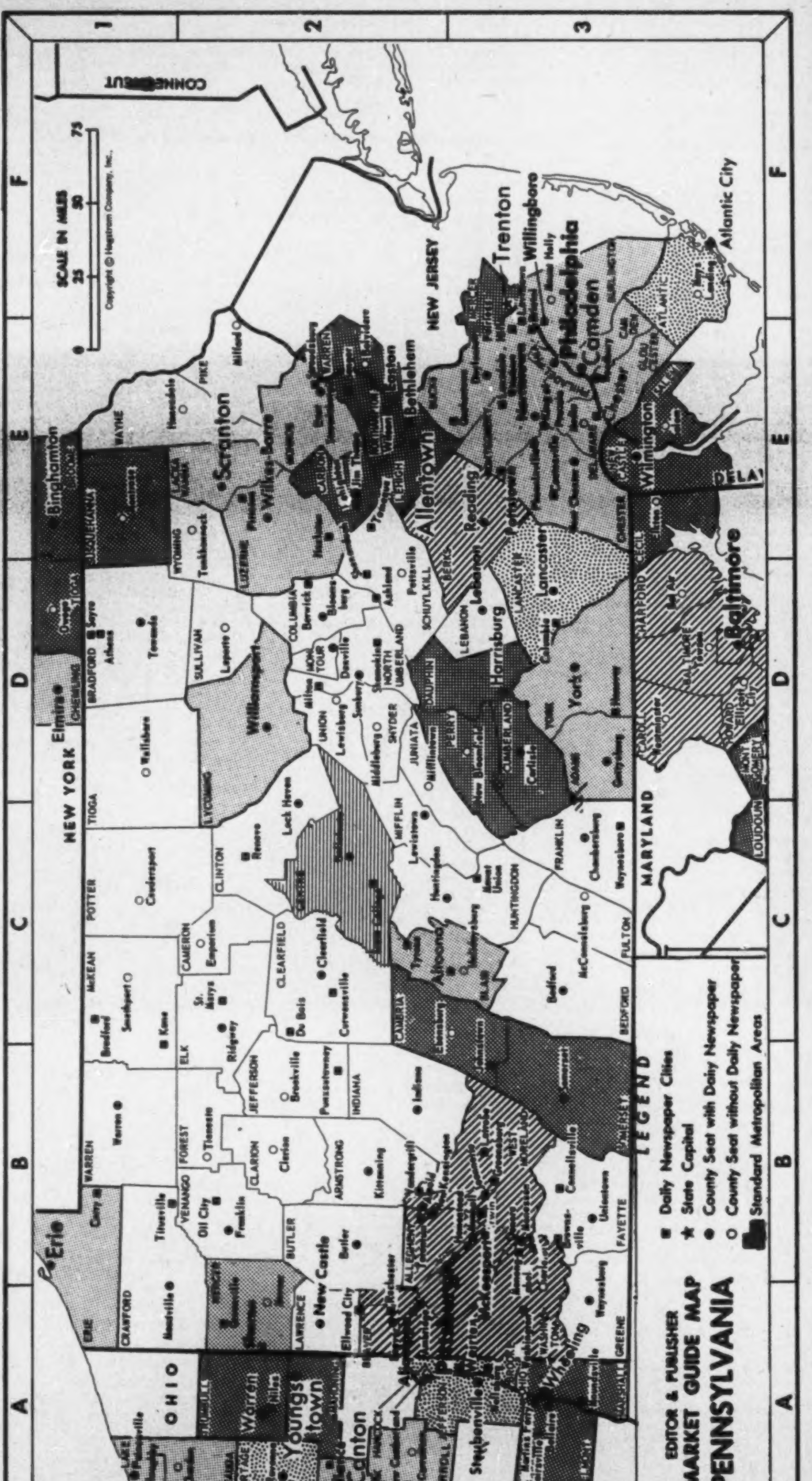
Principal Shopping Days : Mon., Thu., Sun.
Stores Open Evenings : Thu. & Fri.
Shopping Centers : Mon. Thru. Sun.

13 - RETAIL OUTLETS: Department Stores : Hess's; Leh's; Sears; Two Guys; Bamberger's; J.C. Penney, John Wanamaker.
Discount Stores : Two Guys; King's; Lane; Jefferson Ward; K mart.
Variety Stores : Woolworth 4; McCrory 1; Ben Franklin.
Chain Drug Stores : Revco 2; Rea & Derick 2; Thrift Drug 4; Rite-Aid Discount; Walters 2.

Chain Food Supermarkets : Acme 7; A&P 2; Weis 3; 7-Eleven 6; Suburban 2; Food Lane 6; Wawa 3.

Other Chain Stores : Auto Acc.; Firestone; Pep Boys, Penn Jersey 2; Shoes; Simco, Endicott-Johnson 2, Father & Son 2, Town Shoes, Kinney 2, Thom McAn, American Girl, Hanover; Gordon Jewelers; Kay Jewelers 2; Stover Candies; M. A. Bruder Paints; Buten Paint; Fashion Fair; Maid Kitchens; Singer Co.; White Cross 2; S&H Green Stamps; Pittsburgh Plate Glass; Glidden, Spencer Gifts; Ormond's; Mother-To-Be; Fabric Center; Levitz Furn.; Moore's; Kiddie City; Sherwin-Williams; Goodyear.

14 - NEWSPAPERS: CALL (all day) 118,348; CALL-CHRONICLE (S) 115,373; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Guyer E. Candy, Adv. Dir., CALL-CHRONICLE NEWSPAPERS, 6th & Linden Sts., Allentown, PA 18105; (215) 820-6643.
National Representative : CWO&O.


EDITOR & PUBLISHER
MARKET GUIDE MAP
PENNSYLVANIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES 0 25 50 75
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NEW YORK
NEW JERSEY
MARYLAND
OHIO
CONNECTICUT
Philadelphia
Camden
Trenton
Allentown
Bethlehem
Easton
Reading
Lancaster
Harrisburg
York
Scranton
Wilkes-Barre
Williamsport
Altoona
Johnstown
Erie
New Castle
Wheeling
Youngstown
Canton
Binghamton
Elmira
Wilmington
Baltimore
Atlantic City
A B C D E F
1 2 3

ALTOONA

1 - LOCATION: Blair County (SMSA), E&P Map C-3. 99 mi. E of Pittsburgh; 235 mi. W of Phila.; 36 mi. SW of geographical center of state; 34 mi. N of Penna. Tpke. on Routes 22,220.

2 - TRANSPORTATION: **Railroads** : Amtrak (Passengers); Conrail (Freight).
Motor Freight Carriers : 9.
Intercity Bus Lines : Amtran; Blue & White; Greyhound.
Airlines : USAir; Penn-Air, Inc.

3 - POPULATION:
Corp. City 80 Cen. 57,078
CZ-ABC: (70) 97,293; (81) 96,000
RTZ-ABC: (70) 41,067; (81) 44,100
County/SMSA 80 Cen. 136,621
City & RTZ-ABC: (70) 138,360; (81) 140,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,156
CZ-ABC: (70) 31,339; (81) 35,600
RTZ-ABC: (70) 12,996; (81) 16,200
County/SMSA 80 Cen. 49,088
City & RTZ-ABC: (70) 44,335; ((81) 51,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$733,644,921
Sav. & Loan	4	$187,934,904

6 - PASSENGER AUTOS: County 53,579

7 - ELECTRIC METERS: Res. 21,005

8 - GAS METERS: Res. 19,555

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage)—Conrail 6 39106; Mach. & Elec. Prod. 2,799 ($244); Food 308 ($225); Apparel 1,178 ($145); Shoe Mfg. 462 ($145); Metal Prod., 1,407 ($261); Clothes Patterns 521; Glass 713; Textile 318 ($263); Toys 165 ($156); Paper 1,276 ($307); Quarry & Related 365 ($205).

10 - CLIMATE: Min. & Max. Temp.—Spring 5-84; Summer 47-94; Fall 16-84; Winter 1-68. First killing frost, Oct. 4. Last killing frost, May 6.

11 - TAP WATER: Alkaline, medium soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center** : Logan Valley Mall, 90 stores (4 miles from downtown). Principal Stores: Sears, Penneys, Murphys, Hess, Weis Mkt.
Downtown Area —75 stores: 6 blocks on 11th Ave.; 4 blocks on 12th Ave. Principal stores: Wolf Furn., Penn Furn., Monarchs, Meyer Jonasson.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pleasant Valley Shopping Ctr. (35)	NA	Kresge, Fishers
Pleasant Valley Area (28)	NA	Century House, Thrift Drug, David Weis
Park Hills Plaza (20)	NA	Value City, Riverside Mkt.
Valley View (2)	NA	A&P, Gee Bee
Station Mall (30)	NA	Weis Mkt.
Wissinger's Shopping Vil. (3)	NA	A&P, Hills Wissinger's
Cricket Field Plaza (1)	NA	IGA Mkt. Thrift Drug

Principal Shopping Days : Department Stores—Sat. and Mon; Food Stores—Thur.; Fri. Sat.; Shopping Centers—Mon., Thur., Fri., Sat., & some open Sun.
Stores Close : Downtown—some on Mon. a.m.
Stores Open Evenings : Dept.—Mon. & Thu.; Super Mkts. & Shpg. Ctrs. every night.

13 - RETAIL OUTLETS: **Department Stores** : J.C. Penney; Monarchs; Sears Roebuck; Fisher's; Hills Dept. Store; Hess.
Discount Stores : Unkel Joe's Woodshed; Value City; Revco 3; K mart; Pic-Way Shoe Mart; Gee Bee; David Weis; Century House; Ames; Big D.
Variety Stores : McCrory's; Woolworth; Kresge's; G. C. Murphy.
Chain Drug Stores : Thrift 3; Kopp's Leader 4; Revco 3; Widmann's 2.
Chain Food Supermarkets : A&P 7; Economy 9; Clover Farm 5; Riverside 5; Foodland 1; IGA 3; Weis 2; Food Rite 3; Shop 'N Save 1 Wholesale Food Outlet.
Other Chain Stores —Hanover Shoes; Gallenkamp shoes; Kinney Shoes; Sherwin-Williams; Firestone; Singer Co.; S&H Green Stamps; Mary Carter Paints; DeRoy Jewelers; Richman Bros. Clothes; Ormonds Fashions; Miller's Auto Supplies; Pittsburgh Paint; General Tire; Fanny Farmer; Father & son Shoes; So-Fro Fabrics; General Nutrition; Fashion Bug; Thom McAn; National Record Mart; Dora Dale; Giants Shoes; The Bottom Half; Chess King; Claire's Boutique; Deb Shop; Endicott-Johnson; Feel Fine Shops; Fibres I; Foxmoor; The Gap; Gordon Jewelry; Hickory Farms; House of Cards; Kay-Bee Toy; Listening Booth; Pants 'N' Stuff Shed House; Radio Shack; Red Cross Shoe; Standard Sportswear; Teeks; Waldenbooks; No Name Stores; Lowery Organs; Athlete's World; Motherhood Maternity; Spencer Gifts.

14 - NEWSPAPERS: MIRROR (e) 35,743; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Singel, Adv. Mgr., MIRROR, PO Box 2008, Altoona, PA 16603; Tel. (814) 946-7501.
National Representative : None.

AMBRIDGE
See BEAVER

ASHLAND
See SHENANDOAH

ATHENS
See SAYRE

BANGOR

1 - LOCATION: Northampton County, (In Allentown-Bethlehem-Easton, PA-NJ SMSA). E&P Map E-2. 15 mi. N of Easton. On U.S. Hwy. 611; State Hwy. 191.

2 - TRANSPORTATION: **Railroads** : DL&W; Lehigh & New England.
Motor Freight Carriers : 6.
Intercity Bus Line : Keystone Tours.
Airlines : Eastern; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 5,006
County 80 Cen. 225,418
SMSA 80 Cen. 636,714

4 - HOUSEHOLDS:
City 80 Cen. 1,975
County 80 Cen. 80,032
SMSA 80 Cen. 230,764

5 - BANKS: 37E		
Commercial	5	$60,000,000
Sav. & Loan	2	N.A.

6 - PASSENGER AUTOS: County 113,793

7 - ELECTRIC METERS: Residence 5,225

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Located within city—Slate for Roofing and Blackboards; Textile Products; Heyer Industries (electronics).

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Shopping Centers : Capitol Plaza (Acme Mkt.); Bangor Shopping Center; Laneco; Windgap.
Principal Shopping Days : Thurs., Fri., Sat.

13 - RETAIL OUTLETS:
Variety Store : G. C. Murphy.
Chain Drug Stores : Hy-Lo; Private; Eisenhart's Drugs; Smith's Drugs; Ronco Drugs; Joseph Pharmacy; Sandt's.
Chain Food Supermarkets : American (Acme); A&P; Food Lane.
Other Chain Store : Army & Navy (clothing).

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 3,200; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Kathleen J. McFall, Owner & Pub., NEWS, 13-15 S. Main, Bangor, PA 18013; Tel. (215) 588-2196.
National Representative : Landon.

BEAVER-ROCHESTER-AMBRIDGE-ALIQUIPPA

1 - LOCATION: Beaver County (In Pittsburgh SMSA). E&P Map A-2, County Seat. Contiguous urbanized area along Beaver and Ohio River valleys. Industrial and transportation center. 25 mi. NW of Pittsburgh, 45 mi. SE of Youngstown, O. On U.S. Hwys. 19 and 30; State Hwys. 18, 51, 65, and Pennsylvania Tpke.; Beaver Valley Expressway; RT 60.

2 - TRANSPORTATION: **Railroads** : Conrail (Mainline): Pittsburgh & Lake Erie; Aliquippa & Southern; Baltimore & Ohio.
Intercity Bus Lines : Greyhound; Allegheny Port Authority; Inter-City Bus Lines.
Motor Freight Carriers : 33.
Airlines : County Airport.
Ohio River Waterway Carriers : 32; River Lock Tonnage; Annual 18,000,000 Tons.

3 - POPULATION:
Corp. Areas 80 Cen. 36,869
Beaver 80 Cen. 5,441
Rochester 80 Cen. 4,759
Ambridge 80 Cen. 9,575
Aliquippa 80 Cen. 17,094
CZ-ABC: (70) 113,268; (81) 109,800
RTZ-ABC: (70) 24,806; (81) 24,500
County 80 Cen. 204,441
SMSA 80 Cen. 2,263,894
City & RTZ-ABC: (70) 138,074; (81) 134,300

Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 14,682
Beaver 80 Cen. 2,341
Rochester 80 Cen. 1,904
Ambridge 80 Cen. 4,054
Aliquippa 80 Cen. 6,383
CZ-ABC: (70) 35,066; (81) 38,900
RTZ-ABC: (70) 7,850; (81) 8,800
County 80 Cen. 71,691
SMSA 80 Cen. 828,504
City & RTZ-ABC: (70) 42,916; (81) 47,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	16	$220,779,292
Sav. & Loan	17	$184,800,000

6 - PASSENGER AUTOS: County 80,737

7 - ELECTRIC METERS: Est. 59,000

8 - GAS METERS: Residence Co. Est. 42,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Firms, (Number of Employees)—Basic Steel 17, (30,000); Steel Fabrication 19, (7,150); Electrical Machy. 2, (3,750); Stone-Clay-Glass 25, (1,820); Chemicals 9, (1,270); Non-Elect. Machy. (13,475); Food (22,380); Mining (21,390).
Principal Industrial Pay Days —Thu. and Fri.

10 - CLIMATE: Jan. Av. 30; July Av. 73; Average Annual Rainfall; 35 to 39'. First Frost: Oct. 10-20. Last Frost; Apr. 30-May 10. Growing Season: Average 163 days.

11 - TAP WATER: Varies in communities from 4 to 15 gr.; Not fluoridated.

12 - RETAILING: **Principal Shopping Districts** : 7 blocks Franklin Av., Aliquippa: 3 Third St., Beaver; 6 Merchant St., Ambridge: 5 Brighton Ave., Rochester: 4 Penna Ave., Monaca.
Neighborhood Shopping Districts —3 blocks Brodhead Rd. at Sheffield Rd., Aliquippa; 3 Main St., W. Aliquippa 2.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beaver Valley Mall (108)	NA	Gimbels, Hornes, Sears Woolworth
Northern Lights (56)	NA	J.C. Penney, Kroger, Shop-N-Save, Hill's
Big Beaver S/C (11)	NA	Jamesway, Foodland
Hopewell S/C (23)	NA	G.C. Murphy, Thorofare
Zayre Plaza (5)	NA	Zayre
Gee Bee Plaza (2)	NA	Gee Bee, Valu King
Green Garden Plaza (8)	NA	Hill's, Giant Eagle
K mart Plaza (8)	NA	K mart Auto, Shop-N-Save
Aliquippa S/C (16)	NA	
Sheffield Plaza (20)	NA	Kroger
Fisher's Big Wheel (2)	NA	Fisher's, Shop-N-Save
Chippewa Mall (21)	NA	K mart, Kroger

Principal Shopping Days : Sat., Fri., Mon., Wed., Thu.
Stores Open Evenings : Aliquippa—Thu., Sat.; Beaver—Mon. & Fri.; Rochester—Fri.; Monaca—Sat.; New Brighton—Fri.; Mid-land—Tues.; Sat., Mon.; Ambridge—Mon. & Sat., Northern Lights Shpg. Ctr. (Baden) and Hopewell Shpg. Ctr. (Aliquippa); Beaver Valley Mall—Every Night.

13 - RETAIL OUTLETS: **Department Stores** : Sears Roebuck; J.C. Penney; Kaufman's; Gimbels, Jos. Horne.
Discount Stores : K mart; Zayre's; Fisher's; Jamesway; Hill's; Clabers; Gee Bee.
Variety Stores : Murphy; Woolworth.
Chain Drug Stores : Thrift 4; Rowse 2; Gray's; Economy 2; Health City; Revco.
Chain Food Supermarket : Giant Eagle 2; Kroger 5; Economy 4; Golden Dawn 2; Thorofare 1; Foodland; Shop-N-Save; Stop & Go 4; Valu King 2; Fast 'N Friendly; C&L; IGA 2.
Other Chain Stores : Auto Supplies; Goodyear, Goodrich, Firestone, Sol's 2; K mart, Sears, J. C. Penney; Shoes: Kinney's, Thom McAn, Jackson's, Nobil's, Bakers, Picway, Hanover, Regal; Women's Apparel: Joan; Men's Apparel: Hughes & Hatchers, Zeiden, Lisle T. Miller, Fishers; Associated Hardware.

14 - NEWSPAPERS: BEAVER COUNTY TIMES (e-mon to fri) 51,306; (S) 53,443; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Arthur E. Mayhew, Publisher, or Terry L. Tolson, Adv. Dir., BEAVER COUNTY TIMES, PO Box 400, Beaver, PA 15009; Tel. (412) 775-3200.
National Representative : Landon.

BEDFORD

1 - LOCATION: Bedford County, E&P Map C-3. 32 mi. N of Cumberland; 40 mi. S of Altoona; 100 mi. E of Pittsburgh; 95 mi. W of Harrisburg. On U.S. Hwys. 30 and 220 and Pa. Tpke.

IT PAYS TO PROMOTE IN
ALTOONA
Central Pa.'s Most Popular Shopping Area
Hundreds of stores in this retail oasis ... a shopping hub recognized by leading retailers and national advertisers. (Wonderful test market, too)
- Over $600,000,000 in TOTAL SALES!
- 13% above state average in FOOD SALES!
- Above average in AUTO and LIQUOR SALES!

In 36,500 Homes Daily
70% SMSA COVERAGE
Altoona Mirror
CALL (814) 946-7501

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 6.
Intercity Bus Lines —Greyhound; Lincoln Coach.
Airlines —Connection with Blair-Bedford Airport for USAir.

3 - POPULATION:
Corp. City 80 Cen. 4,692
County 80 Cen. 46,784

4 - HOUSEHOLDS:
City 80 Cen. 1,430
County 80 Cen. 16,301

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$74,281,876
Sav. & Loan	1	$24,500,000

6 - PASSENGER AUTOS: County 18,585

7 - ELECTRIC METERS: Residence 1,820

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Mining Tools 398; Telephone Pins 40; Trucking 73; Business Forms 154; Youth Furniture & Wheel Goods 421; Westinghouse Electric 75; JL Co. Industries 100; Rockland Mfg. 125.
Principal Pay Days —Every second Thu.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-70; Summer 68-87; Fall 50-72; Winter 10-48. First killing frost, Oct. 15. Last killing frost, May 5.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on Pitt St.; 1 block on S. Juliana St.; 2 blocks on Richard St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bedford Plaza (6)	NA	Riverside Mkt. Murphy's Mart

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Food—Mon. thru Sat. Other stores-Fri.

13 - RETAIL OUTLETS:
Discount Stores : Surplus Outlet; American Outfitters; Cancellation Shoe; Health Mart; Widmann.
Variety Stores : Murphy Mart; Dollar General.
Chain Drug Stores : L.F. Widmann; Health Mart; Rea & Derick.
Chain Food Supermarkets : A&P; Lowry's IGA; Riverside.
Other Chain Stores : Sears (catalog); J.C. Penney (catalog); High's Dairy; Western Auto; HP Store.

14 - NEWSPAPERS: GAZETTE (m) 7,554; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: John W. Zembower Adv. Mgr., GAZETTE, PO Box 671, Bedford, PA 15522; Tel. (814) 623-1776.
National Representative : Landon.

BELLEFONTE
See STATE COLLEGE

BERWICK
See BLOOMSBURG

BETHLEHEM

1 - LOCATION: Lehigh and Northampton Counties (In Allentown-Bethlehem-Easton, PA-NJ SMSA). E&P Map E-2. Mutual city line (contiguous) with Allentown. 50 mi. N of Phila.; 90 mi. W of NYC.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 43.
Intercity Bus Lines : Greyhound; Martz; Tri-City Coach; Continental Trailways; Trans Bridge; Transport of New Jersey; Boro; Keystone Tours; Carl Beiber.
Airlines : United; Eastern; Altair; USAir; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 70,419
CZ-ABC: (70) 107,105; (81) 109,100
RTZ-ABC: (70) 75,559; (81) 93,800
Counties 80 Cen. 499,000
Lehigh 80 Cen. 273,582
Northampton 80 Cen. 225,418
SMSA 80 Cen. 636,714
City & RTZ-ABC: (70) 182,674; (81) 202,900
Demographic information available from newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,177
CZ-ABC: (70) 33,702; (81) 39,800
RTZ-ABC: (70) 23,332; (81) 33,300
Counties 80 Cen. 181,716
Lehigh 80 Cen. 101,684
Northampton 80 Cen. 80,032
SMSA 80 Cen. 230,764
City & RTZ-ABC: (70) 57,034 (81) 73,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$620,112,000
Sav. & Loan	3	$168,136,025

6 - PASSENGER AUTOS: Counties:
Lehigh 115,039; Northampton 113,793

7 - ELECTRIC METERS: Res. 32,930

8 - GAS METERS: Res. 16,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)— Apparel 23,200 ($121); Primary Metals 15,800 ($407); Electrical Equipment 10,200 ($314); Textiles 5,700 ($181); Transportation 9,400 ($434); Fabricated Metals 9,600 ($292); Food Products 6,000 ($276); Printing 4,450 ($288); Stone Cement 3,200 ($315); Machinery 7,850 ($285); Paper 1,850 ($253); Misc. Mfg. 1,900 ($221).
Principal Pay Days : Wed., Thu., & bi-wkly.

10 - CLIMATE: Min. & Max. Temp.—Spring 6-86 Summer 45-91; Fall-25-86; Winter 4-62. First killing frost. Oct. 31. Last killing frost Apr. 17.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on Main; 3 on Broad; 5 on 3rd; 1 on New; 3 on 4th St.
Neighborhood Shopping Centers —500 & 600 blks of W. Broad St.; 700-800 blks of Linden St.; Stefko Blvd. Lehigh, Westgate Shopping Center; Shoppers Village; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lehigh (17)	3	Jefferson-Ward, Food Lane Acme, Rickel's
Shoppers Village (8)	3	Shop-Well
Stefko Boulevard (24)	3	G.C. Murphy,
Westgate (46)	3	Hess's Dept., Thrift Drug. George's Foodliner
K mart Plaza	5	K mart, Thrift Drug, Food Lane

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Dept.—Mon. & Thu.; Food—Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Orr's; Sears; King's; Hess's.
Variety Stores : Woolworth; McCrory's; G.C. Murphy.
Discount Stores : Jefferson-Ward; Two Guys; K mart; Lane's; Rickel's; Jamesway.
Chain Drug Stores : Rite Aid; Thrift Drug; Regal; Rea & Derick.
Chain Food Supermarkets : Acme-American 5; IGA 5; A&P 1; Shop-Rite; Mkt. Operators 3; Food Lane 5.
Other Chain Stores : Triangle Shoe; Kinney (shoe); Sherwin-Williams; Finneran & Haley Inc. (paints); M.A.B. Paints; Penn Jersey (auto); Miles Shoes; Pic-Way Shoes; Tag Way Shoes; Kay Jewelers; Hickory Farms; Singer Co.

14 - NEWSPAPERS: GLOBE-TIMES (e) 39,452; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert F. Noctor, Adv. Dir., GLOBE-TIMES, 202 W. Fourth St., Bethlehem, PA 18015; Tel. (215) 867-7571.
National Representative : Landon.

BLOOMSBURG-BERWICK

1 - LOCATION: Columbia County, E&P Map D-2 (Bloomsburg is County Seat). Along Susquehanna River; on U.S. Hwy. 11; near Interstate 80.

2 - TRANSPORTATION: Railroads : Erie Lackawanna; Reading.
Motor Freight Carriers : 10.
Intercity Bus Lines : Greyhound; Continental Trailways; Lakes to Sea.
Airlines : Eastern; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 23,806
Bloomsburg 80 Cen. 11,717
Berwick 80 Cen. 12,189
County 80 Cen. 61,967

4 - HOUSEHOLDS:
Cities 80 Cen. 8,449
Bloomsburg 80 Cen. 3,705
Berwick 80 Cen. 4,744
County 80 Cen. 21,678

5 - BANKS:		
Sav. & Loan	3	$10,058,450
Commercial	9	$89,763,428

6 - PASSENGER AUTOS: County 26,293

7 - ELECTRIC METERS: Res. Est. 9,500

8 - GAS METERS: Res. Est. 5,700

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Metal Production 1,800; Apparel 1,309; Textiles 358; Food Products 1,221; Tobacco Mfg. 780; Also Mfg. of Carpets, Chemicals, Castings, Printing & Binding, Aluminum Fabrication, Truck Bodies, Springs, Railroad Car Underframes, Paper Containers.
Principal Industrial Pay Days —Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 42-75; Summer 70-80; Fall 32-65; Winter 10-65. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: Soft, alkaline; not fluoridated.

12 - RETAILING: Principal Shopping Center : In Berwick: 4 blocks on Front, Market and Mulberry Sts.
Neighborhood Shopping Centers —9th and Pine; LaSalle; Market and Summerhill Ave.; Poplar and W. Front; 12th & Pine; Rte. 11 at Briar Creek. In Bloomsburg: Market St. Shpg. Ctr. (6 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Scott Town (5)	NA	Acme, K mart, Fashion Bug, Rea & Derick, Sears
Nichols Mall	NA	Giant Food, S.E. Nichols
Berwick (Front St.) (5)	NA	Acme, K mart
Market St. (7)	NA	A&P

Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears; Montgomery Ward.
Discount Stores : Ames; Nichols Discount City; K mart.
Variety Store : J. J. Newberry.
Chain Drug Stores : Eppley; Moyer; Rea & Derick; Medicine Shoppe; Rite-Aid; Revco.
Chain Food Supermarkets : Weis; A&P; Acme; Giant.
Other Chain Stores : Raub's (shoes); Walker's (jewelry); Smart Shop (women's wear); Sharping Shoes; Racusin's; Tri-County Hardware; Agway (farm supplies); Claster's (building supplies).

14 - NEWSPAPERS: BLOOMSBURG PRESS (m) 12,075 BERWICK ENTERPRISE (m) 7,526; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Willard Chapin, Adv. Dir., PRESS-ENTERPRISE INC., 111 W. Main St., Bloomsburg, PA 17815; Tel. (717) 784-2121.
National Representative : Landon.

BRADFORD

1 - LOCATION: McKean County, E&P Map C-1. Crude oil production center, 72 mi. S of Buffalo; 158 mi. N of Pittsburgh.

2 - TRANSPORTATION: Railroads : Baltimore & Ohio; Conrail.
Motor Freight Carriers : 8.
Intercity Bus Lines : Trailways; Bluebird.
Airlines : USAir.

3 - POPULATION:
Corp. City 80 Cen. 11,211
CZ-ABC: (70) 24,309; (81) 21,700
RTZ-ABC: (70) 107,040; (81) 107,100
County 80 Cen. 50,635 City & RTZ-ABC: (70) 131,349; (81) 128,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,199
CZ-ABC: (70) 8,006; (81) 8,300
RTZ-ABC: (70) 33,300; (81) 38,100 County 80 Cen. 18,294 City & RTZ-ABC: (70) 41,306; (81) 46,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$550,494,000
Sav. & Loan	2	$136,438,000

6 - PASSENGER AUTOS: County 21,097

7 - ELECTRIC METERS: Residence 9,103

8 - GAS METERS: Residence 10,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Steel Fab. 1,824; Refinery 823; Oil Production; 3,500; Resistors 837; Cigarette Lighters 571; Electronics 1,200; Silicon 112; Corrugated Container 273; Oil Well Supplies 200.
Principal Pay Days —Mfg.: Tues. & Thu.; Offices: Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 20-60; Summer 50-90; Fall 30-70; Winter 0-40. First killing frost, Oct. 15. Last killing frost, Apr. 5.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center : Main St., intersecting streets and Foster Brook Crossroads.
Principal Shopping Days : Tues., Thu., Fri.
Stores Open Evenings : Downtown Fri.; Food and Bradford Mall week nights.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Clarks; Woolworth's; K mart.
Variety Stores : McCrory.
Discount Stores : Clarks; Revco.; Big Wheel; K mart.
Chain Drug Stores : Rea & Derick 2; Ott & McHenry 2; Eckerd's.
Chain Food Supermarkets : Bells 2; Sal's Super Mkt.; Tops Super Market.
Other Chain Stores : Browns Boot; Ash Shoe; Sears (catalog); Montgomery Ward (catalog); Gray Auto; Firestone; Monroe.

14 - NEWSPAPERS: ERA (m) 12,317; sworn Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: H.L. Woodruff, Gen. Mgr., ERA, 43 Main St., Bradford, PA 16701; Tel. (814) 368-3173.
National Representative : Landon.

BRISTOL
See LEVITTOWN

BROWNSVILLE

1 - LOCATION: Fayette County; E&P Map B-3. 36 mi. S of Pittsburgh on the Monongahela River. On Natl. Hwy., U.S. Hwy. 40; State Hwy. 88.

2 - TRANSPORTATION: Railroads : Monongahela; P&LE; Conrail.
Intercity Bus Lines : California.

3 - POPULATION:
Corp. City 80 Cen. 4,043
CZ-ABC: (70) 8,845; (81) 9,400
RTZ-ABC: (70) 58,195; (81) 60,600
County 80 Cen. 160,395
City & RTZ-ABC: (70) 67,040; (81) 70,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,593
CZ-ABC: (70) 3,163; (81) 3,900
RTZ-ABC: (70) 18,239; (81) 21,900
County 80 Cen. 56,925
City & RTZ-ABC: (70) 21,402; (81) 25,800

5 - BANKS: 2 Comm.; Dep. $197,230,430

6 - PASSENGER AUTOS: County 65,071

7 - ELECTRIC METERS: Residence 3,703

8 - GAS METERS: Residence 3,901

9 - PRINCIPAL INDUSTRIES: Coal and Coke; Steel Barges.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Principal Shopping Days : Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Karts.
Variety Stores : G.C. Murphy; Autenreith's.
Chain Drug Stores : Thrift.
Chain Food Supermarkets : A&P; Foodland; Super Dollar; Gee Bee.

14 - NEWSPAPERS: TELEGRAPH (e) 7,061; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William Conaway, Adv. Mgr., TELEGRAPH, 16-18 Bridge St., Brownsville, PA 15147; Tel. (412) 785-5000.
National Representative : None.

BUTLER

1 - LOCATION: Butler County, E&P Map B-2, County Seat. 30 mi. N of Pittsburgh; 60 mi. S of Erie, 50 mi. E of Youngstown. On U.S. Hwys. 8 (Wm. Penn) and 422 (Benj. Franklin) and State Hwys. 68 and 356.

2 - TRANSPORTATION: Railroads : Bessemer & Lake Erie; Chessie System.
Motor Freight Carriers : 11.
Intercity Bus Lines : Greyhound; Lincoln.

3 - POPULATION:
Corp. City 80 Cen. 17,026
CZ-ABC: (70) 53,374; (81) 58,300
RTZ-ABC: (70) 94,460; (81) 113,400
County 80 Cen. 147,912
City & RTZ-ABC: (70) 147,834; (81) 171,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,500
CZ-ABC: (70) 16,579; (81) 21,000
RTZ-ABC: (70) 26,630; (81) 36,700
County 80 Cen. 49,352
City & RTZ-ABC: (70) 43,209; (81) 57,700

5 - BANKS: Comm. 10; Sav. & Loan 8.

6 - PASSENGER AUTOS: County 59,594

7 - ELECTRIC METERS: Residence 35,400

8 - GAS METERS: Residence 45,977

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Iron Ore Sintering 400; Freight Cars 2,800; Steel 3,200; Auto Sup. 200; Life Ins. 300; Electronic Control 400; Oil Well Drilling 300; Rubber Spec. 275; Steel Pipe 250; Industrial gases 75; Garments 300; Metal Stampings 150; Fertilizer 75; Feed & Farm Sup. 150; Recovery Steel Scrap 100; Oil & Gas Well Sup. 75; Poultry & Dairy; Hdwr. Auto Supplies 350; Staples 200; Paper 140; Packaging 100.

10 - CLIMATE: Average Temp.—Annual Average 50; Jan., Feb., Mar. 31; Apr.; May, June 58; July, Aug., Sept. 69; Oct., Nov., Dec. 41.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on Main St.; 2 on Jefferson; 2 on Cunningham; 2 on Centre Ave.
Shopping Centers : Bon Aire; Point Plaza; Greater Butler Mart; Butler Mall. Clearview Mall.
Principal Shopping Days : Dept. & Clothing—Mon., Fri., Sat.; Food—Thu., Fri., Sat.
Stores Open Evenings : Dept.—Mon., Thu., Fri.; Food—Mon., Sat.; Super Mkt.—Daily to 9; Downtown—Mon. to Fri to 9; Malls—9 to 9.

13 - RETAIL OUTLETS: Department Stores : Troutman's; Montgomery Ward; J.C. Penney; Sears; Bon-Ton.
Discount Stores : Associated Hdwr.; K mart; Murphy Mart; Fisher's Big Wheel; Zayre; Gaylords; Hill's.
Variety Stores : G.C. Murphy; Woolworth.
Chain Drug Stores : Eckerd's; Thrift 2; White Cross; Rite Aid 2.
Chain Food Supermarkets : Thorofare Foodland 8; Kroger 2; Shop 'N Save 4.
Other Chain Stores : Firestone, Goodyear; Singer Co.; G.R. Kinney (Shoes).

14 - NEWSPAPERS: EAGLE (e) 31,136; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Vernon L. Wise, Jr., Bus. Mgr., EAGLE, 114 W. Diamond St., Butler, PA 16001; Tel. (412) 282-8000.
National Representative : Landon.

CARLISLE

1 - LOCATION: Cumberland County (In Harrisburg SMSA). E&P Map D-3, County Seat. Educational. Light mfg. center 125 mi. from Phila. On U.S. Hwy. 11 and I-81; State Hwys. 33, 34, 74, 641 I-76 (Pennsylvania Turnpike).

2 - TRANSPORTATION: Railroads : Conrail; Reading.
Motor Freight Carriers : 5.
Intercity Bus Lines : Wolf; Greyhound; C. C. Rider.
Airlines : TWA; USAir; Commuter; Altair Airline.

3 - POPULATION:
Corp. City 80 Cen. 18,314
CZ-ABC: (70) 23,342; (81) 27,000
RTZ-ABC: (70) 24,742; (81) 28,100
County 80 Cen. 178,037
SMSA 80 Cen. 446,072
City & RTZ-ABC: (70) 48,084; (81) 55,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,879
CZ-ABC: (70) 7,327; (81) 9,800
RTZ-ABC: (70) 7,303; (81) 9,400
County 80 Cen. 62,624
SMSA 80 Cen. 163,057
City & RTZ-ABC: (70) 14,630; (81) 19,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$324,000,000
Sav. & Loan	2	$61,000,000

6 - PASSENGER AUTOS: County 85,335

7 - ELECTRIC METERS: 16,790

8 - GAS METERS: 5,823

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Rugs-Carpets 1,450; Shoes 688; Tires 725; Crystals 518; Misc. 1,074. (Av. Wkly. Wage—$215).
Principal Industrial Pay Days : Thu. & Fri.

10 - CLIMATE: Average Temp.—Spring 51; Summer 73; Fall 54; Winter 31. First killing frost, Oct. 5. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : 10 bl. on Hanover, High, Louther & Pitt Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carlisle Plz. (50)	1	K mart, Giant Food, Bon-Ton, J.C. Penney, Rea & Derick
M.J.Carlisle (42)	1	Montgomery Ward, Peoples Drug, Woolco, A&P

Principal Shopping Days : Mon, Fri., Sat.
Stores Open Evenings : Department Stores —Mon., Fri.; Food—Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; J. C. Penney; Bon Ton; K mart; Woolco.
Variety Stores : Woolworth 2; G. C. Murphy.
Chain Drug Stores : Peoples 1; Rea & Derick; Drug Fair, MGM Pharm., Rite Aid.
Chain Food Supermarkets : A&P; Giant 2; Safeway; IGA 3; Food Rite 2; Weis Mkt; Handy Mkt. 4; Hattie Harris; 7-Eleven 2.
Other Chain Stores : Sherwin-Williams; Firestone; Joe the Motorists' Friend; Andrews Furn.; Feel Fine; Kinney's Shoe; So-Fro Fabrics; N. B. Liebmans; Radio Shack; Kay Jewelers; Sears; Mary Carter Paint; Mar; Fashion Bug; Action Hardware; Hanover Shoe; Gordan's Jewelry; Jo-Ann Fabrics; Goodyear.

14 - NEWSPAPERS: SENTINEL (e) 14,867; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Glarrow, Adv. Dir., SENTINEL, 457 E. North St., Carlisle, PA 17013; Tel. (717) 243-2611.
National Representative : Landon.

CHAMBERSBURG

1 - LOCATION: Franklin County, E&P Map C-3, County Seat. On U.S. Hwy. 11, 30; Interstate 81, and five Pa. Routes. South Central Part of State, 84 mi. to Baltimore; Washington, 92 mi.; Philadelphia, 142 mi.; Pittsburgh, 156 mi.; New York City, 226 mi.

2 - TRANSPORTATION: Railroads : Western Maryland (freight); Conrail (freight).
Intercity Bus Lines : Greyhound.
Motor Freight Carriers : 3.

3 - POPULATION:
Corp. City 80 Cen. 16,174
CZ-ABC: (70) 17,315; (81) 16,700
RTZ-ABC: (70) 70,165; (81) 85,400
County 80 Cen. 113,629
City & RTZ-ABC: (70) 87,480; (81) 102,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,656
CZ-ABC: (70) 6,067; (81) 6,700
RTZ-ABC: (70) 20,486; (81) 29,100
County 80 Cen. 39,952
City & RTZ-ABC: (70) 26,553; (81) 35,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$351,747,690
Sav. & Loan	2	$40,861,000

6 - PASSENGER AUTOS: County 45,497

7 - ELECTRIC METERS: Residence 6,343

8 - GAS METERS: Residence 3,788

9 - PRINCIPAL INDUSTRIES: Men's & Women's Clothing; Food Processing & Packaging; Packaging Materials; Hydraulic Hammers; Power Transmission Apparatus; Letterkenny Army Depot (Army); Mobile Homes.
Principal Industrial Pay Days —Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 24-93; Summer 49-102; Fall 20-89; Winter 3-64. First killing frost, Oct. 31. Last killing frost, May 9.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main St. 3; Lincoln Way 2.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate Mall (22)	NA	Penney, People's Drug Miller's Auto Supply
Lincoln Way (16)	NA	Acme Mkt., Thrift, A&P Nichols
K mart (6)	NA	K mart, Giant Food, Rite Aid

Principal Shopping Days : Fri., & Sat.
Stores Open Evenings : Dept. Mon. & Fri.; Food and Discount every evening.

13 - RETAIL OUTLETS: Department Stores : Sears Roebuck; Penney; Tobey's; Eyerly's.
Discount Stores : Central Tractor; Moore's; Nichols.
Variety Stores : McCrory's; Newberry; K mart.
Chain Drug Stores : Peoples 1; Thrift 1; Rite Aid; Drug Fair.
Chain Food Supermarkets : Acme 2; A&P 1; Associated Grocers 19; Weis Markets; Giant; Cressler's; Safeway; Sunnyway.
Other Chain Stores : Agway, Inc.; Carvel Corp.; Goodrich; Worth's; Montgomery Ward (mail order); Essis & Sons; Firestone General Tire; S&H Green Stamps; Endicott-Johnson; Sherwin-Williams.

14 - NEWSPAPERS: PUBLIC OPINION (e) 19,932; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William L. Upperman, Adv. Dir., PUBLIC OPINION, 77 N. Third St., Chambersburg, PA 17201; Tel. (717) 264-6161.
National Representative : Gannett.

CHARLEROI
See MONESSEN

CHESTER

1 - LOCATION: Delaware County (In Philadelphia, PA-NJ SMSA). E&P Map E-3. 15 mi. SW of Phila.; 15 mi. NE of Wilmington. Industrial Center; 6 mi. of waterfront on West bank Delaware River. On State Hwys. 252, 320, 420, 352, 452, 491; U.S. Hwys. 13, 322, I-95, I-202.

2 - TRANSPORTATION: Railroads : Conrail; Baltimore & Ohio (freight); Reading (freight).
Motor Freight Carriers : 8.
Intercity Bus Lines : Penna. Greyhound; Trailways; Red Arrow.
Airlines : All major airlines at Philadelphia International Airport (6 mi.).
Port Facilities : Accommodate largest ocean going vessels.

3 - POPULATION:
Corp. City 80 Cen. 45,794
PMA-ABC: (70) 336,846; (81) 310,500
County 80 Cen. 555,007
SMSA 70 Cen. 4,716,818
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,637
PMA-ABC: (70) 98,663; (81) 104,200
County 80 Cen. 192,332
SMSA 80 Cen. 1,639,330

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$1,635,895,000
Sav. & Loan	27	$697,212,000

6 - PASSENGER AUTOS: County 243,246

7 - ELECTRIC METERS: Res., Co. 139,507

8 - GAS METERS: Res., County 84,190

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Chemical Pdts. 1,525 ($260); Electrical Machy. 1,309 ($219); Fabricated Metal Pdts. 2,378 ($206); Food 1,844 ($203); Non-Elect. Machy. 7,809 ($315); Petroleum Refining 2,552 (NA); Paper Products 3,115 ($319); Printing & Publishing 1,618 ($202); Transp. Equip. Incl. Aircraft & Shipbuilding 9,914 ($320); Apparel & Fabric 1,137 ($165).

10 - CLIMATE: Min. & Max. Temp.—Spring 34-84; Summer 59-90; Fall 23-77; Winter 24-52. First killing frost, Oct. 31. Last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: 30 blocks on Welsh, Edgmont, Market and Sproul Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West End	3	Pickwell
Granite Run	7	Acme. Sears. Mall Clover, Gimbel's, Penney
Springfield Mall (75)	7	Wanamaker's, Bamberger's
Swarthmore	3	Acme, Great Scot
Aston Township	3	Acme
Village Green (18)	4	A&P
Springfield	8	Clover, Kresge
Tri-State Mall	NA	The Dry Goods.
Northtowne	5	Woolco, Super-Saver, Plaza Eckerd Drugs, Acme
Glenolden	7	Jefferson Ward
MacDade Mall (48)	NA	Woolco

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Mon. and Fri.; Food Stores—Tues., Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Sears; Strawbridge & Clothier; Wanamaker; Gimbel's; J.C. Penney; Bamberger's.
Discount Stores : Jefferson Ward Clover; Woolco; K mart.
Variety Stores : Woolworth; McCrory's; Silvers.
Chain Drug Stores : Thrift Drug; Rite Aid; Tri-State Wholesale 2; Zeitz's 2; C.V.S. Granite Run Mall.
Chain Food Supermarkets : Acme 12; A&P 8; Shop 'n Bag; Great Scot 4; Pathmark 5; Thriftway 2.
Other Chain Stores : Singer Co.; Thom McAn; Kinney; Triangle; Hanover; Dial; Flagg Bros.; Pic-Way; Levitz; Buten's; Sherwin-Williams; M.A. Bruder; Finnaren & Haley; Pittsburgh Plate Glass; Glidden; Firestone; Pep Boys; Penn Jersey; Kay; Gordon; Doubet; Anderson-Little; Eugene Jacobs; B Gross.

14 - NEWSPAPERS: DEWAWARE COUNTY TIMES (m) 40,296; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Frank Gothie Mktg. Dir. DELAWARE COUNTY TIMES, 500 Mildred Ave., Primos, PA 19018; Tel. (215) 284-7200.
National Representatives : Landon; Robert Hitchings.

CLAIRTON
See McKEESPORT

CLEARFIELD-
CURWENSVILLE

1 - LOCATION: Clearfield County, E&P Map C-2. County Seat. Routes 322 and 153. Shortest route from Buffalo to Washington, 90 miles from Pittsburgh, Keystone Shortway Interstate Route 80.

2 - TRANSPORTATION: Railroads : Chessie System; Conrail.
Intercity Bus Lines : Fullington's; Continental Trailways.
Airlines : USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 10,696
Clearfield 80 Cen. 7,580
Curwensville 80 Cen. 3,116
County 80 Cen. 83,578
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 4,254
Clearfield 80 Cen. 3,085
Curwensville 80 Cen. 1,169
County 80 Cen. 29,151

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$264,961,000
Sav. & Loan	1	$30,000,000

6 - PASSENGER AUTOS: County 28,881

7 - ELECTRIC METERS: Residence 13,074

8 - GAS METERS: Residence, City Zone 964; Bottled Gas 3,920

9 - PRINCIPAL INDUSTRIES: Clay & Brick; Precision Instruments; Machine Shops; Tool & Die; TV Tubes; Apparel; Cigars; Food; Tannery; Coal; Cabinets; Plastic; Pet Products; Heavy Equipment; Transportation.
Principal Pay Days —Fri.; 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-60; Summer 50-90; Fall 40-78; Winter 10-40. First killing frost, Oct. 2. Last killing frost, May 31.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center : Clearfield: 16 blocks on Second St., Market St., 3rd St., and Nichols St.; Phillipsburg: 8 blocks on Presqueisle, Front and Spruce Sts., Ames Plaza; Curwensville: 4 blocks on State and Filbert Sts.; Ames Discount Dept. Store Plaza between Clearfield & Curwensville; Ames Shopping Plaza between Clearfield & Phillipsburg; Clearfield Mall: 17 stores located one mile east of Clearfield, J.C. Penney, Murphy's Mart, Fashion Bug.
Principal Shopping Days : Mon., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores : Lertzinger's Dept. Store; J.C. Penney; Sears; Montgomery Ward; Ames.
Discount Stores : Sam's; Ames; Widmann's; Laurel; Rite Aid.
Variety Stores : McCrory; Murphy.
Chain Drug Stores : L. F. Widmann; Cowdrick's, Walgreen.
Chain Food Supermarkets : A&P 1; Keystone 1; Riverside 3; AG Mkts. 9; IGA Foodliner 3; Super Duper; Comet Mkt.
Other Chain Stores : Singer Co.; J.S. Raub; Brown's Boot Shops; Wolf Furniture; Sherwin-Williams; Penn Furniture; S&H Green Stamps; Pennshire.

14 - NEWSPAPERS: PROGRESS (e) 18,663; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Patrick P. Domico, Adv. Dir., PROGRESS, 206 E. Locust St., Clearfield, PA 16830; Tel. (814) 765-5581.
National Representative : Landon.

COATESVILLE

1 - LOCATION: Chester County, E&P Map E-2 (In Philadelphia, PA-NJ SMSA). Industrial and Farm center; 38 mi. W of Philadelphia; 25 mi. E of Lancaster; 30 mi. S of Reading; 25 mi. N of Wilmington, Del. On Lincoln Hwy. U.S. 82 and State Hwys. 162 and 273.

2 - TRANSPORTATION: Railroads : Conrail; Reading (freight).
Motor Freight Carriers : 2
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,698
PMA-ABC: (70) 64,056; (81) 79,100
County 80 Cen. 316,660
SMSA 80 Cen. 4,716,818

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,928
PMA-ABC: (70) 18,894; (81) 26,700
County 80 Cen. 104,752
SMSA 80 Cen. 1,639,330

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Sav. & Loan	2	N.A.

6 - PASSENGER AUTOS: County 128,939

7 - ELECTRIC METERS: Res. 15,440

8 - GAS METERS: Res. 3,472

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avge. Wkly. Wage)—Steel Mfg. 4,200 ($326); Textiles 700 ($150); Steel Fabric 800 ($295).

10 - CLIMATE: Min. & Max. Temp.—Spring 35-85; Summer 45-100; Fall 35-85; Winter 0-65.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Lincoln Hwy. bet. 1st and 4th Aves.: 3 blocks bet. 6th and 8th. East of city on Lincoln Hwy. Shopping Center, furniture, automobile sales serving new housing development.

Nearby Shopping Centers : Thorndale Shopping Center 4 mi. E. of Rt. 30 (9 stores-Brownie's IGA; Jamesway Discount, Thrift Drug); Ingleside (Acme Mkt.); K mart; Downingtown Farmers Market, 4 mi. E on Lincoln Hwy.; K mart, 11 mi. east, 15 mi. S.E., mi. S.E.; Exton Square Mall, 11 mi. east.

Principal Shopping Days : Mon., Fri. and Sat.

Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears Roebuck; Jamesway; K mart.

Variety Stores : Woolworth; J.J. Newberry.

Chain Drug Stores : Thrift, SavRite; Rite Aid

Chain Food Supermarkets : A&P; Acme Super-Thrift Food Bank; Sam's 2. Brownie's IGA.

Other Chain Stores : Firestone; Goodyear; Western Auto; Penn Jersey.

14 - NEWSPAPERS: RECORD (e) 8,251; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Joyce Thompson, Adv. Mgr., RECORD, 204 E. Lincoln Hwy., Coatesville, PA 19320; Tel. (215) 384-4900.

National Representatives : Landon; Robert Hitchings.

COLUMBIA

1 - LOCATION: Lancaster County (In Lancaster SMSA), E&P Map D-3. On U.S. Hwy. 30; State Hwy. 462; 12 mi. from Lancaster or York; 72 mi. from Phila.

2 - TRANSPORTATION: Railroads : Conrail; Reading.

Motor Freight Carriers : 3.

Intercity Bus Lines : Lancaster-Columbia; York-Columbia.

3 - POPULATION:

Corp. City 80 Cen. 10,466

County/SMSA 80 Cen. 362,346

4 - HOUSEHOLDS:

City 80 Cen. 3,877

County/SMSA 80 Cen. 123,864

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$21,500,000
Sav. & Loan	3	$15,400,000

6 - PASSENGER AUTOS: County 150,571

7 - ELECTRIC METERS: Residence 3,400

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry & Number of Emp.: Malleable Iron 1,200; Clothing 865; Shoes 150; Smelting 100.

Principal Industrial Pay Days —Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 60-100; Fall 25-70; Winter 10-50. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 15 blocks on 5 streets.

Neighborhood Shopping Centers : Columbia Plaza and Columbia Shopping Center.

Principal Shopping Days : Thu., Fri., Sat.

Some Stores Close : Wed. afternoon.

Stores Open Evenings : Mon., Fri., some open every evening except Sun.

13 - RETAIL OUTLETS: Department Store : Towne Shoppe.

Variety Store : McCrory.

Discount Stores : Harry Miller's; Jamesway.

Chain Drug Stores : Rea & Derick; Hinkle's; Rite Aid; Drug Fair.

Chain Food Supermarkets : Acme; Andy's; Weis Markets.

Other Chain Stores : Western Auto.

14 - NEWSPAPERS: NEWS (e) 4,730; sworn Oct. 23, 1980.

Local Contact for Advertising and Merchandising Data: George C. Gable, Adv. Mgr., NEWS, 341 Chestnut St., Columbia, PA 17512; Tel. (717) 684-2125.

National Representative : Landon.

CONNELLSVILLE-SOUTH CONNELLSVILLE

1 - LOCATION: Fayette County, E&P Map B-3. 50 mi. S of Pittsburgh. Manufacturing, farming, mining area. 17 mi. from Penna. Tpke. On State Hwys. 119, 711, 201.

2 - TRANSPORTATION: Railroads : B&O (Main line); Conrail; Western Maryland; Lake Erie, Pittsburgh & West Virginia (freight).

Motor Freight Carriers : 2.

Intercity Bus Lines : Grenaldo.

3 - POPULATION:

Corp. Cities 80 Cen. 12,615

Connellsville 80 Cen. 10,319

S. Connellsville 80 Cen. 2,296

CZ-ABC: (70) 26,878; (80) 27,600

RTZ-ABC: (70) 51,039; (81) 56,000

County 80 Cen. 160,395

City & RTZ-ABC: (70) 77,917; (81) 83,600

4 - HOUSEHOLDS:

Cities 80 Cen. 6,017

Connellsville 80 Cen. 5,211

S. Connellsville 80 Cen. 806

CZ-ABC: (70) 8,596; (81) 10,300

RTZ-ABC: (70) 15,776; (81) 19,700

County 80 Cen. 56,925

City & RTZ-ABC: (70) 24,372; (81) 30,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$152,000,000
Sav. & Loan	3	$55,000,000

6 - PASSENGER AUTOS: County 65,071

7 - ELECTRIC METERS: Residence 21,439

8 - GAS METERS: Residence 6,000

9 - PRINCIPAL INDUSTRIES: RR Shops 3; Glass Making; Sportswear; Auto Trailers.

Principal Pay Days : Glass & Sportswear—Fri.; RR. 10-11, 25-26.

10 - CLIMATE: Min. & Max. Temp.—Spring 24-78; Summer 54-84; Fall 34-78; Winter 10-64.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: Principal Shopping Center : 13 blocks on Crawford Ave.; 4 on Pittsburgh St.

Neighborhood Shopping Centers —8 blocks on W. Crawford Ave.; 1 at E. Crawford & Snyder St.; Rt. 119 at York Ave.; 1-5 mi. N. on 4 Lane Hwy. (4 Units). 4 Mi. S. on 4 Lane Hwy. (38 Units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Laurel Mall (34)	4	Murphy Mart, Mont. Ward
Connellsville (9)	NA	Thrift Drug, Thorofare
Foodland (5)	NA	Laurel Foods, Fox Grocery

Principal Shopping Days : Thurs., Fri., Sat.

Stores Open Evenings : Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Troutman's; Fisher's; Ames; Montgomery Wards; Metzler's; Murphy Mart.

Variety Stores : G. C. Murphy; McCrory; Green; McLellan.

Discount Stores : Ames; Murphy's; Fisher Big Wheel.

Chain Drug Stores : Thrift 1; Burns 1; Health Mart; Pevco; Healthland.

Chain Food Supermarkets : Thorofare; Red & White 4; Clover Farm 5; Foodland 2; Super Dollar; Stop 'N Shop; Shop 'n Save 2.

Other Chain Stores : Sears; Firestone; Montgomery Ward.

14 - NEWSPAPERS: COURIER (e) 14,889; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Robert E. Lind, Pub., COURIER, 127 W. Apple St., Connellsville, PA 15425; Tel. (412) 628-2000.

National Representative : Thomson.

CORRY

1 - LOCATION: Erie County (In Erie SMSA). E&P Map B-1. 37 mi. from Erie; 90 mi. S of Buffalo; 130 mi. N of Pittsburgh. On U.S. Route 6 and State Hwys. 277 and 426.

2 - TRANSPORTATION: Railroads : ConRail.

Intercity Bus Lines : Greyhound

Motor Freight Carriers : 8.

3 - POPULATION:

Corp. City 80 Cen. 7,149

County/SMSA 80 Cen. 279,780

4 - HOUSEHOLDS:

City 80 Cen. 2,690

County/SMSA 80 Cen. 96,820

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	1	$16,470,000
Commercial	2	$385,100,000

6 - PASSENGER AUTOS: County 105,598

7 - ELECTRIC METERS: Residence 4,390

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Steel Furn. 757 ($260); Springs 654 ($230); Aircraft Parts 350 ($195); Engines & Pumps 310 ($230); Steel Fab. 138 ($195); Electronics Comp. 190 ($215).

Principal Industrial Pay Days —Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 9-90; Summer 34-90; Fall-4-82; Winter-10-65. First killing frost, Sept. 26. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers : 6 blocks on Center St.; 6 on Main St.; 3 on 1st Ave.; Two Plazas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Plaza (6)	NA	A&P, Rite Aid Drug
Corry Plaza (8)	NA	Buyers Fair, G.C. Murphy, Loblaw's, Fisher Big Wheel

Principal Shopping Days : Fri., Sat., Mon.

Store Close : Wed. afternoon.

Stores Open Evenings : Fri., Mon., Thu.

13 - RETAIL OUTLETS: Discount Stores : Buyer's Fair; Bargain Barn; Rite Aid; Eckerd's.

Chain Drug Stores : Eckerd's; Rite-Aid.

Chain Food Supermarkets : Loblaw's; Quality Master; Market Basket; Golden Dawn.

Other Chain Stores : Brown Shoes; Barney's; Firestone; Western Auto; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: JOURNAL (e) 4,980; sworn Sept. 30, 1980.

Local Contact for Advertising Data: George R. Sample, Gen. Mgr., JOURNAL, 28 West South St., Corry, PA 16407; Tel. (814) 665-8291.

National Representative : None.

CURWENSVILLE

See CLEARFIELD

DANVILLE

1 - LOCATION: Montour County, E&P Map D-2, County Seat. On Susquehanna River. State Hwy. 54; U.S. Hwys. 11, I-80.

2 - TRANSPORTATION: Railroads : Conrail; DL&W; Reading.

Motor Freight Carriers : 3.

Intercity Bus Lines : Intercity; Greyhound; Continental Trailways.

3 - POPULATION:

Corp. City 80 Cen. 5,239

County 80 Cen. 16,675

4 - HOUSEHOLDS:

City 80 Cen. 2,125

County 80 Cen. 5,551

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$327,411,000

6 - PASSENGER AUTOS: County 6,571

7 - ELECTRIC METERS: Residence 4,933

8 - GAS METERS: Residence 1,192

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Chem 550; Auto Valves 603; machinery 506; Hospitals 3,300; Textiles 120; Woodworking 225

10 - CLIMATE: Min. & Max. Temp.—Spring 19-88; Summer 40-102; Fall 30-91; Winter 10-63. First killing frost, Oct. 4. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 8 blocks on Mill St.

Neighborhood Shopping Centers : Ferry St. North Continental Blvd.

Principal Shopping Days : Thu., Fri., Sat.

Stores Close : Wed. afternoon.

Stores Open Evenings : Fr.; Food—Thu., Fri.

13 - RETAIL OUTLETS:

Discount Stores : Dollar General; Midway Dist.

Variety Stores : J.J. Newberry; Coles Hdwe.: Ben Franklin.

Chain Drug Stores : Rea & Derick; Rite-Aid; Thrift Drug.

Chain Food Supermarkets : A&P; Weis.

Other Chain Stores : Triangle Shoes; Andrews Furn.; Firestone.

14 - NEWSPAPERS: NEWS (e) 4,242; sworn Mar. 31, 1981.

Local Contact for Advertising and Merchandising Data: D.F. Jeffrey, Gen. Mgr., NEWS, 14 E. Mahoning St., Danville, PA 17821; Tel. (717) 275-3235.

National Representative : Landon.

DONORA

See MONONGAHELA

DOYLESTOWN-HATBORO

1 - LOCATION: Doylestown (County Seat) in Bucks County, Hatboro in Montgomery County (In Philadelphia PA-NJ SMSA). E&P Map E-3. Agricultural center, 28 mi. N of Phila.; 77 mi. from N.Y.C.; 32 mi. S of Easton; WNW of Trenton. On U.S. Hwys. 611,202; State Hwy. 113.

2 - TRANSPORTATION: Railroads : Conrail.

Motor Freight Carriers : 6.

Intercity Bus Lines : Greyhound; SEPTA.

3 - POPULATION:

Corp. Cities 80 Cen. 16,296

Doylestown 80 Cen. 8,717

Hatboro 80 Cen. 7,579

PMA-ABC: (70) 162,520; (81) 193,900

Counties 80 Cen. 1,122,832

Bucks 80 Cen. 479,211

Montgomery 80 Cen. 643,621

SMSA 80 Cen 4,716,818

4 - HOUSEHOLDS:

Corp. Cities 80 Cen. 9,794

Doylestown 80 Cen. 6,942

Hatboro 80 Cen. 2,852

PMA-ABC: (70) 46,553; (81) 64,400

Counties 80 Cen. 379,938

Bucks 80 Cen. 156,648

Montgomery 80 Cen. 223,290

SMSA 80 Cen. 1,639,330

5 - BANKS: Comm. 4: Dep. $126,000,000

6 - PASSENGER AUTOS: Counties: Bucks 220,502; Montgomery 324,883

7 - ELECTRIC METERS: Residence 2,891

9 - PRINCIPAL INDUSTRIES: Clothing; Textiles; Rubber Prod.; Bldg. Matls.; Electronics.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Shopping Center : N. Main St. (20 stores-Acme Mkt., A&P, Thrift Drug, Diana Stores, Sears, Singer); S-Rte. 611 (30 stores—King's, Acme, Direct Drug, Girard Bank; Montgomery Mall, Montgomeryville, Rt. 309 & 202 (120 stores, Enclosed-J.C. Penney, Bambergers, John Wanamaker).

Principal Shopping Days : Thu., Fri., Sat.

Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : J. K Musselman; Sears; Woolco; King's; K mart; Acme 10; Hess's; J. C. Penney; Bambergers; John Wanamaker.

Variety Stores : Woolworth; K mart.

Discount Store : Woolco.

Chain Drug Stores : Thrift; Schulman's.

Chain Food Supermarkets : A&P 5; Acme 9; Shopping Center 3; IGA Foodliner; Shop-Rite; Pathmark; Thriftway; Supersaver.

14 - NEWSPAPERS: INTELLIGENCER (e-mon to fri) 27,691; (S) 27,935; sworn Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Billy Lynch, Adv. Dir., INTELLIGENCER, 333 N. Broadway, Doylestown, PA 18901; Tel. (215) 345-3000.

National Representative : Landon.

DU BOIS

1 - LOCATION: Clearfield County, E&P Map C-2, 90 miles from Pittsburgh. On U.S. Hwys. 119, 219, 322 and I-80.

2 - TRANSPORTATION: Railroads : B&O; Conrail

Motor Freight Carriers : 6.

Intercity Bus Lines : Dufast; Continental Trailways.

Airlines : At Du Bois-Jefferson County Airport; USAir; Crown Airways Commuter Service.

3 - POPULATION:

Corp. City 80 Cen. 9,290

County 80 Cen. 83,578

4 - HOUSEHOLDS:

City 80 Cen. 3,593

County 80 Cen. 29,151

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$125,000,000

6 - PASSENGER AUTOS: County 28,881

7 - ELECTRIC METERS: Residence 6,278

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Woodworking 56 ($300); Machine Shop 200 ($240); Meter Mfg. 750 ($240); Chinaware 400 ($225); Auto Springs 225 ($250); Gas Drilling 250 ($340); Graphic Arts 75 ($230); Refractories 40 ($200); Hospitals (2) 500 ($300).

Principal Pay Days : 1st, 15th, Fridays.

10 - CLIMATE: First killing frost, Oct. 2. Last killing frost, May 16.

11 - TAP WATER: Neutral, very soft; Fluoridated.

12 - RETAILING: Principal Shopping Center : 8 blocks on Brady St. and Long Ave.; Rte. 219-I-80; Falls Creek Interchange.
Neighborhood Shopping Centers : Sandy Twp. (S. Brady St. and Dixon Ave.); N. Main St. Penn Traffic Complex, N. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sandy Plaza (8)	NA	Kroger Market, K mart
Du Bois Mall (40)	NA	Radio Shack, M. Ward Murphy Mart, J.C. Penney, Wolf Furn., Riverside Mkt.

Principal Shopping Days : Thu., Fri. and Sat.
Stores Close : Wed. noon during summer.
Stores Open Evenings : Mon. & Fri.; downtown daily at Mall & Plaza and Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; Penney; Sears; Penn-Traffic; Town & Country (Ladies).
Variety Store : J.G. McCrory.
Discount Stores : Clinton; Widman's; P.T. Stores.
Chain Drug Stores : Cowdricks; Thrift; CVS.
Chain Food Supermarkets : Shop 'N Save; Riverside 2; Gateway Market; Kroger; Himes Country Market.
Other Chain Stores : Brown's Boot; Sherwin-Williams; Western Auto; J. S. Raub Shoes; Goodyear; Kinney Shoes; Fashion Bug 2; Kay Jewelers; Endicott Johnson.

14 - NEWSPAPERS: COURIER-EXPRESS (e) 11,536 sworn Mar. 31, 1981
Local Contact for Advertising and Merchandising Data: William H. Reay, Gen. Mgr., COURIER-EXPRESS, 52-58 W. Long Ave., DuBois, PA 15801; Tel. (814) 371-4200.
National Representative : Landon.

DUQUESNE
See McKEESPORT

EAST STROUDSBURG
See STROUDSBURG

EASTON-WILSON, PA-PHILLIPSBURG, NJ

1 - LOCATION: Northampton County, PA-Warren County, NJ (in Allentown-Bethlehem-Easton, PA-NJ SMSA). E&P Map E-2, County Seat (Northampton, PA) 75 mi. W of New York; 55 mi. N. of Philadelphia. At junction of Delaware and Lehigh Rivers. On U.S. Hwys. 33, 78, and State Hwys. 115, 191, 45, 611, N.H. 24.

2 - TRANSPORTATION: Railroads : Conrail; CRR of N.J.; DL&W; L&H (freight).
Motor Freight Carriers : 54.
Intercity Bus Lines : Lanta; Frank Martz; Greyhound; Public Service; Trailways.
Airlines : Eastern; United; USAir; Altair; Suburban.

3 - POPULATION:
Corp. Cities 80 Cen. 50,238
Easton 80 Cen. 26,027
Wilson 80 Cen. 7,564
Phillipsburg 80 Cen. 16,647
CZ-ABC: (70) 90,834; (81) 95,300
RTZ-ABC: (70) 168,246; (81) 203,300
Counties 80 Cen. 309,847
Northampton Co., PA 80 Cen. 225,418
Warren Co., NJ 80 Cen. 84,429
SMSA 80 Cen. 636,714
City & RTZ-ABC: (70) 259,080; (81) 298,600

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,617
Easton 80 Cen. 9,363
Wilson 80 Cen. 3,012
Phillipsburg 80 Cen. 6,242
CZ-ABC: (70) 29,881; (81) 36,200
RTZ-ABC: (70) 51,589; (81) 71,800
Counties 80 Cen. 109,438
Northampton Co., PA 80 Cen. 80,032
Warren Co., NJ 80 Cen. 29,406
SMSA 80 Cen. 230,764
City & RTZ-ABC: (70) 81,470; (81) 108,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$498,886,250
Sav. & Loan	5	$255,119,220

6 - PASSENGER AUTOS: Counties Northampton, PA 113,793; Warren, NJ, N.A.

7 - ELECTRIC METERS: Residence 35,800

8 - GAS METERS: Residence 17,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)—Machinery 7,389 ($415); Textile & App. 5,316 ($210); Paper & Ptg. 3,956 ($294); Elect. & Elect. 1,960 ($366); Chemical Products 2,012 ($358); Food 525 ($382).

10 - CLIMATE: Min. & Max. Temp.—Spring 7-94; Summer 44-99; Fall 18-87; Winter-4-72. First killing frost, Nov. 3. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping District : 6 blocks on Northampton St.; 1 on Second St.; 6 on Third St.; 2 on Ferry St.
Neighborhood Shopping Areas —4 blocks at Cattell & March Sts.; 2 at Berwick & Centre Sts.; 2 at Washington, Butler & Seventeenth Sts. Phillipsburg, N.J.: 8 at South Main St.; 5 at Memorial Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palmer Park Mall (40)	4	Hess's
25th St. (Easton, PA) (20)	3	Woolworth, Acme
K mart Plaza (Easton, PA)	3	K mart, Weis Mkts.
Hillcrest Mall (Phillipsburg, NJ) (2)	3	Orr's, Acme, A&P, Channel, Woolworth
Bangor, PA (3)	15	Acme
Washington, NJ	13	Acme
Flemington, NJ	25	Majors, Shop Rite Dunham's, Jamesway Grand Union, Channel A&P

Principal Shopping Days : Thu., Fri., Sat. & Sun.
Stores Open Evenings : Dept.—Tues. & Fri.; Food—Tues., Wed., Thu. & Fri.; Shopping Centers— Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Hess; Orr's 2.
Discount Stores : Two Guys from Harrison; Laneco 4; Jamesway; K mart.
Variety Stores : Woolworth 2.
Chain Drug Stores : Rea & Derick; Thrift 2; Straup's 2; Rite Aid 1; Phillipsburg Phcy. 2.
Chain Food Supermarkets : Acme 2; A&P 2; Weis Mkt. 1; Food Lane 5; Shop Rite 2; Shop-well.
Other Chain Stores : Sears; Farr's; Kinney's; Firestone 2; Pep Boys; Penn Jersey Auto; Gordon Jewelers; Sherwin-Williams 2; Eugene Jacobs; Endicott-Johnson; Karmelkorn; Radio Shack; Hi Fidelty House; Kay's Jewelers; Deb Shops; Hickory Farms.

14 - NEWSPAPERS: THE EXPRESS (e-mon to fri) 49,196; (m-sat) 48,736; (S) 48,693; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edward E. Howard, Dir. of Sls. & Mktg., THE EXPRESS, 30 N. 4th St., Easton, PA 18042; Tel. (215) 258-7171.
National Representative : Story & Kelly-Smith.

ELLWOOD CITY

1 - LOCATION: Beaver and Lawrence Counties (In Pittsburgh SMSA), E&P Map A-2. Manufacturing center on W border of State. 38 mi. from Pittsburgh.

2 - TRANSPORTATION: Railroads : Pittsburgh & Lake Erie; Baltimore & Ohio.
Motor Freight Carriers : 2.
Intercity Bus Lines : Ellwood; Greyhound; Grove City; Smeal.

3 - POPULATION:
Corp. City 80 Cen. 9,998
CZ-ABC: (70) 14,169; (81) 13,800
RTZ-ABC: (70) 26,595; (81) 29,800
Counties 80 Cen. 311,591
Beaver 80 Cen. 204,441
Lawrence 80 Cen. 107,150
SMSA 80 Cen. 2,263,894
City & RTZ-ABC: (70) 40,764; (81) 43,600

4 - HOUSEHOLDS: Corp. City 80 Cen. 3,885
CZ-ABC: (70) 4,732; (81) 5,400
RTZ-ABC: (70) 7,699; (81) 9,900
Counties 80 Cen. 109,192
Beaver 80 Cen. 71,691
Lawrence 80 Cen. 37,501
SMSA 80 Cen. 828,504
City & RTZ-ABC: (70) 12,431; (81) 15,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$190,000,000
Sav. & Loan	2	$299,000,000

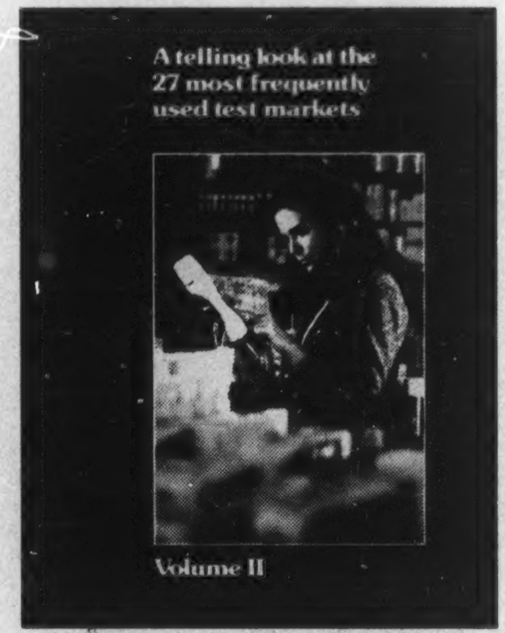
6 - PASSENGER AUTOS: Beaver County 80,737; Lawrence County 45,140

7 - ELECTRIC METERS: Residence 3,505

8 - GAS METERS: Residence 3,504

9 - PRINCIPAL INDUSTRIES: Type of Industry. Number of Wage Earners (Av. Wkly. Wage) — Heavy Steel Mill 900 ($375); Crankshafts for Diesel 410 ($300); Sportswear 513 ($130); Steel Scaffolding 104 ($240); Ornamental Iron Work 35 ($240); Cotter pins 75 ($240); Mach. Shop Equip. 32 ($240); Safety Shoe Foot Guards 10 ($240); Washers, Hose Clamps 290 ($200); Water Softener 60 ($95); Sand & Stone 70 ($240); Powdered Metal Parts 90; Mattresses & Ironing Bd. Covers 180 ($130); Spec. Steel & Wire 210 ($240); Cement 240 ($350); Wood Patterns 10 ($240); Chem. Mfg. 5 ($240); Grey Iron & Bronze Castings 25 ($240).
Principal Pay Days —Alternate Tues.; Some Mills pay Fri. every week.

Wondering Where To Test Your New Product?



Are you questioning market testing methods, cities, demographics? Are you confused by reports on past product tests and are now considering your own time consuming research to find the market that is right for you?

Maybe you didn't know that the reliable information and documented statistics that you need are already available in an updated study that covers such topics as:

—Why Test
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—How to choose your market based on:
  1.) Market Size
  2.) Demographics
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This study also includes valuable data on the 27 most popular test markets and how they compare to the national profile in population, effective buying incomes, retail sales, demographics, and ADI and SMSA costs, coverage and ratings for broadcast and print media.

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ERIE MORNING NEWS • ERIE DAILY TIMES • Erie Times-News

Represented by Landon Associates, Inc.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-70; Summer 65-90; Fall 35-70; Winter 10-40. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : 5 blocks on Lawrence Ave.
Neighborhood Shopping Centers —3 blocks on 5th St.; 2 on 6th St.; 5 in 4th Ward; Lawrence Village Plaza Rt. 65, 5 mi. north of Ellwood; Big Beaver Blvd.; Rt. 18, 5 miles south of Ellwood; Christy's Plaza, Rt. 65, 1 mile south of Ellwood; Franklin Plaza, 1 mile east on Rt. 288.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : All ex food, Mon. and Fri.; Dept., Nitely; Food, Nitely.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Fisher's.
Variety Stores : G.C. Murphy.
Discount Stores : Gen. Sales; Keystone; K mart; Murphy Mart; Jamesway.
Chain Drug Stores : Rexall 1; Cresway 1.
Chain Food Supermarkets : Shop 'n Save; Valu-King; Golden Dawn; Kroger.

14 - NEWSPAPERS: LEDGER (e) 7,554; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dom A. Viccari, Adv. Dir., LEDGER, 835 Lawrence Ave., Ellwood City, PA 16117; Tel. (412) 758-5573.
National Representative: Landon.

ERIE

1 - LOCATION: Erie County (SMSA), E&P Map B-1. County Seat. On Lake Erie. 100 mi. E of Cleveland; 90 mi. W of Buffalo. Rail, water and motor freight shipping center. Diversified industry. College and tourist, resort center.

2 - TRANSPORTATION: Railroads : New York, Nickel Plate; Conrail; Bessemer & Lake Erie; Norfolk & Western.
Freight Steamship lines : 24
Motor Freight Carriers : 40
Intercity Bus Lines : Greyhound; Bluebird
Airlines : USAir, Bard Air, Erie Airways, Heussler.

3 - POPULATION:
Corp. City 80 Cen. 119,123
CZ-ABC: (70) 201,164; (81) 205,300
RTZ-ABC: (70) 93,272; (81) 109,600
County/SMSA 80 Cen. 279,780
City & RTZ-ABC: (70) 294,436; (81) 314,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 96,820
CZ-ABC: (70) 61,449; (81) 71,900
RTZ-ABC: (70) 27,469; (81) 37,700
County 80 Cen. 43,639
SMSA 80 Cen. 96,820
City & RTZ-ABC: (70) 88,918; (81) 109,600

5 - BANKS: Comm. 12; Dep. $710,503,000

6 - PASSENGER AUTOS: County 105,598

7 - ELECTRIC METERS: Residence 81,201

8 - GAS METERS: Residence 73,741

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Pub., Paper, Ptg. 3,100 ($290); Plastics, Rubber, Misc. 2,700 ($200); Primary Metals 4,800 ($283); Fab. Metal Products 6,200 ($266); Furn., Fixt. 1,100 ($150); Non-elect. Machy. & Transp. Equip. 14,100 ($285); Electrical Machy. 5,400 ($229); Food 1,800 ($216)
Principal Industrial Pay Days —Fri. and Thu.

10 - CLIMATE: Min. & Max. Temp.—Spring 11-87; Summer 42-92; Fall 16-93; Winter -2-66. First killing frost, Oct. 1. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers : State St. from 6th to 18th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th 15th, 16th, 17th and 18th Sts. between French & Peach Sts. (two blocks).
Neighborhood Shopping Centers —5 blocks on Parade St.; 5 on W. 8th St.; several shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Erie Plaza (25)	NA	Hornes, Halle
East Erie Plaza (10)	NA	Loblaw's
Perry Plaza (18)	NA	Loblaw's, Value City
Liberty Plaza (27)	NA	Loblaw's, Carlisle
The Colony (26)	NA	Colony Foodtown
Spencer Place	NA	IGA
Eastway Plaza (23)	NA	Loblaw's, K mart
Central Mall (27)	NA	Loblaw's
Grandview (8)	NA	Thrift Drug, K mart
Park Plaza (18)	NA	Arrow Drug, D&R Mart
Zuck Rd. Pl. (2)	NA	Loblaw's, Eckerd Drugs
Kimco (2)	NA	Loblaw's
Millcreek Mall (145)	NA	Sears, Penney's, Halles, Horne's, Carlisles Kaufmanns

Principal Shopping Days : Sat., Mon. Fri., Thu.
Principal Stores Close : Mon. 9:00 PM. all year.
Stores Open Evenings : Dept.—Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores : Hornes; Carlisle's; Halles; Sears; J.C. Penney; Kauffman's:
Discount Stores : Value City 2; K mart 3; Hills 2.
Variety Stores : Murphy 2; Woolworth 1; Scott's 2; McCrory's 1.
Chain Drug Stores : Rea & Derick 5; Eckerd's 8; Arrow 2; Sun 1; White Cross 2; Thrift 1; Brim 1.
Chain Food Supermarkets : Loblaw's 15; Super Save 2; Super Duper 3; Golden Dawn 10.
Other Chain Stores : Ladies Apparel: Lynn's, Fashion Flair, Benson's, Ormand's; Men's: Richman Bros., Shoes: Thom McAn 2, Kinney's, Nobil's, Giant Shoes; PickWay, Hanover; Others: Tagway; Pittsburgh Plate Glass; Sherwin-Williams (paints); Singer Co.; American Auto; Firestone; Goodrich; Goodyear; General Tire; Uniroyal; Radio Shack; S&H Green Stamps.

14 - NEWSPAPERS: NEWS (m)24,013; TIMES (e) 49,938; Comb. (m&e) 73,951; TIMES-NEWS (Sat.) 67,270; (S) 94,319; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gerald J. Szorek, Nat'l. Adv. Mgr., or Owen Toale, Ret. Adv. Mgr., TIMES-NEWS, 205 W. 12th St., Erie, PA 16534; Tel. (814) 456-8531.
National Representative : Landon.

FARRELL

See SHARON

FRANKLIN

See OIL CITY

GETTYSBURG

1 - LOCATION: Adams County, E&P Map D-3 (In York SMSA). 31 mi. SW of Harrisburg; 25 mi. W of York; 50 mi. N of Baltimore, Md.; 25 mi. E of Chambersburg.

2 - TRANSPORTATION: Railroads : Reading (freight); Western Maryland (freight).

3 - POPULATION:
Corp. City 80 Cen. 7,194
CZ-ABC: (70) 11,387; (81) 12,800
RTZ-ABC: (70) 55,120; (81) 70,700
County 80 Cen. 68,292
SMSA 80 Cen. 381,255
City & RTZ-ABC: (70) 66,507; (81) 83,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,523
CZ-ABC: (70) 3,519; (81) 4,600
RTZ-ABC: (70) 15,874; (81) 23,400
County 80 Cen. 22,897
SMSA 80 Cen. 135,210
City & RTZ-ABC: (70) 19,393; (81) 28,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	14	$300,018,929
Sav. & Loan	2	$73,516,829

6 - PASSENGER AUTOS: County 27,836

7 - ELECTRIC METERS: Residence 8,630

8 - GAS METERS: Residence 7,313

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Furniture 518; Shoes 1,950; Textile 974; Food Processing 1,775 full time and 10,500 seasonal; Gettysburg National Park 300; Gettysburg College and Gettysburg Lutheran Seminary 750; Westinghouse 750; Printing 250; Paper Supplies 200.

10 - CLIMATE: Min. & Max. Temp.—Spring 10-75; Summer 50-100; Fall 30-70; Winter 10-70.

11 - TAP WATER: Neutral, soft; not fluoridated; chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
No. Gettysburg (10)	NA	Acme Mkt., Kings, Rea & Derick
Springs Ave. (9)	NA	Big D Discount Discount Fabric

Principal Shopping Days : Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores : King's.
Discount Stores : Big D; Bargaintown.
Variety Store : Murphy.
Chain Drug Stores : Rea & Derick 2; People's; Rite Aid.
Chain Supermarkets : A&P; Acme; Kennies 2; Giant.
Other Chain Stores : Automotive Supply Co.; Benn's; K&W Tires; T&S Factory Outlet; Tobey's; Martins Shoes; Wall & Ochs; Get-Mor Factory Outlet.

14 - NEWSPAPERS: THE TIMES (e) 11,036; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Charles C. Costella, Adv. Mgr., THE TIMES, 18 Carlisle St., Gettysburg, PA 17325; Tel. (717) 334-1131.
National Representative: Landon.

GREENSBURG

1 - LOCATION: Westmoreland County (In Pittsburgh SMSA). E&P Map B-3, County Seat. Manufacturing, agriculture and coal mining. On 2 U.S. & five State Hwys.; 5 mi. to Pa. Tpke.; 30 mi. E of Pittsburgh.

2 - TRANSPORTATION: Railroads : Conrail; Amtrak.
Motor Freight Carriers : 7.
Intercity Bus Lines : Greyhound; Lincoln; Penn.

3 - POPULATION:
Corp. City 80 Cen. 17,558
PMA-ABC: (70) 259,961; (81) 279,700
County 80 Cen. 392,294
SMSA 80 Cen. 2,263,894
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,973
PMA-ABC: (70) 79, 784; (81) 98,100
County 80 Cen. 139,233
SMSA 80 Cen. 828,504

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	18	N.A.
Commercial	19	N.A.

6 - PASSENGER AUTOS: County 155,747

7 - ELECTRIC METERS:
(Residence) County Est. 125,000

8 - GAS METERS: (Ress.); Co. Est.90,000

9 - PRINCIPAL INDUSTRIES: Automobile Mfg.; Primary Metal Prdts.; Fabricated Metal Pdts.; Elect. Machy.; Stone, Clay and Glass Prdts.; Scientific Instruments and Automatic Temp. Controls; Non-Elect Machy.; Food Pdts.; Rubber and Plastic Pdts.; Apparel; Printing and Publishing; Paper Pdts.; Bituminous Coal; Natural Gas.
Principal Pay Days : Fri., 1 & 15, 10 & 25.

10 - CLIMATE: Min. & Max. Temp.—Spring 30-70; Summer 60-90; Fall 30-80; Winter 5-60. First killing frost, Sept. 20. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on both sides of Main St. & Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greengate Mall (90)	NA	J. C. Penney, Hornes, Montgomery Ward
Greensburg Plaza) (10)	NA	K mart, Foodland
Eastgate Plaza	NA	Gee Bee
Greensburg (20)	NA	Tile City
Latrobe	NA	K mart, Jamesway, Foodland
Westmoreland Mall (130)	NA	Troutman's, Murphy Mart, Shop-N-Save, Sears, Kaufman's

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Downtown, Mon., Thur., Fri. Shopping Ctr. every evening.

13 - RETAIL OUTLETS: Department Stores : Sears 3; Troutman 5; (Allied); Royers; Montgomery Ward; Hornes; J. C. Penney 3; Bon-Ton; Kaufmann's.
Variety Stores : G. C. Murphy 2.
Discount Stores : Gee Bee 2; K mart 3; Murphy Mart 4; Jamesway; Hills 6; Fishers Big Wheel.
Chain Drug Stores : Thrift 4; Widmann; Rite Aid 5.
Chain Food Supermarkets : Kroger; Thorofare; A&P 2; Foodland 6; Red & White 2; Davis Mkt.; Giant Eagle 2; Gee Bee Food; Shop-N-Save 9.
Other Chain Stores : Thom McAn 3; Kinney's 2; Gatling Auto 2; Wayne; Weil; Singer Co.; S&H Green Stamps; Islays 2; Kamps Shoes 3; Sun Tile; Joe Workman; Richman Bros.; Firestone; Goodyear; Carlton Men's; Standard Sportswear 2; May's; Motherhood Maternity; Father & Son Shoe; Mariann, Spencer Gift 2; Camera & Card Shop; National Record Mart 2; DeRoy Jewelers 2; Fulton Piano 2; Fashion Hosiery; Beltone; Barricini Candy; Kelley & Cohen; Hart's; Wander Sales; Radio Shack 2; Fabric Fair; Baker Shoes 2; Misc. Shop; Suzy Boutique; Foxmoor Casuals; General Nutrition 2; Sweet William 2; Herrold Jewelers; Penn Furniture; Wickes Lumber; Jaison's Women; Hickory Farms 2; Jayson Men; Fabric Tree; Baskin-Robbins; Elizabeth Addams; Photocoral 2; Toy Mart; Walden Books 2; Watchmaker; Tobacco Village 2; Busy Beaver; Fisher's Big Wheel 2; 84 Lumber; Widmann; Rite Aid; Hermans; York Steakhouse; Tagway Shoes; Kay Beetoy; Fotomat; Anderson Little; Casual Corner.

14 - NEWSPAPERS: TRIBUNE-REVIEW (m) 45,339; (S) 74,628; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ted Coleman, Adv. Dir; Steve Roszczyk, Asst. Adv. Dir., TRIBUNE-REVIEW, Cabin Hill Dr., Greensburg, PA 15644; Tel. (412) 834-1151.
National Representative : Landon.

GREENVILLE

1 - LOCATION: Mercer County (In Sharon SMSA). E&P Map A-2. 75 mi. N of Pittsburgh; 75 mi. E of Cleveland, O. On State Hwys. 18, 58 and 358; 15 mi. from I-79; 18 mi. from I-80.

2 - TRANSPORTATION: Railroads : Conrail; Bessemer & Lake Erie; E&P Div.

3 - POPULATION:
Corp. City 80 Cen. 7,730
CZ-ABC: (70) 15,003; (81) 15,500
RTZ-ABC: (70) 26,187; (81) 29,400
County/SMSA 80 Cen. 128,299
City & RTZ-ABC: (70) 41,190; (81) 44,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,767
CZ-ABC: (70) 4,598; (81) 5,500
RTZ-ABC: (70) 7,604; (81) 9,600
County/SMSA 80 Cen. 44,657
City & RTZ-ABC: (70) 12,202; (81) 15,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 49,717

7 - ELECTRIC METERS: Residence 5,641

8 - GAS METERS: Residence 3,822

9 - PRINCIPAL INDUSTRIES: Railroad Freight Cars; Elevated Tanks; RR Shops; Transformers; Iron Castings; Aluminum Ladders; Stainless Steel Pipe.

10 - CLIMATE: Min. & Max. Temp.—Spring 9-94; Summer 30-98; Fall 6-86; Winter 9-68.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenville Plaza (22)	NA	Murphy's, Jamesway, Riverside Mkt.
Colonial Plaza (5)	NA	Valu King

Principal Shopping Days : Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : L. L. Keck; J. C. Penney; N. N. Moss; Jamesway.
Variety Store : Murphy Mart.
Chain Food Supermarkets : Golden Dawn; Valu King; Riverside; Foodland.

14 - NEWSPAPERS: RECORD-ARGUS (e) 5,465; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Turner, Adv. Mgr., RECORD-ARGUS, 10 Penn Ave., Greenville, PA 16125; Tel. (412) 588-5000.
National Representative : Thomson.

HANOVER

1 - LOCATION: York County (In York SMSA). E&P Map D-3. 18 mi. W of York; 14 mi. E of Gettysburg; 40 mi. N of Baltimore and 40 mi. SE of Harrisburg.

2 - TRANSPORTATION: Railroads : Maryland-Penna.; Western Maryland.
Motor Freight Carriers : 44.

3 - POPULATION:
Corp. City 80 Cen. 14,890
CZ-ABC: (70) 26,252; (81) 26,800
RTZ-ABC: (70) 145,030; (81) 193,600
County 80 Cen. 312,963
SMSA 80 Cen. 381,255
City & RTZ-ABC: (70) 381,255; (81) 220,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,149
CZ-ABC: (70) 8,856; (81) 10,400
RTZ-ABC: (70) 42,114; (81) 64,500
County 80 Cen. 112,313
SMSA 80 Cen. 135,210
City & RTZ-ABC: (70) 50,970; (81) 74,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$381,925,764
Sav. & Loan	2	$40,467,687

6 - PASSENGER AUTOS: County 137,243

7 - ELECTRIC METERS: Residence 30,497

8 - GAS METERS: Residence & Commercial 9,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Leather 2,200; Paper & Printing 2,100; Textile & Apparel 1,802; Food Processing 1,400; Primary & Fabricated Metal 2,200; Furniture 695; Chemical-Rubber-Stone 625.

10 - CLIMATE: Min. & Max. Temp.—Spring 28-90; Summer 55-98; Fall 17-87; Winter 5-75.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearview (16)	NA	Rea & Derick, Woolworth, A&P, Joe The Motorist, Sherwin-Williams
Hanover Plaza (3)	NA	Value City, Toytown U.S.A.
No. Hanover Mall (66)	NA	Radio Shack, Sears K mart, Bon Ton Thrift Drug, Fashion Bug Feel Fine Shop, Singer Kinney Shoes, Thom McAn, Pearle Vision, J.C. Penney, Brooks, Hickory Farms, Sixteen Plus, Action Hardware, Foxmoor, Deb Shops, Walden Books, Kay Jewelers, Instant Replay
South Hanover (8)	NA	King's Dept., Acme, S.E. Nichols, Drug Fair

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Downtown: Mon., Fri., Sat.; Shopping Centers: Every night.

13 - RETAIL OUTLETS: Department Stores : Bon Ton, Sears; Leggett's, J. C. Penney.
Discount Stores : Bargain City; Nichols; King's; Value City; K mart.
Variety Stores : McCrory's; (2) Woolworth.
Chain Drug Stores : Rea & Derick (Rexall); Thrift Drug; (2) Drug Fair; (2) Rite Aid; Revco.
Chain Food Supermarkets : (2) A&P, Acme, Weis, Food Fair, Giant, Co-op Consumers, Safeway.
Other Chain Stores : Firestone, Columbia Jewelers, S&H Green Stamps, Super Shoes, Goodyear, Goodrich, Lowe's, Lumber Yard, 84 Lumber, Ames, Dahnken.

14 - NEWSPAPERS: SUN (e) 23,666; Mar ABC. 31, 1981.
Local Contact for Advertising and Merchandising Data: Robert L. Krout, Adv. Mgr., SUN, PO Box 514, Hanover, PA 17331; Tel. (717) 637-3736.
National Representative : Thomson.

HARRISBURG

1 - LOCATION: Dauphin County (In Harrisburg SMSA). E&P Map D-3, State Capital and County Seat. On Eastern bank of Susquehanna River; 100 mi. from Phila.; 75 mi. N of Baltimore. Wholesale center for Central Penna. on Hwys. 22, 322, 422, 11, 15, 111, 230; Interstates 76, 81, 83, & 283.

2 - TRANSPORTATION: Railroads : Amtrak; Conrail; Main Line; Western terminus of Reading, which is linked with B&O. Largest freight classification yards on Penna. System.
Motor Freight : 100 Motor Common Carriers have authority to serve the area. 75 maintain terminals here.
Intercity Bus Lines : Greyhound; Trailways.
Airlines : TWA; Allegheny Commuter; USAir; Altair.

3 - POPULATION:
Corp. City 80 Cen. 53,264
County 80 Cen. 232,317
SMSA 80 Cen. 466,072
PATRIOT (m) and NEWS (e):
Total PMA-ABC: (70) 432,550; (81) 484,600
PATRIOT NEWS (S):
Total PMA-ABC: (70) 1,251,923; (81) 1,394,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 22,024
County 80 Cen. 88,088
SMSA 80 Cen. 163,057
PATRIOT (m) and NEWS (e):
CZ-ABC: (70) 97,715; (81) 122,000
Bal. in PMA-ABC: (70) 41,080; (81) 56,300
Total PMA-ABC: (70) 138,795; (81) 178,300
PATRIOT NEWS (S):
CZ-ABC: (70) 97,715; (81) 122,000
Bal. in PMA-ABC: (70) 309,076; (81) 394,400
Total PMA-ABC: (70) 406,791; (81) 516,400

5 - BANKS: 122; Deposits $2,271,575,000

6 - PASSENGER AUTOS: County 101,267

7 - ELECTRIC METERS: Residence 65,499

8 - GAS METERS: Residence 51,131

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Durable goods 20,700 ($365); Primary Metals 6,100 ($492) Electric Machinery 7,800 ($245); Non-Durable Goods 21,900 ($258); Food Products 9,000 ($326); Transportation, Public Utilities 15,900 ($248); Printing & Publishing 2,300 ($249); State-Local Government 46,800, Federal Service 10,200
Principal Pay Days : Staggered.

10 - CLIMATE: Spring 21-62; Summer 61-88; Fall 43-70; Winter 10. First killing frost, Sept. 28. Last killing frost, May 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: 050111 - TAP WATER: Principal Shopping Center : Downtown; Strawberry Square Complex, Market Square, three blocks on 3rd St., 1 block on Walnut Street.
Major Shopping Centers : Harrisburg East Mall (Paxtang), Capital City Mall, (Camp Hill), Colonial Park Plaza, Union Deposit Mall (Colonial Park).
Minor Shopping Centers : Derrytown Mall (Hershey), East Park Center (Lawnton), M. J. Mall (Carlisle), Summerdale Plaza Shopping Center (Summerdale), Windsor Park Plaza (Mechanicsburg).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrisburg	3	John Wanamaker, East Mall (89) Hess's, J.C. Penney
Kline Village (32)	2	Rea & Derick
West Shore Plz. (28)	2	Rea & Derick
Camp Hill (40)	2	People's Drug
Colonial Park (74)	6	Sears, Pomeroy's
Olmsted Plz. (20)	7	Kresge
Cedar Cliff Mall (20)	4	Rea & Derick
Union Deposit Mall (60)	5	Acme, Murphy Mart
Capital City Mall (85)	5	Hess's, Sears, Murphy Mart

Principal Shopping Days : Mon., Fri., Sat., & Sun.
Stores Open Evenings : Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores : Pomeroy's 3; Sears 2; John Wanamaker 1; J.C. Penney 2; Hess's 2; Montgomery Ward.
Discount Stores : King's; K mart 4; Hills 2; Murphy Mart 2.
Variety Stores : Woolworth; Kresge; Bills.
Chain Drug Stores : Rea & Derick 12; People's 5; Lipman 2; Rite-Aid 5; Revco 5; Thrift Drugs 4.
Chain Supermarkets : Handy Mkt. 12; Weis 16; Acme 3; A&P 9; Giant 10; Super Thrift 3; IGA 3; 7-Eleven 9; Boulevard Save Rite 3; Pathmark; Hattie Harris 6; Turkey Hill 5.
Other Chain Stores : Irvings; Kinney's; Stuarts; Stephenson's; Joe the Motorists' Friend; Miller's Auto; Kelly & Cohen; Hickory Farms; Maternity Mart; Anderson-Little; Silo; Channel; Lowes; Hechinger; Wickes Lumber.

14 - NEWSPAPERS: PATRIOT (m-mon to fri) 47,030; NEWS (e-mon to fri) 61,184; (sat) 94,032; PATRIOT-NEWS (S) 151,611; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Cobaugh, Natl. Adv. Mgr., PATRIOT & NEWS, PO Box 2265, Harrisburg, PA 17105; Tel. (717) 255-8277.
National Representative : Newhouse.

HATBORO-WARMINSTER

1 - LOCATION: Hatboro in Montgomery County, Warminster in Bucks County (In Philadelphia, PA-NJ SMSA). E&P Map E-3. 10 miles north of Philadelphia on U.S. Hwy. 263.

2 - TRANSPORTATION: Railroads : Septa.
Motor Freight Carriers : 12.
Intercity Bus Lines : Septa; Martz; Trailways; Greyhound; Huntingdon Valley Trans.
Airlines : At Philadelphia Airport: American; British Airways; Eastern; Delta; Lufthansa National; Northeast; Northwest Orient; Pan American; TWA; United; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 43,122
Hatboro: 80 Cen. 7,579
Warminster: 80 Cen. 35,543
SMSA 80 Cen. 4,716,818
Montgomery Co. 80 Cen. 643,621
Bucks Co. 80 Cen. 479,211
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Warminster 80 Cen. 10,209
Hatboro 80 Cen. 2,852
Montgomery Co. 80 Cen. 223,290
Bucks Co. 80 Cen. 156,648
SMSA 80 Cen. 1,639,330

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	N.A.
Sav. & Loan	3	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: Counties: Montgomery 324,883; Bucks 220,502

7 - ELECTRIC METERS: ELECTRIC METERS: Residence 399,600

8 - GAS METERS: GAS METERS: Residence 125,500

9 - PRINCIPAL INDUSTRIES: Electronics, small diversified.
Principal Industrial Pay Days —Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 19-93; Summer 52-94; Fall 22-90; Winter 10-60. First killing frost, Oct 23. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center 5 blocks on York Rd. Neighborhood Shopping Center-Village Mall (42 units); King's Plaza (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rosemore (17)	2	Shop 'N' Save
Town & Country	2	Great Scot
Warminster Plaza (17)	4	Rickels

Principal Shopping Days : Thu., Fri. & Sat.

13 - RETAIL OUTLETS:
Discount Stores : K mart; Woolco; Rickels; Clover; Jefferson Ward; King's.
Variety Store : Berlins.
Chain Drug Store : Thrift Drug; Direct Drug; Eckerd Drug; Rite Aid.
Chain Food Stores : Acme; Super Saver; Genuardi's; A&P; Great Scot; Pathmark; Shop'n Save; Thriftway.

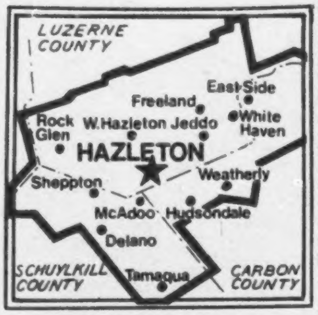
14 - NEWSPAPERS: TODAY'S SPIRIT (m) 7,400; Dec. 31, 1981 CAC.
Local Contact for Advertising and Merchandising Data: Gordon Bechtle, V.P./Mkt. Dir., TODAY'S SPIRIT, 530 W. Street Rd., Warminster, PA 18974; Tel. (215) 675-3430.
National Representatives : Robert Hitchings; USSPI.

HAZLETON

1 - LOCATION: Luzerne County (In Northeast Pennsylvania SMSA). E&P Map E-2. Southern portion of Luzerne County; shopping and wholesale center of a tri-county area (lower Luzerne and northern Carbon and Schuylkill). 125 mi. from N.Y. City; 102 mi. from Phila.

2 - TRANSPORTATION: Railroads : Conrail (freight).
Motor Freight Carriers : 34.
Intercity Bus Lines : Capitol; Continental Trailways; Luzerne & Carbon County; Motor Transportation; Valley Transit.

3 - POPULATION:
Corp. City 80 Cen. 27,318
CZ-ABC: (70) 50,464; (81) 48,000
RTZ-ABC: (70) 32,664; (81) 40,300
County 80 Cen. 343,079
SMSA 80 Cen. 640,396
City & RTZ-ABC: (70) 83,128; (81) 88,300
Demographic Information available from Newspaper. See paragraph 14 .



Hazleton Standard-Speaker (all day) 24,361 ABC 3/31/81

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,762
CZ-ABC: (70) 17,112; (81) 18,800
RTZ-ABC: (70) 9,874; (81) 14,200
County 80 Cen. 125,502
SMSA 80 Cen. 232,728
City & RTZ-ABC: (70) 26,986; (81) 33,000

5 - BANKS:	NUMBER	DEPOSITS
Savings	6	$2,368,707,138
Sav. & Loan	3	$172,992,452

6 - PASSENGER AUTOS: County 138,553

7 - ELECTRIC METERS: Residence 60,407

8 - GAS METERS: Residence 5,317

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Primary 11,639; Machine Shops 1,567; Mining & Stripping 906.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-56; Summer 65-80; Fall 35-59; Winter 23-27. First killing frost, Sept. 20. Last killing frost, June 1.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center : 6 blocks on Broad St., on Wyoming St., 2 on North Laurel St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Church Hill	2	McCrory, Gaylord's, Mall (14) Super Saver
Laurel Mall (40)	4	Boscov's, Zayre, A&P, McCrory
Hazleton (8)	1/2	Super Saver, Sears, McCrory, K mart
Valmont (10)	2	Cook's, Ware house Foods

Principal Shopping Days : Department Stores—Wed., Fri., Sat. Food—Wed., Thurs., Fri.
Stores Open Evenings : Department Stores—Wed. and Fri. Food—daily.

13 - RETAIL OUTLETS: Department Stores : P. Deisroth's; Sears; Boscov's.
Discount Stores : Cook's; Discountland U.S.A.; Gaylord's; K mart; Zayre; Dollar General.
Variety Stores : Kresge; McCrory; K mart.
Chain Drug Stores : Rea & Derick; Rite-Aid; Associated Druggist; General Nutrition Center; Consumer Value Stores.
Chain Food Supermarkets : A&P 1; Super-Saver 2; Pantry Quik 4; Weis; Discountland USA; IGA 4; Joseph's Holiday Mkt.; Giant Markets; Freeland Food Mart; Economy Markets.
Other Chain Stores : Thom McAn; Triangle; Raub's Glick's; Sherwin-Williams; Women's Apparel: Shroyers, Junior Colony, Fashion Colony, Colony II, Fashion Bug; Men's Stores: The Hub, Sarno & Son, Metallo's; Furn. Stores: Rosen's.

14 - NEWSPAPERS: STANDARD-SPEAKER (all day) 24,361; March 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Gunshore; Adv. Dir., STANDARD-SPEAKER, 21 N. Wyoming St., Hazleton, PA 18201; Tel. (717) 455-3636.
National Representative : Landon.

HUNTINGDON-MOUNT UNION

1 - LOCATION: Huntingdon County, E&P Map C-3. On the Juniata River, 36 mi. E of Altoona; 90 mi. W of Harrisburg, on U.S. Rte. 22 Mount Union is on the Juniata River, 12 mi. E of Huntingdon; 78 mi. W of Harrisburg, on U.S. Rte. 22 Location of Raystown Lake, largest man-made reservoir in East, with boating, fishing, recreational facilities.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 6.

3 - POPULATION:
Corp. Boroughs 80 Cen. 10,143
Huntingdon 80 Cen. 7,042
Mount Union 80 Cen. 3,101
County 80 Cen. 42,695

4 - HOUSEHOLDS:
Boroughs 80 Cen. 3,976
Huntingdon 80 Cen. 2,552
Mount Union 80 Cen. 1,244
County 80 Cen. 14,459

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$156,227,000
Bldg. & Loan	2	$2,740,000

6 - PASSENGER AUTOS: County 16,339

7 - ELECTRIC METERS: Residence 8,275

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Brick 300; Glass 700; Garment 940; Printing 475; Footwear 495; Electronics 500; Engrg. & Mach. Pts. 100; RR & Util. 325; State Gov't 450; Sand-Stone 265; Wood Prod. 400.
Principal Industrial Pay Days —Textiles, Thurs.; Brick Refractories, Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 16-90; summer 42-98; Fall 21-90; Winter 11-66; First killing frost, Oct. 6. Last killing frost, May 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 14 blocks on 5 Sts.; Shopping Center (7 Units).
Principal Shopping Days : Fri., Sat., Thurs.
Stores Close : Wed. afternoons all year.
Stores Open Evenings : Huntingdon, Fri.; Mount Union, Fri.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Poser's; Saxe's; Miller's.
Variety Stores : G.C. Murphy 2; McCrory.
Chain Drug Stores : Hilly's; Rite Aid; Widmann's; Health Mart.
Chain Food Supermarkets : A&P 2; Weis 2; IGA 4; Riverside Mkt; Food Rite.
Discount Stores : Widmann's; Rite Aid; Health Mart.
Other Chain Stores : Sears (catalog) 2; Western Auto 2; Sherwin-Williams; Wolf Furn.; Montgomery Ward (catalog) 2; Murphy Mart.

14 - NEWSPAPERS: NEWS (e) 11,812; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Kenneth J. Smith, Adv. Dir., NEWS, 325 Penn St., Huntingdon, PA 16652; Tel. (814) 643-4040.
National Representative : Landon.

INDIANA

1 - LOCATION: Indiana County, E&P Map B-2, County Seat. 60 mi. NE of Pittsburgh; 50 mi. W of Altoona.

2 - TRANSPORTATION: Railroads : Conrail; B&O.
Motor Freight Carriers : 2.
Intercity Bus Lines : Edwards Lakes-to-Sea; Blairsville, Hutchinson's Route 80 Short Way.

3 - POPULATION:
Corp. City 80 Cen. 16,051
CZ-ABC: (70) 24,869; (81) 32,100
RTZ-ABC: (70) 54,582; (81) 61,800
County 80 Cen. 92,281
City & RTZ-ABC: (70) 79,451; (81) 93,900
Demographic Information available form Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,473
CZ-ABC: (70) 6,470; (81) 9,800
RTZ-ABC: (70) 16,438; (81) 21,300
County 80 Cen. 29,998
City & RTZ-ABC: (70) 22,908; (81) 31,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	$391,284,000
Sav. & Loan	3	$70,597,360

6 - PASSENGER AUTOS: County 33,247

7 - ELECTRIC METERS: Residence 17,782

8 - GAS METERS: Residence 6,942

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)—Tires 660 ($297); Sportswear 150 ($200); Thermo Controls 300 ($250); Aluminum Doors 1000 ($250); Medical Instruments 475 ($250); University 1200 ($300); Coal Mining 5620 ($468); Highway 595 ($300); Generating 1000 ($468); Riot Control 350 ($250); Mining Equipment 919 ($360); Coal Gasification 180 ($350); Steel Building 150 ($250); Chalkboards 135 ($250); Cardiac Pacemakers 110 ($250); Conveyors Equipment 700 ($300); Sewing Contractors 100 ($225); Fabricated Metal 225 ($280); Electric, Gas, Telephone employees ($350).

INDIANA, PA.

University Town?

YES!

Diversified Industry?

YES!

High Employment Rate?

YES!

FOOD TEST MARKET? DEFINITELY

Food Sales of $86,189,000*

10% of E.D.I.

A sound, solid market covered effectively only by

Indiana Evening Gazette

Marketed Nationally by LANDON ASSOCIATES

*1982 E & P Market Guide Est.

10 - CLIMATE: Min. & Max. Temp.—Spring 31-65; Summer 60-90; Fall 25-70; Winter 10-42. First killing frost, Oct. 10. Last killing frost, May 1st.

11 - TAP WATER: Slightly acid, hard.

12 - RETAILING: Principal Shopping Center : 5 blocks on Philadelphia St.
Shopping Centers : Route 119 South, Wayne Ave. extension. Route 119 North—4th St.; Regency Mall, Indiana Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rt. 286 S.	·	David Weis
College Pk. (3)	NA	Woolworth's, Eckerd Drug Plz. Penn Traffic, Riverside
Regency Mall (23)	NA	Foodland, Thrift Drug, Mont. Ward, Murphy's, Hill's
Indiana Mall (48)	NA	K mart, Bon Ton, Sears J.C. Penney

13 - RETAIL OUTLETS: Department Stores : Brody Bros., Troutman (Allied); Montgomery Ward; J.C. Penney; Penn-Traffic; Hills; Murphy Mart; Sears; Bon Ton.
Discount Stores : Distributors; P.T. Stores; David Weis; Murphy Mart; Rite Aid; Revco; K mart.
Variety Stores : G.C. Murphy; Woolworth.
Chain Drug Stores : Thrift; Eckerd; Revco; CVS; Rite Aid 3.
Chain Food Supermarkets : A&P; Thorofare; Riverside 2; Foodland 3; Shop & Save.
Other Chain Stores : Western Auto; Brown's Boot; Penn Furniture, Heck's.

14 - NEWSPAPERS: GAZETTE (e) 21,665; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Russell Hickey, Adv. Dir., GAZETTE, 161 Meadowood Rd., Indiana, PA 15701; Tel. (412) 465-5555.
National Representative : Landon.

IRWIN

1 - LOCATION: Westmoreland County, E&P Map B-3 (In Pittsburgh SMSA). Manufacturing, coal mining and agricultural area; 20 mi. SW of Pittsburgh, near junction of US Hwys. 30 and I-76.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 10.
Airlines : USAir; American; Eastern; Nordair, Ltd.; Northwest; TWA; United (all at Pittsburgh).

3 - POPULATION:
Corp. City 80 Cen. 4,995
County 80 Cen. 392,294
SMSA 80 Cen. 2,263,894

4 - HOUSEHOLDS:
City 80 Cen. 2,201
County 80 Cen. 139,233
SMSA 80 Cen. 828,504

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	1	$39,282,000
Commercial	1	N.A.

6 - PASSENGER AUTOS: County 155,747

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Manufacturing machine tools, electrical equipment, mine cars; foundry and castings; farming.

10 - CLIMATE: Min. & Max. Temp.—Spring 1-95; Summer 38-103; Fall 1-102; Winter—20-77. First killing frost Oct. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center : Norwin on U.S. Hwy. 30 (41 Stores—Woolworth; Thrift Drug; Thorofare; Associated Hardware); Murphy Mart Shopping Center, Rt. 30 (Murphy's Mart and Giant Eagle), Norwin Hills Shopping Center (20 stores), Hills and Kroger.

13 - RETAIL OUTLETS: NA

14 - NEWSPAPERS: STANDARD-OBSERVER (e) 14,571; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Bob Livorio, Adv. Dir., STANDARD-OBSERVER, PO Box 280, Irwin, PA 15642; Tel. (412) 863-3601.
National Representative : None.

JERSEY SHORE

See LOCK HAVEN

JIM THORPE

See LEHIGHTON

JOHNSTOWN

1 - LOCATION: Cambria County (In Johnstown SMSA). E&P Map B-3. In valley formed by the confluence of Stoney Creek and Little Conemaugh River; headquarters for the Gallitzin State Park; 78 mi. E of Pittsburgh; 38 mi. W of Altoona; 75 mi. N of Cumberland, Md. Steel and coal.

2 - TRANSPORTATION: Railroads : Amtrak; Conrail; Conemaugh & Blacklick; Johnstown & Stoney Creek.
Motor Freight Carriers : 10 local; 27 steel carriers; 23 general commodity carriers.
Intercity Bus Lines : Blue & White; Greyhound; Cambria Co. Transit; De Bolt; Somerset Bus.
Airlines : USAir Commuter.

3 - POPULATION:
Corp. City 80 Cen. 35,496
CZ-ABC: (70) 108,412; (81) 101,700
RTZ-ABC: (70) 232,407; (81) 256,200
County 80 Cen. 183,263
SMSA 80 Cen. 264,506
City & RTZ-ABC: (70) 340,819; (81) 357,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,211
CZ-ABC: (70) 35,067; (81) 37,900
RTZ-ABC: (70) 68,684; (81) 87,500
County 80 Cen. 63,375
SMSA 80 Cen. 91,924
City & RTZ-ABC: (70) 103,751; (81) 125,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$757,288,684
Sav. & Loan	3	$517,061,013

6 - PASSENGER AUTOS: County 68,343

7 - ELECTRIC METERS: Res. City 13,966

8 - GAS METERS: Residence City 12,286

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners (Av. Wkly. Wage): Steel 10,000 ($447); Coal 8,000 ($445); Apparel 3,500 ($154) Agriculture 1,940 (N.A.).
Principal Pay Days —Wed., Thu., Fri.; 15 & 30.

10 - CLIMATE: Min. & Max. Temp.—Spring 18-92; Summer 36-100; Fall 10-82; Winter —1-66. First killing frost, Oct. 31. Last killing frost, Apr. 22.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main; 2 on Market; 2 on Clinton; 2 on Washington; 2 1/2 miles on Rt. 56.
Neighborhood Shopping Centers : 4 blocks on Central Ave.; Moham; 3 on Fairfield Ave.; Morrellville.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Miracle Mart	NA	Riverside, King's
Geistown (11)	3	Ideal, IGA
Westmont (41)	3	Gee-Bee, Ben Franklin
Bel-Air (14)	3	Wolf Turniture
Richland (60)	5	Riverside Market A&P, King's
Westwood (23)	3	Gee Bee, Riverside, P.T.
University Park (10)	NA	J.C. Penney, Gee-Bee, Hills
Richland Mall (100)	6	Sears, Penn Traffic, K mart

Principal Shopping Days : Thu., Sat.
Stores Open Evenings : Thur. Dtwn; Mon. thru Sat. in Shopping Centers.

13 - RETAIL OUTLETS: Department Stores : Glossers, Penn Traffic 2; Sears; J. C. Penney.
Variety Stores : Woolworth; McCrory's.
Chain Drug Stores : Rite-Aid; Thrift 3; Eckerd; Keystone Discount 1; Rexall Group 4; Newman's; Revco 2.
Chain Food Supermarkets : A&P 9; Thorofare 6; AG-Economy 42; Ideal Food 2; Shop-N-Save 3; Riverside 6; Gee-Bee 5; Glosser Bros. 1; Foodland 2; Food-Rite 5.
Discount Stores : Gee Bee; King's; K mart; Hills.
Other Chain Stores : Auto: Gatlings, Goodyear, Firestone; Shoes: Kinney's, Thom McAn, Gallenkamp's, Hanover, Pic-Way; Clothing: Richman's, Ormond's, Kay Jewelers; Gordon's Jewelers; Furniture: Penn, Wolf Furniture; Misc.: Singer Co., S&H Green Stamps, Top Value Stamps.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (m) 56,612; (S) 49,651; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Miss Jean Block, Nat'l. Adv., TRIBUNE-DEMOCRAT, 425 Locust St., Johnstown, PA 15905; Tel. (814) 536-4554.
National Representative : None.

KANE

1 - LOCATION: McKean County, E&P Map B-1. 29 mi. SE of Warren; 29 mi. SW of Bradford. On U.S. Hwy. 6; Pa. Hwy. 321; 66.

2 - TRANSPORTATION: Railroads : B&O; Conrail; Chessie.
Motor Freight Carriers : 2.
Intercity Bus Lines : Continental Trailways; Blue Bird.
Airlines : USAir.

3 - POPULATION:
Corp. Borough 80 Cen. 4,916
County 80 Cen. 50,635

4 - HOUSEHOLDS:
Borough 80 Cen. 1,919
County 80 Cen. 18,294

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$245,725,369
Sav. & Loan	1	$36,646,954

6 - PASSENGER AUTOS: County 17,509

7 - ELECTRIC METERS: Residence 5,385

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Elect. Components; Wood Prod.; Implement Handles; Wood Spec.; Luggage; Wood Dimension Milling; Detention Screens; Store Fixtures.

10 - CLIMATE: N.A.

11 - TAP WATER: Abundant supply pure spring and well water; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on 8 sts. Plaza Shopping Center (3 Stores—Market Basket) at west end of Kane on Route 6.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Food, Wed., Thu. & Fri.; General, Fri.

13 - RETAIL OUTLETS: Variety Stores : Mclellan; McCrory.
Chain Drug Stores : Widmann; Eckerd.
Chain Food Supermarkets : A&P; Market Basket; Quality.

14 - NEWSPAPERS: REPUBLICAN (e) 3,011; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Charles Bodine, Adv. Joseph C. Piccirillo, Gen. Mgr., or Richard Coleman, Editor, REPUBLICAN, 200 N. Fraley St., Kane, PA 16735; Tel. (814) 837-6000.
National Representative : Landon.

KING OF PRUSSIA-UPPER MERION

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ SMSA). E&P Map E-3. 15 mi. NW of philadelphia on U.S. Hwys. 202, 363 & 23.

2 - TRANSPORTATION: Railroads : Conrail; Reading.
Motor Freight Carriers : 18.
Intercity Bus Lines : Greyhound; Schuykill Valley Lines; Septa.
Airlines : At Philadelphia Airport: USAir; American; British Airways; Eastern; Delta; Lufthansa; National; Northeast; Northwest Orient; Pan American; TWA; United.

3 - POPULATION:
King of Prussia (Upper Merion Twp.)
80 Cen. 26,138
County 80 Cen. 643,621
SMSA 80 Cen. 4,716,818
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Twp. 80 Cen. 9,271
County 80 Cen. 223,290
SMSA 80 Cen. 1,639,330

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	11	N.A.
Savings	3	N.A.

6 - PASSENGER AUTOS: County 324,883

7 - ELECTRIC METERS: Residence 235,000

8 - GAS METERS: Residence 71,000

9 - PRINCIPAL INDUSTRIES: Steel; Electronics; Small diversified industries.
Principal Industrial Pay Days —Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 19-93; Summer 52-94; Fall 22-90; Winter 10-60. First killing frost, Oct. 23. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers King of Prussia Plaza (130 stores); Plymouth Meeting Mall (102 stores); Neighborhood Shopping Center-Gateway (18 stores); Valley Forge (55 stores); Court at King of Prussia (100 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Great Valley	9	IGA
Marchwood	17	Fiore's
Exton Square	15	Strawbridge
Paoli	7	Service Star Hardware

Principal Shopping Days : Thu., Fri. & Sat.

Editor & Publisher HAS CLASS-ified ads that work for you!

13 - RETAIL OUTLETS: Department Stores : Wanamaker's; J. C. Penney; Gimbel's; Jefferson Ward; Bamberger's; Abraham & Straus; Bloomingdale's; Strawbridge & Clothier; Sears; Hess's.
Discount Stores : K mart; Best.
Variety Stores : Woolworth.
Chain Drug Stores : Thrift; Rite-Aid; Brooks, Eckerd's.
Chain Food Supermarkets : Acme; A&P; Jewel; Genuardi's; Plus.

14 - NEWSPAPERS: TODAY'S POST (m) 6,724; Dec. 31, 1980 CAC.
Local Contact for Advertising and Merchandising Data: Albert Paschall, Adv. Dir., TODAY'S POST, 750 Moore Rd., King of Prussia, PA 19406; Tel. (215) 337-1700.
National Representatives : Robert Hitchings; USSPI.

KITTANNING

1 - LOCATION: Armstrong County, E&P Map B-2, County Seat. On the east bank of Allegheny River. 45 mi. NE of Pittsburgh.

2 - TRANSPORTATION: Railroads : Conrail; Pgh. & Shawmut, B&O with 3 mi. connects via Pgh. & Shawmut.
Motor Freight Carriers : 2.
Intercity Bus Lines : Heilman; Rural Valley, Butler Motor Transit.

3 - POPULATION:
Corp. City 80 Cen. 5,432
CZ-ABC: (70) 20,511; (81) 20,100
RTZ-ABC: (70) 62,890; (81) 66,200
County 80 Cen. 77,768
City & RTZ-ABC: (70) 83,401; (81) 86,300
Demographic Information available from Newspaper, See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,009
CZ-ABC: (70) 6,880; (81) 7,800
RTZ-ABC: (70) 19,868; (81) 24,100
County 80 Cen. 28,066
City & RTZ-ABC: (70) 26,748; (81) 31,900

5 - BANKS: 37E		
Commercial	9	$156,000,000
Sav. & Loan	3	$47,335,000

6 - PASSENGER AUTOS: County 32,571

7 - ELECTRIC METERS: Residence 7,000

8 - GAS METERS: Residence 7,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Plate Glass 1,200; Sanitary Ware 750; Ceramics 500; Liquid Air 350; Coal Mining 2,000; Mushroom Mining 900.
Principal Industrial Pay Days —1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 68-100; Fall 45-70; Winter 15-40. First killing frost, Sept. 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Market, 4 on Jefferson, 3 on McKean, 2 on Grant.
Neighborhood Shopping Centers : Ford City; 2 blocks on Ford; 3 on Fifth, 2 on Fourth, Kittanning; 2 on Orr; 12 stores in Kittanning Highlands.
Principal Shopping Days : Mon., Wed., Fri., Sat.
Stores Open Evenings : Dept. Stores & Food—every night.

13 - RETAIL OUTLETS: Department Store : Murhphy's Mart.
Discount Stores : Shoppers' Mart; Jamesway.
Variety Store : Murphy.
Chain Drug Stores : Thrift; Gil's.
Chain Food Supermarkets : Shop n' Save 1; Thorofare; Foodland 1; Kroger.
Other Chain Stores : Rocket Markets 75 (county); Firestone; Auto Giant; Sears; Sherwin-Williams; J. C. Penney (catalog); Winky's; Montgomery Ward; Radio Shack; Agway; JoAnn Fabrics.

14 - NEWSPAPERS: LEADER-TIMES (e) 11,850; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Brad Alan Lipe, Adv. Mgr., LEADER-TIMES, 115-121 N. Grant Ave., Kittanning, PA 16201; Tel. (412) 543-1303.
National Representative : None.

LANCASTER

1 - LOCATION: Lancaster County (SMSA). E&P Map D-3, County Seat. Widely diversified manufacturing, tourist and agricultural area. College center. 67 RR mi, 65 hwy. mi., 59 air mi. from Philadelphia; 159 hwy. mi. from New York; 67 hwy. mi. from Baltimore. On Lincoln Hwy. (U.S. 30 and U.S. 283).

2 - TRANSPORTATION: Railroads : Amtrak (Passenger). Conrail (Freight).
Intercity Bus Lines : Greyhound, Trailways.
Motor Freight Carriers : 19.
Airlines : Suburban; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 54,725
CZ-ABC: (70) 168,630; (81) 185,200
RTZ-ABC: (70) 216,898; (81) 255,500
County/SMSA 80 Cen. 362,346
City & RTZ-ABC: (70) 385,528; (81) 440,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,746
CZ-ABC: (70) 53,741; (81) 67,600
RTZ-ABC: (70) 63,738; (81) 86,600
County/SMSA 80 Cen. 123,864
City & RTZ-ABC: (70) 117,479; (81) 154,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$5,427,188,968
Sav. & Loan	5	$564,108,250

6 - PASSENGER AUTOS: County 150,571

7 - ELECTRIC METERS: Res. (Est.) 24,300

8 - GAS METERS: Residence (Est.) 20,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Machinery 6,300 ($345); Elect. Equip. 5,800 ($272); Textiles 2,200 ($260); Apparel 5,300 ($180); Fab. Metal Prod 8,300 ($316); Print & Pub. 4,100 ($286); Primary Metal Ind. 4,000 ($248); Stone, Clay, Glass Prods. 2,100 ($334); Lumber & Furniture 2,400 ($279); Food Prods, 6,200 ($326); Leather Prods. 1,400 ($157); Principal Products: TV and space tubes, watches, building materials, floor covering, steel containers, aluminum prods., chocolate, pharmaceuticals, toys, asbestos belting, furniture, food processing, agricultural prods., etc. Other Durable Goods 6,900 ($309); Other Non-Durable Goods 3,600 ($265); Contract Construction 6,600 (NA); Trans. & Public Util. 6,100 (NA); Wholesale Trade 7,600 (NA); Retail Trade 25,200 (NA); Finance, Ins. & Real Estate 5,700 (NA); Services & Mining 22,600 (NA); Government 15,600 (NA). Principal Industrial Pay Days—Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-82; Summer 58-96; Fall 33-83; Winter 0-70. First killing frost, Oct. 21. Last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Queen St.; 5 on King St.; 4 on Prince St.; 3 on Duke St.; 2 on Vine St.; 4 on Orange St.; 3 on Chestnut St.; 1 on Market St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lancaster (32)	2	Acme, Weis, Kresge Lionel Kiddie City Rea & Derick, Service Mdse. Co., Kinney, Radio Shack, Goodyear, Firestone.
Wheatland (23)	3	Plus Foods, Thrift Drug, Kelly & Cohen, Dollar Genl.
Manor (28)	2	Acme, Weis, Cloth World, Radio Shack, People's Kinney, Mailman's
Lincoln Plaza (17)	3	Weis, Rea & Derick, Two Guys
Bridgeport (7)	2	Jewel T, Rea & Derick, Plus Foods, Weis
Park City (150)	3	Watt & Shand, Sears, Gimbels, J.C. Penney, Woolworth, Jewelcor, Anderson Little, Ormonds Hamburgers, Walden Book, Radio Shack, Peoples Drug, Weis
K mart Plaza (14)	2	K mart, Rite-Aid, Mill Store (fabrics), Weis
East Towne	4	Mailman's (Discount), Weis Mall (42) K mart, Radio Shack, Kelly and Cohen, Rea & Derick, Kinney
Willow Valley Square (17)	3 1/2	Willow Valley Farms IGA Market, Rea & Derick, Anchor Christian Bookstore

Neighborhood Shopping Area : 2 blocks on Columbia Ave., 3 blocks on Manor St.
Principal Shopping Days : Dept. Stores—Fri., Sat., Mon., Tues. Food—Thu., Fri., Sat., Mon.
Stores Open Evenings : Downtown—Tues., Fri.; Shopping Centers & Food—6 nights.

13 - RETAIL OUTLETS: Department Stores : Watt & Shand 2; Sears; J.C. Penney; Gimbels.
Variety Stores : Woolworth 2; H. L. Green; McCrory's; Kresge.
Discount Stores : Nichols 2; Two Guys; K mart 3; Mailman's 2; Jamesway.
Chain Drug Stores : Rea & Derick 8; Peoples 3; Thrift; Thrift-D; Rite-Aid 2; White Shield 2; Drug Fair.
Chain Food Supermarkets : Acme 5; Weis 15; Jewel T 3; IGA 10; Food Rite 2; Giant 2; Jay's; Plus Food 2.
Other Chain Stores : Auto Supplies: Firestone 2; General, Goodrich, Goodyear 2, Joe's Auto; Shoes: Endicott-Johnson, Hanover, Thom McAn 3, Buster Brown, Irving's, Barett, Flagg Bros., Naturalizer, Father & Son, Kinney's 4, Super Shoe; Men's Clothing: Hamburgers, Double Image, DeVono, Hughes & Hatcher, Anderson-Little, Chess King, Glah Bros., National Shirt; Women's Apparel: Country Casuals, Logan's, Ormond 2, Mee-Moon, Poser's, Feel Fine, Casual Corner, Fashion Flair, Susie's Casuals, Jack's, Marianne, Junior Colony, Fashion Bug, Country Legend, Gap, Wrangler Wranch; Jewelry: Bash, Kay 2, Gordon's, Musselman's; Furniture: Harold's, J.B. Van Sciver, Town & Country, Lumber: 84 Lumber; Wickes; Hechinger, Grossman's; Carter Cashway 2, Channel, Lowe's, Fabrics: So-Fro, Cloth World, Mill Store, Singer; Paint: MAB Paint, Best Bros., Sherwin-Williams 2, Glidden; Book: Provident 4, Walden, Anchor Christian, Coles; Montgomery Ward (Catalog); Jewelcor (Catalog) S&H Green Stamps 2; Service Merchandise (Catalog).

14 - NEWSPAPERS: INTELLIGENCER-JOURNAL (m) 40,643 NEW ERA (e) 59,162; NEWS (S) 134,877; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Melvin W. Williams, Nat'l Adv. Mgr., INTELLIGENCER-JOURNAL, NEW ERA and SUNDAY NEWS, 8 W. King St., Lancaster, PA 17603; Tel. (717) 291-8700.
National Representative : None.

LANSDALE

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ SMSA). E&P Map E-3. 25 mi. N of Philadelphia.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 1.

3 - POPULATION:
Corp. City 80 Cen. 16,526
CZ-ABC: (70) 48,890; (81) 67,600
RTZ-ABC: (70) 57,868; (81) 75,000
SMSA 80 Cen. 4,716,818
County 80 Cen. 643,621
City & RTZ-ABC: (70) 106,758; (81) 142,600

4 - HOUSEHOLDS:
City 80 Cen. 6,216
County 80 Cen. 223,290
SMSA 80 Cen. 1,639,330
CZ-ABC: (70) 15,287; (81) 24,100
RTZ-ABC: (70) 17,247; (81) 25,800
City & RTZ-ABC: (70) 32,534; (81) 49,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	21	$8,175,000,000
Sav. & Loan	15	$185,755,000

6 - PASSENGER AUTOS: County 324,883

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 4,503

9 - PRINCIPAL INDUSTRIES: Tile mfg. 1,000; Electronic Equip. 2,500; Condiments, Food 600; Textile Mach. 250; Pharmaceuticals 4,000; Electrical Measuring & Recording Insts. 1,500; Microwave Equip. 400; Spring Mfg. 330; Materials Handling Equip. 550; Trailer Mfg. 400; Electronic Laboratories 1,000; Steel Desks, Shelving, etc. 400.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-75; Summer 60-90; Fall 50-75; Winter 20-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Montgomery Mall (122)	NA	Bamberger, J.C. Penney, Wanamaker, Sears
Hillcrest (14)	NA	Sears
Pennwood Plaza (20)	NA	Stockade, Finnaren & Haley
South Broad Centre (11)	NA	A&P
Sumney Forge Square (15)	NA	Colonial Vlg. Meats, North Penn Drugs

Neighborhood Shopping Center : S. Broad St. Hillcrest Shopping Center, E. Main St.; English Village Rts. 309 & 63, North Wales; Lansdale Shopping Center, West Main St.; Snyder Sq., Hatfield Valley Rd., Hatfield; Spring House Village Bethlehem Pike, Spring House; Pennwood Plaza, N. Broad St., Lansdale; Chal-Britt Plaza; Chalfont. Sumney Forge Sq.; Upper Gwynedd; Souderton Shopping Center.
Principal Shopping Days : Mon., Fri., & Sat.
Stores Open Evenings : Every evening & Sunday.

13 - RETAIL OUTLETS:
Department Stores : Clover; J. C. Penney; Wanamakers; Bambergers; Sears.
Variety Store : Woolworth 1.
Chain Drug Stores : Rite Aid 5; Sav-Rite; CVS 2.
Discount Stores : Kings; Silo's; Jamesway; Clover; Woolco 2.
Chain Food Supermarkets : A&P 1; Acme 3; Clemens 5; Genuardi's 1; Stop'N Shop; Shop N Bag; Ralph's; 5 large independent.
Other Chain Stores : Penn-Jersey Auto; Firestone; Goodyear; Kinney Shoe; Singer Co.; Sherwin-Williams Paints; Sears Catalog Store; Finnaren & Haley Paints; Plus 70 Stores in Montgomery Mall.

14 - NEWSPAPERS: THE REPORTER (e) 20,482; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Harry Wurster, Adv. Dir., THE REPORTER, 307 Derstine Ave., Lansdale, PA 19446; Tel. (215) 855-8440.
National Representatives : Gannett; Robert Hitchings; USSPI.

LANSFORD

See LEHIGHTON

LATROBE

1 - LOCATION: Westmoreland County, (In Pittsburgh SMSA). E&P Map B-3. 40 mi. E of Pittsburgh. Steel center and miscellaneous small manufacturing plants.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 8.
Intercity Bus Lines : Greyhound; Chestnut Ridge; Latrobe; Mt. View; Lincoln.
Airlines : Tri-City Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,799
CZ-ABC: (70) 23,411; (81) 23,500
RTZ-ABC: (70) 41,920; (81) 44,300
County 80 Cen. 392,294
SMSA 80 Cen. 2,263,894
City & RTZ-ABC: (70) 65,331; (81) 67,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,336
CZ-ABC: (70) 7,205; (81) 8,400
RTZ-ABC: (70) 12,254; (81) 15,100
County 80 Cen. 139,233
SMSA 80 Cen. 828,504
City & RTZ-ABC: (70) 19,459; (81) 23,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$10,367,000
Sav. & Loan	1	$5,236,597

6 - PASSENGER AUTOS: County 155,747

7 - ELECTRIC METERS: Residence 20,256

8 - GAS METERS: Residence 10,592

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Mfg 9,500; Mining 147; Commercial 1,200; Constr. 911; Tool & Die 4,000; Blasting 450; RR & Ind. 980; Neoprene Foam Rubber 260; Ceramics 900; Ingot Molds 450; Brick & Concrete 200; Primary Metal 4,046.
Principal Industrial Pay Days : 1&15, 10&25.

10 - CLIMATE: Min. & Max. Av. Temp. Est.; Spring 39-60; Summer 45-95; Fall 35-75; Winter 10-34.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Ligonier St.; 2 on Depot St.; 2 on Main St.; Latrobe.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Latrobe (25)	NA	Acme Mkt.
Lincoln Road (10)	NA	A&P; McCrory's; Thorofare

Principal Shopping Days : Dept. Thu. & Sat.; Food & Shopping Centers Daily until 9 p.m.

13 - RETAIL OUTLETS: Department Stores : Troutmans (Allied).
Discount Stores : Mahoney's; Keystone Candy.
Variety Stores : Murphys.
Chain Drug Stores : Strickler Walgreen; Thrift 2; Sterling; Spang's.
Chain Food Supermarkets : A&P; Thorofare; Red & White.
Other Chain Stores : Shoes: Henry's, Keystone, Kamps; Furniture: Penn; Auto Supplies; Weiss, Goodyear, Goodrich, Airland, Lincoln Service; Montgomery Ward.

14 - NEWSPAPERS: BULLETIN (e) 10,870; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George Caviggia Adv. Mgr., BULLETIN, 1211 Ligonier St., Latrobe, PA 15650; Tel. (412) 537-3351.
National Representative : Landon.

LEBANON

1 - LOCATION: Lebanon County, E&P Map D-3, County Seat. Iron and Steel, Aluminum, Textiles, Miscellaneous manufacturing center and hub of rich farm area. South central part of State in heart of "Pennsylvania Dutch" country; 85 hwy. mi. from Philadelphia; 190 air mi. from Pittsburgh; 8 mi. S of Lebanon interchange of Penna. Tpke.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 29.
Intercity Bus Lines : Trailways; Colt.

3 - POPULATION:
Corp. City 80 Cen. 25,711
CZ-ABC: (70) 53,497; (81) 56,000
RTZ-ABC: (70) 46,168; (81) 54,100
County 80 Cen. 109,829
City & RTZ-ABC: (70) 99,665; (81) 110,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,121
CZ-ABC: (70) 17,061; (81) 20,700
RTZ-ABC: (70) 14,013; (81) 18,900
County 80 Cen. 38,327
City & RTZ-ABC: (70) 31,074; (81) 39,600

5 - BANKS: 5 Comm.; Deposits $288,900,000

6 - PASSENGER AUTOS: County 45,426

7 - ELECTRIC METERS: Residence 11,205

8 - GAS METERS: Residence 4,640

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Metal Prod. 3,600 ($260); Apparel-Textiles 3,583 ($140); Food Prods. 1,700 ($130); Chem-Pharmaceuticals 1,000 ($180); Leather products 1,100 ($140); Machine Industries 1,100 ($250).

10 - CLIMATE: Min. & Max. Temp.—Spring 32-86; Summer 53-93; Fall 24-72; Winter 0-55. First killing frost, Oct. 22. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Cumberland; 2 on 8th; 2 on 9th.
Neighborhood Shopping Centers :

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lebanon Plaza	36	Sears, J.C. Penney Hess's
Lebanon Mall	32	Boscov's, Murphy's Mart
Lebanon Valley	10	Weis
Plaza 422	2	Hill's, Giant

Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : Tue. & Fir.; Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores : Pomeroy's (Allied); Haak; J.C. Penney; Boscov's; Murphy's Mart; Sears; Nicols; Hess's.
Discount Stores : Kings; Hill's; Nichols.
Variety Store : Woolworth.
Chain Drug Stores : People's; Keystone 2; Rea & Derick; Thrift; Radio Shack.
Chain Food Supermarkets : Plus; Weis 2; Zweir's; Acme; Giant.
Other Chain Stores : Endicott-Johnson (shoes); G.R. Kinney; Logan's; Firestone; Miller's Auto; Marty's Discount; Gordon's Jewelry; Crane's; DeVono's; Ormond's; Kings; Montgomery Ward (Catalog); Waldenbooks; Radio Shack; Feel Fine; Eugene Jacobs; Card-O-Rama; Zales Jewelry.

14 - NEWSPAPERS: NEWS (e) 29,653; (S) 29,429; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: W.G. Carpenter, Adv. Dir., NEWS, S. 8th & Poplar Sts., Lebanon, PA 17042; Tel. (717) 272-5611.
National Representative : Landon.

LEHIGHTON

1 - LOCATION: Carbon County (In Allentown- Bethlehem-Easton, PA-NJ SMSA). E&P Map E-2; Jim Thorpe is County Seat; close to Lehigh River, about 90 miles N.W. of Philadelphia.

2 - TRANSPORTATION:
Intercity Bus Lines : Continental Trailways; Lakes to Sea; Greyhound; East Penn.

3 - POPULATION:
Corp. Cities 80 Cen. 29,853
Lehighton 80 Cen. 5,826
Jim Thorpe 80 Cen. 5,263
Lansford 80 Cen. 4,466
Palmerton 80 Cen. 5,455
Tamaqua 80 Cen. 8,843
SMSA 80 Cen. 636,714
County 80 Cen. 53,285
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 11,556
County 80 Cen. 19,642
SMSA 80 Cen. 230,764

5 - BANKS: 37E

Commercial	9	$120,000,000

6 - PASSENGER AUTOS: County 22,980

7 - ELECTRIC METERS: Res. Est. 17,300

8 - GAS METERS: Res. Est. 5,000

9 - PRINCIPAL INDUSTRIES: Garments; Pressure Castings; Dye Works; Plastics; Handbags; Furniture & Wood Working; Clothing & Textiles; Fur Processing; Lamp Making; Chemicals; Furniture.; Zinc Refinery.
Principal Pay Days : R.R. 15 & 30; others on Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 80-95; Fall 20-60; Winter 0-40. First killing frost, Sept. 10. Last killing frost, June 17.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Shopping Center : Carbon Plaza —Lane's, Bright's; Walnutport Mall—K mart.
Principal Shopping Days : Tues., Fri., Sat.
Stores Open Evenings : Fri., Sat. Some Tues., Thu. & Sun.

13 - RETAIL OUTLETS: Department Stores : Bright's; Oberson's; Segel's; Jamesway.
Variety Stores : Newberry's; Spillanes.
Discount Stores : Lane; Mahoning Mart; K mart.
Chain Food Supermarkets : Food Lane; IGA; Golden Key; A&P 2; Acme 1.
Other Chain Stores : G.C. Murphy; Allan's Shoes; Surefire Prods.; Keystone Discount Drug; Montgomery Ward; Sears; Thrift Drugs; Rea & Derick; 7-11 Store; Turkey Hill Stores; Kinney Shoes.

14 - NEWSPAPERS: TIMES NEWS (e) 16,207; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: David P. Schlenker, Adv. Dir., TIMES NEWS, 1st & Iron Sts., Lehighton, PA 18235; Tel. (215) 377-2051.
National Representative : Landon.

LEVITTOWN-BRISTOL

1 - LOCATION: Bucks County (in Philadelphia, PA-NJ SMSA). E&P Map E-3. On Delaware River. On U.S. 1 and 13.

2 - TRANSPORTATION: Railroads : Conrail; Reading; Amtrak.
Motor Freight Carriers : 21.
Intercity Bus Lines : Burlington-Bristol; Trenton-Levittown; Septa Philadelphia to Levittown and Warminster; Greyhound; Bristol to N.Y.C.
Airlines : USAir at Mercer Airport and Northeast Philadelphia.

3 - POPULATION:
Area 80 Cen. 65,810
Bristol 80 Cen. 10,867
Levittown 80 Cen. 54,943
CZ-ABC: (70) 156,541; (81) 155,000
RTZ-ABC: (70) 153,981; (81) 201,400
County 80 Cen. 479,211
SMSA 80 Cen. 4,716,818
City & RTZ-ABC: (70) 310,522; (81) 356,400
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Area 80 Cen. 20,278
Bristol 80 Cen. 4,033
Levittown 80 Cen. 16,245
RTZ-ABC: (70) 43,406; (81) 65,400
County 80 Cen. 156,648
SMSA 80 Cen. 1,639,330
City & RTZ-ABC: (70) 85,208; (81) 113,800

5 - BANKS:	NUMBER	DEPOSITS
Savings	4	N.A.
Sav. & Loan	16	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 220,502

7 - ELECTRIC METERS: Residence 28,690— Levittown 22,190; Fairless Hills 2,500; Bristol 4,000

9 - PRINCIPAL INDUSTRIES: Machine Shops; Metals; Plastics & Chemicals; Corrugated & Parchment; Steel; Construction; Fabrics; Food; Concrete; Explosives; Hardware; Electrical; Trucking; Transportation; Detergents; Lumber; Adhesives. 34,073 Indus. emp. only. Av. Wkly. Wage ($168).

10 - CLIMATE: Min. & Max. Temp.—Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers : Levittown Shop-A-Rama, Bristol Mill St.; Oxford Valley Mall, Langhorne, Pa.; Neshaminy Mall, Cornwells Heights.
Neighborhood Shopping Centers —Levittown: Fairless Hills, Morrisville, Mid-Way, Country Club; Bristol: Croydon, Feasterville, Glenview, Southampton Pennsbury Plaza, Bucks County Mall; Feasterville: Neshaminy Mall; Cornwells Heights: Warminster Plaza, Davisville Shopg. Ctr., Woodhaven Mall; Richboro: (Cornwells Heights); Richboro Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairless Hills(31)	2	Holiday
Falls(6)	3	Basco, Clover, Frank's, A&P
Country Club(25)	6	Goodyear, Pantry Pride
Morrisville(25)	6	Acme
Midway(3)	5	Quality Drug, Schaal's
5-Points	3	Towne Phcy., Kane's
Leeper Village	2	Buckley Hdwr.,
Croydon	7	Acme
Richboro Plaza	15	Great Scot, Shop 'n Bag, Thrift Drug
Southampton	14	Great Scot, Acme, Mall(24) Thrift Drug
Feasterville(20)	12	Pantry Pride
Neshamin	12	Woolworth, Sears, Mall(100) Strawbridge & Clothier, Pomeroy's Shoprite, Thrift Drug
Levittown(60)	NA	Lobels, Woolworth, Penn Fruit, Pomerey's, Quality Drug
Oxford Valley(140)	4	Bamberger's, Gimbels, Acme, John Wanamaker's, J.C. Penney, Woolco, Rite Aid, Sears Catalog, Woolworth, Firestone

Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Mon., Thu., Fri.; Food Nightly & Sun.

13 - RETAIL OUTLETS: Department Stores : Pomeroy's; J. C. Penney; Sears; Strawbridge & Clothier; King's; John Wanamaker; Gimbel's; Bamberger's.
Discount Stores : Kiddie City 2; Woolco 2; K mart 4; Levitz; Clover Stores; Basco; Silo; Kings.
Variety Stores : Woolworth 3; McCrory's 2.
Chain Drug Stores : York 2; Quality 2; Thrift 7; Rite-Aid 2.
Chain Supermarkets : Acme/Super Saver 11; A&P 6; Great Scot 3; Holiday; Pantry Pride 2; Pathmark 4; Penn Fruit; Nu-Way; Shop 'n Bag 10; Harvest.
Convenience Food Stores : Cumberland Farms 11; 7-Eleven 22; Wawa Food Markets 7; other 32.
Other Chain Stores : Gordon Jewelers; Lerner's; Pep Boys; Waldenbook; Thom McAn; Wilbur-Rogers; Penn-Jersey Auto; Lobel's; Father & Son; Hickory Farms; The Gap; Singer Co.; Lafayette Radio; Radio Shack.

14 - NEWSPAPERS: BUCKS COUNTY COURIER TIMES (e-mon to fri) 64,955; (S) 68,159; Mar. 31, 1981 ABC; converted to morning publication June 29, 1981.
Local Contact for Advertising and Merchandising Data: William J. Harrigan, Gen. Adv. Mgr., BUCKS COUNTY COURIER TIMES, Route 13, Levittown, PA 19058; Tel. (215) 943-1000.
National Representatives : Landon; Hitchings.

LEWISTOWN

1 - LOCATION: Mifflin County, E&P Map C-2, County Seat. Shipping center for radius 30 mi. Agriculture and manufacturing. Center of State, 165 mi. from Philadelphia and 156 mi. from Pittsburgh: 60 miles N.W. Harrisburg.

2 - TRANSPORTATION: Railroads : Conrail, Greyhound Bus; 6 Motor Freight Carriers.
Airlines : New Local airport with 32,000 feet paved runway.

3 - POPULATION:
Corp. City 80 Cen. 9,830
County 80 Cen. 46,908
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,322
County 80 Cen. 16,813

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$162,000,000
Sav. & Loan	2	$41,000,000

6 - PASSENGER AUTOS: County 16,118

7 - ELECTRIC METERS: Res. County 15,203

8 - GAS METERS: Res. City 1,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (av. wkly. wage): Polyester Mfg. 450 ($170); Steel & Metals 2,484 ($247); Machine 102 ($189); Shirt 1,073 ($127); Farm Mach. 1,100 ($192); Electronic 717($115); Mobile Homes 320 ($181); Plastic 70 ($192): Carpet 120 ($236)

10 - CLIMATE: Min. & Max. Temp.—Spring 45-60; Summer 60-90; Fall 36-55; Winter 15-50. First killing frost, Sept. 15. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Center : Burnham (2 mi. from city): A&P, Giant, Weis, Sears, K mart, Jamesway, Peoples, Millers, Fashion Bug, Radio Shack.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Mon. Fri.; some Sat.

13 - RETAIL OUTLETS: Department Stores : Danks (operates branches in State College. Bellefonte & Lewistown); The Bon Ton; Montgomery Ward: K mart; Jamesway 2.
Variety Stores : McCrory's; G.C. Murphy.
Chain Drug Stores : Peoples; Rea & Derick; Rite Aid; Thift Drug; White Shield.
Discount Stores : Jamesway 2; K mart.
Chain Food Supermarkets : A&P: Giant 2; Weis.
Other Chain Stores Glick; Diana; Arlene; Sears Roebuck (Catalog); Wolf.

14 - NEWSPAPERS: SENTINEL (e) 13,109; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Fred McMullen, Adv. Dir., SENTINEL, 6th at Summit Dr., Lewiston, PA 17044; Tel. (717) 248-6741.
National Representative : Landon.

LOCK HAVEN-JERSEY SHORE

1 - LOCATION: Lock Haven in Clinton County, and Jersey Shore in Lycoming County (Williamsport SMSA). E&P Map C-2, County Seat. Dairy farming and industrial center. North Central part of State, 200 mi. from Phila.; 220 mi. from N.Y. City; 170 mi. from Pittsburgh. On U.S. Hwy. 220; State Hwy. 120 and I-80 (Keystone Shortway).

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 6.
Intercity Bus Lines : Continental Trailways; New York & Cleveland.

3 - POPULATION:
Corp. Cities 80 Cen. 14,248
Lock Haven 80 Cen. 9,617
Jersey Shore 80 Cen. 4,631
Clinton County 80 Cen. 38,971
Lycoming County/Williamsport SMSA
80 Cen. 118,416

4 - HOUSEHOLDS:
Cities 80 Cen. 4,947
Lock Haven 80 Cen. 3,261
Jersey Shore 80 Cen. 1,686
Clinton County 80 Cen. 13,534
Lycoming County/Williamsport SMSA
80 Cen. 42,097

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$175,285,495
Sav. & Loan	1	$21,184,586

6 - PASSENGER AUTOS: Counties: Clinton 13,159; Lycoming 44,513

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners and (Av. Wkly. Wage)—Aircraft 2,400 ($280); Paper Pdts. 2,000 ($225); Chemicals 340 ($195); Textiles 310 ($150); Garment 290 ($175); Electrical Machinery 260 ($275); Mobile Homes 250 ($250); Steel 400 ($280); Shoeware 110 ($175).
Principal Industrial Pay Days —Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 45-70; Summer 60-86; Fall 40-65; Winter 30-45. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center : Lock Haven: 3 blocks on Main St.; 2 on Bellefonte Ave.; Jersey Shore: S. Main, 2 blocks; Allegheny, 2 blocks.
Neighborhood Shopping Centers : One block at Mill Hall.
Nearby Shopping Center : Mill Hall, 3 mi. (Roming Dept. Store, A&P); Hogan Blvd.; Ames; A&P; Thrift Drug; May's; American Auto Co.; Western Auto; Wards.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Most Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; J.C. Penney 2; Sears Roebuck; K mart.
Variety Stores : Woolworth; J.J. Newberry.
Chain Drug Stores : Widmann 4; Revco; Thrift 1; Rea & Derick.
Chain Food Supermarkets : A&P 3; Weis 2; IGA; Acme.
Other Chain Stores : Wolf; Regal & Blum; Agway; Firestone.

14 - NEWSPAPERS: EXPRESS (e) 11,872; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Charles R. Ryan, Pub., EXPRESS, 9-11 W. Main St., Lock Haven, PA 17745; Tel. (717) 748-6791.
National Representative : Thomson.

MAHANOY CITY

See SHENANDOAH

McKEESPORT-DUQUESNE-CLAIRTON

1 - LOCATION: Allegheny County, E&P Map B-3 (In Pittsburgh SMSA). On the Monongahela River at the junction of the Youghiogheny. 15 mi. SE of Pittsburgh. On State Hwy. 48 and 148.

2 - TRANSPORTATION: Railroads : B&O; C&O; P&LE.
Motor Freight : Daily pickup and delivery.
Intercity Bus Lines : Greyhound; Port Authority of Allegheny County.
Airlines : TWA; Northwest; USAir; American; United; Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 53,294
McKeesport 80 Cen. 31,012
Duquesne 80 Cen. 10,094
Clairton 80 Cen. 12,188
CZ-ABC: (70) 118,459; (81) 99,800
RTZ-ABC: (70) 122,773; (81) 129,700
County 80 Cen. 1,450,085
SMSA 80 Cen. 2,263,894
City & RTZ-ABC: (70) 241,232; (81) 229,500

4 - HOUSEHOLDS:
Cities 80 Cen. 21,179
McKeesport 80 Cen. 12,321
Duquesne 80 Cen. 4,069
Clairton 80 Cen. 4,789
CZ-ABC: (70) 39,174; (81) 37,900
RTZ-ABC: (70) 36,374; (81) 44,000
County 80 Cen. 540,547
SMSA 80 Cen. 828,504
City & RTZ-ABC: (70) 75,548; (81) 81,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$5,500,000,000
Sav. & Loan	2	$225,000,000

6 - PASSENGER AUTOS: County 563,951

7 - ELECTRIC METERS: Residence 22,073

8 - GAS METERS: Residence 16,583

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Basic Steel 18,100 ($418); Pipe fabricating 4,070 ($400); Fabricated Metals 3,900 ($342); Atomic and Space 2,600 ($350); Ordnance 1,650 (N.A.); Construction 2,380 (N.A.); Tool and Die 830 (N.A.).
Principal Industrial Pay Days : Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 22-91; Summer 33-95; Fall -5-80; Winter -18-77. First killing frost, Nov. 2. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center , all blocks on Fifth Ave.; 4 on Walnut St.
Neighborhood Shopping Centers : Duquesne: Two blocks on Grant Ave., 1 on First St.; Clairton: Two on St. Clair St., 4 on Miller Ave.; East McKeesport: Great Valley center; Irwin: Norwin Center; Pleasant Hills; Southland Center; Duquesne: Hilltop Center and Duquesne Village; McKeesport: Olympia Center and Eastland Mall; Monroeville; Monroeville Mall; Garden City Plaza; Haymaker Square; Holiday Park; Miracle Mile; Parkway Center; Moss Side Plaza; West Mifflin Boro; Century III Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastland	NA	Gimbel's, Thorofare, Gee Bee, Penney
Olympia (42)	NA	Shop-n-Save, Zayre, Thorofare
Rainbow Garden (12)	NA	Thrift Drug, Maraccini's
Rt. 30 Plaza (15)	NA	K mart, Revco
Southland	NA	Murphy's Mart
Gold Circle (15)	NA	Gold Circle
Century III (130)	NA	Gimbels, Kaufmann's, J.C. Penney, Sears Roebuck, Montgomery Ward.

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Department Stores, Mon., Thu. & Sat.; Food, every night.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Helmstadter Bros.; Cox's; Gimbel's; Kaufmann's; Sears; Horne's; Jaison's; Wander Sales; Skapik's.
Variety Stores : Murphy; Green; Woolworth; K mart.
Discount Stores : Kelly & Cohen; Key Distributing; K mart; Zayre; Claber; Murphy's Mart; Gee Bee.
Chain Drug Stores : Revco; Thrift Drug 2; Eckerd's.
Chain Food Supermarkets : Kroger 2; Thorofare 2; Giant Eagle; Foodland 2; Shop 'N Save 4; Haines 2; Marraccini 3; Payday; Super Dollar 4; Braum's Super Dollar 4; Markowitz 2.
Other Chain Stores : Goodrich; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e) 35,774; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: D. M. Farley, Adv. Dir., NEWS, 409 Walnut St., McKeesport, PA 15134; (412) 664-9161.
National Representative : Landon.

MEADVILLE

1 - LOCATION: Crawford County, E&P Map A-1, County Seat. Industrial, tourist, vacation & agricultural center; Allegheny College. On I-79, U.S. Hwys. 322, 6, 19, and State Hwys. 27, 77, 98; 90 mi. N of Pittsburgh; 90 mi. E of Cleveland.

2 - TRANSPORTATION: Railroads : Conrail; Bessemer & Lake Erie.
Motor Freight Carriers : 3.

3 - POPULATION:
Corp. City 80 Cen. 15,544
CZ-ABC: (70) 22,298; (81) 22,600
RTZ-ABC: (70) 52,116; (81) 61,200
County 80 Cen. 88,869
City & RTZ-ABC: (70) 74,414; (81) 83,800
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,972
CZ-ABC: (70) 7,466; (81) 8,700
RTZ-ABC: (70) 15,526; (81) 20,900
County 80 Cen. 30,960
City & RTZ-ABC: (70) 22,992; (81) 29,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commerical	4	$2,000,467,312
Sav. & Loan	3	$617,342,126

6 - PASSENGER AUTOS: County 31,027

7 - ELECTRIC METERS: Residence 18,249

8 - GAS METERS: Residence 12,890

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Textile 1,250 ($175); Machine & Elec. 1,795 ($180); Zipper Mfg. 1,745 ($75); Railroad & Misc. 3,100 ($230).

10 - CLIMATE: Min. & Max. Temp.—Spring 38-70; Summer 55-92; Fall 33-72; Winter 3-54.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Meadville Mall (40)	NA	K mart, Mont. Ward, Loblaw's
Park Ave.	NA	Super Duper Mart Plaza (25) Carlisle's, Jamesway
Downtown	NA	Thorofare, Fisher Big Mall (10) Wheel, Weldon's
Saegertown Plaza (5)	NA	Red & White
Penn-Plaza (6)	NA	Kroger's, Revco

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; Wolff's; J.C. Penney; Carlisle's.
Variety Stores : Murphy; K mart; TG&Y.
Discount Stores : Jamesway, Fisher Big Wheel, K mart.
Chain Drug Stores : Eckerd 2; Thrift 1; Rea & Derick 1; Revco 1.
Chain Food Supermarkets : Kroger; Golden Dawn; Riverside; Super Duper; Quality Mkt.; Loblaw's; Thorofare.
Other Chain Stores : Firestone; Goodyear; S&H Green Stamps.

14 - NEWSPAPERS: TRIBUNE (m) 17,380; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James C. Carbetta, Adv. Dir., TRIBUNE, 947 Federal Ct., Meadville, PA 16335; Tel. (814) 724-6370.
National Representative : Thomson.

MILTON

1 - LOCATION: Northumberland County, E&P Map D-2. On W. branch of the Susquehanna River, 19 mi. S of Williamsport.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 10.
Intercity Bus Lines : Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,730
County 80 Cen. 100,381

4 - HOUSEHOLDS:
City 80 Cen. 2,628
County 80 Cen. 37,846

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$220,940,770
Sav. & Loan	1	$10,286,101

6 - PASSENGER AUTOS: County 38,839

7 - ELECTRIC METERS: Residence 3,374

8 - GAS METERS: 2,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Tank Cars 1,000 ($400); Steel 800 ($300); Food Processing 1,600 ($250); Textiles 250 ($200); Woodworking 600 ($200); Furniture 1000 ($240); Shoes 500 ($180).

10 - CLIMATE: Min. & Max. Temp.—Spring 38-60; Summer 58-82; Fall 42-63; Winter 21-36.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sunbury Plaza	14	Grandway, Acme, Super Saver, Montgomery Ward
Plaza 15	5	Acme Super Saver, Murphy Mart, Rea & Derick Drugs
Susquehanna	18	Boscov's, Bon-Ton Valley Mall
Lycoming	16	Hess's, Gee-Bee, Rea & Valley Mall Derick Drugs, Sears, Deisroth's

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Shopping Centers daily.

13 - RETAIL OUTLETS: Department Stores : Famous.
Variety Stores : J.J. Newberry.
Discount Stores : Plaza Discount.
Chain Drug Stores : Rea & Derick.
Chain Food Supermarkets : Acme; Weis; Foodrite.
Other Chain Stores : Western Auto; Triangle Shoes; J.C. Penney; Woolworth's; Montgomery Ward; Murphy Mart; Fashion Bug.

14 - NEWSPAPERS: STANDARD (e) 4,787; (sat) 4,597; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Richard R. Rowe; Adv. Mgr., STANDARD, 17-35 Arch St., Milton, PA 17847; Tel. (717) 742-9671.
National Representative : Landon.

MONESSEN-CHARLEROI

1 - LOCATION: Westmoreland and Washington Counties (In Pittsburgh SMSA). E&P Map B-3. Monongahela River. 30 mi. SE of Pittsburgh. I-70 and State Hwys. 906, 88.

2 - TRANSPORTATION: Railroads : Penn-Central; Pittsburgh & Lake Erie (N.Y.C.); Monessen Southwestern; Norfolk-Western.
Motor Freight Carriers : 5.
Intercity Bus Lines : 88 Transit Lines; Greater Charleroi; Hilltop.

3 - POPULATION:
Corp. Cities 80 Cen. 17,645
Monessen 80 Cen. 11,928
Charleroi 80 Cen. 5,717
Counties 80 Cen. 609,368
Washington 80 Cen. 217,074
Westmoreland 80 Cen. 392,294

4 - HOUSEHOLDS:
Cities 80 Cen. 7,267
Monessen 80 Cen. 4,715
Charleroi 80 Cen. 2,552
Counties 80 Cen. 216,266
Washington 80 Cen. 77,033
Westmoreland 80 Cen. 139,233
SMSA 80 Cen. 828,504

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Sav. & Loan	2	N.A.

6 - PASSENGER AUTOS: Counties: Westmoreland 155,747; Washington 87,020.

7 - ELECTRIC METERS: Residence 15,706

8 - GAS METERS: Residence 11,802

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Basic Steel and Coking 5,000 ($320); Glass Manufacturing 1000 ($290); Mining 1000 ($320); Food Processing 842 ($282); Clothing Manufacturing 360 ($130); Steel Fabrication 334 ($268).

10 - CLIMATE: Min. & Max. Temp.—Spring 50; Summer 70; Fall 53; Winter 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Monessen: Downtown—3 blocks on Donner, 3 on Schoonmaker, Fourth, Fifth and Sixth Sts.; Charleroi; Downtown—3 blocks on Fallowfield, 3 on McKean, Fourth, Fifth & Sixth Sts.; Donora: 4 blocks on McKean, 3 on Meldon, Third, Fourth, Fifth & Sixth Sts.
Neighborhood Shopping Centers —Monessen; Eastgate, Park Plan, Grand Blvd.; Charleroi; Chamber Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
TriCounty	3	Radio Shack, Hills, G.C. Plaza Murphy Pic-Way Shoes, Giant Kelly & Cohen, Revco
K mart Plaza	3	Kroger, Thrift, K mart
Rostraver	8	American Hardware, Foodland
Mon-Valley	NA	Sun Drug, Shop 'N Save, Plaza Ben Franklin

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Monessen—Mon. & Fri.; Charleroi—Mon., Thu., & Sat.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Montgomery Ward; Fisher's Big Wheel; Eisenberg's; Millers; Boston; Cox's; Roxs; David Israel; Oranges.
Discount Stores : Health Mart 3; Army & Navy; Health City.
Variety Stores : Murphy 2; Ben Franklin.
Chain Drug Stores : Sun 1; Thrift 2; Revco 2; Health Mart 3.
Chain Food Supermarkets : Foodland 4; Clover Farm; Thorofare; Shop & Save 2; Open Pantry (3); Kroger.
Other Chain Stores : Triangle Shoes; Sherwin-Williams; Singer; Radio Shack; Pic Way.

14 - NEWSPAPERS: VALLEY INDEPENDENT (e) 14,806; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: John J. Bennati; Adv. Mgr., VALLEY INDEPENDENT, Eastgate 19, Monessen, PA 15062; Tel. (412) 684-5200.
National Representative : Thomson.

MONONGAHELA-DONORA

1 - LOCATION: Washington County (In Pittsburgh SMSA). E&P Map B-3. On the Monongahela River, 28 mi. Southeast of Pittsburgh. On State Hwys. 136, 88, 837; I-70.

2 - TRANSPORTATION: Conrail; P&LE.
Motor Freight Carriers : 7.
Intercity Bus Lines : 88 Transit Lines, Inc.

3 - POPULATION:
Corp. Cities 80 Cen. 13,474
Donora 80 Cen. 7,524
Monongahela 80 Cen. 5,950
County 80 Cen. 217,074
SMSA 80 Cen. 2,263,894

4 - HOUSEHOLDS:
Cities 80 Cen. 5,323
Donora 80 Cen. 2,911
Monongahela 80 Cen. 2,412
County 80 Cen. 77,033
SMSA 80 Cen. 828,504

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	1	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 87,020

7 - ELECTRIC METERS: Res/County 18,654

8 - GAS METERS: Monongahela only 3,287

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av Wkly. Wage): Steel 7,800 ($256); Coal Mining 4,140 ($265); Build. Supplies 410 ($95); R.R. Yards 500 ($115); River Terminal 300 ($110); Trucking 80 ($110).
Principal Industrial Pay Days —Fridays.

10 - CLIMATE: Min. & Max. Temp.—Spring 45-65: Summer 66-92; Fall 54-75; Winter 18-40. First killing frost, Sept. 30. Last killing frost, Apr. 15.

11 - TAP WATER: Monongahela-Acid, hard; Donora-Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers : Monongahela 12 blocks on Main St.; 4 on Chess St.; 4 on Marne Ave.; 2 on 2nd, 3rd & 4th Sts. Donora; 4 Blocks on McKean, 3 each on Meldon, Third, Fourth, Fifth and Sixth Streets.
Neighborhood Shopping Centers : Three blocks on Main St. in New Eagle.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Hills Vlg. (120)	18	Gimbel's, Horne's
Southland (54)	13	Kroger, Penney
Eastland (68)	15	Gimbel's J.C. Penney
Greengate Mall (95)	20	Horne's
Charlerei	6	Fisher, Wards, Thorofare
Mon Valley Plaza (13)	7	Sears, Shop & Save
Tri County Plaza	9	Hills, K mart
Westmoreland Mall (120)	20	Kaufmans, Sears

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Monongahela: Mon. & Fri.; Donora: Mon. & Fri. All Food every night.

13 - RETAIL OUTLETS: Department Stores : Abel's; J.D. J. Men's & Boys Wear; Becker's Men's Wear; Harris Men's Wear; J.C. Penney; Boston Store: Sears-Roebuck; Montgomery Ward; Fisher Bros.; Eisenbergs; Miller's; Cox's; Wander Sales; Rach's; Hill's.
Variety Stores : McCrory; G.C. Murphy 2.
Discount Stores : Keystone Vitamin Center; White Cross.
Chain Drug Stores : Span & Tayler (Rexall); Health Mart 2; West Main Phcy; Cost's; Dierken's; Sun; Thrift; Walgreen; Whelan.
Chain Food Supermarkets : Clover Farm 7; United Food 12; Payday's; Shop & Save 2; A&S Mkt.; Smith's Clover Farm; Sammy's 2; Foodland 2, Thorofare.
Other Chain Stores : Endicott-Johnson; Key Auto; Spic & Span; Coronet; Valley Cleaning; Melenyzer's 3; Triangle Shoe; Health Mart; New Reliable Furn.; Sherwin-Williams; Singer Co.; Dear Phipps; Mary Carter.

14 - NEWSPAPERS: HERALD (e) 5,871; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: HERALD, 440 W. Main St, Monongahela, PA 15063; Tel. (412) 258-7000.
National Representative : None.

MOUNT CARMEL
See SHAMOKIN

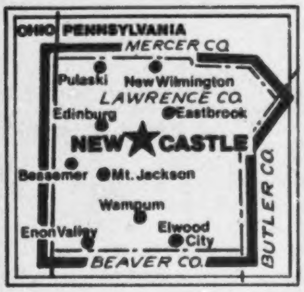
MOUNT UNION
See HUNTINGDON

NEW CASTLE

1 - LOCATION: Lawrence County, E&P Map A-2. County seat in W part of Pa. On U.S. Hwys. 422, 224; State 18, 108, 168 88.

2 - TRANSPORTATION: Railroads : B & O; Conrail (freight); Lake Erie (N.Y.C.); Erie-Lackawanna (freight).
Motor Freight Carriers : 11.
City Owned Intercity Bus Lines : Central Greyhound; Smeal; Grove City.

3 - POPULATION:
Corp. City 80 Cen. 33,621
CZ-ABC: (70) 44,728; (81) 40,400
RTZ-ABC: (70) 63,749; (81) 66,500
County 80 Cen. 107,150
City & RTZ-ABC: (70) 108,477; (81) 106,900



New Castle News (e)
22,745 ABC 3/31/81

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,581
CZ-ABC: (70) 14,473; (81) 15,100
RTZ-ABC: (70) 18,911; (81) 22,900
County 80 Cen. 37,501
City & RTZ-ABC: (70) 33,384; (81) 38,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$761,363,168
Sav. & Loan	2	$289,591,273

6 - PASSENGER AUTOS: County 45,140

7 - ELECTRIC METERS: City 36,019

8 - GAS METERS: 18,600

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners (Av. Wkly. Wage)—Primary Metal 157 ($115); Machy. 2,027 ($105); Stone, Glass & Clay 2,156 ($97); Fab. Metal 920 ($103); Mining 324 ($96).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 26-64; Summer 35-91; Fall 21-65; Winter 0-70. First killing frost, Oct. 7. Last killing frost, May 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers : 5 blocks on Washington St.; 3 on Mercer St.; 5 on Mill St.; 1 on North St.; 3 Towne Mall on Jefferson St.
Neighborhood Shopping Centers : 4 blocks on Long Ave.; 1 on Liberty Ave. 7th Ward; 1 at Washington St. & Butler Ave.; Cali's on Rt. 18N, 1 mi. beyond city limits; Westgate Plaza, Rt. 224 W of City; Union Plaza Rt. 224; Lawrence Village Rt. 88; North City Plaza, Rt. 18 N, 3 mi. beyond city limits.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lawrence Village (30)	NA	Kroger
Westgate Plaza (14)	NA	A&M Supermkt.
Cali's Plaza (8)	NA	IGA, Thrift Drug, Shop & Save
Towne Mall (31)	NA	Sears, Giant Eagle
Highlander (8)	NA	—
Neshannock Plz. (8)	NA	—
North City Plaza (11)	NA	Value King; K mart
Northgate Mall		—
Union Plaza (8)	NA	Spiegels

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Department Stores—Mon. and Thu.; Food—Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Troutman's (Allied); Strouss-Hirshberg (May Co.); J.C. Penney; Fisher Bros.; Kantz.
Discount Stores : Fisher's Big Wheel; Treasure Island; K mart.
Chain Drug Stores : Eckerd's 1; Thrift 2; Sun Drug; Revco 2; Medical Center Phcy. 2; Rite Aid.
Chain Food Supermarkets : Kroger's 2; Giant Eagle; A&M 1; J.J. Dean; Joseph's 2; Tic Tock 4; IGA; Value King 2; Shop & Save.
Other Chain Stores : Hanover; Sears Firestone; Nobil Shoes; G.R. Kinney Shoes; S&H Green Stamps; Spiegel Catalog.

14 - NEWSPAPERS: NEWS (e) 22,745; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Bartholic, Adv. Dir., NEWS, 27-35 N. Mercer St., New Castle, PA 16103; Tel. (412) 654-6651.
National Representative : Landon.

NEW KENSINGTON-TARENTUM-VANDERGRIFT

1 - LOCATION: New Kensington & Vandergrift in Westmoreland County. Tarentum in Allegheny County (In Pittsburgh SMSA). E&P Map B-2. Allegheny-Kiski river valleys. Research and industrial center 20 miles NE of Pittsburgh on Allegheny Valley Expressway; State Hwys. 28, 56, 366, 780 & 88; U.S. Hwy. 22 and Pennsylvania Turnpike.

2 - TRANSPORTATION: Railroads : Conrail; Conemaugh & West Penn Branches.
Motor Freight Carriers : 3.
Intercity Bus Lines : Port Authority Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 30,902
New Kensington 80 Cen. 17,660
Tarentum 80 Cen. 6,419
Vandergrift 80 Cen. 6,823
PMA-ABC: (70) 181,312; (81) 176,500
Allegheny County 80 Cen. 1,450,085
Westmoreland County 80 Cen. 392,294
SMSA 80 Cen. 2,263,894
Demographic Information (Complete professional survey) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 12,481
New Kensington 80 Cen. 7,147
Tarentum 80 Cen. 2,584
Vandergrift 80 Cen. 2,750
Counties 80 Cen. 679,780
Allegheny 80 Cen. 540,547
Westmoreland 80 Cen. 139,233
PMA-ABC: (70) 57,182; (81) 63,900
SMSA 80 Cen. 828,504

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	25	$697,800,000
Sav. & Loan	9	$332,500,000

6 - PASSENGER AUTOS: Counties: Allegheny 563,951; Westmoreland 155,747

7 - ELECTRIC METERS: Residence 31,693

8 - GAS METERS: Residence 27,342

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Aluminum Fabricator, Technical 293 ($224); Glass Products 763 ($210); Paint Products 357 ($227); Steelmaking, Fab. 9,286 ($279); Tool & Die, 341 ($225); Plastic Mfg. 357 ($239); Nuclear Prod. 876 ($200); Research Centers & Labs 4,502 ($227); Garment Mfg. 263 ($113); Distilleries 519 ($223); Printing 368 ($213); Power Plants (2) and Utilities 981 ($278); Soft Coal Mines 990 ($300); Heavy Equip. & Bldg. 666 ($275); Foundries (2) 213 ($202); Limestone & Cement 101 ($220); Tile & Block 111 ($160); Mushroom Mines & Dist. 189 ($190).
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 45-91; Summer 63-99; Fall 25-86; Winter 13-72. First killing frost, Oct. 31. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers : Downtown— New Kensington (13 blocks plus discount center); Vandergrift (9 blocks); Tarentum/ Brackenridge (10 blocks); Leechburg (5 blocks); Apollo (3 blocks); Freeport (8 blocks).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hillcrest (30)	NA	Hills
Heights Plaza (56)	NA	Joseph Horne Co.
Highlands Mall (25)	NA	Gee Bee
Kiskipark Plaza (15)	NA	Ben Franklin
Riverview Plaza (13)	NA	K mart
Allegheny Plaza (10)	NA	Fishers Big Wheel
Apollo Plaza (10)	NA	-
Cheswick (13)	NA	-
Leechburg Plz.	NA	K mart
Harmar Plz.	NA	Murphy Mart

Neighborhood Centers : New Kensington-Arnold-Lower Burrell, Leechburg Road; Parnassus District, New Kensington, Route 28, Natrona Heights; Pittsburgh Street, Springdale and Cheswick; Saxonburg; Russellton.
Principal Shopping Days : Thurs., fri., Sat.
Stores Open Evenings : All Major and Discount Stores; Food Stores.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; Hart's; J.C. Penney; Joseph Hornes.
Discount Stores : Fisher's Big Wheel; K mart; Gee Bee; Gaylord's; Murphy's Mart; Claber's; Thrift City.
Variety Stores : G.C. Murphy Co.; Ben Franklin.
Chain Drug Stores : Thrift Drug 3; Eckerd; Revco 2; Gil's 3; Rite Aid 3.
Chain Supermarkets : Kroger's 1; Shop 'n Save 4; Thorofare 3; Golden Dawn 2; Foodland 4; Gee Bee; Giant Eagle; IGA.
Other Chain Stores : Goodyear; Firestone; Uniroyal; Goodrich; American Hardware 3; Radio Shack; Sears Catalog 2; Singer; Richman Bros.; Thom McAn; Kelly & Cohen; Nobil Shoes; Endicott Johnson Shoes; Sherwin Williams; Tile City; King Jewelers; General Electric Appliances; Fashion Hosiery Shops; PicWay Shoes.

14 - NEWSPAPERS: VALLEY NEWS DISPATCH (e) 42,603; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George Scott, Ret. & Nat'l. Adv. Mgr. VALLEY NEWS DISPATCH, 210 Fourth Ave., Tarentum, PA 15084; Tel. (412) 224-4321.
National Representatives : Gannett; USSPI.

NORRISTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ SMSA), E&P Map E-3, County Seat. 17 mi. NW of Philadelphia; 95 mi. SW of New York; 41 mi. W of Trenton; 37 mi. SW of Reading; 91 mi. E of Harrisburg; 35 mi. NE of Wilmington. On U.S. Hwys. 422 and 202; State Hwys. 23,73 and 123. On Schuylkill River, 5 1/2 mi. from Valley Forge, 4 mi. N of Pa. Turnpike.

2 - TRANSPORTATION: Railroads : Reading; Conrail; Phila. Western.
Motor Freight Carriers : 13.
Intercity Bus Lines : SEPTA; Trailways; Greyhound; North Penn.

3 - POPULATION:
Corp. City 80 Cen. 34,684
PMA-ABC: (70) 185,344; (81) 193,000
County 80 Cen. 643,621
SMSA 80 Cen. 4,716,818
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,343
PMA-ABC: (70) 53,247; (81) 63,500
County 80 Cen. 223,290
SMSA 80 Cen. 1,639,330

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	24	$1,320,176,000
Savings	5	$42,720,000
Sav. & Loan	15	$1,440,520,000

6 - PASSENGER AUTOS: County 324,883

7 - ELECTRIC METERS: Residence 14,322

8 - GAS METERS: Residence 7,800

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Food and Bevarages 6,501; Textile 8,598; Printing & Pub. 4,456; Chemical 7,240; Metal Industries 13,274; Wholesale Trade 12, 172; Business of Repair 8,919; Insurance, Real Estate & Finance 11,072; Construction 12,964; Machinery Equipment & Supplies 21,114.

10 - CLIMATE: Min. & Max. Temp.—Spring: 40-75; Summer 60-98; Fall 20-80; Winter 10-50; First. killing frost, Oct. 10. Last killing frost, April 20.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Principal Shopping Centers : 4 blocks on W. Main; 4 on E. Main; 8 on Dekalb; 10 on W. Marshall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Logan Square (35)	NA	Sears, Genuardi's, Thrift Drug, Rite Aid
Plymouth Sq. (72)	NA	Woolworth's, A&P
Valley Forge (55)	NA	A&P, Food Fair
Norriton Square (17)	NA	Shop-Rite, Silo, Food City, A&P
Park Ridge (20)	NA	Grand Catalog, A&P
Sandy Hill (9)	NA	Genuardi's
King of Prussia (152)	NA	Bambergers, Abraham Straus, Bloomingdales, Acme, Penney, Woolworth, Gimbels, Wanamaker,
Sandy Hill (9)	NA	Genuardi's
Swede Square (24)	NA	Genuardi's
Plymouth Mall (114)	NA	Hess, Strawbridge & Clothier, Woolworth

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Dept. -Fri.; Food-every evg. ex. Sat.; Shopping Centers-every evg.

13 - RETAIL OUTLETS: Department Stores : Sears; J.C. Penney; John Wanamaker; Gimbel's; Strawbridge & Clothier; Bambergers; Abraham & Straus; Bloomingdales; Hess.
Discount Stores : K mart; Clover; Silo's.
Variety Stores : Woolworth 3; Berlin-Spilane 4.
Chain Drug Stores : Rite Aid 2; Thrift Drugs.
Chain Food Supermarkets : Acme 12, A&P 6; Genuardi's 17; Ficre's 3; Clemens; Shop-Rite.
Other Chain Stores : Channel; Grossmans; Clover.

14 - NEWSPAPERS: TIMES-HERALD (e) 30,842; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Laverne Lane, Adv. Dir., TIMES-HERALD, PO Box 591, Norristown, PA 19404; Tel. (215) 272-3830.
National Representatives : Landon; Robert Hitchings.

OIL CITY-FRANKLIN

1 - LOCATION: Venango County, E&P Map B-2. Adjacent cities in N.W. Penna. on Allegheny river at junction with French Creek and Oil Creek. 68 mi. S of Erie; 86 mi. N of Pittsburgh; 62 mi. E of Youngstown. On U.S. Hwys. 62, 322 (Lakes to Sea); State Hwys 8, 257, 428.

2 - TRANSPORTATION: Railroads : Conrail; Erie-Lackawanna.
Motor Freight Carriers : 10.
Intercity Bus Lines : Greyhound; Continental Trailways; Lincoln Coach.
Airlines : USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 22,027
Franklin 80 Cen. 8,146
Oil City 80 Cen. 13,881
County 80 Cen. 64,444
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 8,577
Franklin 80 Cen. 3,246
Oil City 80 Cen. 5,331
County 80 Cen. 22,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$1,812,202,000
Sav. & Loan	3	$107,100,000

6 - PASSENGER AUTOS: County 22,060

7 - ELECTRIC METERS: 28,720

8 - GAS METERS: 15,919

9 - PRINCIPAL INDUSTRIES: Industry, Number of Emp. (Av. Wkly. Wage)—Petroleum 1,800 ($300); Steel 1,068 ($500); Glass 475 ($300); Printing 300 ($290); Chemical 191 ($290); Machine 3,123 ($315); Transp. & Pub. Utilities 1,000 ($300); Whlse. & Retail 3,000 (N.A.); Services 2,500 ($195); Gov. 2,500 (N.A.); Misc. 7,043 (N.A.)

10 - CLIMATE: Min. & Max. Temp.—Spring 25-70; Summer 65-97; Fall 35-75; Winter 0-45. First killing frost. Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.
Some red water in County.

12 - RETAILING: Franklin: Downtown, 4 blocks on Liberty St., 6 on 13th St., 1 on 12th St. Third Ward Area: 3 blocks on 13th St. Oil City: Downtown; 6 blocks on Seneca St., 6 on Elm St., 3 on Center St. Southside District: 4 blocks on Front St., 3 on First St., 2 on State St.
Shopping Centers : K mart Plaza, Rt. 8; Jamesway Plaza, Rt. 8; Cranberry Mall, Rt. 322.
Principal Shopping Days : Mon., Thurs., Fri.
Stores Open Evenings : Dept. Fri.; Food Nitely.

13 - RETAIL OUTLETS: Department Stores : Sears; Welker & Maxwell; J.C. Penney 3; Brody's.
Variety Stores : Kresge; Woolworth 2; G. C. Murphy; Oil City Variety; K mart.
Discount Stores : Buyers Fair 1; CVS; Jamesway.
Chain Drug Stores : Thrift 2; Eckerds 1; Health Mart 1; Rite-Aid 1.
Chain Food Supermarkets : A&P 3; Foodland 3; Riverside Mkts. 10; Golden Dawn 5; Super Duper 1; Comet Mkt. 1; I.G.A. 1; Country Fair 3; Lil' Shopper 2.
Other Chain Stores : Singer Co.; Isaly's; Sherwin-Williams 1; Jean Frocks; Western Auto 1; Brown's Boot 2; Printz Clothing 2; Penn Rubber & Supply 2; Harry's Auto; Top Value Stamps; Pennsy Auto.

14 - NEWSPAPERS: FRANKLIN NEWS-HERALD (e) 8,754; OIL CITY DERRICK (m) 16,380; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Wm. Toy, Adv. Dir., Venango Newspapers, Inc. NEWS-HERALD and DERRICK, PO Box 928, Oil City, PA 16301; Tel. (814) 676-7444.
National Representative : None.

PALMERTON
See LEHIGHTON

PHILADELPHIA

1 - LOCATION: Coextensive with Philadelphia County (In Philadelphia, PA-NJ SMSA). E&P Map E-3. 13-County Philadelphia Primary Market hub of over 5.5 million people. 90 miles from New York; 136 miles from Washington, D.C. In SE Pennsylvania on Delaware River; 88 nautical miles from Atlantic Ocean; Largest import port in U.S.; third busiest in the world.

2 - TRANSPORTATION: Railroads : Chessie System; Amtrak; Conrail; Delaware & Hudson.
Motor Freight Carriers : 560.
Freight Steamship Lines : 101.
Intercity Bus Lines : SEPTA; Red Arrow; 19 smaller bus companies.
Airlines : 17; Air Freight—18

3 - POPULATION:
Corp. City/County 80 Cen. 1,688,210
CZ-ABC: (70) 2,194,017; (81) 1,865,600
RTZ ABC: (70) 3,730,038; (81) 4,041,500
SMSA 80 Cen. 4,716,818
City & RTZ-ABC: (70) 5,924,055; (81) 5,907,100

4 - HOUSEHOLDS:
City/County 80 Cen. 619,781
CZ-ABC: (70) 722,014; (81) 708,300
RTZ ABC: (70) 1,105,097; (81) 1,379,600
SMSA 80 Cen. 1,639,330
City & RTZ-ABC: (70) 1,827,111; (81) 2,087,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	34	$28,469,441,000
Savings	6	$11,842,867,000
Savings & Loan	224	$11,803,158,481

6 - PASSENGER AUTOS: 480,506

7 - ELECTRIC METERS: 625,568

8 - GAS METERS: Residential 530,264

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)—Durable Goods: Furniture & Fixtures 7,100 ($290); Stone, Clay & Glass 13,300 ($337); Primary Metals 63,800 ($758); Nonelectrical Machinery 49,400 ($370); Electrical Machinery 41,300 ($281); Transportation Equip. 25,200 ($396); Instruments & Related Prod. 23,300 ($295); Other Durable Goods 10,100 ($283). Nondurable Goods: Food Products 36,100 ($322); Textile Products 11,800 ($197); Apparel & Related Products 30,600 ($203); Paper Products 19,000 ($304); Printing & Publishing 37,800 ($312); Chemical Products 37,300 ($396); Oil & Coal Products 12,200 ($490); Rubber & Misc. Plastic Products 13,000 ($317); Other Nondurable Goods 1,100 ($196).

10 - CLIMATE: Min. & Max. Temp.—Spring 25-89; Summer 56-99; Fall 18-88; Winter 13-64. First killing frost, Nov. 16. Last killing frost, Apr. 1.

11 - TAP WATER: Slightly acid; moderately hard (Schuylkill River); moderately soft (Delaware River); Fluoridated.

12 - RETAILING: Principal Shopping Center : Philadelphia Central Business District—Vine Street to South Street Between Front and 24th Streets (Includes The Gallery, Center City Enclosed Mall, with 2 dept. stores).
Regional Shopping Centers : (Philadelphia County) Roosevelt Mall; (Bucks County) Neshaminy Mall, Oxford Valley Mall; (Chester County) Exton Square; Norco Mall; (Delaware County) Granite Run Mall, Springfield Mall; (Montgomery County) Cedarbrook Mall, King of Prussia Plaza, Montgomery Mall, Plymouth Meeting Mall; Cheltenham Mall; Suburban Square; Wynnewood Center; Logan Square; Abington/Jenkintown Willow Grove Mall—planned opening Spring 1982; (Burlington County) Moorestown Mall; (Camden County) Cherry Hill Mall, Echelon Mall; (Gloucester County) Deptford Mall; plus approximately 300 district shopping places in the Philadelphia SMSA.
Principal Shopping Days : Department Stores—Wed., Sat., Sun. Food—Thu., Fri. and Sat. Trend toward earlier in the week. Most stores open Sunday.
Stores Open Evenings : Trend for major suburban stores to be open all evenings and Sunday. Most stores open Sunday. Wed. all year and Mon. evenings part of year. Most chain groceries—Mon. to Sat. until 9 or 10 p.m. plus limited hrs. on Sun.

13 - RETAIL OUTLETS:
Department Stores : Bambergers' (6 in suburbs); Gimbel's 9 (2 in Phila., 7 in suburbs); Hess (3 in suburbs); J.C. Penney, 12 (1 in Phila., 11 in suburbs); Pomeroy's (3 in suburbs); Sears 13 (2 in Phila., 11 in suburbs); Strawbridge & Clothier, 9 (1 in Phila., 8 in suburbs); John Wanamaker, 10 (2 in Phila., 8 in suburbs).
Major General Merchandise Stores : Clover; K mart; Woolco; Jefferson-Ward.
Variety Stores : D.E. Furlow; H.L. Green/McCrory; Kresge; Kress; G.C. Murphy; J.J. Newberry; Valu Stores; Woolworth.
Chain Drug Stores : Brooks; Eckerd; Holiday; Medic-Fair; People's; Quality; Rite Aid; Sun Ray; Thrift; Rexall.
Chain Food Supermarkets : A & P; Acme; Clemens; Colonial Village; Cumberland Farms; Fairlawn; Genuardi; Great Scot; Jewel T; Mister Grocer, Pathmark; Pickwell; Plus Foods; 7-Eleven; Shop 'N Bag; Shop Rite; Thriftway; Wawa.
Other Chain Stores: Women's Apparel : B. Altman; Bonwit Teller; Cameo Stores; Casual Corner; Deb Shops; Fashion Bug; Frederick's of Hollywood; The Gap; Hit or Miss; Ladybug; Lane Bryant; Lerner Shops; The Limited; Loehmann's; Lord & Taylor; Marianne; Roaman's; Saks Fifth Avenue;
Men's Apparel : Anderson Little; Bloomingdale's; Brooks Brothers; Eugene Jacobs; Jack Lang; Mitchell Daroff; Morville; Jacob Reed's Sons; Today's Man.
Shoe Stores : Baker's; Bally; Beck's; Butler's; Chapman's; Endicott Johnson; Father & Son; Fayva; Flagg Brothers; Florsheim; Hahn Shoes; Hanover; Kinney; Knapp; Lloyd & Haig; Massey; Naturalizer; Pappagallo; Scholl Shoes; Shoe Factory; Shoe Town; Steigerwalt; Stride-Rite; Thayer McNeil; Thom McAn.
Automotive : Avellino; Firestone; General Tire; Goodrich; Goodyear; Penn Jersey; Pep Boys; Uniroyal.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 412,268; (sat) 395,648; (S) 466,409; Mar. 31, 1981 ABC. Ceased publication 1/29/82.
INQUIRER (m-mon to fri) 428,862; (sat) 354,346; (S) 851,376; Mar. 31, 1981 ABC.
NEWS: (e-mon to fri) 232,190; (sat) 147,752; Mar. 31, 1981 ABC.
JOURNAL (m-mon to fri) 109,622; (sat) 85,132; Mar. 31, 1981 ABC. Ceased publ. 12/16/81.
Local Contact for Advertising and Merchandising Data: Robt. W. Keim, Adv. Dir., BULLETIN, 30th & Market Sts., Philadelphia, PA 19101; Tel. (215) 662-7577.
Jerry Parichy, Adv. Dir., INQUIRER or Rod Wishart, Adv. Dir., NEWS, 400 N. Broad St., Philadelphia, PA 19101; Tel. (215) 854-2425 (Parichy) or 854-2650 (Wishart).
Norman E. Scull, Nat'l Adv. Mgr., JOURNAL 3010 Market St., Philadelphia, PA 19104; Tel. (215) 243-1435.
National Representatives : BULLETIN—Million Mkt. Newspapers; INQUIRER and NEWS—Knight-Ridder; JOURNAL—None.

PHOENIXVILLE

1 - LOCATION: Chester County (In Philadelphia, PA-NJ SMSA). E&P Map E-3. In Schuylkill Valley, 28 mi. W of Philadelphia; 12 mi. W of Norristown. On State Routes 23,29 and 113.

2 - TRANSPORTATION: Railroads : Conrail; Reading.
Motor Freight Carriers : 2.
Intercity Bus Lines : Werner; Septa; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,165
CZ-ABC: (70) 14,823; (81) 15,000
RTZ-ABC: (70) 56,136; (81) 63,200
County 80 Cen. 316,660
SMSA 80 Cen. 4,716,818
City & RTZ-ABC: (70) 70,959; (81) 78,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,415
CZ-ABC: (70) 4,812; (81) 5,600
RTZ-ABC: (70) 15,324; (81) 20,300
County 80 Cen. 104,752
SMSA 80 Cen. 1,639,330
City & RTZ-ABC: (70) 20,136; (81) 25,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$210,769,000

6 - PASSENGER AUTOS: County 128,939

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: Residence 2,978

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Steel 632; Knitting 340; Pharmaceutical Supplies 507.

10 - CLIMATE: Min. & Max. Temp.—Spring 38.5-65; Summer 62-84.6; Fall 43-59; Winter 22.3-46. First killing frost, Sept. 20. Last killing frost, April 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : 3 blocks on Bridge St.; 2 on Main St.; 1 on Gay St.; 1 on Church St.
Neighborhood Shopping Centers : Nutt Road; Starr Hill; King of Prussia Plaza; Norco Mall; Gateway Shpg. Ctr., Phoenix/Kimberton Mall.
Principal Shopping Days : Dept.-Fri.; Food-Wed., Thurs. & Fri.
Stores Open Evenings : Fri. to 9; Food to 10.

13 - RETAIL OUTLETS:
Variety Stores : Jamesway.
Chain Drug Stores : White Shield; Thrift.
Chain Food Supermarkets : A&P; Acme; Genuardi.
Other Chain Stores : Enidcott-Johnson; Sherwin-Williams; S.B. Harris; B.F. Goodrich.

14 - NEWSPAPERS: PHOENIXVILLE (e) 7,483; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Jones, Adv. Mgr., PHOENIXVILLE, 225 Bridge St., Phoenixville, PA 19460; Tel. (215) 933-8926.
National Representatives : Landon; Robert Hitchings.

PITTSBURGH

1 - LOCATION: Allegheny County (SMSA) E&P Map B-3. At junction where Allegheny and Monongahela Rivers form Ohio River; 270 mi. W by N of Philadelphia. Harbor frontage 54 mi.

2 - TRANSPORTATION: Railroads : 18 railroads including Conrail, Pittsburgh and Lake Erie, Chessie System.
Motor Freight Carrier : 165.
Intercity Bus Lines : Greyhound; Lenzner; Beaver Valley; Bamfford; Grove City; Continental Trailways; Suburban; Lincoln; Debolt-Somerset; 88 Transit.
Airlines : American; Eastern; Nordair-Ltd.; Northwest; TWA; United; USAir; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 423,938
CZ-ABC: (70) 1,273,299; (81) 1,114,000
RTZ-ABC: (70) 1,529,815; (81) 1,587,800
County 80 Cen. 1,450,085
SMSA 80 Cen. 2,263,894
City & RTZ-ABC: (70) 2,803,114; (81) 2,701,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 166,067
CZ-ABC: (70) 411,142; (81) 410,300
RTZ-ABC: (70) 472,044; (81) 569,200
County 80 Cen. 540,547
SMSA 80 Cen. 828,504
City & RTZ-ABC: (70) 883,186; (81) 979,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	11	$19,321,521,000
Savings	2	$1,351,945,000
Sav. & Loan	103	$7,493,473,000

6 - PASSENGER AUTOS: County 563,951

7 - ELECTRIC METERS: (Res.) City 140,690

8 - GAS METERS: (Res.) City 123,009

9 - PRINCIPAL INDUSTRIES: (Allegheny; Beaver, Washington & Westmoreland Counties): Industry, Number of Wage Earners (Av. Wkly. Wage); Food Products 10,500 ($333); Textile, Apparel 2,500 ($169); Paper Pdts. 2,200 ($282); Printing & Pub. 8,800 ($336); Chemical Pdts. 10,400 ($395); Oil & Coal Pdts. 3,200 ($282); Stone, Clay & Glass 14,400 ($348); Primary Metal 92,900 ($472); Fabricated Metal 20,800 ($379); Non-Electrical Machy. 21,700 ($389); Electrical Machy. 27,000 ($359); Trans. Equip. 13,300 (N.A.); Instruments, Rel. Equip. 5,900 (N.A.); Other Durable Goods 2,800 ($239); Other Nondurable Goods 4,000 ($223); Total All Mfg. 240,400 ($325).

10 - CLIMATE: Min. & Max. Temp.—Spring -1-95; Summer 38-103; Fall -1-102; Winter -20-77. First killing frost, Oct. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft 9 months, hard 3 months (June, July, Aug); fluoridated.

12 - RETAILING: Principal Shopping Center : bounded by the Monongahela and the Allegheny Rivers and Grant St. This is the Downtown Triangle—300 acres.
Neighborhood Shopping Centers : Homewood—N. Homewood & Kelly St.; East Liberty Mall— Penn & Highland Aves.; Squirrel Hill—Murray; Bloomfield—Liberty & Edmond Ave.; Oakland—Forbes Ave. & Fifth and Atwood Ave.; Greenfield—Greenfield Ave. & Coleman St.; Hazelwood—Hazelwood Ave. to Second Ave.; Lawrenceville—34th & Butler; 52nd & Butler; Uptown—Fifth Ave. from Ross St. to Dinwiddie St.; South Side—E. Carson St. from S. 13th to S. 25th St.; Mt. Oliver-Brownsville Rd.; Allentown—Warrington Ave.; Mt. Washington—Southern Ave. & Shiloh St.; West End—Main St.; Manchester—Beaver & Franklin; North Side—East Ohio & Sandusky Sts. from Federal to Chestnut; Federal St. from Allegheny River to North Ave.; Brighton Road—Brighton Rd. & California Ave.; Shadyside—Walnut St. & S. Aiken Ave.

Major Nearby Shopping Centers
(with miles and directions from downtown)

Allegheny Center (1 mi. N) Sears; Zayre; Woolworth; and 50 stores.
Beaver Valley Mall (23 mi. NW) Gimbles; Sears; Gray Drug; Woolworth; Hornes and 75 stores.
Century III Mall (8 mi. S) Gimbels; J.C. Penney; Kaufmann's; Sears; Montgomery Ward and 145 stores.
East Hills (8 mi. E) Thorofare; Golden Dawn; Sun Drug; Zayre and 60 stores.
Eastland (10 mi. E) Gimbels; J.C. Penney; Woolworth and 40 stores.

Northeastern Pennsylvania is the 60th SMSA in population

HAZLETON IS THE GROWING PART OF THAT MARKET, WITH $195,575,000* IN DISPOSABLE INCOME

Hazleton, Pa.

Standard-Speaker

. . . communicates effectively with 95% of free-spending Hazleton households. Where the Wilkes-Barre paper sells less than a hundred a day. And Scranton sells none.

Our advertising linage has grown, too—17% over the past three years. 1980 linage 17,874,248 lines, and still growing! Make your sales grow with the Standard-Speaker.

Hazleton . . . situated at the Crossroads of five eastern Pennsylvania Counties— Luzerne, Schuylkill, Carbon, Monroe and Columbia!

***1982 E&P Est.**

21 N. Wyoming St., Hazleton, Pa. • 717-455-3636 • Represented by Landon Associates

Franklin Mall (35 mi. SW) Sears; Hills; Troutman's and 39 stores).
Great Southern (7 mi. SW) J.C. Penney, Thorofare; Thrift Drug and 35 stores.
Great Valley (6 mi. E) Kroger; Eckerd Drug; Zayre.
Greengate Mall (23 mi. SW) Hornes; J.C. Penney; Thrift Drug; Montgomery Ward and 50 stores.
Heights Plaza (20 mi. NE) Hornes; Kroger; Murphy; Eckerd Drug.
Hillcrest (17 mi. NE) J.C. Penney; Kroger; Thrift Drug; Montgomery Ward; Gaylord's.
Miracle Mile (13 mi. E) Kaufmann's, Kroger; Woolworth; Hahn Furniture; Isaly's and 40 stores.
Monroeville Mall (12 mi. E) Gimbels; Hornes; J.C. Penney, Thrift Drug, G. C. Murphy; Giant Eagle and 125 stores.
Northern Lights (18 mi. NW) J.C. Penney; Thrift Drug; Kroger; Towers and 25 stores.
North Hills Village (7 mi. N) Gimbles; Giant Eagle; Gee Bee; Hahn Furniture; Eckerd Drug; Sweet William and 30 Stores.
Northway Mall (8 mi. () Hornes, G.C. Murphy; Woolworth; Hughes & Hatcher; Isaly's and 35 stores.
Norwin (15 mi. E) Thorofare; Cox's; Isaly's. Penn Center (10 mi. E) Sears. Penn Hills (11 mi. E), Giant Eagle; Isaly's; Gold Circle and 60 stores.
South Hills Village (8 mi. S) Gimbels; Sears; Hornes; Woolworth and 90 stores.
Southland (9 mi. S) Thrift Drug; Hahn Furniture; Gee Bee.
Washington Mall (23 mi. SW) J.C. Penney; Giant-Eagle; Thorofare; Woolworth and 100 stores.
Westmoreland Mall (30 mi. SE) Hornes; Kaufmann's; Sears.
Whitehall Terrace (6 mi. S) Hornes; G.C. Murphy.

Other Nearby Shopping Centers
(with miles and direction from downtown)

Admore (7 mi. E) Thorofare; Thrift Drug; Equibank.
Banksville Plaza (4 mi. SW) Stephen Richard; Kroger; Eckerd Drug.
Chippewa Mall (23 mi. NW) Kroger; Eckerd Drug; K mart.
Big Beaver Mall (25 mi. NW) Kroger.
Bill Green's (8 mi. S) State Liquor; Minnesota Fabrics.
Carrick (4 mi. S) Kroger; Thrift Drug.
Caste Village (7 mi. S) Thorofare; State Liquor; Giant Eagle.
Chateau Plaza (2 mi. NW) Mellon Bank; State Liquor.
Crafton-Ingram (3 mi. W) K mart; Kroger; Thorofare; Thrift Drug.
Duncan Manor (9 mi. N) Thorofare; Eckerd Drug; Pittsburgh Nat. Bank.
Duquesne Village (9 mi. SW) Eckerd Drug; Woolworth.
Eastgate (27 mi. SW) Gee Bee; Firestone.
Eastwood (8 mi. E) Buy Wise; S&H Green Stamps.
Fox Chapel Plaza (7 mi. NE) Thorofare; Thrift Drug; State Liquor.
Fox Chapel Village (7 mi. NE) Kroger; Thrift Drug; Isaly's.
Greensburg Plaza (25 mi. SE) K mart; Foodland; Thorofare.
Greentree Road (4 mi. SW) Hahn's; Giant Eagle.
Hillcrest (7 mi. S) Thorofare; Bard's Dairy; State Liquor.
Kennywood Mall-Hills; K mart; Thrift; Mellon Bank.
Lebanon Shops (6 mi. S) Kroger; G.C. Murphy; Thrift Drug.
Lincoln Road (35 mi. E) Thorofare; Thrift Drug.
Manor Oak Village (4 mi. SW) Mellon Bank; Hardy & Hays.
McKnight-Seibert (7 mi. N) Thrift Drug; Wayne Weil; Sears.
Olympia (13 mi. SE) Thorofare; G.C. Murphy.
Pines Plaza (8 mi. N) Thorofare; Eckerd Drug.
Quaker Village (4 mi. NW) Thorofare; Thrift Drug; Giant Eagle.
Ritzland (8 mi. E) Thorofare; Thrift Drug; Pittsburgh Nat. Bank.
Route 30 Plaza (13 mi. E) K mart; Thorofare.
Route 51 Plaza (9 mi. S) K mart.
Shaler Plaza (6 mi. NE) K mart; Thorofare.
Shopper's Plaza (13 mi. N) Thorofare; Kroger; Thrift Drug; Woolworth.
South Park Shops (8 mi. S) Kroger; Thrift Drug.
St. Clair Heights (7 mi. SW) Giant Eagle; Thrift Drug; Bard's Dairy.
Virginia Manor (4 mi. SW) Krogers; Eckerd Drug.
Washington Plaza (22 mi. SW) Kroger; K mart; Isaly's; Kelly & Cohen.
7200 McKnight Rd. (7 mi. N) Zayre; Giant Eagle.
Principle Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Mon., Thu.

13 - RETAIL OUTLETS: Department Stores : Kaufmann's: Gimbels; Joseph Horne; Sears; J.C. Penney. Montgomery Ward.
Discount Stores : Gee Bee; Zayre: Buy Wise; Alberts; Murphy Mart; K mart; Buyer's Mart; Gold Circle; Hill's.
Variety Stores : Autenreith's; McCrory's; Murphy; Woolworth.
Chain Drug Stores : Thrift 40; Revco 27; Rite Aide 14; Gil's 17; Leader 21; Eckerd 26.
Chain Food Supermarkets : Foodland 49; Giant Eagle 41; Kroger 36; Shop 'N Save 60; Thorofare 26; Super Dollar 21; Golden Dawn 10.
Other Chain Stores : Firestone; Goodrich; Goodyear; General Tire; Kelly & Cohen; Lane Bryant; Lerner; Florsheim; A.S. Beck; Richman; Keystone Shoes; S&H Green Stamps; Spiegel (Catalog); Standard Sportswear; Saks Fifth Avenue; Kinney; Bakers; Thom McAn; Pic-Way; Kamps; Children's Palace; Hughes & Hatchers; Brooks Bros.; Anderson-Little; Anders; Bailey, Banks & Biddle.

14 - NEWSPAPERS: POST GAZETTE (m-mon to fri) 180,375; (sat) 166,179; Mar. 31, 1981 ABC. PRESS (e-mon to fri) 268,490; (sat) 228,585; (S) 637,435; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Thomas R. Gormley, Adv. Dir., POST-GAZETTE and PRESS, PO Box 566, Pittsburgh, PA 15230; Tel. (412) 263-1368.
National Representatives : Story & Kelley-Smith; Met. Pub. Rep.

POTTSTOWN

1 - LOCATION: Montgomery County (in Philadelphia, PA-NJ SMSA), E&P Map E-3. Industrial center. 37 mi. NW of Phila.; 26 mi. NW of King of Prussia; 18 mi. SE of Reading; 32 mi. S of Allentown; 20 mi. N of Exton; on Schuylkill River. On U.S. Hwy. 422, Benj. Franklin Hwy.; State Hwys. 724, 100 & 663 (to Pa. Tpk. & I-80).

2 - TRANSPORTATION: Railroads : Conrail; Reading.
Intercity Bus Lines : Pottstown Transit, Inc.; Werner; Trailways.
Motor Freight Carriers : 11.
Airlines : Limousine service to Phila. Intl. Airport; Air Freight & Charter at Pottstown Airport (Limerick), Municipal Airport (Pottstown).

3 - POPULATION:
Corp. City 80 Cen. 22,729
PMA-ABC: (70) 126,485; (81) 142,800
County 80 Cen. 643,621
SMSA 80 Cen. 4,716,818
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,867
PMA-ABC: (70) 38,462; (81) 50,300
County 80 Cen. 223,290
SMSA 80 Cen. 1,639,330

5 - BANKS:	NUMBER	DEPOSITS
Commercial	13	$5,719,651,423
Sav. & Loan	11	$112,500,000

6 - PASSENGER AUTOS: County 324,883

7 - ELECTRIC METERS: Residence 25,000

8 - GAS METERS: Residence 5,444

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Steel Fabrication 422; Food Equip. Products 1,328; Boilers, Heating 643; Automotive Products, Bodies 2,428; Die Castings 1,318; Pipe Fittings 1,183; Crane Hoists 130; Textiles, Clothing 4,025; Plastics, Rubber Products Metal Products, Finishing 758; Pipe 270; Packaging 660; Burial Caskets, Funeral Supplies 615; Metal Tubing, Cathodes 1,089; Flags 255.
Principal Industrial Pay Days —Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 51-75; Summer 73-90; Fall 55-68; Winter 12-40. First killing frost, Dec. 1. Last killing frost, Feb. 15.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers : 15 blocks on High St., Hanover St., Charlotte St., Washington St.
Neighborhood Shopping Centers : E. End (Moser Rd.); N. End (Mervine St.); W. End Rt. 100; Thriftway Suburbia Center Route 100; Coventry Mall Rt. 100 & 724 Bypass; Boyertown Shpg. Ctr.; Gilbertsville Shpg. Ctr.; Park Towne, Royersford; Phoenix- Kimberton Mall, Route 724.
Principal Shopping Days : Mon., Wed., Thu., Fri.
Stores Open Evenings : Dept.—Mon. & Fri.; Food—Tues., Wed., Thu., Fri.; Shpg. Ctrs. -Mon through Sat.

13 - RETAIL OUTLETS: Department Stores : Ellis-Mills; J. C. Penney; Sears; Jefferson-Ward; Hess Bros.; LeFevre Bros.; New York Store; Boscov's.
Discount Stores : Ice City; K mart 2; Jamesway; Ames 2.
Variety Stores : Newberry; Woolworth 2.
Chain Drug Stores : Rexall 3; Bause 2; Thrift Drug; Rea & Derick 2; Keystone; Sunset Phcy.; Rite-Aid 2; Professional Pharmacy.
Chain Food Supermarkets : A&P 2; Acme 6; Thriftway 4; Weis 2; Shop Rite; IGA 2; Wawa 1; 7-Eleven 3; Pathmark; Redner's 3.
Other Chain Stores : Merit; Penn Jersey; Western Auto 2; Pep Boys; Hooker Chemical; Singer Co.; Endicott-Johnson; Fecera; Nobil Shoes; Father & Son; Radio Shack; Pat Carnival; Lippman's Jewelers; Eugene Jacobs; Feel Fine; Goodyear; Sherwin-Williams; M.A.B.; Dousauds Glidden 2; Mary Carter; Rickel's.

14 - NEWSPAPERS: MERCURY (m) 29,350; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Francis A. Schock, Adv. Dir., MERCURY, Hanover & King, Pottstown, PA 19464; Tel. (215) 323-3000.
National Representatives : Landon; Bob Hitchings.

POTTSVILLE

1 - LOCATION: Schuylkill County. E&P Map D-2. 93 mi. NW of Philadelphia; 56 mi. NE of Harrisburg. On U.S. Hwy 61; State Hwys. 209 & 183.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 9.
Intercity Bus Lines : East Penn; Capital Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,195
PMA-ABC: (70) 95,553; (81) 97,700
County 80 Cen. 160,630
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 6,944
County 80 Cen. 59,948
PMA-ABC: (70) 31,211; (81) 36,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$1,698,423,033
Sav. & Loan	5	$252,618,476

6 - PASSENGER AUTOS: County 64,776

7 - ELECTRIC METERS: Residence 7,919

8 - GAS METERS: Residence 2,411

9 - PRINCIPAL INDUSTRIES: Anthracite Mining; Bldg. Materials; Bearings; Commercial Tanks; Elect. Appl. (lamps, etc.); Leather Prods. (shoes); Mirrors; Machine Tools; Metal Cabinets; Mobilehomes; Ball Point Pens; Men's Wear; Polyethelene Film; Screws & Anchors; Steel Doors; Frames; Trucks; Trailers; Women's Wear.
Principal Industrial Pay Days —Thu. and Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.—Spring 65-80; Summer 70-98; Fall 40-70; Winter 0-50.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks on Centre St.; 1 on Mahantongo St.; 3 on Norwegian St.; 4 on Market St.; 2 on Arch St.; 5 on Second St.; 3 on Pottsville Boulevard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pottsville Plaza (8)	1	Acme, Miller Auto, Channel Home Center
Pottsville-Minersville (7)	3	Kings, A&P
Cressona Mall (18)	3	Hills, Acme, Super Saver, Rea & Derrick, Pearle Vision, General Nutrition

NEW CASTLE NEWS

SERVING A SUPERBLY LOCATED MARKET FOR INDUSTRY, COMMERCE AND ADVERTISERS WITH AN E.B.I. OF $816,717,000*

*E & P Market Guide '82 Est.

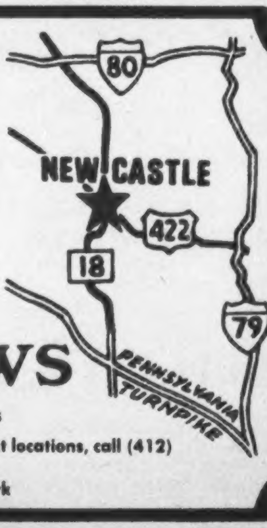
- ON U.S. ROUTE NEAR 3 VITAL SUPERHIGHWAYS
- 3 DEVELOPING INDUSTRIAL PARKS
- ★ NEW DOWNTOWN SHOPPING MALL
- CLOSE TO (But Independent of) PITTSBURGH, YOUNGSTOWN SMSA's.

NEW CASTLE NEWS

We sell all our advertising on a fair SINGLE RATE basis

* See trade map with survey. For data on putting New Castle on your map of store or plant locations, call (412) 654-6651.

National Representatives: LANDON ASSOCIATES, INC. New York



Fairlane Mall (60)	1	Boscov's, Woolco, Weis Mkt., McCrory's, Rea & Derrick, General Nutrition, Radio Shack
Schuylkill Mall (100)	8	Sears, Hess's, K mart, Weis Markets, Rea & Derick, Radio Shack, Lerner Shop, Pearle Vision, Hanover Shoes, Gordon Jewelers, Anderson-Little, Endicott-Johnson, The Hub.

Principal Shopping Days : Thu., Fri., Sat., Sun.
Stores Open Evenings : Downtown: Thu & Fri.; Food; Mon. through Sat.; Shopping Centers: Mon. through Sat. Most malls and food markets open Sundays.

13 - RETAIL OUTLETS: Department Stores : Pomeroy's; Sears; Boscov's; Hess's.
Discount Stores : Hills; Xing's; Woolco; K mart.
Variety Store : McCrory's.
Chain Drug Stores : Rite-Aid 2; Rea & Derrick 3.
Chain Food Supermarkets : Acme 6; A&P; UGA 2; IGA 3; Weis Market 2.
Other Chain Stores : Firestone; Miller Auto; Fashion Colony; Junior Colony; Stewards; Kays; Zales; Kinney; Glick; Thom McAn; Listening Post; Cranes.

14 - NEWSPAPERS: REPUBLICAN (e) 29,350; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Russell A. Farley, Adv. Mgr., REPUBLICAN, PO Box 209, Pottsville, PA 17901; Tel. (717) 622-3456.
National Representative : Landon.

PUNXSUTAWNEY

1 - LOCATION: Jefferson County, E&P Map B-2. New industrial site, 86 mi. NE of Pittsburgh; 68 mi. NW of Altoona.

2 - TRANSPORTATION: Railroads : B&O; Shops of B&O are located here.
Motor Freight Carriers : 4.

3 - POPULATION:
Corp. City 80 Cen. 7,479
County 80 Cen. 48,303
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,950
County 80 Cen. 17,260

5 - BANKS: 370		
Commercial	3	$310,000,000

6 - PASSENGER AUTOS: County 17,998

7 - ELECTRIC METERS:
Residence, Punx'y & rural areas 6,206

8 - GAS METERS: Residence 3,182

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Textile 300; Carbon 650; Metal Stamping & Plating; Loud Speakers 758.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 8 blocks on 2 streets and Punxy Plaza Shpg. Ctr.; Jamesway Shpg. Ctr.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Department Stores—Mon. & Fri.; Food—6 nights.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney.
Variety Stores : Murphy's Mart; Jamesway.
Chain Drug Stores : Thrift; Rite-Aid.
Chain Food Supermarkets : A&P; Comet Mkt. 2; Riverside; Keystone.
Other Chain Stores : Wolf; Western Auto; Brown's.

14 - NEWSPAPERS: SPIRIT (m) 6,430; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: William C. Anderson, Adv. Mgr., SPIRIT, 107-109 N. Findley, Punxsutawney, PA 15767; Tel. (814) 938-8740.
National Representative : Landon.

QUAKERTOWN

1 - LOCATION: Bucks County, (In Philadelphia, PA-NJ SMSA). E&P Map E-3. 45 mi N of Phila.; 20 mi. S of Allentown-Bethlehem.

2 - TRANSPORTATION: Reading R.R.; Philadelphia International Airport; A.B.E. Airport.
Motor Freight Carriers : 3.
Intercity Bus Lines : Trailways; Edwards; Reading.

3 - POPULATION:
Corp. City 80 Cen. 8,867
PMA-ABC: (70) 65,425; (81) 83,900
County 80 Cen. 479,211
SMSA 80 Cen. 4,716,818
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,415
PMA-ABC: (70) 20,273; (81) 30,000
County 80 Cen. 156,648
SMSA 80 Cen. 1,639,330

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	N.A.
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 220,502

7 - ELECTRIC METERS: Residence 3,897

8 - GAS METERS: Residence 3,585

9 - PRINCIPAL INDUSTRIES: Clothing; Hosiery; Tile Foundry; Pipe Foundry; Paper; Garage Doors; Elect. Equip.; Paper business forms; Ametek; Georgia Pacific; Fasson; Standard Steel; French's. Median household weekly income ($258).

10 - CLIMATE: N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:
Shopping Centers : Quakertown Plaza: Goodyear; Trainer's Corner Mall; Woolworth; Sears; Sherwin Williams; Thrift Drug; Singer Co.; Goschow Jewelry; Econ-o-Wash; Q-Mart; Downtown 83 stores on 10 blocks; Quaker Village; A&P; Quality Drug; 15 stores; Acme; Laneco; Country Square; Richland Mall; Hess; Clemens & 25 stores; Montgomery Mall; Wanamaker, Bamberger; J.C. Penney.
Principal Shopping Days : Thu., Fri., Sat., & Sun.
Stores Open Evenings : Sundays; Food: Open Thur. & Fri.

13 - RETAIL OUTLETS:
Department Stores : Saul's; Western Auto; Hess; H. Leh; Wanamaker; Bamberger's; Woolco; Strawbridge; J.C. Penney; Ames.
Discount Stores : Q Mart; Laneco; Jamesway.
Chain Drug Stores : Thrift; Rea & Derick; Rite-Aid.
Chain Food Supermarkets : A & P; Acme; IGA; Moyers Mkts.; Laneco; Genuardi; Weiss; Clemens.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 6,845; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Phyllis A. Meyers, Adv. Dir., FREE PRESS, 312 W. Broad St., Quakertown, PA 18951; Tel. (215) 536-6820.
National Representatives : Landon; Robert Hitchings; USSPI.

READING

1 - LOCATION: Berks County (In Reading SMSA). E&P Map E-3, County Seat. Industrial center. SE part of state. On banks of Schuylkill River, 56 mi. NNW of Philadelphia; 120 mi. W of New York City.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 46.
Intercity Bus Lines : Trailways; T.N.J.; Bieber.
Airlines : USAir; Suburban; General Aviation; Air Pennsylvania.

3 - POPULATION:
Corp. City 80 Cen. 78,686
CZ-ABC: (70) 189,486; (81) 189,000
RTZ-ABC: (70) 108,966; (81) 129,100
County/SMSA 80 Cen. 312,509
City & RTZ-ABC: (70) 298,452; (81) 318,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 31,902
CZ-ABC: (70) 65,593; (81) 74,900
RTZ-ABC: (70) 32,605; (81) 45,700
County/SMSA 80 Cen. 114,544
City & RTZ-ABC: (70) 98,198; (81) 120,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$22,000,000,000
Savings	2	$21,000,000
Sav. & Loan	4	$1,427,533,690

6 - PASSENGER AUTOS: County 135,436

7 - ELECTRIC METERS: County 127,119

8 - GAS METERS: County 43,710

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)—Primary Metals 8,400 ($414); Iron & Steel Foundries 2,800 ($264); Fabricated Metal Prods. 2,600 ($261); Non-Electric Mach. & Trans. Equip. 6,600 ($410); Electric & Electronics Equip. 8,400 ($367); Other Durable Goods 5,300 ($260); Food & Kindred Prods. 5,000 ($257); Bakery Prods. 1,300 ($231); Sugar & Confectionery 1,900 ($205); Textile Mill Prods. 6,000 ($200); Knitting Mills 4,500 ($189); Apparel & Other Textile Prods. 5,000 ($185); Women's & Misses' Outerwear 2,400 ($168); Paper & Allied Prods. 1,200 ($312); Printing & Publishing 1,200 ($305); Leather & Leather Prods. 800 ($200); Other Non-Durable Goods 3,300 ($294).

10 - CLIMATE: Min. & Max. Temp.—Spring 45-65; Summer 66-82; Fall 44-65; Winter 17-31. First killing frost, Nov. 6. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on Penn St.; 3 on N. 5th St.; 3 blocks on N 9th St.
Neighborhood Shopping Centers : Penn Ave. in West Reading.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antietam Valley (11)	NA	Buck Stoves
Berkshire Mall (98)	NA	Sears, Pomeroy's, Wanamaker, Woolworth, Rite Aid, Zale's
Berkshire Mall West (14)	NA	Acme
Fairgrounds Square (165)	NA	Penney's, Boscov's
Madiera Plaza (30)	NA	Nichol's
Muhlenberg (22)	NA	McCrory's, Weis, Channel Home Centers
Reading Mall (30)	NA	Boscov's, Weis
Shillington (18)	NA	Nichol's, Channel Home Ctrs.

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Department Stores —Mon., Thu., Fri.; Shopping Center every night.

13 - RETAIL OUTLETS: Department Stores : Pomeroy's 2 (Allied); Whitner; Sears; Wanamakers; Penneys.
Discount Stores : Nichols 3; Kings; Two Guys; Boscov's 3; K mart 3.
Variety Stores : Kresge; Woolworth; McCrory 3.
Chain Drug Stores : W. B. Boyer 4; Revco 3; Rite Aid 5; Peoples 2; Thrift 4; Keystone; Reading Drug; Rundle's 3; Saylor-Weaver 2; Medicine Shoppe.
Chain Food Supermarkets : Redner's 7; Weis 6; Acme 8; Ciotti's; Shop-Rite; Foodlane; Wawa; Pathmark; Turkey Hill 13.

14 - NEWSPAPERS: TIMES (m) 43,032; EAGLE (e) 42,695; EAGLE (S) 102,411; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John L. Kurtz, Gen. Adv. Mgr., EAGLE-TIMES, 345 Penn St., Reading, PA 19603; Tel. (215) 373-4221.
National Representative : Story & Kelly-Smith.

RIDGWAY

1 - LOCATION: Elk County, E&P Map C-2, County Seat. Residential center. 125 mi. N of Pittsburgh. Hwys. 219, 120, 948, 949. 127 mi. S of Buffalo.

2 - TRANSPORTATION: Railroads : Baltimore & Ohio; Conrail.
Motor Freight Carriers : 4.
Intercity Bus Lines : Trailway.

3 - POPULATION:
Corp. City 80 Cen. 5,604
County 80 Cen. 38,338

4 - HOUSEHOLDS:
City 80 Cen. 2,142
County 80 Cen. 12,902

5 - BANKS: 37E		
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 13,333

7 - ELECTRIC METERS: Res. Dist. 4,680

8 - GAS METERS: Residence 4,890

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Brake Lining 300; Powdered Metal 400; Color for Ink 135; Tool & Die 43.
Principal Pay Days —Weekly, Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 10-87; Summer 43-94; Fall 20-89; Winter-10-67. First killing frost, Oct. 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on Main St.; 2 blocks on N. Broad.
Neighborhood Shopping Center : St. Marys Shopping Plaza; St. Marys Downtown; Johnsonburg.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS:
Variety Store : Murphy.
Chain Food Supermarkets : Riverside; Market Basket; Center Mkt.

14 - NEWSPAPERS: RECORD (e) 3,773; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Debbie Imhof, Adv. Mgr., RECORD, PO Box T, Ridgway, PA 15853; Tel. (814) 773-3161.
National Representative : Landon.

ROCHESTER

See BEAVER

ST. MARYS

1 - LOCATION: Elk County, E&P Map C-2. Carbon, powder metal, and light mfg. center. 135 mi. N of Pittsburgh; 122 mi. SE of Erie; 120 mi. W of Williamsport; 52 mi. SE of Bradford.

2 - TRANSPORTATION: Railroads : Conrail.
Intercity Bus Lines : Trailways; A.T.A.
Motor Freight Carriers : 2.
Airlines : American; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 6,417
County 80 Cen. 38,338

4 - HOUSEHOLDS:
City 80 Cen. 2,321
County 80 Cen. 12,902

5 - BANKS: 6 Savings & Loan.

6 - PASSENGER AUTOS: County 13,333

7 - ELECTRIC METERS: Residence 11,125

8 - GAS METERS: Residence 7,460

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Carbon Prod. 4,969 ($280); Light Bulbs 515 ($300); Powder Metal Prod. 678 ($280).

10 - CLIMATE: Min. & Max. Temp.—Spring 30-70; Summer 45-92; Fall 40-85; Winter 15-67.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 8 blocks in center of town; St. Mary's Plaza on Route 255.
Neighborhood Shopping Centers : Route 255.
Principal Shopping Days : Tues., Thurs., Fri., & Sat.
Stores Close : Wed. afternoon.
Stores Open Evenings : Mon., Thurs., & Fri.

13 - RETAIL OUTLETS: Department Stores : Ames; Big Wheel.
Variety Store : G.C. Murphy.
Discount Stores : Big Wheel; Ames.
Chain Drug Stores : Thrift Drug.
Chain Supermarkets : Nation Wide 4; Riverside; Pfaffs; A&P; Loblaws, Market Basket.

14 - NEWSPAPERS: PRESS (e) 5,702; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Fran Rebic, Nat'l. Adv. Mgr., PRESS, 245 Brussels St., St. Marys, PA 15857; Tel. (814) 781-1596.
National Representative : Landon.

SAYRE-ATHENS, PA-WAVERLY, NY

1 - LOCATION: Sayre and Athens in Bradford County, Pa.; Waverly in Tioga County, N.Y. (In Binghamton, NY-PA SMSA). E&P Map D-1. 17 mi. SE of Elmira, N.Y. Home of Robt. Packer Hospital, Guthrie Clinic & Medical Center.

2 - TRANSPORTATION: Railroads : Conrail.
Intercity Bus Lines : Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 15,351
Sayre 80 Cen. 6,951
Athens 80 Cen. 3,662
Waverly 80 Cen. 4,738
Counties
Bradford, PA 80 Cen. 62,919
Tioga, NY 80 Cen 49,812
SMSA 80 Cen. 301,336
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 30 Cen. 5,791
Sayre 80 Cen. 2,572
Athens 80 Cen. 1,427
Waverly 80 Cen. 1,792
Counties
Bradford Co., PA 21,449
Tioga Co., NY 16,520
SMSA 80 Cen. 106,346

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	N.A.
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: Counties: Bradford, PA 20,415; Tioga, NY 23,605

7 - ELECTRIC METERS: Residence 9,640

8 - GAS METERS: Residence 3,400

9 - PRINCIPAL INDUSTRIES: Textiles; Lumber; Tools and Dies; Labels; Pumps & Foundry; Feed Mills; Varnishes; Electric Motors; Railroad Car Repair; Compressors; Health Care Services; Cheese Processing.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sayre Plaza (4)	NA	K mart
Valley (3)	NA	P&C Foods

Principal Shopping Days : Thu. & Fri.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Ames; K mart.
Variety Store : Newberry.
Chain Drug Stores : Rite-Aid 1; Fay's; Rea & Derick. Widmann's.
Chain Food Supermarkets : Acme 2; Grand Union 2; P&C Foods.
Other Chain Stores : National Auto; Firestone 1; Western Auto 1; Sherwin-Willams; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: TIMES (e) 8,412; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: LaVerra Parfrey, Adv. Mgr., TIMES, 201 N. Lehigh Ave., Sayre, PA 18840; Tel. (717) 888-9643.
National Representative : Landon.

SCRANTON

1 - LOCATION: Lackawanna County (In Northeast Pennsylvania SMSA). E&P Map E-2, County Seat and trading center. On Interstate Hwys. 81, 84, 380; U.S. 6 and 11; State Hwys. 106, 611, 11 and 307; Penna. Tpke.; Penn-Can. Hwy., Keystone Shortway.

2 - TRANSPORTATION: Railroads : D&H; Conrail.
Motor Freight Carriers : 97.
Intercity Bus Lines : Colts; Martz; Greyhound; Capitol Trailways.
Airlines : Eastern; USAir Altair; Pocono Monmouth.

3 - POPULATION:
Corp. City 80 Cen. 88,117
CZ-ABC: (70) 135,539; (81) 114,700
RTZ-ABC: (70) 202,663; (81) 236,200
County 80 Cen. 227,908
SMSA 80 Cen. 640,396
City & RTZ-ABC: (70) 338,202; (81) 350,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 33,519
CZ-ABC: (70) 45,263; (81) 44,200
RTZ-ABC: (70) 63,545; (81) 85,900
County 80 Cen. 82,056
SMSA 80 Cen. 232,728
City & RTZ-ABC: (70) 108,808; (81) 130,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	17	$1,802,560,000
Sav. & Loan	3	$282,193,000

6 - PASSENGER AUTOS: County 88,232

7 - ELECTRIC METERS: Res. 101,013

8 - GAS METERS: Res. 41,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees (Av. Wkly. Wage)—Fabricated Metal Products ($271); Electrical Machinery and other durable goods 10,200 ($196); Food Products 1,800 ($181); Textile Products ($182); Apparel Products 7,400 ($149); Printing & Publishing 2,200 ($284); Other Non-Durables 2,400 ($253); Total All Mfg. 28,200 ($198).
Principal Pay Days —8th, 9th, 10th, 21st, 22nd, 23rd.

10 - CLIMATE: Min. & Max. Temp.—Spring 27-70; Summer 57-83; Fall 42-80; Winter 19-48. First killing frost, Oct. 6. Last killing frost, Apr. 14.

11 - TAP WATER: Supplied by spring and mountain water. Slightly acid, very soft; neutral.

12 - RETAILING: Principal Shopping Center : 5 blocks on Lackawanna Ave.; 6 on Spruce St.; 4 on Adams Ave.; 4 on N. Washington Ave.; 3 on Penn Ave.; 4 on Linden St.; 3 on Wyoming Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Viewmont	4	Sears, J.C. Penney, Hess's
IMA Plaza	7	Shop Rite, Revco, Shoetown, NBO, Leslie Fay, Burlington
South Side	1	IGA Food, Super Saver, Rea & Derick, Rite Aid Drugs, General Nutrition
Keyser Oak	3	Giant, Thrift Drug, Woolworth, Maxwells
Abington	6	Super Saver, Weis Mkts.
Dunmore	3	Kings, Super Saver
Eynon	7	Sugarman's
Pittston Plaza	8	Giant Food, Thrift Drug, K mart, McCrory's
Luzerne Street	1	Giant Mkts.
Birney Plaza	3	K mart, Radio Shack Super Saver

Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Downtown—Mon. & Thu.
Shopping Centers : every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores : Globe/Wanamakers; Maxwell's; Racusin's; Sears; J.C. Penney; Hess's.
Discount Stores : Sugarman's; King's; K mart; Murphy's Mart; Jewelcor.
Variety Stores : Kresge's; McCrory; Woolworth's.
Chain Drug Stores : Rea & Derick 6; Thrift 4; Thrif-D 3; Rite-Aid 2; Kwik-Save; Revco 3; Doctor Supply.
Chain Food Supermarkets : A&P 5; American (Acme/Super Saver) 11; Giant 16; IGA 3; Doma 3; Affiliated Food (co-op) 195; Weis; Convenient Foods 5.
Other Chain Stores : Gertrude Hawk Candy 2; J.D. Williams Candy; Fanny Farmer; Hanover Shoe; Endicott-Johnson; Grossman's; Sherwin- Williams; Mary Carter Paint; S&H Green Stamps; Kinney's; Miles; Father & Son Shoes; Shoetown; MAB Paint; Lafayette Electronics; Lerner's; Spencer Gifts; 84 Lumber Co.; Radio Shack; Triangle Shoes; General Nutrition; Gallenkamp Shoes; A.S. Beck; Hickory Farms; Paperback Booksmith; Gordon Jewelers; Gemstone Jewelry; National Shirt Shops; Service Merchandise Co.

14 - NEWSPAPERS: TIMES (e) 55,199; (S) 49,813; Mar. 31, 1981 ABC. TRIBUNE (m) 38,913; Mar. 31, 1981 ABC. SCRANTONIAN (S)49,045; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Hal Marion, Adv. Mgr., TIMES, Penn & Spruce, Scranton, PA 18501; Tel. (717) 348-9100; William McLane, Adv. Dir., TRIBUNE and SCRANTONIAN, 338 N. Washington Ave., Scranton, PA 18501; Tel. (717) 344-7221.
National Representatives : TIMES—Sawyer-Ferguson-Walker; TRIBUNE and SCRANTIONIAN—Landon.

SHAMOKIN-MOUNT CARMEL

1 - LOCATION: Northumberland County, E&P Map D-2. 135 mi. NW of Phila.; 60 mi. N of Harrisburg. Farm and diversified industrial area. On State Hwys. 61, 125, 901 off I-81.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 10.
Intercity Bus Lines : Shamokin, Mt. Carmel and Ashland; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 18,547
Shamokin 80 Cen. 10,357
Mt. Carmel 80 Cen. 8,190
County 80 Cen. 100,381
PMA-ABC: (70) 66,303; (81) 51,300

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 9,561
Mount Carmel 80 Cen. 4,416
County 80 Cen. 37,846
PMA-ABC: (70) 22,792; (81) 20,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$450,062,305
Sav. & Loan	4	$137,277,468

6 - PASSENGER AUTOS: County 38,839

7 - ELECTRIC METERS: Residence 18,480

8 - GAS METERS: Residence 2,698

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Garment 1,741; Shoes 245; Paper Products 210; Meat & Poulty 465; Recreation Vehicles 285; Tickets 155; Coal Mining 858; Wood 110.
Principal Pay Days : 1st, 15th, 2nd & 4th Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-85; Summer 60-95; Fall 32-90; Winter -5-70. First killing frost, Nov. 1. Last killing frost, Mar. 30.

11 - TAP WATER: Very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Anthra Plaza(13)	NA	Jamesway, Sears, Food Champ
Ames Big N Mall(3)	NA	Ames, Acme, Rea & Derick
Susquehanna Valley Mall(63)	NA	J.C. Penney, Boscov's, Bon Ton, Acme
Schuylkill Mall(120)	NA	Sears, K mart, Hess, Weis Markets
Fairlane Village Mall(52)	NA	Boscov's, Woolco, Weis Markets

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.; Food, Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Jamesway; Ames.
Variety Stores : Newberry; Woolworth; Jupiter; Dollar General.
Chain Drug Stores : Sun Ray; Rea & Derick 4; Rite Aid; Thrift; White Shield.
Chain Food Supermarkets : A&P; Acme 2; Weis; Riverside; Food Champ.
Other Chain Stores : Sears Roebuck (catalog); Miller's Auto; Triangle; Kinney; Montgomery Ward (catalog); Singer Co; Brozman's; Radio Shack.

14 - NEWSPAPERS: NEWS-ITEM (e) 15,509; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Kaminski, Adv. Dir., NEWS-ITEM, 707 N. Rock St., Shamokin, PA 17872; Tel. (717) 648-4641.
National Representative : Landon.

SHARON-FARRELL-SHARPSVILLE-WHEATLAND

1 - LOCATION: Mercer County (SMSA). E&P Map A-2. Trucking terminal. Business, industrial, wholesale food center. 14 mi. from Youngstown, O.; 70 mi. from Pittsburgh, Cleveland & Erie; 460 mi. from N.Y. & Chicago. On Hwys. 18, 62; Keystone Shortway; Interstates 80, 60 and 79.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 22.
Intercity Bus Lines : Greyhound.
Airlines : USAir; United.

3 - POPULATION:
Corp. Cities 80 Cen. 34,209
Sharon 80 Cen. 19,057
Farrell 80 Cen. 8,645
Sharpsville 80 Cen. 5,375
Wheatland 80 Cen. 1,132
CZ-ABC: (70) 56,621; (81) 50,000
RTZ-ABC: (70) 82,468; (81) 91,400
County/SMSA 80 Cen. 128,299
City & RTZ-ABC: (70) 139,111; (81) 141,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 12,912
Sharon 80 Cen. 7,310
Farrell 80 Cen. 3,146
Sharpsville 80 Cen. 2,027
Wheatland 80 Cen. 429
CZ-ABC: (70) 17,755; (81) 18,100
RTZ-ABC: (70) 24,238; (81) 31,100
County/SMSA 80 Cen. 44,657
City & RTZ-ABC: (70) 41,993; (81) 49,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	$643,002,000
Sav. & Loan	3	$169,326,000
Credit Unions	16	$21,528,000

6 - PASSENGER AUTOS: County 49,717

7 - ELECTRIC METERS: Res. County 53,242

8 - GAS METERS: Res. County 33,723

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Elec. Mach., equip. and supplies 3,145; Primary metals 7,881; Transportation equipment 1,220; Non-electrical machinery 1,012; Fab. metal products 1,901 (166 manufacturing plants employ 18,779 workers).
Principal Industrial Pay Day : Thu.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-85; Summer 70-100; Fall 40-85; Winter -5-36.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on State St.; 1 each side on 6 cross sts.; One downtown strip mall; 5 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hermitage Sq.(12)	NA	Treasure Island
Hickory Plaza(26)	NA	Zayre
Middlesex Village(4)	NA	Lil Shopper Foods
Herm.tage Hills(6)	NA	Hills
Shenango Mall(47)	NA	Sears, Strouss, J.C. Penney

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Close : Mon. morning.
Stores Open Evenings : until 9 or 10.

13 - RETAIL OUTLETS: Department Stores : Strouss; Hills; J. C. Penney; Sears; Hecks.
Discount Stores : Warehouse Sales; Valley View; Treasure Island; Zayre; Century Housewares.
Chain Drug Stores : Eckley; Thrift 2; Hamilton 2; Anchor; Greenwood; Penn-Ohio; Valley View; Medicine Shoppe; Rite-Aid; Revco.
Chain Food Supermarkets : Kroger; Riverside; Golden Dawn 9; Valu-King; Giant Eagle; Donofrio's.
Other Chain Stores : Singer; Firestone; Goodyear; Western Auto.

14 - NEWSPAPERS: HERALD (e) 26,415, Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: S.M. Krist, Mkt. Dir., HERALD, Box 51, Sharon, PA 16146; Tel. (412) 981-6100.
National Representative : Branham.

Editor & Publisher

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SHENANDOAH-ASHLAND-MAHANOY CITY

1 - LOCATION: Schuylkill County, E&P Map D-2, Industrial center. 18 mi. S of Hazelton; 12 mi. N of Pottsville.

2 - TRANSPORTATION: Railroads : Conrail.
Intercity Bus Lines : Greyhound; Edwards Lakes-to-Sea; Reading; East Penn; Trailways.
Motor Freight Carriers : Branch Motor Express.

3 - POPULATION:
Corp. Cities 80 Cen. 17,991
Shenandoah 80 Cen. 7,589
Ashland 80 Cen. 4,235
Mahanoy City 80 Cen. 6,167
PMA-ABC: (70) 47,451; (81) 44,700
County 80 Cen. 160,630
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,653
Shenandoah 80 Cen. 3,327
Ashland 80 Cen. 1,654
Mahanoy City 80 Cen. 2,672
PMA-ABC: (70) 16,619; (81) 17,800
County 80 Cen. 59,948

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$11,186,000
Savings	3	$39,463,449
Sav. & Loan	1	$84,426,816

6 - PASSENGER AUTOS: County 64,776

7 - ELECTRIC METERS: Res. 1,701

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Anthracite coal 231 ($300); Women's Apparel 2,031 ($150); Auto Oil Filters 239 ($200); Shirts 720 ($150); Mirrors 61 ($150); Beverages 20 ($100); Scrap Metals 85 ($150); Plastics 422 ($150) Frozen Foods 100 ($100); Broadmore Homes 180 ($100); Wenco 80 ($100).

10 - CLIMATE: Min. & Max. Temp.—Spring 20-80; Summer 50-100; Fall 15-75; Winter 0-45.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Frackville(90)	NA	Anthony's IGA, Acme
Girardville	NA	
Mahanoy City	NA	Gunan's, Acme, Stop and Go
Pottsville(5)	NA	
Fairlane Village(60)	NA	Boscovs, Woolco
Cressona Mall(30)	NA	Acme Mkt., Hills
Schuylkill Mall(120)	NA	Sears, Hess, K mart

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Hess; Sears; K mart; Tobias.
Variety Stores : Woolworth; J. J. Newberry.
Chain Drug Store : F. C. Nesbitt 4; Health Mart; Rite Aid.
Chain Food Supermarkets : Giant 2; IGA; Acme; Capitol; Weis Mart.
Other Chain Stores : Miller's Auto Supply; Triangle; Goodyear.

14 - NEWSPAPERS: HERALD (e) 11,575; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edmund Pitcavage, Adv. Mgr., HERALD, Ringtown Blvd., Shenandoah, PA 17976; Tel. (717) 462-2777.
National Representative : Landon.

SOMERSET

1 - LOCATION: Somerset County (In Johnstown SMSA). E&P Map B-3, County Seat. In SW Penna. 30 mi. from Johnstown; 68 mi. from Pittsburgh. On U.S. Hwy 219; State Hwys. 31, 281 & Turnpike.

2 - TRANSPORTATION: Railroads : B&O.
Motor Freight Carriers : 3.
Intercity Bus Lines : Somerset; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,474
CZ-ABC: (70) 6,269; (81) 6,300
RTZ-ABC: (70) 69,768; (81) 75,900
County 80 Cen. 81,243
SMSA 80 Cen. 264,506
City & RTZ-ABC: (70) 76,037; (81) 82,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,787
CZ-ABC: (70) 2,381; (81) 2,800
RTZ-ABC: (70) 21,768; (81) 27,400
County 80 Cen. 28,549
SMSA 80 Cen. 91,924
City & RTZ-ABC: (70) 24,149; (81) 30,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$779,308,576
Sav. & Loan	2	$334,876,899

6 - PASSENGER AUTOS: County 31,588

7 - ELECTRIC METERS: Res. Co. 26,305

8 - GAS METERS: Res. Co. 4,026

9 - PRINCIPAL INDUSTRIES: Children's Wear; Women's Wear; Fertilizers; Dairy Prods.; Garden Sup.; Plastic Prods.; Steel Fab.; Steel Die Prods.; Shoes; Wood Prods.; Atomizers; Food Processing; Machining; Ceramics; Cement Prod.; Sporting Goods; Hose Nozzles; Laundry Detergent.
Principal Industrial Pay Days : Fri. & Sat.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main; 4 on Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Somerset Mall	3	Riverside Mkt., Penn Traffic, Raub Shoes, Rite-Aid, Assn. Hdwr., Penn Furniture
Jamesway	2	Jamesway, A&P, Sears, Revco, Ky. Fried Chicken
Laurel Hill Valley	1	Thorofare, Gatling's, Revco, Fishers Big Wheel
Community	NA	Latshaw's Dairy

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Geo. Schenck; J. J. Newberry; Penn Traffic.
Discount Stores : J. G. Acey Sales; Jamesway; Fishers Big Wheel.
Chain Drug Stores : Health Mart; Somerset; Revco; Healthland; Rite-Aid.
Chain Food Supermarkets : A&P; Thorofare; Foodland; Clover Farm; Riverside; Discount Food Outlet; Gee Bee.
Other Chain Stores : J. C. Penney; Sears; Penn Furniture; Montgomery Ward; Morton's.

14 - NEWSPAPERS: AMERICAN (m) 9,904; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donald Bruner, Adv. Mgr., AMERICAN, 334 W. Main St., Somerset, PA 15501; Tel. (814) 445-9621.
National Representative : Landon.

STATE COLLEGE-BELLEFONTE

1 - LOCATION: Centre County (SMSA). E&P Map C-2. Geographical center of State. 200 mi. NW of Philadelphia; 150 mi. NE of Pittsburgh.

2 - TRANSPORTATION: Railroads : Bellefonte-Central.
Motor Freight Carriers : 4.
Intercity Bus Lines : Greyhound; Fullington; Continental Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 42,430
State College 80 Cen. 36,130
Bellefonte 80 Cen. 6,300
County/SMSA 80 Cen. 112,760

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,217
State College 80 Cen. 9,830
Bellefonte 80 Cen. 2,387
County/SMSA 80 Cen. 36,122

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$84,685,400

6 - PASSENGER AUTOS: County 35,296

7 - ELECTRIC METERS: Residence 26,848

8 - GAS METERS: Residence 1,864

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Metal Mfg. 1,590 ($135); Limestone Prod. 670 ($121); Education 6,600 ($150).
Principal Industrial Pay Days —1st & 15th.

10 - CLIMATE: Average Temp.—Spring 48; Summer 69; Fall 51; Winter 28. First killing frost, Oct. 6. Last killing frost May 6.

11 - TAP WATER: Alkaline; Dec. to July 1, very soft; July 1 to Dec. 1, very hard.

12 - RETAILING: Principal Shopping Centers : 3 blocks on Allegheny, High, Bellefonte; 3 on Allen; Also several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Nittany Mall (60)	NA	Sears, Penn-Traffic
University Pk. Plaza (11)	NA	
University (22)	NA	A&P, Weis Mkt.
Hill's Plaza	NA	
State Coll.	NA PIMA	Riverside, Hill's

Principal Shopping Days : Bellefonte—Tues., Fri.; State College—Mon.; Shopping Centers, Nightly.

13 - RETAIL OUTLETS: Department Stores : O.W. Houts; Danks; Town & Country; Ames; Penn Traffic; Hills; Sears; K mart.
Variety Stores : G. C. Murphy; McCrory.
Discount Stores : Ames; Hills.
Chain Drug Stores : Widman & Teah; Thrift; Keystone 2; People's; McLanahan 3; Rite Aid 2.
Chain Food Supermarkets : A&P 3; Weis 4; Acme 2; Riverside 3.
Other Chain Stores : Dean Phipps (auto); Browns Boot (shoes); Glick Bros.; Wolf (furniture); Joe, the Motorist's Friend; Silco; Montgomery Ward; S&H Green Stamps.

14 - NEWSPAPERS: CENTRE TIMES (e) 22,166; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ed Gaydos, Adv. Mgr. CENTRE TIMES, 3400 E. College Ave., State College, PA 16801; Tel. (814) 237-4964.
National Representative : Knight-Ridder.

STROUDSBURG-EAST STROUDSBURG

1 - LOCATION: Monroe County (In Northeast Pennsylvania SMSA). E&P Map E-2, County Seat. Resort, Metal Trades Center, 4 mi. from Delaware Water Gap; 14 mi. from Mt. Pocono; 28 mi. from Easton; 90 mi from NYC; 84 mi. from Philadelphia. On State Hwys 191, 115, 209 611; Eastern terminals of Cross-State Sharon to Stroudsburg Keystone Shortway (Interstate 80).

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 7.
Intercity Bus Lines : Greyhound; Martz; Delaware Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 13,187
Stroudsburg 80 Cen. 5,148
E. Stroudsburg 80 Cen. 8,039
CZ-ABC: (70) 20,870; (81) 22,400
RTZ-ABC: (70) 25,176; (81) 47,800
County 80 Cen. 69,409
SMSA 80 Cen. 640,396
City & RTZ-ABC: (70) 46,046; (81) 70,200

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 4,760
Stroudsburg 80 Cen. 2,282
E. Stroudsburg 80 Cen. 2,478
CZ-ABC: (70) 6,692; (81) 8,200
RTZ-ABC: (70) 8,194; (81) 18,000
County 80 Cen. 25,170
SMSA 80 Cen. 232,728
City & RTZ-ABC: (70) 14,886; (81) 26,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	4	$160,000,000
Sav. & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 29,307

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Industries, Number of Wage Earners (Annual payroll—add ,000)— Resort and Services 5,200 ($28,000); Textiles 318 ($2,600); Apparel 900 ($3,300); Furniture and Fixtures 186 ($2,000); Printing and Publishing 500 ($4,500); Chemical Products 225 ($2,100); Fabricated Metal Products 1,005 ($8,100); Machy. Mfr. 200 ($1,500); Elect. Machy., Equip. and Supplies 401 ($2,800); Mics. Mfg. 633 ($3,300); 101 Industries (Total Annual Payroll $550 million).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-65; Summer 65-90; Fall 30-70; Winter 0-39.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on Main; 2 on 7th; 2 on 6th; Stroud Mall (46 stores) on Rt. 611, Stroud Township.
Neighborhood Shopping Areas : Stroudsburg: Lower Main St., W. Main St.; Crystal, Washington & Courtland Sts.; Pocono Shopping Plaza, Brown St.; Stroud Shopping Center, N. 9th St.; Arlington Heights.
Principal Shopping Days : Department Stores —Mon., Thu., Fri.; Food—Mon., Wed. & Thu.
Stores Open Evenings : Dept.—Mon., Thr. & Fri., Food—every night.

13 - RETAIL OUTLETS: Department Stores : Wyckoff's; Sears Roebuck; J. C. Penney; Ames-Big N 2; Hess; Jamesway; K mart.
Discount Stores : Big N; Jamesway; K mart.
Chain Drug Stores : Rea & Derick; Rexall; Rite Aid.
Chain Food Supermarkets : A&P 2; Acme 2; IGA 4; Great American; Shoprite.
Other Chain Stores : Triangle; Endicott-Johnson; Firestone; Dunlop; Community Jewelers.

14 - NEWSPAPERS: POCONO RECORD (m) 17,487; (S) 17,221; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Henry Nyce, Adv. Mgr., POCONO RECORD, 511 Lenox St., Stroudsburg, PA 18360; Tel. (717) 421-3000.
National Representative : Branham.

SUNBURY

1 - LOCATION: Northumberland County, E&P Map D-2, County Seat. NE part of State; industrial, transportation and mercantile center. 54 mi. N of Harrisburg.

2 - TRANSPORTATION: Railroads : Conrail; Reading and Erie-Lackawanna (freight).
Motor Freight Carriers : 8.
Intercity Bus Lines : Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,292
PMA-ABC: (70) 126,849; (81) 141,800
County 80 Cen. 100,381

4 - HOUSEHOLDS:
City 80 Cen. 5,030
County 80 Cen. 37,846
PMA-ABC: (70) 37,606; (81) 48,100

5 - BANKS:		
Savings	NA	$75,000,000
Sav. & Loan	1	$18,500,000

6 - PASSENGER AUTOS: County 38,839

7 - ELECTRIC METERS: Res. City 5,600

8 - GAS METERS: Res. City 2,954

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners—Textile 800; Metal Prods. 700; Bldg. Mats. 600; Wire Rope 160.
Principal Industrial Pay Days —Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.—First killing frost, Oct. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers : 5 blocks on Market St.; Sunbury Plaza, N. 4th St. (17 stores), Mont. Ward, McCrory, Rea & Derick.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Susquehanna Valley Mall (65)	NA	Boscovs, J.C. Penney, Super Saver
Weis Plaza (5)	NA	Weis
Plaza 15 (12)	NA	Rea&Derick, Super Saver
Lycoming Mall (95)	NA	Sears. Woolworth

Principal Shopping Days : Fri., Sat.
Stores Close : Some on Wed. afternoon.
Stores Open Evenings : Every evening.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; J.C. Penney; Boscov's; Bon Ton; Hess.
Discount Stores : Murphy Mart; Plaza; K mart; Gee Bee.
Variety Stores : Newberry; Woolworth.
Chain Drug Stores : Rea & Derick 5; Rite-Aid.
Chain Food Supermarkets : Weis 7; A&P; Super Saver 4.
Other Chain Stores : Miller Bros.; Sears; Walker's; Andew's Furn.; Firestone; Singer Co.; Glick; J.S. Raub; S&H Green Stamps; Kinney Shoes; Jean Frocks; Sherwin-Williams; Wolf Furniture; Wahl-Braun.

14 - NEWSPAPERS: ITEM (e) 26,154; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Calvin R. Lake, Adv. Mgr., ITEM, 200 Market St., Sunbury, PA 17801; Tel. (717) 286-5671.
National Representative : Branham.

TAMAQUA

See LEHIGHTON

TARENTUM

See NEW KENSINGTON

TITUSVILLE

1 - LOCATION: Crawford County, E&P Map B-1, SE part of County; on State Hwys. 8, 27.

2 - TRANSPORTATION: Railroads : Conrail.
Intercity Bus Lines : Grove City.
Airlines : USAir.

3 - POPULATION:
Corp. City 80 Cen. 6,884
CZ-ABC: (70) 9,799; (81) 9,200
RTZ-ABC: (70) 13,670; (81) 16,300
County 80 Cen. 88,869
City & RTZ-ABC: (70) 23,469; (81) 25,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,566
CZ-ABC: (70) 3,211; (81) 3,500
RTZ-ABC: (70) 3,877; (81) 5,300
County 80 Cen. 30,960
City & RTZ-ABC: (70) 7,008; (81) 8,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$675,000,000
Savings & Loan	1	$150,000,000

6 - PASSENGER AUTOS: County 31,027

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners and (Av. Wkly. Wage)—Specialty Steel 1,000 ($350); Elect. Parts 320 ($230); Plastic Pipe 210 ($200); Lumber 150 ($200).

10 - CLIMATE: Min. & Max. Temp.—Spring 12-92; Summer 36-88; Fall 9-80; Winter 11-69. First killing frost, Oct. 13. Last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks on 4 sts. in center o' town.
Principal Shopping Days : Thu. & Fri.
Stores Open Evenings : Mon., Fri.

13 - RETAIL OUTLETS:
Discount Stores : Ellis Day; Buyers Fair; Big Wheel.
Chain Drug Store : Eckerd.
Variety Stores : G. C. Murphy; McCrory.
Chain Food Supermarkets : Quality Mkts.; Foodland; Riverside; Super Duper.

14 - NEWSPAPERS: HERALD (m) 5,080; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Harry Fetterolf, Adv. Mgr., HERALD, 209 Spring St., Titusville, PA 16354; Tel. (814) 827-3634.
National Representative : Landon.

TOWANDA

1 - LOCATION: Bradford County, E&P Map D-1, County seat. Shopping center for 20 mi. radius. 200 mi. from New York City; 70 mi. from Scranton; 38 mi. from Elmira, N.Y.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound; Sturdevenat; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,526
County 80 Cen. 62,919

4 - HOUSEHOLDS:
City 80 Cen. 1,723
County 80 Cen. 21,449

5 - BANKS: 3 Savings, Dep. $110,581,666

6 - PASSENGER AUTOS: County 20,415

7 - ELECTRIC METERS: Residence 8,618

8 - GAS METERS: Residence 2,771

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Chemicals 1,550; X-Ray Screens 600; Fabrics & Women's Garments; Paper Boxes; Wood Prods. 250; Hardboard Products 700.
Principal Pay Days : Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 36-59; Summer 55-81; Fall 38-61; Winter 20-39. First killing frost, Sept. 12. Last killing frost, May 12.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St. and Shopping Plazas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Monrocton Rd.	NA	Ames
Colonial Plaza (9)	NA	A&P

Principal Shopping Days : Mon., Thu. & Fri.
Stores Open Evenings : Department-Fri; Food-Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores : Hoffman's; Evans & Chaffee.
Variety Stores : Marks; The Hub; Newberry.
Discount Store : Ames.
Chain Drug Stores : Widman & Teah; Medicine Shoppe 3.
Chain Food Supermarkets : A&P 6; American (Acme) 8; Red & White 10; Fairlawn 4; Cloverdale Farms 4.
Other Chain Stores : Western Auto; Bloss Bootery; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: REVIEW (m) 9,180; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: James E. Towner, Vice Pres. & Bus. Mgr., REVIEW, 116 Main St., Towanda, PA 18848; Tel. (717) 265-2151.
National Representative : Landon.

TYRONE

1 - LOCATION: Blair County, (In Altoona, SMSA) E&P Map C-2. Residential and industrial center. 128 mi. east of Pittsburgh; 213 mi. west of Phila. On U.S. Hwys. 220 and 453.

2 - TRANSPORTATION: Railroads : Conrail, Amtrak.
Motor Freight Carriers : 6.
Intercity Bus Lines : Logan Valley; Greyhound; Fullington; Blue & White.
Airlines : USAir (Blair Co. Airport); Altoona Aviation Corp. (Airport, Tyrone CDZ).

3 - POPULATION:
Corp. City 80 Cen. 6,346
County/SMSA 80 Cen. 136,621

4 - HOUSEHOLDS:
City 80 Cen. 2,445
County/SMSA 80 Cen. 49,088

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$267,135,000
Sav. & Loan	1	$10,321,000

6 - PASSENGER AUTOS: County 53,579

7 - ELECTRIC METERS: Residence 7,568

8 - GAS METERS: Residence 1,782

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Pulp & Paper 400 ($285); Railroad 660 ($365); Rivet 420 ($355); Garment 349 ($131); Food 89 ($160); Service Modules 125 ($225); Misc. 40 ($175); Construction 125 ($355); Windshields 550 ($345).

10 - CLIMATE: Min. & Max. Temp.—Spring 25-80; Summer 50-100; Fall 20-70; Winter 18-45. First killing frost, Oct. 1. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on 2 streets; Shpg. Ctr. at 3rd & Washington Ave. (11 units) including Foodland, Ziff's Dept. Store.
Principal Shopping Days : Fri., Thu., Sat.
Stores Close : Wed. aft.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Ziff's; Boutique; Ames.
Variety Stores : McCroy's; Dollar General Store.
Chain Drug Stores : Widmann's; Kopp's.
Chain Food Supermarkets : A&P, Riverside; Foodland; Sheetz; Majik Marts; IGA; Foodrite.
Other Chain Stores : Wolf Furn.; Pittsburgh Auto; Western Auto; Supply Auto; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: HERALD (e) 3,964; sworn Mar. 31, 1981. **Local Contact** for Advertising and Merchandising Data: HERALD, 1018 Penna Ave., Tyrone, PA 16686; Tel. (814) 684-4000.
National Representative : Landon.

UNIONTOWN

1 - LOCATION: Fayette County, E&P Map B-3, County Seat. Coal and coke producing; manufacturing; agriculture and meat packing.

2 - TRANSPORTATION: Railroads : B&O; Conrail.
Intercity Bus Lines : Eastern Greyhound.
Motor Freight Carriers : 4.
Air Express : 1.

3 - POPULATION:
Corp. City 80 Cen. 14,510
CZ-ABC: (70) 40,213; (81) 39,300
RTZ-ABC: (70) 81,239 (81) 85,800
County 80 Cen. 160,395
City & RTZ-ABC: (70) 121,452; (81) 125,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,864
CZ-ABC: (70) 13,227; (81) 14,900
RTZ-ABC: (70) 25,640; (81) 31,200
County 80 Cen. 56,925
City & RTZ-ABC: (70) 38,867; (81) 46,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$799,446,786
Sav. & Loan	3	$268,577,484

6 - PASSENGER AUTOS: County 65,071

7 - ELECTRIC METERS: County 58,000

8 - GAS METERS: County 24,270

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Coal and Steel 7,000; Brick 150; Textiles 755; Meters 670; Steel Scaffolding 250; Glass 500; Trailers 530; Lbr. 2,000; Maisbury Mfg. 150; Glass & Closures 2,158; 38,400 employed; Ann. payroll $278,000,000.
Principal Industrial Pay Days —Every other Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 31-72; Summer 60-84; Fall 35-76; Winter 22-40. First killing frost, Oct. 18. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St.; 2 on Morgantown St.; 5 on Beeson Blvd.; 2 on South St.; 3 on Peter; 3 on Gallatin Ave.
Shopping Centers —Uniontown—Edge of City, South—K mart; A&P—Main Stores, 27 units; Fayette Plaza—Edge of City, North—Hills & Kroger, 24 units; Uniontown Mall—Edge of City, West—Sears, Gee Bee, Bon Ton, 66 units; Laurel Mall, 6 miles North—Wards, Murphy, 30 units.
Principal Shopping Days : Mon. and Fri.

Stores Open Evenings : Mon. & Fri.; Four Shpg. Cntrs., nightly.

13 - RETAIL OUTLETS: Department Stores : Metzler's; Penney's; Kaufman's; Montgomery Ward; Sears; Hills; Gee Bee (general & furniture); Bon Ton.
Variety Stores : Murphy's; Kresge's; McCrory's.
Discount Stores : Gil's; Moss; K mart.
Chain Drug Stores : Health Mart 3; Thrift 2; Sun; Revco; Blumenscheins' 3; Gils Inc.
Chain Food Supermarkets : A&P; Thorofare; Super Dollar; Kroger's; Foodland 3; Shop 'N Save 2; Gee Bee.
Other Chain Stores : The Workingman's Store; Thom McAn; Kinneys; Fashion Bug; Crane's; Pic Way Shoes; Firestone; Gatlings; Western Auto; Bauer Lumber; Hickory Farms; Fashion Bug; McCrory's; Associated Hardware; General Nutrition Center; Hanover Shoes; Lippman Jewelers; De Roy Jewelers; Fashion Hosiery; 84 Lumber; Teek's.

14 - NEWSPAPERS: HERALD-STANDARD (all day-mon to fri) 28,415; (S) 26,276; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Acton, Adv. Mgr., HERALD and STANDARD, PO Box 848, Uniontown, PA 15401; Tel. (412) 439-7520.
National Representative : Landon.

UPPER MERION
See KING OF PRUSSIA

VANDERGRIFT

1 - LOCATION: Westmoreland County (In Pittsburgh SMSA). E&P Map B-2. Residential Center. 42 mi. NE of Pittsburgh; 15 mi. E of New Kensington; 24 mi. N of Greensburg.

2 - TRANSPORTATION: Railroads : Conrail Main Line.
Motor Freight Carriers : 3.
Intercity Bus Lines : Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,823
SMSA 80 Cen. 2,263,894
County 80 Cen. 392,294

4 - HOUSEHOLDS:
City 80 Cen. 2,750
County 80 Cen. 139,233
SMSA 80 Cen. 828,504

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$117,000,000
Sav. & Loan	2	$81,000,000

6 - PASSENGER AUTOS: County 155,747

7 - ELECTRIC METERS: Residence 3,422

8 - GAS METERS: Residence 2,792

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Steel 3,720 ($550); Foundries 1,120 ($550); Coal 4,320 ($470); Nuclear Materials 760 ($400); Machine Shops 130 ($312); Needle Trades 140 ($140).
Principal Industrial Pay Days : Wed., Thurs.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-60; Summer 70-87; Fall 40-60; Winter 10-40. First killing frost, end of Sept. Last killing frost, middle of Apr.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Neighborhood Shopping Centers —Apollo; Leechburg; Allegheny Plaza.
Principal Shopping Centers —4 blocks on Grant; 3 on Washington; 2 on Columbia.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Apollo Plaza	3	Ben Franklin, Armitage Super Market
Kiski Valley	1	Thorofare Mkt.
Kiski Park Plaza	5	Foodland, Ben Franklin
Allegheny Plaza	3	Shop 'N' Save, Fisher Big Wheel
K mart Plaza	3	K mart, Giant Eagle

Principal Shopping Days : Thu., Mon.
Stores Open Evenings : Department Stores—Mon., Thu. Food—Every evening.

13 - RETAIL OUTLETS: Department Stores : Rubin's; J.C. Penney; Sears; Fisher Big Wheel; K mart.
Variety Stores : G.C. Murphy; Ben Franklin 2.
Chain Drug Stores : Julian's Walgreen; Ross's Rexall; Wyble's Rexall; Sun Drug.
Chain Food Supermarkets : Thorofare 2; Miller's; Beighley's; Red & White; Held's Shop 'N Save; Foodland; Giant Eagle.
Other Chain Stores : Bob Miller Shoes; Artley's; Sears; Sherwin-Williams; Altmeyers; Don Miller Shoes.

14 - NEWSPAPERS: NEWS-CITIZEN (e) 2,630; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Howard W. Grimes, Pub., NEWS-CITIZEN, Box 90, Vandergrift, PA 15690; Tel. (412) 567-5656.
National Representative : None.

WARREN

1 - LOCATION: Warren County, E&P Map B-1. On the Allegheny River. 90 mi. SW of Buffalo; 160 mi. NNE of Pittsburgh. On U.S. Hwy. 6; State Hwys. 62 and 59.

2 - TRANSPORTATION: Railroads : Conrail (freight).
Motor Freight Carriers : 4.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,146
CZ-ABC: (70) 16,381; (81) 15,700
RTZ-ABC: (70) 31,301; (81) 32,100
County 80 Cen. 47,449
City & RTZ-ABC: (70) 47,682; (81) 47,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,898
CZ-ABC: (70) 5,578; (81) 6,200
RTZ-ABC: (70) 8,739; (81) 10,300
County 80 Cen. 16,719
City & RTZ-ABC: (70) 14,317; (81) 16,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$660,168,110
Commercial	2	$160,904,862

6 - PASSENGER AUTOS: County 16,383

7 - ELECTRIC METERS: Residence 15,377

8 - GAS METERS: Residence 13,170

9 - PRINCIPAL INDUSTRIES: Electronic Parts & Equipment; Wire & Cable; Steel Fabrication; Steel Tanks; Soft Goods Mail Order; Petroleum Refining; Forgings; Metal Furniture & Shelving; Plastic Molding; Large Valves.
Principal Industrial Pay Days — 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 20-73; Summer 50-85; Fall 33-75; Winter 16-40. First killing frost, Nov. 1. Last killing frost, Apr. 15. Rainfall 42.73 in.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Penna. Ave. West; 2 on Penna. Ave. East; 2 on Liberty St.; 2 on 2nd Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Warren Mall (40)	NA	K mart, J.C. Penney
Market St. (2)	NA	Sears
North Warren	NA	Jamesway

Neighborhood Shopping Centers : Penna. Ave. East; Market Street.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Department Stores —Mon., Fri., Food—Mon., Tue., Wed., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores : Levinson Bros.; Morrison's; Betty Lee; Penney; Bon Ton.
Variety Stores : G. C. Murphy's; S. S. Kresge; K mart.
Discount Stores : Jamesway.
Chain Drug Stores : Cowdrick's; CVS; Eckardt's Drug.
Chain Food Supermarkets : A&P; Anderson's; Loblaws; Super Duper; Holiday Market; Quality; Comet; County Fair.

14 - NEWSPAPERS: TIMES-OBSERVER (m) 12,648; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: A. T. Saylor, Adv. Dir., TIMES-OBSERVER, Box 188, Warren, PA 16365; Tel. (814) 723-8200.
National Representative : Landon.

WASHINGTON

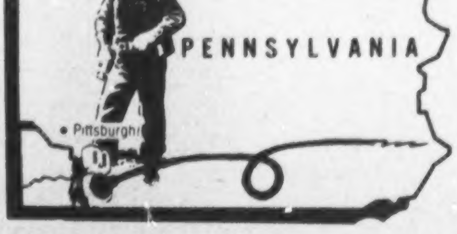
1 - LOCATION: Washington County, (In Pittsburgh SMSA). E&P Map A-3, County Seat. SW corner of state. 26 mi. S of Pittsburgh.

2 - TRANSPORTATION: Railroads : B&O; Amtrak (freight only).
Motor Freight Carriers : 14
Intercity Bus Lines : Greyhound; Suburban.

3 - POPULATION:
Corp. City 80 Cen. 18,363
CZ-ABC: (70) 27,593; (81) 28,100
RTZ-ABC: (70) 147,382; (81) 164,700
County 80 Cen. 217,074
SMSA 80 Cen. 2,263,894
City & RTZ-ABC: (70) 174,975; (81) 192,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,137
CZ-ABC: (70) 9,485; (81) 11,000
RTZ-ABC: (70) 45,035; (81) 58,000
County 80 Cen. 77,033
SMSA 80 Cen. 828,504
City & RTZ-ABC: (70) 54,520; (81) 69,000

. . . PLUG INTO WASHINGTON PENNSYLVANIA'S ENERGY-RICH MARKET



Washington-Greene County

- *FIRST in Pennsylvania and FIFTH in the nation with coal production.*
- *Washington County is part of the nation's 12th largest market.*

Observer-Reporter
WASHINGTON, PA.
dominates this energy-rich corner of Pennsylvania

National Representatives
LANDON ASSOCIATES, INC.

ABC

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$243,400,000
Sav. & Loan	3	$137,000,000
Savings	1	$23,400,000

6 - PASSENGER AUTOS: County 87,020

7 - ELECTRIC METERS: Residence 9,600

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Stone Clay Glass 1,820 ($448); Primary Metals 1,710 ($340); Electrical Machinery 1,114 ($347); Fabricated Metals 699 ($368); Non Electrical Machinery 563 ($390); Printing & Allied 527 ($325); Chemical 271 ($376).
Principal Pay Days : Every other Thu.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 37-61; Summer 56-88; Fall 39-67; Winter 24-43.

11 - TAP WATER: Alkaline, moderately soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : Downtown; 2 blocks on Chestnut St.; 5 on Main St.; 1 on Wheeling.
Neighborhood Shopping Centers : Tylerdale (1 block both sides); Jefferson Court Plaza (adjacent downtown) 14 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Washington Plz.	2	K mart
Washington Mall	2	J.C. Penney
Northgate Plz.	3	Gee Bee
Franklin Mall	3	Sears, Troutman's, Hills

Principal Shopping Days : Dept.— Mon., Thurs., Fri., Sat.; Food—Thur., Fri., Sat.
Stores Open Evenings : Downtown, Fri.; Shopping centers & supermarkets nightly.

13 - RETAIL OUTLETS: Department Stores : Sears Roebuck; J.C. Penney; Troutman's (Allied).
Discount Stores : Seig's; K mart; Towers; Gee Bee; Hills
Variety Store : G.C. Murphy.
Chain Drug Stores : Thrift 2; Revco; Gils 2.
Chain Food Supermarkets : Kroger; Giant Eagle; Gee Bee; Shop 'n Save 2; Foodland 11; PX Super Mkts. 21.
Other Chain Stores : Richman Bros.; Brown Boot; Hanover Shoes; Ford Shoes; Singer Co.; Lerner's Shop; Gordon Jewelry; Radio Shack; Kelly & Cohen; Thom McAn; Walden Book; Kinney Shoes; Fashion Bug; PPG Industries; Sherwin-Williams; Sun Carpet; Goodyear; Goodrich; Associated Hardware.

14 - NEWSPAPERS: OBSERVER-REPORTER (all day) 37,006; Mar. 31, 1981 ABC. (converted to morning edition only on June 29, 1981.)
Local Contact for Advertising and Merchandising Data: Ralph W. Stepp, Adv. Mgr., OBSERVER-REPORTER, 122 S. Main St., Washington, PA 15301; Tel. (412) 222-2200.
National Representative : Landon.

WAYNESBORO

1 - LOCATION: Franklin County, E&P Map C-3. 75 mi. NW of Washington; 62 mi. NW of Baltimore; 52 mi. SW of Harrisburg. Industrial and farming center. On Pa. Hwys. 16, 316, 997. 8 mi. E of Interstate 81; 15 mi. S of U.S. Rt. 30; 12 mi. N of U.S. Rt. 40.

2 - TRANSPORTATION: Railroads : Western Maryland (freight only).
Motor Freight Carriers : 8.
Airlines : USAir (Hagerstown Airport).

3 - POPULATION:
Corp. City 80 Cen. 9,729
CZ-ABC: (70) 18,525; (81) 19,300
RTZ-ABC: (70) 32,123; (81) 37,400
County 80 Cen. 113,629
City & RTZ-ABC: (70) 50,648; (81) 56,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,981
CZ-ABC: (70) 6,399; (81) 7,600
RTZ-ABC: (70) 8,916; (81) 11,900
County 80 Cen. 39,952
City & RTZ-ABC: (70) 15,315; (81) 19,500

5 - BANKS: 3 Comm. Dep. $115,853,940

6 - PASSENGER AUTOS. County 45,497

7 - ELECTRIC METERS: Residence 3,610

8 - GAS METERS: Residence 1,456

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners—Precision Tool 1,750; Specialty Ptg. 100; Refrigeration-Air Condit.; Farm Mach. 1,300; Textiles 510.
Principal Pay Days : Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-74; Summer 57-98; Fall 35-54; Winter 23-42. First killing frost, Oct. 15. Last killing frost, May 12.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main St.; 2 on Potomac.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Potomac(10)	NA	Super Thrift
Wayne Hghts.	NA	Martin's Food, Murphy's, Thrift Drug, Miller's Auto
Waynesboro Mall(25)	NA	A&P, K mart, Radio Shack, Drug Fair

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Department Stores —every day; Food—Thu.

13 - RETAIL OUTLETS: Variety Stores : J.J. Newberry; McCrory's.
Discount Stores : K mart; Murphy's.
Chain Drug Stores : Hy-Lo; Thrift Drugs; Drug Fair.
Chain Supermarkets : A&P; Acme; Super Thrift; Henicle 3; Martin's.
Other Chain Stores : Glick; Brener's; Western Auto; Miller's Auto Supply; Radio Shack; Sidney's; J.S. Raub Shoes.

14 - NEWSPAPERS: RECORD HERALD (e) 10,464; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Garnes, Adv. Mgr., RECORD HERALD, 30 Walnut St., Waynesboro, PA 17268; Tel. (717) 762-2151.
National Representative : Landon.

WAYNESBURG

1 - LOCATION: Greene County, E&P Map A-3, County Seat. 50 mi. SW of Pittsburgh.

2 - TRANSPORTATION: Railroads : Monongahela.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,482
County 80 Cen. 40,355

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,731
County 80 Cen. 14,109

5 - BANKS:		
Commercial	2	$524,015,211
Savings	1	$112,715,000

6 - PASSENGER AUTOS: County 14,407

7 - ELECTRIC METERS: Residence 10,982

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Waynesburg College; Coal Mines; Walnut & Locust Timber; Farming; Dairy; Wool; Sheep; Beef Cattle; Paper Boxes; Textiles; Livestock Auction; Gas & Oil; Printing Business Forms; Veneer Mfg.; Mfg. Mobile Homes.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greene Plaza(15)	NA	Murphy Mart, Kroger's
Waynesburg Plaza(15)	NA	Fisher Big Wheel
Mountaineer Mall(55)	NA	G. C. Murphy, Montgomery Ward
Union Town(23)	NA	K mart
Washington Mall(70)	NA	J. C. Penney

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Fri.; Drug.

13 - RETAIL OUTLETS:
Variety Stores : Murphy's; McCrory's; Fisher's Big Wheel; Heck's; Murphy's Mart.
Chain Drug Stores : Sun; Health Mart; Spang's; Rite-Aid; Revco.
Chain Food Supermarkets : Foodland; Acme; Shop 'N Save; Super-Dollar Kroger's.
Other Chain Stores : Firestone; Goodyear; Gatings Western Auto; Sears; Mont. Ward; McDonalds; Agway.

14 - NEWSPAPERS: DEMOCRAT-MESSENGER (m) 4,638; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Linda Capellini Adv. Dir., DEMOCRAT MESSENGER, 32 Church St., Waynesburg, PA 15370; Tel. (412) 627-6166.
National Representative : None.

WEST CHESTER

1 - LOCATION: Chester County, (In Philadelphia, PA-NJ SMSA). E&P Map E-3. In SE part of county. 25 mi. W of Philadelphia, 16 mi. N of wilmington. On U.S. Hwys. 202, 322; State Hwys. 3, 29, 52, 100.

2 - TRANSPORTATION: Railroads : Conrail.
Motor Freight Carriers : 4
Intercity Bus Lines : SEPTA; Reeder.

3 - POPULATION:
Corp. City 80 Cen. 17,435
CZ-ABC: (70) 32,159; (81) 39,900
Bal. in PMA-ABC: (70) 106,426; (81) 137,600
County 80 Cen. 316,660
SMSA 80 Cen. 4,716,818
Total PMA-ABC: (70) 138,585; (81) 177,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,761
CZ-ABC: (70) 8,643; (81) 12,400
Bal. in PMA-ABC: (70) 29,088; (81) 43,600
County 80 Cen. 104,752
SMSA 80 Cen. 1,639,330
Total PMA-ABC: (70) 37,731; (81) 56,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	14	N.A.
Savings	3	N.A.
Sav. & Loan	11	N.A.

6 - PASSENGER AUTOS: County 128,939

7 - ELECTRIC METERS: Residence 18,280

8 - GAS METERS: Residence 4,780

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners—Electronic 3,372; Plastics 1,387; Paper Products 1,445; Food Packing 2,386; Chemical & Pharmaceuticals 1,605; Air Compressors 330; Appliances 315; Bedding 180; Platinum Refining 538; Air Pollution Equip. 100; Fire Protection Equip. 99; Greeting Cards 200.

10 - CLIMATE: Min. & Max. Temp.—Spring 45-60; Summer 60-95; Fall 38-55; Winter 20-50.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center : 3 blocks on Gay St.; 3 on Church St.; 3 on High St.; 4 on Market St.; W. Goshen, Rt. 202.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Exton Square	7	K mart, Strawbridge & Clothier
West Goshen	1	K mart, Sears, Woolworth Acme, Thrift Drug
King of Prussia	12	Gimbels J.C. Penney, Wanamakers
Granite Run	12	Gimbels, J.C. Mall Penney, Sears
Thorndale	9	Jamesway, K mart

13 - RETAIL OUTLETS: Department Stores : Mostellers; Kauffman's; K mart.
Variety Store : Woolworth.
Chain Drug Stores : Rite Aid; Thrift; Eckerd's.
Chain Food Supermarkets : Acme 14; A&P 6; Shop-Rite; Shop 'n Bag; Thriftway 2; IGA 2.
Other Chain Stores : Agway; Wickes; Pep Boys; Penn Jersey Auto Stores; Sears Surplus; Channel.

14 - NEWSPAPERS: LOCAL NEWS (e) 36,168; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James W. Stewart, Adv. Dir., LOCAL NEWS, 250 N. Bradford Ave., West Chester, PA 19380; Tel. (215) 696-1775.
National Representatives : Landon; Robert Hitchings.

WHEATLAND
See SHARON

WILKES-BARRE

1 - LOCATION: Luzerne County (In Northeast Pennsylvania SMSA). E&P Map E-2. On E bank of Susquehanna River; 111 mi. NW of N.Y.C.; 94 mi. NW of Phila.

2 - TRANSPORTATION: Railroads : Conrail (LV, Penn-Central; Erie-Lackawanna; D&H).
Motor Freight Carriers : 10.
Intercity Bus Lines : Greyhound; Martz; Capitol Trailways.
Airlines : Eastern; USAir; TWA; Altair; Mommouth.

3 - POPULATION:
Corp. City 80 Cen. 51,551
CZ-ABC: (70) 136,089; (81) 120,900
RTZ-ABC: (70) 206,212; (81) 218,200
County 80 Cen. 343,079
SMSA 80 Cen. 640,396
City & RTZ-ABC: (70) 342,301; (81) 339,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,606
CZ-ABC: (70) 45,404; (81) 46,400
RTZ-ABC: (70) 66,290; (81) 81,300
County 80 Cen. 125,502
SMSA 80 Cen. 232,728
City & RTZ-ABC: (70) 111,694; (81) 127,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	14	$2,645,278,000
Sav. & Loan	3	$450,963,000

6 - PASSENGER AUTOS: County 138,553

7 - ELECTRIC METERS: Residence 139,140

8 - GAS METERS: Residence 41,369

9 - PRINCIPAL INDUSTRIES: Cigars; Steel Wire Prods.; Blasting Powders; Rayon; Cakes & Pies; Slippers; Lace Curtains; Shoes; Men's Trousers; Rubber Prod.; Nylons; Silk; Paper Prod.; Furniture; TV & Radio Parts; Locomotives; Heavy Machinery; Pencils; Electronics; Transistors; Chewing Gum; Tires; Glass; Men's, Women's & Children's Apparel.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-61; Summer 60-85; Fall 48-66; Winter 24-36.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks on S. Main, N. Main, E. and W. Market, E. and W. Northampton Sts.
Neighborhood Shopping Centers —Kingston Corners, Kingston & Gateway, Kingston; Narrows, Mark Plaza; Kingston-Edwardsville; Main St., Plymouth; Market St., Nanticoke; Triangle & Crestwood Plaza, Mountaintop; Back Mountain, Shavertown; Dallas; Midway, Wyoming; East End Shopping Plaza; Penn Plaza; South Main Plaza; Blackman Plaza; Wyoming Valley Mall; Colonial Village, Nanticoke; Pittston Plaza; Hanover Mall; Dundee Shopping Center; Midtown Village.
Principal Shopping Days : Department stores—Mon., Thu., Fri. & Sat.; Food—Fri., Sat.
Stores Open Evenings : Dept.—Mon. & Thu.; Super Mkts. and Superettes—nightly.

13 - RETAIL OUTLETS: Department Stores : Boscov's; Boston Store; Pomeroy's; Bergman's; Sears; J.C. Penney; Hess's.
Discount Stores : King's 3; K mart 5; Revco 2; Zayre; Thrift Drug 2.
Variety Stores : Woolworth 2; Kresge 2; McCrory's.
Chain Drug Stores : Rea & Derick 8; Revco 2; Rite aid 1; Keystone.
Chain Food Supermarkets : A&P; Acme (Amer. Stores) 17; Giant 4; Pantry Quik's 5; Sunshine Super Mkts. 2; Weis 4; Ellis 2; Holiday Markets 2; Insalaco's 6; Jewel T 2.
Other Chain Stores : American; Fanny Farmer; Miles; Flagg Bros.; Triangle; Hanover; Thrift; J.S. Raub.

14 - NEWSPAPERS: CITIZENS' VOICE (m) 47,744; Mar. 31, 1981 ABC. TIMES LEADER (all day) Paid, N.A.; Non-paid, 50,781; Dec. 31, 1980 CAC. INDEPENDENT (S) 59,410; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Burgess, Gen. Sales. Mgr., TIMES-LEADER, 15 N. Main St., Wilkes-Barre, PA 18711; Tel. (717) 829-7123. Jack Williams, Mktg. Dir., CITIZENS VOICE, River & Market Sts., Wilkes-Barre, PA 18711; Tel. (717) 825-0200.
National Representatives : CITIZENS' VOICE—USSPI; TIMES LEADER—Story & Kelly-Smith; INDEPENDENT—N.A.

WILLIAMSPORT

1 - LOCATION: Lycoming County (SMSA). E&P Map D-2, County Seat. Shipping Center for N Central Penna. Diversified manufacturing. On Susquehanna River; 200 mi. from N.Y.; Phila., Pittsburgh, Buffalo and Washington, D.C.

2 - TRANSPORTATION: Railroads : Conrail (freight).
Motor Freight Carriers : 17.
Intercity Bus Lines : Continental Trailways.
Airlines : USAir; Altair.

3 - POPULATION:
Corp. City 80 Cen. 33,401
CZ-ABC: (70) 63,105; (81) 59,700
RTZ-ABC: (70) 228,439; (81) 249,600
County/SMSA 80 Cen. 118,416
City & RTZ-ABC: (70) 291,544; (81) 309,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,554
CZ-ABC: (70) 20,434; (81) 22,200
RTZ-ABC: (70) 68,426; (81) 86,000
County/SMSA 80 Cen. 42,097
City & RTZ-ABC: (70) 88,860; (81) 108,200

5 - BANKS:		
Commercial	6	$955,000,000
Sav. & Loan	4	$68,000,000

6 - PASSENGER AUTOS: County 44,513

7 - ELECTRIC METERS: Residence 52,000

8 - GAS METERS: Residence 13,064

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Chem. Prod. 351; Clay, Glass & Stone 2,078; Food 827; Leather & Rubber Gds. 805; Lumber & Prod. 1,619; Metal Prod. 4,228; Paper, Prtg. 1,194; Textiles 2,585; Misc. 354.
Principal Industrial Pay Days : Fri., Thu.

10 - CLIMATE: Min. & Max. Temp.—Spring 38-60; Summer 56-83; Fall 40-61; Winter 21-38. First killing frost, Oct. 14. Last killing frost, Apr. 29.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks on 3rd St.; 5 on 4th St.; 3 on Pine St.; 3 on Market St.
Neighborhood Shopping Centers —1 block on W. 4th & Campbell Sts.; 4 on W. 4th & Arch Sts.; 1 on W. 3rd & Arch Sts.; 4 on Washington Blvd. & Penn St.; 1 on W. Southern Ave. & Market St.; 4 on Broad St. in Montoursville; River Ave. (E. Wmspt.); E. Broad St. (Montoursville); W. 4th St. (W. Wmspt.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Big N(5)	NA	Revco, Giant Mkts., Wes Freedman Catalog
Garden View Plz. (2)	NA	Rea & Derick, Weis Foods
Loyal Plaza (29)	NA	K mart, Acme, Nichols

Lycoming Mall (72)	NA	Hess's, Gee Bee, Sears, Woolworth, Riverside

Principal Shopping Days : Thu., Fri., Sat., Sun.
Stores Close : Wed. (Some aft., some all day).
Stores Open Evenings : Fri., Mon.

13 - RETAIL OUTLETS: Department Stores : L.L. Stearns & Sons; J.C. Penney; Sears; Neyharts; K mart; Hess's; Deisroth's.
Discount Stores : Tops-All; Nichols; Hill's; Gee Bee.
Variety Stores : Woolworth; Kresge's.
Chain Drug Stores : Widman 3; Thrift 3; Revco 2; Rea & Derick 3; Community Drug 2.
Chain Suprmarkets : A&P; Acme 3; Weis 6; Handy 6; IGA 2 (Curchoe's); Zippy 6; Riverside 2; Giant.
Other Chain Stores : Ormond; Endicott-Johnson; Hanover; Kinney; Glick; Triangle; Firestone; S&H Green Stamps.

14 - NEWSPAPERS: SUN-GAZETTE (e) 33,924; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James G. Norris, Dir. Sales & Mktg., SUN-GAZETTE, 252 W 4th St., Williamsport, PA 17701; Tel. (717) 326-1551.
National Representative : Landon.

WILSON
See EASTON

YORK

1 - LOCATION: York County (#York, PA SMSA). E&P Map D-3, County Seat. Industrial center. 50 mi. N of Baltimore; 99 mi. W of Phila.; 26 mi. S of Harrisburg.

2 - TRANSPORTATION: Railroads : Conrail; Western Maryland (freight); M&P.
Motor Freight Carriers : 41.
Intercity Bus Lines : Greyhound; York Area Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 44,619
CZ-ABC: (70) 131,456; (81) 134,200
RTZ-ABC: (70) 146,323; (81) 188,400
County 80 Cen. 312,963
SMSA 80 Cen. 381,255
City & RTZ-ABC: (70) 277,779; (81) 322,600

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,108
CZ-ABC: (70) 44,407; (81) 51,800
RTZ-ABC: (70) 45,049; (81) 67,900
County 80 Cen. 112,313
SMSA 80 Cen. 135,210
City & RTZ-ABC: (70) 89,456; (81) 119,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$393,560,225
Sav. & Loan	3	$56,999,638

6 - PASSENGER AUTOS: County 137,243

7 - ELECTRIC METERS: City 20,041; County 101,820

8 - GAS METERS: City 13,148; County 43,822

9 - PRINCIPAL INDUSTRIES: Chain & Cable; Refrig. Mach.; Office Equip.; Water Turbines; Caskets; Wire Screen; Furn.; Wall Paper; Paper & Pub.; Ordnance Equip.; Electronic Equip.; Clothing; Wearing; Heating Equip.; Baker Equip.; Cigars; Recreational Vehicles; Motorcycles; Parts for Earth-Moving Equipment.

10 - CLIMATE: Min. & Max. Temp.—Spring 2-74; Summer 50-91; Fall 34-94; Winter 12-64. First killing frost, Nov. 17. Last killing frost, May 2.

11 - TAP WATER: Neutral, soft; not fluoridated

12 - RETAILING: Principal Shopping Center : 5 blocks on 2 Sts.; 2 on George; 3 on Market.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Colonial (14)	NA	Super Thrift Mkt., State Store, Kendan's Clothing
Delco Plaza (12)	NA	Hill's, Pathmark, K mart
Haines Acres (6)	NA	Jay's Super Thrift; Kelly-Cohen
Haines Road (7)	NA	K mart, Weis Mkt.
Loucks Road (6)	NA	Two Guy's, Weis
Northgate (12)	NA	Weis Mkt., McCrory's Rea & Derick
North Mall (12)	NA	Mailman's
Queensgate	NA	Mailman's Store, People's Drug, Weis Mkt.
83 Outlet Center (8)	NA	Acme Mkt., Consumer Outlet
Randolph Park (6)	NA	Cloth World, Kiddietown
York County (37)	NA	Sears, Jewelcor, York Food Warehouse
York Hills (1)	NA	Hill's Dept.
The York Mall (60)	NA	Mont. Ward, A&P, Penney's, Bon Ton
Edgar Street (4)	NA	Jewel T, Rea & Derick
Village Green (9)	NA	Epco Phcy., Pfaltz Graff
West Manchester	NA	Bon Ton, Hess', Gee Bee

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Department Stores—Wed., Fri. Food—Daily.

13 - RETAIL OUTLETS: Department Stores : Bon Ton; Sears; Hill's; Smith Village; Montgomery Ward; J. C. Penney.
Discount Stores : Mailman's; Two Guys; K mart.
Variety Stores : Murphy; McCrory's; Woolworth.
Chain Drug Stores : People's; Rea & Derick; Thrift Drug 2; Lincoln Park 2; Randolph Park; Minnich's 2; Revco 2; Rite-Aid 2.
Chain Food Supermarkets : AG 150; Community 75; Acme 2; A&P 2; Weis 7; Safeway; CHR Corp. 6; Jay's 3; P.A. & S. Small 10; Pathmark; Giant 2.
Other Chain Stores : Thom McAn; Kay Jewelry; Joe The Motorist; S&H Green Stamps; Anders; Anderson Little; Jewelcor; Kinney's.

14 - NEWSPAPERS: DISPATCH (e) 51,487; Mar. 31, 1981 ABC. RECORD (m) 35,318; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Wilson Sprenkel, Adv. Mgr., DISPATCH, 15 E Phila St., York, PA 17405; Tel. (717) 845-1575. Gary Graff, Adv. Mgr., RECORD, 1750 Industrial Hwy., York, PA 17402; Tel. (717) 757-4842.
National Representatives : DISPATCH—CWO&O; RECORD—Landon.

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PUERTO RICO SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Arecibo —Arecibo, Camuy and Hatillo Municipios.
Caguas —Caguas, Gurabo and San Lorenzo Municipios.
Mayaguez —Anasco, Harmigueros and Mayaguez Municipios.
Ponce —Juana Diaz, Ponce and Villalba Municipios.
San Juan —Bayamon, Canovanas, Carolina, Catano, Guaynabo, Loiza, San Juan, Toa Baja and Trujillo Alto Municipios.

STANDARD CONSOLIDATED STATISTICAL AREAS

San Juan-Caguas —Includes San Juan SMSA; Caguas SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	318	311
5-14 Years	673	725
15-24 Years	525	669
25-44 Years	613	824
45-64 Years	406	468
65 and Over	177	191
TOTAL	2,712	3,188

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	263	N/A	N/A
Genral Mdse	359	N/A	N/A
Food	674	N/A	N/A
Automobiles	475	N/A	N/A
Gasoline Stations	172	N/A	N/A
Apparel	294	N/A	N/A
Furniture	56	N/A	N/A
Eat-Drink Places	230	N/A	N/A
Drugs	111	N/A	N/A
TOTAL	2,510	N/A	N/A

SAN JUAN

1 - LOCATION: San Juan is located on the NE Coast of Puerto Rico, which is an island commonwealth located about 1,000 miles SE of Miami, 1,600 mi. from N.Y., and 500 mi. N of Caracas, Venezuela. Smallest and most Easterly of the Greater Antilles. Bet. longitude 66 and 67 W, and bet. 18 and 18 30' N. Bounded N by the Atlantic Ocean, S by the Caribbean Sea, W by the Mona Passage, and E by the Vieques Passage. The rectangular island is 95 to 100 mi. long by 35 mi. wide, with an area of 3,423 sq. mi.
The City of San Juan is the center of the San Juan Standard Metropolitan Statistical Area, the largest commercial, industrial, and transportation center of the island and comprises San Juan (Capital). Guaynabo, Trujillo Alto, Catano, Bayamon Carolina, Loiza, Canovanas and Toa Baja.

2 - TRANSPORTATION:
Motor Freight Carriers : In San Juan-358; In Puerto Rico-1,698.

Bus Lines : Puerto Rico Motor Coach; Travel Service; Borinquen Tour; Will Rey, Inc; Pronto Seeing Tour; Contact of Puerto Rico; Puerto Rico Sight Seeing; Grayline; Limousine Service Group (bet. Isla Verde Airport and Condado Hotel Area).

Also Government operated : Metropolitan Bus Authority (bet. San Juan City and the municipios of Bayamon. Guaynabo, Trujillo Alto, Catano, Carolina.).

Air Transportation : American; Delta; Eastern; Pan American; BWIA; Iberia; Avianca; Mexicana; Dominicana; Quisquellana; Air France; ALM (Dutch Antillean Airlines); Viasa; Windward Islands International.

Local Airlines : Antilles Air Boats; Air Best; Dorado Wings; Pan island; Vieques Air Link; Prinair; Saint Thomas Tax Air; Trans Commuter Air Lines; Caribbean Islands Air Services; Helicopter Service.
Steamshop Companies : 26.

3 - POPULATION:
San Juan City 80 Cen. 422,701
CZ-ABC: (70) 885,113; (79) 1,175,400
RTZ-ABC: (70) 229,639; (79) 324,300
City & RTZ-ABC: (70) 1,084,752; (79) 1,499,700
Commonwealth 80 Cen. 3,187,570
Arecibo SMSA 80 Cen. 140,519
Caguas SMSA 80 Cen. 173,929
Mayaguez SMSA 80 Cen. 132,814
Ponce SMSA 80 Cen. 252,420
San Juan SMSA 80 Cen. 1,083,664

All Municipios in Puerto Rico (80 Census)

Adjuntas 18,617 Lajas 21,190
Aguada 31,521 Lares 26,742
Aguadilla 53,366 Las Marias 8,606
Aguas Buenas 22,431 Las Piedras 22,425
Aibonito 22,230 Loiza 20,902
Anasco 22,945 Luquillo 14,924
Arecibo 86,660 Manati 36,480
Arroyo 17,055 Maricao 6,617
Barceloneta 18,869 Maunabo 11,785
Barranquitas 21,690 Mayaquez 95,886
Bayamon 195,965 Moco 29,309
Cabo Rojo 33,909 Morovis 21,145
Caquas 118,020 Naguabo 20,633
Camuy 24,886 Naranjito 23,613
Canovanas 31,934 Orocovis 19,304
Carolina 165,207 Patillas 17,820
Catano 26,318 Penuelas 18,993
Cayey 40,927 Ponce 188,219
Ceiba 14,781 Quebradillas 19,775
Ciales 16,014 Rincon 11,770
Cidra 28,135 Rio Grande 34,326
Coamo 30,752 Sabana Grande 20,164
Comerico 18,212 Salinas 26,494
Corozal 28,218 San German 32,941
Culebra 1,265 San Juan 432,973
Dorado 25,515 San Lorenzo 32,333
Fajardo 32,011 San Sebastian 35,877
Gu'anica 18,784 Santa Isabel 19,832
Guayama 40,137 Toa Alta 31,946
Guayanilla 21,012 Toa Baja 78,119
Guaynabo 80,857 Trujilo Alto 51,389
Gurabo 23,576 Utuado 34,384
Hatillo Vega Alta 28,225
Hormigueros 13,983 Vega Baja 46,841
Humacao 45,916 Vieques 7,628
Isabela 37,451 Villalba 20,737
Jayuay 14,720 Yabucoa 30,589
Juana Diaz 43,464 Yauco 37,682
Juncos 25,433

Cities of 25,000 or more (80 Census)

Arecibo 48,586 Guaynabo 65,091
Bayamon 184,854 Mayaguez 82,703
Caguas 87,218 Ponce 161,260
Carolina 147,100 San Juan 432,973
Catano 26,318

4 - HOUSEHOLDS:
San Juan City 80 Cen. 152,266
Commonwealth 80 Cen. 989,753
City Zone ABC: (70) 211,882; (79) 337,200
RTZ-ABC: (70) 52,014; (79) 84,700
City & RTZ-ABC: (70) 263,896; (79) 421,900
SMSA Areas (80 Census):
Caguas 51,637
Mayaquez 42,990
Ponce 72,098
San Juan 349,912

5 - BANKS:	NUMBER	DEPOSITS
Commercial Banks	22	N.A.
Sav. & Loan Assn.	8	N.A.
Savings	-	N.A.

NOTE: There were 244 (1976) Banking Offices located in Puerto Rico, including those with main offices located there as well as the U.S.A. and Canada (Resources $5,781,000,000). An accurate figure for deposits is not possible, particularly since deposit in Banks that have their main offices in the U.S.A. do not disclose figures for local areas or branches.

6 - PASSENGER AUTOS: (Commonwealth) 779,026 (1978) San Juan 75,785 (1978)

7 - ELECTRIC METERS: Residence 232,114; Commonwealth 422,979

8 - GAS METERS: Res. (City) 22,500

9 - PRINCIPAL INDUSTRIES: Agriculture (N.A.); Mining (N.A.); Construction (N.A.); Food (N.A.); Tobacco (N.A.); Textile Mill Products (N.A.); Apparel, etc. (N.A.); Lumber & Wood Prods. (N.A.); Furniture & Fixtures (N.A.); Paper Prods. (N.A.); Printing & Publ. (N.A.); Chemicals & Allied Prods. (N.A.); Petroleum & Coal Prods. (N.A.); Rubber & Plastics (N.A.); Leather & Prods. (N.A.); Stone, Clay & Glass Prods. (N.A.); Primary Metals (N.A.); Fabricated Metal Prods. (N.A.); Machinery (ex. elect) (N.A.); Elect. Machy. (N.A.); Transportation Eqpt. (N.A.); Instruments (N.A.); Misc. Mfg. (N.A.); Transp. & Util. (N.A.); Wholesale (N.A.); Retail (N.A.); Finance Insur. & Real Est. (N.A.); Services.

10 - CLIMATE: Average Winter Temperature is 75, 19F; Summer 79, 19F. Average Annual Rainfall; 61 inches; fairly even distribution; heavier normally from May to Dec.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas : Old San Juan, principally Fortaleza St. (6 blocks) and San Francisco St. (5 blocks).

On Santurce : Ponce de leon Ave. from San Antonio Bridge to San Jorge St.; Jose De Diego Ave. from Ponce de Leon Ave. to the Minillas Government Center: Roberto H. Todd Ave. from Ponce de Leon Ave. to del Carmen St.; Fernandez Juncos Ave. from Esteves Bridge to San Jorge St. and on Roberto H. Todd from Del Carmen St. to Torres de La Vega; Dr., Ashford Ave. from Hermanos Behn Bridge to De Diego Ave., Isla Verde in the area included between the Atlantic Ocean, Baldorioty Ave, and the Boundary line between San Juan and Carolina Municipio; Both sides of Loiza St. from Jose de Diego Ave. in Las Americas St. before Providencia St.

On Rio Piedras : Rio Piedras town principally on De Diego Robles; Brungbaugh; Arzuaaga; Georgetti; Vallejo Sts. and Ponce de Leon Ave. From Martin Pena Canal to F.D. Roosevelt Ave.; Both sides of Munoz Rivera Ave. from Martin Pena Canal to Celly Toste St.

On Bayamon : Area bounded by Betances St.; west side of Barbosa St.; Baldorioty St.; east side of Degetau St.; southside of Maceo St.; east side of Palmar St.; west side of Ferrer St.; west side of T'io St.; south side of Dr. Veve St.; east side of Parque St.; Highway No. 2; Sanchez Lopez St.; north side of Dr. Veve St. and Parque St.

Shopping Center/San Juan SMSA (Car Parking Spaces) : Norte 1,500; Bayamon 709; Santa Rosa 1,500; Plaza Las Americas 4,000; Caparra 600; 65th Infanteria 470; Repto. Metrop. 300; San Patricio 1,500; Sta. Maria (Guay.) 1,000; Metropolitan 400; Victory-375; Santa Juanita 100; Monte Mall 200; Country Club 75; El Commandante 250; San Jose 285; Berwind 265; Bayamon Oeste 1,500; Los Dominicos 235; Levitt Plaza 275; San Francisco 400; Borinquen Towers 105; Laguna Gardens 456; El Centro 125; Central Plaza 100.

13 - RETAIL OUTLETS: Department Stores—(San Juan SMSA) International Dept. 6; New York Dept. Stores 5; Barkers 4; Gem 3; Gonzalez Padin 3; Velasco 3; Sears 2; Bargain Town 2; Bates 2; Penney's 1; Belk Lindsay 1; Decco 1; La Colombina 1; La California 1; Infanzon 1; La Reina 1; K mart 2; Barkers 15; Penney's 2; Sears 5; Walgreen's 14.

Variety Stores : Woolworth; Kresge.
Chain Drug Stores : Moscoso 8; Walgreen 4; Arlivon 3; Puerto Rico 3; Gonzalez 2.

Chain Food Supermarkets : Pueblo 18; Criollo 16; Grand Union 11; Coop 7; Amigo 6; Uni-Coop 5; Conchita 4; Casablanca 4; Bargain Town 2.

Auto Supplies : Western Auto 5; Garcia Motor 5; Bolivar 4; Mopar 3; Narvaez 2: Labra.

Other Chain Stores : Franklins 12; National Bellas Hess 5; Kress 5; Lerner Shop 4; Tiendas Capri 3; Marianne 2; Blackton 2; Fernandez Donato 12; San Rio 7; Clubman 6; Toms 5; Tops 4; Cabrer 4; La Esquina Famosa 4; Franks 3; Martinez 2.

14 - NEWSPAPERS: EL MUNDO (Spanish) (m) 130,629; (S) 149,446; Mar. 31, 1981 ABC. EL NUEVO DIA (Spanish) (m-mon to fri) 171,500; (S) 163,305; Mar. 31, 1981 ABC. STAR (English) (m) 43,964; (S) 48,290; Sept. 30, 1980 ABC. EL VOCERO DE PUERTO RICO (m-mon to fri) 197,403; (sat) 161,706; Mar. 31, 1981 ABC. EL REPORTERO (e) Circ. 30,000 Oct. 1980.

Local Contact for Advertising and Merchandising Data: Juan A. Velazquez, Gen. Adv. Mgr., EL MUNDO, PO Box 2408, San Juan, PR 00936; Fernando Zegri, Jr., V.P. Adv., EL NUEVO DIA, PO Box 297, San Juan, PR 00902; Tony Martinez, Display Adv. Mgr., STAR, PO Box 4187, San Juan, PR 00936; Tel. (809) 782-4200; Aida Vallamil, Dir. Mktg. EL VOCERO P.R., PO Box 3831, San Juan, PR 00904; Victor Vazques, Adv. Dir., EL REPORTERO, PO Box 4234, San Juan, PR 00905; Tel. (809) 721-2560.

National Representatives : EL MUNDO: Inter-American Publications, Inc.; EL NUEVO DIA: S.S. Koppe & Co.; STAR: Story & Kelly-Smith, Inc.; EL VOCERO: None.

RHODE ISLAND SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Fall River, Mass.-R.I. —Fall River city; Dighton, Somerset, Swansea, and Westport towns in Bristol County, Mass.; Little Compton, Portsmouth and Tiverton towns in Newport County, R.I.

New London-Norwich, Conn.-R.I. —New London and Norwich cities; Bozrah, East Lyme, Griswold, Groton, Ledyard, Lisbon, Montville, Old Lyme, Preston, Sprague, Stonington and Waterford towns in New London County, Conn.; Old Saybrook town in Middlesex County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.

Providence-Warwick-Pawtucket, R.I.-Mass. —In Rhode Island: Barrington, Bristol and Warren towns in Bristol County; Warwick, Coventry, East Greenwich and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Pawtucket, Providence, and Woonsocket cities and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate and Smithfield towns in Providence County; Narragansett, North Kingston and South Kingston towns in Washington County. In Massachusetts: Attleboro city, North Attleboro, Norton, Rehoboth and Seekonk towns in Bristol County; Plainville town in Norfolk County; Blackstone and Millville towns in Worcester County.

STANDARD CONSOLIDATED STATISTICAL AREAS

Providence-Fall River, R.I.-Mass. —Includes Providence- Warwick-Pawtucket, R.I.-Mass. SMSA; Fall River, Mass.-R.I. SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	76	57
5-14 Years	175	135
15-24 Years	174	180
25-44 Years	211	245
45-64 Years	210	203
65 and Over	104	127
TOTAL	950	947

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	102	138	176
Genral Mdse	302	337	422
Food	433	639	910
Automobiles	331	472	545
Gasoline Stations	127	216	378
Apparel	119	144	181
Furniture	96	106	138
Eat-Drink Places	171	255	361
Drugs	69	96	132
TOTAL	2,018	2,802	3,858

CENTRAL FALLS
See PAWTUCKET

NEWPORT

1 - LOCATION: Newport County, E&P Map D-3. Naval Base and Summer Resort. 30 mi. from Providence; 65 mi. from Boston; 200 mi. from New York.

2 - TRANSPORTATION: Railroads : Amtrak.
Intercity Bus Lines —Bonanza; Greyhound.
Motor Freight Carriers —15.
Airlines : Air New England.

3 - POPULATION:
Corp. City 80 Cen. 29,259
CZ-ABC: (70) 63,852; (81) 42,300
RTZ-ABC: (70) 15,432; (81) 20,600
County 80 Cen. 81,383
City & RTZ-ABC: (70) 79,284; (81) 62,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,601
CZ-ABC: (70) 15,009; (81) 12,600
RTZ-ABC: (70) 4,655; (81) 7,200
County 80 Cen. 28,246
City & RTZ-ABC: (70) 19,664; (81) 19,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	15	N.A.
Savings	4	N.A.
Sav. & Loan	2	N.A.
Credit Union	4	N.A.

6 - PASSENGER AUTOS: County 41,436

7 - ELECTRIC METERS: Residence 24,655

8 - GAS METERS: Residence 5,014

9 - PRINCIPAL INDUSTRIES: Elect. Parts 400 emp.; U.S. Navy Depot 3,262 emp.; Electronics 3,400; Wire Fabrication 1,600; Computer Sciences 3,000; Shipyards 300.
Principal Pay Days : Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-70; Summer 65-90; Fall 30-65; Winter 10-55. First killing frost, Nov. 14. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : Thames St., Newport.
Neighborhood Shopping Centers —Broadway and Bellevue Ave, Newport; Two Mile Corner; Middletown, & West Main Road, Middletown; Connell Hwy., Newport.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue (12)	NA	Almacs, A&P, Cvs
Aquidneck (23)	NA	Anderson-Little, A&P, Sears, Stop & Shop, Woolworths
Connell Plaza (14)	NA	J.C. Penney, Shop Rite
Zarye Plaza	NA	Radio Shack, Sherwin-Williams, Star Mkt, Zayre
Main Plaza (5)	NA	Almacs, K mart
Long Wharf (15) Mall	NA	

Principal Shopping Days : Dept. Sat., Fri.; Food Fri.
Stores Open Evenings : Department—Fri. Supermarkets—9 pm daily.

13 - RETAIL OUTLETS: Department Stores : Ley's Century; Sears; Cherry & Webb; Zayre; K mart; J.C. Penney.
Variety Stores —Newberry; Woolworth's; Charles Stores.
Discount Stores —Zayre; K mart; NHD.
Chain Drug Stores : Adams; CVS 2; Brooks/Adams 3.
Chain Food Supermarkets : A&P 2; Stop & Shop; Almacs 2; Star Mkt.; Big G; IGA 2.
Other Chain Stores —Goodyear; Peck & Peck; Endicott-Johnson Shoes; S&H Green Stamps; Firestone; Radio Shack; Sherwin-Williams; Narragansett Clothing; Donnelly's Men's Wear; Talbot's.

14 - NEWSPAPERS: NEWS (e) 15,694; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J. Leo Deveau, Adv. Dir., NEWS, 101 Malbone Rd., Newport, RI 02840; Tel. (401) 849-3300.
National Representative : Landon.

PAWTUCKET-CENTRAL FALLS

1 - LOCATION: Providence County (In Providence-Warwick-Pawtucket, RI-MA SMSA): E&P Map D-2. On Blackstone River at head of Narragansett Bay tidewaters, adjacent to Providence. 39 mi. from Boston; 44 mi. from Worcester. On U.S. Hwys. 1 & 95.

2 - TRANSPORTATION: Railroads : Conrail; Moshassuck Valley; Providence & Worcester; Amtrak.
Intercity Bus Lines —Bonanza; Shortline; R.I. Public Transit.
Motor Freight Carriers —81.
Airlines —USAir; Eastern; TWA; United; Air New England; Pilgrim.

3 - POPULATION:
Corp. Cities 80 Cen. 88,199
Pawtucket 80 Cen. 71,204
Central Falls 80 Cen. 16,995
CZ-ABC: (70) 95,700; (81) 81,700
RTZ-ABC: (70) 81,216; (81) 86,000
County 80 Cen. 571,349
SMSA 80 Cen. 919,216
City & RTZ-ABC: (70) 176,916; (81) 167,700

4 - HOUSEHOLDS:
Corp. Cities: 80 Cen. 34,733
Pawtucket 80 Cen. 28,147
Central Falls 80 Cen. 6,586
CZ-ABC: (70) 33,176; (81) 32,700
RTZ-ABC: 24,413; (81) 29,700
County 80 Cen. 209,698
SMSA 80 Cen. 315,394
City & RTZ-ABC: (70) 57,589; (81) 62,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	3	N.A.
Sav. & Loan	4	N.A.
Credit Unions	10	N.A.

6 - PASSENGER AUTOS: County 279,168; Pawtucket 35,047; Central Falls 6,931

7 - ELECTRIC METERS: Residence 45,838

8 - GAS METERS: Residence 42,739

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Textiles 6,534 ($238); Apparel 1,758 ($155); Fabric Metals 1,422 ($180); Food 968 ($218); Jewelry 4,051 ($168); Machinery 587 ($238); Plastics 1,242 ($208); Primary Metals 3,102 ($212).

10 - CLIMATE: Min. & Max. Temp.—Spring 38-57; Summer 63-82; Fall 55-73; Winter 22-37. First killing frost, Oct. 24. Last killing frost, Apr. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main; 2 on Broad; 1 on East Ave.
Neighborhood Shopping Centers : Barton St., East Ave., South Woodlawn Station, Broad St., Dexter St., in Central Falls; Newport and Armistice, in Darlington Section; Smithfield Ave., Fairlawn Section; Central Ave. in Darlington; Broadway, at Mass. State Line; Benefit St., in Darlington Section; Washington St. in So. Attleboro, Mass.; Baker's Corner, Seekonk, Mass.; Route 1, No. Attleboro, Mass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton St.	1	Star Market
Narragansett	4	Kings, Star Mkt.
Washington Plaza	4	Zayre's, star Mkt.
Womponoag (24)	3	Woolco, Almacs Mkt.
Shopperstown (11)	3	Zayre's, Star Mkt.
No. Attleboro	8	King's
Cumberland Plaza (12)	6	Almac's Mkt.
Lincoln S/C	5	Nayco
Armistice	3	Cherry & Webb, stop & shop
Seekonk	5	K mart, Valueland
Central Plaza	3	Food Mart
Walnut Hill (26)	15	Sears
Mineral Spring (9)	NA	Almac's Mkt.
Off Higginson Ave.	NA	Dumas IGA
Woonsocket Plz (20)	15	Caldor
Lincoln Mall (65)	8	Woolco, Almacs Mkt.

Principal Shopping Days : Tues., Thurs., Fri., & Sat.
Stores Open Evenings : Thu., Fri.; Shopping Centers & Discount Stores every evening.

13 - RETAIL OUTLETS: Department Stores : Peerless; Sears; Apex; Outlet.
Discount Stores : Zayre: Ann & Hope: Woolco; K mart; Kings; Caldor.
Variety Stores —Nayco; CVS; Ben Franklin.
Chain Drug Stores : Adams 7; Ann & Hope Pharmacy 2; CVS 6; Mall Drug; Brooks; Granite Drug; Douglas Drug 4; Rite Aid 1.
Chain Food Supermarkets : Almacs 7; Stop & Shop 2; Star Mkts. 4; Cumberland Farms Dairy; I.G.A.; Food Mart 1; Valueland.
Other Chain Stores —Western Auto; Thom McAn; Firestone; Goodyear; Goodrich; Singer Co.; Cumberland Farms Dairy; Dutchland Farms Dairy; Peerless; Sunnybrook Farms; Kinney Shoes; Fashion Gallery; Radio Shack; Mall Drug; Anderson Little; Merchant Tires; Diamond National; The Fair; Bennys; Zales; Grossman's; Hickory Farms.

14 - NEWSPAPERS: TIMES (e) 28,600; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William K. McCarthy, Adv. Mgr., TIMES, 23 Exchange St., Pawtucket, RI 02862; Tel. (401) 722-4000.
National Representative : Landon.

PROVIDENCE

1 - LOCATION: Providence County. (In Providence-Warwick-Pawtucket, RI-MA SMSA). E & P Map D-3. State Capital and County Seat. Industrial. wholesale and educational center. 43 mi. S. of Boston. On U.S. Hwys. 1, 6, 95, 295 and 44; Hwys. 2, 3, 14, 117, 122, 5, 102, 101and 146.

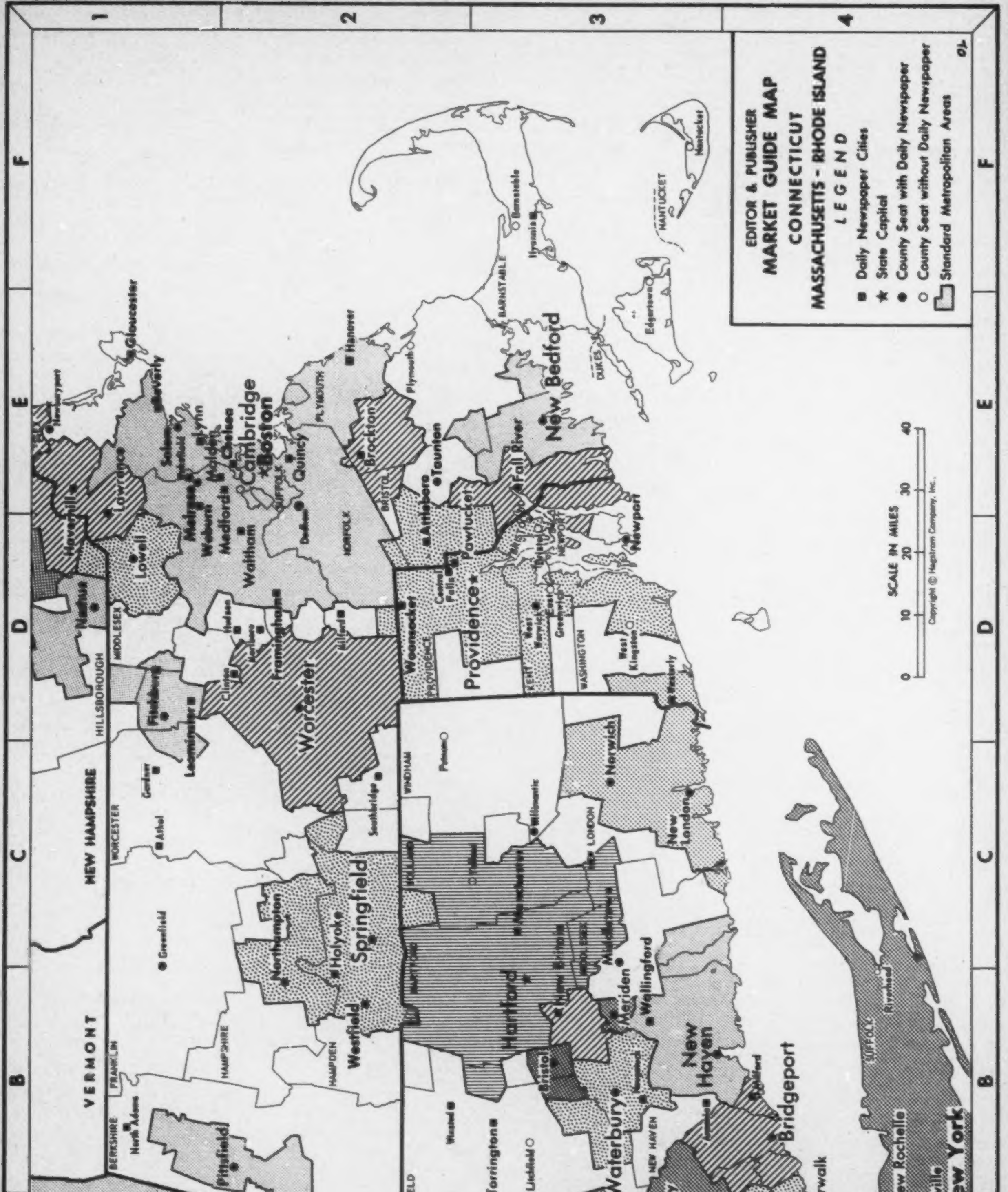
2 - TRANSPORTATION: Railroads : Amtrak.
Motor Freight Carriers —400.
Freight Steamship Lines —2.
Intercity Bus Lines —R.I. Transit Authority; Arrow; Bonanza.
Interstate Bus Lines —Greyhound; Bonanza; Providence, Hartford Norwich Line.
Airlines —American; Eastern; USAir; Air New England; Pilgrim; TWA; United.

3 - POPULATION:
Corp. City 80 Cen. 156,804
CZ-ABC: (70) 510,306; (81) 503,700
RTZ-ABC: (70) 571,308; (81) 595,700
County 80 Cen. 571,349
SMSA 80 Cen. 919,216
City & RTZ-ABC: (70) 1,081,614; (81) 1,099,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 60,157
CZ-ABC: (70) 163,109; (81) 183,900
RTZ-ABC: (70) 175,771; (81) 213,900
County 80 Cen. 209,698
SMSA 80 Cen. 315,394
City & RTZ-ABC: (70) 338,880; (81) 397,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$2,475,960,686
Savings	6	$1,706,268,397

6 - PASSENGER AUTOS: Providence 65,702; County 279,168


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
SCALE IN MILES
0 10 20 30 40
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A
B
C
D
E
F
1
2
3
4
VERMONT
NEW HAMPSHIRE
NEW YORK
Albany
Troy
Pittsfield
North Adams
Greenfield
Northampton
Holyoke
Springfield
Westfield
Athol
Gardner
Fitchburg
Leominster
Worcester
Southbridge
Framingham
Milford
Clinton
Hudson
Marlboro
Nashua
Lowell
Lawrence
Haverhill
Newburyport
Gloucester
Beverly
Salem
Lynn
Malden
Melrose
Woburn
Medford
Waltham
Cambridge
Boston
Chelsea
Quincy
Dedham
Brockton
Hanover
Plymouth
Taunton
Attleboro
Fall River
New Bedford
Barnstable
Hyannis
Edgartown
Nantucket
Woonsocket
Pawtucket
Central Falls
Providence
West Warwick
East Greenwich
Bristol
Newport
West Kingston
Westerly
Putnam
Willimantic
Norwich
New London
Manchester
Hartford
New Britain
Bristol
Middletown
Meriden
Wallingford
New Haven
Waterbury
Torrington
Winsted
Litchfield
Danbury
Bridgeport
Norwalk
Stamford
Greenwich
Poughkeepsie
White Plains
Mount Vernon
Yonkers
New Rochelle
Port Chester
Mamaroneck
Bronx
Hicksville
New York
Riverhead
Mineola
SUFFOLK
NASSAU
QUEENS
DUTCHESS
PUTNAM
FAIRFIELD
NEW HAVEN
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
NEW LONDON
MIDDLESEX
BERKSHIRE
FRANKLIN
HAMPSHIRE
HAMPDEN
WORCESTER
HILLSBOROUGH
MIDDLESEX
NORFOLK
SUFFOLK
PLYMOUTH
BRISTOL
BARNSTABLE
DUKES
NANTUCKET
PROVIDENCE
KENT
WASHINGTON
NEWPORT
BRISTOL

7 - ELECTRIC METERS: Res. 62,493

8 - GAS METERS: Res. 49,575

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Metal & Machinery 38,300 ($265); Textiles 12,300 ($222); Jewelry & Silver 23,000 ($182); Rubber & Plastics 6,300 ($239); Food & Beverage 3,000 ($237); Printing & Publishing 5,700 ($279).
Principal Industrial Pay Days —Fri., Thu.

10 - CLIMATE: Min. & Max. Temp.—Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center : Area bounded by Washington St., Exchange Place, Exchange St., Weybosset St. and Empire.
Neighborhood Shopping Centers —Olneyville Sq.; Wayland Sq.; Federal Hill; 2 mi. on N. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ann & Hope (3)	6	Ann & Hope, Stop & Shop (Cumberland)
Ann & Hope (3)	8	Ann & Hope, Stop & Shop (Seekonk)
Ann & Hope (3)	8	Ann & Hope, Stop & Shop (Warwick)
Apple Valley Mall (9)	10	CVS, Almacs
Barrington (22)	8	Cherry & Webb, Almacs
East Greenwich	12	Silverman's Almacs
Gansett (18)	5	King's, Star
Garden City (60)	5	Outlet, Donnelly's, Almacs
Governor Frances (18)	6	Save Rite, IGA
K mart (Johnston)	3	K mart
K mart (Warwick)	8	K mart
Lincoln Mall (70)	7	Cherry & Webb, Peerless, Almacs
Midland Mall (76)	8	Sears, Cherry & Webb, G. Fox
Olneyville	1	Atlantic Thrift, Star
Pawtucket	4	Outlet, Peerless
Swansea Mall (50)	10	Sears, Edgars, Cherry & Webb
Shopperstown (12)	3	Zayre, Stop & Shop
Walnut Hill	13	Sears, McCarthy's Plaza (26) Stop & Shop
Wampanoag	3	Woolco, Almac's, Mall (24) Cherry & Webb,
Warwick Mall (52)	8	Filene's, Jordan Marsh Outlet, J.C. Penney, Peerless, Kennedy's
Warwick Plaza (17)	5	Valueland
Wayland Square (19)	2	Gladdings, Weybossel
Westgate (13)	5	King's, Almac's
Providence	NA	Zayre Plaza (8)
Resevoir Plaza (7)	NA	Stop & Shop
University Hts. (19)	NA	Star Mkt.

Principal Shopping Days : Department Stores—Sat., Tues., Thurs. Food—Thurs., Fri., Sat.
Stores Open Evenings : Department Stores— Mon. & Thurs. Food—Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Outlet 6; Sears 4; Jordan Marsh; Filene's; J.C. Penney, G. Fox.
Discount Stores : Ann & Hope 2; Apex 2; Edgars; K mart 4; King's 3; Murray's; Woolco 2; Zayre 8.
Leading Apparel Stores —Cherry & Webb; Peerless; Casual Corner; Briggs Ltd.; Donnelly's.
Variety Stores —Newberry; Woolworth.
Chain Drug Stores —Adams 42; CVS 31; Douglas 7.
Chain Food Supermarkets : Almacs 30; Food Mart 5; IGA 21; Star 12; Stop & Shop 12; Valueland 7.
Other Chain Stores —Clothing: Anderson Little; Harvey Ltd.; Squire Shop; Dino's; Briggs Ltd.; Lane Bryant; Wallachs; Helen Oleuson; Weathervane; Marshall's; Casual Corner; Cherry & Webb; Chess King; Donnelly's; Hillhouse Ltd. Kennedy's; Peerless. Shoes: Baker's; Florsheim; Kay's Newport; Kinney's; Regal; Thom McAn. Hosiery: Albert; Park Lane. Auto Supplies: Benny's; Shaset's; Midas; Western Auto; Sears. Restaurants: Dunkin Donuts; Holiday Inn; Biltmore Hotel; Marriott Inn; Howard Johnson; Valle's. Milk: Hood; Cumberland Farms; Newport Creamery; Sunnybrook. Furniture: Castro Convertible; Singer. Dance Studios: Arthur Murray. Candy: Fanny Farmer; Russell Stover.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 79,739; BULLETIN (e-mon to fri) 139,305; (sat) 191,649; (S) 233,813; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William H. Peckham, Mgr. Gen. Adv., BULLETIN and JOURNAL, 75 Fountain St., Providence, RI 02902; Tel. (401) 277-7000.
NATIONAL REPRESENTATIVE : CWO & O.

WEST WARWICK

1 - LOCATION: Kent County (In Providence-Warwick-Pawtucket, RI-MA-SMSA). E&P Map D-3. Industrial Center. 10 mi. S of Providence; 4 mi. to State Airport. On U.S. Hwys. 3,117.

2 - TRANSPORTATION: Railroads : Conrail.

3 - POPULATION:
Corp. Town 80 Cen. 27,026
SMSA 80 Cen. 919,216
County 80 Cen. 154,163

4 - HOUSEHOLDS:
Town 80 Cen. 9,936
County 80 Cen. 54,137
SMSA 80 Cen. 315,394

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings	2	N.A.
Sav. & Loan	1	N.A.

6 - PASSENGER AUTOS: Town 14,283; County 86,061

7 - ELECTRIC METERS: Residence 6,227

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Textiles; Book Cloth; Textile Ptg.; Lace; Underwear.

11 - TAP WATER: Acid, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway (3C)	NA	Ben Franklin
Governor Francis (18)	NA	A&P
Midland Mall (76)	NA	Sears, G.Fox, Zales
Warwick Mall (52)	NA	Jordan, J.C. Penney

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Seena's; J.B. Archaembault; Filenes; Jordan Marsh; J.C. Penney.
Variety Store —J.J. Newberry.
Discount Stores —Ann-Hope Factory Outlet; Apex; Warwick Shoppers World; Pontiac Mills Outlet.
Chain Drug Stores : Adams; Whelan; Walgreen; Davis Cut Rate; CVS.
Chain food Supermarkets :First National 3; Stop & Shop; Big G 2; Almacs 2; Valueland 1; Jerry's Supermarket 3.

14 - NEWSPAPERS: PAWTUXET VALLEY TIMES (e) 10,080; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ted Holmberg, Pub., PAWTUXET VALLEY TIMES, 1353 Main St., W. Warwick, RI 02893; Tel. (401) 821-7400.
National Respresentative : Landon.

WESTERLY

1 - LOCATION: Washington County (In New London-Norwich, CT-RI-SMSA). E&P Map D-3. On R.I.-Conn. line, 45 mi. SW of Providence; 150 mi. NE of New York. At head of navigation of Pawcatuck River which opens into Long Island Sound. On U.S. Hwy. 1; Conn. 2; R.I. 3. 3 mi. S of Interstate 95.

2 - TRANSPORTATION: Railroads : Amtrak.
Motor Freight Carriers —5.
Intercity Bus Lines —Greyhound; Rhode Island Coach; New Haven & Shore Line; RIPTA.
Airlines —R.I. Coastal Airways; USAir; Pilgrim; Viking Airways; Westerly State Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,850
CZ-ABC: (70) 24,521; (81) 26,600
RTZ-ABC: (70) 51,529; (81) 69,200
County 80 Cen. 93,317
SMSA 80 Cen. 284,554
City & RTZ-ABC: (70) 76,050; (81) 95,800

4 - HOUSEHOLDS:
City 80 Cen. 6,599
CZ-ABC: (70) 7,691; (81) 9,600
RTZ-ABC: (70) 15,120; (81) 23,300
County 80 Cen. 31,081
SMSA 80 Cen. 85,710
City & RTZ-ABC: (70) 22,811; (81) 32,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	$198,054,000
Sav. & Loan	1	$7,386,853
Credit Unions	4	$13,586,323

6 - PASSENGER AUTOS: Town 10,366; County 49,491

7 - ELECTRIC METERS: Res. 11,497

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Braided Synthetic Specialty Cords; Surgical Threads; Fishing Lines; Elastic Braid; Knitted Rubber Goods; Concrete Blocks; Silk Screen Printing on Linens; Fine Laces; Felts; Granite Monuments; Woolen Fabrics; Velvets; Tools & Dies; Dyers & Finishers; Textile Chemical Specialties; Mayonnaise Prod.; Printing Press Mfrs.; Cable Grips; Custom-Built Hotel & Office Furn.; Electronic Coils & Transformers; Paper Mill Machy.; Plastic Moldings; Electric Batteries; Plastic Extrusion Machinery.
Principal Industrial Pay Days —Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 39-57; Summer 61-79; Fall 45-62; Winter 23-38. First killing frost, Oct. 10. Last killing frost, Apr. 10.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center : 7 streets in center of town; 5 diversified shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Franklin Plaza (14)	NA	Almac Mkt., Penney
Granite Plaza	NA	Sunrise Market
Granite Street (18)	NA	Walgreen
Main Street (15)	NA	E-Z Package Store

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Close : Wed. afternoon downtown.
Stores Open Evgs .: Fri. Food and Shpg. Ctrs. nightly. Many stores open Sunday, including Discount Stores; Some markets until midnight.

13 - RETAIL OUTLETS: Department Stores : McCormick's; Sears (Catalog); Montgomery Ward (catalog); Reid & Hughes; J.C. Penny.
Discount Stores : Fisher's Big Wheel.
Chain Drug Stores : Higgins (Liggett-Rexall); Granite Walgreen; Adams Mall Drug 2.
Chain Food Supermarkets : A&P 2; Super Finast; Almac's; Universal 4; Gentile's; Big M; IGA; Sunrise; Cumberland Farms 2; Scott's.

14 - NEWSPAPERS: SUN (e-mon to fri) 10,962; (S) 10,973; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Leon F. Williams, Gen. Adv. Mgr., SUN, 56 Main St., Westerly, RI 02891; Tel. (401) 596-7791.
National Representative : Landon.

WOONSOCKET

1 - LOCATION: Providence County (In Providence-Warwick-Pawtucket, RI-MA SMSA). E&P Map D-2. On the Blackstone River; at Woonsocket Falls; 39 mi. SW of Boston, Mass. and 16 mi. N by W of Providence. On State Hwys. 122, 146, 114 and 104.

2 - TRANSPORTATION: Railroads : Conrail; P&W.
Motor Freight Carriers —18.
Intercity Bus Lines —Grey Line ABC; R.I. Public Transit Authority.
Airlines —Eastern; United; USAir; Flying Tiger; TWA; New England; Pilgrim (T.F. Green Airport, 25 mi. distance).

3 - POPULATION:
Corp. City 80 Cen. 45,914
CZ-ABC: (70) 71,595; (81) 71,200
RTZ-ABC: (70) 93,143; (81) 104,200
County 80 Cen. 571,349
SMSA 80 Cen. 919,216
City & RTZ-ABC: (70) 164,738; (81) 175,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,328
CZ-ABC: (70) 23,128; (81) 26,500
RTZ-ABC: (70) 25,463; (81) 33,100
County 80 Cen. 209,698
SMSA 80 Cen. 315,394
City & RTZ-ABC: (70) 48,591; (81) 59,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	N.A.
Sav. & Loan	NA	$310,390,149

6 - PASSENGER AUTOS: City 21,016

7 - ELECTRIC METERS: Residence 18,000

8 - GAS METERS: Residence 10,820

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Textiles 1,180 ($216); Metal and Machine Tools, 942 ($275); Plastics 2,030 ($225); Apparel 1,102 ($196); Electronics 980 ($220); Electrical 644 ($220); Misc. 2,504 ($231).
Principal Industrial Pay Days —Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-55; Summer 65-85; Fall 48-60; Winter 10-40.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St.
Neighborhood Shopping Centers —3 blocks at Social Corner; Walnut Hill-Plaza; Woonsocket Plaza; Park Square; Zayre; Slatersville Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Square (6)	2	Almacs. Star Mkt., Kings
Walnut Hill Plaza (26)	2	Sears, McCarthys, Woolworth
Woonsocket Plaza (20)	2	Radio Shack, Child World, Caldor.
Bellingham	1	Zayre, Almacs
Social Corner	1	Social Dept. Store
Slatersville Plaza (15)	4	Eddies Mkt., Williams 5&10, Western Auto
Lincoln Mall (65)	4	Outlet Co., Woolco

Principal Shopping Days : Dept. Stores—Thurs., Fri., Sat. Food Stores—Thurs., Fri., Sat.
Stores Open Evenings : All on Thu.; Dept.—Tue., Thu.; Food—Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : McCarthy's Dry Goods; Social Dept. Store; Sears; Outlet; Woolco.; Caldor.
Discount Stores : Rathbun Factory Outlet; King's; Mars Bargainland; National Hardgoods Dist (2); Zayre; Save Rite.
Variety Store : Woolworth.
Chain Drug Stores —CVS 5; Adams/ Brooks.
Chain Food Supermarkets : Almanac's 6; Star Market 2.
Other Chain Stores —Firestone; Benny's; Goodyear Tire Store; Singer Co.; Grossman's; S&H Green Stamps; Big L 2; Radio Shack 3; Child World; Western Auto.

14 - NEWSPAPERS: CALL (e) 31,710; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Harold R. Belknap, Adv. Mgr., CALL, 75 Main St., Woonsocket, RI 02895; Tel. (401) 762-3000.
National Representative : Landon.

SOUTH CAROLINA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Anderson —Anderson County.
Augusta, Ga.-S.C. —Columbia and Richmond Counties, Ga.; Aiken County, S.C.
Charleston-North Charleston —Berkeley, Charleston and Dorchester Counties.
Columbia —Lexington and Richland Counties.
Florence —Florence County.
Greenville-Spartanburg —Greenville and Spartanburg Counties.
Rock Hill —York County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	236	238
5-14 Years	552	520
15-24 Years	519	629
25-44 Years	607	867
45-64 Years	487	578
65 and Over	190	287
TOTAL	2,591	3,119

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	363	536	803
Genral Mdse	640	989	1,449
Food	1,199	2,022	3,342
Automobiles	1,115	1,766	2,388
Gasoline Stations	427	722	1,476
Apparel	273	414	610
Furniture	265	368	563
Eat-Drink Places	292	587	970
Drugs	160	264	426
TOTAL	5,174	8,350	13,372

AIKEN

1 - LOCATION: Aiken County (In Augusta, GA-SC SMSA). E&P Map B-3. 17 1/2 mi NE of Augusta, GA; 120 mi. NW of Charleston. On U.S. 1, 78; State 19, 215, 126.

2 - TRANSPORTATION: Railroads : Southern; Seaboard; Ga. & Fla.
Motor Freight Carriers : 1.
Intercity Bus Lines : Greyhound; Trailways; Southeastern Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,978
SMSA 80 Cen. 327,372
County 80 Cen. 105,625
Demographic Information available from Aiken Chamber of Commerce .

4 - HOUSEHOLDS:
City 80 Cen. 5,757
County 80 Cen. 36,456
SMSA 80 Cen. 108,791

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$139,581,790
Sav. & Loan	2	$169,081,506

6 - PASSENGER AUTOS: County 55,479

7 - ELECTRIC METERS: Residence 8,011

8 - GAS METERS: Residence 6,838

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Employees—Textiles & Fabrics 10,443; Clay Pdts. 291; Fiberglass 1,725; Nuclear Power Materials 6,000; Lumber 160; Paper Pdts. 625; Food 100;

Metal Fabrication 138; **Motor Protectors & Therm.** 650; Construction 1,860; Printing & Publishing 110.
Principal Industrial Pay Days : Thur.

10 - CLIMATE: Mean Jan. Temp. 47; Mean July Temp. 79. First killing frost, Nov. 14. Last killing frost, Mar. 20.

11 - TAP WATER: N.A.

12 - RETAILING: Neighborhood Shopping Centers : Graniteville; Midland; Rich Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
art (3)	NA	K mart, Bi-Lo
Kalmia Plaza (45)	NA	Belk's, Piggly Wiggly
Mitchell (26)	NA	A&P, Big K
N. Augusta Plaza (25)	NA	Belk's, Rose's, Kroger
Heritage Sq. (8)	NA	Big Star, Revco, J.B. White, Winn-Dixie

Principal Shopping Days : Thu., Fri., Sat.
Stores Close : 6 p.m.; 9 p.m. Fri.

13 - RETAIL OUTLETS: Department Stores : White's Store; Belk's; B. C. Moore; Julia's; Rose's.
Variety Store : McCrory's.
Chain Drug Stores : Aiken 2; Revco 3; Eckerd's.
Discount Stores : K mart; Big K
Chain Food Supermarkets : Big Star 2; A&P; Winn-Dixie 2; Deaton's Red & White; Piggly Wiggly 2; Bi-Lo.; Kroger.
Other Chain Stores : Moore; Firestone; Goodyear; Western Auto; Goodrich; Diana Shop; Mangels; Lowe's.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 12,201; sworn March 31, 1981.
Local Contact for Advertising and Merchandising Data: A. B. Cubbedge, Adv. Dir., STANDARD, PO Box 456, Aiken, SC 29801; Tel. (803) 648-2311.
National Representative : CWO&O.

ANDERSON

1 - LOCATION: Anderson County (SMSA). E&P Map A-2, County Seat. Industrial Center. 123 mi. NE of Atlanta, GA; 127 mi. SW of Charlotte. On U.S. Hwys. 29, 76 and 178; I-85; State Hwys. 28, 81, 24 and 243.

2 - TRANSPORTATION: Railroads : Seaboard Coast Line; Southern.
Motor Freight Carriers : 32.
Intercity Bus Lines : Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 27,313
CZ-ABC: (70) 46,288; (81) 52,400
RTZ-ABC: (70) 252,003; (81) 315,000
County/SMSA 80 Cen. 133,235
City & RTZ-ABC: (70) 298,291; (81) 368,200
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,308
CZ-ABC: (70) 14,807; (81) 19,300
RTZ-ABC: (70) 77,416; (81) 112,000
County/SMSA 80 Cen. 46,944
City & RTZ-ABC: (70) 92,223; (81) 131,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$140,540,000
Sav. & Loan	3	$295,900,000

6 - PASSENGER AUTOS: County 71,198

7 - ELECTRIC METERS: Residence 26,410

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Textile 12,318 ($221); Fiberglass; Motor Prod.; Metal Working; Plastics; Fertilizer; Rubber Products; Apparel 24,905; 56,310 persons employed in County.
Principal Industrial Pay Days : Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 45-82; Summer 65-98; Fall 52-88; Winter 15-75. First killing frost, Nov. 9. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on Main St. & Square; 3 on N. Main; 2 on S. Main Ext.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anderson Mall (38)	NA	Penney, Meyers-Arnold
Belvedere Plaza (21)	NA	Self's, Bi-Lo, Rhodes, Gallant-Belk
Camp (5)	NA	Professional Phcy.
Hanks (6)	NA	Hanks Jewelry
Lakeside Square (5)	NA	Bi-Lo, Winn-Dixie, Piece Goods Shop
Lyons Center (5)	NA	Dillard Marine & Sport
Market Place (10)	NA	Winn-Dixie, Cosmo, Spa
Pruitt (17)	NA	Sullivan Hdwe., Rexall
Watson Village	NA	White-Jones, Winn-Dixie, Sterchis, Ingles
Windsor Plaza	NA	Revco, Winn-Dixie
New South	NA	Revco, Sky City, A&P
East Point (3)	NA	Bi-Lo, Revco, Family Dollar

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Fri.; Downtown & Shpg. Center Nightly.

13 - RETAIL OUTLETS: Department Stores : Gallant-Belk; Sears Roebuck; Les Williams; Meyers/Arnold; Penney; Fleishman's; K mart; Sky City.
Variety Store : Woolworth.
Chain Drug Stores : Revco 5; Bi-Lo; Eckerd's 2.
Chain Food Supermarkets : A&P 2; Winn-Dixie 4; Fast-Fare Stores 14; Bi-Lo 4; Ingles 3.
Other Chain Stores : Kimbrell's Furniture; Maxwell Furn; Merit Shoes; Lerner's; Hammond-Brown Jennings Furn.; Jewelry: Kingoff's; Jewel Box; Pic .N Pay Shoes; S&H Green Stamps; Top Value Stamps; Radio Shack; Lafayette Electronics; Farr Music; John B. Lee.

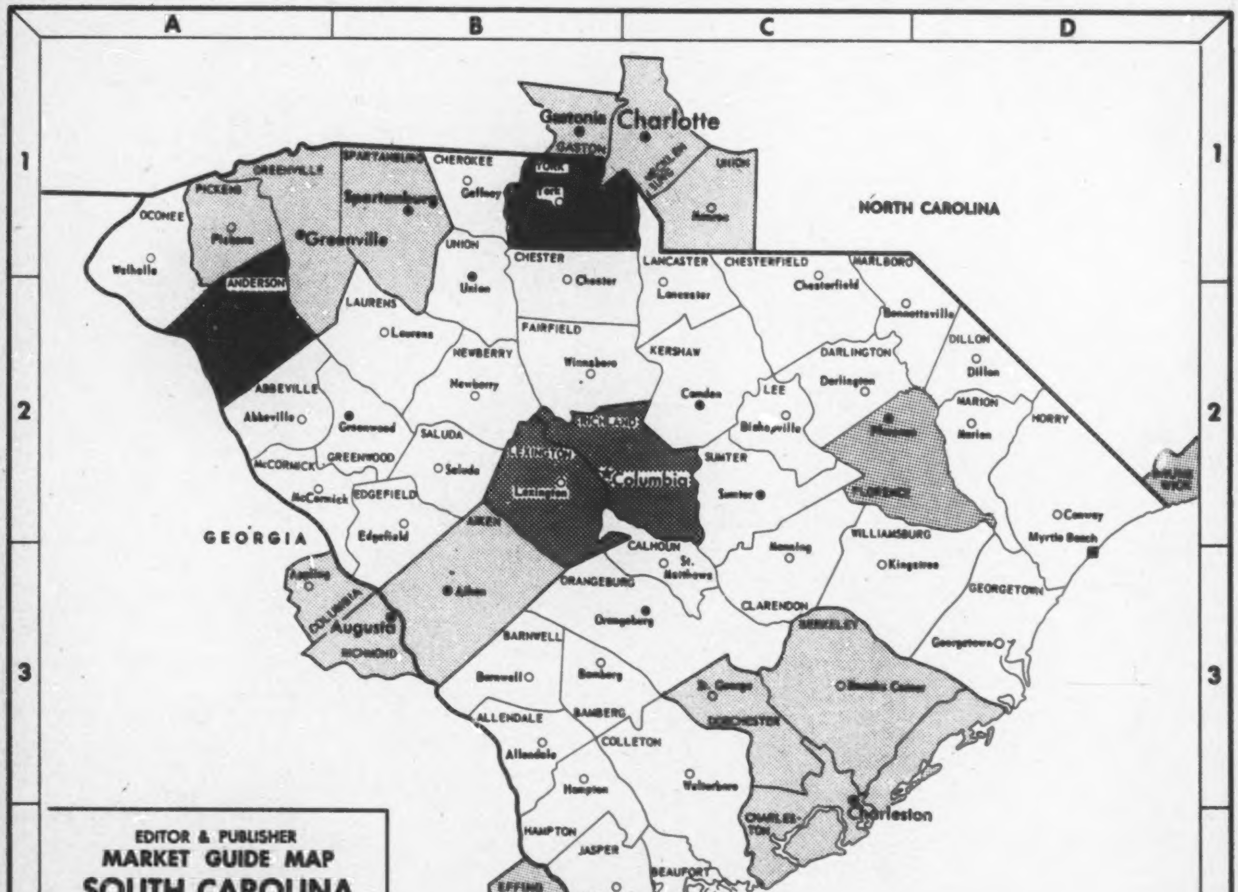
14 - NEWSPAPERS: INDEPENDENT (m) 39,478; MAIL (e-mon to fri) 6,744; INDEPENDENT MAIL (S) 45,391; Mar. 31, 1981 ABC. (Independent (m), Mail (e) merged into All-Day effective Sept. 30, 1981).
Local Contact for Advertising and Merchandising Data: Travis O. Rockey, Adv. Dir., INPEPENDENT AND MAIL, PO Box 2507, Anderson, SC 29622; Tel. (803) 224-4321.
National Representatives : Branham; Harte-Hanks.

BEAUFORT

1 - LOCATION: Beaufort County, E&P Map C-4. Diversified Farming; Garment mfg.; Pine and Ash timber. Port on Port Royal River; 50 mi. SW of Charleston on U.S. Hwy. 21.

2 - TRANSPORTATION: Railroads : Seaboard Coast Line.
Motor Freight Carriers : 6.

3 - POPULATION:
Corp. City 80 Cen. 8,634
CZ-ABC: (70) 22,382; (81) 23,800
RTZ-ABC: (70) 33,914; (81) 49,000
County 80 Cen. 65,364
City & RTZ-ABC: (70) 56,296; (81) 72,800


A
B
C
D
1
2
3
4
Charlotte
Gastonia
GASTON
UNION
Monroe
NORTH CAROLINA
OCONEE
Walhalla
PICKENS
Pickens
GREENVILLE
Greenville
SPARTANBURG
Spartanburg
CHEROKEE
Gaffney
YORK
York
ANDERSON
UNION
Union
CHESTER
Chester
LANCASTER
Lancaster
CHESTERFIELD
Chesterfield
MARLBORO
Bennettsville
DILLON
Dillon
LAURENS
Laurens
FAIRFIELD
Winnsboro
NEWBERRY
Newberry
KERSHAW
Camden
DARLINGTON
Darlington
LEE
Bishopville
MARION
Marion
HORRY
ABBEVILLE
Abbeville
Greenwood
SALUDA
Saluda
GREENWOOD
McCORMICK
McCormick
EDGEFIELD
Edgefield
RICHLAND
LEXINGTON
Lexington
Columbia
SUMTER
Sumter
FLORENCE
Florence
Conway
Myrtle Beach
GEORGIA
AIKEN
Aiken
CALHOUN
St. Matthews
Manning
WILLIAMSBURG
Kingstree
GEORGETOWN
Georgetown
COLUMBIA
Augusta
RICHMOND
ORANGEBURG
Orangeburg
CLARENDON
BERKELEY
Moncks Corner
BARNWELL
Barnwell
Bamberg
BAMBERG
St. George
DORCHESTER
ALLENDALE
Allendale
COLLETON
Walterboro
Hampton
CHARLESTON
Charleston
HAMPTON
JASPER
Ridgeland
BEAUFORT
Beaufort
EFFINGHAM
Springfield
CHATHAM
Savannah
BRYAN
EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 20 40 60
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4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,245
CZ-ABC: (70) 5,977; (81) 7,200
RTZ-ABC: (70) 7,450; (81) 12,800
County 80 Cen. 20,112
City & RTZ-ABC: (70) 13,427; (81) 20,000

5 - BANKS:

Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 27,886

7 - ELECTRIC METERS: County Est. 24,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Garment Mfg.; Lumber Milling; Military.

10 - CLIMATE: Min. & Max. Temp.—Spring 57-82; Summer 60-95; Fall 42-82; Winter 27-75. First killing frost, Nov. 30. Last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaufort Plaza (10)	NA	Winn-Dixie, Roses, Eckerd
Laurel Bay (3)	NA	
Royal Oaks (6)	NA	A&P, Mack's 5/10, Revco Drugs
Ribaut Center (5)	NA	K mart

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 7,712; March 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Heath, Publisher, GAZETTE, Po Box 399, Beaufort, SC 29902; Tel. (803) 524-3183.
National Representative : Landon.

CAMDEN

1 - LOCATION: Kershaw County Seat. Manufacturing and agricultural. NE portion of state. I-20, U.S. Hwy. 9.

2 - TRANSPORTATION: Railroads : Seaboard Coastline & Southern Railway System.
Motor Freight Carriers : 25.
Airlines : Delta, Eastern, Piedmont, Southern at Columbia Metropolitan Airport (38 miles). Local Woodward Field.

3 - POPULATION:
Corp. City 80 Cen. 7,462
County 80 Cen. 39,015

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,830
County 80 Cen. 13,131

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	3	$92,143,000
Commercial	5	$3,015,790,122

6 - PASSENGER AUTOS: County 20,212

7 - ELECTRIC METERS: Residence 3,655

8 - GAS METERS: Residence 3,300

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners—Dupont 3,500; Kendall Bethune Plant 686; Camden Manufacturing 45; Bethune Manufacturing 103; Hermitage Cotton Mills 400; Jubilee Embroidery 60; Kendall Company 235; Skyline Manufacturing 800; Wateree Textiles 100; B.F. Goodrich 315; Mosquito Repellant Co. 50; Whiting Metal 22; Lumber Co. 100.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 60-95; Fall 40-70; Winter 20-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center : Camden Plaza on Main St.
Neighborhood Shopping Centers : Bi-Lo Plaza (4 units); Wateree Plaza (8 units); Burndale Plaza (6 units); Downtown Plaza (7 units); North Town Plaza (8 units); Camden Plaza (10 units).
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Belks, open till 9 on Fri.

13 - RETAIL OUTLETS: Department Stores : Sears; Belk's; B.C. Moore.
Discount Stores : Big K Roses.
Variety Stores : Family Dollar; P.H. Rose's; Super Dollar; United Store.
Chain Drug Stores : Revco; Scotties; Walgreen.
Chain Food Stores : Bi-Lo; Piggly Wiggly; Colonial; Winn-Dixie; IGA; Food Town.
Other Chain Stores : Firestone; Goodyear; Diana Shop; Cato's.

14 - NEWSPAPERS: CHRONICLE-INDEPENDENT (e-mon to fri) 5,241; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: Michael Mischmer, Adv. Mgr., CHRONICLE-INDEPENDENT, 1115 Broad St., Camden SC 29020; Tel. (803) 432-6157.
National Representative : Landon.

CHARLESTON

1 - LOCATION: Charleston County, (In Charleston-North Charleston SMSA). E&P Map C-3. Center of S.C.'s sea coast. On peninsula bet. Ashley and Cooper Rivers. Excellent deep water harbor with important world commerce. Large U.S. Naval Base & U.S. Air Base. County Seat.

2 - TRANSPORTATION: Railroads : Southern, Seaboard Coast Line.
Motor Freight Carriers : 50.
Intercity Bus Lines : Greyhound; Trailways.
Airlines : Delta, Eastern, Piedmont, Air Florida, Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 69,510
CZ-ABC: (70) 259,354; (81) 311,400
RTZ-ABC: (70) 367,034; (81) 494,300
County 80 Cen. 277,308
SMSA 80 Cen. 430,301
City & RTZ-ABC: (70) 626,388; (81) 805,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,267
CZ-ABC: (70) 71,780; (81) 99,100
RTZ-ABC: (70) 96,031; (81) 149,500
County 80 Cen. 90,717
SMSA 80 Cen. 137,875
City & RTZ-ABC: (70) 167,811; (81) 248,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$472,944,000

6 - PASSENGER AUTOS: County, 130,589

7 - ELECTRIC METERS: Residence 121,210

8 - GAS METERS: Residence 45,296

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Construction 10,900; Durable Goods 10,000; Lumber and Wood 1,700; Food 900; Apparel 1,700; Print and Pub. 800; Chems. & Allied 2,700; Other Mfg. 2,100; Trans. 9,400; Whlse. & Ret. Trade 31,400; Finance, Ins., Real Estate 6,200; Services 24,500; Govt. 45,900.
Principal Pay Days : 1st, 15th, Sat.

10 - CLIMATE: Min. & Max. Temp.—Spring 55-80; Summer 60-95; Fall 40-80; Winter 25-75. First killing frost, Nov. 30. Last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, very soft; not fluroidated.

12 - RETAILING: Principal downtown shopping area 13 blocks on King St. from Cannon to Market Sts., with Shops and Stores on side streets from Calhoun to Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charlestowne Square (62)	8	J.C. Penney, Montgomery Ward, H.J. Wilson
S. Windermere (40)	3	Belk, Piggly Wiggly
Fabian's Plaza (10)	8	Piggly Wiggly
Gas Lite Square	10	J.L. Goldberg, Walton Clothes
St. Andrews (31)	4	Winn-Dixie, Kerrisons, Rite-Aid
Plaza North	4	T.J. Maxx, Handy City, Eckerd
Pinehaven (29)	7	Winn-Dixie, Western Auto
Moultire (9)	5	Rite-Aid, Gwynns
Ashley Plz. Mall (8)	9	Condon's Woolco, Red and White, Revco
Folly Road (22)	5	Red & White
James Island (22)	3	Piggly Wiggly
Brentwood (16)	7	Piggly Wiggly, Bi-Lo, Revco
Yeaman's Hall (20)	20	Piggly Wiggly
King's Plaza (9)	Downtown	Piggly Wiggly
Northwoods Mall	16	Belks, Sears, Kerrisons, Treasury Drug
Meyer Pk. Plaza	4	Red & White, Western Auto
Northbridge	5	Piggly Wiggly, Harris Drugs
Plaza West (14)	4	Eckerd, Handy City
Oak Ridge Plaza (14)	12	Winn-Dixie, TG&Y
Wespanee (16)	7	E-Z Super Mkt.
Cross Creek (15)	3	Harris Teeter, Treasury Drug
Shoppers Port	6	Bi-Lo, Revco
Citadel Mall (105)	8	Thalhimers, Sears, Belk

Principal Shopping Days : Department—Mon., Wed., Fri., Sat. Food—Thurs., Fri., Sat.
Stores Open Evenings : Food, Dept. & Discount

13 - RETAIL OUTLETS: Department Stores : Condon's; Kerrisons; Belk; J. C. Penney; Sears Roebuck; Shahid's; Montgomery Ward; Woolco, K mart, Nichols
Discount Stores : Sam Solomon; TG&Y; Woolco; K mart.
Variety Stores : Kress; Woolworth.
Chain Drug Stores : Eckerd's 5; Scotties; Rite-Aid; Harris Drugs; Medicine Shoppes 2; Revco 7; Treasury; K mart Pharmacies 4;

Chain Food Supermarkets : Winn-Dixie 7; Red & White 19; Piggly Wiggly 18; Bi-Lo 4; Doschers 12; Harris 3; Teeter 3; Kroger 2.

Other Chain Stores : Women's Apparel: Mangel, Kaybee, Diana, My Shop; Men's: Fines, Waltons; Shoes: Hanover, Thom McAn, Butler, Marilyn Slipper, Shoe Mart, Baker's, Hardy, Jarman, Hahn, Kinney; Auto Supplies: Allens, Western Auto, Firestone, Goodyear; Furniture, Appl.: Rhodes, Haverty, Maxwell, Singer Co.; Misc.: Friedman's Jewelry; Sherwin-Williams; Sears; Montgomery Ward; Wickes; S&H Green Stamps; Lafayette Radio; Russell Stover; Top Value Stamps; Lerner Shops; Jewel Box; Hickory Farms; Radio Shack.

14 - NEWSPAPERS: NEWS & COURIER (m) 69,840; POST (e) 37,884; (sat) 97,210; (S) 102,017; Mar. 1, 1981 ABC.
Local Contact for Advertising Data: D. G. Diasourakis, Gen. Adv. Mgr., POST and NEWS & COURIER, 134 Columbus St., Charleston, SC 29402; Tel. (803) 577-7111.
National Representative : CWO&O.

COLUMBIA

1 - LOCATION: Richland County (SMSA). E&P Map B-2, County Seat. State Capital and Largest City in State. Mfg. textiles, concrete, pipe & beams, fertilizer, lumber, dairying, cotton and misc. smaller industries. Ft. Jackson (U.S. Army). College center. 94 mi. from Charlotte; Spartanburg NW, 96 mi.; Greenville NW, 107 mi.; Augusta SW, 72 mi.; Charleston SE, 114 mi. On U.S. 1, 21, 76, 176, 321; I-20; I-26 and 378. State Hwys. 12, 48, 215, 555, 602, 262.

2 - TRANSPORTATION: Railroads : Seaboard Coast Line; Southern; Columbia; Newberry & Laurens.
Intercity Bus Lines : Greyhound; Trailways
Airlines : Delta; Eastern; charter firms.

3 - POPULATION:
Corp. City 80 Cen. 99,296
CZ-ABC: (70) 249,378; (81) 299,900
RTZ-ABC: (70) 470,069; (81) 564,500
County 80 Cen. 267,823
SMSA 80 Cen. 408,176
City & RTZ-ABC (70) 719,447; (81) 864,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 30,422
CZ-ABC: (70) 65,987; (81) 92,500
RTZ-ABC: (70) 128,550; (81) 178,000
County 80 Cen. 85,447
SMSA 80 Cen. 133,064
City & RTZ-ABC: (70) 194,537; (81) 270,500

5 - BANKS: 37C

Commerical	11	N.A.

6 - PASSENGER AUTOS: County 132,271

7 - ELECTRIC METERS: County Residence 82,354

8 - GAS METERS: County Residence 49,426

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Mfg. 28,100; Trade 37,900; Transp. & Util. 9,600; Finance, Ins. & Real Est. 14,200; Const 8,000; Services & Gov't 52,800. 8,000.

10 - CLIMATE: Min. & Max. Temp.—Spring 24-98; Summer 53-98; Fall 16-91; Winter 14-80. First killing frost, Nov. 21. Last killing frost Mar. 31.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks on Main St.; 4 on Assembly St.; 3 on Sumter St.; 3 on Hampton; 3 on Taylor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Five Points	2	Eckerd's, Winn-Dixie, Dodd's
Rosewood (24)	3	Dodd's, Colonial, Bits 'N Pieces, Remnant Shop
Forest Lake	4	Colonial, Dodd's
Trenholm Plaza (31)	4	Ligget-Rexall, A&P, Piggly-Wiggly, Rose's, Western Auto, Tapps, Belk II
Richland Mall (28)	3	J.B. White's, Winn-Dixie, Eckerd's, Big Star, Woolworth, Hickory Farms, Berry's On Main
Cedar Terrace	5	Dodd's, Piggly-Wiggly
Landmark Squzre (8)	6	Winn-Dixie, Treasury Drugs, Cloth World, Woolco, Radio Shack
Decker Plaza (25)	5	Sentry Drug, Giant Food World
Decker Village	5	Food Town, Eckerd's
Midlands (23)	4	Big Star Foods, Giant Food, Western Auto
Columbia East	6	Bi-Lo Foods, Family Dollar, K mart, Revco, Pic 'N Pay
Northway Plaza	5	A&P, Cloth World, Emory
Northside Plaza (10)	6	Giant Food, Sentry Drug, United, Radio Shack, Pic 'N Pay
Beltline Village	6	T-G & Y, Bi-Lo Foods, Pic 'N Pay, Family Dollar, K mart, Revco
Sunset & River Drive	4	Piggly-Wiggly, Dodd's
Boozer (37)	7	Winn-Dixie, Western Auto, Key Distributors, European Health Spa
Dutch Square (56)	7	A&P, J.B. White's, Eckerd's, Colonial, Woolworth, Tapp's, Lourie's, Berry's On Main Woolco, Radio Shack
Seven Oaks (17)	7	Eckerd's, Big Star, Radio Shack
St. Andrews (10)	3	Treasury Drugs, J.C. Penney Catalog Store, Big-M Discount Foods, Harris Teeter
Widewater Square	7	Bi-Lo Foods, Pic 'N Pay, Revco
Whitehall (16)	9	Winn-Dixie, Dodd's
Parkland	2	Big Star, Dodd's, Pic 'N Pay
Capitol Square	3	Bi-Lo Foods, Revco, Cloth World, Family Dollar, Dodds, Radio Shack
Intersection Center (31)	8	Sam Solomon, Robin's Menswear
Columbia Mall (140)	10	Largest shopping the State. 1,400,000 square feet—6,000 parking spaces J.C. Penney, Sears, Richs, Belk
Bush River Mall (39)	4	Richway, Kroger
Decker Mall (24)	6	Richway, Kroger
Woodhill Mall (40)	5	Richway and others
Woodberry Plaza	7	Winn-Dixie, White's Beauty Salon, Revco
Saluda Plaza	4	Piggly-Wiggly, Scottie
Boulevard Plaza	5	Betsy Haven and others.
Sunset Plaza	NA	Winn-Dixie, Eckerd's
Lexington	NA	Harris Teeter, Eckerd's, Square Holly Farm Chicken
Ederwood Square	NA	Bi-Lo, Ski City, Revco

Principal Shopping Days : Department Stores—Mon., Tues., Fri., Sat., Food—Thurs., Fri., Sat.
Stores Open Evenings : Furniture close Wed aft., year round. Food open Fri. 'til 8:30. Discount stores: 9:00 P.M.

13 - RETAIL OUTLETS: Department Stores : James L. Tapp; Belk's, J.C. Penney; Sears Roebuck, J.B. White; Rich's; Howard's; Davidson's.
Discount Stores : K mart 4; Woolco 3; Lowe's 2; Wickes 2; White's Auto 2; Sam Solomon; TG&Y Family Center; Richway 3; Key Distributors.
Variety Stores : Kress; Silver's; Dodd's 10; Woolworth 3; United 2; Crest; Emery 2, Family Dollar 6; G & H; Warehouse World.
Chain Drug Stores : Eckerd's 10; Liggett-Rexall; Revco 4; Treasury 2.
Chain Food Supermarkets : A & P 4; Winn-Dixie 12; Colonial 3; Piggly Wiggly 21; Red & White 11; I-N-S 30; Bi-Lo 4; Big Star 3; Baxley 2; Frank's 2; Gardner's 2; Roche's Kwik Thrift 4; IGA 2; Food Town 2; Harris-Teeter 4; Kroger SavOn 2
Other Chain Stores : Women's Clothing: Mangel's; Lerners; Garber's; The Limited; Brook's Fashions; Size 5-7-9; Paul Harris; Stuarts; Body Shop; Ormond's; Foxmoor; Casual Corner; Susie's; Casuals; The Ranch. Shoes: Butler's, Marilyn Slipper Shop, Thom McAn, Kinney's; Pic-N-Pay; Miles; Top Dollar Stores; Ford; Endicott Johnson; Father & Son; Hanover; Baker; Varman. Men's Clothing: National Shirt Shop, Silverman's; J. Riggins; Bill's London Transit; Fine's; Richmond Bros. Jewelry: Friedman's 5; Litwin; D.P. Paul; Keepsakes; Osterman's. Auto Accessories: Goodyear 5; Goodrich; Firestone 3; Miller Tire 2; Western Auto 6; Kenney 2; General Tires. Furniture: Haverty 2; Kimbrell's; Bridges 2; Maxwell Bros.; Gilbert's; Rhodes; Jefferson; Furniture World. S & H Green Stamps; Greenbak Stamp; Top Value Stamps.

14 - NEWSPAPERS: STATE (m) 106,836; RECORD (e) 31,232; STATE (S) 131,153; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J.W. Holton Jr., Asst. Gen. Mgr., & Adv. Dir.,

The Community Information Center In
Anderson, South Carolina.
The Anderson Independent & Daily Mail
A Harte-Hanks NEWSPAPER

William H. Duncan, Gen'l. Adv. Mgr., STATE and RECORD, PO Box 1333, Columbia, SC 29202; Tel. (803) 771-6161.

National Representative : Story & Kelly-Smith.

FLORENCE

1 - LOCATION: Florence County (SMSA). E&P Map C-2, County Seat. 84 mi. NE of Columbia.

2 - TRANSPORTATION: Railroads : Seaboard Coastline.
Motor Freight Carriers : 32.
Intercity Bus Lines : Greyhound; Queen City Trailways; Pee Dee Coaches.
Airlines : Piedmont; Florence Airlines (private); Atlantis Airlines.

3 - POPULATION:
Corp. City 80 Cen. 30,062
CZ-ABC: (70) 39,535; (81) 47,000
RTZ-ABC: (70) 164,804; (81) 202,300
County/SMSA 80 Cen. 110,163
City & RTZ-ABC: (70) 204,339; (81) 249,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,370
CZ-ABC: (70) 11,862; (81) 16,100
RTZ-ABC: (70) 44,813; (81) 63,700
County/SMSA 80 Cen. 35,705
City & RTZ-ABC: (70) 56,675; (81) 79,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	9	$280,653,000
Sav. & Loan	3	$154,822,640

6 - PASSENGER AUTOS: County 51,403

7 - ELECTRIC METERS: Est. 26,532

8 - GAS METERS: Res. Est. 5,529

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Woodworking 873; Textiles 1,809; Bakeries 361; Railroads 800; Bottling 273; Metal Fabrication 1,942; Dairies 170; Film Plant 680; Electronics 1,750; Utilities 782; Transportation 33; Paper Mill 425; Truck Motor Lines 341; Office Control Systems 50.
Principal Industrial Pay Days —15th and 30th.

10 - CLIMATE: Min. & Max. Temp.—Spring 43-84; Summer 66-92; Fall 41-86; Winter 35-58. First killing frost, Nov. 12. Last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 16 blocks on 4 streets; several shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Florence Mall (51)	NA	Penney's, Coker's
Florence Plaza (1)	NA	Winn-Dixie
Hallmark Square (20)	NA	Bi-Lo Foods, Family Dollar, Sky City, Wood's
Magnolia Mall (80)	NA	Belk, Sears
Palmetto (3)	NA	Big Star
South Park (9)	NA	Rose's, Winn-Dixie, Radio Shack, Eckerd
Sweetbriar	NA	Giant Foods

Neighborhood Shopping Centers : 1500 block, W. Palmetto; Marion Hwy.
Principal Shopping Days : Sat., Fri., Mon.
Stores Open Evenings : Downtown-Fri.; Mall & K mart-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Belk's; Sears; J.C. Penney; Coker's; Tomlinson 2.
Variety Stores : S.H. Kress; Rose's; Wood's.
Discount Stores : Family Dollar; Tomlinson's; K mart; Rose's; Sky City; Alexander's.
Chain Drug Stores : Walgreen; Eckerd; Valu-rite; Revco.
Chain Food Supermarkets : Kroger Sav-On; Winn-Dixie 2; Big Star (Colonial); Thriftway 4; INS 7; Piggly Wiggly 3; Big M; Giant Food; Food Town 2; Bi-Lo; IGA.
Other Chain Stores : Jewel Box; Friedman's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; Firestone; Advance; Kimbrell's; Florence Marilyn (Shoes); Sterchi's Furntiture; Eleanor Shop; Cash & Carry Outlet; Style Center; Wicks Bldg. Mat.; Cato's; Mecklenberg Furn.; 7-Eleven Mkts.; Green Bax Stamps; Haverty's; Lowe's Bldg. Mat.; Lerners; Brooks; Casual Corner; Ormands; Foxmoor; Susie's Casuals; Thom McAn; Kinney; Athlete's Foot; Singer Co.; Just Pants; B. Dalton Bookseller; LoveShop; American Seam; Reeds; Zales; Kay Jewelers; Mill Fabrics.

14 - NEWSPAPERS: NEWS (m) 32,400; (S) 33,359; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James B. Harris, Adv. Dir., NEWS, 141 S. Irby St., Florence, SC 29501; Tel. (803) 669-1771.
National Representative : Landon.

GREENVILLE

1 - LOCATION: Greenville County, (In Greenville-Spartanburg SMSA). E&P Map A-1 County Seat. Northwestern cor. of State; in center of Piedmont industrial area, foothills of Blue Ridge Mts. 99 mi. SW of Charlotte; 150 mi. NE Atlanta. College center & Regional shopping hub. On U.S. Hwys. 85, 26, 2, 29.

2 - TRANSPORTATION: Railroads : Southern; Seaboard Coast Line; Greenville & Northern.
Motor Freight Carriers : 50.
Intercity Bus Lines : Atlantic Greyhound; Continental Trailways.
Airlines : Eastern; Republic.

3 - POPULATION:
Corp. City 80 Cen. 58,242
CZ-ABC: (70) 177,432; (81) 212,200
RTZ-ABC: (70) 411,846; (81) 512,000
County 80 Cen. 287,913
SMSA 80 Cen. 568,758
City RTZ-ABC: (70) 589,278; (81) 724,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,170
CZ-ABC: (70) 54,985; (81) 75,500
RTZ-ABC: (70) 125,873; (81) 180,900
County 80 Cen. 101,579
SMSA 80 Cen. 171,417
City & RTZ-ABC: (70) 180,858; (81) 256,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	11	$669,831,000
Sav. & Loan	10	$824,425,000

6 - PASSENGER AUTOS: County 163,901

7 - ELECTRIC METERS: Greenville City 63,119

8 - GAS METERS: County 25,772

9 - PRINCIPAL INDUSTRIES: County (April 1981)—Total Labor Force (County) 131,300; Wage earners (County) 123,520; Avg. Wkly Wage (SMSA) Total Mfg. ($232); Non-durable goods ($226); Durable Goods ($250); Source: S.C. Emp. Security Commission, Market Data Division.
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-97F; Summer 57-97F; Fall 20-81F; Winter 9-78F. First killing frost, Oct. 3. Last killing frost, April 7.

11 - TAP WATER: Alkaline, very soft; fluoride.

12 - RETAILING: Principal Shopping Center : 8 blocks on Main St.; 4 on Washington St.; 2 each on McBee Ave., Coffee St., E. North St., Pendleton St. and Augusta St.; 4 to 6 mi. E of Central Business District includes 3 Regional Malls.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenville Mall (65)	6	Mont. Ward, J.B. White
McAlister Sq (50)	3	Belk-Simpson, Ivey's Meyers Arnold, Winn-Dixie
Haywood Mall (125)	5	Rich's, Penney's, Sear's
Bell Tower Mall (36)	5	Woolco, Big K, Eckerd's
Greer Plaza (15)	12	Belk-Simpson, Eckerd's, Winn-Dixie
Wade Hampton	2	Winn-Dixie, Eckerd's Mall (25) Drugs
University Sq	NA	Winn-Dixie, Revco Drugs
Pleasantburg (30)	3	Western Auto, Belk-Simpson, Eckerd's
Nichols	3	Bi-Lo
North Hills (17)	3	Winn-Dixie, Kuhn's-Big K, Rite-Aid
Westowne (5)	5	Kuhn's-Big K, Ingles, Whites Auto, Eckerd's
K mart	2	K mart (Mills Ave.)
K mart	5	K mart (Sulphur Spr.)
K mart	4	K mart
Mauldin Plaza (4)	8	K mart, Sky City, Bi-Lo

Principal Shopping Days : Dept. Stores—Fri., Sat., Mon., Tues.; Food—Thur., Fri., Sat.
Stores Open Evenings : Mon., Thu., & Fri.; shopping ctrs. 6 evgs. wk.

13 - RETAIL OUTLETS: Department Stores : Belk-Simpson 5; Meyers-Arnold 1; J.C. Penney; Sears Roebuck; Ivey's; Welcome Family Shop; Montgomery Ward; Rich's; J.B. White.

Variety Stores : Cassell's; Kress 1; H.L. Green; United 3; Wilson's; Woolworth 2; Thompsons 2.

Discount Stores : K mart 4; Diskay Discount Mart; Mill Discount; Woolco; Sky City 2; Edward's; Family Dollar 5; Sam Solomon; Alexander's; TG&Y; White Stores; Sharbel's; Nichols.

Chain Drug Stores : Eckerd's 8; Family Mart 2; Sam Solomon 1; Revco 6; Rite-Aid 4; Revco 9; Walgreen 1; Shaw's 3; Colonial 1; K mart 4; Ind. Drug Stores 34.
Chain Supermarkets : Colonial; Garden Spot 3; Mr. Zip 2; Winn-Dixie 13; Kash & Karry; Duckworth 2; Batson 1; Bi-Lo 13; Ike's 2; Ingles 7; 7-Eleven 10; Community Cash 4; Family Mart 2.
Other Chain Stores : Marilyn Shoes; Butler's 3; Lerner; Phoenix Furn. 2; Maxwell Bros.; Thom McAn; Stein's; Haverty; White Sewing Mach.; Kimbrell Furn.; Bridge's Furniture; S&H Green Stamps 2; Diana Shops; Friedman Jewelers 3; Western Auto; Rhodes Furn.; Carriage House; The Pantry 20; Majik Mart 8; Handee Mart 8; Seven- Eleven 8; Zippy Mart 4; Pantry Shelf 3; Quickway 3; Rabbit Trap 2; Pic 'N Go 2; Ikes 2; Speedy Mart 2; DoNite; Jiffy Mart. Everybody's Grocery; Jordan's Self Service 2; Fast Fare 3.

14 - NEWSPAPERS: NEWS (m-mon to fri) 86,086; PIEDMONT (e-mon to fri) 23,956; (sat) 97,042; (S) 112,059; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dave Space, Retail Adv. Mgr., NEWS and PIEDMONT, PO Box 1688, Greenville, SC 29602; Tel. (803) 298-4339.
National Representative : Sawyer-Ferguson-Walker.

GREENWOOD

1 - LOCATION: Greenwood County, E&P Map B-2, County Seat. Shopping center for large textile, agriculture and cattle raising area. 76 mi. from Columbia; 124 mi. from Charlotte; 158 mi. from Atlanta; 54 mi. from Augusta; on U.S. Hwys. 25,221,178; State Hwys. 10,22 and 72.

2 - TRANSPORTATION: Railroads : Seaboard Coast Line; Georgia & Florida; Southern.
Motor Freight Carriers : 4.
Intercity Bus Lines : Greyhound; Carolina Scenic.

3 - POPULATION:
Corp. City 80 Cen. 21,613
CZ-ABC: (70) 21,069; (81) 21,600
RTZ-ABC:(70) 69,795; (81) 81,400
County 80 Cen. 57,847
City & RTZ-ABC: (70) 90,864; (81) 103,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,902
CZ-ABC: (70) 6,717; (81) 7,900
RTZ-ABC: (70) 20,502; (81) 27,800
County 80 Cen. 20,308
City & RTZ-ABC: (70) 27,219; (81) 35,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$5,176,000 21Sav. &
	2	$84,650,000

6 - PASSENGER AUTOS: County 31,015

7 - ELECTRIC METERS: Residence 25,187

8 - GAS METERS: Residence 9,198

9 - PRINCIPAL INDUSTRIES: Industry—Cotton Mills; Nylon; Print; Surgical Dressings; Garment Mfg.; Lbr. & Wood Prod.; Meat Processing & Packing; Tooling Mfg.; Brick & Tile Mfr.; Flower Seeds & Bulbs.

10 - CLIMATE: Min. & Max. Temp.—Spring 49-89; Summer 63-90; Fall 40-75; Winter 34-57. First killing frost, Nov. 13. Last killing frost, Mar. 22.

11 - TAP WATER: Alkaline; very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St.; 3 on Maxwell Ave.; 2 on Waller Ave.; 1 on Phoenix Ave.; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crosscreek (50)	NA	Belk's, Penney's, Meyers-Arnold
Montague St. (16)	NA	Rose's, Winn-Dixie
Hwy. 72 By-Pass (6)	NA	Sky City, Revco
Hampton (6)	NA	Bowling's, Wharton's
K mart (12)	NA	K mart, Big Star, Radio Shack

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Belk's; J.C. Penney; Eckerd's; Meyers-Arnold.
Variety Stores : Roses; Family Dollar.
Discount Stores : Sky City; Economy Textile; Family Dollar; K mart.
Chain Drug Stores : Eckerd's; Revco; Cambridge 3; Treasury Drug.
Chain Food Supermarkets : Winn-Dixie 2; Big Star 2; Bi-Lo Super Market; Community Cash; Piggly Wiggly.
Other Chain Stores : Goodyear; Firestone; Diana (apparel); Marilyn (shoes); Sears Roebuck (order office); Eleanor Shop; S&H Green Stamps; Pic 'N Pay Shoes; Quickway; Maxwell Bros.; Rhodes; T.E. Jones; Western Auto; Wickes.

14 - NEWSPAPERS: INDEX-JOURNAL (e) 15,823; March 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Harry Garrett, Adv. Dir., INDEX-JOURNAL, PO Box 1018, Greenwood, SC 29646; Tel. (803) 223-1414.
National Representative : None.

MYRTLE BEACH

1 - LOCATION: Horry County, E&P Map D-3. Myrtle Beach is in the center of a long coastal beach area known as the Grand Strand. The Grand Strand is some 50 miles long with a populated area only a few blocks wide. The coastline is oriented northeast-southwest and Myrtle Beach is about 23 miles south of the North Carolina boundary. North Central part of SC. Seacoast on Atlantic Ocean. Resort Center on US Hwy. 17.

2 - TRANSPORTATION: Railroads : Seaboard Coast Line.
Motor Freight Carriers : 19.
Intercity Bus Lines : Greyhound; Continental Trailways.
Waterway : Intercoastal Waterway.
Airlines : Piedmont; Atlantis; Altair.
Private Air Service : Southern Air Charter.

3 - POPULATION:
Corp. City 80 Cen. 18,758
CZ-ABC: (70) 24,152; (81) 41,100
RTZ-ABC: (70) 35,579; (81) 51,800
County 80 Cen. 101,419
City & RTZ-ABC: (70) 59,731; (81) 92,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,725
CZ-ABC: (70) 7,385; (81) 14,300
RTZ-ABC: (70) 9,841; (81) 16,800
County 80 Cen. 34,798
City & RTZ-ABC: (70) 17,226; (81) 31,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	$195,000,000
Commercial	9	$325,000,000

6 - PASSENGER AUTOS: County 51,244

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 2,550

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Resort 22,000; Escod Industries-Electronic parts, 156; AVX, electronic components, 2,000; Grove Manufacturing, hydraulic cranes, 725; Wolverine Brass, brass finishing, 180; Air Base, 3,500.
Principal Pay Days : Fri.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 69-75; Summer 83-89; Fall 55-76; Winter 38-60. First killing frost, Nov. 9. Last killing frost, Mar. 23.

11 - TAP WATER: Milligrams per litre-Alkalinity 416; Hardness 7.0; Chloride Content 76 (PH8.6).

12 - RETAILING: Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Myrtle Sq. (67)	NA	Belk's, Sears, Collins
Village Sq. (16)	NA	Revco, Winn-Dixie
K mart (5)	NA	K mart
Deerfield Plaza (11)	NA	Revco
Surfwood Ctr. (8)	NA	A&P, Macks
Northstrand Ctr. (15)	NA	Colonial Super Mkt.
Eckerds Plaza (8)	NA	Eckerds
Outlet Park (18)	NA	Outlet Stores

13 - RETAIL OUTLETS: Department Stores : Sears; Belk 2; Chapin; Jerry Cox; Collins 2; Tad's; Coker; Macks 7.
Discount Stores : Revco 4; K mart 2; Big K; Family Dollar 3; J.P. Stevens; Towel Town; RDR.
Variety Stores : Rose's 2; Wood's 2.
Chain Drug Stores : Treasury 2; Eckerds 3; Revco Discount Drug Ctr. 4.
Chain Food Stores : A&P 6; Winn-Dixie 3; Piggly Wiggly 5; Big Star 3; Food Town; Minit Mart; 7-Eleven 4; Harris Teeter; Fast-Fare 3; Scottsman 5; IGA.
Other Chain Stores : Goodyear; Western Auto; Sherwin-Williams; Dardin's; Friedman Jewelers; Hickory Farms; Southern Coatings; Morrison Cafeteria; K&W Cafeteria; Carrie Nations; Western Sizzlin; Shoney's; Sambos; Slugs Rib; Brooks; Stuarts; Casual Corner; Cato's.

14 - NEWSPAPERS: SUN NEWS (m) 15,430; (S) 16,766; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donna Gruver, Promotions Mgr., SUN NEWS, PO Box 406, Myrtle Beach, SC 29577; Tel. (803) 448-8351.
National Representative : Story & Kelly-Smith.

ORANGEBURG

1 - LOCATION: Orangeburg County, E&P Map C-3. Near Center of State. Columbia 42 mi., Charleston 75 mi. On 6 major highways in rich agricultural area.

2 - TRANSPORTATION: Railroads : Southern Railway; Seaboard Coast Line.
Motor Freight Carriers : 9.
Intercity Bus Lines : Greyhound; Traileways.

3 - POPULATION:
Corp. City 80 Cen. 14,933
CZ-ABC: (70) 13,252; (81) 17,800
RTZ-ABC: (70) 68,131; (81) 75,300
County 80 Cen. 82,276
City & RTZ-ABC: (70) 81,383; (81) 93,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,719
CZ-ABC: (70) 3,793; (81) 5,900
RTZ-ABC: (70) 18,311; (81) 23,200
County 80 Cen. 25,643
City & RTZ-ABC: (70) 22,104; (81) 29,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$153,167,891
Sav. & Loan	3	$117,890,898

6 - PASSENGER AUTOS: County 51,091

7 - ELECTRIC METERS: Residence 21,143

8 - GAS METERS: Residence 8,512

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Manufacturing 8,330; Nonmanufacturing 6,282; Agriculture, Forestry, Fisheries 64; Construction 994; Transportation, Communications 616; Retail 4,022; Wholesale 997; Finance, Insur., Real Estate 713; Services 2,630.

10 - CLIMATE: Min. & Max. Temp.—Spring 64-78; Summer 75-80; Fall 48-65; Winter 28-57.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main (Russell) St.; 4 on Broughton, 5 on John C. Calhoun Dr.; 2 on Boulevard.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northgate (3)	NA	Food Shops, Drug
Orangeburg Mall (21)	NA	Rose's, Eckerd, Winn Dixie, Belk-Hudson
Orangeburg Plz. (2)	NA	Edwards; Big Star
Red & White (5)	NA	Food, Drug, Shoes
Edisto Village (6)	NA	Sky City, Bi-Low
K mart Center (4)	NA	K mart, Big Star
Chestnut Square (5)	NA	Bi-Lo, Revco, Family Dollar

Principal Shopping Days : Wed., Thurs., Fri. & Sat.
Stores Open Evenings : Chain Stores Nitely.

13 - RETAIL OUTLETS: Department Stores : Belks 2; Penneys; Kerrison's.
Variety Stores : Edwards; Rose's; Ferse; K mart; Sky City; Family Dollar.
Chain Drug Stores : Scotties; Eckerd's; Revco.
Chain Food Supermarkets : Winn-Dixie 2; Piggly Wiggly; Red & White; Big Star; Bi-Lo.
Other Chain Stores : Goodrich; Goodyear; Western Auto; Firestone; Sears (order office); Eleanor Shop; Pic 'N Pay Shoes; Cato's.

14 - NEWSPAPERS: TIMES & DEMOCRAT (m) 15,460; (S) 16,169; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Catherine C. Hughes, Adv. Dir., TIMES & DEMOCRAT, PO Drawer 1766, Orangeburg, SC 29115; Tel. (803) 534-3352.
National Representative : Landon.

ROCK HILL

1 - LOCATION: York County (SMSA). E&P Map B-2. Textile mfg. center; farming (cotton, livestock, peaches, poultry) area. Education center. 75 mi. E of Spartanburg; 28 mi. S of Charlotte; 75 mi. N of Columbia. On U.S. Hwy. 25; State Hwys. 5, 322, 72 and 901; 1-77.

2 - TRANSPORTATION: Railroads : Southern; Seaboard.
Motor Freight Carriers : 31.
Intercity Bus Lines : Greyhound; Carolina Stages.
Airlines : Eastern; Southern; Delta; Piedmont; United. (Douglas Airport-Outside Charlotte).

3 - POPULATION:
Corp. City 80 Cen. 35,344
PMA-ABC: (70) 104,872; (81) 11,500
County/SMSA 80 Cen. 106,720

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,722
PMA-ABC: (70) 29,818; (81) 43,100
County/SMSA 80 Cen. 34,861

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$1.057,712,000
Sav. & Loan	2	$222,602,049

6 - PASSENGER AUTOS: County 54,763

7 - ELECTRIC METERS: Residence 15,807

8 - GAS METERS: 6,793

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Textile Finishing & Syn. Yarns 6,874; Truck Bodies 30.

10 - CLIMATE: Min. & Max. Temp.—Spring 61-89; Summer 62-100; Fall 31-80; Winter 15-64. First killing frost, Nov. 10. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main St.; 4 on Black; 3 on White; 1 each on Oakland, Caldwell, Hampton & Elk; Beaty Shpg. Ctr.; Cherry Plaza Shpg. Ctr.; Saluda Shpg. Ctr.; Rock Hill Mall; York Plaza; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cherry Plaza	2	Community Cash, Smith Drugs
Shaw Bros	3	Shaw Bros. Mkt., Tollison Neal, Western Auto
Beaty	2	Big M,Revco, A&P
Saluda	1	Winn-Dixie, Smith Drugs
Rock Hill Mall	3	Belk, Sears, Eckerds, Winn Dixie, Shoney's Rest.
York Plaza	4	Woolco, Big M, Revco
Bi-Lo Plaza	2	Bi-Lo, Sky City, Family Dollar
K mart Plaza	3	K mart, Piggly Wiggly
Village Square	NA	Eckerd's, Winn-Dixie
Town Center	NA	Belk Mall
Shiland Hills	5	Food Town

Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Belk; J.C. Penney; Sears Roebuck.
Variety Stores : Woolworth; McCrory.
Chain Drug Stores : Tollison-Neal 3; Eckerds 2; Revco 3; Smith Drugs 3; Rite-Aid.
Discount Stores : Family Dollar Stores 2; Pic 'N Pay; Sky City; Woolco; K mart.
Chain Food Supermarkets : Winn-Dixie 4; A&P 1; Community Cash 2; Big M 2; Bi-Lo Foods; Piggly Wiggly; Food Town; Kroeger; Save-On.
Other Chain Stores : Gold Shop; Eleanors; Friedman's Jewelers; Furniture: Kimbrell's, Maxwell Bros., Harper Bros. (office supply); Sherwin-Williams (paint); Singer Co.; F.S. Gold Stamps; Top Value Stamps; Pic 'n Pay Shoes; Eckerds Drugs; Kinney Shoes; Royce Shoes; Orman's Shop; Radio Shack; Judi Smart Shops; Wrangler Wranch; The Junction; Brook's; Marion Davis; Uniroyal; Carolina Tire; Lowe's; Wickes; Ace Hardware; Heilig-Meyers.

14 - NEWSPAPERS: EVENING HERALD (e) 24,476; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard A.V. Fordham, Adv. Dir., EVENING HERALD, PO Box 11707, Rock Hill, SC 29730; Tel. (803) 327-7161.
National Representative : Landon.

SPARTANBURG

1 - LOCATION: Spartanburg County (In Greenville-Spartanburg SMSA). E&P Map B-1, County Seat. Industrial, Agricultural and Rail Center. 96 miles NNW of Columbia, in the NW part of the state. On U.S. Hwys. 29, 176, 221; State Hwys. 9, 56, 296, 417; Interstate Routes 85 and 26.

2 - TRANSPORTATION: Railroads : Main line of Southern Ry.; Cincinnati-Charleston Div.; Clinchfield (C.C.&O.); Amtrak; SCL.
Motor Freight Carriers : 34.
Intercity Bus Lines : Greyhound; Trailways.
Airlines : Eastern; Republic; Pinehurst.

3 - POPULATION:
Corp. City 80 Cen. 43,968
CZ-ABC: (70) 92,488; (81) 104,500
RTZ-ABC: (70) 190,540; (81) 223,200
County 80 Cen. 201,553
SMSA 80 Cen. 568,758
City & RTZ-ABC: (70) 283,028; (81) 327,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,050
CZ-ABC: (70) 28,573; (81) 37,200
RTZ-ABC: (70) 58,338; (81) 78,800
County 80 Cen. 69,838
SMSA 80 Cen. 171,417
City & RTZ-ABC: (70) 86,911; (81) 116,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$1,575,000,000
Sav. & Loan	4	$89,640,000

6 - PASSENGER AUTOS: County 109,766

7 - ELECTRIC METERS: Residence 65,980

8 - GAS METERS: Residence 9,581

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Rubber & Plastic 2,000; Paper Prod. 1,700; Textile 20,300; Garments 2,500; Food Prod. 1,100; Chemical Prod. 3,600; Machinery 3,100; Other Metal Prod. 2,300; Other 52,500. Total Employment 89,100.

10 - CLIMATE: Min. & Max. Temp.—Spring 58-76; Summer 66-85; Fall 43-62; Winter 37-56. First killing frost, Nov. 5. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on Main St.; 3 on Dunbar St.; 1 on Broad St.; 6 on Church St.; 2 on Magnolia St.
Neighborhood Shopping Centers : 1 block each on Pine St., E. Main, Union St., W. Main, Reidville Rd. (Parks 600 cars); Pine St. North (Parks 1,000 cars); Spartan Plaza (600 cars); New 76-Westgate Mall (4,000 cars); Hillcrest (2,000 cars).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Westgate Mall	4	Sears, Penney, Belk, Meyers, Arnold, K Mart, Winn-Dixie, Eckerds, Roses
W. Main St.	3	Com. Cash
E. Main St.	2	Community Cash
Hillcrest	2	Belk-Hud., Com. Cash, Eckerds; Aug. Smith
Pinewood	2	Rose's, Com. Cash; Rite-Aid
Whitney Rd.	2	Sky City, Bi-Lo, Revco; Family Dollar
Asheville Hwy.	3	Community Cash Alexanders, Rite-Aid, Ace Hardware
Asheville Hwy.	6	Northside, Ingles, Super Dollar
Duncan Park	1	Community Cash, Rite-Aid, Carolina Cash Dept.
K mart Plaza	2	K mart, Eckerd's

Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : most on Fri.; Sears, K mart every evening.

13 - RETAIL OUTLETS: Department Stores : Aug. W. Smith; Belk-Hudson; The Leader; Carolina Cash; The Bargain Center; Sears; J.C. Penney; John Graham Wholesale; Meyers Arnold.
Chain Drug Stores : Eckerd 3; Revco 9; Henitsh-Walker 2; Rite-Aid 14; Medicine Shoppe 1.
Discount Stores : Rose's; Sky City; K mart; Family Dollar; Super Dollar.
Variety Stores : Woolworth; Silvers.
Chain Supermarkets : Community Cash 33; Winn-Dixie 3; Bi-Lo 5; Pik-Quick Shoppe 2; Food Town 2; Fast Fare 26; Speedy Marts 6; 7-Eleven 3; Ingles 4.
Other Chain Stores : Firestone; Goodyear; Western Auto; Sherwin-Williams; DeVoe & Raynolds; Family Dollar Stores; Super Dollar; Alexanders; Ace Hardware; Lerner's; Kimbrell's (furn.); Otasco; Singer Co.; S&H Green Stamps; Top Value Stamps; Glidden; Royce (shoes); Kinney (shoes); Bridges (furn.); Scottie (drugs); B. Goodrich; Zales; Gordon's; D.P. Paul; Ford Shoes; Anderson Little; Hanover Shoes; Building Materials: Lowes; Moores; 84 Lumber.

14 - NEWSPAPERS: HERALD (m-mon to fri) 41,583; JOURNAL (e-mon to fri) 7,699; HERALD JOUNRAL (sat) 46,383; (S) 49,067; Mar. 28, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Frank Smith, National Adv. Mgr., HERALD AND JOURNAL, PO Box 1657, Spartanburg, SC 29304; Tel. (803) 582-4511.
National Representative : Landon.

SUMTER

1 - LOCATION: Sumter County, E&P Map C-2, County Seat. Site of Shaw Air Force Base. 44 mi. from Columbia; 98 mi. from Charleston; 7 mi. E of Shaw AFB. On U.S. Hwys. 15, 378, 76 and 521; State Hwys. 54, 120, 763.

2 - TRANSPORTATION: Railroads : Seaboard Coastline.
Motor Freight Carriers : 18.
Intercity Bus Lines : Sumter Transit; Atlantic Greyhound; Queen City; Carolina Scenic; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,890
CZ-ABC: (70) 38,193; (80) 42,800
RTZ-ABC: (70) 85,159; (81) 95,000
County 80 Cen. 88,243
City & RTZ-ABC: (70) 123,352; (81) 137,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,634
CZ-ABC: (70) 11,086; (81) 14,300
RTZ-ABC: (70) 20,914; (81) 26,900
County 80 Cen. 27,268
City & RTZ-ABC: (70) 32,000; (81) 41,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm.	15	$140,000,000
Sav. & Loan	5	$120,000,000

6 - PASSENGER AUTOS: County 40,979

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 8,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of wage Earners—TV Frozen Dinners, Poultry Prods. 1,500; Storage Batteries 450; Rug Fabrics 90; Fertilizer 40; Electrical 500; Furniture, Plywood, Paint & Lumber 2,325; Children's Dresses 850; Textile Printing & Finishing 450; Steel Fabrication 225; Wool Top Dyeing 158; Machine Shop. Iron Castings 130; Chenille Prdts. 75; Burial Caskets 65; Meat Prdts. 78; Bricks 65; Draperies, Quilt Covers & Bedspreads 118; Mobile Homes 120; Surgical Needles 450; Hand Tools 850; Ball Bearings, 200.
Principal Pay Days : Industrial Thu. and Fri. Military—First & 15th of month.

10 - CLIMATE: Min. & Max. Temp.—Spring 64-84; Summer 74-82; Winter 47-59. First killing frost, Nov. 1. Last killing frost, Apr. 12.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center : 8 blocks on Main St.; 5 on Liberty; 2 on Harvin; 3 on Sumter; 6 on Broad.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Palmetto Plaza (19	NA	Big Star, S.H. Kress
Wesmark Plaza	NA	Woolco, Eckerd, Winn-Dixie
Sumter Sq. (10)	NA	K mart, Winn-Dixie, Revco, Bi-Lo
Jessammie (45)	NA	The Capitol Belle-Stroman, J.C. Penney, Wilson, Cue

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Plaza (Thu.); Some Downtown (Fri.); Shpg. Ctr. nightly.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Belk-Stroman; The Capitol; Sumter Dry Goods; Brody's; Jack's; Coker's; Clark; Wilsons, Inc.
Variety Stores : McLellan's; S.H. Kress; Edwards; Clark's.
Discount Stores : Woolco; K mart.
Chain Drug Stores : Sumter Walgreen; Sibert's Rexall; EcKerd's; Revco.
Chain Supermarkets : A&P 1; Piggly-Wiggly 3; Big Star 2; Winn-Dixie 3; Bi-Lo; Ingles 2; Kroger 1.
Other Chain Stores : Advance; Firestone; OK Tire; Western Auto; Diana Shop; Glamor Shops; Sears Eleanor Shop; Darling Shop; Love Shop; Chess King; Times, Ltd.; Fine's; Athletic Attic; Casual Corner; Lerner's; Brook's; Stuart's; Jeweler's: Love's, Friedman's, Kay's Jewelers, Osterman Jewelers;, Reed's; Furniture: Maxwell Bros; Kimbrell's; Alsbrooks; Hurst-Sexton; Galloway & Moseley; Shoes: Branford Bootery; Footscene; Thom McAn; Sugarfoot; Kinney's; Butler's; Oliver's.

14 - NEWSPAPERS: ITEM (e) 19,228; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Bradham, Adv. Dir., ITEM, 20 N. Magnolia, Sumter, SC 29150; Tel. (803) 775-6331.
National Representative : Landon.

UNION

1 - LOCATION: Union County, E&P Map B-1, County Seat. Textile center. 68 mi. from Columbia; 27 mi. from Spartanburg; 66 mi. from Charlotte, NC.

2 - TRANSPORTATION: Railroads : Southern.
Motor Freight Carriers : 40.
Intercity Bus Lines : Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,523
County 80 Cen. 30,751
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,861
County 80 Cen. 10,562

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$45,100,000
Sav. & Loan	2	$34,500,000

6 - PASSENGER AUTOS: County 15,516

7 - ELECTRIC METERS: Residence, City 5,753

8 - GAS METERS: Residence, City 4,027

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Textile 5,300 ($150); Hosiery 130 ($100); Pulp Wood 100; Plastic Holders 65 ($200); Bearings Mfg. 750 ($200); Garment & Sewing 365 ($165).
Principal Industrial Pay Days : Thu. and Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 46-74; Summer 65-90; Fall 43-74; Winter 33-57. First killing frost, Oct. 30. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St.; 2 blocks on Gadberry St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Golden Triangle (9)	2	A&P
East Main (6)	1	A&P
Jonesville (3)	9	Keiths, Western Auto
Union Sq. (5)	1	Revco, Winn-Dixie
Union Plaza (3)	NA	Revco, Bi-Lo

Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Belk's; Wilburn's; Cato's; Graham Cash; Big K; Harry Froms; Fincher's Shoppe; Waco's, Gregory's; J. Cohen.
Discount Store : Family Dollar; Drug Mart, Pic 'N Pay Shoes.
Variety Stores : McClellan's; Scottie.
Chain Drug Stores : Revco, Eckerd's.
Chain Food Supermarkets : A&P; Winn-Dixie; Community Cash 2; Bi-Lo.
Other Chain Stores : Western Auto; Sears.

14 - NEWSPAPERS: TIMES (e) 6,972; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ken Beard, Adv. Mgr., TIMES, 414 S. Pinckney St., Union, SC 29329; Tel. (803) 427-1234.
National Representative : Gen. Adv. Serv.

SOUTH DAKOTA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Sioux Falls —Minnehaha County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	54	59
5-14 Years	143	107
15-24 Years	119	136
25-44 Years	136	167
45-64 Years	134	130
65 and Over	80	91
TOTAL	666	690

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	111	202	283
Genral Mdse	138	193	264
Food	259	406	626
Automobiles	270	478	603
Gasoline Stations	142	241	459
Apparel	63	106	145
Furniture	58	94	134
Eat-Drink Places	107	190	293
Drugs	55	82	124
TOTAL	1,315	2,184	3,257

ABERDEEN

1 - LOCATION: Brown County, E&P Map C-1, County Seat. Shopping center of 14-county farming, ranching and dairying area. Grocery, drug, liquor wholesale center for Northern South Dakota and Southern North Dakota. College town. Miscellaneous light manufacturing. NE part of State. 274 mi. W of Minneapolis and St. Paul. On U.S. 12, 281.

2 - TRANSPORTATION: Railroads : Chicago & North Western; Milwaukee Road; Burlington Northern.
Motor Freight Carriers : 9.
Intercity Bus Line : Jack Rabbit.
Airlines : Republic (6 flights daily)

3 - POPULATION:
Corp. City 80 Cen. 25,956
CZ-ABC: (70) 27,621; (81) 27,200
RTZ-ABC: (70) 86,101; (81) 80,300
County 80 Cen. 36,962
City & RTZ-ABC: (70) 113,722; (81) 107,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,655
CZ-ABC: (70) 8,451; (81) 9,600
RTZ-ABC: (70) 25,724; (81) 27,600
County 80 Cen. 13,357
City & RTZ-ABC: (70) 34,175; (81) 37,200

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Comm	8	$439,896,000
Sav. & Loan	2	$107,532,000

6 - PASSENGER AUTOS: County 20,776

7 - ELECTRIC METERS: Residence 10,421

8 - GAS METERS: Residence 7,285

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Auto Supplies 150 ($149); Tools 190 ($167); Wood Prod. 70 ($162); Concrete & Marble Prod. 115 ($153); Farm Prod. 72 ($150); Precision Vehicle Prod 397 ($140); Welding 39 ($162); Component Computer Parts 528 ($180); Respir. Masks 501 ($196).
Principal Industrial Pay Days : Wed. and Sat.

10 - CLIMATE: Min. & Max. Temp.—Spring 12-84; Summer 36-103; Fall 2-94; Winter -25-52. First killing frost, Sept. 6. Last killing frost, May 9.

11 - TAP WATER: Alkaline, soft (river water); fluoridated.

12 - RETAILING: Principal Shopping Center : 8 blocks on Main St., 3; on Lincoln St.; 3 on 1st St.; 3 on 2nd St.; Super City Shpg. Ctr. (20 stores) SE Aberdeen on U.S. Hwy. 12; Gibson Ctr. NW Aberdeen on U.S. Hwy. 281; K mart Ctr. SE Aberdeen on U.S. Hwy. 12.
Neighborhood Shopping Centers : 6th Ave. SE and SW; North Main; South Main.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; Sears; Four Seasons; J.C. Penney; Herberger's; Malchow Co.; Bostwick's.
Variety Stores : Ben Franklin; Coast-to-Coast; Sandvig's; Mac's.
Discount Stores : Gibson; K mart.
Chain Drug Stores : Walgreen; White; Osco.
Chain Food Supermarkets : Super Valu; Piggly Wiggly; Prairie; Gibson; Fairway.
Other Chain Stores : Goodyear; Firestone; Goodrich; Northwest Fabrics; Sherwin-Williams (paints); Singer Co.; Tradehome; Pittsburgh Plate Glass; Our Own Hardware; Women's Wear; Sharons; Maurices; Pred's; Feinstein's; Stevenson's: Shoes: Kinney; Payless; Men's Wear: Osborn's; Vanity.

14 - NEWSPAPERS: AMERICAN NEWS (e-mon to fri) 20,705; (e-sat) 12,250; (S) 22,648; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edward J. LeDuc, Adv. Dir., AMERICAN NEWS, PO Box 4430, Aberdeen, SD 57401; Tel. (605) 225-4100.
National Representative : Knight-Ridder.

BELLE FOURCHE

1 - LOCATION: Butte County, E&P Map A-2, County Seat. 56 mi. NW of Rapid City. At junction of U.S. Hwys. 212, 85 and 34.

2 - TRANSPORTATION: Railroads : C&NW.

3 - POPULATION:
Corp. City 80 Cen. 4,692
County 80 Cen. 8,372
Demograhic Information (Partial) available from Newspapers. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 1,780
County 80 Cen. 3,048

5 - BANKS: 3 Comm., Deposits $60,000,000

6 - PASSENGER AUTOS: County 4,250

7 - ELECTRIC METERS: Residence 2,142

8 - GAS METERS: Residence 1,855

9 - PRINCIPAL INDUSTRIES: Mining & Proc. of Bentonite; Clay Prod.; Wool Whses.; Livestock; Irrigation; Agric.; Bakery; Lumber; Oil Exploration; Retail Sales $56,000,000.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: POST (m-tues to fri) 3,399; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Faye L. Kennedy, Sec'y., POST, 1004 Fifth Ave., Belle Fourche, SD 57757; Tel. (605) 892-2528.
National Representative : Amer. Newsaper Rep.

BROOKINGS

1 - LOCATION: Brookings County, E&P Map D-2, County Seat. 50 mi. N of Sioux Falls. On Hwys. I-29; U.S. 14 & 77. Home of South Dakota State University. Largest in state.

2 - TRANSPORTATION: Railroads : Chicago & Northwestern; Burlington Northern.
Motor Freight Carriers : 3.
Intercity Bus Lines : Jackrabbit.

3 - POPULATION:
Corp. City 80 Cen. 14,951
County 80 Cen. 24,332

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,797
County 80 Cen. 8,033

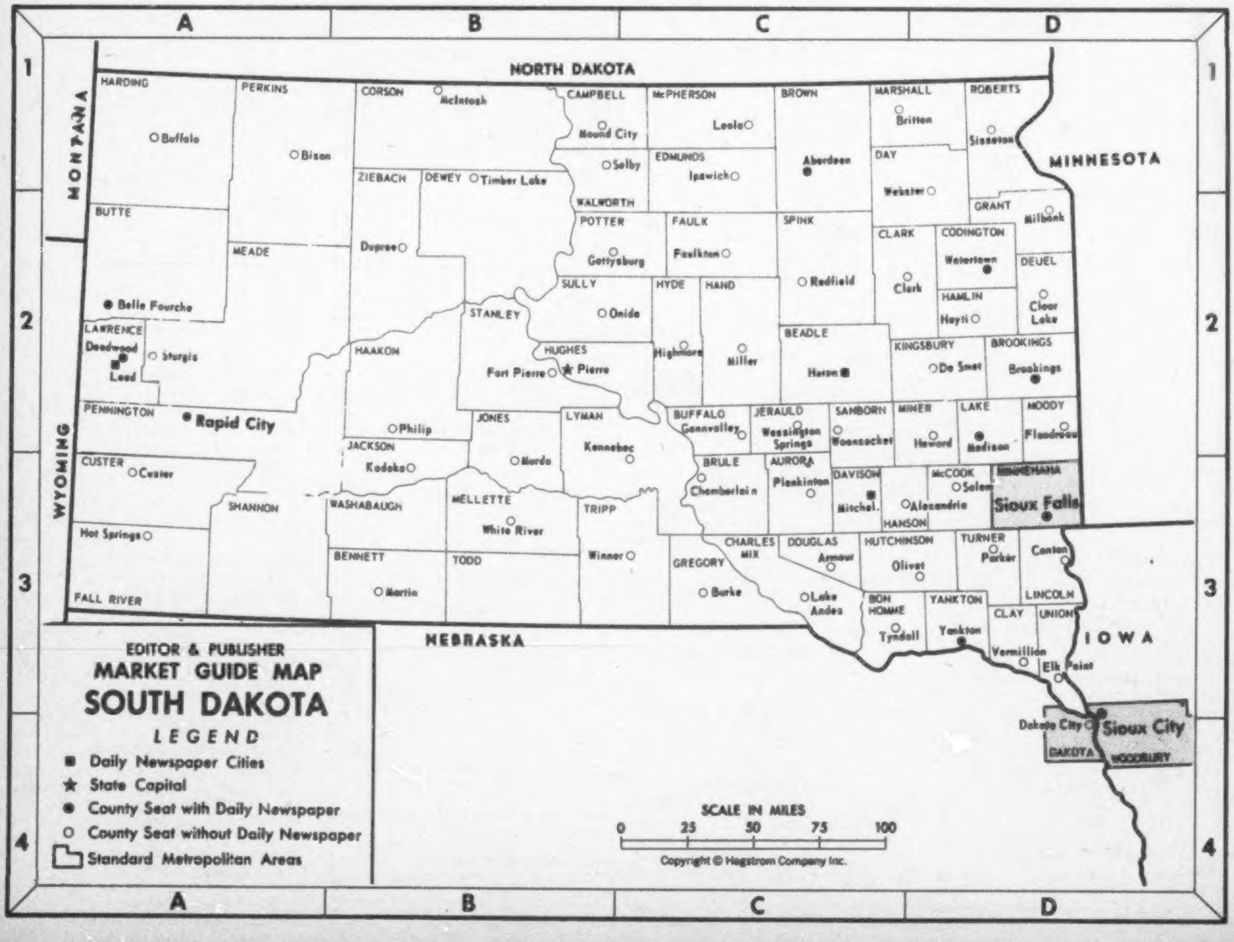
5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	1	$20,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 11,882

7 - ELECTRIC METERS: Residence 4,115

8 - GAS METERS: Residence 2,849

9 - PRINCIPAL INDUSTRIES: Government 1,955 (mostly at S.D. State Univ.); Medical Products 515; Farming & seed processing (corn, oats, barley); Other small industries 85.


EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75 100
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A B C D
1 2 3 4
NORTH DAKOTA
MONTANA
WYOMING
NEBRASKA
MINNESOTA
IOWA
HARDING
Buffalo
PERKINS
Bison
CORSON
McIntosh
CAMPBELL
Mound City
McPHERSON
Leola
BROWN
Aberdeen
MARSHALL
Britton
ROBERTS
Sisseton
Selby
EDMUNDS
Ipswich
DAY
Webster
ZIEBACH
DEWEY
Timber Lake
WALWORTH
GRANT
Milbank
BUTTE
MEADE
Dupree
POTTER
Gettysburg
FAULK
Faulkton
SPINK
Redfield
CLARK
Clark
CODINGTON
Watertown
DEUEL
Clear Lake
Belle Fourche
SULLY
Onida
HYDE
Highmore
HAND
Miller
HAMLIN
Hayti
STANLEY
BEADLE
Huron
KINGSBURY
De Smet
BROOKINGS
Brookings
LAWRENCE
Deadwood
Lead
Sturgis
HAAKON
HUGHES
Fort Pierre
Pierre
PENNINGTON
Rapid City
Philip
JONES
LYMAN
Kennebec
BUFFALO
Gannvalley
JERAULD
Wessington Springs
SANBORN
Woonsocket
MINER
Howard
LAKE
Madison
MOODY
Flandreau
JACKSON
Kadoka
Murdo
BRULE
Chamberlain
AURORA
Plankinton
DAVISON
Mitchell
HANSON
Alexandria
McCOOK
Salem
MINNEHAHA
Sioux Falls
CUSTER
Custer
SHANNON
WASHABAUGH
MELLETTE
White River
TRIPP
Winner
Hot Springs
CHARLES MIX
DOUGLAS
Armour
HUTCHINSON
Olivet
TURNER
Parker
Canton
BENNETT
Martin
TODD
GREGORY
Burke
Lake Andes
BON HOMME
Tyndall
YANKTON
Yankton
CLAY
Vermillion
LINCOLN
UNION
Elk Point
FALL RIVER
Dakota City
Sioux City
DAKOTA
WOODBURY

10 - CLIMATE: Min. & Max. Temp.-Spring 23-100; Summer 32-100; Fall 13-98; Winter 30-42.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks along Main Ave.; 2 blocks along 3rd, 4th, 5th, 6th and other areas along 6th St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookings Mall (25)	NA	Hy-Vee, White Mart.

Principal Shopping Days : Fri., Sat. & Mon., Stores open Mon. evenings.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney's; Cole's.
Discount Stores : Gibson's; Farm-Home & Fleet; Holiday Stations; White Mart.
Variety Stores : Woolworth; Ben Franklin.
Chain Food Supermarkets : Super-Value; Red Owl; Hy-Vee.
Other Chain Stores : Coast-to-Coast; Singer Co.; Gamble's; Tradehome Shoes.

14 - NEWSPAPERS: REGISTER (e-mon to fri) 5,627; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Dennis Koenders, Adv. Mgr., REGISTER, 306 Fourth St., Brookings, SD 57006; Tel. (605) 692-6271.
National Representative : Amer. Newspaper Rep.

DEADWOOD
See LEAD

HURON

1 - LOCATION: Beadle County, E&P map C-2, County Seat. Shipping Center for 15 county agricultural area. Miscellaneous small industry. Wholesale center for central part of State. 300 mi. SW of Minneapolis; 125 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads : Chicago & North Western; Burlington Northern.
Motor Freight Carriers : 4
Intercity Bus Lines : Jack Rabbit.
Airlines : Republic.

3 - POPULATION:
Corp. City 80 Cen. 13,000
CZ-ABC: (70) 14,740; (81) 13,000
RTZ-ABC: (70) 58,809; (81) 56,200
County 80 Cen. 19,195
City & RTZ-ABC: (70) 73,549; (81) 69,200
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,211
CZ-ABC: (70) 4,838; (81) 5,000
RTZ-ABC: (70) 17,828; (81) 19,400
County 80 Cen. 7,337
City & RTZ-ABC: (70) 22,666; (81) 24,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$148,897,940
Sav. & Loan	1	$48,867,789

6 - PASSENGER AUTOS: County 11,043

7 - ELECTRIC METERS: Residence 5,430

8 - GAS METERS: Residence 4,252

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Food Processing 523 ($327); Meat Packing 447 ($358); Metal Fab. 190 ($331); Cement Prod. 18 ($262); Wood Products 38 ($234); Construction 115 ($292); Manufacturing 893 ($272); Trans. & Publ. Utilities 321 ($320); Wholesale, Retail Trade 943 ($272); Finance, Insur. Real Estate 258 ($193); Services & Misc. 1,215 ($342).

10 - CLIMATE: Min. & Max. Temp.—Spring 43-57; Summer 57-87; Fall 33-61; Winter 5-27; First killing frost, Sept. 29. Last killing frost, May 6.

11 - TAP WATER: Alkaine, soft; fluoridated

12 - RETAILING: Principal Shopping Center : 4 blocks on Dakota Ave. S.; 4 on Third St. S.E. & S.W.
Neighborhood Shopping Centers : Southgate; Dakota Ave. S.; Supercity, Dakota Avenue N.; Huron Mall (40 stores) Lincoln and 21st.
Principal Shopping Days : Department Stores—Sun., Mon., Fri. and Sat. Food—Fri., Sat., Sun. & Thu.
Stores Open Evenings : Dept.—Fri.; Food & Shppg. Ctrs.-Every night.

13 - RETAIL OUTLETS: Department Stores : Sears Roebuck; J.C. Penney; Pamida; K mart; Lewis
Variety Store : Ben Franklin.
Chain Drug Stores : Osco; Lewis.
Chain Food Supermarkets : Randall's; Red Owl; Fairway Grocery.
Other Chain Stores : Firestone; Stevenson's; Osborns; Coast-to-Coast; Our Own Hardware; Sandvig's Farm Supply.

14 - NEWSPAPERS: PLAINSMAN (e-mon to fri) 13,876; (S) 14,286; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Darrell Walker, Adv. Mgr., PLAINSMAN, 49 3rd St., S.E., Huron, SD 57350; Tel. (605) 352-6401.
National Representative : Branham.

LEAD-DEADWOOD

1 - LOCATION: Lawrence County, E&P Map A-2, County Seat. 43 mi. NW of Rapid City. On Hwys. 85, 385 and 14.

2 - TRANSPORTATION: Railroads : BN.
Motor Freight Carriers : All American; Barber.
Intercity Bus Lines : Continental.

3 - POPULATION:
Corp. Cities 80 Cen. 6,365
Deadwood 80 Cen. 2,035
Lead 80 Cen. 4,330
County 80 Cen. 18,339

4 - HOUSEHOLDS:
Cities 80 Cen. 2,482
Lead 80 Cen. 1,655
Deadwood 80 Cen. 827
County 80 Cen. 6,738

5 - BANKS: 3, Est. Deposits $31,200,000

6 - PASSENGER AUTOS: County 9,391

7 - ELECTRIC METERS: Residence 3,362

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Gold Mining; Timbering; Jewelry Mfg.; Post Treating; Agric.; Steel Fabrication; Tourist Bus; Milk Processing; Pulpwood.

10 - CLIMATE: Min. & Max. Temp.—Spring 38-61; Summer 50-90; Fall 24-80; Winter 15-60.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING:
Principal Shopping Days : Thu., Fri. & Tues. after pay day.

13 - RETAIL OUTLETS: Department Stores : Anthony's; J. C. Penney.
Discount Stores : Pamida; Ben Franklin.
Chain Drug Stores : Frontier Rexall 4.
Chain Food Supermarkets : Safeway; Piggly Wiggly; Circle Foods.
Other Chain Stores : Coast-to-Coast; Montgomery-Ward (Catalog); Sears (Catalog).

14 - NEWSPAPERS: LEAD DAILY CALL (e) and DEADWOOD PIONEER-TIMES (e) Combined 2,493; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data. Vonl A Mattson, Pub., CALL-PIONEER-TIMES, S. Main, Lead, SD 57754; Tel. (605) 584-2303.
National Representative : Landon.

MADISON

1 - LOCATION: Lake County, E&P Map D-3, County Seat. 58 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads : BN.
Motor Freight Carriers : 3.
Intercity Bus Lines : Jack Rabbit.

3 - POPULATION:
Corp. City 80 Cen. 6,210
County 80 Cen. 10,724
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,374
County 80 Cen. 3,938

5 - BANKS:	NUMBER	DEPOSITS
Savings & Comm.	3	$70,000,000
Sav. & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 5,911

7 - ELECTRIC METERS: Residence 2,502

8 - GAS METERS: Residence 1,923

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Poultry Packing 125; Elec. Pwr. Coop. 75; Machine Tools 50; Dakota State College 160; Farm Machinery 250; Cabinets 50; Pumps 50; Auto Parts 50.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-58; Summer 56-81; Fall 34-58; Winter 4-25. First killing frost, Sept. 28. Last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Days : Tues., Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores : Galloway's; J.C. Penney.
Variety Store : Ben Franklin.
Chain Drug Stores : Walgreen; Rexall.
Chain Food Supermarkets : Jack & Jill; Super Valu.
Other Chain Stores : Montgomery Ward; Sears; Coast-to-Coast; Our Own Hardware; Holiday; Pamida.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,915; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Merrill D. Hunter, Pub., LEADER, 214 S. Egan Ave., Madison, SD 57042; Tel. (605) 256-4555.
National Representative : Amer. Newspaper Rep.

MITCHELL

1 - LOCATION: Davison County, E&P Map C-3. Commercial center of highly-devloped farm area. 640 mi. from Chicago; 253 mi. from Omaha; 310 mi. from Minneapolis; 76 mi. from Sioux Falls.

2 - TRANSPORTATION: Motor Freight Carriers : 4.
Intercity Bus Lines : Jack Rabbit Intercity; Randall.
Airlines : Republic.

3 - POPULATION:
Corp. City 80 Cen. 13,916
CZ-ABC: (70) 13,425; (81) 13,800
RTZ-ABC: (70) 89,443; (81) 81,200
County 80 Cen. 17,820
City & RTZ-ABC: (70) 102,868; (81) 95,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,402
CZ-ABC: (70) 4,363; (81) 5,200
RTZ-ABC: (70) 27,518; (81) 28,700
County 80 Cen. 6,656
City & RTZ-ABC: (70) 31,881; (81) 33,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$188,918,000
Sav. & Loan	2	$32,125,000

6 - PASSENGER AUTOS: County 10,785

7 - ELECTRIC METERS: 5,295

8 - GAS METERS: 510

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)— Gen. Industrian 475 ($271); Public Utility 66 ($305); Public Schools 250 ($225); Computer Ind. 140 ($220); Other Ind. 50, ($260).

10 - CLIMATE: Min. & Max. Temp.—Spring 20-69; Summer 57-86; Fall 27-81; Winter 1-49. First killing frost, Oct. 6. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center : 13 blocks on Main; 4 on 1st; 2 on 2nd; 3 on 3rd; 2 on 4th; Super City.
Shopping Center : Four Seasons; Super City (12 Stores—Super Value, Shopko, Grigg's, Radio Shack).
Principal Shopping Days : Mon., Thu., Sat., Food—Wed. & Sat.
Stores Open Evenings : Dept. Mon.; Food & Drug nightly, Discount nightly.

13 - RETAIL OUTLETS: Department Stores : Buche; Penney; Four Seasons; Coles.
Variety Stores : Woolworth's.
Chain Drug Stores : State/Snyder; Shopko Phcy.
Discount Stores : Shopko; K mart; Bennett's; Ben Franklin.
Chain Food Supermarkets : Randall Super Valu; Sunshine Mkt.; Prairie Market.
Other Chain Stores : Firestone; Goodyear; S&H Green Stamps; Radio Shack; Sherwin-Williams; Singer; Bostwick's; Tractor Supply; Campbell Supply; Peavey Building Supply; Fullerton Lumber; United Building Center.

14 - NEWSPAPERS: REPUBLIC (e) 13,780; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Steve Link, Adv. Mgr., REPUBLIC, 120 S. Lauler, Mitchell, SD 57301; Tel. (605) 996-5514.
National Representative : Thomson.

PIERRE

1 - LOCATION: Hughes County, E&P Map B-2. State Capital. On U.S. Hwys. 14, 16; State Hwy. 34.

2 - TRANSPORTATION: Railroads : Chicago & NW.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound.
Airlines : Western; Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,973
County 80 Cen. 14,220

4 - HOUSEHOLDS:
City 80 Cen. 4,447
County 80 Cen. 5,180

5 - BANKS: Commercial and Sav. & Loan, Dep. $338,000,000.

6 - PASSENGER AUTOS: County 7,747

7 - ELECTRIC METERS: Residence 4,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.)—Retail 570; Construction 1,700; Store House 975; Services & Others 2,272.

10 - CLIMATE: Min. & Max. Temp.—Spring 36-80; Summer 60-105; Fall 32-75; Winter 25-32. First killing frost, Sept. 29. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center : 6 blocks on Pierre St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pierre (34)	NA	K mart, Bostwicks, JC Penney Mall
Red Owl	NA	

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Mon.
Stores Open Sundays : Drug, supermarkets & Red Owl Shopping Center.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Gamble; Lucas & Theim; K mart; Bostwicks.
Variety Stores : Ben Franklin; Coast-to-Coast; OK Hardware.
Discount Stores : Red Owl; Pamida.
Chain Drug Stores : Vilas Rexall 2; corner Drugs Walgreen.
Chain Food Supermarkets : Red Owl; Sooper Dooper; Spies Super Valu.
Other Chain Stores : S&H Green Stamps; Goodyear; Montgomery Ward (catalog & tires); Sears (catalog).

14 - NEWSPAPERS: CAPITAL JOURNAL (e-mon to fri) 5,000; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Leon J. Brandriet, Adv. Mgr., CAPITAL JOURNAL, 404 E. Sioux, Pierre, SD 57501; Tel. (605) 224-7301.
National Representative : Amer. Newspaper Rep.

RAPID CITY

1 - LOCATION: Pennington County, E&P Map A-2, County Seat. Tourist area—Mt. Rushmore (2 1/4 million vistors annually). Close to (100 mi.) Badlands Nat'l. Monument, Wind Cave Nat'l. Park, Jewel Cave Nat'l. Park. 30 mi. from Western border of S. Dakota, on foothills of Mountainous Black Hills. Minneapolis, 600 mi.; Denver 400 mi.; Omaha 531 mi.; Sioux City, 464 mi.; Billings, 410 mi. Elevation 3,140 feet. Vacation and resort center. On I-90.

2 - TRANSPORTATION: Railroads : Chicago & NW.
Motor Freight Carriers : Barber Trans.; Salt Creek Frght; All American.
Intercity Bus Lines : Black Hills Stage Lines; Continental Trailways; Gray Line of the Black Hills; Jack Rabbit.
Airlines : Western; Frontier; Republic.

3 - POPULATION:
Corp. City 80 Cen. 46,492
CZ-ABC: (70) 46,430; (81) 54,800
RTZ-ABC: (70) 82,595; (81) 96,900
County 80 Cen. 70,133
City & RTZ-ABC: (77) 129,025; (81) 151,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,233
CZ-ABC: (70) 14,244; (81) 19,400
RTZ-ABC: (70) 24,606; (81) 33,300
County 80 Cen. 25,186
City & RTZ-ABC: (70) 38,850; (81) 52,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$878,700,000
Sav. & Loan	3	$240,506,330

6 - PASSENGER AUTOS: County 40,487

7 - ELECTRIC METERS: Residence 20,409

8 - GAS METERS: Residence 15,351

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Foresty and Fishing 105; Mining and Quarrying 205; Construction 1,275; Manufacturing 2,340; Railroads 90; Other utilities 1,590; Wholesale Trade 909; Retail Trade 4,208; Finance, Ins. & R.E. 841; Services 2,175; Private Household 500; Govt. 5,050. Tourists spent $116,400,000 in 1976. Ellsworth Air Force base has about 6,190 military personnel and with families about 15,000 people. Military & civilian payroll $65 million.
Principal Pay Days : Sat. and Tues.

10 - CLIMATE: Min. & Max. Temp.—Spring 17-74; Summer 31-103; Fall 13-103; Winter 22-74. First killing frost, Sept. 13. Last killing frost, June 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Main St.; 5 blocks on St. Joe St., connecting streets from Fouth to Ninth; Rushmore Mall Shopping Center, 800,000 sq. ft. Anchor stores—Sears, Penneys, Herberger's; Target.

Neighborhood Shopping Centers : East Boulevard; Baken Park area; Canyon Lake area: Ellsworth Air Force Base Villa Ranchero; Robbinsdale Ctr.; North Rapid Ctr.; Family Thrift Ctr.; K mart; Northgate Shpg. Ctr.; Time Square; Sturgis Road Strip.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baken Park (28)	NA	Piggly-Wiggly, Kresge
Northgate (7)	NA	World of Fabrics, K mart
North Rapid	NA	North Rapid Drugs
Robbinsdale	NA	Piggly Wiggly
Rushmore Mall (66)	NA	J.C. Penney, Herbergers, Lewis Drug, Sears, Target
Villa Ranchero (17)	NA	Villa Superette, Jack & Jill
South Town (26)	NA	Safeway, Mills Drug

Other Chain Stores : Coast; Singer Co.; Cook's Paint; Three Sisters; Firestone; Sherwin-Williams; Ace Hdwe.; National Shoes; G.G. Fashions; Sweetbriar Shop; Kinney's Shoes; LaBelles; Pay 'N Pack.
Principal Shopping Days : Department and Apparel—Sat., Fri., Mon. Food: Sat., Fri.
Stores Open Evenings : Thu.; Malls—Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores : Gambles; Penney; Sears; Haggerty's; Family Thrift Center; Ward's; K mart.
Variety Stores : Woolworth, Kresge
Chain Drug Stores : Mills Drug 3; Osco.
Discount Stores : Thrift Ctr.; La Belles; K mart; Target.
Chain Food Supermarkets : Safeway 3; Piggly Wiggly 3; Sooper Dooper 2; Thrift Center; K mart; Prairie; Albertson's.

14 - NEWSPAPERS: JOURNAL (e) 32,721; (S) 33,681; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Hall, JOURNAL, 507 Main St., Rapid City, SD 57701; Tel. (605) 342-0280.
National Representative : CWO&O.

SIOUX FALLS

1 - LOCATION: Minnehaha County (SMSA). E&P Map D-3. SE South Dakota. Wholesale center. Rich agricultural area. 90 mi. NW of Sioux City; 240 mi. SW of Minneapolis. On U.S. Hwys. 42, 77, I-29, I-90, I-229; State Hwy. 38.

2 - TRANSPORTATION: Railroads : Chicago & Northwestern; Burlington Northern; Illinois Central Gulf (I.C.G).
Motor Freight Carriers : 38.
Intercity Bus Lines : Jack Rabbit; Greyhound; Springfield; Midwest Coach.
Airlines : Western; Republic; Ozark.

3 - POPULATION:
Corp. City 80 Cen. 81,343
CZ-ABC: (70) 72,488; (81) 79,600
RTZ-ABC: (70) 160,453; (81) 166,400
County/SMSA 80 Cen. 109,435
City & RTZ-ABC: (70) 232,941; (81) 246,000

4 - HOUSEHOLDS: 21Corp. City 80 Cen. 30,883
CZ-ABC: (70) 22,538; (81) 28,600
RTZ-ABC: (70) 49,034; (81) 58,400
County/SMSA 80 Cen. 40,054
City & RTZ-ABC: (70) 71,572; (81) 87,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$1,833,876,000
Sav. & Loan	5	$312,682,987

6 - PASSENGER AUTOS: County 66,191

7 - ELECTRIC METERS: Residence 29,595

8 - GAS METERS: Residence 29,095

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage)—Food 4,010 ($281.47); Small Mfrs. 7,070 ($232.16).
Principal Industrial Pay Days : Thu.

10 - CLIMATE: Min. & Max. Temp.—Spring 45-68; Summer 56-81; Fall 23-45; Winter 11-32. First killing frost, May 5. Growing season is 152 days.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers : 5 blocks on Phillips Ave.; 4 on Main Ave.; 4 on Tenth St. Downtown; Western Mall, 41st St.; Empire Mall, 41st St. New Town Mall, Louise Ave.
Neighborhood Shopping Areas : 26th St. & Minnesota Ave.; 18th St. & Minnesota Ave.; 18th St. & Grange Ave.; 8th St. & Indiana Ave.; 10th St. & Blauvelt Ave.; 26th & Western Ave.; 34th & Minnesota Ave.; 39th & Minnesota Ave.; 10th St. & Franklin Ave.; 10th St. & Cleveland Ave; 10th St. & Kiwanis; 10th & Cliff Ave.; 41st & Minnesota Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Ridge (11)	NA	Chuck's, Park Ridge Drug
Southgate	NA	Lewis Drug
Southway (15)	NA	Sam's Super Value, Payless Shoes
Western Mall (69)	NA	Coast to Coast, Shriver's, Bostwick
The Empire (89)	NA	Younkers, Penneys, Dayton's, Osco
New Town Mall (20)	NA	Target, Shrivers

Principal Shopping Days : Dept. Stores—Mon., Fri., Sun. and Sat. Food—Thurs., Fri. & Sat.
Stores Open Evenings : Mon. & Fri. Food—Super Mkts., Major Shopping Centers—Every night, Mon. to Sat. & Sun. 11 to 6.

13 - RETAIL OUTLETS: Department Stores : Shriver's (Idaho Dept. Stores); J.C. Penney; Sears Roebuck; Lewis Drug Stores 3; K mart 3; Bostwicks; Younkers; Dayton's.
Discount Stores : K mart; Lewis Drug Stores; Target.
Chain Drug Stores : Walgreen; Osco.
Chain Food Supermarkets : Sunshine 7; Gettens 2; Super Valu 2; Nash Finch; Hinky Dinky 3; Hy Vee 2; Safeway 1.
Other Chain Stores : Women's Apparel: Vanity, Maurices 2, Mode O Day, Geyerman's 2, Suzies Casuals, Three Sisters; Shoes: Baker's, G. R. Kinney, Caldwells, National Payless Shoes, Gallenkamp, Woderfour; Auto Supply: Champion Auto, Firestone; Paint: Cook, Pittsburgh, Sherwin-Williams; Misc.: Fanny Farmer; Singer Co.; Team Electronics 3; Radio Shack 3; Zales Jewelry; Osborns Mens Wear; N.W. Fabrics; Russell Stover Candy; Hallmark 3; Scheels Hardware 2; Pay 'N Pak; LaBelles; Coast to Coast.

14 - NEWSPAPERS: ARGUS LEADER (m) 44,652; (S) 55,154; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William A. Barry Adv. Dir., ARGUS LEADER, 200 S. Minnesota Ave., Sioux Falls, SD 57105; Tel. (605) 331-2369.
National Representative : Gannett.

WATERTOWN

1 - LOCATION: Codington County, E&P Map D-2, County Seat. Retail shopping and wholesale distributing and agricultural center. 190 mi. W of Minneapolis, MN and 89 mi. NW of Sioux Falls, SD.

2 - TRANSPORTATION: Railroads : GN; C&NW; M&St. L.
Motor Freight Carriers : 7.
Intercity Bus Lines : Greyhound; Jack Rabbit.
Airlines : Republic

3 - POPULATION:
Corp. City 80 Cen. 15,649
CZ-ABC: (70) 14,404; (81) 16,300
RTZ-ABC: (70) 58,585; (81) 55,500
County 80 Cen. 20,885
City & RTZ-ABC: (70) 72,989; (81) 71,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,051
CZ-ABC: (70) 4,731; (81) 6,200
RTZ-ABC: (70) 18,196; (81) 19,900
County 80 Cen. 7,675
City & RTZ-ABC: (70) 22,927; (81) 26,100

5 - BANKS:	NUMBER	DEPOSITS
Com. & Sav.	2	$144,407,350
Sav. & Loan	1	$120,368,822

6 - PASSENGER AUTOS: County 11,421

7 - ELECTRIC METERS: Residence 6,386

8 - GAS METERS: Residence 4,975

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Rubber Molding 350 ($260); Bakery Goods 90 ($250); Cement Prod. 80 ($230); Woodworking Plants 40 ($200); Mobile Homes ($200).
Principal Industrial Pay Days : Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 30-53; Summer 55-80; Fall 33-57; Winter 4-24. Spring killing frost, May 16. Fall killing frost, Sept. 27.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 8 blocks on Kemp Ave.; N. & S. Broadway; N. & S. Maple St.; 4 blocks on 1st Ave. N.; 1 block on 2nd St. N.E.
Shopping Centers : Watertown Mall (E on U.S. Highway 212)—34 stores K mart; True-Value Hardware, Duling Optical, First National Bank, Herberger's, J. C. Penney Co., OSCO Drug, Riddle Jewelry, Tradehome Shoes, Baskin & Robbins Ice Cream, B. Dalton Books, Burke's Children's Wear, Carousel Snack Bar, Circus Game Room, Coach House Card & Gifts, General Nutrition, Godfather's Pizza, Kinney Shoes, Maurice's Women's Fashions, Michael's Women's Fashions, Morrey A Women's Fashions, Regis Hairstyling, Maxs Lounge, Stevenson's Women's Fashions, Swiss Colony Cheese, Two Plus Two, Zale Jewelry, Pastry Shop, Gregory's Men's Store; Naturalizer Shoes, Peanut Shack; Radio Shack; Extra Innings Sports. Miracle Mall (6 stores—Ken's Fairway Foods; Tempo): 4 block area at junction of U.S. Hwys. 212 & 81; 5 block area on Hwy. 20 to Lake Kampeska.
Principal Shopping Days : Thurs., Fri., Sat., Sun.
Stores Open Evenings : Townwide Thursday; Food and Shopping Center, nightly.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Herberger's; Tempo; Pamidas; K mart.
Chain Drug Store : Osco.
Discount Stores : Tempo; Prairie Market (Food) Fleet Wholesale (Hardware); Pamida; K mart; Tractor Supply (TSC).
Variety Store : Woolworth;
Chain Food Supermarkets : Ken's Fairway; Red Owl; O.P. Skaggs; Spies 10.
Other Chain Stores : Singer Co.; Sears (catalog); Tradehome Shoes; Goodyear; Firestone; House of Fabrics.

14 - NEWSPAPERS: PUBLIC OPINION (e) 17,328; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: A. W. Johnson, Adv. Mgr., PUBLIC OPINION, 120 Third Ave., N.W., Watertown, SD 57201; Tel. (605) 886-6901.
National Representative : Branham.

YANKTON

1 - LOCATION: Yankton County, E&P Map D-3, County Seat. Located on the Missouri River near the confluence of the James River. Retail trade center 165 mi. NW of Omaha. Juncture of U.S. 81; South Dakota 50.

2 - TRANSPORTATION: Railroads : Burlington Northern (freight only).
Motor Freight Carriers : 3.
Bus Lines : Jack Rabbit.
Airlines : Republic.

3 - POPULATION:
Corp. City 80 Cen. 12,011
County 80 Cen. 18,952

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,463
County 80 Cen. 6,624

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$124,844,000
Sav. & Loan	2	$41,000,000

6 - PASSENGER AUTOS: County 10,478

7 - ELECTRIC METERS: Residence 4,482

8 - GAS METERS: Residence 4,314

9 - PRINCIPAL INDUSTRIES: Agriculture and manufacturing area. 49 manufacturing establishments; employing 3,700. Seeds; Trees; Machine Tools; Electricity; Poultry Products and Feeds; Steel Scaffolding; Conveyors; Meat Processing; Printing and Binding; Sheet Metal Works; Electronic Components; Quartz Crystals; Livestock Trailers; Fork Lifts; Front End Loader. Health industry-employing 1,451 (clinics, hospitals, nursing homes, etc.).

10 - CLIMATE: Min. & Max. Temp.—Spring 34-59; Summer 69-76; Fall 35-64; Winter 18-24. First killing frost, Oct. 11. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on 3rd St.; 3 on Broadway; 2 on Walnut; 2 on Douglas.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Yankton Mall (56)	2	Mont. Ward, Singer Co., J.C. Penney, TG&Y
Yankton Plaza	NA	Alco Disc., Hinky Dinky Super Mkt.

Principal Shopping Days : Fri., Sat. & Sun.
Stores Open Evenings : Department Stores—Fri. Food—Mon. thru Sun. Shopping Mall-Mon., Thu., Sun.

13 - RETAIL OUTLETS: Department Stores : Fantle Bros.; Montgomery Ward; J.C. Penney; Shriver's.
Variety Stores : TG&Y.
Discount Stores : K mart; Alco.
Chain Food Supermarkets : Super Valu; Rod's IGA Sunshine; Kapitan's IGA; Don's Super Saver; Haskers; Hinky-Dinky.
Chain Drug Stores : Yankton Rexall; White Drug.
Other Chain Stores : Coast to Coast; Firestone; Clem's Goodyear; Gambles; Singer Co.; Tradehome Shoes; Bomgaars; Stevensons; Radio Shack; Flowerama; Kinneys; B. Dalton Books.

14 - NEWSPAPERS: PRESS & DAKOTAN (e) 10,841; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Georgene Jurgensen., Adv. Mgr., PRESS & DAKOTAN, 319 Walnut St.,Yankton, SD 57078; Tel. (605) 665-7811.
National Representative : Landon.

TENNESSEE SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Chattanooga, Tenn.-Ga. —Hamilton, Marion and Sequatchie Counties, Tenn.; Catoosa, Dade and Walker Counties, Ga.
Clarksville-Hopkinsville, Tenn.-Ky. —Montgomery County, Tenn.; Christian County, Ky.
Johnson City-Kingsport-Bristol, Tenn.-Va. —Carter, Hawkins, Sullivan, Unicoi and Washington Counties, Tenn.; Bristol City, Scott and Washington Counties, Va.
Knoxville —Anderson, Blount, Knox and Union Counties.
Memphis, Tenn.-Ark.-Miss. —Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.
Nashville-Davidson —Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson and Wilson Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	325	326
5-14 Years	773	720
15-24 Years	701	854
25-44 Years	939	1,278
45-64 Years	807	895
65 and Over	382	518
TOTAL	3,926	4,591

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	525	816	1,192
Genral Mdse	1,212	1,764	2,524
Food	1,825	3,007	4,850
Automobiles	1,946	3,323	4,386
Gasoline Stations	663	1,151	2,298
Apparel	418	611	876
Furniture	394	599	895
Eat-Drink Places	510	990	1,598
Drugs	271	412	649
TOTAL	8,466	13,692	21,118

ALCOA

See MARYVILLE

ATHENS

1 - LOCATION: McMinn County, E&P Map D-2, County Seat. Educational. industrial and agriculturel center. 57 mi. NE of Chattanooga; 56 mi. SW of Knoxville. On Lee Hwy.; U.S. Hwy. 11 and I-75.

2 - TRANSPORTATION: Railroads - L. & N.; Southern.
Intercity Bus Lines - Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,080
County 80 Cen. 41,878

4 - HOUSEHOLDS: Corp. City 80 Cen. 4,445
County 80 Cen. 14,727

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$84,114,000
Sav. & Loan	2	$53,500,000

6 - PASSENGER AUTOS: County 24,733

7 - ELECTRIC METERS: Residence 9,300

8 - GAS METERS: Residence 2,047

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners-Disc Plows 300; Table 150; Plastics 150; Photo. Finishing 100; Gas and Elec. Stoves 200; Process Milk 200; Chair Mfg. 200; Hosiery 750; Bed Mfg. 150; Paper Box Mfg. 100; Newsprint 1,200; Elect. Motors 500; Clothing 350; Elect. Light Metal 300; Refrigerated Trucks 200.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Madison Park (14)	NA	Revco, Proffitts
Whiteway (10)	NA	Big K, Fuller Shoe
Athens Plaza (13)	NA	Red Food, Pic'N Pay, Roses; K mart

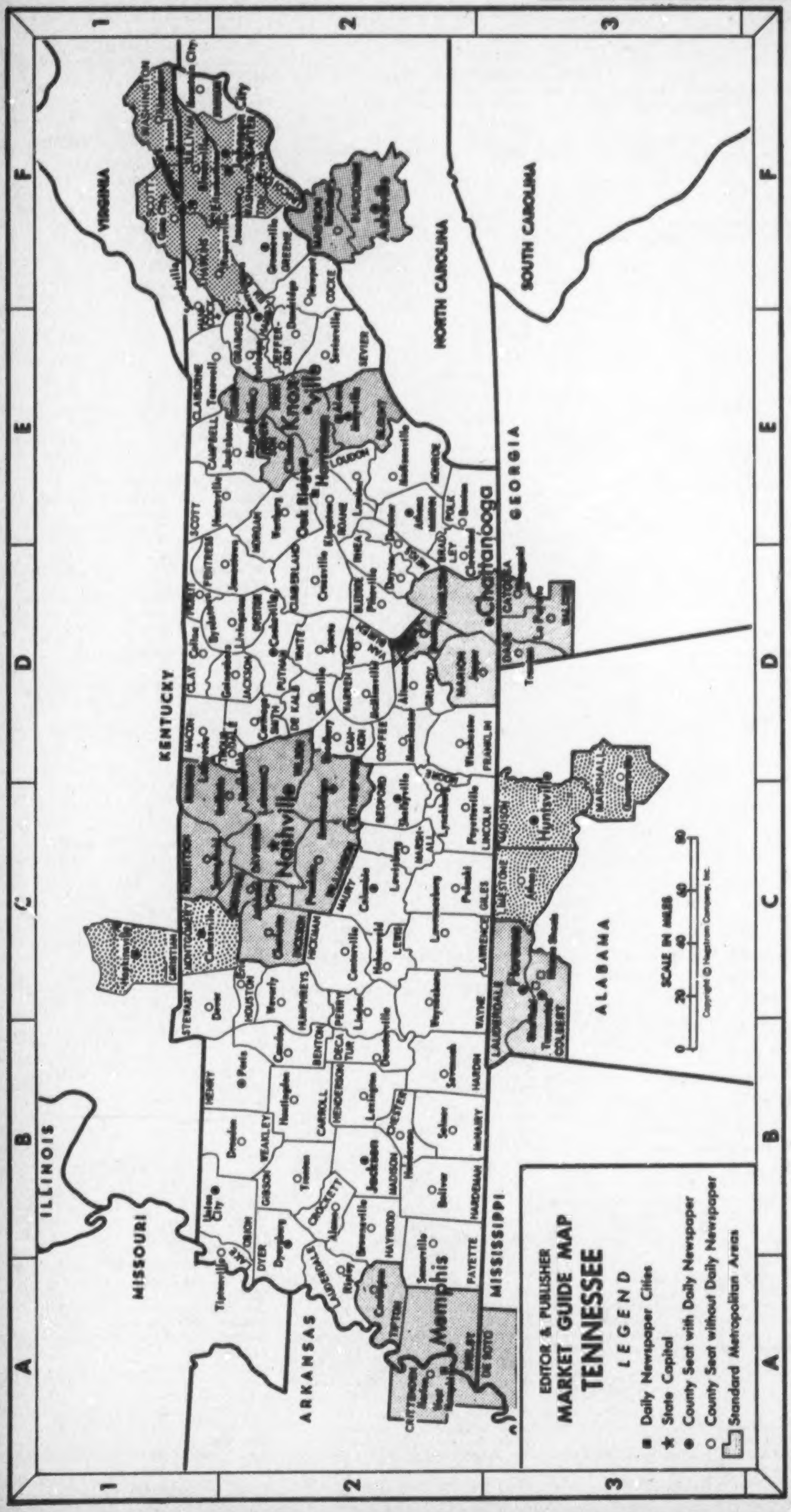
Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Proffitts; Big K; Rose's; K mart; Athens Outlet 2; Jenkins & Darwin; Jeeco's.
Variety Stores - Woolworth; Economy; V.J. Elmore.
Discount Stores - Big K; Roses; K mart; Dollar General; Top Dollar; Athens Outlet 2.
Chain Drug Stores - Rexall.
Chain Food Supermarkets : White Stores; Alfred's IGA; Red Foods; Pruitt's Food Town.
Other Chain Stores : Keyser Firestone; Goodyear; Long John Silver; Pizza Hut; Burger Queen; Sonic Burger; Hardee's; Kentucky Fried Chicken; Merle Norman Cosmetics.

14 - NEWSPAPERS: POST-ATHENIAN (e-mon. to fri.) 9,230; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Hugh Ashworth, Adv. Dir POST-ATHENIAN, 320 S. Jackson St., Athens, TN 37303; Tel. (615) 745-5664.
National Representatives : Landon.

BRISTOL, TN

See BRISTOL, VA


EDITOR & PUBLISHER
MARKET GUIDE MAP
TENNESSEE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 20 40 60 80
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KENTUCKY
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GEORGIA
ALABAMA
MISSISSIPPI
ARKANSAS
MISSOURI
ILLINOIS
Memphis
Nashville
Knoxville
Chattanooga
Huntsville
Jackson
A
B
C
D
E
F
1
2
3

CHATTANOOGA

1 - LOCATION: Hamilton County (In Chattanooga, TN-GA SMSA). E&P Map D-3, County Seat. On Tennessee River. On U.S. Hwys. 41, 11, 27, 64, 76, 127, I-24, I-59, I-75; Lookout Mountain Scenic Hwy. Chickamauga Dam is a few miles away.

2 - TRANSPORTATION: **Railroads** - Family Lines System; Southern; Tenn., Ala. & Ga.
Motor Freight Carriers - 38.
Intercity Bus Lines - Greyhound; Continental Trailways.
Airlines : Delta; Republic; Tennessee Airways.

3 - POPULATION:
Corp. City 80 Cen. 169,565
CZ-ABC: (70) 250,232; (81) 277,300
RTZ-ABC: (70) 397,656; (81) 514,500
SMSA 80 Cen. 426,540
County 80 Cen. 287,740
City & RTZ-ABC: (70) 647,888; (81) 791,800
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 62,139
County 80 Cen. 103,319
SMSA 80 Cen. 150,760
CZ ABC: (70) 81,467; (81) 104,400
RTZ-ABC: (70) 120,486; (81) 179,400
City & RTZ-ABC: (70) 201,953; (81) 283,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$1,150,329,894
Sav. & Loan	3	$712,975,478

6 - PASSENGER AUTOS: County 176,881

7 - ELECTRIC METERS: Residence 124,657

8 - GAS METERS: Residence 25,409

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Wkly. Wage) - Durable Goods 23,400 ($291); Nondurable Goods 29,200 ($255); Nonmanufacturing 121,600.

10 - CLIMATE: Avg. Temp. - Spring 59; Summer 78; Fall 64; Winter 38. Avg. Precipitation 51.33 inches.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belvoir (8)	6	Electrolux, Uniform Center
Brainerd (4)	8	Western Auto, Ace Hdwr., Service Mdse. Co.
Dallas Hollow	15	Red Food
Dallas Plaza	15	Eckerd's
Dayton Plaza (12)	6	Specialty Shops
Eastgate Ctr. (90)	8	Eckerd's, Jernigan's Furniture, Miller's, Lovemans, Murphy's, Penney's, Revco, Woolworth
East Ridge (4)	8	Red Food, Zayre
Lee Plaza E. (8)	15	Revco, Kroger
Bestyet - Rossville	5	Bestyet
Golden Gateway (12)	0	Zayre, Red Food
Park Plaza (17)	11	Eckerd's, Consumer Warehouse Foods
Hickory Valley	15	Red Food
Highland Plaza (20)	6	Loveman's, Revco, Consumer Warehouse Foods, Pruett's, Western Auto, Otasco
Highway 58 Shopping Ctr. (4)	9	Pruett's Foods, Pic 'N Pay, Eckerd's
Jones Plaza	9	Specialty Shops
K mart - Hixson	6	K mart
K mart - E. Ridge	7	K Mart
Kroger Plaza (10)	4	Kroger, Pic 'n Pay
Lake Hills (3)	8	Red Food, Gannaway-Riley
Meador Professional (36)	5	Olympic Health, Shops
Mountain View Center (8)	5	Red Food
Northgate (125)	10	Anderson Little, Kroger's, Miller's, Penney's, Sears, United Hamilton Dist., Murphy's
Oglethorpe (12)	11	K Mart, Revco, Red Food, Kroger
Osborne (70)	6	Lovemans, Red Food
Plaza 58 (20)	8	Cinema Shops
Signal Plaza (13)	10	Pruett's
Town & Country (13)	1	Swim Center
23rd St. & Willow Plaza (7)	5	Dollar General

Principal Shopping Days : Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Miller's 4; Loveman's 4; Sears 2; J.C. Penney 3.
Discount Stores : Hamilton Distributors 2; K Mart 4; Bestyet 1; Zayre 2; Raylass 4; Dollar General Stores 5; Service Mdse.
Variety Stores : Woolworth 2; Kress; Redford 11; Kresge; Murphy's 2.
Chain Drug Stores : Eckerd's 7; Drew's 2; Revco 5; Moore & King 4; The Drug Shop 1; O'Neals 2; Mill Discount 2.
Chain Food Supermarkets : Kroger 5; Red Food 21; By-Ryt 4; Golden Gallon 33; Goodlet's 3; Pruett Food Town 15; Piggly Wiggly 1; Consumer Warehouse Foods 2.
Other Chain Stores : Clothing: National Shirt, 5, 7, 9 Shop, Lillie Rubin, Bottom Half, Brooks, Casual Corner, Fredericks of Hollywood, Paraphernalia, Lerners, Anderson-Little, J. Miller Fashion; Shoes: Thom McAn, Jarman, Flagg Bros., Burt's, Baker's, Hardy's; Confectionery: Russell Stover, Baskin-Robbins; Others: G.C. Murphy, Spiegel's, Western Auto, Economy Auto, Otasco, Pier 1, Record Bar, Swiss Colony, Wicks'n Sticks, Gordon Jewelers, Zales, Kays, Oshman's.

14 - NEWSPAPERS: TIMES (m-mon to fri) 46,998; (Sat. m) 45,248; Mar. 31, 1981 ABC. NEWS-FREE PRESS (e-mon to fri) 59,376; (Sat. m) 54,849; (S) 109,321; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Roy McDonald, Pub.; Frank McDonald, Adv. Dir., NEWS-FREE PRESS and TIMES, 400 E. 11th St., Chattanooga, TN 37401; Tel. (615) 756-6900
National Representatives : Landon.

CLARKSVILLE

1 - LOCATION: Montgomery County (In Clarksville-Hopkinsville TN-KYSMSA). E&P Map C-1, County Seat. Agricultural and military; manufacturing; university center 45 mi. NW of Nashville, where Cumberland and Red Rivers meet; on U.S. Hwy. 41A, 79; and interstate 24.

2 - TRANSPORTATION: Railroads - L&N main line & two branches; Illinois Central Gulf; Seaboard Coastline.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - Air Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 54,777
County 80 Cen. 83,342
SMSA 80 Cen. 150,220
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS: City 80 Cen. 17,817 County 80 Cen. 27,198 SMSA 80 Cen. 46,844

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$259,165,960
Sav. & Loan	3	$115,776,709

6 - PASSENGER AUTOS: County 62,624

7 - ELECTRIC METERS: Residence 20,140

8 - GAS METERS: Residence 3,235

9 - PRINCIPAL INDUSTRIES: Rubber Goods; Air Conditioning; Heating Units; Snuff; Cigars; Foods; Work Clothing; Cowboy Boots; Electrical Instruments; Fertilizer; Shoes; Paper Containers; Appliance Components; Yearbooks; Commercial printing; Modular & Mobile Housing; Tool & Die; Newspaper Publishing; Stainless Steel Cookware; Zinc Processing; Carbon Electrodes; Bicycle Parts Mfg.; Military Reservation (Ft. Campbell). 46,000 (total).

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 3 blocks on Franklin St.; 19 blocks on Riverside Dr.
Neighborhood Centers - 7 blocks on New Providence Blvd., includes 14 stores and mart Shopping Center; 10 blocks on Ft. Campbell Blvd., includes 70 stores and Tradewinds North Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clarksville	1	Rose's, Mont. Ward, Plaza (20) Harvey Dept. Big Star
Two Rivers	1	Sears, Walgreen, Mall Stuart's, Brook's, Parks Belk
Tradewinds	4	TG&Y, Winn-Dixie, So. Revco 24Radio Shack, McElvoys Sullivans
Tradewinds	NA	Sullivans, TG&Y, Winn-No. Dixie
Madison Circle	NA	Furniture World, Hill's, P.N. Hirsch, Revco
Kroger Center	2	Kroger, SupeRx
Mart Ship	2	Houchen's Family Ctr., Dollar General, CDS Drug Western Auto
St. Bethlehem	3	Dollar General, St. Ctr. Bethlehem Drugs
Clarksville Sq. (6)	4	Pic N'Pay, Kawasaki, Big K, Foodtown
K mart Plaza	2	K mart, Pruitt's, Walgreen
Northgate (4)	10	Northgate, Big Star
Markland Plz. (16)	20	Dollar General, SDI Mkt., Sound Shack

Principal Shopping Days : Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings : Shopping Centers until 9, Kroger's all night.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Parks Belk; Frech Jones; Harveys; Sears; P.N. Hirsch; K mart (2).
Discount Stores : Big K; TG&Y 2; Grandpa's; Dollar General Stores 3; Houchens Family Center; Midway Dept. Store.
Variety Store - Roses Variety.
Chain Drug Stores : Walgreen 2; Revco 2; SupeRx; CDS; TWD.
Chain Food Supermarkets : Kroger (2); H.G. Hill; Houchen's; Winn-Dixie (2); CB Stores (3); Foodtown (2); IGA (3); 7-11 (5); SDI (4); Minit Mart (4); Bi-Rite; Kwick- Stop (3); ShopRite (2); Majik Markets (2); Sack 'N' Pack (2); Big Star (2); Save-A-Lot.
Other Chain Stores : Firestone; Goodyear; Lowe's; Moore's; Western Auto; Radio Shack; Shoe World; PicWay Shoes; Pic 'N Pay.

14 - NEWSPAPERS: LEAF-CHRONICLE (e) 17,670; (S) 19,197; Sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Thomas E. Privett, Adv. Dir.; LEAF-CHRONICLE, 200 Commerce St., PO Box 829, Clarksville, TN 37040; Tel. (615) 552-1808.
National Representative : Landon.

CLEVELAND

1 - LOCATION: Bradley County, E&P Map D-2, County Seat. 25 mi. NE of Chattanooga; 80 mi. SW of Knoxville; 123 mi. NW of Atlanta; 180 mi. SE of Nashville. Industrial and agricultural center. On U.S. HWys. 11, 64, I-75, State Hwys. 74, 60, 40, 2.

2 - TRANSPORTATION: Railroads - Southern.
Motor Freight Carriers - 8.
Intercity Bus Lines - Trailways; Greyhound.
Airlines - Delta; Republic; Tenn. Airways. (airport-22 miles).

3 - POPULATION:
Corp. City 80 Cen. 26,415
CZ-ABC: (70) 27,591: (81) 42,700
RTZ-ABC: (70) 30,313; (81) 35,500
County 80 Cen. 67,547
City & RTZ-ABC: (70) 57,904; (81) 78,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,946
CZ-ABC: (70) 8,751; (81) 15,700
RTZ-ABC: (70) 8,973; (81) 11,900
County 80 Cen. 23,026
City & RTZ-ABC: (70) 17,724; (81) 27,600

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$235,534,337.
Sav. & Loan	2	$165,000,000.

6 - PASSENGER AUTOS: County 50,031

7 - ELECTRIC METERS: Residence 18,617

8 - GAS METERS: Residence 3,226

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Stoves, Ranges 2,800 ($135); Textiles 2,500 ($118); Furniture 1,800 ($95); Chemicals 1,200 ($102).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-82; Summer 58-94; Fall 20-100; Winter 7-77. First killing frost, Nov. 2. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Cleveland Mall 2 miles on N. Keith St. (31 Stores); Village Mall on Inman St. (29 Stores).
Neighborhood Shopping Centers : Holiday Shopping Plaza (7 stores); Keith St. Plaza 1 and 2 (23 stores); Holiday Plaza, Keith St. (7 stores); Stuart Park Plaza, Keith St. (14 stores); Cloverleaf 1 and 2, N.Keith St. (13 stores).

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; Millers; Parks-Belk.
Variety Stores : Lay's; Kresge; Big K; Roses; K mart.
Chain Drug Stores : Moore's; Eckerd; Revco, Central Drug; McCall's; Ken Harris Pharmacy.
Chain Food Supermarkets : Red Food 3; Watson's 4; Pruitt's Food Town, Cooke's 3.
Other Chain Stores : Firestone, Sterchi's; Goodyear; Eleanor Shops; Hub Furniture; Bottom Half; Butler Shoes.

14 - NEWSPAPERS: BANNER (e-mon to fri) 14,909; (S) 15,456; Mar. 31,1981 ABC.
Local Contact for Advertising and Merchandising Data: Bobby J. Buckner, Adv. Dir., BANNER, PO Box 3600, Cleveland, TN 37311; Tel. (615) 472-5041.
National Representatives : Landon.

COLUMBIA

1 - LOCATION: Maury County, E&P Map C-2, County Seat. Rail Shipping Center. Agricultural, mining and manufacturing area. Wholesale grocery center. 43 mi. S of Nashville.

2 - TRANSPORTATION: Railroads - L&N.
Motor Freight Carriers - 2.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 25,767
CZ-ABC: (70) 23,851; (81) 28,300
RTZ-ABC: (70) 83,156; (81) 99,700
County 80 Cen. 51,095
City & RTZ-ABC: (70) 107,007; (81) 128,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,488
CZ-ABC: (70) 7,642; (81) 10,400
RTZ-ABC: (70) 26,093; (81) 36,400
County 80 Cen. 18,180
City & RTZ-ABC: (70) 33,735; (81) 46,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$160,000,000
Sav. & Loan	2	$60,000,000

6 - PASSENGER AUTOS: 30,538

7 - ELECTRIC METERS: County 21,886

8 - GAS METERS: County 5,364

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemicals 2,190 ($225); Textiles & Apparel 880 ($130); Mach. & Metals 1,300 ($138); Food 185 ($120); Other Mfg. 1,200 ($140); Mining 234 ($200); Constr. 475 ($200); Elemental Phosphorus; Carbon Electrodes; Sponges; Garments; Dairy Prods.; Flour & Fertilizers; Extruded Aluminum Wire; Air Conditioners.
Principal Industrial Pay Days - Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-90; Summer 60-104; Fall 25-85; Winter 17-80.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Downtown Shopping Area - 3 blocks on 7th St.; 4 on Garden; 3 on 8th; 4 on Main; 4 on Public Square.
Shopping Centers - West End; Northway; Columbia Plaza; Maury County Shopping Center; Campbell Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West End (14)	1	Dollar General, Piggly Wiggly
Columbia Pl. (4)	1	Hill's, Fred's
Northway (24)	1	Gibson, Singer Co., Sears (Cat.), Piggly Wiggly, Sterchi's
Maury County (18)	4	Pigg & Parsons, Giant Foods, Rose's, Parks Belk
Campbell Plaza	3	Big K, Giant Foods, Leader Furniture
Carmack Plaza (9)	NA	Market Basket
Shady Brook Mall (40)	3	J.C. Penney, Harvey's, Walmart
K mart Plaza	3	K mart, Krogers, Treasury Drugs

Principal Shopping Days : Sat., Fri., Mon. & Sun.
Stores Open Evenings : Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores - Anderson Bros. & Fosters; W. W. Evans; Harveys; J.C. Penney; Rose's; Parks-Belk.
Discount Stores - Big K; Gibson's; Dollar General; Fred's; Walmart; K mart.
Chain Drug Stores - Reynolds 2; Woldridge 2; Revco 2; Treasury Drugs; Derryberry's 2.
Chain Food Supermarkets : H.G. Hill; Kroger; Giant Foods.
Other Chain Stores - Goodyear; Sherwin-Williams; Firestone; Davis; Royce Shoe; Western Auto; Moore-Handley.

14 - NEWSPAPERS: HERALD (e-mon to fri) 12,127; (S) 12,027; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard G. Smith, Adv. Dir., HERALD., PO Box 1425, Columbia, TN 38401; Tel. (615) 388-6464.
National Representatives : Landon.

COOKEVILLE

1 - LOCATION: Putnam County, E&P Map D-2, County Seat. Tenn. Technological University. Industrial cultural and education & shopping center for Upper Cumberland. U.S. Hwys. 42, 70, I-40 & Corridor 0003J 25 (Hwy. 111), 80 mi. E of Nashville, 100 mi. W of Knoxville, 80 mi. N of Chattanooga.

2 - TRANSPORTATION: Railroads - L & N.
Intercity Bus Lines - Continental Trailways.
Airlines - Tenn. Airways; Skyways, Inc.
Motor Freight Carriers - Mason & Dixon; Potter Freight; Ryder; Thurston; UPS; Averitt Express; Merchant's Freight Lines; Tenn.-Carolina Transport; Warrior Transport; Purolator.

3 - POPULATION:
Corp. City 80 Cen. 20,350
CZ-ABC: (70) 14,270; (81) 20,800
RTZ-ABC: (70) 21,270; (81) 27,900
County 80 Cen. 47,601
City & RTZ-ABC: (70) 35,487; (81) 48,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,017
CZ-ABC: (70) 4,246; (81) 7,100
RTZ-ABC: (70) 6,751; (81) 10,300
County 80 Cen. 16,666
City & RTZ-ABC: (70) 10,997; (81) 17,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$159,545,000
Sav. & Loan	3	$42,255,000

6 - PASSENGER AUTOS: County 27,972

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 2,038

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Furniture 1,100; Auto Access 950; Elect. Machy. 750; Sporting Goods 450; Candy 300; Apparel 1,360; Boots 350.
Principal Industrial Pay Days : Fri. 15th & 30th.

10 - CLIMATE: Mild Temp., mean 59; precipitation 51 1/20003; 200-day growing season.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Principal Shopping Area : Broad Street between Willow and Washington, Spring Street between Willow and Maple, S. Jefferson between I-40 and 1st. Street, Willow Ave. between Stevens St. and 1st St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Tree (22)	NA	Big Star, Rose's, Eckerd's
Towne Plaza (4)	NA	K mart, Radio Shack
Cookeville Mall (35)	NA	Penney's, Harvey's
North Side Ctr. (12)	NA	Big Star, Super D
Village Ctr. (6)	NA	Foodtown
West Side Ctr. (20)	NA	Jayson's, McAddo's, Dollar General, Lays
Jackson Square (5)	NA	Kroger, SupeRx
Green Acres (4)	NA	Leo's Food Ctr.

Principal Shopping Days : Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores - McAddo's; McMurray-Roberson, Rose's; Washington Mfg. Co.; Outlet Stores; Grady's; Sears (catalog); Terry's; J.C. Penney; Harvey's.
Discount Stores : Big K; Howard Bros.; K mart; Dollar General; Ashley's.
Variety Stores : Variety Fair.
Chain Drug Stores : Super D; Eckerd; SupeRx; Rexall.
Chain Supermarkets : Kroger; Big Star 2; Cee Bee; Foodtown; Drive-In Markets: 7-11; Lickity Split 2; Kwik-Stop 2; IGA.
Other Chain Stores : Shoes: Hill Bros.; Pic 'N Pay; Kinney's. Paints: Mary Carter; Sherwin-Williams; Porter; Pittsburgh Olympic; Martin-Senour. Auto Supply; Goodyear; Goodrich; One Price Tire Store. Jewelry & Optical: Horner-Rauch; Zales; Carson Ltd. Clothing: Depot; Handmacher; Other: Hancock Fabric; Singer Co.; Orkin; Radio Shack 2; Roto-Rooter. Fast Food: Shoney's; McDonalds; Hardee's; Long John Silver's; Burger Queen; Burger King; Burgerchef; Waffle House; Dairy Queen; Wendy's; Danvers; Bonanza.

14 - NEWSPAPERS: HERALD-CITIZEN (e-mon to fri) 9,503; (S) 9,534; Mar. 31, 1981 ABC; DISPATCH (m) 12,488; (S) 14,800; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Joseph P. Albrecht, Pub., Allan Profant, Adv. Mgr., HERALD-CITIZEN, 124 S. Dixie, Cookeville, TN 38501; Tel. (615) 526-9715. Pat Williams, Publisher DISPATCH, PO Box 2848, Cookeville, TN 38501; Tel. (615) 528-5405.
National Representatives : HERALD-CITIZEN Landon; DISPATCH - Amer. Newspaper Rep; Gen. Adv. Serv.

DYERSBURG

1 - LOCATION: Dyer County, E&P Map A-2, County Seat. 18 mi. E of Mississippi River. 78 miles northeast of Memphis, 165 miles west of Nashville and 230 miles south of St. Louis. On U.S., Hwy 51, 412; State Hwys. 20, 78, 104, 3; I-155.

2 - TRANSPORTATION: Railroads: - Illinois Central Gulf. Piggy back & passenger service (Amtrak) availale.
Motor Freight Carriers: - 11.
Intercity Bus Lines: - Greyhound.
Airlines: Municipal Airport, Flight Service Station.

3 - POPULATION:
Corp. City 80 Cen. 15,856
CZ-ABC: (70) 14,523; (81) 16,200
RTZ-ABC: (70) 31,754; (81) 35,700
County 80 Cen. 34,663
City & RTZ-ABC: (70) 46,277; (81) 51,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,089
CZ-ABC: (70) 4,911; (81) 6,300
RTZ-ABC: (70) 10,180; (81) 13,300
County 80 Cen. 12,696

City & RTZ-ABC: (70) 15,091; (81) 19,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$192,346,000
Sav. & Loan	2	$60,168,505

6 - PASSENGER AUTOS: County 19,749

7 - ELECTRIC METERS: Residence 9,527

8 - GAS METERS: Residence 6,537

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Knitted Textiles 1,150; Molded Sponge Rubber; Custom Mixing; Thermo Plastic Processing; Rubber Roll Roofing 1030; Photoflash Lamps 850; Exhaust System Clamps; Ammunition Metal Parts; Auto Steering Stabilizers 350; Steel Containers 195; Lighting Fixtures 120; Materials & Ready Mixed Concrete 185.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-75; Summer 68-98; Fall 60-80; Winter 10-70.

11 - TAP WATER: Alkaline.

12 - RETAILING:
Nearby Shopping Center : Green Village, 2 mi.; Dyersburg Square, 2 mi.
Shopping Centers - Dyersburg Square Shopping Center (6 Stores); Forcum Oaks Shopping Center (8 Stores); Green Village Shopping Center (18 Stores); Northgate (12 Stores).
Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; P.N. Hirsch; Sears (Catalog).
Variety Stores - Woolworth; Ben Franklin
Chain Drug Stores : Gibson's; Rexall; Walgreen; Revco.
Discount Stores : Big K; Gibson's; K mart; Fred's Dollar Store.
Chain Food Supermarkets : SunFlower; Kroger; Big Star; Big Johns.
Other Chain Stores - Goodyear; Firestone; Singer Co.; B.F. Goodrich; Western Auto; Otasco; Hancock Fabrics; Revco.

14 - NEWSPAPERS: STATE GAZETTE (e-mon to fri) 6,930; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: E.A. Nichols, Jr., Pub., STATE GAZETTE, Hwy 51 Bypass, Dyersburg, TN 38024; Tel. (901) 285-4091.
National Representatives : Landon.

ELIZABETHTON

1 - LOCATION: Carter County, E&P Map F-2, County Seat. Industrial center; in heart of Appalachians. On U.S. Hwys. 19E, 321; State Hwys. 91, 67; 20 mi. from Bristol, TN-VA; 5 mi. from Johnson City; 104 mi. from Knoxville.

2 - TRANSPORTATION: Railroads - ET&WNC.
Motor Freight Carriers - 4.
Intercity Bus Lines - Continental Trailways.
Airlines - Piedmont; Southern; United; Charter service at local municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 12,431
County 80 Cen. 50,205
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,763
County 80 Cen. 17,868

5 - BANKS:		
Commercial	3	$112,000,000
Sav. & Loan	2	$81,000,000

6 - PASSENGER AUTOS: County 28,851

7 - ELECTRIC METERS: Residence 16,145

8 - GAS METERS: Residence 954

9 - PRINCIPAL INDUSTRIES: Corrugated Boxes; Furn.; Undergarments; Musical Strings; Rayon Yarn & Fabric for Tires; Rayon Knit Cloth; Vycron (Polyester); Rayon Staple & Tow; Chem. Res.; Bldg. Blocks; Industrial Tool Mfg.; Air Filters; Aluminum Extrusions; Sportswear. Employment: Mfg. 5,500; Retail 1,500; Transp. 88; Wholesale 100; Services 1,000.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 44-67; Summer 63-85; Fall 45-69; Winter 34-55. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center - 8 blocks on Elk Ave.; 4 on E St.; 1 on F St.
Neighborhood Shopping Centers - 1 block on West G St.; Paramount and Westtown Square; Shopping Centers on W. Elk Ave.
Principal Shopping Days : Dept. stores - Mon., Fri., Sat.; Food - Tues., Wed., Fri., Sat.
Stores Open Evenings : Dept. - Fri.; Food - Every night until 7 except Fri.; Shopping Centers till 9 p.m. nightly.

13 - RETAIL OUTLETS: Department Stores - Ira A. Watson; J.C. Penney; Parks-Belk.
Variety - Eagle; Dollar Stores; Big K; Family Dollar.
Discount Stores - Scottie's; Big K; TG&Y.
Chain Drug Stores : Eckerds; Burgies (McKesson) City Rexall; Lingerfelt Rexall; SupeRx.
Chain Food Supermarkets : Winn-Dixie; Giant; Wrights; Publix.
Other Chain Stores - Sterchi Furn.; Firestone; Western Auto; Free Service Tire (Goodyear); Advance; Goodrich; Droke Shoe; Women's Apparel; Nettie Lee; Edna's; George-Carols Ltd.; Cato's.

14 - NEWSPAPERS: STAR (e-mon to fri) 7,358; (S) 8,890; sworn Mar. 31, 1981
Local Contact for Advertising and Merchandising Data: Jack Campbell, Adv. Dir., STAR, 300 Sycamore St., Elizabethton, TN 37643; Tel. (615) 542-4151.
National Representatives : Gen. Adv. Serv. Inc.

GREENEVILLE

1 - LOCATION: Greene County, E&P Map F-2, County Seat. 59 mi. SW of Bristol; 65 mi. NE of Knoxville. On U.S. Hwys. 11E, 70 and 411; State Hwys. 34, 35, 70 and 93.

2 - TRANSPORTATION: Railroads - Southern.
Motor Freight Carriers - 6.
Intercity Bus Lines - Tennessee; Queen City; Tenn. Coach; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,097
CZ-ABC: (70) 13,722; (81) 15,300
RTZ-ABC: (70) 34,682; (81) 41,400
County 80 Cen. 54,406
City & RTZ-ABC: (70) 48,404; (81) 56,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,447
CZ-ABC (70) 4,644; (81) 6,000
RTZ-ABC: (70) 10,285; (81) 14,700
County 80 Cen. 19,151
City & RTZ-ABC: (70) 14,929; (81) 20,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$191,481,000
Sav. & Loan	3	$93,980,053

6 - PASSENGER AUTOS: County 31,189

7 - ELECTRIC METERS: Residence 23,382

8 - GAS METERS: Residence 643

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Electronics 4,500; Tobacco 1,000; Dairy 500; Textile 400; Furniture 450; Metal Working 2,000; Chemicals 350; Tool & Die 700; Paper Products 800; Other 1,000.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Neutral, soft; fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate (12)	NA	Winn-Dixie
Food City (10)	NA	Emery 5&10, Food City
Towne Sq. (20)	NA	White's, Parks-Belk Dept.
West Greene	NA	Emery 5/10, Food City
Spencer Sq.	NA	Giant Food; J&R Drug
Greenville Plz.	NA	Giant Food, Big K, K mart, Ingles

Principal Shopping Days : Fri., Sat., Tues.

13 - RETAIL OUTLETS: Department Stores - Geo. R. Lane's; Penney; Park-Belk; Watson's; Nettie Lee.
Discount Stores : Watson's; Scotties; Howard Bros.; Big K Discount Stores; K mart.
Variety Stores - Woolworth; Emery's.
Chain Drug Stores : Revco; Scottie's.
Chain. Food Supermarkets : White; Winn-Dixie; Ingles; Food City 2; Giant 2.

14 - NEWSPAPERS: SUN (e) 13,704; Sworn Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Frank M. Henley, Adv. Dir., SUN, PO Box 108, Greenville, TN 37743; Tel. (615) 638-4181.
National Representatives : Landon.

JACKSON

1 - LOCATION: Madison County, E&P Map B-2. Manufacturing, Medical, College, Farming and Trade Center for Western Tenn. Midwest portion of state 85 mi. NE of Memphis; 125 mi. SW of Nashville. On U.S. Hwys. 70, 45, I-40; State Hwys. 1, 5, 18, 20.

2 - TRANSPORTATION: Railroads - Illinois Central/Gulf; L&N.
Airlines - Republic.
Motor Freight Carriers - 20.
Intercity Bus Lines - Greyhound; Continental Trailways; Gulf Transport.

3 - POPULATION:
Corp. City 80 Cen. 49,105
CZ-ABC: (70) 41,879; (81) 53,100
RTZ-ABC: (70) 208,937; (81) 231,900
County 80 Cen. 74,546
City & RTZ-ABC: (70) 250,816; (81) 285,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,132
CZ-ABC: (70) 13,705; (81) 20,000
RTZ-ABC: (70) 65,028; (81) 83,200
County 80 Cen. 26,713
City & RTZ-ABC: (70) 78,733; (81) 103,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$315,786,000
Sav. & Loan	2	$64,964,198

6 - PASSENGER AUTOS: County 47,420

7 - ELECTRIC METERS: Residence 21,811

8 - GAS METERS: Residence 16,237

9 - PRINCIPAL INDUSTRIES: Manufacturing 8,200 Emp.; Fiberglass Materials 943; Lumber & Hdw. 796; Ceramic Tile 200; Bldg. Materials 124; Aluminum Prod. 631; Store Fixtures 170; Ptg. & Pub. 290; Carbonated Bev. 300; Power Tools 899; Misc. Mfg. 481; Sheeting for Bags 928; Dairy, Food Farm Prod. 600; Dresses 480; Frozen Foods 241; Food Products 830; Plastic Pipe 200; Furniture Mfg. 132; Packaging 621; Automotive Parts 400; Ind. Air Conditioners 350.

10 - CLIMATE: Min. & Max. Temp. - Spring 26-79; Summer 64-105; Fall 22-85; Winter 02-54. Frost-free period-April 6-Oct. 23.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - Downtown 10 blocks. 48 stores; Old Hickory Mall 4 stores; Jackson Plaza 16 stores; Hamilton Hills 21 stores; Oak Hill 4 stores; Madison South 12 stores; North Plaza 10 stores.
Neighborhood Shopping Centers - Highland Park 9 units; Highland & Campbell Sts.; East Chester 6 units; E. Chester St. at city Limits; Hollywood on Hollywood Dr. 10 units; South Gate 10 units; Highway 45N.; Knight Square 7 units. Highway 45 N.; Casey Jones Village 8 units, Hwy. 45 By Pass.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Old Hickory Mall (68)	4	Sears, J.C. Penney; Woolworth
Jackson Plaza (13)	4	Parks-Belk, TG&Y
Oak Hill (4)	4	Big K, Sunflower
Hamilton Hills (16)	4	Gibson's, Liberty
South Gate (6)	3	Super D, Big Star
Hollywood (10)	2	Big Star, TG&Y
Madison South (27)	4	Gibson's, Liberty
Highland Park	NA	Highland Park Food
McKnight Sq. (21)	4	Goodyear
Casey Jones Vlg.	5	Old Country Store
North Plaza	5	Walmart, Sunflower, Revco

Principal Shopping Days : Thu., Fri., & Sat.
Stores Open Evenings : Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores - Sears; J.C. Penney; Kisber's; K mart; Parks-Belk; Marks Rothenberg.
Discount Stores : Gibson's 2; K mart; P. N. Hirsch; Dollar General; Super D; Big K; Walmart.
Variety Stores - Woolworths; TG&Y 2; McCrory; Sterling; Fred's.
Chain Drug Stores : Walgreens; Super D 2; Gibson's; Rexall 3; K mart; Big K; Revco.
Chain Food Stores : Big Star; Piggly Wiggly 2; Liberty 4; Camp's 1; Kroger; Super C 7; Sunflower 2; Q-Mart 8; Pic-Pac 1; E. W. James.
Other Chain Stores : Firestone; Goodyear; Western Auto; Zales Jewelry; Brodnax Jewelry; Flack's Carrage House; Sterchi Furniture; Mam'selle; Singer Co.; Pittsburgh Plate Glass; Handcock Fabrics; Remnant House Fabrics; Wickes Lbr.; Lowes Lbr.; Mid-South Men's.

14 - NEWSPAPERS: SUN (e-mon to fri) 32,429; (S) 33,593; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David W. Barton, Adv. Director, SUN, 245 W. Lafayette, Jackson, TN 38301; Tel. (901) 427-3333.
National Representative :CWO50.

JOHNSON CITY

1 - LOCATION: Washington County, E & P Map F-2. 22 mi. SW of Bristol; 97 mi. from Knoxville; 65 mi. NE of Asheville, NC. Shopping center; mfg., wholesale grocery, drug and hardware center; Medical Center; College center; Medical School; VA Hospital Mountain Home. On Hwys. 11E, 19W, 23, 321, 411 and 137.

2 - TRANSPORTATION: Railroads - Southern; Clinchfield; ET&WNC Railroad.
Motor Freight Carriers - 18
Intercity Bus Line - Trailways; Greene County.
Airlines - Piedmont; USAir; Republic; Appalachian Flying Service (Charter); Tri City Aviation

3 - POPULATION:
Corp. City 80 Cen. 39,753
CZ-ABC: (70) 54,700; (81) 67,700
RTZ-ABC: (70) 147,078; (81) 173,800
County 80 Cen. 88,755
City & RTZ-ABC: (70) 201,778; (81) 241,500
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,031
CZ-ABC: (70) 16,209; (81) 23,200
RTZ-ABC: (70) 45,659; (81) 62,300
County 80 Cen. 31,191
City & RTZ-ABC: (70) 61,868; (81) 85,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$286,098,792
Sav. & Loan	3	$177,021,327

6 - PASSENGER AUTOS: County 58,629

7 - ELECTRIC METERS: Residence 41,000

8 - GAS METERS: Residence 3,579

9 - PRINCIPAL INDUSTRIES: Hardwood Flooring; Metal Products; Brick; Concrete Blocks; Baking Products; Telephone Components; TV-Radio Cabinets; Tool Mfg.; Food Products; Women's Lingerie; Men's Trousers; Mens-Women's Clothing; Textiles; Foundry, Machine Products; Paint Rollers and Trays; Fine Furniture; Auto Brakes and Parts; Plastics; Electric Heaters; Water Tanks; Mattresses; Dairy Products; Bottler's Sheet Metal Products; Electronic and Appliance Components; Aluminum Windows; Doors; Cement Products; Hospital Supplies; Flour; Meal; Concrete Pipe; Pipes and Valves; Chemicals; Gaskets; Surgical Supplies; Steel Cabinets; Metal Fabrication; Tub & Showers; Cheese; Payroll $49,820,000 Annually. 13,000 employees.
Principal Pay Days - Wkly. 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-85; Summer 54-90; Fall 35-80; Winter 5-79.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 12 blocks on Market St.; 9 on Main; 3 on Wilson Ave.; 3 blocks on Oakland at Bristol and Kingsport Highways.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central (6)	NA	Wright's, Howard Bros.
Holiday (4)	NA	Wright's Mkt.
K mart Plaza (-)	NA	Giant Food, Revco, K mart
King's Disc. Plz. (5)	NA	King's Dept., Winn-Dixie
Hills (3)	NA	Hills, Ecke Kroger
The Mall (40)	NA	Parks-Belk, J.C. Penney, Millers, Sears
Shopper City (6)	NA	Food City Mkt.
Southside Plz. (12)	NA	Giant Foods, Revco

Principal Shopping Days : Dept. Stores - Mon., Thu., Fri. & Sat. Food - Thu., Fri. & Sat.
Stores Open Evenings : Fri. & Mon.; Shpg. Ctrs. nitely.

13 - RETAIL OUTLETS: Department Stores - King's; Dosser's; Parks-Belk; Charles; Sears; Nettie Lee; J.C. Penney; Millers.
Variety Stores - Woolworth; Emery; McCrory's; Vick's.
Discount Stores : Howard Bros.; Ken's; K mart; Hills.
Chain Drug Stores : Jones-Vance 1; Hospital Phcy. 1, Howard Bros.; SupeRx; Revco; Eckerd's; Hills.
Chain Food Supermarkets : Giant 4; Wright's 4; Kroger 2; Publix; Jiffy 6; Winn-Dixie; 7-Eleven; Food City 2.
Other Chain Stores : Sears; Singer Co.; Advance Auto Access; Firestone; Ball Bros. (Furn.); Sterchi Bros (Furn); Free Service Tires; Jewel Box; Zales; Ormonds; Anderson-Little; Chess-King; Foxmoors; Brooks; Spencer's Gifts; Sherwin-Williams; Mary Carter Shoes; Lerners; Rhodes Furniture; Fifth Avenue Card Shop; Butler Shoes; Royce Shoe Store; Ford Shoes; Nettie Lee Boy & Girl Shop; Gateway Books; Motherhood Maternity; Lafayette Electronics Associate Store.

14 - NEWSPAPERS: PRESS-CHRONICLE (m-tues to fri) 4,442; (e-mon to fri) 22,563; (m-sat) 25,941; (S) 28,913 Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Norma Luckev, Nate. Adv. Dept, PRESS-CHRONICLE, 204 W. Main St., Johnson City, TN 37601; Tel. (615) 929-3111.
National Representatives : Branham.

KINGSPORT

1 - LOCATION: Sullivan County. (In Johnson City-Kingsport-Bristol, TN-VA SMSA). E&P Map F-1. Industrial center in the upper eastern tip of state; 95 mi. W of Knoxville. On U.S. Hwys. 23 and 11 W; State Hwy. 81; I-81.

2 - TRANSPORTATION: Railroads - Clinchfield; Southern.
Motor Freight Carriers - 17.
Intercity Bus Lines - Washington County Bus; Trailways; Suburban; Greyhound; S.W. Coach; Green Coach; Baileyton Bus.
Airlines - Piedmont; Republic; USAir; Atlantis; Appalachian.

3 - POPULATION:
Corp. City 80 Cen. 32,027
CZ-ABC: (70) 82,977; (81) 96,700
RTZ-ABC: (70) 122,913; (81) 148,300
County 80 Cen. 143,968
SMSA 80 Cen. 433,638

City & RTZ-ABC: (70) 205,890; (81) 245,000
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,665
CZ-ABC: (70) 26,091; (81) 35,000
RTZ-ABC: (70) 37,410; (81) 52,100
County 80 Cen. 52,022
SMSA 80 Cen. 154,169
City & RTZ-ABC: (70) 63,501; (81) 87,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$393,256,800
Sav. & Loan	4	$633,647,860

6 - PASSENGER AUTOS: County 104,035

7 - ELECTRIC METERS: Residence 50,685

8 - GAS METERS: Residence 3,154

9 - PRINCIPAL INDUSTRIES: Chemicals; Printing; Paper; Cotton Cloth; Glass; Leather Belting; Munitions; Oxygen; Bookbinding; Corrugated Cartons: Trucking; Brick. Est. Local Payroll $338,167,000.
Principal Industrial Pay Days - Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 12-92; Summer 45-100; Fall 4-90; Winter 5-76. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Center - 16 blocks on Broad, Center, Market, Commerce, Cherokee, Sulivan and Main Sts.; Kingsport's Golden Mile, 2 miles on E. Stone Dr. from Lynn Garden Dr. to John B. Dennis By-Pass; Fort Henry Mall, Fort Henry Drive.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fort Henry Mall (75)	NA	Parks-Belk, Sears, Penney, Nettie Lee Ladies Shop, Lerner, Hickory Farms, Eckerd Drugs, Millers
Greenacres (12)	NA	Roses, Oakwood Mkt.
Kings Grant Plaza (12)	NA	King's Dept., Giant Food, Revco
Kingsport Mall (25)	NA	Hills, Mont. Ward, K mart
Midtown (22)	NA	Giant, Oakwood, Publix
Parkway Plaza (6)	NA	Kroger, World of Toys, Eckerd Drug
Southland (4)	NA	Giant Food, Revco, Big K, Food City
Lynn Garden	NA	
Colonial Hts.	NA	
Mt. Carmel	NA	
West End	NA	

Principal Shopping Days : Mon., Tues., Wed., Thu., Fri., Sat.; Groceries - Mon., Sat.
Stores Open Sunday : K mart; Big K; Hills; Wards; Revco Drugs; Kings; Food City; Kroger; Treasury Drug; Eckerd Drugs; Hickory Farms; Sears; Penney; Giant Food Mkt.; Rose's; Parks-Belk; Millers.
Stores Open Evenings : Most stores.

13 - RETAIL OUTLETS: Department Stores - Miller's; J.C. Penney; Dobyns-Taylor; Parks-Belk; Montgomery Ward; Sears; Rose's.
Discount Stores : Big-K; Hill's; King's; K-Mart.
Variety Stores - Woolworth; Family Dollar.
Chain Drug Stores : Revco 3; Treasury; Eckerd's 2.
Chain Food Stores : Saveway Markets; Giant 5; Oakwood 6; Minute Mkts. 9; Quik Trips; Kroger 2; Food City; Publix; 7-11 9.
Other Chain Stores - Jewel Box; Goodrich; Firestone; Free Service Tire; Ball Bros.; Advance Store 2; Dollar General; Sterchi; Zales; Pic-N-Pay; Singer Co.; Glidden Paint; Sherwin-Williams; Mary Carter; Lowe's; Pittsburgh Paints; Rhodes Furniture; Paty Lumber; Oakwood Mkts.; Giant Food; New York Carpet; Lerner; Ford Shoes; Hickory Farms; B. Dalton Books; General Nutrition; World O Toys; World of Clothing; Radio Shack; Family Dollar; Carlyle and Co.

14 - NEWSPAPERS: TIMES-NEWS (all day-mon to fri) 42,924; (m-sat) 41,696; (S) 44,012; Mar. 31, 1981 ABC. DAILY NEWS (m-mon to fri) 3,509; (S) 3,245; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Charles Sigmon, Adv. Dir, TIMES-NEWS, 701 Lynn Garden Dr., Kingsport, TN 37662; Tel. (615) 246-8121. Peter Dykes, Pub., DAILY NEWS, 320 E. Sullivan St., Kingsport, TN 37660; Tel. (615) 246-4800.
National Representatives : TIMES NEWS-None; DAILY NEWS-None.

KNOXVILLE

1 - LOCATION: Knox County (SMSA). E&P Map E-2, County Seat. Industrial, wholesale, and energy center. At the junction of the Holston and French Broad Rivers, which form Loudon Lake of TVA System (Tennessee River); 112 mi. from Chattanooga; 285 mi. S of Cincinnati; 198 mi. E of Nashville; 191 mi. N of Atlanta; U.S. Hwys. 70, 11, 129, 141, 25-W, I-40, I-75; State Hwys. 33, 71, 139, 127.

2 - TRANSPORTATION: Railroads - Southern; Louisville & Nashville (L&N).
Motor Freight Carriers - 39.
Intercity Bus Lines - Knoxville Transit Corp. (City); Suburban; Greyhound; Trailways.
Airlines - American; United; Delta; Piedmont; Republic; TWA; Tenn. Airways; Nelson Aviation.

3 - POPULATION:
Corp. City 80 Cen. 183,139
CZ-ABC: (70) 204,493; (81) 235,700
RTZ-ABC: (70) 620,029; (81) 783,800
County 80 Cen. 319,694
SMSA 80 Cen. 476,517
City & RTZ-ABC: (70) 824,522; (81) 1,020,500
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 71,640
CZ-ABC: (70) 65,692; (81) 87,600
RTZ-ABC: (70) 190,697; (81) 277,900
County 80 Cen. 117,951
SMSA 80 Cen. 174,691
City & RTZ-ABC: (70) 256,389; (81) 365,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$1,430,000,000
Sav. & Loan	7	$656,000,000

6 - PASSENGER AUTOS: County 183,053

7 - ELECTRIC METERS: Residence 127,189

8 - GAS METERS: Residence 19,304

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Textiles 2600 ($198); Food 4300 ($272); Stone & Clay Products 1100 ($286); Apparel 8100 ($203); Machinery 2100 ($237).
Principal Industrial Pay Days - Fridays, 26th, 1st, 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 28-84; Summer 44-93; Fall 25-90; Winter 11-69. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Gay St.; 2 on Market St.; 1 on Clinch; 1 on Henley St.; 1 on State St.
Neighborhood Shopping Centers - 2 blocks on Chapman Hwy. at Vestal; 1 on Chapman Hwy. at Colonial Village; 1 on Chapman Hwy. at Green and Nixon Rds.; 1 on Kingston Pike at Bearden; 1 on Kingston Pike at West Hills; 2 on Kingston Pike at Lyons View Rd.; 1 on Kingston Pike at Morrell Rd.; 1 on Kingston Pike at Winston Rd.; 1 on Kingston Pike at Walker Springs Road; 1 on Kingston Pike at Cedar Bluff Rd.; 1 on Kingston Pike at Downtown West Blvd.; 1 on Executive Park Drive at Cedar Bluff Rd.; 1 on Kingston Pike at Lovell Rd; 1 on Broadway at Edgewood; 1 on B'way at Mineral Springs; 1 on B'way at Cecil St.; also at Hillcrest; one on Broadway at at Tazwell Pike; 2 on Magnolia; 2 on Clinton Hwy.; 2 on Oak Ridge Hwy.; 1 on Asheville Hwy. at Yankee St.; 1 on Maynardville Pk. at Norris Freeway; 1 on Maynardville Pk. at Doris Circle; 1 on Northshore Drive; 1 on I-40 at Cedar Bluff.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bearden (24)	6	Whiteway, White Store
Broadway (28)	3	Woolworth, Kroger, White Store
Chapman Hwy. (15)	12	K mart, Kroger
Clinton Hwy. (15)	6	K mart, Revco, A&P Winn-Dixie
McClain Center	6	Jefferson-Ward, Kroger, SupeRx
Cumberland (16)	6	White Store, Whiteway Variety
Fountain City (14)	6	Revco, IGA
King's Plaza (18)	9	King's, Kroger, Winn-Dixie
Holston (18)	4	Hall-Brown, Paul Parrott, White Store
Kingston (10)	4	Long's Drug, White Store, Revco, IGA
Northgate (7)	5	K mart, Winn-Dixie, Revco, White Store
Southgate (12)	7	White Store, Whiteway
Suburban (27)	8	IGA, Long-Henderson Drug
West Haven (15)	7	Munford, Bradley Drug, White Store
Western Plaza (33)	5	Hall-Brown, Woolworth's
West Town (90)	8	Miller's, J.C. Penney, Proffit's, Sears
Walker Springs (8)	12	King's, Kroger, SupeRx
Rocky Hill (12)	9	IGA, Raley's Wear House
Cedar Springs	10	Winn Dixie, Revco
Cedar Bluff	10	White Stores, Whiteway, Todd & Armstead Drug
Knox Plaza	4	Kroger, SupeRx
Halls (10)	10	White Store, Whiteway
Hall's Plaza (11)	10	King's Dept. Store, Winn-Dixie, Revco

Principal Shopping Days : Department Stores - Sun., Mon., Fri., and Sat.; Foods - Thurs., fri., Sat.
Stores Open Evenings : Dept. - Mon. & Thu.; Sears, Discount Stores and West Town-Mon-thru Sat.; Food - Every night until 9 p.m.ex.Sun.
Stores Open Sundays : Some food & supermarkets; K mart; Jefferson-Ward; Miller's (West Town).

13 - RETAIL OUTLETS: Department Stores - Miller's 2; Sears 2; J.C. Penney 2; Ira A. Walson; Proffit's; Hill's 2.
Discount Stores : Jefferson-Ward K mart 7; King's 3; Service Merchandise; United General Prods.
Variety Stores - Woolworth; Whiteway; Emery.
Chain Drug Stores : Revco; SupeRx 7; Comers 3; Walgreen 1.
Chain Food Supermarkets : White 21; Cas Walker 10; Kroger 8; Winn-Dixie 7; A&P 5; IGA 22; Mini Mart 11; Hop-In 17; Giant 4.
Other Chain Stores : Firestone; Western Auto; Sterchi's Furn.; National Shirt; Lerner's; Hill Bros. Shoes; Spencer Gifts; Hardy Shoes; Jarman Shoes; Bell Bros. Shoes; Kinney Shoes; Baker's Shoes; Zales Jewelers; Richman Bros.; General Nutrition; Hickory Farms; Merle Norman; Brooks Fashions; Casual Corner; Singer Co.; Lillie Rubin; Ups & Downs; Frankenberger's; Radio Shack.

14 - NEWSPAPERS: JOURNAL (m) 56,208; Mar. 31, 1981 ABC. NEWS-SENTINEL (e) 100,646; (S) 158,654; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Leslie C. Schneider, Adv. Prom. Mgr., NEWS-SENTINEL and/or JOURNAL, PO Box 80, Knoxville, TN; Tel. (615) 523-3131.
National Representative : Story & Kelly-Smith.

LEBANON

1 - LOCATION: Wilson County, (In Nashville-Davidson SMSA). E&P Map D-2, County Seat. Home of Cumberland University & Castle Heights Military Academy. 30 mi. NE of Nashville.

2 - TRANSPORTATION: Railroads - L&N.
Bus Lines - Trailways.
Airlines - Most at Metro Airport (17 miles).

3 - POPULATION:
Corp. City 80 Cen. 11,872
SMSA 80 Cen. 850,505
County 80 Cen. 56,064

4 - HOUSEHOLDS:
City 80 Cen. 4,334
County 80 Cen. 18,863
SMSA 80 Cen. 201,945

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$129,500,000
Sav. & Loan	3	$61,344,051

6 - PASSENGER AUTOS: County 32,280

7 - ELECTRIC METERS: Res. 5,084

8 - GAS METERS: Res. 1,724

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Blankets 359; Gears 1,200; Clothing 146; Clocks 452; Television 300; Candy 500.

10 - CLIMATE: Mild; Av. Min. 48; Av. Max. 72.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Main (10)	NA	Kroger, SupeRx Drugs K mart, Artley's Cato's, Radio Shack, Pearl Vision Center
Cedars of Lebanon (12)	NA	IGA, Mary Lees, Rome Jewelry
Center of Lebanon (5)	NA	Big K, Houchens, Cowan's
Nokes (5)	NA	Lynn Flowers
Village (8)	NA	Buckeye Drugs, Riggan's Food Center
West Hill (6)	NA	Dick's Food Market, Coxs

Principal Shopping Days : Thu., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - McAdoo's; K mart; Big K; Cato's; Cowan's; Draper & Darwin.
Discount Stores : Big K; Fred's; SupeRx Drugs, K mart.
Variety Stores : Ben Franklin 2; Dollar General.
Chain Drug Stores : Bradhaw's 2; Big K Pharmacy, K mart.
Chain Food Supermarkets : Kroger; Cee Bee; Bi-Rite, IGA 2; Moser's 2, Houchen's.
Other Chain Stores : Goodyear; Western Auto; Sears; Mary Lee's; Sherwin-Williams; West Bldg.; Ace Hardware; Baskin-Robbins, Lowe's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 7,364; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Sam Hatcher, Editor; David Beasley, Adv. Mgr., DEMOCRAT, PO Box 430, Lebanon, TN 37087; Tel. (615) 444-3952.
National Representative : Landon.

Weekly Newspapers—A complete list of weekly newspapers of the U.S.A., with their circulations, publishing days, names of publishers and editors, method of printing, and advertising rates appears in the Editor & Publisher Year Book. $40 per copy.

MARYVILLE-ALCOA

1 - LOCATION: Blount County (In Knoxville SMSA). E&P Map E-2, 15 mi. from Knoxville. On U.S. Hwys. 129 and 411; State Hwys. 33, 35, 73, & 95.

2 - TRANSPORTATION: Railroads - Southern; L&N.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - American; Delta; Piedmont; Republic; United.

3 - POPULATION:
Corp. Cities 80 Cen. 24,350
Alcoa 80 Cen. 6,870
Maryville 80 Cen. 17,480
CZ-ABC: (70) 38,834; (81) 50,200
RTZ-ABC: (70) 27,609; (81) 33,800
County 80 Cen. 77,700
SMSA 80 Cen. 476,517
City & RTZ-ABC: (70) 66,443; (81) 84,000

4 - HOUSEHOLDS:
Cities 80 Cen. 9,300
Alcoa 80 Cen. 2,615
Maryville 80 Cen. 6,685
CZ-ABC: (70) 12,516; (81) 18,700
RTZ-ABC: (70) 8,633; (81) 12,100
County 80 Cen. 28,177
SMSA 80 Cen. 174,691
City & RTZ-ABC: (70) 21,149; (81) 30,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$349,100,000
Sav. & Loan	2	$162,800,000

6 - PASSENGER AUTOS: County 65,271

7 - ELECTRIC METERS: County 33,134

8 - GAS METERS: Residence 7,854

9 - PRINCIPAL INDUSTRIES: Aluminum Smelting; Chromium Fabricating; Foil 4,500 Emp.; Schlegel Tennessee, 200 emp.; Klote International, 100; McCawber Engineering Co., 100; Master Craft Boat Co., 75; Rockford Mfg. Co., 200; Veach-May- Wilson, Inc., 500.

10 - CLIMATE: Min. & Max. Temp. - Spring 55-70; Summer 67-89; Fall 37-59; Winter 31-49.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Nearby Shopping Center - Midland Ctr.; Winn-Dixie, Profitts, Kresge, White Super Mkt., Revco, J.C. Penney. Fair Park Shopping Center: Giant Food, Revco Drug, Family Dollar.
Principal Shopping Days : Thu., Sat.

13 - RETAIL OUTLETS: Department Stores - Proffitt's; Parks-Belk; Penney; Mosers; Minton's.
Discount Stores : Big K; Sky City; Wynn's; K mart; Family Dollar.
Variety Stores : Kresge; Emery.
Chain Drug Stores - Revco (2); Treasury; SupeRx; Lowe's 1.
Chain Food Supermarkets : White 3; A&P; Winn-Dixie; Kroger; Giant 2; H. H. Lyons 3.

14 - NEWSPAPERS: TIMES (e-mon to fri) 19,497; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tutt S. Bradford, Pub., TIMES,307 E. Harper Ave., Maryville, TN 37801; Tel. (615) 983-0260.
National Representative : Landon.

MEMPHIS

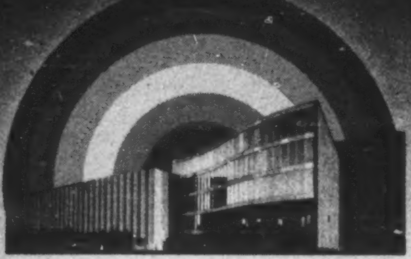
1 - LOCATION: Shelby County (In Memphis, TN- AR-MS SMSA), E&P Map A-2, County Seat. On Mississippi River between St. Louis and New Orleans. Commercial, Agribusiness and Shipping center for the Mid-South area; Food processing & distribution center; College and medical center, cotton and hardwood lumber markets; 305 mi. from St. Louis and 394 mi. to New Orleans.

2 - TRANSPORTATION: Railroads - Burlington Northern; Illinois Central Gulf Railroad; Louisville & Nashville; Missouri Pacific; Southern Pacific; Southern Railway System.
Motor Freight Carriers - 97.
Intercity Bus Lines - Greyhound; West Memphis; Continental Trailways; Gulf Transport; Transports; Bridge Transit; Great Southern.
Airlines : American; Braniff; United; Delta; USAir; Frontier; Piedmont; Republic; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 646,356
CZ-ABC: (70) 679,399; (81) 676,900
RTZ-ABC: (70) 954,959; (81) 1,100,300
County 80 cen. 777,113
SMSA 80 Cen. 912,887
City & RTZ-ABC: (70) 1,634,358; (81) 1,777,200
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 230,474
County 80 Cen. 269,186
SMSA 80 Cen. 311,796
CZ-ABC: (70) 205,383; (81) 248,100
RTZ-ABC: (70) 274,383; (81) 353,600
City & RTZ-ABC: (70) 479,766; (81) 601,700

The Creative Group



MEMPHIS PUBLISHING COMPANY
PUBLISHERS OF
THE COMMERCIAL APPEAL/MEMPHIS PRESS-SCIMITAR
495 UNION AVENUE/MEMPHIS, TN. 38101/901 529-2211

Creativity

RATES WITH ADVERTISERS

In order to meet the challenge of innovative advertising, the creative services department has been formed at Memphis Publishing Company. This department unites the talents of professional artists, copywriters and photographers. Whether a business is small or large, this team works with the advertiser to develop an ad or series of ads that will complement any target marketing campaign or overall advertising strategy. As publisher of The Commercial Appeal and Memphis Press-Scimitar, we know that creative advertising means successful advertising.

SCRIPPS-HOWARD NEWSPAPERS *The Commercial Appeal* / *Memphis Press-Scimitar*

495 Union Avenue, Memphis, Tennessee 38101 901-529-2211
Represented nationally by Story & Kelly-Smith, Inc.

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$3,676,154,000
Sav. & Loan	7	$1,115,390,000

6 - PASSENGER AUTOS: County 431,083

7 - ELECTRIC METERS: Res. 268,351

8 - GAS METERS: Res. 214,414

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees - Lumber 2,900; Furniture 3,000; Fabr. Metal Prod. 5,400; Mach. 4,900; Elect. Mach. 3,600; Other Mfg. Durables 6,800; Food Prod. 9,100; Bakery 1,300; Apparel 1,900; Paper Prod. 6,300; Print & Pub. 4,100; Chemicals 6,900; Other Mfg. Nondurables 4,800; Construction 14,300; Trans. Comm. & Pub. Util. 26,700; Trade 96,000; Fin. Ins. and Real Estate 19,200; Service 74,000; Gov. 66,700; Avg. Wkly. Wage $238.
Principal Pay Days - 15th, 30th, Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 41-61; Summer 70-100; Fall 50-74; Winter 20-51.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Downtown Area is approx. 4 blocks x 12 blocks (Riverside Dr. to Fourth, Poplar Ave. to Vance Ave.)

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Chickasaw Oaks (12)	5	Pier 1, Jefferson Ward, Super D
City Center (17)	3	Zayres, Skagg's Thom McAn, Radio Shack
Cloverleaf (18)	9	Ben Franklin, Big Star, Sears, Goodyear
Eastgate (45)	10	Skagg's, Woolco, Giant Foods, Shainbergs; Super D, Kroger
Frayser Plaza (16)	5	Sears, Western Auto
Gateway (18)	8	Woolco, Kroger, Walgreen, Western Auto
Georgian Hills	7	Ben Franklin, Sears, Big Star
Germantown Vlg Sq (50)	15	Helen of Memphis, John Simmons, M.M. Cohn
Hickory Ridge Mall (110)	18	Sears, Goldsmiths
Kirby Woods Mall (19)	15	Woolf Bros., Casual Corner
Lamar-Airways (18)	5	Skagg's, Kroger, Pic-Pac; Shainbergs
Laurelwood (19)	9	M.M. Cohn Walgreen, Sears, Oak Hall, TG&Y
Macon Plaza	10	Radio Shack, Big Star
Mall of Memphis (140)	14	Penney's, Lowenstein's, Dillard's
Metro Plaza (18)	2	Kent's, Marketland
Northgate (39)	5	Skagg's, Woolco, Kroger, Walgreen, Zayre, Kent
Park Center (16)	8	Peaches Records, Pic-Pac
Parkway Vlg. (42)	10	Sears. Big Star, Pic-Pac Kroger, Walgreen, TG&Y Family Center, Fred P. Gattas
Perimeter Mall (10)	9	Skagg's, Handy City
Poplar Plaza (43)	6	Lowenstein's, Penney
Raleigh Spgs. Mall (72)	12	Lowenstein's, Sears, J.C. Penney, Goldsmith, Walgreen, Woolworth
South Plaza (26)	8	Jefferson Ward, Skagg's, Giant Foods
Southbrook Mall (31)	8	Fred Montesi, Pier 1,
Southgate (39)	4	Skagg's, Kroger, Giant Foods, Shainbergs, Woolco, J.C. Penney
Southland Mall (66)	8	Goldsmith's, Sears, M.M. Cohn, Woolworth
Summer Ctr. (18)	8	Kroger, Walgreen, Zayre
Whitehaven Plz. (41)	8	Lowenstein's, Kroger, Walgreen, Shainberg, Kent's

Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Mon., Thu., Sat. (some Shopping Centers until 9 p.m. 6 nights a week).

13 - RETAIL OUTLETS: Department Stores - M.M. Cohn 4; Goldsmith 5; Lowenstein's 5; Sears 5; Ardan Catalog Showroom 1; Shainberg's 5; J.C. Penneys 3; Dillard's 1.
Discount Stores : Jefferson Ward 3; Kent's 12; Surplus City; Woolco 3; Zayre 3; Consumer Discount 1; Fred P. Gattas Distributors Co. 2; Service Merchandise 3; Fred's 9; Bargain Center USA 4; Dollar General Stores 2; K mart 7; Target 4.
Variety Stores : McCrory's 2; S. H. Kress; Woolworth 4; TG&Y Family Centers 2; TG&Y 8; H. J. Wilson's 1.
Chain Drug Stores : Rexall 32; Walgreen 19; Skagg's 10; Super D 17.
Chain Food Supermarkets : Giant Foods of America 5; Hogue & Knott 4; Kroger 20; Fred Montesi 4; Pic-Pac 10; Seessel's 6; Big Star 25; Food Barn 2; Food Rite 7; Liberty 7.
Other Chain Stores - Baker Shoes 6; Bond Clothes 1; Burk Hall Paint 6; Florsheim Shoe 4; Haverty Furn. 6; Tom McAn 5; National Shirt 2; Sherwin-Williams 5; Singer Sewing Machine 7; Glidden 1; Richman Bros. (men's) 3; Lerner's 3; Mangel's (women's) 1; Three Sisters (women's) 3; Firestone 10; Goodrich 3; General Tire 2; Goodyear 16; Western Auto 4; Uniroyal Tire Store; One Price Tire 4; Kinney's Shoes 5; Radio Shack 19; Scott Appliances 8; Scott Sound Center 4; Central Hardware 4; Handy City 2; Lowe's Hardware 1; 84 Lumber 2; Butler's Shoes 6; Waldenbooks 4; Gordon's Jewelers 7; CMC Stereo Centers 4.

14 - NEWSPAPERS: COMMERCIAL APPEAL (m) 203,920; PRESS-SCIMITAR (e) 95,553; COMMERCIAL APPEAL (S) 281,978; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Louis Bargiacchi, Gen. Adv. Mgr., THE COMMERCIAL APPEAL and MEMPHIS PRESS-SCIMITAR, 495 Union Ave., Memphis, TN 38101; Tel. (901) 529-2211.
National Representative : Story & Kelly-Smith; Met. Pub. Rep.

MORRISTOWN

1 - LOCATION: Hamblen County, E&P Map E-2, County Seat. In the E. Tennessee Valley, 38 mi. NE of Knoxville. On U.S. Hwys. 11E & 25E. 3 mi. from intersection of I-81 & 12 mi. to intersection of I-81 & I-40.

2 - TRANSPORTATION: Railroads - Southern (Main line, western terminus of the Carolina division).
Motor Freight Carriers - 5.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,683
CZ-ABC: (70) 25,124; (81) 29,600
RTZ-ABC: (70) 74,241; (81) 98,400
County 80 Cen. 49,300
City & RTZ-ABC: (70) 99,365; (81) 128,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,376
CZ-ABC: (70) 7,865; (81) 10,700
RTZ-ABC: (70) 22,573; (81) 34,400
County 80 Cen. 17,257
City & RTZ-ABC: (70) 30,438; (81) 45,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$184,885,137
Sav. & Loan	4	$468,833,388

6 - PASSENGER AUTOS: County 36,892

7 - ELECTRIC METERS: (City) 10,239

8 - GAS METERS: (County) 2,800

9 - PRINCIPAL INDUSTRIES: Poultry; Egg & Dairy Prods.; Furn.; Knitting Mills; Flour & Fedd; Textiles; Leather Gds.; Chem.; Metal Prods.; Comm. Laundry Equip.; Rubber Molded Prod.; Tool & Die; Flakeboard; Paper Products. 19,000 employees.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-80; Summer 70-95; Fall 45-80; Winter 10-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Russellville	6	Thompson's
White Pine	11	Food City
Morristown	-	J.C. Penney, Sears, Plaza Rose's, Zale's

Principal Shopping Days : Thu., Fri., Sat.
Shopping Centers : Radiocenter; Crescent Ctr.; South Cumberland; Morristown Plaza (21); Buffalo Trail Shpg. Ctr.; Downtown Plaza; East Gate Shpg. Ctr, Plaza Terrace

13 - RETAIL OUTLETS: Department Stores - Parks-Belk; J.C. Penney; Sears (catalog); Montgomery Ward (catalog).
Variety Stores - Eagle; Dollar Shop; Rose's.
Chain Food Supermarkets : Davis; Giant Mkt. 2; Smith's IGA 2; Kroger's; Winn-Dixie; Food City.
Discount Stores : Howard Bros.; Sky City; Big K; K mart.
Chain Drug Stores : Revco; Freel's; Minnis 4; Treasure Store.

14 - NEWSPAPERS: CITIZEN TRIBUNE (e-mon to fri) 19,787; (S) 22,224; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Reece Sexton, Adv. Dir., CITIZEN TRIBUNE, 1609 W. 1st North St., Morristown, TN 37814; Tel. (615) 581-5630.
National Representative : Landon.

MURFREESBORO

1 - LOCATION: Rutherford County (In Nashville-Davidson SMSA). E&P Map C-2, County Seat. Residential, education center (Middle Tennessee State University); 32 mi. SE of Nashville; 115 mi. NW of Chattanooga; geographic center of state. On U.S. Hwys. 41, 231, 70S, I-24; State Hwys. 10, 96, 99.

2 - TRANSPORTATION: Railroads - L&N.
Intercity Bus Lines - Greyhound; Continental Trailways.
Airlines - Major airlines at Nashville Municipal Airport (26 miles).
Motor Freight Carriers - Murf. Frt. Line; S&W Frt. Line.

3 - POPULATION:
Corp. City 80 Cen. 32,845
CZ-ABC: (70) 26,360; (81) 38,100
RTZ-ABC: (70) 33,068; (81) 49,900
County 80 Cen. 84,058
SMSA 80 Cen. 850,505
City & RTZ-ABC: (70) 59,428; (81) 88,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,517
CZ-ABC: (70) 7,930; (81) 13,200
RTZ-ABC: (70) 9,482; (81) 16,500
County 80 Cen. 28,002
SMSA 80 Cen. 201,945
City & RTZ-ABC: (70) 17,412; (81) 29,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$404,331,000
Commercial	5	$241,000,000

6 - PASSENGER AUTOS: County 45,287

7 - ELECTRIC METERS: Residence 13,141

8 - GAS METERS: Residence 2,942

9 - PRINCIPAL INDUSTRIES: Hospital Equip.; Hosiery; Motors; Elect. Heating Equip.; Dairy Proc.; Clothing; Folding Tables & Chairs; Tire Mfg.; Electric Signs; Corrugated Boxes; Pneumatic Trucks; Plastic Bags; Records; Lighters; Rail Car Mfg.; Form Printing; Food Mfg.; Boat Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jackson Heights (18)	NA	Sullivan's, Bi-Rite
Mercury Plaza (15)	NA	Rose's, Cooper-Martin Mkt., Harvey's
Memorial Village (10)	NA	Big K, A&P
Murfreesboro Mall (25)	NA	K mart, Kroger, Walgreen

Principal Shopping Days : Fri., Sat., & Sun.

13 - RETAIL OUTLETS: Department Stores - Goldstein's; J.C. Penney; Harvey's, Sullivan's.
Variety Stores : Kent's.
Discount Stores : Clark's; Big K; K mart; Rose's; Fred's.
Chain Drug Stores : Revco 2; Super D; SupeRx; Walgreen.
Chain Supermarkets : Big Star; Bi-Rite; H.G. Hill; IGA 2 ; Kroger 2.

14 - NEWSPAPERS: NEWS-JOURNAL (e-mon to fri) 11,690; (S) 13,342; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Alan Werner, Adv. Dir., NEWS-JOURNAL, 224 N. Walnut St., Murfreesboro, TN 37130; Tel. (615) 893-5860.
National Representative : Landon.

NASHVILLE

1 - LOCATION: Davidson County (In Nashville-Davidson SMSA). E&P Map C-2. State Capital. Industrial, financial. education, recreational and distribution center; river terminal; 6-spoke hub on Interstate highways.

2 - TRANSPORTATION: Railroads - Louisville & Nashville; Illinois Central.
Motor Freight Carriers - 106.
Intercity Bus Lines - Continental Trailways; Greyhound; Tennessee Trailblazers.
Airlines - Eastern; American; Braniff; Ozark; TWA; Republic; USAir; Piedmont; Delta; Capitol. Total 200 flights daily.

3 - POPULATION:
Corp. City 80 Cen. 455,651
CZ-ABC: (70) 448,003; (81) 442,300
RTZ-ABC: (70) 782,296; (81) 1,040,700
County 80 Cen. 477,811
SMSA 80 Cen. 850,505
City & RTZ-ABC: (70) 1,230,299; (81) 1,483,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 169,674
CZ-ABC: (70) 140,411; (81) 159,500
RTZ-ABC: (70) 242,735; (81) 370,600
County 80 Cen. 177,737
SMSA 80 Cen. 201,945
City & RTZ-ABC: (70) 383,146; (81) 530,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$3,772,743,365
Sav. & Loan	9	$1,514,436,000

6 - PASSENGER AUTOS: County 322,992

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Printing; Shoes; Paper Prod.; Hosiery; Stoves; Food Prod.; Glass; Appliances; Dacron; Cellophane; Barges; Boats; Tires; Music; Corfam.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Avg. Temp. Winter 38; Summer 80. First killing frost, Oct. 22. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Area - 3 blocks on Union St.; 6 on Church St.; 5 on Broadway; 4 on Third Ave. North; 3 on Fourth Ave. North; 2 on Fifth Ave. North; 1 on Sixth Ave. North.
Nearby Shopping Centers - Bellemeade Plaza, Harding Rd. at Woodmont Blvd.; Hillsboro Village, 21st Ave. South at Belcourt; Green Hills, Hillsboro Rd. at Abbott Martin Rd.; Bavarian Village, at Hillsboro Rd.; Northgate, Clarksville Hwy.; Hickory Hollow, I-24 and Bell Rd.; Hickory Plaza, Murfreesboro Rd.; Due West, Gallatin Rd. and Due West; Westgate, Hwy. 100 at Harding Rd.; Madison Square, Gallatin Rd. near Madison; Old Hickory; Merry Oak, Lebanon Rd. near McGavock; Elysian Fields, Nolensville Rd.; Donelson Plaza, Donelson; 100 Oaks, Thompson Lane & Powell Ave.; Harding Mall, Nolensville Rd. at Harding Rd.; Charlotte Square, Charlotte Pike at Old Hickory Blvd.; Rivergate at 2-Mile Pike.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belle Meade Plz. (16)	6	Sullivan's Dept.
Melrose (13)	3	Kroger
Old Hickory	13	Sullivan's, Kroger
Westgate (12)	7	Bi-Rite
Green Hills (50)	6	Castner-Knott, Cain-Sloan
Madison Sq. (27)	9	Harvey's, Winn Dixie
Elysian Fields (6)	7	Kroger, Hill Groc.
Seven Oaks	7	Hill Grocer
Merry Oaks	7	Kroger
Donelson Plz. (22)	8	Castner-Knott
Harding Mall (38)	5	Castner-Knott
100 Oaks (90)	3	Harvey's, Woolco, J.C. Penney
Rivergate (98)	10	Castner's, McCrory. Cain-Sloan, J.C. Penney Woolco, Winn-Dixie
South Plaza	NA	Penney,
Bavarian Vlg. (14)	NA	Village Store
Belle Meade	NA	Moon Drug, Theatre
Charlotte Sq. (26)	NA	Big K,
Due West	8	Zayre, Big Star
Northgate	5	N.A.
Hickory Hollow	15	Cain-Sloan. Casther Knott, Sears
Hickory Plaza (12)	8	Kroger, SupeRx
Gallatin/ Madison (11)	NA	Zayre, Cooper-Martin Mkt.
H.G. Hills (5 Ctrs)	NA	H.G. Hill
Overton Plaza	NA	
Richland Creek (13)	NA	Hill Bros.

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon., Fri.

13 - RETAIL OUTLETS: Department Stores - Harveys; Castner-Knott; Cain-Sloan; Sears; J.C. Penney; Sullivans.
Discount Stores : K mart; Zayre; Woolco; Hills; Target.
Variety Stores - Woolworth; Woolco; McCrory; McLellan; Big K (Kuhn Bros.); Kress; Ben Franklin; G.C. Murphy.
Chain Drug Stores : Wilson Quick 10; J.P. Brown 4; Garrett 4; Walgreen 11; Rexall; SupeRx Drugs 5; Medicine Shoppe 2; Revco 3; Payless of Tenn. 1; Super D 3; Blankenship 3; Medicine Shoppe 1; Treasury Drugs.
Chain Food Supermarkets : Total Number of Supermarkets 117. H.G. Hill 12; Kroger 17; Winn-Dixie 9.
Drive-In Markets : EZ Food Shops 10; Jim Dandy 19; 7-Eleven 11; Stop-N-Go 9; Hot Stop; Quik Sak.
Other Chain Stores - Shoes: Hill Bros. 2, Baynhams, Edison, Bakers, Burts, Foot-So-Port, Bell Bros., Flagg Bros., Hardy, Holiday 2, Jarman, Manss, International, Bells, Florsheim, Family Booteries 5, American. Paints: Mary Carter, Lowe Bros., Pee-Gee, Sherwin-Williams, Glidden. Auto Supplies: Midas Mufflers, Pierson Auto Paint, Karco 2, SureFit Seat Cover, Western Auto 6. Clothing: National Shirt, Three Sisters 3, Wormser Hats, Childs Toggery 3. Jewelry & Optical: Gordons, Kay, Zales. Others: Singer Co., Delleys, Genesco Sales, Gus Mayer, One Hour Valet, Orkin Exterminating, Radio Shack Corp., Sterchi, Russell Stover Candy, Tooley-Myron Studios, Handy City, Homecrafters, Spiegel (catalog).

14 - NEWSPAPERS: BANNER (e) 79,556; Mar. 29, 1981 ABC. TENNESSEAN (m) 132,146; (s) 244,204; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Steve Harper, Adv. Dir., TENNESSEAN and BANNER, 1100 Broadway, Nashville, TN 37202; Tel. (615) 255-1221.
National Representative : Gannett.

OAK RIDGE

1 - LOCATION: Anderson and Roane Counties, (In Knoxville SMSA). E&P Map E-2. In industrialized eastern part of state. 24 mi. from Knoxville; 65 mi. from Great Smoky Mtn. Natl. Park; 22 mi. from TVA Norris Dam. On U.S. Hwy. 25W, I-40, I-75; State Hwys. 61, 62, 95, 58.

2 - TRANSPORTATION: Railroads - Louisville & Nashville.
Motor Freight Carriers - 5.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - American; Delta; Piedmont; Southern; United; TWA.

3 - POPULATION:
Corp. City 80 Cen. 27,662
CZ-ABC: (70) 35,645; (81) 38,400
RTZ-ABC: (70) 66,195; (81) 82,300
Counties 80 Cen. 115,771
Anderson County 80 Cen. 67,346
Roane County 80 Cen. 48,425
SMSA 80 Cen. 476,517
City & RTZ-ABC: (70) 101,840; (81) 120,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,021
CZ-ABC: (70) 11,527; (81) 14,300
RTZ-ABC: (70) 20,036; (81) 28,600
Counties 80 Cen. 41,696
Anderson County 80 Cen. 24,616
Roane County 80 Cen. 17,078
SMSA 80 Cen. 174,691
City & RTZ-ABC: (70) 31,563; (81) 42,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$220,811,130
Sav. & Loan	3	$96,432,616

6 - PASSENGER AUTOS: Anderson Co. 61,914; Roane Co. 27,864

7 - ELECTRIC METERS: Residence 10,796

8 - GAS METERS: Residence 3,880

9 - PRINCIPAL INDUSTRIES: Union Carbide Energy & Conservation Research & Development, Fuel for Nuclear Power Reactors 16,400 emp.; Dept. of Energy 802 emp.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-70; Summer 65-87; Fall 48-70; Winter 32-52. First killing frost, Oct. 30. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Principal Shopping Center - on Oak Ridge Tpk. bet. Rutger's Ave. and Tulane Ave. Modern shopping (100 retail outlets, parks 7,000 cars).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Illinois Ave. (8)	1/2	Howards, K mart
Ridgeway Ctr.	1 1/2	Adroit Office Supply (20)
French's Plz (10)	1 1/2	French's Market
Grove Ctr. (30)	1	White Store
Jackson Sq. (45)	2	Watson's
Four Oaks (10)	4	Ridge Paint, Bank
Bruner Ctr. (8)	4 1/2	Bruner Food Center
King's Ctr. (3)	2	King's, Winn-Dixie
TriCounty (15)	6	Heck's

Neighborhood Shopping Areas - Elm Grove, 5 miles on E. Tennessee Ave.; Fairbanks, 4 miles on Fairbanks Road; Hilltop, 3 miles on Illinois Ave. at Outer Drive; Pine Valley, 2 miles on New York Ave. at Utah Ave.; West Village. 3 miles on Jefferson Circle at Jefferson Ave.; Woodland, 1 on Northwestern Ave.
PRincipal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Fri. & Mon.

13 - RETAIL OUTLETS: Department Stores - Miller's; J.C. Penney; Proffitt's; Watson's.
Variety Stores - McCrory's; Whiteway; Woolworth.
Discount Stores : Watson's Valu-Mart; King's; Howard Bros.; K mart; Heck's.
Chain Drug Stores : Treasury Drug Ctr.; Revco.
Chain Food Supermarkets : A&P; Kroger; White; French's; IGA; Winn-Dixie; Weigels 2; Mini-Mart 3; Minit Check.
Other Chain Stores - Marilyn; Brown's Bootery; Nettie Lee; Conley E. Morris; Nancy Lynn Fashions; Merle Norman; Sherwin-Williams; Pittsburgh Plate Glass; Royal Jewelers; The Cloth Shop; Jo Ann Fabrics; Federal Bake Shop; Singer Co.; Sterchi Bros. (furniture); Fowler Bros. (furniture); Western Auto; Goodyear; Firestone; Sears; Otasco.

14 - NEWSPAPERS: OAK RIDGER (e-mon to fri) 12,036; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David L. McCoy, Adv. Mgr., OAK RIDGER, 785 Oak Ridge Turnpike, Oak Ridge, TN 37830; Tel. (615) 482-1021.
National Representative : Landon.

PARIS

1 - LOCATION: Henry County, E&P Map B-2, County Seat. 130 mi. NE of Memphis; 105 mi. NW of Nashville.

2 - TRANSPORTATION: Railroads - L&N.
Motor Freight Carriers - 5.
Intercity Bus Lines - Greyhound; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 10,728
County 80 Cen. 28,656

4 - HOUSEHOLDS:
City 80 Cen. 4,397
County 80 Cen. 10,914

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$122,827,000
Sav. & Loan	1	$52,885,000

6 - PASSENGER AUTOS: County 18,636

7 - ELECTRIC METERS: County 14,400

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Carburetors 1,500; Rubber Prod. 468; Clay Mining & Processing 300; Auto Brake Parts 368; Power Tools 600; Brick Making Eqpt. 75; Lamps 180; Mobile Homes 190; School Furniture 72; Meat Products 98; Hardboard 200; Electric Motors 350.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center - Downtown two blocks each way from court square (64 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Paris (3)	1	Kroger, Fred's
Lakeway Vlg. (9)	2	Uncle Lee's, Big Star
Lee Greer (6)	1	IGA Foodliner
Paris Sq. (6)	1	Big K
Paris Plaza (6)	1	Wal-Mart, Warehouse Foods

Principal Shopping Days :Fri. & Sat.
Stores Open Evenings : Fri. till 8; Groceries - Fri. & Sat til 8; some supermarkets open 24 hours weekdays.
Stores Open Sundays : Some supermarkets, department, drug.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; National; Howard & Jobe; Dollar General.
Discount Stores - Big K; Fred's; Wal-Mart: Uncle Lee's.
Variety Stores - Pay-Less.
Chain Drug Stores : Pay-Less; Rexall; SupeRx.
Chain Food Supermarkets : Kroger; Jim Adam IGA; Big Star; Warehouse Foods.
Other Chain Stores : Goodyear; Western Auto; Sherwin-Williams; Pic 'N Pay; Remnant House; Radio Shack; Levis; Catos; Campbells; Ashleys Outlet; Pay-Less Shoes.

14 - NEWSPAPERS: POST-INTELLIGENCER (e) 8,214; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Bill Williams, Pub., POST-INTELLIGENCER, 208 E. Wood St., Paris, TN 38212; Tel. (901) 642-1162.
National Representative : Landon.

SHELBYVILLE

1 - LOCATION: Bedford County, E&P Map C-2, County Seat. Retail center. Misc. light mfg. and dairy center. 52 mi. S of Nashville in South Central part of state. On U.S. Hwys. 41A, 231.

2 - TRANSPORTATION: Railroads - L&N.
Motor Freight Carriers - 5.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,530
County 80 Cen. 27,916
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,031
County 80 Cen. 9,943

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$132,313,802
Sav. & Loan	2	$234,429,000

6 - PASSENGER AUTOS: County 18,308

7 - ELECTRIC METERS: Residence, City 5,486

8 - GAS METERS: Residence 2,861

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners - Building construction 170; Road construction 300; Plumbing-electrical 200; Food processing 465; Textile & garment 550; Printing & publishing 285; Plastics 300; Leather & leather goods 120; Machine shops 75; Transportation equipment 680; Pencil Mfg. 1,220; Metals processing 200; Retail & wholesale trade 268; Miscel. retail workers 305; Food service 300; Automobile service 135; Finance & banking 115; Insurance 25; Repair shops 20; Service 230.
Principal Pay Days - Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-80; Summer 65-90; Fall 25-80; Winter 10-75. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Centers - 4 blocks on main square; 2 on Depot St.; 5 on Main St.; Madison St.
Neighborhood Shopping Centers - Edgemont; Big Springs; Madison St..

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Big Springs (15)	NA	SupeRx, Big K, Burkhart's, Kenwyn, Sullivan's
Edgemont	NA	
Madison (7)	NA	K mart, Kroger, Revco, Family Dollar

Principal Shopping Days : Sat., Mon., Fri.
Stores Close : Some - Wed. aft., Jan. thru Nov.
Stores Open Evenings : Dept. - Food Daily.

13 - RETAIL OUTLETS: Department Stores - Sears; McKees; Carolyn's; Tip Thompson's; Sullivan's; Cato; Kenwyn; Burkhart's; Crockers-Rone Jewelers; Simmons Jewelers; Hastings; Bootery.
Chain Drug Stores : SupeRx; Revco.
Variety Stores - Scotty's; Fred's.
Discount Stores : Big K; K mart; Family Dollar Store; Freds.
Chain Food Supermarkets : Day Bros.; Kroger; Guy's Mkt.; Shelbyville; Riverview; Shelbyville Super 1; Dial Superette; Cooper & Martin; Kwik Stop 2.
Other Chain Stores - Crockers-Rone Jewelers; Draper & Darwin.

14 - NEWSPAPERS: TIMES-GAZETTE (e-mon to fri) 8,129; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Mrs. Ruth Coop, Adv. Mgr., TIMES-GAZETTE, P.O. Box 380, Shelbyville, TN 37160; Tel. (615) 684-1200.
National Representative : Landon.

SOUTH FULTON, TN

See FULTON, KY

UNION CITY

1 - LOCATION: Obion County, E&P Map B-6. 120 mi. N of Memphis.

2 - TRANSPORTATION: Railroads - Louisville & Nashville; Illinois Central Gulf.
Motor Freight Carriers - 9.
Intercity Bus Lines - Greyhound; Gulf Transport.
Airlines - Taylor Charter.

3 - POPULATION:
Corp. City 80 Cen. 10,436
County 80 Cen. 32,781

4 - HOUSEHOLDS:
City 80 Cen. 4,027
County 80 Cen. 12,079

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$170,000,000
Sav. & Loan	1	$92,000,000

6 - PASSENGER AUTOS: County 19,227

7 - ELECTRIC METERS: Residence 4,425

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Textile 1,407 ($187); Leather & Shoes 672 ($200); Metal Fabrication 1,000 ($240); Food Packing 808 ($260); Tire 2,964 ($360); Lumber 207 ($190).
Principal Industrial Pay Days - Thu.

10 - CLIMATE: First killing frost, Nov. 12. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center - 4 blocks on First St.; 1 on Washington; 3 on Second St.; 3 on Main; 2 on Church.
Neighborhood Shopping Centers - Edwards Additions; Garden Road Additions; 5th & Jackson Sts.; East Main Terminus; Reelfoot Shopping Center- Reelfoot & 1st St.; Obion Square, Reelfoot Ave.
Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Shainberg's; Shatz; Jackson's; Falksff's; Behrs
Variety Stores - Kents; Freds $1 Store.
Chain Drug Stores : Revco Drugs; Super D; K&D.
Chain Food Supermarkets : Kroger; E. W. James; IGA.
Discount Stores : Gibson's; Big K; K mart.
Other Chain Stores - Libby's; Goodyear; Sears; Singer Co.; Otasco; Gibson Discount; Royce Shoes; Sherwin-Williams; Homestead; Pick'N Pay Shoe; Ashleys Outlet; Scott Hallmark.

14 - NEWSPAPERS: MESSENGER (e) 9,346; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: Dave Critchlow, Pub., MESSENGER, 613 Jackson St., Union City, TN 38261; Tel. (901) 885-0744.
National Representatives : Landon.

TEXAS SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Abilene —Jones, Taylor and Callahan Counties.
Amarillo —Potter and Randall Counties.
Austin —Hays, Travis and Williamson Counties.
Beaumont-Port Arthur-Orange —Hardin, Jefferson and Orange Counties.
Bownsville-Harlingen-San Benito —Cameron County.
Bryan-College Station —Brazos County.
Corpus Christi —Nueces and San Patricio Counties.
Dallas-Fort Worth —Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant and Wise Counties.
El Paso —El Paso County.
Galveston-Texas City —Galveston County.
Houston —Brazoria, Fort Bend, Harris, Liberty, Montgomery and Waller Counties.
Killeen-Temple —Bell and Coryell Counties.
Laredo —Webb County.
Longview-Marshall —Gregg and Harrison Counties.
Lubbock —Lubbock County.
Midland —Midland County.
McAllen-Pharr-Edinburg —Hidalgo County.
Odessa —Ector County.
San Angelo —Tom Green County.
San Antonio —Bexar, Comal and Gauadalupe Counties.
Sherman-Denison —Grayson County.
Texarkana, Tex.-Ark. —Bowie County, Tex.; Little River and Miller Counties, Ark.
Tyler —Smith County.
Victoria —Victoria County.
Waco —McLennan County.
Wichita Falls —Clay and Wichita Counties.

STANDARD CONSOLIDATED STATISTICAL AREAS

Houston-Galveston —Includes Houston SMSA; Galveston- Texas City SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**
Under 5 Years	1,001	1,169
5-14 Years	2,330	2,350
15-24 Years	2,053	2,773
25-44 Years	2,686	4,029
45-64 Years	2,142	2,536
65 and Over	987	1,371
TOTAL	11,199	14,228

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1982 Estimate**
Bldg. Mat./Hdwr	1,315	2,295	4,028
Genral Mdse	3,620	5,884	10,110
Food	5,533	9.737	18,862
Automobiles	5,874	11,259	17,847
Gasoline Stations	1,999	3,444	8,259
Apparel	1,482	2,445	4,212
Furniture	1,219	2,044	3,666
Eat-Drink Places	1,781	3,678	7,130
Drugs	772	1,311	2,479
TOTAL	25,833	45,816	84 551

ABILENE

1 - LOCATION: Taylor County, (In Abilene SMSA). E&P Map D-3. 40 mi. NW of Geographical Ctr. of Texas. County Seat. Cattle, oil, ind., education & transp. ctr.

2 - TRANSPORTATION: Railroads : Abilene Southern; Burlington; Texas & Pacific; Ft. Worth & Denver.
Motor Freight Carriers : 14.
Intercity Bus Lines : Arrow Coach; Burlington Trailways; Southwest Greyhound; Sunset Stages.
Airlines : Chaparral Airlines.

3 - POPULATION:
Corp. City 80 Cen. 98,315
CZ-ABC: (70) 90,571; (81) 103,800
Bal. in PMA-ABC: (70) 31,593; (81) 37,100
Total PMA-ABC: (70) 122,164; (81) 140,900

County 80 Cen. 110,932
SMSA 80 Cen. 139,192
Bal. in RTZ-ABC: (70) 116,503; (81) 121,700
PMA & RTZ-ABC: (70) 238,667; (81) 262,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 33,939
CZ-ABC: (70) 27,492; (81) 36,200
Bal. in PMA-ABC: (70) 11,246; (81) 15,400
Total PMA-ABC: (70) 38,738; (81) 51,600
County 80 Cen. 38,515
SMSA 80 Cen. 49,032
Bal. in RTZ-ABC: (70) 41,340; (81) 49,800
PMA & RTZ-ABC: (70) 80,078; (81) 101,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$1,113,673,376
Sav. & Loan	5	$427,143,348

6 - PASSENGER AUTOS: County 99,905 (All Vehicles)

7 - ELECTRIC METERS: Residence 32,774

8 - GAS METERS: Residence 33,177

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Feed, Cottonseed Oil Products 250; Aero Space Structures 320; Meat Products 448; Newspaper 300; Oil & Gas Processing 150; Bakery Products 200; Soft Drinks 300; Steel Fabrication 250; Plumbing Fixtures, Fitting & Trim 200; Band Instruments 385; Tire Retreading 100; Calcviators 260; Total 130 Industries; 7,680 Employees.

10 - CLIMATE: Min. & Max. Temp.—Spring 52-72; Summer 72-105; Fall 54-78; Winter 21-55. Last frost Mar. 25.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 2 blocks on Oak St.; 6 on Pine St.; 6 on Cypress St.; 6 on Cedar St.; 6 on Walnut St.; 3 on N. 3rd St.; 4 on N. 4th St.; 2 on N. 5th St.; 10 on S. 14th; 12 on N. Mockingbird; 5 on N. 6th; So. 23 & Barrow; 1 on Judge Ely Blvd.; Hi-way 80 & Buffalo Gap Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
8th & Hickory (5)	NA	
Brook Hollow (12)	NA	Safeway, Gibson
Burro Alley (16)	NA	
Crossroads (25)	NA	—
Edgewood (4)	NA	M System
Elmwood West (17)	NA	Cloth World, Piggly Wiggly
Frenchman's Creek (17)	NA	Albertson
Hillcrest (5)	NA	
Mall of Abilene (100)	NA	J.C. Penney, Sears
Meads Suburban (9)	NA	Luskey's
Merchant Park (9)	NA	Furr's Mkt., TG&Y
Oakwood Village (65)	NA	Super Duper Food
Park Terrace (8)	NA	
River Oaks (20)	NA	Super Duper Food
Rose Park (9)	NA	
Radford Hills (23)	NA	Gibsons
Southwest Park (12)	NA	
Westgate (58)	NA	Mont. Ward, Minters, Bealls, Thorntons

Principal Shopping Days :Mon., Thu., Sat.
Stores Open Evenings : Major malls to 9 pm.

13 - RETAIL OUTLETS: Department Stores : Grissoms, Minters; Thornton's 5; K mart 2; Sears; Montgomery Ward; Dillards; Bealls 2.
Discount Stores : Gibson's 3; K mart; Payless Cashways; McCoy's; Highway 84 Lumber; TG&Y 5; Wilsons.
Variety Stores : TG&Y 5.
Chain Drug Stores : Eckerd 6; Gibsons 3.
Chain Food Supermarkets : M-System 3; Safeway 3; Furr Food 2, Piggly Wiggly; Super Duper 9; Skinnys 20; Colonial 14; Albertson.
Other Chain Stores : J.C. Penney Sears; Kinney's; White's; Firestone; Goodyear; Sherwin- Williams; Zale's 3; Jewel Box; S&Q Clothiers; Baker's; Lerners; Anthony's; S&H Green Stamps.

14 - NEWSPAPERS: REPORTER-NEWS (m-mon. to fri) 40,062; (e-mon to fri) 16,143; Comb. (m&e) 56,205; (m-sat) 49,490; (S) 58,154; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Pat Hartsfield, Adv. Dir., REPORTER-NEWS, P.O. Box 30, Abilene, TX 79604; Tel. (915) 673-4271.
National Representatives : Harte-Hanks; Branham.

ALICE

1 - LOCATION: Jim Wells Count, E&P Map D-5, 125 mi. from San Antonio, 50 mi. W. of Corpus Christi at the Hub of SW part of State. On U.S. Hwy. 281; State Hwys. 44 & 359.

2 - TRANSPORTATION: Railroads : Southern Pacific; Texas Mexican.
Intercity Bus Lines : Continental.
Motor Freight Carriers : 7.

A
B
C
1
2
3
4
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6
OKLAHOMA
NEW MEXICO
MEXICO
Amarillo
Lubbock
Midland
Odessa
Big Spring
El Paso
San Angelo
Dalhart
Stratford
Spearman
Perryton
Lipscomb
Channing
Dumas
Stinnett
Borger
Miami
Canadian
Vega
Panhandle
Pampa
Wheeler
Hereford
Canyon
Claude
Clarendon
Wellington
Farwell
Dimmitt
Tulia
Silverton
Memphis
Childress
Muleshoe
Littlefield
Plainview
Floydada
Matador
Paducah
Morton
Crosbyton
Dickens
Guthrie
Plains
Brownfield
Tahoka
Post
Clairemont
Aspermont
Seminole
Lamesa
Gail
Snyder
Roby
Andrews
Stanton
Colorado
Sweetwater
Kermit
Mon.ahans
Garden City
Sterling City
Robert Lee
Pecos
Crane
Rankin
Big Lake
Sherwood
Sierra Blanca
Van Horn
Fort Davis
Fort Stockton
Marfa
Alpine
Ozona
Eldorado
Sonora
Sanderson
Rocksprings
Del Rio
Brackettville
Eagle Pass
EDITOR & PUBLISHER
MARKET GUIDE MAP
TEXAS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75 100 125

The Community Information Center In

Abilene, Texas.

Abilene Reporter-News

A Harte-Hanks NEWSPAPER

3 - POPULATION:
Corp. City 80 Cen. 20,961
County 80 Cen. 36,498

4 - HOUSEHOLDS:
City 80 Cen. 6,481
County 80 Cen. 11,165

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$191,642,754
Sav. & Loan	2	$72,051,752

6 - PASSENGER AUTOS: County 27,663 (All Vehicles)

7 - ELECTRIC METERS: Residence 6,322

8 - GAS METERS: Residence 5,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Stock Auction Barns, 125; Oil Field Chem. (3) 300; Crude Oil Ref., 1,500.

10 - CLIMATE: Min. & Max. Temp.—Spring 60-75; Summer 72-96; Fall 70-86; Winter 32-78.

11 - TAP WATER: Light alkaline to medium soft.

12 - RETAILING: **Principal Shopping Center** : 20 blocks over 3 main sts. & cross sts.

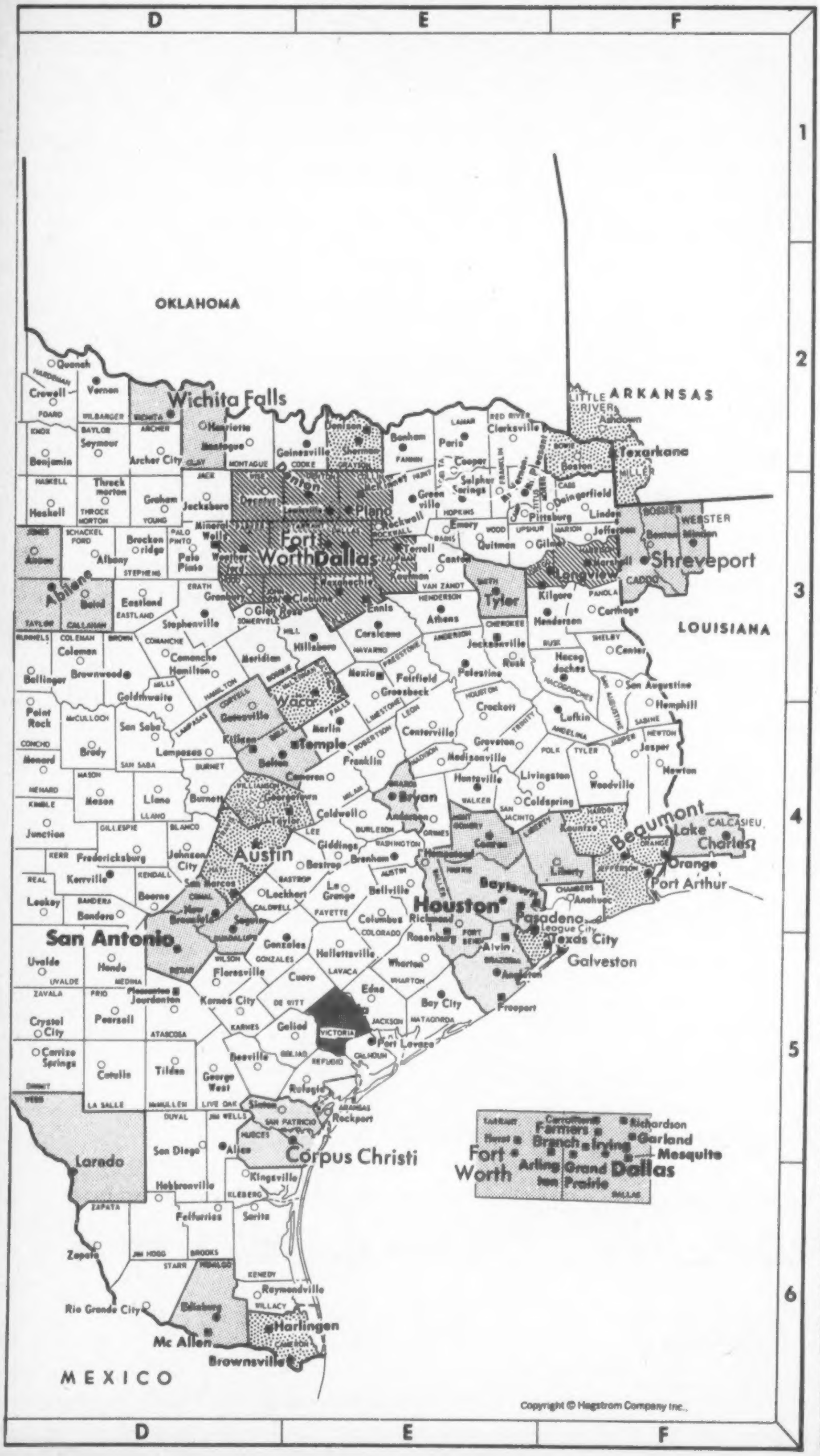
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
LaVillita (9)	NA	Kroger's, Sears, J.C. Penney, TG&Y
Sagewood Mall (19)	NA	Montgomery Ward, HEB Super Mkt., Firestone, Levines, Terry Farris
Roselawn (6)	NA	Bealls, Gibsons

Principal Shopping Days : Mon., Thu.; Fri., Sat.
Stores Open Evenings : Sat. & Thu.
Stores Open Sundays : Drug; Drive-in Grocery.

13 - RETAIL OUTLETS: Department Stores : C. R. Anthony; J. C. Penney; Levine; Terry Farris; Sears Roebuck (order store); Montgomery Ward (order store); Beall's; Levines.
Discount Stores : Factory Outlet; Gibson's; TG&Y Family Center; Fashion Outlet.
Variety Stores : TG&Y; Duke & Ayers.
Chain Drug Stores : Roselawn; Alice Walgreen; Rushing Rexall.
Chain Food Supermarkets : Foodcraft 2; Lone Star 5; HEB 2; Kroger Family Center.
Other Chain Stores : Singer Co.; Western Auto; Firestone; Whites; Goodyear; Maverick Mkts; Circle K.

14 - NEWSPAPERS: ECHO-NEWS (e-mon to fri) 7,523; (S) 8,323; sworn Feb. 1981.
Local Contact for Advertising and Merchandising Data: Lowell Hunt, Pub., ECHO-NEWS, 405 E. Main, Alice, TX 78332; Tel. (512) 664-6588.
National Representative : Texas Daily Press.


D
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OKLAHOMA
ARKANSAS
LOUISIANA
MEXICO
Wichita Falls
Texarkana
Fort Worth
Dallas
Shreveport
Abilene
Tyler
Longview
Waco
Temple
Killeen
Bryan
Austin
San Antonio
Houston
Baytown
Pasadena
Texas City
Galveston
Beaumont
Port Arthur
Orange
Lake Charles
Victoria
Corpus Christi
Laredo
Mc Allen
Harlingen
Brownsville
Fort Worth
Arlington
Grand Prairie
Dallas
Irving
Garland
Mesquite
Richardson
Farmers Branch
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ALVIN

1 - LOCATION: Brazoria County, E&P Map E-5. (In Houston, Tex. SMSA). Located in the SE Portion of State. 25 mi S. of Houston, On State Hwy. 35.

2 - TRANSPORTATION: Railroads : Missouri Pacific.
Intercity Bus Lines : Greyhound.
Airlines : Served by all major airlines through Houston Airport.

3 - POPULATION:
Corp. City 80 Cen. 16,515
County 80 Cen. 169,587
SMSA 80 Cen. 2,905,350

4 - HOUSEHOLDS:
City 80 Cen. 5,660
County 80 Cen. 53,907
SMSA 80 Cen. 1,027,067

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$124,003,000

6 - PASSENGER AUTOS: County 130,176 (All Vehicles)

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry—Nurseries; Oil & Gas refineries; Oil wells; Chemicals.
Principal Industry Pay Days : Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 65-80; Summer 75-90; Fall 62-78; Winter 62-75;

11 - TAP WATER: Alkaline, hard. not flouridated.

12 - RETAILING: Principal Shopping Centers - 2500 Hwy. 35 Bypass; Gordon & Coombs, N. Taylor & Willis Gordon & E. House St.; Rosharon Rd.; Loop & Hwy; 35.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alvin Bottom Dollar Ctr. (15)	NA	Bottom Dollar Discount
Alvin Ctr. (7)	NA	Mont. Ward, TG&Y.
Highland Square (16)	NA	Lewis & Coker
Stanton Ctr.	NA	
Towne Plaza	NA	Kroger
Wrights Corner	NA	

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores : Brockman's; Montgomery Ward:
Discount Stores : Bottom Dollar; West Gibson Discount Dept.
Variety Stores : Perry's; TG&Y.
Chain Drug Stores : Alvin Pharmacy.
Chain Food Supermarkets : Obriens. Turner Superette; Lewis & Coker; Kroger.
Other Chain Stores : House of Beauty; Blue Bonnet Dress Shop; Film 'N Foto.

14 - NEWSPAPERS: SUN (e. tues to fri. S) 7,102; VAC July 30, 1978 (Latest Statement Available)
Local Contact for Advertising and Merchandising Data: Peter Scott, Ret. Adv. Mgr., SUN, 201 E. House, Alvin, TX 77511; Tel. (713) 331-4421.
National Representative : None.

AMARILLO

1 - LOCATION: Potter & Randall Counties, (SMSA), E&P Map C-1. Geographic ctr. of the Texas Panhandle. 264 mi. W of Okla. City 335 mi. NW of Ft. Worth; 384 mi. NW of Dallas; 454 mi. SE of Denver; 450 mi. NE of El Paso. On U.S. Hwys. 66, 87, 60, 287, I-40; State Hwys. 117, 136, 51.

2 - TRANSPORTATION: Railroads : Burlington; Santa Fe; Rock Island.
Motor Freight Carriers : 27.
Intercity Bus Lines : Greyhound; Trailways.
Airlines : TWA; Braniff; Frontier; Texas International; Permian; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 149,230
CZ-ABC: (70) 127,010; (81) 162,600
RTZ-ABC: (70) 356,074; (81) 373,000
Counties/SMSA 80 Cen. 173,699
Potter 80 Cen. 98,637
Randall 80 Cen. 75,062
City & RTZ-ABC: (70) 483,084; (81) 535,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 56,216
CZ-ABC: (70) Cen. 42,296; (81) 61,700
RTZ-ABC: (70) Cen. 111,455; (81) 134,500
Counties/SMSA 80 Cen. 64,478
Potter 80 Cen. 37,769
Randall 80 Cen. 26,769
City & RTZ-ABC: (70) 153,751; (81) 196,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$1,205,350
Sav. & Loan	5	$421,667,321

6 - PASSENGER AUTOS:
Countries: Potter 93,783; Randall 64,38 (All Vehicles)

7 - ELECTRIC METERS: Residence 53,330

8 - GAS METERS: Residence 53,885

9 - PRINCIPAL INDUSTRIES: Mfg. 9,550; Mining Oil 1,730; Const. 5,280; Utilites 7,060; Services 12,740; Trade 22,120; Finance 3,740.
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 10-69; Summer 62-89; Fall 43-71; Winter 23-51. First killing frost, Nov. 1. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Downtown Area 5 blocks on Polk, Taylor & Tyler.
Primary Centers : Sunset (15) & Western Plaza (20).
neighborhood Shopping Centers : 34th & Georgia; Wolflin & Georgia (69); 3600 W. 15th; N.E. 24th & Grand; I-40 & Western; 45th & Western; 34th & Bell.
Stores Open Evenings : Sat., Mon. & Thu.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wofin-Village	NA	Colberts, Safeway, TG&Y
Wofin-Georgia	4	Blackburn Bros., Skaggs Drug, K mart
Martindale	3	K's, Thriftstore, United Foods
Sunset	3	Sears, Safeway, J. C. Penney
Trades Fair	5	K mart, Furr Food
So. Lawn Plz.	6	Piggly-Wiggly, TG&Y, C. R. Anthony
Western Plaza	5	Montgomery Ward, Furr's Cafeteria, Woolco, Sakowitz
Western Square	6	Gibson's, Albertsons Drugs & Food
Puckett Plaza	7	Safeway, Handy Dan, United Revco; Sprouse-Reitz
Spanish Crossroads	NA	Furr Foods, Furr's Family Center
Georgia Terrace	6	Furr Foods, TG&Y
Lawndale	6	Furr Foods, TG&Y
Bell Plaza	8	Grand Central
Wellington square	4	Garaski's loft swiss Colony Cheese

Stores Open Evenings : Dept. - Thu.

13 - RETAIL OUTLETS: Department Stores : C. R. Anthony 4; Sakowitz; Sears; Blackburn Bros. 2; Montgomery Ward; J. C. Penney; Hub 2; Colbert's 2; Harry Holland 1.
Discount Stores : K mart; Gibson's; Woolco; Best; Grand Central.
Variety Stores : Woolworth 1; TG&Y 6; Thrift Stores 2.
Chain Drug Stores : Albertsons 3; D&S 4; Maxor 2; S&M 2; Sav-On 5; Revco 1.
Chain Food Supermarkets : Furr Food 10; Safeway 4; Food Bonanza 1; United 7; Toot-N-Totum 40; Circle K Stores 7; Seven-Eleven 16.
Other Chain Stores : Lerner's; Whites Auto; Western Auto; Zales; S&H Green Stamps; Firestone; B. F. Goodrich; Gold Bond Stamps.

14 - NEWSPAPERS: NEWS (m) 44,197; (e-mon to fri) 29,987; (m&e) 74,184; (S) 74,548; 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bryce S. Cockerham, Adv. Dir., GLOBE-NEWS, 900 Harrison St., Amarillo, X 79166; Tel. (806) 376-4488.
National Representative : Texas Daily Press.

ANGLETON

1 - LOCATION: Brazoria County, E&P Map E-5 (in Houston SMSA). County Seat. Chemical, oil & gas industries. Agriculture, cotton, rice, soybeans, cattle, Located 45 mi. S of Houston on Hwy. 288 on the Gulf Coast.

2 - TRANSPORTATION: Railroads : Missouri Pacific.
Motor Freight Carriers : Alamo; Merchants; UPS.
Airlines : Served by all major airlines through Houston Airport.

3 - POPULATION:
Corp. City 80 Cen. 13,929
County 80 Cen. 169,587
SMSA 80 Cen. 2,905,350

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,678
County 80 Cen. 53,907
SMSA 80 Cen. 1,027,067

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 130,176 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Chemical; Farming.
Principal Industrial Pay Days : Thurs.

10 - CLIMATE: Min. & Max. Temp.—Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers : N. Downing Rd & Hwy. 35 (9 stores); County Rd (Cedar St.) & State Hwy. 35 (13 stores); SWC Hwys; 36 & 288 (9 stores); K mart Hwy 288.
Neighborhood Shopping Centers : Four Corners; Angleton Plaza; Angleton Palm Center; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brazos Mall	9	Sears, Wilsons, J.C. Penney, Joskers
Lacks Plantation	12	Lacks Center

Principal Shopping Days : Thur., Fri. & Sat.
Stores Open Evenings : Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores : Brockmans; Weiners.
Discount Stores : Bottom Dollar; K mart.
Variety Stores : TG&Y; Perry Bros.
Chain Drug Stores : Eckerds; Walgreens
Chain Food Supermarkets : Safeway; Kroger.
Other Chain Stores : Firestone; World of Fabrics; Merle Norman.

14 - NEWSPAPERS: ANGLETON TIMES (m-tues to fri) 2,947; VAC Dec. 31, 1980.
Local Contact for Advertising and Merchandising Data: Bruce Page, Ret. Adv. Mgr., ANGLETON TIMES, 700 Western Ave., Angleton, TX 77515; Tel. (713) 849-8581.
National Representative : None.

ARLINGTON

1 - LOCATION: Tarrant County (In Dallas-Fort Worth SMSA). E&P Map E-3. Midway between Fort Worth and Dallas. On U.S. Hwy. 80; State Hwys. 303, 157, 360; Ft. Worth Tpke.; Interstate Hwy. 20.

2 - TRANSPORTATION: Railroads : Texas and Pacific; Great Southwest.
Motor Freight Carriers : 45.
Intercity Bus Lines : Texas Motor Coaches; Continental Trailways.
Airlines : Dallas-Ft. Worth Regional Airport; Arlington Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 160,123
County 80 Cen. 860,880
SMSA 80 Cen. 2,974,878
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 58,650
County 80 Cen. 310,272
SMSA 80 Cen. 1,076,320

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$474,654,010
Sav. & Loan	9	$6,625,486,014

6 - PASSENGER AUTOS: County 740,996 (All Vehicles)

7 - ELECTRIC METERS: Residence 61,197

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Widely diversified-Auto assembly; Medical Products; Aerospace; Electronics; Helicopters; Sprocket & Gears; Plastics; Oil Field equipment. (Avg. hourly wage $669.)

10 - CLIMATE: Avg. Temp.—Summer 88; Winter 34.

11 - TAP WATER: From Lake Arlington Reservoir and 14 city wells. Well water, very soft, alkaline; lake water, medium.

12 - RETAILING: Downtown Shopping Area, plus 15 major centers in outlying area; 785 retail outlets (C. of C.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arlington Plaza (8)	NA	Buddies
Ashbury (12)	NA	Cloth World, Skaggs-Alpha-Beta
Fielder North (25)	NA	Buddies
Forum 303 Mall (60)	NA	Montgomery Ward, Dillards, Kinneys
Four Corners (7)	NA	Krogers
French Market (5)	NA	Woolco, Buddies, Motts, J. Brannam
Galleria Plaza (5)	NA	
Overland Stage ()	NA	
Park Plaza (4)	NA	Buddies
Parkway Central (15)	NA	Tom Thumb
Randol Mill West (2)	NA	
Royal Park (5)	NA	Skaggs-Alpha-Beta
Six Flags Mall (72)	NA	Sears, Sanger-Harris, J.C. Penney
Sylvan Heights (16)	NA	Piggly-Wiggly
Town North (40)	NA	Buddies, Ben Franklin
Westbury Sq. (5)	NA	Monnigs
Woodland West (28)	NA	Safeway

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores : Penney; Anthonys; Sears; Mitchell's; Watsons; K mart; Treasure City; Dillard's; Sanger-Harris; Montgomery Ward; Joskes.
Variety Stores : Ben Franklin 3; Motts; M.E. Moses; McCrory's.
Discount Stores : Gibson's; K mart; Treasure City; Target; Edison's; Woolco; Best.
Chain Drug Stores : Arlington; Baker 2; Skillkens 2; SupeRx 2; Gibson 2; Skaggs-Alpha Beta; Eckerds; Revco.
Chain Food Supermarkets : Buddies 7; Safeway 4; Allied Foods; Minyards; Lee's 2; Piggly Wiggly; Kroger 2; Skaggs-Alpha Beta; Jewelt; Tomthumb.
Other Chain Stores : Western Auto; Singer Co.; White Auto; Cook Paint; Sherwin-Williams; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e-Mon., Tue., Thu., Fri.) 5,102; (e-Wed., S) 5,476; Dec. 31. 1980 VAC.
Local Contact for Advertising and Merchandising Data: Bob Canon, Pres, NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (817) 277-5511.
National Representative : USSPI.

ATHENS

1 - LOCATION: Henderson County, E&P Map E-3, County Seat. Ind. & Agri. Ctr. In Eastern Texas. 72 mi. SE of Dallas; 110 mi. SE of Ft. Worth; 175 mi. N of Houston; 190 mi. NE of Austin; 230 mi. NW of New Orleans. On U.S. Hwy. 175; State Hwys. 19, 31.

2 - TRANSPORTATION: Railroads - St. L., SW; T&NO branch of the SP.
Motor Freight Carriers - 3.
Intercity Bus Lines - Central Texas Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,197
County 80 Cen. 42,606

4 - HOUSEHOLDS:
City 80 Cen. 3,777
County 80 Cen. 16,087

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$92,842,457
Sav. & Loan	2	$115,562,608

6 - PASSENGER AUTOS: County (All Vehicles) 39,691

7 - ELECTRIC METERS: Residence 4,675

8 - GAS METERS: Residence 3,643

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Textile 465 ($160); Oil & Gas 325 ($225); Television 1,200 ($230); Mobile Homes 235 ($200).

10 - CLIMATE: Jan. normal 47; July normal 83. Last killing frost, Mar. 15; first in Fall, Nov. 18. Growing season 245 days; rainfall 37 in. annually.

11 - TAP WATER: Neutral, soft.

FOR TOTAL SELLING, IT TAKES TWO . . .

To pinpoint your prospective markets:
Editor & Publisher
MARKET GUIDE

To learn about the newspapers that serve them:
Editor & Publisher
YEAR BOOK

New data every year about American markets and newspapers—the No. 1 ad medium.

12 - RETAILING: Principal Shopping Center : On Courthouse Square & two blocks in all directions; six blocks south of Square; 10 blocks west of Square; 10 blocks north of Square; 10 blocks east of Square. Also, center five blocks south of Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highland (6)	NA	Montgomery Ward
Park Highland (4)	NA	Penney, Brookshire, Perry Bros.
South Park (4)	NA	Holiday Cleaners, Athens Glass
Heritage Square (5)	NA	Sears, Daniels' Super Drug

Principal Shopping Days : Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; K. Wolens; Beall Bros. 3.
Variety Stores : Perry Bros., Duke & Ayer's.
Discount Stores : Gibsons; Dollar General Store; K mart.
Chain Food Supermarkets : Safeway; Piggly Wiggly; Winn Dixie; Brookshire's.
Other Chain Stores : Goodyear; Western Auto; White; Singer.

14 - NEWSPAPERS: REVIEW (e-mon to fri; S) 6,009; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Marion Archer, Nat'l. Adv. Mgr., REVIEW, Box 32, Athens, TX 75751; Tel. (214) 675-5626.
National Representative : Texas Daily Press.

AUSTIN

1 - LOCATION: Travis County (in Austin SMSA). E&P Map D-4. State Capital. County Seat. 200 hwy. mi. from Dallas & Ft. Worth; 75 mi. from San Antonio; 160 mi. from Houston.

2 - TRANSPORTATION: Railroads : Mo. Pacific; Southern Pacific; Mo, Kansas & Texas; Amtrak.
Motor Freight Carriers : 19.
Intercity Bus Lines : Transportation Enterprises; Greyhound; Kerrville; Arrow Lines.
Airlines : Braniff; Texas International; Continental; Southwest; Delta; Eastern; USAir; American.

3 - POPULATION:
Corp. City 80 Cen. 345,496
CZ-ABC: (70) 258,351; (81) 364,900
RTZ-ABC: (70) 194,766; (81) 323,700
County 80 Cen. 419,335
SMSA 80 Cen. 536,450
City & RTZ-ABC: (70) 453,117; (81) 688,600
Demographic Information available from Newspapers. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 133,934
CZ-ABC: (70) 80,019; (81) 130,100
RTZ-ABC: (70) 59,884; (81) 115,700
County 80 Cen. 158,341
SMSA 80 Cen. 195,856
City & RTZ-ABC: (70) 139,903; (81) 245,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	25	$2,586,312,000
Sav. & Loan	11	$920,271,585 (Assets)

6 - PASSENGER AUTOS: County (All Vehicles) 307,123

7 - ELECTRIC METERS: Residence 149,666

8 - GAS METERS: Residence 97,536

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, Gov't. 83,500; Trade 51,700; Service/Misc. 43,800; Mfg. 30,750; Construction 14,500; Fin., Ins., and Real Estate 15,100; Trans. and Comm. and Util. 7,150; Mining 600.
Principal Pay Days : Fridays and last day of month.

10 - CLIMATE: Min. & Max. Temp.—Spring 60-80; Summer 70-100; Fall 60-70; Winter 32-70. First killing frost, Nov. 28. Last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks on Congress Ave.; 5 on E. 6th St.; 3 on Guadalupe St.; 6 on S. Congress Ave.
Neighborhood Shopping Centers (10 or more retail outlets) Allandale Village, 5700-5800 Burnet Rd. Anderson Mill Center, U.S. 183, Ben White Plaza, 1300 W. Ben White Blvd. & Bannister Ln., Brykerwood Village, West 35th St. & Jefferson, Casis Village, 2700 Exposition Blvd., Cedar Park Plaza, U.S. 183, Cedar Park, Tx., Century South, Bluff Springs & I.H.35, Cherry Creek Plaza, Manchaca Rd. & Stassney Ln., Delwood Shopping Center, 3800 East Ave., Dobie Mall, 2021 Guadalupe St., Govalle Shopping Center, 2701 East 7th St., Highland Park West, 3300 Hancock Dr., Jefferson Square, West 38th St. & Jefferson, Lakehills Plaza, Ben White & South Lamar, Lamar Plaza, 1100 South Lamar Blvd., Lamar Village, 3800 North Lamar Blvd., Mesa Plaza, 8020 Mesa Drive, North Loop Plaza, 5220-5246 Burnet Rd., North Oaks Village, Spicewood Spring Rd. & U.S. 183., Northgate Shopping Center, 9300 N. Lamar Blvd., Northwood Plaza, 2900 W. Anderson Ln., Plaza Balcones, 5400 Balcones Dr., Quail Creek Shopping Center, Rundberg, Parkfield & Rutland, Reagan Square, Cameron Rd. & Wheless Ln., Riverhills, 1900 E. Riverside Dr., Rivertowne Mall, 2003 E. Riverside Dr., Shoal Creek Plaza, 7944 Great Northern Blvd., South Congress Shopping Center, South Congress Ave. & W. Oltorf St., South Congress Square, South Congress Ave. & W. Oltorf St., Southwood Shopping Center, Ben White Blvd. & Clawson Rd., Town Lake Plaza, 1900 Riverside Dr., Town Square, Manchaca & William Cannon, Twin Oaks Shopping Center, South Congress Ave. & E. Oltorf St., The Village Shopping Center, 2700 W. Anderson Ln., Westlake Hills Shopping Center, 206 E. Bee Caves Rd., Windsor Village, 5811-5851 Berkman Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton Creek Mall	8	Dillards, Foley's, J.C. Penney, Montgomery Ward, Scarbrough's, Sears
Capital Plaza (31)	7	Montgomery Ward, Bealls, H.E.B.
Hancock Center (38)	6	Dillards, Sears, H.E.B.
Highland Mall (84)	8	Joske's, J.C. Penney, Scarbrough's, Foley's
Northcross Mall (55)	7	Frost Bros., Bealls
Westgate Mall (31)	5	H.E.B. Market, Lacks, Woolco, Bealls

Principal Shopping Days ; Thu., Fri., Sat.
Stores Open Evenings : Mon., thru Fri.

13 - RETAIL OUTLETS: Department Stores : Bealls 6; Dillards; Foley's; Frost Bros; J.C. Penney; Joske's; Leon's 4; Montgomery Ward; Scarbrough's 2; Sears; Synders-Chenards 4; Weiner's 5; Yaring's 8.
Discount Stores : Gibson's 3; K mart 2; Sage; Woolco 4, Target 2.
Variety Stores : Kress 2; Winn's 15; Woolworth.
Chain Drug Stores : Ace 8; Script Shop 3; Skillern's 13; Sommers 7; Walgreen 2.
Chain Food supermarkets : Eagle 3; Foodland 5; H.E.B. 14; Handy Andy 7; Kash-Karry 6; Minimax 6; Safeway 17; Tom Thumb 9; Skaggs 2.
Other Chain Stores : Baker's 3; Franklin's 3; Lerners; Mission Jewelry 2; S&H Green Stamps 2; Thom McAn 2; Western Auto 5; White's; Zale's 4.

14 - NEWSPAPERS: ;AMERICAN-STATESMAN—(all day-mon to fri) 132,163; (sat.) 129,863; (S) 152,712; Mar. 31, 1981 ABC. CITIZEN (e-mon to fri) 13,750; sworn Mar. 31, 1981. (Citizen ceased publication Oct. 30, 1981).
Local Contact for Advertising and Merchandising Data: George Spaulding, Adv. Dir., AMERICAN-STATESMAN, 308 Guadalupe, Austin, TX 78767; Tel. (512) 397-1340.
National Representative : AMERICAN-STATESMAN—CWO&O.

BAY CITY

1 - LOCATION: Matagorda County, E&P Map E-5, County Seat. On the Colorado River. 150 mi. NE of Corpus Christi. 80 mi. SW of Houston and Galveston and 20 mi. N of Matagorda Riv. to the Gulf of Mexico.

2 - TRANSPORTATION: Railroads - AT&SF; Mo. Pac. (G.C.L.); SP.
Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,837
County 80 Cen. 37,828
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 6,313
County 80 Cen. 13,110

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$131,991,000
Sav. & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 29,214

7 - ELECTRIC METERS: Residence 6,143

8 - GAS METERS: Residence 4,963

9 - PRINCIPAL INDUSTRIES: Cattle; Rice; Maize; Cotton; Soy Beans; Fishing; Packing; Shell; Meat; Dairy Prods.; Poultry; Oil Refining; Petrochemicals; Port; Welding; Nuclear Power Plant; Grass Farms.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-89; Summer 66-100; Fall 45-94; Winter 31-84.

11 - TAP WATER: Fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores : Beall's; J.C. Penney; Oshman's; Weiners; Clothes Inc.
Chain Drug Stores : Matagorda Phcy.; Discount Pharmacy; Houston Drug; Eckerd Drug.
Discount Stores : Gibsons; K mart; Bottom Dollar.
Variety Stores : Ben Franklin; Perry's.
Chain Food Supermarkets : Day City Food; Stanley 3; Duffy's; H.E.B.; Safeway.
Other Chain Stores : Firestone; Goodyear; Goodrich; Western Auto; Montgomery Ward; Sears.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 6,577; Dec. 31, 1980 VAC.
Local Contact for Advertising and Merchandising Data: Walter Dobbins, Nat. Adv. Mgr., TRIBUNE, 3013 - 7th, Bay City, TX 77414; Tel. (713) 245-5555.
National Representative : None.

BAYTOWN

1 - LOCATION: Harris County (in Houston, SMSA). E&P Map E-4. 22 mi. E of Houston on Houston Ship Channel. On State Hwy. 146; I-10.

2 - TRANSPORTATION: Railroads - SP branch and MP Railroads.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 56,923
County 80 Cen. 2,409,544
SMSA 80 Cen. 2,905,350

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,998
County 80 Cen. 869,880
SMSA 80 Cen. 1,027,067

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$300,921,000
Sav. & Loan	6	$93,800,526

6 - PASSENGER AUTOS: County (All Vehicles) 1,902,330

7 - ELECTRIC METERS: Residence 20,215

8 - GAS METERS: Residence 15,897

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Refining 6,300 ($300); Rubber 482 ($390); Chemical Research 1,000 ($450); Chemical Production 1,400 ($400); Carbon Black 180 ($250); Space Lab 3,000 ($400); Steel 1,700 ($200); Steel Administration 150 ($375).

10 - CLIMATE: Min. & Max. Temp.—Spring 45-89; Summer 62-98; Fall 46-88; Winter 27-75.

11 - TAP WATER: Neutral (Artesian), semi-soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Plaza (35)	NA	O'Briens, TG&Y, Bayfair
K mart (4)	NA	K mart
Woolco (11)	NA	Woolco
West Town (25)	NA	Beall Bros., Safe way
Wood Creek (9)	NA	Texas Super Foods, Weiners
Garth Plaza (5)	NA	Style Shop
San Jacinto Mall (87)	NA	Foleys, Sears, Montgomery Ward

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : All to 9:30 P.M.

13 - RETAIL OUTLETS: Department Stores : Sears Roebuck; Beall Bros 2; Montgomery Ward; J.C. Penney; Weiners; Bay Fair; Foleys; Wilsons; Palais Royale; The Fair.
Discount Stores : K mart; Gibson's; Kroger; TG&Y; Eckerds; Woolco; United Jewelers.
Variety Stores : TG&Y 2; Perry Bros, Inc.
Chain Drug Stores : Big Chief; Black's; Gibson's; Gray 2; Gulf Coast; Lakewood; Lawhon; Medic; Medicine Jar; Eckerd's.
Chain Food Supermarkets : Weingarten; Big Chief; 7-Eleven 8; Jones; Hathaways 2; O'Briens 3; Lewis & Coker 2; Kroger; Lyons; Stop-N-Go 2; Texas Super Foods; Safeway 2.
Other Chain Stores : Gordon Jewelers; Western Auto; Merle Norman 2; Holiday Inn; Texas State Optical; Pay Less Shoes; Baskin Robbins; Goodyear; Firestone; Culpepper Furn. 2; Lowe's; 84 Lumber; McCoys; Sweeney Jewelers; Royal Optical.

14 - NEWSPAPERS: SUN (e-mon to fri; S) 1,240 controlled; 17,358 paid; Dec. 31, 1980 VAC.
Local Contact for Advertising and Merchandising Data: Leon Brown, Pub., SUN, P.O. Box 90, Baytown, TX 77520; Tel. (713) 422-8302.
National Representative : None.

BEAUMONT

1 - LOCATION: Jefferson County. (In Beaumont-Port Arthur-Orange, Tex. SMSA). E&P Map F-4, County Seat. Shipping Ctr.; large oil refining ctr.; wholesale & small mfg. ctr. Extreme SE corner of the State. 80 mi. E of Houston; 277 mi. W of New Orleans. 40 foot channel to the sea.

2 - TRANSPORTATION: Railroads - Southern Pacific; Missouri Pacific; Kansas City & Southern; AT&SF.
Motor Freight Carriers - 14.
Freight Steamship Lines - 9.
Intercity Bus Lines - Continental; Continental Southern; Continental Dixie; Greyhound; Texas.
Airlines - Texana; Texas International; Metro.

3 - POPULATION:
Corp. City 80 Cen. 118,102
CZ-ABC: (70) 130,598; (81) 137,000
RTZ-ABC: (70) 428,784; (81) 503,200
County 80 Cen. 250,938
SMSA 80 Cen. 375,497
City & RTZ-ABC: (70) 559,382; (81) 640,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 43,082
CZ-ABC: (70) 41,308; (81) 49,700
RTZ-ABC: (70) 128,190; (81) 173,600
County 80 Cen. 90,245
SMSA 80 Cen. 131,890
City & RTZ-ABC: (70) 169,498; (81) 223,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	10	$693,577,141
Sav. & Loan	6	$497,305,110

6 - PASSENGER AUTOS: County (All Vehicles) 208,311

7 - ELECTRIC METERS: Residence 51,564

8 - GAS METERS: Residence 36,924

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Petroleum 14,500; Chemicals 11,250; Construction 15,800; Food 1,050; Machinery 1,550; Transportation Equipment 4,750; Mining 1,300; Paper Lumber, Wood Products 1,550; Transportation 7,400; Fabricated Metal Products 3,200.
Principal Shopping Days : Thurs., Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-91; Summer 60-100; Fall 35-92; Winter 14-82.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Pearl; 5 on Orleans; 2 on Liberty, Broadway, Crockett, Fannin, Bowie & Forsythe; 3 on Park St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway (46)	NA	White House Dept., Ardan, Beall's, Kroger Mkt.
Gaylynn (14)	NA	Beall's, Fair, Market Basket
Parkdale Mall (85)	NA	Penney, Mont. Ward, Joske's Dept., Beall's, Wilson Jewelry
Stadium (9)	NA	Market Basket, Murphy's, Beall's
23rd St. (17)	NA	Sommers, Market Basket
Village (25)	NA	Gibson's, Weingarten's
Weingarten's (7)	NA	Weingarten's, Sav-Mor
Parkway Plaza (5)	NA	Woolco, Kroger
Tower Plaza (5)	NA	
Fullbright (7)	NA	Discount Foods
Forest Park (5)	NA	
11th St. Plaza (25)	NA	
Ridgewood Center (10)	NA	
Westmont Center (17)	NA	Eckerds, Weingarten's
Phelan Center (17)	NA	Albertson's

Principal Shopping Days : Dept. Stores—Mon., Fri., Sat.; Food Stores—Thu., Fri., Sat.; Food Stores open 24 hours daily incl. Sat. & Sun.
Stores Open Evenings : Food Daily; Gateways Parkdale Daily except Sunday

13 - RETAIL OUTLETS: Department Stores : White House; Fair Store; Bealls; Palais Royal; Sears; J.C. Penney; Joske's; Montgomery Ward.
Discount Stores : Gibson's; Giant Food Center; K mart; Woolco; Gemco; Ardan; Discount Foods; wilsons.
Variety Stores : Murphy's; McCrory.
Chain Drug Stores : Sommer's; Walgreen's; Bill Thames' 3; Smith's 2; De Koven 1; Richard's RX 1; Eckerd's; Lovol & Son's 2; Medical Ctr. 1; Raimey's 2; Sommer's 5; Sar-Mor.
Chain Food Supermarkets : Kroger's 3; Weingarten's 8; Ace Drive In 7; Fruitland 2; Jim's Drive In 3; Jones 7-Eleven 3; O'Bannion's 7; Stedman's 2; Market Basket 18; Gerland's 3, Discount Foods; Albertson's; Safeway.
Other Chain Stores : Firestone; Goodyear; Western Auto; National Shirt; Thom McAn; Baker's; Lane's; Gordon's Jewelry; Kinney Shoes; Hardy; Zale's Jewelry; Finger's Furn.; Gulf Mills; Oshman's (sporting goods); Candle Shop; Casual Corners; Chess King; Craig's; B. Dalton; Flagg Bros.; Fox Photo; Foxmoor; Frederick's; General Nutrition; Hickory Farms; House of Jeans; Jarman Shoes; Jean's West; Kinderphoto; Motherhood and Maternity; Musicland; The Ranch; Singer; Size 5-7-9; So-Fro Fabric; Spencer Gifts; Stover Candy; Stride-Rite Shoes; Walden Books; Cloth World; Hancock Fabrics.

14 - NEWSPAPERS: ENTERPRISE (m-mon to fri) 64,761; JOURNAL (e-mon to fri) 13,034; Comb. (m&e) 77,795; ENTERPRISE-JOURNAL (S) 79,793; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don Taylor, Nat. Adv. Mgr., ENTERPRISE and JOURNAL, 330 Walnut, Beaumont, TX 77704; Tel. (713) 833-3311.
National Representative : Branham.

BIG SPRING

1 - LOCATION: Howard County, E&P Map C-3, County Seat. In Midwest Texas. At intersection of IS 20, U.S. Hwys. 80 & 87. Ind. mfg. & refining ctr. Major medical ctr. with V.A. Hospital, State Hospital & four Private clinic hospitals. Center of livestock, agricultural & oil production & processing, petrochemicals, carbon black, school supply mfg. 290 mi. W of Dallas & 333 mi. East of El Paso.

2 - TRANSPORTATION: Railroads - Texas & Pacific (division point.)
Motor Freight Carriers - 3.
Intercity Bus Lines - Southwestern Greyhound; Continental

3 - POPULATION:
Corp. City 80 Cen. 24,804
PMA-ABC: (70) 28,735; (81) 24,700
Bal. in PMA-ABC: (70) 9,061; (81) 8,200
County 80 Cen. 33,142
Total PMA-ABC; (70) 37,796; (81) 32,900
Demographic Information available from Newspaper. See pargraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,089
PMA-ABC: (70) 9,299; (81) 9,200
Bal. in PMA-ABC: (70) 2,223; (81) 2,400
County 80 Cen. 11,965
Total PMA; (70) 11,522; (81) 11,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$155,446,000
Sav. & Loan	2	$96,231,754

6 - PASSENGER AUTOS: (All Vehicles 1979) 33,242

7 - ELECTRIC METERS: Residence 9,796

8 - GAS METERS: Residence 9,105

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Oil Refining & Petrochemical 869 ($250); Railroad 235 ($210); Gas Processing 57 ($250); Carbon Black 151 ($230); School Supply Mfg. 80 ($130); Garment Sewing 150 ($185); Pipe Mfg. 69 ($130); VA Hospital 312 ($185); State Hospital 454 ($200); Private-Hospitals 464 ($116); Nursing Home 95 ($75); Data Processing 11 ($260); Plastic Moulding 70 ($110).

10 - CLIMATE: Min. & Max. Temp. - Spring 44-71; Summer 70-96; Fall 51-72; Winter 28-57; First killing frost, Nov. 17. Last killing frost, Mar. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 18 blocks on Second, Third, Fourth, Gregg, Scurry, Main & Runnels Sts.
Neighborhood Shopping Centers - Gregg, 13th to 21st St.; State & 11th Place; Airport Addition; Lamesa Hwy.; Johnson St.; 9th to 10th.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Park (3)	1	TG&Y, Safeway
Highland South (24)	1	Montgomery TG&Y, Piggly Wiggly
Coronado Plaza (6)	1	Foodway, Thornton's
Eleventh Place (6)	NA	Bel Phcy., Wackers, Furrs, Casual Shop, Margarets

Principal Shopping Days : Department Stores - Sat., Mon., Fri.; Food Stores - Fri., Sat., Wed.
Stores Open Evenings : Food & Discount; Gibson's; TG&Y; Montgomery Ward, Thornton's, Thu.

13 - RETAIL OUTLETS: Department Stores : Dunlap's; Montgomery Ward; C. R. Anthony; J.C. Penney; Thornton's.
Discount Stores : Gibson's.
Variety Stores : Woolworth; McCrory's; Wacker's; TG&Y 2.
Chain Drug Stores : Leonard's 6; Professional Phcy.
Chain Food Supermarkets : Safeway 2, Piggly Wiggly; Furr's; Giant Discount; Newsom's.
Other Chain Stores : Zale's (jewelry), Austin, (shoes); Barnes-Pelletier, Firestone, White's (furniture & auto appliances); Goodyear; S&H Green Stamps; Connies.

14 - NEWSPAPERS: HERALD (e-mon to fri) 10,307; (S) 11,504; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Oliver Cofer, Adv. Dir., HERALD, 710 Scurry, Big Spring, TX 79720; Tel. (915) 263-7331.
National Representatives : Branham; Harte-Hanks.

The Community
Information
Center In
Big Spring,
Texas.

Big Spring
Herald

A Harte-Hanks
NEWSPAPER

BONHAM

1 - LOCATION: Fannin County, E&P Map E-2, County Seat. Agricultural and manufacturing center. NE part of State.

2 - TRANSPORTATION: Railroads - Texas & Pacific (freight).
Motor Freight Carriers - 2.

3 - POPULATION:
Corp. City 80 Cen. 7,338
County 80 Cen. 24,285

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,877
County 80 Cen. 9,267

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$61,799,000

6 - PASSENGER AUTOS: (All Vehicles 1980) 22,257

7 - ELECTRIC METERS: Residence 4,410

8 - GAS METERS: Residence 4,268

9 - PRINCIPAL INDUSTRIES: Pumps; Trailers; Fertilizer; Agriculture; Meat Packing; Cable.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 48-70; Summer 85-104; Fall 51-81; Winter -5-55. First killing frost, Nov. 23. Last killing frost, Mar. 15.

11 - TAP WATER: Lake Water, medium hardness; fluoridated, abundant supply.

12 - RETAILING: Principal Shopping Center - 4 blocks surrounding City Square; Sav-Park Plaza (4 stores).
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Food - Sat.

13 - RETAIL OUTLETS: Department Stores - J. B. White; Hunt; J.C. Penney.
Variety Stores - Ben Franklin; Benley's; Duke & Ayres.
Discount Stores : Gibson; Brittain Discount.
Chain Food Supermarkets : Safeway; Piggly Wiggly.
Other Chain Stores - Babcock Bros.; Otasco; Western Auto; Goodyear.

14 - NEWSPAPERS: FAVORITE (e-mon to fri) 3,652; (S) 3,625; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Paul Berryhill, Pub., FAVORITE, Box 550, Bonham, TX 75418; Tel. (214) 583-2124.
National Representatives : Texas Daily Press.

BORGER

1 - LOCATION: Hutchinson County, E&P Map C-1. 50 mi. N of Amarillo; 27 mi. W of Pampa.

2 - TRANSPORTATION: Railroads - Santa Fe.
Motor Freight Carriers - 3.
Intercity Bus Lines - Continental-Panhandle.

3 - POPULATION:
Corp. City 80 Cen. 15,837
CZ-ABC: (70) 18,112; (81) 19,700
RTZ-ABC: (70) 19,040; (81) 19,800
County 80 Cen. 26,304
City & RTZ-ABC: (70) 37,152; (81) 39,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,093
CZ-ABC: (70) 6,331; (81) 7,900
RTZ-ABC: (70) 6,050; (81) 7,200
County 80 Cen. 9,837
City & RTZ-ABC: (70) 12,381; (81) 15,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	1	$48,773,144
Commercial	2	$136,420,228

6 - PASSENGER AUTOS: County (All Vehicles) 30,550

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: Residence 6,646

9 - PRINCIPAL INDUSTRIES: Petroleum; Carbon Black; Synthetic Rubber; Printing Ink Devel. & Res.; Anhydrous Ammonia Fertilizer; Tool & Mach. Shops.

10 - CLIMATE: Av. Temp. - Summer 74; Winter 40; annual 58. First killing frost, Nov. 10. Last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center - 15 blocks on Main St.
Neighborhood Shopping Centers -

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Coronado	0	Ideal
Clover Leaf	1	Gibson's Discount
Phillips	3	Cut Rate
Downtown	NA	Whites
Bunavista	NA	Fairlanes Mkt.
Borger Plaza	1	K mart, United Foods
North Park Center	1	TG&Y

Principal Shopping Days : Mon., Wed., Thu., Sat.
Stores Open Evenings : Penney's, Thu.; Food, daily.

13 - RETAIL OUTLETS: Department Stores - C. R. Anthony; J.C. Penney; Bealls.
Variety Stores - M.E. Moses; TG&Y.
Chain Drug Stores : Heard & Jones; Harris 3; H&M; Gibson's; Lee; Revco Drog.
Chain Food Supermarkets : Furr Food; Ideal; Safeway; 7-Eleven; Hoit; Allsups 5; Quick Stop 6; Jim's 2; Venture Foods; Taylor and Sons.
Discount Stores : Gibson's; K mart; TG&Y.
Other Chain Stores : - Hasting Books & Records; White's; Zale's; Oklahoma Tire; Hub Clothiers; Singer Co.; Montgomery Ward (catalog); Sears (catalog); K mart; Payless Shoes.

14 - NEWSPAPERS: NEWS-HERAID (e-mon to fri) 7,646; (S) 8,301; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don Allen, Adv. Mgr., NEWS-HERALD, PO Box 5130, Borger, TX 79007; Tel. (806) 273-5611.
National Representative : Texas Daily Press.

BRENHAM

1 - LOCATION: Washington County, E&P Map E-4, County Seat. Agricultural center. 84 mi. E of Austin and 74 mi. W of Houston.

2 - TRANSPORTATION: Railroads - Gulf, Colorado & Santa Fe.
Motor Freight Carriers - 4.
Intercity Bus Lines - Kerrville, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,966
County 80 Cen. 21,998

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,798
County 80 Cen. 7,817

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$140,000,000
Sav. & Loan	2	$80,000,000

6 - PASSENGER AUTOS: (All Vehicles) 18,345

7 - ELECTRIC METERS: Residence 4,200

8 - GAS METERS: Residence 3,400

9 - PRINCIPAL INDUSTRIES: Ice Cream Manf. Textiles; Cotton Seed Prods.; Mattresses; Wood Prods.; Upholstered Furniture.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Alkaline.

12 - RETAILING: Downtown 5 Block Square.
Shopping Centers : HEB; Gibson's; Brookshire's; Four Corners.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; New York; Lou's; Fran's, Wenier's; Marsh-Leader; Kathy's Fashions.
Discount Stores : Gibson's; Eckerd Drug.
Variety Stores - Duke & Ayres; Perry Bros.; Gibson's.
Chain Food Supermarkets : Food City; Brookshire Bros.; HEB; City Foods 3; Stanley's.
Other Chain Stores - Goodyear; White Auto; Western Auto; Sears; Wards.

14 - NEWSPAPERS: BANNER-PRESS (e-mon to fri) 5,661; Dec. 31, 1980 VAC
Local Contact for Advertising and Merchandising Data: Charles Moser, Pub., or Jerry Winton, Asst. Pub., BANNER PRESS, Box 585, Brenham, TX 77833; Tel. (713) 836-7956.
National Representative : USSPI.

BROWNSVILLE

1 - LOCATION: Cameron County, E&P Map E-6, (In Brownsville-Harlingen-San Benito, SMSA). Extreme SE part of Texas. 271 mi. SE of San Antonio; 22 mi. from Gulf of Mexico. Port of entry into Mexico. Ship channel, 16 mi. inland to Port of Brownsville.

2 - TRANSPORTATION: Railroads - Missouri Pacific; Southern Pacific; National Railways of Mexico.
Motor Freight Carriers - 17.
Intercity Bus Lines : Continental Trailways; Valley Transit; Circulo Rojo-Matamoros; Transportes del Norte, S.A.
Airlines : Braniff.

3 - POPULATION:
Corp. City 80 Cen. 84,997
CZ-ABC: (70) 52,522; (81) 87,700
RTZ-ABC: (70) 168,567; (81) 246,200
County/SMSA 80 Cen. 209,680
City & RTZ-ABC: (70) 221,089; (81) 333,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,882
CZ-ABC: (70) 12,888; (81) 24,800
RTZ-ABC: (70) 38,174; (81) 61,200
County/SMSA 80 Cen. 58,409
City & RTZ-ABC: (70) 51,062; (81) 86,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$475,336,483
Sav. & Loan	3	$163,024,075

6 - PASSENGER AUTOS: County 113,483 (All Vehicles)

7 - ELECTRIC METERS: Residence 24,313

8 - GAS METERS: Residence 12,087

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Fishing-Shrimping 4,000 ($135); Cotton Proc. 2,200 ($135); Natural Gas Proc. 600 ($150); Port of Brownsville 2,200 ($125); Aviation 200 ($175); Clothing Mfg. 2,600 ($134); Import-Export 1,000 ($135); Electronics 400 ($135); Clothing 100 ($135); Mfg. Oil Drilling Rigs 3,200 ($200); Ship Dismantling 450 ($158); Misc. Dockside 500 ($150).
Principal Pay Days - Sat.; 1 & 15.

10 - CLIMATE: Min. & Max. Temp. - Spring 68-84; Summer 76-92; Fall 67-85; Winter 54-73. First killing frost, Dec. 23. Last killing frost, Mar. 14.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: Principal Shopping Center - 7 blocks on E. Elizabeth, Levee, Washington & Adams Sts.; Sunrise Mall (35 stores - Woolco); Palm Village (18 stores); - Hospital S/C (5 stores); Amigoland Mall (55 stores); 46 acres on Mexico St. bet. Palm Blvd. & Sixth St.
Neighborhood Shopping Centers - W. 2nd to 8th on Eliz. Junction Boca Chica & Los Fresnos Hwys.; Palm Blvd. & Old Alice Rd.; 14th St. & Boca Chica Blvd.; Fort Brown.
Principal Shopping Days : Mon., Sat., First Mon., Dollar Days Monthly.
Stores Open Evenings : Dept. - Sat.; Some Discount Stores; Supermarkets, Amigoland Mall, and Sunrise Mall - Daily.

13 - RETAIL OUTLETS: Department Stores - Anthony; Aziz Bros.; Bealls; Penney; Terry-Farris; Sears Roebuck; Valentins; Montgomery Ward; Dillards.
Discount Stores : K mart; Gibson's; Fed Mart; Woolco; Barker's.
Variety Stores - Kress; Hanshaw's; Neisner Bros.; Woolworth; McCrory's.
Chain Drug Stores : Walgreen; Rexall; Fed Mart; Medico.
Chain Food Supermarkets : H. E. Butt 2; El Centro 2; Kroger; King Mart 2; Lopez 4; Saldana; Valley Mart 2; Food City; Fed Mart.
Other Chain Stores - Tires, Auto Accessories: Goodyear; Goodrich, Western Auto 2; Firestone; Shoes: Cruz Shoes, Thom McAn, Baker's, Kinnney's, Pat's Show Box, Wally's Shoes; Women's Clothing: Franklin's, Parisian, Lerner Shops, Vogue, Snyders-Chenards, Advance Shop, Jane Hunter, Village Casuals, Popular, Mangel's; Jewelry: Sweeney's, Weldon's, Zale's; Other: Edelstein's Furn., Singer Co., Handy Dan, Hickory Farms, Lack's Furniture, National Shirts, The Ranch, Strouds Furniture.

Borger News-Herald
P.O. Box 5130
Borger, Texas 79007

Covering the
oil-producing
Hutchinson County
area since 1926.

DONREY
MEDIA
GROUP

14 - NEWSPAPERS: HERALD (e-mon to fri) 14,778; (S) 18,107; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Nat'l. Adv. Dir., HERALD, PO 351, Brownsville, TX 78520; Tel. (512) 542-4301.
National Representative : Texas Daily Press.

BROWNWOOD

1 - LOCATION: Brown County, E&P Map D-3, County Seat. Residential, college, wholesale ctr. near geographical ctr. of Texas. On U.S. Hwys. 67, 84 & 283; State Hwys. 279 & 10.

2 - TRANSPORTATION: Railroads - Santa Fe.
Motor Freight Carriers - 7.
Intercity Bus Lines - Arrow Coach Lines; Continental Trailways.
Airlines - Eagle Commuter.

3 - POPULATION:
Corp. City 80 Cen. 19,203
CZ-ABC: (70) 18,465; (81) 22,200
RTZ-ABC: (70) 63,679; (81) 72,800
County 80 Cen. 33,057
City & RTZ-ABC: (70) 82,144; (81) 95,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,203
CZ-ABC: (70) 6,619; (81) 8,600
RTZ-ABC: (70) 23,988; (81) 32,300
County 80 Cen. 12,308
City & RTZ-ABC: (70) 30,607; (81) 40,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$167,573,232
Sav. & Loan	3	$144,126,047

6 - PASSENGER AUTOS: County (All Vehicles) 30,589

7 - ELECTRIC METERS: 8,196

8 - GAS METERS: 7,001

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - RR 356; Needlecraft 165; 3M 600; Superior Cable 273; Rock River Woolen Mill 220; Kohler 300; Ross Co. 150; FMC Wellhead Division, 300.
Principal Pay Days - Fri.; 1, 5 & 20.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-80; Summer 80-100; Fall 50-80; Winter 30-75. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 11 blocks on Center; 12 on Fisk; 4 on Main.
Neighborhood Shopping Centers - Austin Ave.; Coggin Ave.; Melwood Ave.; W. Commerce; Fort Worth Hwy.; Woodland Heights; Main St.; Commerce Square 14 units; Village Shopping Center.; Heartland Mall (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Heartland Mall	1	K mart, Beall's, J.C. Penney
Coggin Ave.	1	Village Shoppe Pharmacy
JRB	0	Palace Drug
Austin Ave.	NA	Winn-Dixie, Motts, Buddies Handyman, Eckerd
Melwood Ave.	NA	Harper's Food
Commerce Sq.	NA	Safeway, Thorton's Dept., TG&Y, Fabric Center
Village	NA	Pat Walker's, Fans & Things, Music Box

Principal Shopping Days : Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores - Gregory's 5th Season; J. C. Penney; Montgomery Ward; Sears; Beall's; Thornton's; Stevenson's; Worth's; Connies; K mart.
Discount Stores : Gibson; Thompson Surplus.
Variety Stores - Village Shop; TG&Y; Motts.
Chain Drug Stores : Gibsons; Walgreen's; Eckerd; Revco; Sav-X.
Chain Food Supermarkets : Safeway; Winn-Dixie; JRB's 2; Kroger.
Other Chain Stores - Western Auto; Sherwin-Williams; Goodyear; Firestone; Fabrific; Shook Tire; Higginbotham Bros.; Nathan's; Weakly-Watson; S&H Green Stamps; Radio Shack; Hastings; Camelot Music; Jo Ann Fabric; Zales; Kay Jewelers; Kinney Shoes; Gallen Kamp Shoes; Athlete's Foot; T-Shirts Plus; Gateway Cards; B. Dalton Booksellers; Love Shop; Peanut Shack; Circus World Toys; Payless Shoe Source.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 10,638; (S) 12,088; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul Arnold, Adv. Mgr., BULLETIN, 700 Carnegie, Brownwood, TX 76801; Tel. (915) 646-2541.
National Representative : Texas Daily Press.

The Community
Information
Center In

Bryan-College Station,
Texas

Bryan-College Station
Eagle

A Harte-Hanks
NEWSPAPER

BRYAN COLLEGE STATION

1 - LOCATION: Brazos County (In Bryan-College Station SMSA). E&P Map E-4, County Seat (Bryan). Midway bet. Houston & Dallas. 106 mi. NE of Austin; 97 mi. NW of Houston; 89 mi. SE of Waco. Site of Texas International Raceway.

2 - TRANSPORTATION: Railroads - Texas & New Orleans; Missouri Pacific; Southern Pacific.
Motor Freight Carriers - 6.
Intercity Bus Lines - Greyhound.
Airlines - Davis Airlines; Rio Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 81,609
Bryan 80 Cen. 44,337
College Station 80 Cen. 37,272
County/SMSA 80 Cen. 93,588
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 28,048
Bryan 80 Cen. 16,081
College Station 80 Cen. 11,967
County/SMSA 80 Cen. 32,488

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$403,176,000
Sav. & Loan	5	$329,280,000

6 - PASSENGER AUTOS: County (All Vehicles) 57,663

7 - ELECTRIC METERS:
Bryan 18,309;
College Station 10,850

8 - GAS METERS: 20,255

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Furniture 475; Rubber Slabs & Sales 275; Alum Windows 593; Poultry Proc. 115; Agri. Chemicals 146; Texas A&M (College Station) 7,000; and Allen Military Academy (Bryan). Texas Instruments 500; Oil Well Products 150; Computer Terminals 300.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-75; Summer 70-100; Fall 54-80; Winter 15-65.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Area - Downtown Bryan Area: 10 blocks long; 5 blocks wide; Manor East Mall; Townshire Center; 13 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Texas Ave. (40)	NA	Kroger, Weingarten
Culpepper Plaza (26)	NA	Safeway, Weiner's
Manor East (20)	NA	J.C. Penney, Ward's, Fair
University Sq. (8)	NA	Skagg's
Sunnyland (7)	NA	
Townshire (12)	NA	Sears
Villa Maria (12)	NA	Merle Norman
Redmond Terr. (10)	NA	Gibson's
Briar Crest Drive (16)	NA	Ardans, Star Furn., Woodstone,

Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Mon., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J.C. Penney; Sears; Beall Bros.; K. Wolen's; Goodyear; Edge's; Weiner's; J.B. White; Fed Mart; Margo la Mode; Skagg's.
Variety Stores - Woolworth; Perry Bros.
Chain Drug Stores : Eckerd's; Skagg's.
Discount Stores : Gibson's; K-Mart; Kroger.
Chain Food Supermarkets : Safeway 3; Weingartens; Piggly-Wiggly 3; Kroger's; Skagg's; Fed Mart.
Other Chain Stores - Western Auto; Sherwin-Williams; Texas State Optical; Firestone; National Cash Register; Franklin's; S&H Green Stamps; Star Furn.; Wards; Payless; Fair; Cloth World; Hencocks; Ardans.

14 - NEWSPAPERS: EAGLE (e-mon to fri; m-sat) 18,918; (S) 22,934; Sworn Mar. 31, 1981; (Converted to morning publication Aug. 1, 1981).
Local Contact for Advertising and Merchandising Data: Greg Shrader, Ret. Adv. Mgr., EAGLE, PO Box 2000, Bryan, TX 77801; Tel. (713) 779-4444.
National Representatives : Harte-Hanks; Branham.

CLEAR LAKE CITY

1 - LOCATION: Harris County (In Houston SMSA). E&P Map F-4, Clear Lake Bay Area including northern portion of Galveston County. N.A.S.A. Johnson Space Center, 4 mi. away. Shrimping, fishing & sailing center of SE Texas. 30 mi. S of Houston.

2 - TRANSPORTATION: Railroads - Galveston-Houston Henderson RR Co.
Motor Freight Carriers - All Houston based freight lines.
Airlines - 10 mi. from Houston's Hobby Airport, 1 mi. from Metro Airlines.

3 - POPULATION:
Retail Trading Zone; Loc. Est. 118,000
County 80 Cen. 2,409,544
SMSA 80 Cen. 2,905,350
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Retail Trading Zone Loc. Est. 26,700
County 80 Cen. 869,880
SMSA 80 Cen. 1,027,067

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	4	$96,907,000
Commercial	6	$121,900,000

6 - PASSENGER AUTOS: County 1,902,330 (All Vehicles)

7 - ELECTRIC METERS: Residence 43,512

8 - GAS METERS: Residence 12,913

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp. - Spring 45-80; Summer 80-100; Fall 40-75; Winter 20-45.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - I-45 at Bay Area Blvd. Baybrook Mall (110 Stores).
Neighborhood Shopping Centers - Camino South (20 units); Town Plaza (20 units); Nassau Bay Village (15 units); Village Real (31 units); Miramar (14 units); Clear Lake Center (17 units); Dickinson Plaza (18 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camino South	3	Eagle, Walgreen
Town Plaza	5	Kroger, SupeRx
Nassau Bay Village	5	Weingarten's, Eckerd
Village Real	3	Palais Royal, Kroger
Miramar	7	Kroger, Gibson
Clear Lake	3	Safeway, Weiner
Dickinson Plaza	6	Weingarten's, Weiner's, Eckerd
Armand Center	4	Gerlands
Baybrook Terrace	2	R B Furniture

13 - RETAIL OUTLETS: Department Stores - Beall's; Palais Royal; Weiner's; Sears; Montgomery Ward; Joske's.
Discount Stores - Gibson's; K mart
Variety Stores - TG&Y; Perry Bros.
Chain Drug Stores - Walgreen; Eckerd; SupeRx.
Chain Food Stores - Eagle; Kroger; Safeway; Weingarten's; Gerland's.
Other Chain Stores - Radio Shack; Firestone; Goodrich; Sherwin-Williams; Western Auto; White Auto.

14 - NEWSPAPERS: CITIZEN (m-tues to sat) 5,493; (S) 5,493; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Lonnie Clement, Adv. Dir., CITIZEN, PO Box 57907, Webster, TX 77598; Tel. (713) 488-1108.
National Representative : USSPI.

CLEBURNE

1 - LOCATION: Johnson County (In Dallas-Ft. Worth SMSA). E&P Map D-3, County Seat. 28 mi. S of Fort Worth; 57 mi. W of Dallas; 68 mi. N of Waco. On U.S. Hwy. 67 (E&W); State Hwy. 174 (N&S).

2 - TRANSPORTATION: Railroads - Amtrak (on Santa Fe), Passenger; Atchison, Topeka & Santa Fe Freight.
Intercity Bus Lines - Central Texas.
Motor Freight - Central; Western Tex-Pac Express; Santa Fe Transpt.
Airlines : 60 mi. to DFW Int'l. Airport-Air Canada; American; Braniff; Continental; Delta; Eastern; Frontier; Mexicana; Ozark; Peidmont; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 19,218
County 80 Cen. 67,649
SMSA 80 Cen. 2,974,878

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,290
County 80 Cen. 23,122
SMSA 80 Cen. 1,076,320

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$184,194,941
Sav. & Loan	3	$88,716,069

6 - PASSENGER AUTOS: County (All Vehicles) 57,938

7 - ELECTRIC METERS: Residence 7,256

8 - GAS METERS: Residence 6,725

9 - PRINCIPAL INDUSTRIES: R.R. Shops, Locomotive Repair and Mfg.; Furn.; Dairy Prods.; Cotton Ginning; Clothing; Batteries; Air Conditioners; Optical Goods; Feed Mills and Mixers; Stove Hoods; Wiping Cloths; Intercom Systems; Meat Processing; Building Trusses; Commercial Displays; Rubber Products; Corrugated Boxes & Wood Pallets; Redwood Planters & Cabinets; Lithograph, Offset Printing; Refuse Containers; Silica Sand & Flour; Explosivers; Fiberglass Products & Insulation; Concrete and Concrete Products; Portable Buildings; Radio & Electronic Equip.; Crushed Limestone, Lime Products; Soft Drink Bottling; Diesel Additives.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Neutral, soft (Artesian wells) & surface reservoir.

12 - RETAILING: Principal Shopping Centers - N.A.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Crest (6)	NA	Gibson
Cleburne (6)	NA	Sears, Ben Franklin
Meadowbrook (6)	NA	Wacker's Revco, Winn-Dixie
Ridgeway (4)	NA	Cleburne True Value Hardware
Nolan River (21)	NA	K mart, Beall's, J.C. Penney

Principal Shopping Days : Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Lintz; Howells; Penney's; Montgomery Ward; Sears; Mr. Gus; Bealls; K. Wolens.
Variety Stores - Ben Franklin.
Discount Stores - Gibson's; Wackers; Wal-Mart; K mart
Chain Drug Stores : Rexall 4; Gibsons; Eckerds; Revco; Safeway.
Chain Food Supermarkets : Piggly Wiggly; Safeway Super Store; Winn-Dixie.
Other Chain Stores : Goodyear; Firestone; Radio Shack; Babcock Bros.; Western Auto; Sherwin-Williams; Texas State Optical; Mode O' Day; True Value Hardware; Zales; Austin Shoes; White's Auto; Jo Ann; Stewarts Womens Wear; T-shirts Plus; Musicland; Kays Jewelers; Regis Hairstyling; Kinneys; Pearl Vision; Stevensons; Giovannis; Aladins Castle; Karmel Korn; Walden II; Peanut Shack; Jewel-T; Pizza Inn; Long John Silvers; Golden Corral; McDonalds; What-A-Burger; 7-Eleven 2; Marr's Short Stop 4; Chief Auto Parts; Scotty's Auto; Taco Bell; Pizza Hut; Dairy Queen; Jack-In-The-Box; Mamas Pizza; Bonanza; Higginbothams Lumber; Direct Factory Outlet; Churchs Fried Chicken; Singer Co.; The Tire Store; Wendys; Merle Norman; Handy Man Hardware; Hallmark Cards.

14 - NEWSPAPERS: TIMES-REVIEW (e-mon to fri) 8,516; (S) 9,816; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Paul Griffith, Jr., Adv. Dir., TIMES REVIEW, PO Box 1620, Cleburne, TX 76031; Tel. (817) 645-2441.
National Representative ; Texas Daily Press.

CLEBURNE TIMES-REVIEW

Johnson County's
only daily
newspaper.

More than
26,000 daily
readers.

DONREY
MEDIA
GROUP

CLUTE

See LAKE JACKSON

CONROE

1 - LOCATION: Montgomery County, (In Houston SMSA) E&P Map E-4, County Seat. Oil well, timber, diversified farming, manufacturing area. 36 mi. N of Houston. On State Hwy. 105; U.S. Hwy 75; I-45.

2 - TRANSPORTATION: Railroads - Atcheson, Topeka & Santa Fe; Missouri Pacific.
Motor Freight Carriers - 3.
Intercity Bus Lines - Continental Trailways.
Airliners - All major airlines. 25 mi. from the Houston Inter-Continental Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,034
CZ-ABC: (70) 11,969 (81) 18,800
RTZ-ABC: (70) 37,510; (81) 119,500
County 80 Cen. 128,487
SMSA 80 Cen. 2,905,350
City & RTZ-ABC: (70) 49,479; (81) 138,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,660
CZ-ABC: (70) 3,968; (81) 7,200
RTZ-ABC: (70) 10,973; (81) 41,000
County 80 Cen. 41,487
SMSA 80 Cen. 1,027,067
City & RTZ-ABC: (70) 14,941; (81) 48,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$667,251,208
Savings & Loans	6	N.A.

6 - PASSENGER AUTOS: County (All Vehicles) 92,974

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Hardwood Lumber; Timber; Carbon Black; Gasoline; Creosote; Foundry Products; Farming Area (Cotton, Corn, Truck Crops); Chemical, Mining Trucks.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-75; Summer 72-100; Fall 55-80; Winter 15-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conroe	NA	Wacker's Variety, Sears
Greenspoint	NA	Beall Bros. Dept.
East Davis	NA	Piggly Wiggly
Edgewood	NA	Weingarten, Weiners
North Hills	NA	West Dept., M&L Variety
Crossroads	NA	Eckerds, Wackers, Safeway

Principal Shopping Days : Wed., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - Wests; Gibsons; Whites.
Variety Stores - M&L.
Chain Food Stores - Kroger; Weingarten; Safeway; Piggly Wiggly 3; Brookshire Bros. 2; Clayton; Barbers 2; Jamail's.
Other Chain Stores - Eckerds; Radio Shack; Weiners; Penneys; Wards; Western Auto.

14 - NEWSPAPERS: COURIER (e) 12,556; (S) 13,528; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data; Mary Ann Perry, Adv. Dir., COURIER, 100 Ave. A, Conroe, TX 77301; Tel. (713) 756-6671.
National Representative : USSPI.

The Community
Information
Center In

Corpus
Christi,
Texas.

Corpus Christi
Caller & Times

A Harte-Hanks
NEWSPAPER

CORPUS CHRISTI

1 - LOCATION: Nueces County (In Corpus Christi SMSA). E&P Map E-5. 142 mi. SE of San Antonio. On U.S. Hwys. 77 and 181; State Hwys. 9, 44, 286.

2 - TRANSPORTATION: Railroads - Southern Pacific; Missouri Pacific; Texas-Mexican.
Motor Freight - Red Arrow; Alamo; Brown Express; Missouri Pacific; Southern Pacific; Southwestern; Central Freight; United Parcel Service.
Intercity Bus Lines - Greyhound; Continental.
Airlines - Braniff; Eastern; Texas Intl.; Southwest Airlines; Tejas.

3 - POPULATION:
Corp. City 80 Cen. 231,875
CZ-ABC: (70) 205,518; (81) 235,100
PMA-ABC: (70) 284,832; (81) 330,500
County 80 Cen. 268,215
SMSA 80 Cen. 326,228
CZ-PMA & RTZ-ABC: (70) 417,222; (81) 447,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 76,661
CZ-ABC: (70) 58,808; (81) 77,500
PMA-ABC: (70) 79,770; (81) 106,600
County 80 Cen. 86,989
SMSA 80 Cen. 104,540
CZ-PMA & RTZ-ABC: (70) 116,688; (81) 143,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	14	$987,233,707
Sav. & Loan	9	$575,964,686

6 - PASSENGER AUTOS: County (All Vehicles) 198,386

7 - ELECTRIC METERS: Residence 70,524

8 - GAS METERS: Residence 56,000

9 - PRINCIPAL INDUSTRIES: Chem.; Metals; Starch; Dextrose; Oil; Iron Prod.; Milk Prod.; Petroleum Prod.; Steel Bars, Fabricating; Cement; Liquid Gas; Aluminum; Cadmium Zinc Sulphate; Utilities; Stone, Clay & Glass; Allied Products; Garment Mfg.
Principal Pay Days - 1st, 15th & 20th.

10 - CLIMATE: Min. & Max. Temp. - Average, 64.7-77.3

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Center - 10 blocks on Chaparral; 10 on Mesquite; Padre-Staples Mall; Staples and Padre Island Dr.
Neighborhood Shopping Centers : Alameda, 3100 Alameda; Arcadia, 3900 Ayers; Ayers, 3000 Ayers; Bel-Aire, 2700 Staples; First State Bank Mall; Bessar Park Santa Fest; Gulfway, 6000 & Padre Island Dr.; Hamlin, 3800 S. Staples; Lamar Park, Alameda & Doddridge; Oakbrook Ctr.; Parkdale Plaza, 4100 S. Staples; Pope Place, Alameda & Everhart; Portairs, 4100-4300 Ayers; Prescott Village; Saxet, 3900 Leopard; Shell, Old Robstown Road; Six Points, Intersection of Ayers, Staples, & Alameda; South Park, 3900 S. Padre Island Dr.; Suburban, 2900 Norton; Town and Country, 4200 Alameda; United Savings, 3700 Alameda; Cullen Mall, 4800 S. Alameda; Meadowbrook, 4700 S. Alameda; Woodlawn, 3700 Leopard St.; The Village, S. Alameda and Doddridge; Mt. Vernon, S. Staples and McAndle Westwood, 9800 Leopard; Padre-Staples Mall Wee Mart Village, Prescott & Horne; Country Club Plaza, 5800 Blk. of Everhart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airline Mall (4)	NA	Sears, H.E.B.,
Alameda (17)	NA	Winn's Variety, H.E.B.
Arcadia Village (12)	NA	Handy Andy Mkt.
Ayres St. (14)	NA	Thriftex Discount
Bel-Aire (9)	NA	Jr. Foodmart
Carmel Village (17)	NA	Beall Bros.
Center-Six (9)	NA	Maverick Mkt.
Country Club Plaza (19)	NA	Super D, Eckerd, Drugs
Country Village (15)	NA	Trend, The Light House, House, Interiors.
Crossroads (14)	NA	Catfish Charlies
Cullen Mall (28)	NA	S.H. Kress, H.E.B. Foods
Gaslight Sq. (6)	NA	Maverick Mkts.
Gulfway Ctr. (42)	NA	Handy Andy Mkt.
Hamin Place	NA	Handy Andy Mkt.
Habeeb Sq.	NA	Habeeb Jewelers
Kingsberry Square (9)	NA	Arthur Murray Dance, Kingsberry Square Pharmacy, Mi Tierra Restaurant
K mart Ctr. (8)	NA	K mart, Shipley Donots
Lamar Park (4)	NA	Model Mkt.
Meadowbrook (11)	NA	Maverick Mkts.
Mission Ctr. (8)	NA	K mart, Handy Andy
Padre Staples (86)	NA	Beall's, Dillard's, Penney
Parkdale Plaza (38)	NA	Walgreen, Frost Bros.
Plaza Del Sol (14)	NA	B. Bullock Fine Jewelry, Sherwin-Williams Paint, Pizza Inn
Portairs (35)	NA	Beall's Dept., Foodland
Pueblo Park Mall (11)	NA	Dolores, Boutique, Polynesian Gardens
Saratoga Oaks	NA	Oak Restaurant
Saxet Ctr. No. 2 (16)	NA	Winn's Variety, H.E.B. Food
Shell Shopping Ctr. (9)	NA	Payless Shoe Source
Shoppers World	NA	Fashion Thimble
So. Park (12)	NA	Eckerd Drugs, Furniture in The Raw
Stonegate (8)	NA	Pro Hardware
Stonewall Mall (4)	NA	Model Market
Suburban City	NA	Park Drug
The Village (11)	NA	Jack English
Town & Country (30)	NA	H.E.B. Mkt.
Village Park (15)	NA	Birdwell's Furniture, Jr., Foodmart, Nautilus Fitness Ctr.
Weber Square (16)	NA	H.E.B. Food Store, White Auto Store, The Sportsman's Center
Westwood City (5)	NA	H.E.B., Levine's Dept.
Woodlawn (21)	NA	Handy Andy Mkt., Beall's

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Every night 'til 8.

13 - RETAIL OUTLETS: Department Stores : Frost Bros.; J. C. Penney; Sears; Beall's; Oshman's; Dillard's.
Discount Stores : K mart; Kroger; Shoppers World; Gibsons; Les Feldser; Woolco; Best Products.
Variety Stores : Woolworth 2; Kress 1; Winn's 6; Ben Franklin 1.
Chain Drug Stores : Walgreen 3; Eckerds 9; Parr's 1; Nichols 3; Rexall 5; City Pharmacy; Economical; Clinic; Lamar Park; Port.
Chain Food Supermarkets : H. E. Butt 14; Handy Andy 5; Model Mkt. 2; Kroger 3; CC Jitney Jr. 7; Foodtown 7; Maverick Market 30; Super D 1; Super-Mex 3; Circle K 24; 7-Eleven 15; Warehouse Groceries 3; Albertson's.

14 - NEWSPAPERS: CALLER (m-mon to fri) 63,311; TIMES (e-mon to fri) 24,403; Comb. (m&e) 87,714; (sat) 71,254; (S) 90,603; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Davis, Nat'l. Adv. Mgr., CALLER and TIMES, 820 Lower Broadway, Corpus Christi, TX 78408; Tel. (512) 884-2011.
National Representatives : Branham; Harte-Hanks.

CORSICANA

1 - LOCATION: Navarro County, E&P Map E-3. 49 mi. S of Dallas, 80 mi. SE of Ft. Worth; 75 mi. W of Tyler; 52 mi. E of Waco; 187 mi. to Houston. On U.S. Hwys. 31, 75, 287; State Hwys. 14, 22, 31, 75; I-45.

2 - TRANSPORTATION: Railroads : Southern Pacific; Rock Island; Burlington; St. Louis & Southwestern.
Motor Freight Carriers : 14.
Intercity Bus Lines : Continental.

3 - POPULATION:
Corp. City 80 Cen. 21,712
County 80 Cen. 35,323

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,323
County 80 Cen. 13,331

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$183,639,000
Sav. & Loan	4	$167,019,000

6 - PASSENGER AUTOS: County (All Vehicles) 30,396

7 - ELECTRIC METERS: Residence 9,266

8 - GAS METERS: Residence 6,884

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Soft Drink Bottles 270; Pastries & Cake 326; Slacks 400; Cotton Duck 206; Men's Hats 894; Gloves 182; Insulation Materials 380; Potato Chip 225; Steel 483; Fertilizer Complex & Ammonia Mfg. 250; Oil Production 531; Insurance 165; Mobile Homes 400; Plastic Products 300; Oil Field Equipment 1,000; Drilling Equipment 300; Glass 400.

10 - CLIMATE: Min. & max. Temp.—Spring 40-60; Summer 70-100; Fall 60-75; Winter 28-40. First killing frost, about Nov. 15. Last killing frost, Mar.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Golden Circle (7)	NA	Gibson's, Winn Dixie
Novarro Mall (18)	NA	Bealls, Woolworths
Seventh Ave.	NA	Eckerd's, Minyard
Westgate (6)	NA	Sears, Mont. Ward

Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Sears, J.M. Dyer; J. C. Penney; Miles; Tekell's; Beall's; Montgomery Ward.
Variety Stores : Duke & Ayres; Woolworth.
Discount Stores : Gibson's; K mart; K. Wolens.
Chain Food Supermarkets : Brookshire; Safeway; Buddie's; Minyard.
Other Chain Stores : Singer Co.; Goodyear; Sherwin-Williams; Western Auto; White Auto.

14 - NEWSPAPERS: SUN (e-mon to fri) 10,334; (S) 10,976; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: A. J. Kenney, Pub., SUN, PO Box 622, Corsicana, TX 75110; Tel. (214) 872-3931.
National Representatives : Branham; Harte-Hanks.

DALHART

1 - LOCATION: Dallam and Hartley Counties, E&P Map C-1. At intersection of Hwys. 87, 51, and 54. 88 mi. from Amarillo. Shipping and trading center for NW Panhandle of Texas, Oklahoma and NE New Mexico.

2 - TRANSPORTATION: Railroads : Southern Pacific; Ft. Worth & Denver.
Motor Freight Carriers : 4.
Intercity Bus Lines : Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 6,854
Counties:
Dallam 80 Cen. 6,531
Hartley 80 Cen. 3,987
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,545
Counties:
Dallam 80 Cen. 2,186
Hartley 80 Cen. 1,361

5 - BANKS: 4 Savings, Deps, $196,944,648

6 - PASSENGER AUTOS: Counties (All Vehicles): Dallam 7,273; Hartley 3,978

7 - ELECTRIC METERS: Residence 2,715

8 - GAS METERS: Residence 2,893

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—R.R. 150 ($650); Meat Proc. 75 ($150); Electric Power 48 ($200); Feed Proc. 75 ($150); Cold Drinks 65 ($175); Commercial Feed Lots (Cap. 150,000 Head of Cattle) ($175). 21 **Principal Industrial Pay Days** : Sat.

10 - CLIMATE: Min. & Max. Temp.—Spring 20-95; Summer 40-110; Fall 20-95; Winter 17-90. First killing frost, Sept. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers : 5 blocks on Denrock; 4 on Denver; 3 on Rock Island; 12 on Hwys. 54 & 87; Shopping Center on 7th St.; Apache Shopping Center on 16th and Tennessee (United Food Store, Furniture Fashions).
Principal Shopping Days : Thu., Wed.

13 - RETAIL OUTLETS: Department Stores : C. R. Anthony; Sears; Wards.
Variety Stores : H. & B.; Franklin's.
Discount Stores : Alco.
Chain Food Supermarkets : Jack & Jill; United Food; Furr Family; Porters.

14 - NEWSPAPERS: TEXAN (e-tues to fri; S) 2,928; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: J. Kenneth Hogue, Pub., TEXAN, 410 Denrock St., Dalhart, TX 79022; Tel. (806) 249-4511.
National Representative : Texas Daily Press.

DALLAS

1 - LOCATION: Dallas County, E&P Map E-3 (In Dallas-Ft. Worth, TX SMSA). County Seat. Financial, distributive, wholesale, mfg., bus. ctr. & insurance ctr. NE part of state on Trinity River, 32 mi. from Ft. Worth; 241 mi. NW of Houston. On U.S. Hwys. 67, 75, 77, 80 & 175; State Hwys. 78, 114, 183, 289, 342, 352, 356; Interstate Hwys. 20, 30, 35E, 45.

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2 - TRANSPORTATION: Railroads - Ft. Worth & Denver Railway (Burlington); St. Louis Southwestern (Cotton Belt); Kansas City Southern; Missouri-Kansas-Texas (MKT); Chicago Rock Island Pacific; Santa Fe; Southern Pacific; Amtrak; Missouri Pacific; Western Pacific; Union Pacific; Conrail; Colorado & Southern; Illinois Central Gulf; Louisville & Nashville; Minneapolis Northfield & Southern; Roscoe Snyder & Pacific; Seaboard Coastline; Southern Rail Systems; Texas & Northern; Frisco Railway; Grant Southwest RR; Texas & Pacific; Missouri Pacific.
Motor Freight Carriers : 87.
Intercity Bus Lines : Continental Trailways; Texas Motor Coach; Greyhound; Texas Electric; Central Texas Bus Lines; Dallas Transit System.
Airlines : American; Braniff; Delta; Frontier; Continental; Eastern; Texas Int'l.; Southwest; Ozark; Air Canada; Rio; Eagle; Metro; Flying Tiger; SMBS Stage Line; Emery; Chapparal; Skyways; Piedmont; Air Florida; British Caledonian; Lufthansa; Thai International; USAir; Western; Republic; Pan Am; Air Texana; Jamaire; Coker; Emerald; Wein Air Alaska; Fleming; Trans America; Muse Air. 35 Air Cargo Shippers; 44 Air Charter & Rental Firms.

3 - POPULATION:
Corp. City 80 Cen. 904,078
County 80 Cen. 1,556,549
SMSA 80 Cen. 2,974,878
THE MORNING NEWS:
CZ-ABC: (70) 1,327,321; (81) 1,584,300
Bal. in PMA-ABC: (70) 1,867,330; (81) 2,479,100
Total PMA-ABC: (70) 3,194,651; (81) 4,063,400
TIMES HERALD:
CZ-ABC: (70) 1,327,321; (81) 1,584,300
RTZ-ABC: (70) 807,944; (81) 1,133,700
City & RTZ-ABC: (70) 2,135,265; (81) 2,718,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 355,073
County 80 Cen. 577,753
SMSA 80 Cen. 1,076,320
THE MORNING NEWS:
CZ-ABC: (70) 421,913; (81) 579,500
Bal. in PMA-ABC: (70) 603,043; (81) 919,900
Total PMA-ABC: (70) 1,024,956; (81) 1,499,400
TIMES HERALD:
CZ-ABC: (70) 421,913; (81) 579,500
RTZ-ABC: (70) 259,533; (81) 417,000
City & RTZ-ABC: (70) 681,446; (81) 996,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	110	$6,066,716,000
Sav. & Loan	35	$3,777,215,000

6 - PASSENGER AUTOS: County (All Vehicles) 1,311,343

7 - ELECTRIC METERS: Res. Ind. & Comm. 326,006

8 - GAS METERS: Res. Ind. & Comm. 240,330

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Trans. Equip., Aircraft & Parts 92,700 ($416); Food 22,700 ($299); Non-E. Machy. 45,700 ($345); Apparel 16,900 ($167); E. Machy. & Equip. 59,600 ($384); Printing & Pub. 22,600 ($308); Fab. Metal Prod. 26,600 ($258).

10 - CLIMATE: Min. & Max. Temp. - Spring 55-75; Summer 75-99; Fall 57-79; Winter 36-56. First killing frost, Dec. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Major Shopping Centers - Dallas County: Casa Linda Plaza, Casa View Village, Dallas West, Farmers Branch, Garland Shpg. Ctr., Hampton-Illinois, Highland Park Village, Hillside Village, Inwood Village, Lakewood, Marsh Lane Village, Oates Plaza, Park Forest, Preston Center, Preston Forest, Preston Royal, Richardson Heights, Snider Plaza, Walnut Hill Village, Webb Royal, Wynnewood, Valwood, Northlake, Ridgewood, Cedar Crest, Polk Village, Richardson Terrace, Westmoreland Heights, Valley View, North Park, Exchange Park, Lake Highlands, Miracle Mile, North Town Mall, Promenade, Irving Mall, Old Town, Town East, Plymouth Park, Big Town, Red Bird Mall, Preston '365', Richardson Sq., Olla Podrida, Pleasant Groves, Pepper Sq., Richardson East, Steven Park, Keystone, Kiest-Polk, Northwood Hills, Spanish Village, Prestonwood Center, Plano Mall, Golden Triangle Center, Medallion Center, Forum 33; Plus over 110 smaller shopping centers throughout Dallas and suburban areas;

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Major Retail Shopping Areas : Downtown, Beckley; Davis; Garland Road, Lakeland to Old Gate Lane; Inwood Road at Lemmon; Jefferson, Ninth to Willomet; McKinney, Lemmon to Hall; Oak Lawn at Maple; Hampton & Ft. Worth Ave.; Westmoreland at Clarendon; Greenville Ave.; Ross Ave.; Buckner Blvd.; East Grand Central; Interstate Hwy. 35E & Loop 12. In addition to these principal areas there are over 100 other neighborhood retail shopping areas within the Dallas City Zone.
Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Department Stores - Mon., Thuus., Fri., Sat.; Food - Every night.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward 11; Sanger-Harris 11; Neiman-Marcus 4; Sears 11; J. C. Penney 14; Sakowitz; Lord & Taylor 3; Dillard's 8; Joskes (Titches) 10; Marshall Field; Saks Fifth Ave.
Discount Stores : Fed Mart 2; Woolco 6; Treasury 3, Sterlings 3; Tex. Army-Navy 3; K mart 19; Gibson 21; Target 7; Treasure City 5; Best 5; Wilson's 3.
Variety Stores - Ben Franklin 5; Kress; M. E. Moses 28; Phillips; Woolworth 3; TG&Y 8; Kresge ; Mott 7; Duke & Aures 3; McCrorys 2; H. L. Green 1.
Chain Drug Stores : Drug Mart 5 Myatts 4; Page 26; Ravens 4; SupeRx 20; Big World; Doughertys 4; Apothecary Shp. 3; Medicine Shoppe; Sun 2; Eckerd 55; Skaggs 13; Revco 66; Treasury 19; Rexall 32; Meyers & Rosser 6.
Chain Food Supermarkets : Safeway 108; Kroger 34; Piggly Wiggly 7; Seven Eleven 300; Skaggs-Albertson 19; Tom Thumb 40; Minyard 52; Affiliated 171; Buddies (Winn-Dixie) 58.
Other Chains - Men's Clothing: National Shirt, Adams Hat, Steins, Dundee, Culwell & Son, Reynolds, Penland, Jas. K. Wilson; Women's Clothing: Lerner, Lane Bryant, Mangel's, B&G Hosiery, Margo's La Mode, Colbert Volk, Margies, Brooke's Bros., Woolf Bros.; Men's and Women's Clothing: Bonds, Franklins; Shoes: Ray Beene, Paul's, Kinneys, Austin, Edison Bros., Bakers, Burts, Chandlers, General Shoe, Florsheim, Jarman, I. Miller, Naturalizer, Connie's, Freeman; Auto: Western Auto, Kenyon Auto, White Auto, Firestone, Goodyear, Goodrich, Eaton Automotive; Jewelry: Corrigans, Shaw's, Gordon's, Zales, Linz, Everts; Cleaning & Laundry: Bell, Fishburns, Holiday, One-Hour Martinizing, Oriental, Glo Cleaning System; Paints: Sherwin-Williams, Glidden, Jones-Blair, Cook's, Du Pont, Dutch Boy; Furniture: Home Havertys, Gabberts, Levitz, Rick, Freed, Sporting Goods: Oshmans; Misc: Singer Co., Pittsurgh Plate Glass, S&H Green Stamps.

14 - NEWSPAPERS: THE MORNING NEWS (m) 283,710; (S) 357,779; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Harry Stanley, V.P.-Adv., THE MORNING NEWS, Communication Center, Dallas, TX 75265; Tel. (214) 745-8222.
National Representative : CWO&O.
TIMES-HERALD (all day) 242,821; (S) 335,089; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard Merrill, Adv. Dir., TIMES-HERALD, 1101 Pacific, Dallas, TX 75202; Tel. (214) 744-6111.
National Representative : Branham.
WALL STREET JOURNAL (Southwest Edition) (m-mon to fri) 218,044; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dave Manchee, Regional Mgr., WALL STREET JOURNAL, 1233 Regal Row, Dallas, TX 75247; Tel. (214) 631-7250.
Representative : Direct through branch offices.

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DEL RIO

1 - LOCATION: Val Verde County, E&P Map C-5, County Seat, 153 mi. W of San Antonio; 422 mi. E of El Paso; 2 mi. NE of Rio Grande—bridge to Cuidad Acuna, Mexico.

2 - TRANSPORTATION: Railroads : So. Pacific; Amtrak.
Motor Freight Carriers : 8.
Intercity Bus Lines : Painter (Greyhound Affiliate); Continental Trailways; Oil Field.
Airlines : Sundance.

3 - POPULATION:
Corp. City 80 Cen. 30,034
County 80 Cen. 35,910
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City. 80 Cen. 8,724
County 80 Cen. 10,355

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$115,000,000
Sav. & Loan	2	$32,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 24,820

7 - ELECTRIC METERS: Residence 10,750

8 - GAS METERS: Residence 6,700

9 - PRINCIPAL INDUSTRIES: Sheep & Goat Raising; Air Force Base; Tourist; R.R.; Clothing; Winery; Electronics; Bottling; Construction.
Principal Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.—43-73; Summer 56-88; Fall 41-71; Winter 21-51. First killing frost, Nov. 29. Last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 9 blocks on S. Main St.; 6 on Pecan St.; 2 on Losoya St.; 2 on Garfield St.; 2 on Broadway; 5 mi. on Avenue F; 1 mi. on Gibbs St.
Neighborhood Shopping Centers : Las Vacas St. & Chihuahua Ave.; F extending approx. 5 mi. toward Amistad Dam and N. Main; Eas Gibbs St.; Plaza del Sol Mall, Ave. F.
Principal Shopping Days : Thu., Sat.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Gurantee Store; Beall's; Terry-Farris; Anthony.
Variety Stores : Kress; Morrison, Perry Bros. 2.
Discount Stores : Gibson's; K mart.
Chain Drug Stores : Gibson; Payless 2; Skillerns.
Chain Food Supermarkets : H. E. Butt 2; Handy Andy 2; Short Stop Drive In 3; Urby's; Fina One Stop 2; Butcher Boy; Foodway; Minit Mart 4. 21 **Other Chain Stores** : Lane's; Three Sisters; Charm; Firestone; Goodyear; Western Auto; Goodrich; Greens Jewelers; White Auto Inc.; True Value Hardware; Ace Hardware; Radio Shack; Montgomery Ward (catalog); Sears (catalog); Lacks; Zale's; Gordon; House of Jeans; Brockwell.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 7,110; (S) 7,735; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Oscar San Miguel, Adv. Mgr., NEWS-HERALD, PO Drawer C, Del Rio, TX 78840; Tel. (512) 775-6393.
National Representative : None.

DENISON

1 - LOCATION: Grayson County, (In Sherman-Denison, Tex. SMSA). E&P Map E-2. Industrial & Recreational Ctr. 3 mi. S of Denison Dam on Red River; 8 mi. NE of Sherman; 73 mi. from Dallas. On U.S. Hwys. 69 & 75; State Hwys. 6, 84, & 169.

2 - TRANSPORTATION: Railroads - Missouri-Kansas-Texas; Frisco; Texas & Pacific; Southern Pacific.
Motor Freight Carriers - 15.
Intercity Bus Lines - Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 23,884
PMA-ABC: (70) 24,923; (81) 24,600
Bal. in PMA-ABC: (70) 58,302; (81) 65,600
County/SMSA 80 Cen. 89,796
Total PMA-ABC: (70) 83,225; (81) 90,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,304
PMA-ABC: (70) 8,495; (81) 9,700
Bal. in PMA: (70) 19,176; (81) 24,800
County/SMSA 80 Cen. 33,972
Total PMA-ABC: (70) 27,671; (81) 34,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$170,095,798

6 - PASSENGER AUTOS: County (All Vehicles) 80,955

7 - ELECTRIC METERS: Residence 9,167

8 - GAS METERS: Residence 8,587

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Medicare Claims Processing 159; Evaporative Coolers 125; Infant Wear 175; Non-Ferrous Aluminum Castings 511; Transit and Plastic Pipe 420; Men's Slacks 400; Box Cars 800; Refrigerated Dough Products 287; Earth Augers 313; Edible Oil Products 400; Creosote, Timbers and Poles 103; Margarine 147; Architectural Alum. Prod. 350.

10 - CLIMATE: Min. & Max. Temp. - Spring 61-81; Summer 71-92; Fall 45-65; Winter 38-58. First killing frost, Nov. 14. Last killing frost, Mar. 21

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 7 blocks on Main St.
Neighborhood Shopping Centers - 100 to 600 Blocks S. Armstrong; Main & Tone; Morton & Fairbanks; 1000 to 1300 S. Austin Ave.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midway	5	Sears
Sher-Den Mall (68)	6	J.C. Penney, Mont. Ward, Bealls
West Park	11	Piggly Wiggly, Wackers

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Shpg. Ctrs. every evening. Downtown - Thu. to 8 P.M.

13 - RETAIL OUTLETS: Department Stores : Sears; JC Penney; Montgomery Ward; Bealls.
Chain Supermarkets : Piggly Wiggly.
Discount Stores : Wackers.

14 - NEWSPAPERS: HERALD (e-mon to fri) 13,408; (S) 15,122; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Walter Reinhard, Adv. Dir., HERALD, 331 W. Woodard, Denison, TX 75020; Tel. (214) 465-7171.
National Representative : Branham; Harte-Hanks.

DENTON

1 - LOCATION: Denton County, (In Dallas-Ft. Worth SMSA). E&P Map E-2. County Seat. Educational manufacturing, retail & shipping ctr. N. central part of State. 38 hwy. mi. from Dallas; 35 hwy. mi. from Ft. Worth. Junction of Interstate 35W and Interstate 35E; State Hwys. 99 & 24.

2 - TRANSPORTATION: Railroads - Missouri-Pacific; Santa Fe; Texas & Pacific.
Motor Freight Carriers - 3.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,730
CZ-ABC: (70) 47,635; (81) 71,300
RTZ-ABC: (70) 39,603; (81) 58,700
County 80 Cen. 143,126
SMSA 80 Cen. 2,974,878
City & RTZ-ABC: (70) 87,238; (81) 130,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,522
CZ-ABC: (70) 13,869; (81) 23,500
RTZ-ABC: (70) 12,690; (81) 21,900
County 80 Cen. 49,134
SMSA 80 Cen. 1,076,320
City & RTZ-ABC: (70) 26,559; (81) 45,400

The Community
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Texas.

The Denison
Herald

A Harte-Hanks
NEWSPAPER

The March 31, 1980-81 ABC audit shows where we stand.

WINNER AND STILL CHAMPION!

The final bell's rung. Despite the afternoon paper's disputes, denials and delays, this year's ABC circulation figures are now official.

The Dallas Morning News leads in total circulation both on Sundays – *356,320* to *337,848* – and daily – *283,748* to *243,514.*

Sundays we gained over *10,000.* And the afternoon paper? They actually lost over *1,000.* That means our lead has grown to over *18,000* – tripling our advantage from a year ago.

Daily, we also gained substantially – over *5,000.* And, once again, the afternoon paper lost circulation – by almost *1,500.* Altogether, that means our daily lead has grown even stronger – to *40,000.*

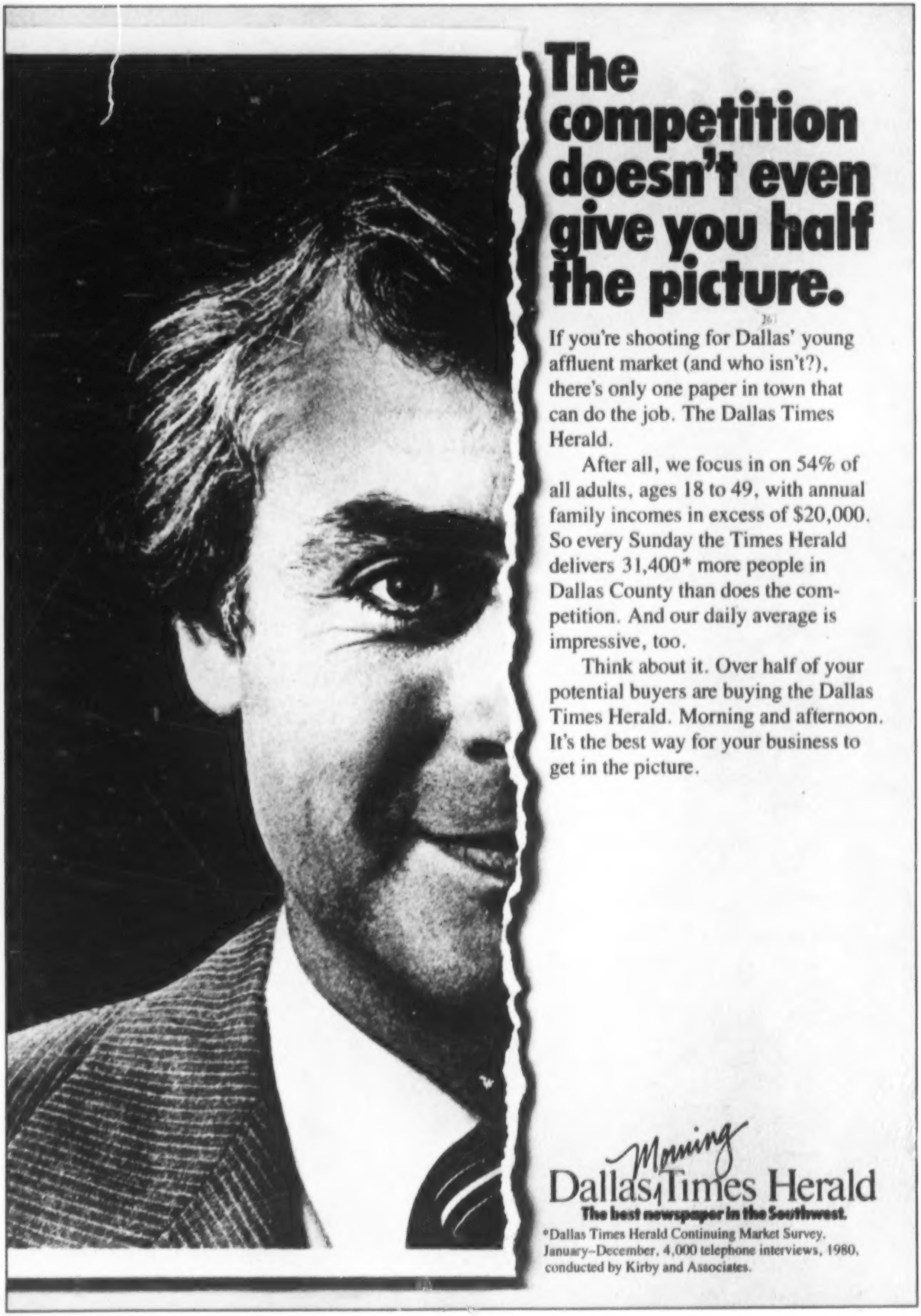
And the crowning victory for The Morning News? For the first time, we've taken the lead in total daily circulation in the *11* county S.M.S.A.

But although the title of winner is ours in the circulation arena, we're working harder than ever to make The Dallas Morning News one of the finest newspapers anywhere.

And that's something worth fighting for – and winning.

The Dallas Morning News
The Voice of Texas.

Source: ABC Audit Reports, March 31, 1981.
Computation of gain and loss data computed
by The Dallas Morning News.



The competition doesn't even give you half the picture.

If you're shooting for Dallas' young affluent market (and who isn't?), there's only one paper in town that can do the job. The Dallas Times Herald.

After all, we focus in on 54% of all adults, ages 18 to 49, with annual family incomes in excess of $20,000. So every Sunday the Times Herald delivers 31,400* more people in Dallas County than does the competition. And our daily average is impressive, too.

Think about it. Over half of your potential buyers are buying the Dallas Times Herald. Morning and afternoon. It's the best way for your business to get in the picture.

Morning

Dallas Times Herald

The best newspaper in the Southwest.

*Dallas Times Herald Continuing Market Survey, January–December, 4,000 telephone interviews, 1980, conducted by Kirby and Associates.

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$254,567,591
Sav. & Loan	2	$160,674,690

6 - PASSENGER AUTOS: County (All Vehicles) 106,514

7 - ELECTRIC METERS: Residence 20,500

8 - GAS METERS: Residence 13,562

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Annual Payroll); North Texas State Univ., 4,162 ($39,396,000); Texas Women's Univ., 1,655 ($14,500,000); Denton State School, 1,553 ($15,272,474); Welding Equip. & Suppl., 1,000 ($12,000,000); Business Forms, 517 (over $10,000,000); Flour, Corn Meal, Convenience Foods, 125 ($1,600,000); Diesel Trucks, NA ($NA); Clothing, 425 ($NA); Plastics, 150 ($NA); Bricks, 228 ($NA); Microwave Antennae, 222 ($NA); Rings, 285 ($NA).
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 52-80; Summer 75-98; Fall 54-82; Winter 31-62. First killing frost, Nov. 10. Last killing frost, Mar. 26.

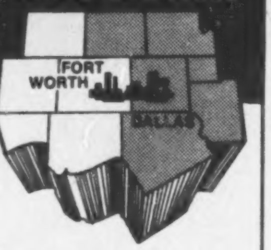
11 - TAP WATER: Hardness 140; Alkalinity 105; ph 7.8.

12 - RETAILING: **Principal Shopping Center** - 5 blocks on Hickory; 4 on Oak; 8 on Elm; 6 on Locust.
Neighborhood Shopping Centers - Golden Triangle Mall, 35 at Loop 288; Denton Center, 3 blocks on University Dr. at Carroll Blvd.; 4 blocks east on University Drive; Picadilly, 2 blocks at Malone & University; 2 on W. Hickory; 1 on Ave. A at Hickory; 1 on Fry at Hickory; 4 on U.S. Hwy. 377; Carriage Square 35 at Ave. B; 4 blocks on Sunset St. at Alice; University Center, 2 blocks on W. University at Malone; 6 blocks on W. University at Bonnie Brae.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carriage Square (18)	NA	Winn-Dixie, TG&Y, Revco
Denton Center (39)	NA	Russells, Zales, Revco, Piggly Wiggly, Radio Shack
Sunset (10)	NA	Sherwin-Williams, Curtis Mathes
University Center (8)	NA	S&H Green Stamps, Chief Auto Parts, Lee Optical

DALLAS FORT WORTH



A minimum 2-paper buy...

Fort Worth Star-Telegram + either Dallas daily

Fort Worth Star-Telegram
—The first buy—
Consult SRDS Newspaper Rates & Data for net unduplicated SMSA adult readership.

America's 9th largest SMSA

Principal Shopping Days : Thu., Sat.
Stores Open Evenings : Thu., Sat.

13 - RETAIL OUTLETS: **Department Stores** - Russells; J. C. Penney; Sears; Beall's; Craven; Diuards; Montgomer & Ward; McClurkans; Wilsons.
Discount Stores : Gibsons's; TG&Y; K mart.
Variety Stores - Duke & Ayers; M.E. Moses; McCrory's.
Chain Drug Stores : Revco 2; Eckerd's 2; Osco.
Chain Supermarkets : Safeway 2; Kroger; Piggly Wiggly 4; Buddies 2; Skaggs'; Alpha Beta; Gibson's.
Other Chain Stores : B. Dalton; Baker's Shoes; Brooks Fashion Store; Butler Shoes; Casual Corner; Chess King; Connie Shoes; Claire's Boutique; Corrigan's Jewelers; Oshman's; Doctor Pet Center; El Chico; Flagg Bros. Shoes; Florsheim Shoes; Foxmoor; General Nutrition Center; Gingiss Formal Wear; Gordon's Jewelers; Hartfields; Hastings Records; Coach House Gifts; Junction/House of Jeans; Jean Nicole; Jeans West; Jo Ann Fabrics; John's Jeans; Joyce Bertram Bath; K-G Men's Wear; Kinney Shoes; Lerner Shops; Linz Jewelers; Margo's La Mode; Merle Norman; Mission Jewelers; Mothercare Maternity; Motherhood Maternity; Musicland; Naturalizer Shoes; Richman Brothers; Spencer's Gifts; Stuarts; Thom McAn; Toys by Roy; Sweetoriar; Singer Co.; Otasco; Goodyear; Margie's; Pay Less Shoes; Wyatt's Cafeteria; White's Auto; Uniroyal.

14 - NEWSPAPERS: RECORD-CHRONICLE (e-mon to fri) 14,790; (S) 17,351; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Fred Patterson, Adv. Dir., RECORD-CHRONICLE, 314 E. Hickory, Denton, TX 76201; Tel. (817) 387-3611.
National Representative : Texas Daily Press.

EDINBURG

1 - LOCATION: Hidalgo County, E&P Map D-6 (In McAllen-Pharr-Edinburg SMSA). County Seat. Agricultural, industrial & governmental center. At Southern tip of Texas, in Rio Grande Valley, 220 mi. S of San Antonio; 340 mi. SW of Houston. On U.S. Hwy. 281; State Hwy. 107.

2 - TRANSPORTATION: **Railroads** - Southern Pacific; Missouri Pacific.
Motor Freight Carriers - 4.
Intercity Bus Lines - Valley Transit; Greyhound; Continental Trailways.
Airlines - Trans-Texas; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 24,075
County/SMSA 80 Cen. 283,229

4 - HOUSEHOLDS:
City 80 Cen. 6,755
County/SMSA 80 Cen. 75,816

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$111,882,282
Sav. & Loan	2	$151,583,085

6 - PASSENGER AUTOS: County (All Vehicles) 156,152

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Agriculture 2,300; Mineral Extraction; Oil N.A.; Mfg. and Const. N.A.; Govt. Service 1,090; Non-Ag. 2,900.
Principal Pay Days - Sat. 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 66-87; Summer 74-96; Fall 63-87; Winter 53-78. First killing frost, Dec. 1. Last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center** - 2 blocks on 12th St.; 2 on Cano St.; 7 on University Dr.; 6 on Closner St.
Neighborhood Shopping Centers - 3 blocks on S. Closner St.; 1 on E. University Dr.; Palm Plaza (6 stores); University Plaza (11 stores); Ebony Hills Shopping Center.
Principal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Sat.

13 - RETAIL OUTLETS: **Department Stores** - J.C. Penney; C.R. Anthony; Bealls; J&V Mart.
Variety Stores - Winn's; TG&Y; K mart.
Chain Drug Stores : Rexall; Medico; Sommers.
Chain Food Supermarkets : H.C. Butt; Scurlock's; Valley Mart 2; Rivas 2; Treveno's Drive In 3.
Other Chain Stores - Lack's Home & Auto; Goodyear; Billups Oil; Firestone; Pizza Hut 2; Quorum Club; El Pato Mex. Food; Osment's; Hoff Auto Parts; Minyard Auto Parts; NAPA Auto; Bull Parts; Payless Shoe Source; Lack's; Shamrock Oil; Edelstein's; Brand X; Risica & Sons; Radio Shack; Edinburg True Value; M&S Trustworthy; Wendy's; Church's Fried Chicken; Sonic; Kentucky Fried Chicken; Sherwin-Williams; Zales.

14 - NEWSPAPERS: REVIEW (e-tues to fri; S) 3,900; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: James V. Mathis, Pub., REVIEW, 215 E. University Dr., Edinburg, TX 78539; Tel. (512) 383-2705.
National Representative : None.

EL PASO

1 - LOCATION: El Paso County (SMSA). E&P Map A-3, County Seat. SW tip of Texas. Wholesale & mfr. ctr. Home of Fort Bliss Air Defense Center; Fort Bliss (U.S. Army).

2 - TRANSPORTATION: **Railroads** : Mexico, Northwestern & Mexican Central; Santa Fe; Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers : 35.
Intercity Bus Lines : Greyhound; New Mexico Transp.; Continental Trailways; autobuses Intercionales; Elpaso-Los Angeles; Limosine Express Inc.; Omnibus De Mexico; Tex. N.M/Oklz. Coaches Inc.; Geronimo; Chihuahua.
Airlines : American; Continental; Aeronaves de Mexico; Frontier; Southwest. Airways of New Mexico; Eastern; Texas Int'l Permian Airways.

3 - POPULATION:
Corp. City 80 Cen. 425,259
CZ-ABC: (70) 339,775; (81) 458,100
RTZ-ABC: (70) 273,880; (81) 363,500
County/SMSA 80 Cen. 479,899
City & RTZ-ABC: (70) 613,655; (81) 821,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 128,167
CZ-ABC: (70) 91,085; (81) 135,400
RTZ-ABC: (70) 78,380; (81) 119,900
County/SMSA 80 Cen. 140,806
City & RTZ-ABC: (70) 169,465; (81) 255,300

5 - BANKS: 23; Dep. $1,522,721,000

6 - PASSENGER AUTOS: County (All Vehicles) 289,848

7 - ELECTRIC METERS: Residence 142,415

8 - GAS METERS: Residence 112,210

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Textiles 15,000; Metals 4,000; Oil Refining 1,200; Durable Goods ($211); Non-Durable Goods ($139).
Principal Pay Days : Fort Bliss, 1st; Others 1st and 15th & Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-64; Summer 67-98; Fall 51,64; Winter 42-55.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers** : 5 blocks on Mills St.; 6 on Texas & San Antonio Sts.; 7 on Mesa, Stanton & Oregon Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bassett (50)	NA	Safeway, Popular, White House, Mervins
Chelmont (33)	NA	Woolworth, C.R. Anthony
Cielo Vista Mall (100)	NA	Mont. Ward, Penney, Joskes, Dillard's
County Club Center	NA	Shur-Sav, Winn's Variety
Coronado (20)	NA	Safeway, Woolworth
Loretto (28)	NA	
Fox Plaza (37)	NA	Penney
Eastgate (3)	NA	Safeway
El Mercado Mesa	NA	Safeway, Skillerns
Kern Plaza (15)	NA	Walgreen's
Lakeside (15)	NA	Food Mkt., Woolworth
Northgate (40)	NA	Safeway, Popular
Northland (40)	NA	Woolco
Pebble Hills	NA	Safeway, Skillerns
Ranchland	NA	Winns Variety
Rushfair	NA	
Scottsdale	NA	Gib 8 Mkt., Winn Variety
Sunrise (41)	NA	C.R. Anthony, Zale's
Valley Ctr.	NA	Big 8 Mkt., Ben Franklin
Viscount Ctr. (15)	NA	Woolco
Morningside (25)	NA	Furrs Cafeteria
Montwood Sq. (23)	NA	Skaggs
Pepper Tree Sq.	NA	Charlottes Interiors
Trawood (14)	NA	Crafts Unlimited, 7-11
Vista Hills (26)	NA	Mervin's
Yarbrough Trading Ctr. (11)	NA	Mervin's

Principal Shopping Days : Dept.—Mon., Fri., Sat.; Food—Wed., Fri., Sat.; Furn.—Mon., Sat.
Stores Open Evenings : Shpg. Ctrs.—Mon., Thu., Fri.

13 - RETAIL OUTLETS: **Department Stores** : Popular Dry Goods 3; White House; Sears Roebuck 3; Penney 3; Newberry; C.R. Anthony 3; Levines 3; Del Norte; Montgomery Ward; Dillards; Joskes; Beall's 2; Mervins.
Discount Stores : Fed Mart 2; K mart 6; Gibson 3; Woolco 2.
Variety Stores : Kress; Woolworth 2; Winns 12; Springers Center; Sprouse-Reitz 7; Kresge; TG&Y Stores 3.
Chain Drug Stores : Walgreen 9; Fed Mart 2; Coleman's 4; McCrory 2; Bank Phcy. 2; Thrifty 3; Tigua 2; Revco 14.
Chain Food Supermarkets : Shur-Sav 9; Furr's 10; Safeway 13; Skaggs Alpha-Beta 3; Gibsons 3.
Other Chain Stores : Singer Co. 2; Ladies Apparel; Franklin's; Lerner's 4; White's Auto 4; Western Auto 5; Goodyear 6; Goodrich; Firestone 4; Zales 7; Thom McAn; Payless Shoes 6; Kinney; S&H Green Stamps.

14 - NEWSPAPERS: TIMES (m) 56,676; HERALD-POST (e-mon to fri) 33,346; (m-sat) 32,629; Comb. (m&e) 90,022; TIMES (S) 87,786; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul Ashworth, Mgr. Gen. Adv., TIMES and HERALD-POST, 410 Mills Ave., El Paso, TX 79901; Tel. (915) 747-6700.
National Representatives : Gannett; Story & Kelly-Smith.

ENNIS

1 - LOCATION: Ellis County (In Dallas-Ft. Worth SMSA); E&P Map E-3. In Eastern half of Ellis County. 33 mi. SE of Dallas, 54 mi. SE of Ft. Worth.

2 - TRANSPORTATION: **Railroads** - Southern Pacific.
Motor Freight Carriers - 3.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,110
County 80 Cen. 59,743
SMSA 80 Cen. 2,974,878

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,11
County 80 Cen. 19,866
SMSA 80 Cen. 1,076,320

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$17,327,355
Sav. & Loan	2	$4,500,000

6 - PASSENGER AUTOS: (All Vehicles) 50,553

7 - ELECTRIC METERS: Residence 3,211

8 - GAS METERS: Residence 3,419

9 - PRINCIPAL INDUSTRIES: Business Forms; Carbon; Bed Springs; Doors; Garment Mfg.; Metal Tanks; Sheet Metal Prods.; Cotton Oil; Concrete Pipe; Paper Bags; Carbon Paper; Ladies & Children's Clothing; Oil Well & Chemical Equipment; Roofing Mfg.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-80; Summer 80-110; Fall 70-95; Winter 20-70.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Shopping Centers** - Willow Creek S/C; 15 stores; 700 parking spaces.
Principal Shopping Days : Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores** - K. Wolens; Anthony's; Gibsons; Wal-Mart.
Discount Stores : Gibson's; Holmes Discount Salvage; Jekell Salvage.
Variety Stores - Perry Bros.
Chain Food Supermarkets : Safeway; Piggly Wiggly; HEB.

14 - NEWSPAPERS: NEWS (e) 4,500; (S) 4,500, sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: Charles E. Gentry Adv. Dir., NEWS, 231 N. Dallas St., Ennis, TX 75,119; Tel. (214) 875-3801.
National Representative : None.

FORT WORTH

1 - LOCATION: Tarrant County, E&P Map D-3 (In Dallas-Ft. Worth SMSA). County Seat. In N Central Texas. Railroad, air travel. Auto & aircraft mfg., distribution, commercial & education center.

2 - TRANSPORTATION: **Railroads** - Amtrak; Burlington; Missouri-Kansas-Texas; Missouri Pacific; Frisco; Sante Fe; Texas & Pacific; The Rock.
Motor Freight Carriers - 36.
Intercity Bus Lines - Southwestern Greyhound; Greyhound; Texas Motor Coaches.
Airlines - American; Braniff; Frontier; Ozark; Delta; Continental; Texas International; Southwest; Eastern; Pan American; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 385,141
PMA-ABC: (70) 716,317; (81) 879,700
Total PMA-ABC: (70) 294,204; (81) 434,400
County 80 Cen. 860,880
SMSA 80 Cen. 2,974,878
Total PMA & RTZ-ABC: (70) 1,010,521; (81) 1,314,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 144,025
County 80 Cen. 310,372
SMSA 80 Cen. 1,076,320

PMA-ABC: (70) 225,873; (81) 319,200
Total PMA-ABC: (70) 96,718; (81) 162,600
Total PMA & RTZ-ABC (70) 322,591; (81) 481,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	51	$4,819,775,581
Sav. & Loan	13	$1,247,589,000

6 - PASSENGER AUTOS: County (All Vehicles) 740,956

7 - ELECTRIC METERS: Total 284,019

8 - GAS METERS: Residence 206,513

9 - PRINCIPAL INDUSTRIES: Automobile; Aircraft Machinery; Food Processing Containers (Av. Wkly. Wage $125).
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 54-75; Summer 73-94; Fall 53-74; Winter 37-54. First killing frost, Nov. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
There are 71 shopping centers in the metropolitan area, with a total of 1,196 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northeast (98)	NA	Dillards, Mont. Ward, Sears, Penney
Ridgmar (137)	NA	Dillards, Sears, Penney, Neiman-Marcus, Striplings
Seminary South (68)	NA	Dillards, Striplings, Sears, Penney
Forum 303 (65)	NA	Dillards, Wards
Hulen Mall (92)	NA	Sangers, Wards
North Hills (56)	NA	Sangers, Cox's
Tandy Center	NA	Dillards
Century City (28)	NA	Safeway, Revco
Cox's Center (9)	NA	Cox's
Greater Richland Center (28)	NA	Buddies
Hulen Square (25)	NA	Buddies, Motts
Monnig's Oaks (20)	NA	Monnig's, Motts
Park Plaza (60)	NA	Joske's, Minyard
Tandy Town (20)	NA	Mitchell's
Town & Country (27)	NA	Eckerd Drug
Fielder Plaza (41)	NA	Buddies, Eckerds

Principal Shopping Days : Sat., Fri., Mon.
Stores Open Evenings : Dept. Fri.; Food daily.

13 - RETAIL OUTLETS: Department Stores - Cox's; Dillards; Neiman-Marcus; Sanger-Harris; Sears; Montgomery Wards; Mitchell's; Penney; W.C. Stripling; G.C. Murphy; Margo's; S&H Green Stamps.
Discount Stores : K mart 2; Woolco; Treasure City; Mannings; Target.
Variety Stores - Woolworth's; Mott's; Ben Franklin; McCrory's.
Chain Drug Stores : Eckerds; Skaggs 2; Skillern's 8; Revco 12; Town & Country 3; Daniel 3; Modern 2; Mr. Cut Rate 2; Perrone & Park 3; Weaver 2; Wren 2.
Chain Food Supermarkets : Seven-Eleven 63; Save U 26; Buddies 34; Wyatts 10; Safeway 18; Supersave 6; A&P 6; Chicotsky's Village Food Mkts. 2; F&M 5; Biunen's 4; Candle 4; Crow 9; Diamond 2; Fugua's 2; Ed Harnis 3; Hitchin-Post & Drive In 2; Kimbell's 3; McCloud's; Quietway 9; Randy's 3; Bill Sodd 5; Thrifty Marts 13; Windy's Drive-In's; Zip-In 5.

14 - NEWSPAPERS: STAR-TELEGRAM (m-mon to fri) 100,007; (e-mon to fri) 129,467; Comb. (m&e) 229,474; (sat) 225,632; (S) 256,660; March 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Joe Waller, Nat'l. Adv. Mgr., STARTELEGRAM, PO Box 1870, Fort Worth, TX 76101; Tel. (817) 390-7400.
National Representative : Sawyer-Ferguson-Walker.

FREEPORT

See LAKE JACKSON

GAINESVILLE

1 - LOCATION: Cooke County, E&P Map E-2, County Seat. Small manufacturing center. N part of state. 68 mi. from Dallas and Fort Worth; 140 mi. from Oklahoma City. I-35 & U.S. Hwy. 82.

2 - TRANSPORTATION: Railroads - Santa Fe.
Motor Freight Carriers - 2.
Intercity Bus Lines - Trailways; American.

3 - POPULATION:
Corp. City 80 Cen. 14,077
County 80 Cen. 27,656

4 - HOUSEHOLDS:
City 80 Cen. 5,568
County 80 Cen. 10,078

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$60,811,568
Commercial	4	$160,151,153

6 - PASSENGER AUTOS: County (All Vehicles) 26,692

7 - ELECTRIC METERS: Residence 5,634

8 - GAS METERS: Residence 4,725

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Oil Field Equip. 830 ($350); Aircraft 1,455 ($250); Paint Mfg. 150 ($175); Machine Tools 200 ($275).

10 - CLIMATE: Min. & Max. Temp. - Spring 35-98; Summer 53-107; Fall 25-90; Winter 14-86. First killing frost, Oct 20. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center - 20 blocks on 4 streets. Shopping center, Highway 82 at Grand Avenue; 25 units.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Dept. & Groc. - Sat.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Chick's; J. C. Penney; Beall's.
Variety Stores - Duke & Ayres; K mart.
Discount Stores : Wal-Mart; Dollar General.
Chain Drug Stores : Page Super Drug; Eckerd's; Wal-Mart.
Chain Food Supermarkets : Tom Thumb; Safeway; AG 4; Piggly Wiggly.
Other Chain Stores - Sherwin-Williams; Babcock Bros.; Sears (catalog); White Auto; Zales; Radio Shack.

14 - NEWSPAPERS: REGISTER (e) 8,340; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: David Scott, Adv. Mgr., REGISTER, 306 E California, Gainesville, TX 76240; Tel. (817) 665-5511.
National Representative : Texas Daily Press.

GALVESTON

1 - LOCATION: Galveston County (In Galveston-Texas City SMSA). E&P Map F-4, County Seat. Seaside resort, heavy industry. University of Texas Medical School. Six oil refineries and chemical plants. Only tin smelter in U.S. Shipyards. Interstate Hwy. 45. 50 mi. S of Houston; 300 mi. S of Dallas.

2 - TRANSPORTATION: Railroads - Burlington; Chicago-Rock Island; Galveston, Houston & Henderson; Mo. Pac.; Santa Fe; M&T; Southern Pacific; Barges on intracoastal canal.
Motor Freight Carriers - 7.
Intercity Bus Lines - Texas Bus Lines.
Airlines - Metro Airlines.

3 - POPULATION:
Corp. City 80 Cen. 61,902
CZ-ABC: (70) 61,809; (81) 54,000
RTZ-ABC: (70) 78,527; (81) 94,700
County/SMSA 80 Cen. 195,940
City & RTZ-ABC: (70) 140,336; (81) 148,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,013
CZ-ABC: (70) 21,023; (81) 21,200
RTZ-ABC: (70) 23,118; (81) 32,400
County/SMSA 80 Cen. 69,284
City & RTZ-ABC: (70) 44,141; (81) 53,600

5 - BANKS: 37E		
Commercial	7	$465,182,000
Sav. & Loan	3	$392,045,400

6 - PASSENGER AUTOS: County (All Vehicles) 146,139

7 - ELECTRIC METERS: Residence 25,887

8 - GAS METERS: Residence 18,814

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Hospital 7,767; Chemical 4,715; Government 3,915; Petroleum 3,315; Transportation equipment 1,831; Insurance 1,774; Food Products 1,190.
Principal Industrial Pay Days - Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 61-75; Summer 81-83; Fall 63-80; Winter 54-57.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - 16 blocks on D, E and F Streets.
Neighborhood Shopping Centers - 61st & Broadway; 61st & Stewart Rd.; 400 Strand.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galvez Mall (45)	NA	Sears, Woolco, Bealls
Port Holiday (28)	NA	TG&Y, The Fair, Kroger
Westgate (12)	NA	Safeway, Eckerd's
K mart (10)	NA	K mart

Principal Shopping Days : Sat., Fri., Mon.
Stores Open Evenings : Shopping centers every evening to 9.
Stores Open Sundays : Krogers, Gerlands, Weingartens, Eckerd's, Safeway.

13 - RETAIL OUTLETS: Department Stores - The Fair; Eibands; J.C. Penney; Sears; Schwartz's; Weiners; Bealls; Craigs.
Variety Stores - S.H. Kress; McCrory's; Perry's; TG&Y.
Discount Stores : K mart; Mr. Thrifty; Woolco.
Chain Drug Stores : Walgreen 2; Wright's 3; Texas 4; SupeRx; Eckerd's.
Chain Food Supermarkets : Gerland's 3; Kroger; Weingarten's; Safeway 1; 7-Eleven 11; Stop-n-Go 5; U-Tote M-7; Micheletti's 2.
Other Chain Stores - Athletic Attic; Butler; Fayva; Kinney; Morse Cook Paint; Firestone; Goodyear; Mangel's; Pittsburgh Plate Glass; Walter Pye; Sherwin-Williams; Singer Co.; Texas State Optical; Tru-Valu Dresses; Western Auto; Zale's Jewelry; Goodrich; Grahams; Western Auto; Margos La Mode; B. Dalton Bookseller; Evenson's; General Nurtition Center; Graves Fashions; Junction; Kay Jewelers; Mr. Music; So-Fro Fabrics; World Bazaar; McCoy's Bldg. Supplies; Color Tile; Radio Shack; Walter Pye's.

14 - NEWSPAPERS: NEWS (m) 28,121; (S) 28,866; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David Lyons, Adv. Dir., NEWS, PO Box 628, Galveston, TX 77553; Tel. (713) 744-3611.
National Representative : Gen. Adv. Serv.

GARLAND

1 - LOCATION: Dallas County, E&P Map E-3 (In Dallas-Ft. Worth SMSA). 12 mi. NE of Dallas.

2 - TRANSPORTATION: Railroads - Mo. K.-T. of Texas; Santa Fe.
Motor Freight Carriers - 9.
Intercity Bus Lines - Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 138,857
CZ-ABC: (70) 81,437; (81) 148,500
RTZ-ABC: (70) 4,109; (81) 4,900
County 80 Cen. 1,556,549
SMSA 80 Cen. 2,974,878
City & RTZ-ABC: (70) 85,546; (81) 153,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 45,978
CZ-ABC: (70) 23,068; (81) 48,400
RTZ-ABC: (70) 1,175; (81) 1,700
County 80 Cen. 577,753
SMSA 80 Cen. 1,076,320
City & RTZ-ABC: (70) 24,243; (81) 50,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$260,000,000
Sav. & Loan	4	$50,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 1,311,343

7 - ELECTRIC METERS: Residence 30,000

8 - GAS METERS: Residence 18,150

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Aircraft, Missiles 3,925 ($110); Oil Equip. 408 ($95); Food Prods. 1,479 ($83); Clothing 525 ($72); Electronics 540 ($91); Paint, Varnish 380 ($90).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 55-76; Summer 75-94; Fall 57-78; Winter 38-58.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping centers - 6 blocks on W. Garland Ave., 3 on State St., 3 on Fifth St., 3 on Sixth St., 2 on Seventh St., 2 on Eighth St., all in Downtown area; 4 in Skillern Plaza Center; 2 in Ridgewood Shpg. Cntr; Meadowcreek; Lakeview Village.
Neighborhood Shopping Centers - 4 blocks on First St.; 2 in Orchard Hills Ctr.; 2 on N. Star Rd.; 3 in Duck Creek Ctr.; 3 on S. Garland Ave.; 2 on Fifth St. & Ave. G; 4 corner Kingslev & First; Walnut Creek Shopping Center, Walnut Village; Club Hill Square 2 blocks on Broadway (22 units); Broadway Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buckingham Plaza (16)	NA	Tom Thumb
North Star Plaza (22)	NA	North Star Rexall
Buckingham Plaza (13)	NA	Ye ole Butcher
K mart Plaza (8)	NA	K mart
Walnut Village (21)	NA	Minyards
Walnut Plaza (25)	NA	Skillern Drug
Walnut Creek (8)	NA	Safeway
Jupiter Plaza (24)	NA	Radio Shack
Walnut Park (12)	NA	Pizza Inn
Plano/Walnut (17)	NA	Yardbirds
Duckcreek (9)	NA	Safeway
Meadowcreek (37)	NA	Safeway
Ridgewood (70)	NA	Minyards, Sears
Orchard Hills (8)	NA	Orchard Hills Pharmacy
Club Hills (30)	NA	Safeway
Broadway Village (35)	NA	Tom Thumb
Garland (27)	NA	JC Penney
Eastgate (29)	NA	Radio Shack
Centerville Crossroads (25)	NA	Target, Kroger, Homers
Lakeview Village (21)	NA	Winn-Dixie
Richardson Square (130)	NA	Dillards, Mont. Wards
Town East (145)	NA	Sears, Joskies

Principal Shopping Days : Thu. Night; Fri. & Fri. night, Sat.

13 - RETAIL OUTLETS: Department Stores - Penney; Cole & Davis.
Discount Stores : Gibson's; K mart; Treasure City; Woolco.
Chain Drug Stores : Drug Mart 2; Skagg's; Skillern's 4; Garland Phcy. 3; Garview.
Chain Food Supermarkets : Safeway 5; Kroger 2; Buddie's; Tom Thumb 2; Minyards 3; Skaggs/ Albertson; Gerland Food Fair; Winn-Dixie.
Other Chain Stores - Western Auto; Singer Co.; Babcock Bros.; Sherwin Williams; Goodyear; Skillern; TG&Y; Myers; E. Moses; Sears; Satellite Store; Zales; Wards Order Store; M. E. Moses.

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,295; (S) 11,038; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David E. Godbold, Adv. Mgr., NEWS, 613 State St., Garland, TX 75040; Tel. (214) 272-6591.
National Representative : USSPI.

GONZALES

1 - LOCATION: Gonzales County, E&P Map D-5, County Seat. On the Guadalupe River. 90 mi. from coast in south central part of state. 65 mi. S of Austin; 70 mi. E of San Antonio; 140 mi. SW of Houston.

2 - TRANSPORTATION: Railroads - Galveston, Harrisburg & San Antonio (Southern Pacific).
Motor Freight Carriers - 6.
Interstate Bus Lines - Kerrville; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,152
County 80 Cen. 16,883

4 - HOUSEHOLDS:
City 80 Cen. 2,480
County 80 Cen. 5,949

5 - BANKS: 37E		
Commercial	1	$57,285,456
Sav. & Loan	1	$94,573,326

6 - PASSENGER AUTOS: County (All Vehicles) 13,502

7 - ELECTRIC METERS: 2,905

8 - GAS METERS: 2,620

9 - PRINCIPAL INDUSTRIES: Southern Clay Prod.; Egg Packing; Feed Mill; Hatcheries; Purina Products Plant; Pipe Fabricating; Meat Pkg.; Cattle Buyers; Holly Farms.
Principal Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 33-74; Summer 56-98; Fall 48-85; Winter 65-81. Fisrt killing frost, Nov. 11-26. Last killing frost, Feb. 27.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center - 13 blocks on 5 sts.
Principal Shopping Days : Mon., Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Gindler's; Lieberman's; Men's Wear: The Toggery; Ladies Wear: J.B. White, Bill's Dollar Store; Shoe Bar; The Corral Western Wear; Donnie's Western Wear; Shoe World; Gibson; Wal-Mart; The Clothes Tree.
Variety Stores - Perrys; Ben Franklin.
Chain Drug Stores : Wal-Mart Pharm.; Kotzebue Rexall.
Chain Food Supermarkets : United Supers; Boysen's; Circle K; Wuest's; H.E.B.
Other Chain Stores - Goodyear; Western Auto; Sears; Montgomery Ward; Boothe & Lewis; Johnson; True Value.

Gainesville Daily Register

Serving
Gainesville and
Cooke County
since 1890.

DONREY
MEDIA
GROUP

14 - NEWSPAPERS: INQUIRER (e-mon to fri) 2,905; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Pearl Robertson, Adv. Dir., INQUIRER, Box 616, Gonzales, TX 78629; Tel. (512) 672-2861.
National Representative : None.

GRAND PRAIRIE

1 - LOCATION: Dallas County (In Dallas-Ft. Worth SMSA). E&P Map E-3. Manufacturing; North Central Texas; 15 min. from Dallas & 17 min. from Ft. Worth.

2 - TRANSPORTATION: Railroads - T&P.
Intercity Bus Lines - Texas Motor Coaches.
Motor Freight Lines - 15.
Airlines - Airports; Love Field Dallas/Ft. Worth Airport.

3 - POPULATION:
Corp. City 80 Cen. 71,462
CZ-ABC: (70) 50,904; (81) 69,900
County 80 Cen. 1,556,549
SMSA 80 Cen. 2,974,878

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,714
CZ-ABC: (70) 15,383; (81) 24,400
County 80 Cen. 577,753
SMSA 80 Cen. 1,076,320

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$44,904,162
Sav. & Loan	2	$38,874,954

6 - PASSENGER AUTOS: County (All Vehicles) 1,311,343

7 - ELECTRIC METERS: 16,000

8 - GAS METERS: 15,000

9 - PRINCIPAL INDUSTRIES: Mfg.; Industrial Supply; Tanks; Pipes; Steel; Bottling; Trailers; Aerospace; Warehousing.

10 - CLIMATE: Av. Temp. Jan. 46, June 85.

11 - TAP WATER: Artesian Wells plus water main connection with Dallas.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carrier Pkwy. Ctr. (9)	NA	Mitchell's Dept., Thrifty Drugs
Dalworth Ctr. (2)	NA	Buddies; Winn-Dixie
Grand Central (4)	NA	J. C. Penney, Skillern's
Indian Hills (10)	NA	B&W Foods
Inglewood (3)	NA	Dairy Mart
Marshall Pl. (25)	NA	Piggly Wiggly, Skillern's
Midway Mall	NA	Goodyear

Principal Shopping Days : Fri., Sat. All Stores open on Thurs., Fri. nights.

13 - RETAIL OUTLETS: Department Stores - Watson Bros.; Meyer's; Dillard's; Montgomery Ward.
Variety Stores - Woolworth; Mott's; TG&Y.
Discount Stores : Gibson's; K mart.
Chain Drug Stores - Ward's; Skillern's 2; Millar; Walgreen; Cicero's Rexall; Baker's; Thrifty; SupeRx.
Chain Food Supermarkets : Kroger 2; Safeway; 7-Eleven 3; Cabell's 2; Buddies; Piggly Wiggly; Eddelman's 3; Jefferson St. Drive In 2; Mack 2. Skaggs-Albertson 1; Mingards 1.
Other Chain Stores - Firestone; Goodyear; Whites Western Auto; Sherwin-Williams Paint; Montgomery Ward.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,182; (S) 7,643; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Elmer Davidson, Pub./Adv. Mgr., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (661)-8100.
National Representative : USSPI.

The Community
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The Herald
Banner
A Harte-Hanks
NEWSPAPER

GREENVILLE

1 - LOCATION: Hunt County, E&P Map E-3, County Seat. 42 mi. NE of Dallas.

2 - TRANSPORTATION: Railroads - MKT; KCS-L&A; StLSW.
Intercity Bus Lines - Greyhound; Continental.
Motor Freight Carriers - 7

3 - POPULATION:
Corp. City 80 Cen. 22,161
CZ-ABC: (70) 22,043; (81) 21,900
Bal. in PMA-ABC: (70) 25,905; (81) 34,400
County 80 Cen. 55,248
Total PMA-ABC: (70) 47,948; (81) 56,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,271
County 80 Cen. 20,331
CZ-ABC: (70) 7,463; (81) 8,500
Bal. in PMA-ABC: (70) 8,402; (81) 13,000
Total PMA-ABC: (70) 15,865; (81) 21,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$185,000,600
Sav. & Loan	2	$143,250,000

6 - PASSENGER AUTOS: County (All Vehicles) 43,629

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence 11,250

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Needlecraft 2,500 ($135); Aircraft 2,800 ($350); Electrical 165 ($225); Rail 275 ($175); Wood and Furniture Mfg. 400 ($190 to $265); Auto Mufflers 350 ($5.25 hr.).

10 - CLIMATE: Min. & Max. Temp. - Spring 61-82; Summer 70-92; Fall 44-67; Winter 38-59.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads (26)	NA	K mart Zale's, Fayva
Rolling Hills (15)	NA	Marlin's, Woody's Mkt.
South Gate (8)	NA	Howards, Hi-Home Center
Stoneley	NA	
Town South (15)	NA	TG&Y, Safeway, Beall's, White's Brookshire

Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J. C. Penney; Beall Bros.; Sears Roebuck; Swartz.
Variety Stores : Dollar Saver.
Discount Stores : Gibson's; General Distributors; TG&Y; Howards; K mart.
Chain Food Supermarkets : Safeway 2; Piggly Wiggly; Brookshire; Kroger; Woody's 12; E-Z Mart 2.
Other Chain Stores : White's Auto; S&H Green Stamps.

14 - NEWSPAPERS: HERALD-BANNER (m) 11,894; (S) 12,198; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hunsucker, Adv. Dir., HERALD BANNER, PO Box 1047, Greenville, TX 75401; Tel. (214) 455-4220.
National Representatives : Branham; Harte-Hanks.

HARLINGEN

1 - LOCATION: Cameron County, E&P Map D-6 (In Brownville-Harlingen-San Benito SMSA). In the Ctr. Valley at Junction of Federal Hwys. 77 & 83. 245 mi. SE of San Antonio.

2 - TRANSPORTATION: Railroads - Missouri Pacific; Southern Pacific.
Motor Freight Carriers - 6.
Intercity Bus Lines - Continental Trailways; Valley Transit.
Airlines - Texas International; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 43,543
CZ-ABC: (70) 50,270; (81) 65,200
RTZ-ABC: (70) 162,321; (81) 261,500
County/SMSA 80 Cen. 209,680
City & RTZ-ABC: (70) 212,561; (81) 326,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,091
CZ-ABC: (70) 13,276; (81) 19,900
RTZ-ABC: (70) 39,355; (81) 73,100
County/SMSA 80 Cen. 58,409
City & RTZ-ABC: (70) 52,631; (81) 93,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$238,756,208
Sav. & Loan	4	$362,514,268

6 - PASSENGER AUTOS: County (All Vehicles) 113,483

7 - ELECTRIC METERS: Residence 18,376

8 - GAS METERS: Residence 8,356

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Dairy Proc. 175 ($125); Bakery 600 ($125); Fruit & Veb. Mach. 200 ($100); Food Proc. 1,700 ($95); Cotton Proc. 500 ($100); Chem. Plants 350 ($100); Bottlers 250 ($100); Publishing 100 ($125); Clothing Mfg. 350 ($100); Aircraft 200 ($150).
Principal Pay Days - Sat.; 1st & 15th.

10 - CLIMATE: Av. Annual Temp. - Spring 75; Summer 84; Fall 75; Winter 62.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - (Downtown); 5 blocks on E. Jackson St.; 3 on Van Buren; 3 on Monroe.
Neighborhood Shopping Centers - 7th St. & 77th Blvd.; 15th St. & 77th Hwy.; W. Harrison & 0003H 25 Sts.; E Harrison from S. 1st to S. 9th St. 77th Hwy. between 13th & E. Jefferson; Ed Carey Drive.
Principal Shopping Days : Sat.; 1st Mon. monthly.
Stores Open Evenings : All on Sat.

13 - RETAIL OUTLETS: Department Stores - Woolco; Sears; Terry Farris; J.C. Penney; TG&Y; Gibson's Discount; Thriftex; Diskay; Beall's; K mart.
Variety Stores : S. H. Kress's; McLellan's.
Chain Drug Stores : Day (Rexall 2); Adams Walgreen; Dentral Drug; Medico.
Chain Food Supermarkets : Red & White 4; H.E. Butt 3; Foodcraft; Andy's; Scurlocks; Kroger; Kenner's 4; Valley Mart.
Other Chain Stores : Amigo Stores; Feder's Fabrics; Central Drug; Kattan's Variety; Pat's Variety; Baum's Men's; Herb's Men's; Man's Shop; Wally's Shoes; Diana Shop; Day's Drug; Frank Forstner Zenith; Schvab's Jewelry; Casa de Novia Dress Shop; Zales Jewelry; Monterrey Fabrics; Brasher and Jones; The Woman Dress; Hill's Lingerie; Lack's Furniture; Parisian Dress; Delta Gift Bazaar; Engnehl's Fabrics; Young Fashions; Yarbroughs Carpets; The Lighthouse; Payless Shoes; The Book Mart; Lemon Tree; Tene Dress Shop; Luby's Cafeterias; Carolyn's Shoes; Heritage Gifts; Seaifs Fabrics; Card & Quill; Sherwin-Williams Paints; Fabrific; Roys Carpets; Weavers; Adams Pharmacy; S&H Green Stamps; Lairsens; Fads & Fashions; Gallenkamp Shoes; Kenney's Shoes; Saybrook Fabrics; Singer Sewing Center; Lina Jean; Uniroyal; Goodyear; Goodrich; Firestone; Western Auto; Edelstein's; Junkins; Star; Lack's Economy; Lee Optical; Texas State Optical; Wick's Lumber and Bldg.; Cash and Carry Lumber.

14 - NEWSPAPERS: VALLEY STAR (m) 25,652; (S) 26,940; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Nat'l. Adv. Mgr., VALLEY STAR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.
National Representative : Texas Daily Press.

HENDERSON

1 - LOCATION: Rusk County, E&P Map E-3, County Seat. Residential center. 138 mi. E of Dallas; 78 mi. W of Shreveport; 185 mi. N of Houston. On U.S. Hwys. 259, 79; State Hwys. 64, 43, 323, 322.

2 - TRANSPORTATION: Railroads - M.P.
Intercity Bus Lines - Continental Trailways.
Motor Freight Lines : 5.

3 - POPULATION:
Corp. City 80 Cen. 11,473
County 80 Cen. 41,382

4 - HOUSEHOLDS:
City 80 Cen. 4,335
County 80 Cen. 15,011

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$72,937,385
Commercial	3	$146,828,004

6 - PASSENGER AUTOS: County (All Vehicles) 35,726

7 - ELECTRIC METERS: Residence 5,290

8 - GAS METERS: Residence 5,150

9 - PRINCIPAL INDUSTRIES: Industry (Number of Employees): Oil (3,000); Bricks (400); Mobile Homes (150); Office Furn. (225); Lumber (225); Garment (300).

10 - CLIMATE: Min. & Max. Temp. - Spring 30-80; Summer 65-95; Fall 36-70; Winter 28-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:
Shopping Center - South Main Plaza (8 Stores - Safeway, Duke & Ayres Variety, K mart, Eckerds); Henderson Plaza: Wal-Mart, Beall's, Otasco, Revco, Pay Less.
Principal Shopping Days : Mon., Thurs., Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Beall's; J.B. White.
Variety Stores - M.E. Moses; Duke & Ayers.
Discount Stores : Gibson's; United Dollar; Wal-Mart; K mart.
Chain Drug Stores : Drug-Sav; Gibson's; Eckerd's; Revco.
Chain Food Supermarkets : Safeway; Brookshire; Piggly Wiggly; Griffith.
Other Chain Stores : Goodyear; White Auto; Singer Co.; Western Auto; Winnie Lee; Regan's; Sears; Collegiate Shoppe; Montgomery Ward; Otasco.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,258; (S) 7,182; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jim S. Robertson, Pub., NEWS, 1703 Hwy. 79 South, Henderson, TX 75652; Tel. (214) 657-2501.
National Representative : None.

HEREFORD

1 - LOCATION: Deaf Smith County, E&P Map C-1. County Seat. Agricultural & manufacturing, panhandle section of state, 46 mi. SW of Amarillo on US-60, 95 mi. N of Lubbock.

2 - TRANSPORTATION: Railroads : Sante Fe.
Motor Freight Carriers : 2.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,853
County 80 Cen. 21,165

4 - HOUSEHOLDS:
City 80 Cen. 4,969
County 80 Cen. 6,487

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$89,010,000
Sav. & Loan	2	$52,800,000

6 - PASSENGER AUTOS: County (All Vehicles) 18,860

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners; Meat Packing 446; Sugar Plant 360; Clothing 162. (Total work force 10,215).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 30-80; Summer 60-100; Fall 30-85; Winter 0-70. First killing frost, Oct. 22. Last killing frost, April 15.

11 - TAP WATER: Hard, natural fluoridation.

12 - RETAILING: Principal Shopping Center : 8 blocks downtown, 20 other on principal highways.
Neighborhood Shopping Centers : West Park Ave. 1.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Plaza	1	Ideal Food; TG&Y
Sugarland Mall	1	Furr's; J. C. Penney

Principal Shopping Days : Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; C. R. Anthony 2; Gaston's; Harman's 2; Rutherford's.
Discount Stores : Gibson's; Gebo's; Farm Discount & Lumber.
Variety Stores : M. E. Moses; TG&Y.
Chain Food Supermarkets : Furr's; Ideal; Thriftway; PriceLess.
Other Chain Stores : Sherwin-Williams; Montgomery Ward; Sears (Catalog); Western Auto; White's Auto; Mode O'Day; Sweetbriar.

14 - NEWSPAPERS: BRAND (e-tues to fri) 3,186; (S) 3,992; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Gene Bigham, Adv. Mgr., BRAND, 130 W. 4th, Hereford, TX 79045; Tel. (806) 364-2030.
National Representative : None.

HOUSTON

1 - LOCATION: Harris County, E&P Map E-4. (SMSA) On Houston Ship Channel; 23 mi. from Galveston Bay; 50 mi. from Gulf of Mexico; 252 mi. SE of Dallas; 219 mi. E of San Antonio; 50 mi. NW of Galveston; 95 mi. W of Beaumont. On U.S. Hwys. 59, 90, 75, 290, I-10, I-45; State Hwys. 35, 73, 225, 288.

2 - TRANSPORTATION: Railroads - Santa Fe; Southern Pacific; Missouri Pacific; Katy; Amtrak; Burlington Northern.
Motor Freight Carriers - 32 Common Carriers. Over 72 Regulated Special Carriers. Over 200 Local Delivery Trucking Firms.
Intercity Bus Lines - Trailways; Greyhound; Kerrville; Texas.
Freight Steamship Lines - Over 180.
Airlines - American; Air France; Eastern; KLM; Braniff; Pan American; Texas International; Continental; Delta; Southwest; Aeromexico; Air Canada; British Caledonian; Cayman Airways; Viasa (Venezuelan Airlines); USAir; Hughs Airwest; Western; Republic; Ozark; Air Jamaica; Alia Royal Jordanian; Air Florida; TWA; United; Frontier Airlines.

3 - POPULATION:
Corp. City 80 Cen. 1,594,086
CZ-ABC: (70) 1,741,912; (81) 2,499,500
RTZ-ABC: (70) 618,930; (81) 1,021,500
County 80 Cen. 2,409,544
SMSA 80 Cen. 2,905,350
City & RTZ-ABC: (70) 2,360,842; (81) 3,521,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 602,242
CZ-ABC: (70) 540,855; (81) 892,900
RTZ-ABC: (70) 184,012; (81) 346,700
County 80 Cen. 896,880
SMSA 80 Cen. 1,027,067
City & RTZ-ABC: (70) 724,867; (81) 1,239,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	173	$24,500,000,000
Sav. & Loan	43	$6,200,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 1,902,133

7 - ELECTRIC METERS: Res. Co. 954,339

8 - GAS METERS: Res. Co. 552,358

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage & Salary Earners (Total Number 1,475,800). Manufacturing 250,400—Durable Goods 154,800; Lumber & Wood Prods. 2,800; Furniture & Fixtures 1,600; Stone, Clay & Glass 8,500; Primary Metals 13,200; Fabricated Metal Prods. 37,000; Machinery excel. Electrical 59,100; Electrical Machinery & Equip. 18,100; Transportation Equip. 6,600; Other Durable Goods 7,900. Nondurable Goods 95,600: Food & Kindred Prods. 12,900; Textile & Apparel 1,900; Paper & Allied Prods. 4,100; Printing & Publishing 16,000; Chemicals and Allied Prods. 36,000; Petroleum Refining 16,900; Other Nondurable Goods 7,800. Nonmanufacturing 1,225,400: Mining 84,500; Contract Construction 145,300; Transp. Comm. & Utils. 104,700 (Transp. & Allied Services 63,500, Communications 19,100, Utilities 22,100); Trade 346,800 (Wholesale 124,300, Retail 222,500); Fin., Ins. & Real Estate 90,800; Service, Excl. Priv. Hsld. 286,300 (Bus. & Personal Serv. 139,100, Med & Prof Serv. 142,400, Agric. Serv, For, & Fish 4,800); Government 167,000 (Federal 20,000, State 31,000, Local 116,000).

10 - CLIMATE: Min. & Max. Temp. – Spring 59-80; Summer 73-92; Fall 59-80; Winter 45-65.

11 - TAP WATER: Akaline, hard.

12 - RETAILING: **Principal Shopping Center** – 9 blocks on Main St.; 9 on Fannin St.; 9 on Travis St.
Neighborhood Shopping Centers – There are about 200 shopping centers in the area.

SHOPPING CENTERS

50 or More Stores : Almeda Mall; Gulfgate Mall; Baytown; Highland Village; Laura Koppe; Memorial City, Northwest Mall; Palm Center; River Oaks; Sharpstown; Town & Country; Meyerland; Northline; Westwood Mall; Galleria; Greenspoint 5; The Village; Baybrook Mall; Westbury Square; Carillon West; Pasadena Plaza; Oak Forest; Northshore Village; Meyerland Plaza; Long Point; Bellaire; San Jacinto Mall.
31 to 50 Stores : Pasadena Oaks; Northtown Plaza; Campbell-Sear; Denver Harbor; Greenway Plaza, Heights; Humble; Lakewood Center; Lantern Lane; Lawndale-Weingarten's Center; N. Main & Quitman; Oak Ridge Plaza; Popolo Village; Champions Village III.
21 to 30 Stores : Braeswood; Galena Park; Almeda Square; Bay Plaza Center; Beltway; Braeswood Square; Braeswood Shopping Center; Spring Village; North Oaks Mall; Wood Lakes Square; Northwood; Briargrove; Champions Village I & III; Cypress Village; Deauville Northwest; Dixie Drive; Echo Lane; Fondren Square; Golfcrest; Graywood; Harrisburg; Kempwood Plaza; King Center; Lakeside; Miramer; Montclair; Nassau Bay; Oak Village; OST; Southway; Spring Valley; Westhill Village; Windsor Plaza; Greenbriar; Maplewood; Merchant's Park; Spring Branch; Sears-Harrisburg; Spring Shadows Plaza; Westchase Mall.
15 to 20 Stores : Allen Center; Antoine Plaza; Country Club; Edgebrook Plaza; Fed Mart; 45 York Plaza; Foster Place; Garden Oaks; Gessner Sq.; Jacinto City; Jensen & Liberty; Jones Rd. Plaza; Kingwood; Klein; Kuykendall Village; Loop Center; MacGregor Pl.; N. Shepherd Ponderosa; Rummel Creek Village; Tanglewilde; Alabama; Ashford Sq.; Allendale; Ayrshire; Bellaire Theatre; Belway; Braes Hghts.; Bunker Hill; Edgewood; Port City; Post Oak Center; Post Oak Plaza; Ridgecrest; South Main; Stella Link; Tower; Northbrook; North Oaks; Westchase; Deauville Sq.; Hammerly Plaza; Beltway.
10 or less Stores : Beekman; Berry Road; Fontaine; Greens Bayou; Jester Village; Katy Road; Melcher; Mosher; North Shepherd; Oak Village; Pinewood village; Plum Creek; Prestonwood Village; Richmond Village; Rebendell; South Hill; Southway.
Principal Shopping Days : Department Stores – Fri. Sat. Food – Thurs., Mon.
Stores Open Evenings : Department Stores – Many open til 9 every weekday. Food – Most open til 9 weekdays; many 24 hours.

13 - RETAIL OUTLETS: Department Stores – Foley's 8; Lord & Taylor 3; Montgomery Ward 8; Neiman-Marcus 1; Penney's 8 Joske's 7; Sakowitz 5; Saks Fifth Avenue 1; Sears 10; Marshall Field.
Discount Stores : Fed Mart 5; Gemco 6; Target 8; K mart 19; Sage 2; Gibsons 5; Woolco 11; United Jewelers 7; Wilson Catalog Stores 5; Best Products 3; W. Bell & Co. 3.
Variety Stores : Ben Franklin 2; Kresge 2; Woolworth 9; TG&Y 18; Wackers 8; Variety Values 4.
Chain Drug Stores : Cunningham's 5; Doyles 2; Eckerd 16; Medic Pharmacy 4; Jones Apothecary 9; Ralstons 16; Sage 3; Sommers 10; SupRx 22; Walgreens 39; Post 9; Save-On-Drugs 6.
Chain Food Supermarkets :Baby Giant 10; Cheri's Superette 4; Clayton's 4; Continental 4; Corner Food Stores 8; Davis Food City 1; Doyle Drive Inn 2; Eagle-Gemco 23; Fed Mart 5; Fiesta 5; Food City 8; Food Giant 4; Foodland 3; Gerlands 35; Jumbo 2; Korner Pantry 6; Kroger 55; Lewis & Coker 12; Lucky Seven 20; Minimax 22; Mr. M 35; Obrien's 3; Piggly Wiggly 1; Randalls 15; Rice 39; Safeway 47; Save Mart 3; Sellers Bros. 6; Seven Eleven 245; Stop N Go 256; Sunny's 48; U Totem 233; Weingartens 59.
Other Chain Stores : Men's Clothing: Al's Formal Wear 12; Bond's 2; Buck's 2; Chess King 8; County Seat 6; The Gap 11; Graham's 6; Jean Connection 2; Jean Machine 3; Jeans West 7; The Junction 3; Kuppenheimer's 3; Leopold, Price & Rolle 10; Men's Warehouse 10; Norton Ditto 2; Oshman's 16; J. Riggin's 7; Rodneys 3; Ventura's 9; Way Out West 7; Zindler's 3. Women's Clothing: Casual Corner 12; Charles Ford 3; Esther Wolf 1; Everitt Buelow 4; Exclusively Yours 1; Fashion Conspiracy 6; Finder's Keepers 4; Foxmoor 6; Frederick's 2; Grave's 8; Isabell Gerhart 3; Judy's 4; Kinda Krazy 4; Lane Bryant 6; Lerner's 11; The Limited 9; Margies 5; Margos 11; Picadilly 10; Shelly's Tall Girls 4; Size 5, 7, 9 5; The Woman's Shop 6. Family Clothing: Beall's 12; Craig's 11; The Fair 2; Frost Brothers 3; Leonard's 9; Marshall's 4; Meyer's Brothers 1; Palais Royal 17; Walter Pye 4; Weiner's 42. Shoes: Athletes Foot 3; Baker's 10; Bally's 1; Brucals 4; Burt's 2; Butlers 4; Chandler's 5; Church's 1; Cowtown 3; El Bee 1; Ellis 2 Famolare 1; Fayva 19; 5 & 10 Shoe Store 3; Flagg Brothers 5; Florsheim 12; Florsheim Thayer McNeil 4; Footgear 2; French Bootery 2; Hanover 4; Hardy's 5; Hopper's 1; Jarman 3; Johnston Murphy 1; Joyce Selby 2; Just Boots 5; Kinney's 22; Knapp 4; National Brand 4; Naturalizer 6; Payless 11; Pix 2; Red Cross 6; Red Wing 7; Sak's 2; Shoe Box 9; The Shoe Fair 4; Shoe Gallery 3; Shoe Hut 2; The Shoe Rack 3; Shoes N' Such 4; Shoe Warehouse 1; Sofwear Shoes 2; Standard Make 13; Wild Pair 6. Furniture: ABC Baby Furniture 6; Black's Carriage House 2; Blum's 1; Brittain's 4; Carolina 1; Denhome 2; Dinettes N' Barstools 4; Fingers 4; Furniture Clearance Center 1; Furniture Idea 2; Furniture in the Raw 2; Georgetown Manor 2; Haverty's 3; Hilsher's 4; Lazy Boy Showcase Shoppers 1; Leather & Oak 1; Leon's 1; Levitz 3; Metropolitan 3; Modern Furniture Rentals 4; R & B Furniture 3; Sleep-N-Aire 9; Star 8; Storehouse 5; Sunland 1; W & J Sloane 2; Waddell's 2. Miscellaneous: Academy 11; Best Products 4; Firestone 17; Goodyear 29; Houston Jewelry 2; United Jeweler's 5; Whites 19; Wilson's 4.

14 - NEWSPAPERS: CHRONICLE (all day-mon to fri) 367,782; (sat) 356,870; (S) 453,036; Mar. 31, 1981 ABC. POST (m-mon to fri) 347,921; (m-sat) 366,168; (S) 419,308; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R. F. Thomas, Natl. Adv. Mgr. CHRONICLE, 801 Texas Ave., Houston, TX 77070; Tel. (713) 220-7403. Jim Leavell, Gen. Sales Mgr., POST, 4747 Southwest Frwy., Houston, TX 77001; Tel. (713) 840-5105.
National Representatives : CHRONICLE: Sawyer-Ferguson Walker; POST: Braham.

HUNTSVILLE

1 - LOCATION: Walker County, E&P Map E-4; County Seat. Diversified farming, cotton seed milling, lumber, rock quarries. Sam Houston State University. 70 mi. N of Houston; on U.S. Hwy. 190; State Hwy. 30, 94; I-45.

2 - TRANSPORTATION: Railroads – Missouri-Pacific.
Motor Freight Carriers – 4.
Intercity Bus Lines – Continental Trailways.
Airlines – Most national, some international lines at Houston.

3 - POPULATION:
Corp. City 80 Cen. 23,936
County 80 Cen. 41,789

4 - HOUSEHOLDS:
City 80 Cen. 6,558
County 80 Cen. 11,813

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$129,379,600

6 - PASSENGER AUTOS: County (All Vehicles) 22,396

7 - ELECTRIC METERS: 14,378

8 - GAS METERS: 5,152

9 - PRINCIPAL INDUSTRIES: Tank Trailer Repair; Coors Beer Dist.; Chemicals; Rock Quarries; Lumber & Timber; Cottonseed Oil Mills; Farming; Oil Field Equipment.

10 - CLIMATE: Min. & Max. Temp. – Spring 42-73; Summer 70-100; Fall 42-72; Winter 24-65. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Northwest Shopping Ctr., 11th St. (9 stores).
Neighborhood Shopping Centers – Downtown (Ave. L & 13th St.): University Hts. (5 stores); South Plaza (4 stores); Brookhaven (12 stores).
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Some in Northwest Shopping Center to 9.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Sears (catalog); Montgomery Ward (catalog).
Discount Stores : Howard's; Wal-Mart; K mart.
Variety Stores – TG&Y; Duke & Ayres.
Chain Drug Stores : Eckerd; SupeRx.
Chain Food Stores : Piggly Wiggly; Safeway; Rice's; Kroger's.
Other Chain Stores – Zale's Jewelry; Firestone; Goodyear; Western Auto; Baskin Robbins; TSO; Radio Shack.

14 - NEWSPAPERS: ITEM (e-mon to fri) 5,135; (S) 6,492; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Steve Balke, Adv. Dir., ITEM, PO Box 539, Huntsville, TX 77340; Tel. (713) 295-5407.
National Representatives : Branham; Harte-Hanks.

HURST

1 - LOCATION: Tarrant County (In Dallas-Fort Worth SMSA). E&P Map E-3. 12 mi. NE of Fort Worth; 17 mi. NW of Dallas; North Central Texas. Near Hwys. 121, 183, 337.

2 - TRANSPORTATION: Railroads – Rock Island; T&P; MK&T; St. Louis & Southwestern.
Intercity Bus Lines – Continental Trailways; Greyhound; Texan Motor Coach.
Airlines – American; Braniff; Frontier; Continental; Delta; Eastern; Trans-Texas (Adjoins new Dallas-Fort Worth International Airport).

3 - POPULATION:
Corp. City 80 Cen. 31,420
CZ-ABC: (70) 81,959; Cities of Hurst & Bedford, Villages of Euless and towns of North Richland Hills and Richland Hills (81) 108,800
County 80 Cen. 860,880
SMSA 80 Cen. 2,974,878

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,111
CZ-ABC: (70) 225,873; (81) 34,900
County 80 Cen. 310,272
SMSA 80 Cen. 1,076,320

5 - BANKS:		
Commercial	6	$278,199,990

6 - PASSENGER AUTOS: County (All Vehicles) 740,996

7 - ELECTRIC METERS: Residence 31,514

8 - GAS METERS: Residence 23,444

9 - PRINCIPAL INDUSTRIES: Metals; Helicopters; Welding Supplies; Galvanizing; Sand & Gravel; Refining; Forges; Builders Supplies; Mattresses; Refrigerators; Plastics; Paper Prod.; Auto Air Conditioners; Paint Mfg.; Furniture; Bag & Box Mfg.; Tile; Tower Const.; Fiberglass Engrg.; Neon Signs; Felt; Pet foods; Hermetics; Aircraft Component.

10 - CLIMATE: Mild; Av. Annual Temp. 66; Av. Annual Rainfall 33 in.

11 - TAP WATER: Artesian wells; fluoridated.

12 - RETAILING:
Nearby Shopping Centers – Hurstview; Pipeline; Val Oaks; Hurstgate; Shady Oaks; Belaire; Richland Plaza; Richland Center; Wilshire; Norrich; North East Mall; Village Square; The Willows; North Hills Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bellvue (11)	NA	
Hill's (8)	NA	Boddies
Hurst Belaire (34)	NA	Sears, Moses Variety
Hurstgate (15)	NA	
Hurst Plaza (8)	NA	
Hurstview (9)	NA	
Myers (7)	NA	Myers
Northeast (100)	NA	Mitchett's, Zales, Penney, Sears, Montgomery Wards, Lerner, Striplings, Dillards
Pipeline Road (6)	NA	
Plaza Grande (7)	NA	Tom Thumb
Shady Oaks (29)	NA	Ace Hardware
Stonegate (8)	NA	Winn Dixie
Uptown Medical Plz	NA	
Village Square (22)	NA	Safeway, Skillerns
White's Plaza (7)	NA	Whites
Val Oaks (26)	NA	Cloth World
Willows (12)	NA	Safeway
North Hills (60)	NA	Sanger Harris, Cox's

Principal Shopping Days : Thu., Fri., Sat.; Most stores open evenings.

13 - RETAIL OUTLETS: Department Stores – Myers; Montgomery Ward; J. C. Penney; Lerner; Anthony's; Mitchell's; Watson Bros.; Dillard's; Striplings; Sears; Cox's; Sanger-Harris.
Variety Stores – M. E. Moses; Mott's.
Discount Stores : Gibson's; K mart; Treasure City; Best; H. S. Wilson; Target.
Chain Drug Stores – Revco; Treasury Drug; Eckerd; Skillern's; Town & Country; Skagg's.
Chain Food Supermarkets : Winn-Dixie: Safeway; Kroger; Save-U; Thom Thumb; Skaggs; Alpha Beta.
Other Chain Stores – White's; Goodyear; Firestone.

14 - NEWSPAPERS: MID-CITIES NEWS (e-mon to fri) 7,281; (S) 7,499; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Larry-Beasley, Pub., Stan Carolyn Rutledge, Adv. Bus. Mgr., MID-CITIES NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 661-8100.
National Representative : USSPI

IRVING

1 - LOCATION: Dallas County (In Dallas-Ft. Worth SMSA). E&P Map E-3. Light manufacturing, North Central Texas. 10 min. from Dallas and 20 min. from Fort Worth.

2 - TRANSPORTATION: Railroads – Frisco; Rock Island.
Motor Freight Carriers – 40.
Intercity Bus Lines – Continental.
Airlines – American; Braniff; Continental; Delta; Ozark; Eastern; Frontier; Mexicana; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 109,943
CZ-ABC: (70) 97,260; (81) 116,100
County 80 Cen. 1,556,549
SMSA 80 Cen. 2,974,878

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,184
CZ-ABC: (70) 28,831; (81) 39,600
County 80 Cen. 577,753
SMSA 80 Cen. 1,076,320

5 - BANKS:		
Commercial	5	$190,000,000
Sav. & Loan	5	$110,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 1,311,343

7 - ELECTRIC METERS: Residence 23,275

8 - GAS METERS: Residence 22,844

9 - PRINCIPAL INDUSTRIES: Petroleum Distribution; Chemicals; Aluminum Prods.; Heavy Equipment; Precision Tools; Food Distribution; Chemicals; Asphalt; Tool & Dies; Sash & Doors; Trailers; Oil Refining; Truck Transport; Food Processing.

10 - CLIMATE: Min. & Max. Temp. – Spring 62-82; Summer 72-100; Fall 48-68; Winter 41-61.

11 - TAP WATER: From wells and lakes.

12 - RETAILING:
Neighborhood Shopping Centers – Irvingate; Downtown; Plymouth Park; Village Irving North; Ridgecrest; Irving Plaza; K mart; Northgate Plaza; Cortez Plaza; Irving Mall.

The Community
Information
Center In
Huntsville,
Texas.

The
Huntsville Item
A Harte-Hanks
NEWSPAPER

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carvel Square (10)	NA	Safeway
Central Pk. Plz. (33)	NA	Ward Drug
Citizens Center (20)	NA	Pulido's
Cortez Plaza (20)	NA	Page Drug, Tom Thumb
Freeway (9)	NA	Sears
Irvingate (10)	NA	Sears
Irving Mall (78)	NA	Sears, Penney, Lerner's
Irving North	NA	Rexall
Irving Shpg. Villa. (17)	NA	TG&Y, Skillern's
MacArthur	NA	
Martinique	NA	Jewel T
Plymouth Pk. No. (15)	NA	Mkt., Ward Drug Minyards
Plymouth Park (100)	NA	Kroger, Woolco, Tom Thumb
2nd & Jefferson	NA	Buddies

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Mon. & Thurs.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; White Stores; Neal's Dry Goods; Sanger-Harris; Western Auto; Dillards; Joskes.
Variety Stores - Duke & Avres 2; M. E. Moses 2; TG&Y; Motts; Ben Franklin.
Chain Drug Stores - Big State 3; Ward Cut Rate; Dekoven 1; Page Drug; SupeRx; Skagg's; Skillern's 2.
Discount Stores : Gibson's; K mart; Treasure City; Woolco.
Chain Food Supermarkets : Safeway 3; Worth; Buddies 2; Reese's; Minyard's 3; Morris; Korger 3; L & M 2; Tom Thumb; Skaggs; Albertsons.

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,811; (S) 11,973; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Larry Beasley, Pub., NEWS, 1622 W. Irving Blvd., Irving, TX 75060; Tel. (214) 254-6161.
National Representative : USSPI.

JACKSONVILLE

1 - LOCATION: Cherokee County, E&P Map E-3. Shipping and distribution center for E. Texas agri., mfg. & lbr. area. College center in E. Central Texas; 110 mi. SE of Dallas; 110 mi. SW of Shreveport, La.; 180 mi. N of Houston; 145 mi. SE of Texarkana.

2 - TRANSPORTATION: Railroads - Missouri Pacific; Southern Pacific (frght.); Cotton Belt (frght.).
Motor Freight Carriers - 9.
Intercity Bus Lines - Continental; Central Texas; Texas Lines.

3 - POPULATION:
Corp. City 80 Cen. 12,264
County 80 Cen. 38,127

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,501
County 80 Cen. 13,627

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$83,894,000
Sav. & Loan	2	$86,860,000

6 - PASSENGER AUTOS: County (All Vehicles) 30,957

7 - ELECTRIC METERS: Res., City 6,850

8 - GAS METERS: Residence 4,348

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Wage) - Charcoal 75 ($140); Feed 3 ($120); Plastic 722 ($170); Monuments 15 ($160); Bottling 20 ($125); Aluminum 45 ($145); Needlecraft & Clothing 627 ($125); Fiberglass 40 ($165); Wood 900 ($125); Metal 300 ($145); Printing 72 ($145); Mobile Homes 140 ($180); Signs 50 ($185); Plants 350 ($145).

10 - CLIMATE: Min. & Max. Temp. - Spring 30-90; Summer 70-110; Fall 30-90; Winter 15-85. First killing frost, Nov. 1. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center - 18 blocks on 6 Sts.; Jackson Square (10 Units).
Principal Shopping Days : Thurs., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores - Beall's; J. B. White; Sears; J.C. Penney; Montgomery Ward.
Variety Stores : Perry; Duke & Ayres.
Chain Food Supermarkets : Safeway; Brookshires; Piggly Wiggly 2; Winn-Dixie.
Discount Stores : Discount City Wal-Mart; Cassity Jones Lumber.
Chain Drug Stores : Drug-Sav.
Other Stores : Bearden Furn.; Western Auto; Goodyear; Sport Shop; Lynell's (Ladies); Groom Furn.; Murphy Bros. Furn.; Linda Kay; Sybil's; Ron Moore's Men Shop; Lang Jewelry; Diamond Shop; Otasco.
Jacksonville is hdqtrs. for following chains : Beall's; White & Mayes; Cherokee Hardware.

14 - NEWSPAPERS: PROGRESS (e-mon to fri) 6,170; (S) 6,974; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Joe Ben Oller, Mgr., PROGRESS, 201 Austin St., Jacksonville, TX 75766; Tel. (214) 586-2236.
National Representative : Texas Daily Press.

KERRVILLE

1 - LOCATION: Kerr County, E&P Map D-4, County Seat. Agriculture center 65 mi. NW of San Antonio. On I-10; State Hwys. 27, 16.

2 - TRANSPORTATION: Kerrville Bus; 5 Motor Freight Carriers.

3 - POPULATION:
Corp. City 80 Cen. 15,276
CZ-ABC: (70) 12,672; (81) 15,700
RTZ-ABC: (70) 21,994; (81) 36,300
County 80 Cen. 28,780
City & RTZ-ABC: (70) 34,666; (81) 52,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,955
CZ-ABC: (70) 4,199; (81) 6,000
RTZ-ABC: (70) 7,931; (81) 14,900
County 80 Cen. 11,171
City & RTZ-ABC: (70) 12,130; (81) 20,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$147,958,908
Sav. & Loan	3	$181,099,801

6 - PASSENGER AUTOS: County (All Vehicles) 23,854

7 - ELECTRIC METERS: Corp. City 5,446

8 - GAS METERS: Residence 4,579

9 - PRINCIPAL INDUSTRIES: Airplane Mfr.; Tourism; Agr. & Livestock; Health Ctr.; Youth Camps; Entomology.

10 - CLIMATE: Min. & Max. Temp. - Spring 34-96; Summer 49-105; Fall 29-98; Winter 10-90.

11 - TAP WATER: Alkaline.

12 - RETAILING:
Shopping Centers - Town Plaza (9 stores); Green Hills (15 stores); River Oaks (28 stores); Kerrville Hills Mall (40 stores).
Principal Shopping Days : Tues. & Thur.

13 - RETAIL OUTLETS: Department Stores - Schreiner's; J. C. Penney; C. R. Anthony; Bealls; K mart.
Variety Stores - Winn's 3.
Discount Stores : Gibson's; K mart.
Chain Drug Stores : Rexall; Gibson's; Skillern.
Chain Food Supermarkets : Handy-Andy; HEB; M System; United Super; Stop & Shop 3; Circle; K3; Supers.
Other Chain Stores - Goodyear; Western Auto; Radio Shack; Baskin-Robbins.

14 - NEWSPAPERS: TIMES (e-mon to fri) 6,805; (S) 8,207; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William E. Dozier, Jr., Pub., TIMES, 325-27 Earl Garrett St., Kerrville, TX 78028; Tel. (512) 257-6060.
National Representative : None.

KILGORE

1 - LOCATION: Gregg & Rusk Counties, E&P Map E-3. 125 mi. E of Dallas; 70 mi. W of Shreveport, La. State Hwys. 31, 42, 135, 349; U.S. 259; I-20.

2 - TRANSPORTATION: Railroads - Mo. Pac.
Intercity Bus Lines - Continental Trailways.
Motor Freight Carriers - 4.
Airlines - Metro.

3 - POPULATION:
Corp. City 80 Cen. 10,968
Counties
Gregg 80 Cen. 99,487
Rusk 80 Cen. 41,382

4 - HOUSEHOLDS:
City 80 Cen. 4,265
Counties
Gregg 80 Cen. 35,884
Rusk 80 Cen. 15,011

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$151,898,771
Sav. & Loan	2	$88,057,782

6 - PASSENGER AUTOS: Gregg 34,520; Rusk 18,503

7 - ELECTRIC METERS: Residence 6,150

8 - GAS METERS: Residence 5,990

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Oil & Gas 4500 ($220); Plumb Fixt. Mfg. 381 ($261); Boat Mfg 130 ($210); Garment Mfg. 135 ($175).

10 - CLIMATE: Min. & Max. Temp. - Spring 36-98; Summer 60-108; Fall 36-95; Winter 18-80.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Kilgore Plaza Shopping Center: Between Hwy. 42 & 259: Margaret Downs Jewelry; Otasco; Beall's; The New Yorker; Lynn's Toy Store; Hurwitz; King Arthur's Cafeteria; Revco; Brookshire's; J.B. White Co.; Baskin Robbins.
Mid-Town Shopping Center: Safeway; Eckerd's; Cashen Jewelry; Danni's Music Store; TG&Y; Margie's; Kilgore First Nat'l. Mini-Bank; Joyce's Hair Fashions.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Beall's; J.B. White Co.
Variety Stores - TG&Y.
Discount Stores : Gibson's; Dollar General.
Chain Drug Stores : Longhorn; Revco; Safeway; Hall; Gibson's; Eckerd.
Chain Food Supermarkets : Safeway; Piggly Wiggly; Gothard's AG; Brookshire's.
Other Chain Stores - The Automotive, Inc.; Western Auto; White Auto Supp.; Montgomery Ward; Collegiate Shoppe; Mode O'Day; Hurwitz; Otasco; King Arthur's Cafeteria; Murphy Furn.; E-Z Mart; 7-Eleven 2; Baskin Robbins; Thriftyman Foods 2; The New Yorker; Lynn's Toy Store; Kenwin; Whataburger; Kentucky Fried Chicken; Pizza Hut; Kettle Pancake House; Dairy Queen; Pizza Inn; Del Taco; Johnnys Fried Chicken; Hickory Fare Bar-B-Q; McDonalds; Fastop 2; Golden Flake Sweet Shop; Revco; Bob Miller Tires; Cavender's Boot City; ColorTyme.

14 - NEWSPAPERS: NEWS HERALD (e-mon to fri) 5,992; (S) 6,733; sworn. Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Ann Anderson, Nat. Adv. Mgr., NEWS HERALD, PO Box 1210, Kilgore, TX 75662; Tel. (214) 984-2593.
National Representative : None.

KILLEEN

1 - LOCATION: Bell County (In Killeen-Temple SMSA). E&P Map D-4. Home of Fort Hood (Largest U.S. Army Armored Post), American Educational Complex: Central Texas College, American Technological University, American Preparatory Institute. 160 mi. SW Dallas-Ft. Worth; 198 mi. NW Houston; 65 mi. NE Austin; 146 mi. NE San Antonio. On U.S. Hwy. 190.

2 - TRANSPORTATION: Railroads - Santa Fe.
Motor Freight Carriers - 3.
Intercity Bus Lines - 2.
Airlines - Rio Airlines: daily to Dallas.

3 - POPULATION:
Corp. City 80 Cen. 46,296
CZ-ABC: (70) 72,320; (81) 96,100
RTZ-ABC: (70) 17,028; (81) 27,800
County 80 Cen. 157,889
SMSA 80 Cen. 214,656
City & RTZ-ABC: (70) 89,348; (81) 123,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,672
CZ-ABC: (70) 15,800 (81) 23,600
RTZ-ABC: (70) 4,818; (81) 9,200
County 80 Cen. 52,661
SMSA 80 Cen. 66,751
City & RTZ-ABC: (70) 20,618; (81) 32,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$206,404,370
Sav. & Loan	4	$358,211,671

6 - PASSENGER AUTOS: County (All Vehicles) 117,251

7 - ELECTRIC METERS: City & RTZ 28,476

8 - GAS METERS: City & RTZ 14,988

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Lbr. & Wood Products 580; Furniture & Fixtures 1,100; Stone, Clay & Glass 500; Machinery 1,800; Transportation Equipment 200; Other Durable Goods 460; Food & Kindred Prods. 330; Apparel & Fin. Prods. 360; Printing & Publishing 520; Rubber & Misc. Plastic Prods. 1,730; Other Nondurable Goods 560; Also Fort Hood: 42,580 troops; 47,775 dependents. Total annual payroll $804 million.
Principal Pay Days : 1st, 15th of month.

10 - CLIMATE: Min. & Max. Temp. - Spring 48-71; Summer 62-104; Fall 58-78; Winter 29-58. First killing frost, Nov. 25. Last killing frost, Mar. 10.

11 - TAP WATER: Soft, natural; fluoridation.

12 - RETAILING: Principal Shopping Centers - KILLEEN: Killeen Mall (100 stores, Dillards. Sears, O.G. Wilson, Beall's, J.C. Penney), 40 Blocks Business 190, Downtown, 440 Plaza, Wendland Plaza, Midtown Mall, 40 Blocks Rancier St. COPPERAS COVE: 25 Blocks Business 190, Downtown, Cove Terrace S.S., West Park S.S. HARKER HEIGHTS: 20 Blocks Business 190, Downtown, Heights Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Terrace (42)	10	Brooks, Gibson's
West Park (18)	10	Winn-Dixie, TG&Y
E. Rancier (5)	1	Minimax
HEB Cntr (2)	1	Winn's, HEB
Eastlake (12)	1/2	Piggly Wiggly
Gibson Cntr. (2)	1	Gibson's, King Saver
Highland Park (8)	1	Winn's, Minimax
10 - CLIMATE: Midtown Mall (21)		HEB, Woolworth
440 Plaza (36)	3	Anthonys, TG&Y, Winn-Dixie
Wendland (10)	3	K mart, HEB
Heights (3)	NA	Piggly Wiggly, Winns

Principal Shopping Days : Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Beall's; Sears; Anthony's; Barry's; Montgomery Ward; Woolworth; K's Thrift; Dillards.
Discount Stores : Gibson's 3; Ft. Hood Commissary & Post Exchange 3; Academy Surplus 2; Revco 2; K mart; Wal-Mart 2; O.G. Wilson.
Variety Stores - Winn's 6; TG&Y 3.
Chain Food Supermarkets : Affiliated 3; Minimax 2; Safeway; HEB 4; Winn-Dixie 3; Piggly Wiggly 2.
Other Chain Stores - Mode O'Day; White Auto; Firestone 2; Western Auto 2; Goodyear; Wards; Bealls; Anthony's; Mary Carter Paints; Sherwin-Williams Paints; S&H Green Stamps; Zale's Jewelers 3; K's Thrift Center; Lack's Furniture; Radio Shack 3; Gordon Jewelers; Carlyle & Co.; Walgreen; Baker Shoes; Gallenkamp Shoes; Linz Jewelry; Waldenbook.

14 - NEWSPAPERS: HERALD (e-mon to fri) 14,600; (S) 17,885; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ray Townsend, Pub., HERALD, 2nd & Avenue A, Killeen, TX 76541; Tel. (817) 634-2125.
National Representative : None.

LAKE JACKSON-FREEPORT-ANGLETON-CLUTE

1 - LOCATION: Southern three-fourths of Brazoria County. E&P Map E-5 (In Houston SMSA). Five mi. from Gulf coast, 45 mi. S of Houston. Area of heavy petrochemical and refining industry. Major U.S. seaport. Oil production. Shrimping. Major cities: Lake Jackson, Freeport, Angleton, Clute, West Columbia. Other cities: Oyster Creek, Surfside, Richwood, Sweeny, Brazoria, Jones Creek, Danbury and Old Ocean.

2 - TRANSPORTATION: Railroads - Missouri Pacific.
Motor Freight Carriers - Alamo Express; Merchants; Roadway Express; Missouri Pacific Truck Line; UPS; Tex Pack.
Waterway - Intercoastal Canal; Brazos River; Port of Free Port.
Airlines - Connecting with all major airlines in Houston.

3 - POPULATION:
Corp. Cities 80 Cen. 56,052
Lake Jackson 80 Cen. 19,102
Freeport 80 Cen. 13,444
Clute 80 Cen. 9,577
Angleton 80 Cen. 13,929
County 80 Cen. 169,587
SMSA 80 Cen. 2,905,350
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 19,090
Lake Jackson 80 Cen. 6,549
Freeport 80 Cen. 4,536
Clute 80 Cen. 3,327
Angleton 80 Cen. 4,678
County 80 Cen. 53,907
SMSA 80 Cen. 1,027,067

5 - BANKS:	NUMBER	DEPOSITS
Commercial	12	$408,000,000
Sav. & Loan	4	$226,000,000
Credit Union	2	$54,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 130,176

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 18,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage)— Chem 7,500 ($345); Constr. 3,500 ($335); Mfg. 800 ($225); Comm. Fishing 900 ($200); Shipping & Trans. 350 ($225).
Principal Industrial Pay Days : Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas - Lake Jackson, 3 blocks on Circle Way, 3 on Parking Way, 3 on That Way, 3 on This Way. Freeport, 2 blocks on W. Park, 6 on 2nd St., 2 on W. Broad. Angleton, 8 blocks on Hwy 288, 10 on Hwy 35. Clute, 10 blocks on S. Hwy 288, 5 on S. Main, 8 on Dixie Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brazos Mall (90)	NA	Sears, Penney's, Joske's, Beall's, Osco Drug, Fair
Freeport 4 Corners (10)	NA	Kroger's, Eckerd's, Weiner
Lake Jackson 4 Corners (12)	NA	Stanley's, Eckerd's, Wacker

Angleton 4 Corners (4)	NA	Kroger's, Weiner's, TG&Y
Angleton Safeway Plaza (14)	NA	Safeway, Eckerd's
Palm Center (7)	NA	Blount's Foods, Perry's Firestone, Brockman's
Brazosport Village (20)	NA	Weingarten's, Ward's, Weiner's
Lack's Plantation Center (27)	NA	Lack's, Baron's, American Savings
Kroger Center (10)	NA	Kroger, Super-X, True Value
K mart Center (1)	NA	K mart
Oyster Creek Ctr. (15)	NA	Safeway, Mr. Gatti, Lake Drug

Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings ; Grocery: Brazos Mall; most discount.

13 - RETAIL OUTLETS: Department Stores : Penney's; Sears; Joske's; Beall's; Fair.
Variety Stores : Perry's 2; Wacker's; Ben Franklin; TG&Y.
Discount Stores : K mart; Howard's; Bottom Dollar; Wilson's.
Chain Drug Stores : Eckerd's 3; Super-X; Osco.
Chain Food Supermarkets : Weingarten's; Kroger 3; Safeway 2; Gerland's; 2; Stanley's; Lucky 7 (2).
Other Chain Stores : Firestone 2; Goodyear 3; Western Auto 5; White's Auto; Craig's; Florsheim; Gordon's; Kinney Shoes; Lerner's National Shirt; Zales; Thom McAn; Walden Books; Spencer Gifts; Joyce Bertram; Naturalizer Shoes; Radio Shack; Corrigan's Jewelers; Baker's; Singer; Goodrich; Sherwin-Williams; County Seat; Jeans West; Ventura's Formal Wear; Flagg Shoes; Hanover Shoes; B. Dalton; Pier I; Montgomery Ward.

14 - NEWSPAPERS: BRAZOSPORT FACTS (e-mon to fri; S) 19,719 paid; 362 controlled; Dec. 31, 1980 VAC.
Local Contact for Advertising and Merchandising Data: Larry Rasmussen, Retail Adv. Mgr., BRAZOSPORT FACTS, PO Box 547, Clute, TX 77531; Tel. (713) 265-7411.
National Representative : USSPI.

LAREDO

1 - LOCATION: Webb County (SMSA). E&P Map D-6, County Seat. An export & import inland port. 155 mi. from San Antonio; 138 mi. from Corpus Christi on new Hwy; 150 miles from Monterrey, Mexico. Main port of entry from Mexico. On U.S. Hwys. 83, 81, 59; State Hwy. 359; I-35.

2 - TRANSPORTATION: Railroads - Missouri Pacific; Texas Mexican. Both connect with Ferrocarriles Nacional de Mexico at Laredo.
Motor Freight Carriers - 6.
Intercity Bus Lines - Continental Trailways; Greyhound; Transports del Norte.
Airlines - Texas International; Texas Airlines.

3 - POPULATION:
Corp. City 80 Cen. 91,449
CZ-ABC: (70) 69,024; (81) 96,300
RTZ-ABC: (70) 172,322; (81) 179,000
County/SMSA 80 Cen. 99,258
City & RTZ-ABC: (70) 241,346; (81) 275,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,903
CZ-ABC: (70) 16,889; (81) 27,200
RTZ-ABC: (70) 33,725; (81) 36,800
County/SMSA 80 Cen. 25,896
City & RTZ-ABC: (70) 50,614; (81) 63,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$410,000,000
Sav. & Loan	3	$31,000,500

6 - PASSENGER AUTOS: County (All Vehicles) 51,547

7 - ELECTRIC METERS: Residence 22,866

8 - GAS METERS: Residence 17,420

9 - PRINCIPAL INDUSTRIES: Mach.; Smelting; Mattresses; Frocks; Cement Prod.; Hats; Chairs; Furn.; Export-Import; Glass Specialties; Electronics; Tire-Testing; Tourism; Meat Packing.

10 - CLIMATE: Min. & Max. Temp. - Spring 56-97; Summer 74-105; Fall 56-90; Winter 33-76.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - 7 blocks on Salinas; 7 on Convent; 7 on Flores; 5 on San Augustine; 4 on Farragut; 4 on Hidalgo; 4 on Lincoln and 4 on Iturbide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Mar	NA	
Laredo Mall (25)	NA	Woolco
Las Lomas (8)	NA	Sweeney's Foods Perry Variety
Mall Del Norte (120)	NA	Sears, Dillards, Montgomery Ward
Riverdrive Mall (60)	NA	Penney, Santos Dept. Frost Bros., McCrory's

Principal Shopping Days : Dept. Stores - Mon. Tues., Fri. & Sat.; Food - Wed., Fri. & Sat.
Stores Open Evenings : Dept. - Sat.; Food nightly.

13 - RETAIL OUTLETS: Department Stores - Richter's; Hachar's; Sears Roebuck; J.C. Penney; Beall's; Montgomery Ward.
Men's Wear : Joe Brand's; Sande Fashions; I. Alexander; Don Antonio's; Portofino; Juvencio's; Bon Ton.
Specialty : La Feria; Dillard's; Varden (Ladies); Las Novedades; D'Arcy's; Polly Adams; Town House; De Anda's Distinctive Fashions; Frontier Dept. Stores; Sample Hut; California Dress Talk; Carrousel; Jacqueline; Cindy Fashions, (Ladies).
Shoes : Guarantee; Kinney Shoes; Scooti; El Sol del Oriente; Sam Sullivan Shoes; Bell Bros.; Dalton Shoes.
Discount Stores : Gibson; Santos; Munden; Kroger's; Barker's; Woolco; Dr. Ike's Economy Center.
Variety Stores - S.H. Kress; Woolworth; McLellan's; Neisner Bros.; Perry's.
Chain Drug Stores : Central (Walgreen); Continental Rexall; City Drug.
Chain Food Supermarkets : El Rio Family Center 1; Barrera's 1; Kroger 1; Tony's 2; Food City 5; H.E.B. 4; Jitney Jungle.
Other Chain Stores - O. Tamez; Red & White; Maverick Markets 8; Barrera's Stop 'N Shop; Cabello Bros.; Winnie Lee; Charm (Ladies); Vogue (Ladies); La Mode (Ladies); Farragut's; Lane's; Sherwin-Williams; Thom McAn Shoes 2; Kinney Shoes 2; Franklin's; Outlet; Three Sisters; Firestone; Western Auto; Beall's; White's Auto; Singer Co.; Zale's Jewelers; Green's Jewelers; Gordon's Jewelers; S&H Green Stamps; Amigo; PFAU Tire; Radio Shack; Studers; Furniture; Modern; City Service; Goodyear; Laredo Furn. Distributors; Wig Fashions; Star Beauty Supply; Dick & Jeannie's.

14 - NEWSPAPERS: TIMES (e) 19,686; (S) 19,703; Mar. 31, 1981 ABC. NEWS (bilingual) (m) 22,900 paid; 3,755 controlled; (S) 22,901 paid; 3,755 controlled; June 30, 1980 CAC.
Local Contact for Advertising and Merchandising Data: Frisco Aquilar, Adv. Dir., TIMES, PO Box 2129, Laredo, TX 78041; Tel. (512) 723-2901. John C. Spear, Adv. Dir., NEWS, 2301 Saunders St., Laredo, TX 78041; Tel. (512) 724-8386.
National Representatives : TIMES - Texas Daily Press; NEWS - Landon.

LEWISVILLE

1 - LOCATION: Denton County (In Dallas-Fort Worth SMSA). E&P Map E-3. Light industry and agriculture. In North Central part of state. 25 mi. NW of Dallas on 135 E; 7 mi. E of Dallas-Fort Worth Int'l. Airport. On State Hwy. 121.

2 - TRANSPORTATION: Railroads - Atchison, Topeka & Santa-Fe; Mo.-Kansas-Texas.
Motor Freight Carriers - 50.
Intercity Bus Lines - Continental Trailways.
Airlines - American; Delta; Braniff; Continental; Eastern; Frontier; Mexicana; Ozark; Texas Intl. (Dallas-Fort Worth Airport).

3 - POPULATION:
Corp. City 80 Cen. 24,273
County 80 Cen. 143,126
SMSA 80 Cen. 2,974,878

4 - HOUSEHOLDS:
City 80 Cen. 7,986
County 80 Cen. 49,134
SMSA 80 Cen. 1,076,320

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$90,000,000
Sav. & Loan	4	N.A.

6 - PASSENGER AUTOS: County (All Vehicles) 106,514

7 - ELECTRIC METERS: 10,000

8 - GAS METERS: Residence/City 9,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Aver. Wkly. Wage)—Metal Fabrication 205 ($200); Clothing 57 (N.A.); Boats 51 (N.A.); Electronics-Computer N.A. ($300).
Principal Industrial Pay Days : 1st, 15th, Fridays.

10 - CLIMATE: Min. & Max. Temp. - Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22. Last killing frost, Mar. 18.

11 - TAP WATER: Slight alkaline, hard

12 - RETAILING: Principal Shopping Center - Main Valley—33 stores; Lakeland Plaza—28 stores; Old Orchard Village—22 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Golden Triangle	10	Denton, Montgomery Mall Ward, Sears, Dillards, Bealls, McClurkan's
Irving Mall	12	Sears, Penney, Titche's
Northtown Mall	13	Ward's, Woolco
Valley View Mall	16	Sears, Sanger-Harris

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Shopping centers, every evening.

13 - RETAIL OUTLETS: Department Stores : C. R. Anthony; Myer's; Sears.
Variety Stores : M.E. Moses 2.
Discount Stores : Wal-Mart; Gibson; K mart.
Chain Drug Stores : Skillern's; Eckerd; Page Super; SupeRx.
Chain Food Supermarkets : Piggly-Wiggly; Minyard's; Tom Thumb; Safeway; Kroger.
Other Chain Stores : Goodyear; Firestone; Zale's.

14 - NEWSPAPERS: LEADER (e-tues to fri) 4,736; (S) 4,727; sworn Dec. 31, 1980 VAC.
Local Contact for Advertising and Merchandising Data: Wanda Lund, Adv. Dir., LEADER, PO Box 308, Lewisville, TX 75067; Tel. (214) 436-3566.
National Representatives : USSPI.

LONGVIEW

1 - LOCATION: Gregg County (In Longview-Marshall SMSA). E&P Map E-3; County Seat. Oil field & industrial ctr. On U.S. 80 and 259 & I-20. 65 mi. W of Shreveport, La., 126 mi. E of Dallas, 210 mi. N of Houston.

2 - TRANSPORTATION: Railroads - Texas & Pacific; Missouri Pacific; Santa Fe.
Motor Freight Carriers - 6.
Intercity Bus Lines - Continental Trailways; Mooney Motor Coach; Carthage.
Airlines - Metro Flight Airlines.

3 - POPULATION:
Corp. City 80 Cen. 62,762
CZ-ABC: (70) 53,715; (81) 73,100
RTZ-ABC: (70) 109,701; (81) 139,000
County 80 Cen. 99,487
SMSA 80 Cen. 151,752
City & RTZ-ABC: (70) 163,416; (81) 212,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,934
CZ-ABC: (70) 17,372; (81) 27,300
RTZ-ABC: (70) 36,165; (81) 52,900
County 80 Cen. 35,884
SMSA 80 Cen. 53,933
City & RTZ-ABC: (70) 53,537; (81) 80,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$312,919,929
Sav. & Loan	3	$185,069,710

6 - PASSENGER AUTOS: County (All Vehicles) 102,267

7 - ELECTRIC METERS: 28,690

8 - GAS METERS: 21,735

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Oil & Gas 2,460 ($293); Chem. & Refiner (NA); Machine Shop 3,970 ($301); Construction 3,680 ($216); Apparel 1,260 ($133); Food & Bev. 1,020 ($321); Fabricated Metals 3,420 ($277); Transport Equip. 1,860 ($250); Other Mfg. 6,690 ($375); Total Employees 37,789 ($215).
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 42-97; Summer 72-106; Fall 31-70; Winter 30-70. First killing frost, Nov. 15-20. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 5 blocks on Tyler St., 4 on Fredonia; 5 on Methvin; 4 on Center; 10 on Marshall; 4 on High; 4 on Cotton; 3 on Green; 4 on South; 8 in Greggton (W. Longview); 2 at Pine Tree; 2 on Alpine; 5 on McCann, including 650,000 sq. ft. mall; 3 on Loop 281; 2 on Mobberly.
Neighborhood Shopping Centers : Pinewood Earlee; High Colonial; Brookwood; Southview; Greggton; Pine Tree; Chapparal; Brookwood; Alpine; High St.; Colonial Shops (2); Longview Mall; Northwest Village; Royal Forest; Alpine Village; Spring Hill; Towne Lake.
Principal Shopping Days : Department Stores - Mon., Fri., Sat.; Food - Thu., Fri., Sat., Mon., Tues.
Stores Open Evenings : Department Stores - Thurs., Sat.; Food - Fri., Sat.; Longview Mall 10 a.m.-9 p.m.

13 - RETAIL OUTLETS: Department Stores - K mart; Dillard's; Beall; Sears; K. Wolens; Anthony 3; J. C. Penney; Seller Bros.; Wilson's.
Discount Stores : Treasure City; Gibson's 2; Wacker's; Kroger Family Center; Zale's Jeweler; Cook Paint; Radio Shack; Kelly-Moore Paint; Singer Sewing Machine; TG&Y 2; K mart; Otasco 2.
Variety Stores - Moses 2; Perry Bros. 3.
Chain Drug Stores - Skagg's 2; Skillern's 1; Louis Morgan 4; McIntosh 3; Eckerd 31.
Chain Food Supermarkets : Safeway 3; Brookshire 6; Kroger 2; Buddies 2.
Other Chain Stores - Franklin's (women's); Sherwin-Williams; Mary Carter Paint; Austin Shoe; Texas State Optical; Lee Optical; Regan's (women's); Auto Supplies: H. & S. 555, Owen, Western, Firestone, Goodrich, Bill Day Tire Store, General Tire, Goodyear, Kelly- Springfield Tire, General Auto, Otasco, ABC Auto Parts 3, Rally Auto Parts 1 & 2, Wadel-Connolly, Reliable, East Texas; S&H Green Stamps; Gold Bond Stamps; Reynold's; Penland; White's; Home & Auto Center; Fox Photo; Royal Optical; Gordon's Jewelers; Thom McAn; Kinney Shoes; Buster Brown Shoes; Bakers Shoes; County Seat; Fashion Conspiracy; Spencer Gifts; Walden Books; Circus World; General Nutrition.

14 - NEWSPAPERS: JOURNAL (m-tues to sat) 14,817; NEWS (e-mon to fri) 16,713; Comb. (m&e) 31,530; (S) 38,150; Mar. 1981 ABC.
Local Contact for Advertising and Merchandising Data: Retta Kelley, Nat'l. Adv. Mgr., JOURNAL and NEWS, 310-16 E. Methvin, Longview, TX 75601; Tel. (214) 747-3311.
National Representative : CWO&O.

LUBBOCK

1 - LOCATION: Lubbock County (SMSA) E&P Map C-2, County Home of Texas Tech University. 300 mi. NW of Ft. Worth; San Antonio 390 mi.; Oklahoma City 365 mi.; El Paso 350 mi.; Wichita Falls 209 mi. Trade and wholesale distributing center.

2 - TRANSPORTATION: Railroads : AT&SF; FW&D.
Motor Freight Carriers - 15.
Intercity Bus Lines - Texas, New Mexico & Oklahoma Coaches.
Airlines - Southwest; Continental; Texas International; Braniff.

3 - POPULATION:
Corp. City 80 Cen. 173,979
CZ-ABC: (70) 153,591; (81) 184,600
RTZ-ABC: (70) 220,001; (81) 236,000
County/SMSA 80 Cen. 211,651
City & RTZ-ABC: (70) 373,592; (81) 420,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 60,783
CZ-ABC: (70) 45,872; (81) 63,500
RTZ-ABC: (70) 66,244; (81) 82,000
County/SMSA 80 Cen. 72,627
City & RTZ-ABC: (70) 112,116; (81) 145,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	10	$1,105,852,716
Sav. & Loan	6	$328,674,752

6 - PASSENGER AUTOS: County (All Vehicles) 171,019

7 - ELECTRIC METERS: Residence 63,422

8 - GAS METERS: Residence 50,764

9 - PRINCIPAL INDUSTRIES: Cotton Oil Mills; Food; Mach. & Equip.; Steel & Steel Fab.; Meat, Poultry Packing; Cottonseed Oil; Feed Mills; Bottling.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-70; Summer 75-100; Fall 20-70; Winter 0-60. First killing frost, Oct. 25. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers - 10 on Main: 8 on Aves. G., H., Texas Ave., Aves J.K.L.&M. all in downtown section; 8 on 50th & Ave. H.; South Plains Mall.
Neighborhood Shopping Centers : 8 blocks on Ave. Q and Broadway: 4 at 34th St. Village; 3 in Green Acres Shopping Center; 10 on E. Broadway; 10 in Arnett-Benson Center; 2 in Highland Place; 18 on 19th St.; 6 on College Ave.; 2 at 34th St. and Ave. Q; 2 in Modern Manors; 4 at Traffic Circle; 4 at Ave. Q & 4th St.; 3 at Town & Country Shopping Center; 4 on Indiana Gardens; 4 at Ave. H and 34th St.; 19 on 34th St.; Monterey, 10 on 50th; Caprock, 11 on 50th; Oakwood Village; 4 on 50th; Mackenzie Terrace; 4 on Parkway Dr. 1;2 on Slide & 13th; Winchester; 4 on 50th; Gibson; 2 on 50th & Slide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mackenzie Terr.	2	Hull-Gentry, TG&Y, Furr's, United
Family Park	2	Cobb's, Wirtz Drug, TG&Y, Furr's, Dunlap's, Raff & Hall Drug
Caprock	4	Dunlap's, White Auto, TG&Y, Furr's
Monterey	4	Levine's, Halsey Drug
Town & Country	2	TG&Y, Cobb's, Furr's
Red Bud Sq.	NA	Furr's, TG&Y
Westgate	NA	Day Drug, United Mkt.
So. Plains Mall	9	Penney, Dillard's, Sears, Hemphill-Wells Dept.
Biercroft	NA	TG&Y
Cactus Alley	NA	
Flintwood	NA	Lathamn's Dept.
Green Acres	NA	Furr's Mkt.
Highland Place	NA	Safeway
Indiana Gdns.	NA	Stephen's Dept.
Mardi Gras	NA	Furr's
Oakwood	NA	Levine's, Village Food
Parkway Mall	NA	Furr's
Sunshine Square	NA	Latham's

Principal Shopping Days : Dept. Stores Thu. evg.; Food Tues. evg.; Wed. morn. & Thu. evg., Fri. morn.

13 - RETAIL OUTLETS: Department Stores - Sears; Levine's; Montgomery Ward; S&O Clothiers; Hemphill Wells; Cobbs; Dunlap's; J. C. Penney; Skibell's; Lenastephen's; Dillard's; Margaret's.
Variety Stores - TG&Y 8; Woolco.
Chain Drug Stores : Day Drugs 3; John Halsey 3; Hull-Gentry 3; L & H 4; Presciption Laboratory 2; Raff & Hall 2; Fee Phcy. 2.
Discount Stores : Gibson's; Furr's; Levine's Family Center; White Stores Family Ctr.; K mart: Skaggs-Albertson; Woolco; TG&Y Family Center; Best Products; Grand Central; Target.
Chain Food Supermarkets : Furr's 8; Safeway 2; United 8; Foodway; Minit 3; Independents 106; 7-11 7; K mart 14; Skagg-Albertson 2.
Other Chain Stores - Lerner; Thom McAn; White Stores; S&H Green Stamps; Gold Bond Stamps; Levine's Booterie; Jones-Roberts; The Cloth World; Pier 1; Radio Lab; Fabric World.

14 - NEWSPAPERS: AVALANCHE-JOURNAL (m-mon to fri) 58,114; (e-mon to fri) 14,147; Comb. (m&e) 72,261; (m-sat) 67,077; (S) 80,187; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Carl Cannon, Adv. Dir., AVALANCHE-JOURNAL, 8th St. & Ave. J, Lubbock, TX 79408; Tel. (806) 762-8844.
National Representative : Texas Daily Press.

LUFKIN

1 - LOCATION: Angelina County, E&P Map F-4. E. Central part of state, midway between Houston & Shreveport. On U.S. Hwys. 59, 69; State 103, 94.

2 - TRANSPORTATION: Railroads - St. Louis Southwestern; Angelina & Neches River; Texas Southeastern; Southern Pacific.
Motor Freight Carriers - 8.
Intercity Bus Lines - Texas Continental.

3 - POPULATION:
Corp. City 80 Cen. 28,562
CZ-ABC: (70) 23,049; (81) 29,200
RTZ-ABC: (70) 86,369; (81) 115,400
County 80 Cen. 64,172
City & RTZ-ABC: (70) 109,418; (81) 144,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,180
CZ-ABC: (70) 7,431; (81) 10,900
RTZ-ABC: (70) 26,702; (81) 41,200
County 80 Cen. 21,781
City & RTZ-ABC: (70) 34,133; (81) 52,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$226,115,300
Sav. & Loan	2	$154,739,285

6 - PASSENGER AUTOS: (All Vehicles) 55,025

7 - ELECTRIC METERS: Residence 20,999

8 - GAS METERS: Residence 11,416

9 - PRINCIPAL INDUSTRIES: Foundries; Paper Mill; Lumber, Total 8,376 employees.

10 - CLIMATE: Av. Temp. - Spring 66; Summer 82; Fall 68; Winter 51.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 2 blocks on First St.; 2 blocks on Lufkin Ave.
Neighborhood Shopping Centers : 900 block on Ellis Ave.; 1200 block of S. Chestnut; Timberland Dr.; 600 block S. First.

The Community
Information
Center In

Marshall,
Texas.

Marshall
News Messenger

A Harte-Hanks
NEWSPAPER

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Angelina Mall (23)	NA	Woolco, Clark Dept.
Chestnut Village (18)	NA	Mont. Ward, Eckerd
Judson (10)	NA	Brookshire Groc.
Lufkin Mall (71)	NA	J.C. Penney, Sears
Timberland (7)	NA	Don's Gro., Sears
Towne Square (20)	NA	Wal-Mart, Pier I

Principal Shopping Days : Department Stores - Wed. thru Sat. Food - Tues.; Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Canon and Parker; Mathews-Miller; Clark's; Beall's; Woolco; J.C. Penney; Wal-Mart; Sears; The Fair.
Discount Stores : K's Thrift Center; Howard's; Woolco; Wal-Mart.
Chain Drug Stores : Cavanagh; Peden 2; Thompson Phcy.; Eckerd's Drug 2.
Chain Food Supermarkets : Brookshire 31; O-Kay 10; Boles 2; Don's Mac's 3; Safeway; Gerlands.
Other Chain Stores - Beall's; Frankling; The Fair; Sears Roebuck; Montgomery Ward; S&H Green Stamps; Levines; Weiner's; Brown's Shoe Fit; Ben Franklin; Hancock Fabrics; Regans; Perry Bros.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,606; (S) 16,213; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Joe Murray, Pub., NEWS, PO Box 1089, Lufkin, TX 75901; Tel. (713) 632-6631.
National Representative : CWO&O.

MARLIN

1 - LOCATION: Falls County, E&P Map E-4, County Seat, Agri. & Mfg., Livestock and geothermal heat ctr. 222-bed VA Admin. Hosp. midway between Dallas & Houston. Tomato Shpg. Ctr. on Hwys 6 & 7.

2 - TRANSPORTATION: Railroads - Missouri Pacific.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,099
County 80 Cen. 17,946

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,810
County 80 Cen. 6,920

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$80,000,000
Sav. & Loan	1	$97,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 15,722

7 - ELECTRIC METERS: Residence 3,700

8 - GAS METERS: Residence 3,156

9 - PRINCIPAL INDUSTRIES: Poultry Proc; Carpet; Glass; Sand Mining & Proc; Soap & Candles; Business Forms Printing; Silk Flowers & Arrangements; Mfg. Business Clothing—Apparel; Day-Nite Wild Game Feeders; Boats; Fuel Alcohol & Components; Marlin Mineral Water Geothermal Energy Resource; Private Hospital & Clinic; VA Hospital; Lignite & Coal Strip Mining.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-85; Summer 70-103; Fall 38-92; Winter 10-75. First killing frost, early Nov. Last killing frost, early Apr.

11 - TAP WATER: Surface lake, alkaline.

12 - RETAILING: Principal Shopping Center : Downtown 3 blocks on Live Oak Street, with expansion eastward and shopping area at intersection of Hwy. 6 bypass and Hwy. 7. Stores open Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores : J. B. White; Wilson Bros; Rush's Truevalue; Lonnie Hicks Shoe Store; Style Shop; RJ'S; Town & County; Cobbler's Den; Gibson's; Wal-Mart; Bill's Dollar Store; Ben Franklin; Better Mousetrap; Perry Bros; Famous Store; Barnett's; Rae's Jewelry; Threadgill's Jewelry; Lewis Bros; Brown Radio & TV; Fashion Fabrics; Western Auto; Sears Catalog Sales; Kenwin Shop; Genie's of Marlin; Career Girl; Kerr Appliance Store; Roppolo Furniture Co.; Meuse Furniture.
Chain Drug Stores : Majestic; Shelton; Sanitarium Drugs; Gibson's; Wal-Mart Discount Pharmacy.
Chain Food Supermarkets : Live Oak; Kash Way; HEB; Marlin Super Mart.

14 - NEWSPAPERS: DEMOCRAT (e) 3,306; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: J.C. Chatmas, Jr., Publisher, DEMOCRAT, 211 Fortune St., Marlin, TX 76661; Tel. (817) 883-2554.
National Representative : None.

MARSHALL

1 - LOCATION: Harrison County[1] (In Longview-Marshall SMSA). E&P Map F-3, County Seat. Railroad division point, system-wide general stores site and shops. Shipping and mfg. center. U.S. Army pyrotechnics center. 150 mi. E of Dallas; 225 mi. N of Houston. On U.S. Hwys. 80, 59, I-20; State Hwys. 15, 43, 155.

2 - TRANSPORTATION: Railroads - Texas & Pacific; Missouri-Pacific; Kansas City Southern; Santa Fe; Amtrak.
Motor Freight Carriers - 5.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,192
PMA-ABC: (70) 23,567; (81) 27,100
Bal. in PMA-ABC: (70) 21,274; (81) 61,700
County 80 Cen. 52,265
SMSA 80 Cen. 151,752
Total PMA-ABC: (70) 44,841; (81) 88,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,818
PMA-ABC: (70) 7,742; (81) 10,300
Bal. in PMA-ABC: (70) 6,310; (81) 22,600
County 80 Cen. 18,049
SMSA 80 Cen. 53,933
Total PMA-ABC: (70) 14,052; (81) 32,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$200,500,000
Sav. & Loan	3	$122,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 38,099

7 - ELECTRIC METERS: Residence 9,550

8 - GAS METERS: Residence 8,766

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners - Pyrotechnics Munitions 1,700; Plastics and Organic Chemicals 2,300; Petroleum Equipment and Pumps 800; Agricultural Prod. 725; Lignite Mining and Processing to Activated Carbon 500; Steel Castings and Foundry 250; Lumber Saw Mill 200; Ceramic Wall Tile 240; Bricks 100; Pottery and Stoneware 259; Industrial Abrasives 250; Lumber Mfg. 200; Aluminum Electric Cables 400; Chemical Plastics 100.

10 - CLIMATE: Min. & Max. Temp. - Spring 28-97; Summer 56-102; Fall 25-98; Winter -1-87. First killing frost, Nov. 12. Last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 8 blocks on Houston; 5 on Austin; 5 on Rusk; 4 on Burleson; 22 on Grand; 4 on South Washington; 5 on N. Washington; 4 on Wellington; 1 on Franklin; 6 on Bolivar; 3 on Lafayette.
Neighborhood Shopping Centers : 4 blocks on S. Washington, from Pope to Nathan; 4 on S. Washington at Hwy. 43; 3 on W. Grand, from Bishop to Highbridge; 5 on E. Grand, from Alamo to Hwy. 43; 1 on N. Franklin at East Ave.; 1 on N. Bolivar at East Ave.; 3 mi. on East End Blvd. from E. Houston to I-20; 1 on S. Grove.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Side	2	Food Mart
W. Grand	2	Sure Way Food
Parkview (6)	NA	Singer, Magic Mart
Pinecrest (7)	NA	Safeway, Ben Franklin, Famous Pharmacy
Marshall Mall (31)	3	Penneys, Bealls, K mart
East End Blvd.	2	Gibson's
Grand Plaza (9)	1	TG&Y, Beall's, Brookshire's
Eastpark (5)	1	Otasco, Anthony's
Kroger Family Center	1	Hancock Fabrics, Radio Shack

Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Mon. thru Sat.
Stores Open Sundays : Supermarkets; Anthony's.

13 - RETAIL OUTLETS: Department Stores - Joe Weisman; J.C. Penney: Beall Bros.; Sears.
Discount Stores : Magic Mart; Gibson's; K mart.
Variety Stores - McLelland's; Ben Franklin; TG&Y.
Chain Food Supermarkets : Kroger; Safeway 2; Brookshire 2.
Other Chain Stores - Firestone; Goodyear; Singer Co.; Montgomery Ward (catalog); Otasco; S&H Green Stamps; C.R. Anthony.

14 - NEWSPAPERS: NEWS MESSENGER (e-mon to fri) 9,810; (S) 11,287; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jesse L. Walker, Jr., Adv. Dir., NEWS MESSENGER, PO Box 730, Marshall, TX 75670; Tel. (214) 935-7914.
National Representatives : Branham; Harte-Hanks.

McALLEN

1 - LOCATION: Hidalgo County (In McAllen-Pharr-Edinburgh SMSA). E&P Map D-6. On U.S. Hwy. 83; 3 mi. W of 281, at Pharr; 235 mi. SE of San Antonio; 7 mi. N of Mexican border.

2 - TRANSPORTATION: Railroads - Southern Pacific; Missouri Pacific.
Intercity Bus Lines - Valley Transit; Continental Trailways.
Motor Freight Line - 5.
Airlines - Texas International; Emerald.

3 - POPULATION:
Corp. City 80 Cen. 67,042
CZ-ABC: (70) 88,741; (81) 146,800
RTZ-ABC: (70) 110,501; (81) 174,800
County/SMSA 80 Cen. 283,229
City & RTZ-ABC: (70) 199,242; (81) 321,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,628
CZ-ABC: (70) 22,342; (81) 42,800
RTZ-ABC: (70) 25,511; (81) 46,200
County/SMSA 80 Cen. 75,816
City & RTZ-ABC: (70) 47,853; (81) 89,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	$478,108,000
Sav. & Loan	3	$202,900,000

6 - PASSENGER AUTOS: County (All Vehicles) 156,152

7 - ELECTRIC METERS: Residence 22,337

8 - GAS METERS: Residence 9,527

9 - PRINCIPAL INDUSTRIES: Canning; Shipping; Packing; Clothing Mfg.; Chemical & Fertilizer Mfg.; Bottling Co.; Refining Natural Gas; Bakeries; Sheet Metal Fab.; Screw Worm Eradication Station; Tourist; Import & Export; Citrus & Vegetable; Cotton.

10 - CLIMATE: Av. Annual Temp. - Spring 78; Summer 88; Fall 77; Winter 63.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: Principal Shopping Center - 5 blocks on Main & Bway.; 5 on State Hwy.
Neighborhood Shopping Centers - 9 blocks on N. 10th St.; 5 on S. 17th St.; Gateway S. 10th St.; E. Hwy. 83; 4 on S. 10th St.; 1 at 3 mi. E. Expressway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro Mall (42)	NA	Mont. Ward, Woolco
Gateway Plaza	NA	
S. 10th St. at Houston (1)	NA	Globe Discount
La Plaza Mall (57)	NA	Bealls, Dillards, Jones & Jones, J.C. Penney, Sears
Palm Valley Mall (20)	NA	Bealls, Carl's Grocery, TG&Y
Weslaco	NA	
University Plz. (7)	NA	TG&Y, Anthony's, Beall's

Principal Shopping Days : Mon. (especially 1st Mon. each month), Thurs., Fri. and Sat.
Stores Open Evenings : Sat.; Groc. to 7, Sat.

13 - RETAIL OUTLETS: Department Stores - Penney; Anthony; Terry-Farris; Sears Roebuck; Valley Mercantile; Barkers; Montgomery Ward; Beall's; Dillards; Jones & Jones; Kroger Family Center; H.E.B. Family Center.
Variety Stores - Woolworth; McCrory's; McLellans; Hanshaws; Kress.
Discount Stores : Bargain World; Shoppers World; Globe; Discount House, Inc.; Gibson's 2; Kroger; Whalen's; K mart; Woolco.
Chain Drug Stores : Klinck's; Walgreen 2; Faulkner's Rexall 2; Medico.
Chain Food Supermarkets - HEB 3; Kroger; Globe; M. Rivas; Carl's; King Mart; Valley Mart; Warehouse Grocery.
Other Chain Stores - Ardans; Barkers; Osment's Applicance; Strouds Furniture; J. Edelstein's; Edelstein's Better; Radio Shack; Sweeneys; Gordens; Firestone; Goodyear; Parisian; PayLess Shoes; Man's Shop; Franklin's; Lack's; Doyle's; Puryear's; Thom McAn; Whalen's; Vogue; Aaronson Bros.; Amigo Store; Advance; Zales; Winn's; White Auto.

14 - NEWSPAPERS: THE MONITOR (e-mon to fri) 24,084; (S) 32,865; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Edson, Ret. Adv. Mgr., THE MONITOR, PO Drawer 760, McAllen, TX 78501; Tel. (512) 686-4343.
National Representative : Texas Daily Press.

McKINNEY

1 - LOCATION: Collin County (In Dallas-Ft. Worth SMSA). E&P Map E-3, County Seat. Mfg. Ctr., 30 min. N of Dallas, 55 mi. NE of Ft. Worth, Ctr. of highly productive agricultural area; in Metropolitan Dallas Area.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Motor Freight Carriers - 7.
Intercity Bus Lines - Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 16,249
County 80 Cen. 144,490
SMSA 80 Cen. 2,974,878

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,612
County 80 Cen. 46,344
SMSA 80 Cen. 1,076,320

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$98,470,260
Sav. & Loan	3	$69,206,140

6 - PASSENGER AUTOS: County (All Vehicles) 106,656

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 5,462

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners & (Av. Wkly. Wage): Garments 435 ($175); Milk, Ice Cream 100 ($190).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 54-74; Summer 73-92; Fall 57-77; Winter 35-57. First killing frost, Oct. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Louisiana & Virginia St.; 14 on Tennessee St.; 4 on Ken St.; McKinney Plaza; Westgate; Virginia Square.

13 - RETAIL OUTLETS: Department Stores - Beall Bros.; The Annex; Penney; McKinney; B&B; Gibson's; Wal-Mart.
Chain Drug Stores : North Side 2; Ward's; Skillerns.
Variety Stores - Woolworth; Duke & Ayres; Ben Franklin.
Chain Food Supermarkets : Safeway 2; Cabell's; Piggly-Wiggly; Moseleys; Birds; Brookshire.

14 - NEWSPAPERS: COURIER-GAZETTE (e-mon to fri) paid 213; controlled 6,368; Dec. 31, 1980 VAC.
Local Contact for Advertising and Merchandising Data: Jerry Strader, Pub., COURIER-GAZETTE, 308 W. Virginia, McKinney, TX 75069; Tel. (214) 542-2631.
National Representative : USSPI.

MESQUITE

1 - LOCATION: Dallas County (In Dallas-Fort Worth SMSA). E&P Map E-3. Manufacturing area; in NE part of state, 10 mi. E. of Dallas; on U.S. Hwys. 80, I-20, I-635.

2 - TRANSPORTATION: Railroads - Texas & Pacific.
Motor Freight Carriers - 7.
Intercity Bus Lines - Continental Trailways.
Airlines - American; Delta; Braniff; Continental; Eastern; Frontier; Mexicana; Ozark; Texas Intl. (Dallas).

3 - POPULATION:
Corp. City 80 Cen. 67,053
County 80 Cen. 1,556,549
SMSA 80 Cen. 2,974,878

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,368
County 80 Cen. 577,753
SMSA 80 Cen. 1,076,320

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$62,267,000

6 - PASSENGER AUTOS: County (All Vehicles) 1,311,343

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Food Freezing; Mfg. Pharmaceuticals; Paints; Tools; Containers; Building Supplies; Brick Making; Electronic Mfg.

10 - CLIMATE: Min. & Max. Temp. - Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22. Last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Town (52)	NA	Mont. Ward
Broadmoor Plaza (15)	NA	Skillern's
Broadway Village (6)	NA	Broadway Foods
Little Town (4)	NA	Safeway
Mesquite Central (30)	NA	Sears
Northridge (14)	NA	
Town East Mall (130)	NA	Sears, Skillern's Drug
Town East (14)	NA	Kroger, TG&Y
Driftwood Village (20)	NA	Firestone Store

13 - RETAIL OUTLETS: Department Stores - C&D 7; Sanger-Harris; Joske's.
Discount Stores : Gibson's; Treasury; Woolco.
Chain Food Stores : Safeway; Kroger's; Minyard's; Tom Thumb.

14 - NEWSPAPERS: NEWS (e-tues to fri; S) 4,056; sworn Oct. 1, 1980.
Local Contact for Advertising and Merchandising Data: R.V. Clark, Pub., NEWS, PO Box 136, Mesquite, TX 75149; Tel. (214) 285-6301.
National Representative : USSPI.

MEXIA

1 - LOCATION: Limestone County, E&P Map E-3. Agricultural and oil center, 85 mi. from Dallas; 175 mi. from Houston.

2 - TRANSPORTATION: Railroads - Southern Pacific; Chicago; R.I.; Pacific; Ft. Worth; Denver.
Bus Lines : Continental Trailways; Central Texas.
Motor Freight Carriers - 2.

3 - POPULATION:
Corp. City 80 Cen. 11,103
County 80 Cen. 20,224

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,862
County 80 Cen. 7,421

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	1	$10,000,000
Commercial	2	$30,887,000

6 - PASSENGER AUTOS: County (All Vehicles) 15,025

7 - ELECTRIC METERS: Residence 3,043

8 - GAS METERS: Residence 2,465

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - State School 915 (N.A.); Furniture Mfg. 100 (N.A.).

10 - CLIMATE: First killing frost, Nov. 20. Last killing frost, Mar. 14.

11 - TAP WATER: neutral, soft; fluoridated.

12 - RETAILING:
Principal Shopping Centers - 4 blocks on Commerce; 3 on Palestine St.; 2 on Main St.; 2 on Railroad St.; 3 on Sherman; 2 on M'Kinney; 1 on Milam.
Principal Shopping Days : Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Karner-Phillips; K. Wolens.
Variety Stores - Perry Bros.; Duke & Ayres.
Discount Stores - Gibson's.
Chain Drug Stores : Rexall.
Chain Food Supermarkets : A&P; Safeway.

14 - NEWSPAPERS: NEWS (e) 3,936; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Blake Smith, Jr., Pres., NEWS, 214 Railroad, Mexia, TX 76667; Tel. (817) 562-2868.
National Representative : None.

MIDLAND

1 - LOCATION: Midland County (SMSA). E&P Map C-3, County Seat. Oil, manufacturing, financial, computer, transportation, livestock, agriculture, shopping center. More than 800 oil and oil servicing firms maintain offices here. 140 mi. SW of Abilene; 300 mi. from Ft. Worth; 306 mi. E of El Paso. On U.S. Hwy. 80; Interstate 20; State Hwys. 349, 158; F. M. 307,868.

2 - TRANSPORTATION: Railroads - Texas & Pacific.
Motor Freight Carriers - 8.
Intercity Bus Lines - Greyhound; Continental.
Airlines - Braniff; Continental; Texas International; Southwest; American.

3 - POPULATION:
Corp. City 80 Cen. 70,525
CZ-ABC: (70) 60,095; (81) 18,244
RTZ-ABC: (70) 168,673; (81) 201,600
County/SMSA 80 Cen. 82,636
City & RTZ-ABC: (70) 228,768; (81) 274,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,558
CZ-ABC: (70) 18,244; (81) 25,300
RTZ-ABC: (70) 51,031; (81) 70,400
County/SMSA 80 Cen. 29,650
City & RTZ-ABC: (70) 69,275; (81) 95,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$1,544,034,704
Sav. & Loan	3	$237,484,375

6 - PASSENGER AUTOS: County (All Vehicles) 79,627

7 - ELECTRIC METERS: Residence 24,044

8 - GAS METERS: Residence 23,439

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Petroleum (Adm.) 11,690 ($369); Mfg. 3,700 ($229); Construction 2,790 ($253); Trade 9,830 ($233); Services 6,820 ($216); Gov't. 4,720 ($290).
Principal Industrial Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 48-90; Summer 57-104; Fall 61-94; Winter 25-68. Annual rainfall 16 in.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:
Neighborhood Shopping Area : Dodson St., Secor Street, W. Ohio; N. Big Spring St., E. Florida St., W. Florida St., Rankin Hwy., W. Wall St., E. Wall St., Andrews Hwy., Cuthbert & Midkiff, North A & Scharbauer Dr., W. Illinois; Midkiff Drive; Midland Dr. & Illinois; Lamesa Road, Midland Dr. & Neely, 4 blocks on Main St., 4 on Loraine, 5 on Wall, 3 on Colorado, 5 on Texas St., Andrews Hwy. Illinois; Village Shpg. Ctr., Midkiff & Wadley; Garfield & Wadley; S. Garfield S. Big Spring; Racquet Club Dr.; Midkiff & F.M. 868; Cloverdale Rd., Garden City Hwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Permian	1	Mid Tex of Midland
The Village (25)	1	Walgreen, White's Auto, TG&Y
Village Annex (8)	1	Ward's Catalog
Brunson Village (7)	1	Carter's Market
Mulberry Mall	2	Albertson's, Handy Dan
Oakridge Square (25)	3	Pappagallo
Highland	1	
Town & Country (12)	2	Furr's, Anthony's, Sears
Northland (12)	1	Wolfe Nursery, M. System
Dellwood Plaza (31)	2	Dunlap's, Thornton's
The Strip (16)	2	Tull's Drug
The Plaza (25)	2	Safeway, Skillern's
Regency (7)	1	Western Auto
Imperial	3	Imperial Market
San Miguel Square	NA	Sports Place
Midland Mall (80)	NA	Sears, J.C. Penney, Dillards
Tiara Del Sol	NA	U.A. Cine 4, Gibsons

Principal Shopping Days : Sat., Mon. and Thu.

13 - RETAIL OUTLETS: Department Stores - Dunlap; Skibell's; J.C. Penney; Grammer-Murphy; Sears; S&Q; Thornton's; Anthony's; Dillard's; Sakowitz.
Chain Drug Stores : Walgreen; Tull's 3; Skillern's.
Discount Stores : Walgreen's; White's; Gibson's; Albertson's; Revco.
Variety Stores - Kresge's; Sprouse Reitz; TG&Y.
Chain Food Supermarkets : Furr's 2; Safeway 2; M. System 3; Seven-Eleven 12; Albertson's; Carter's 2; Colonial 4; Handy Hut 2.
Other Chain Stores - Austin Shoes; Barnes Shoes 2; Krugers Jewelry; Balie Griffith Firestone 2; S&Q Clothiers 2; White's Stores; Singer; Southwestern Drug; Pittsburgh Plate Glass; Montgomery Ward (catalog); Julian Gold; Grisby's Rag Doll; Zale's Jewelers 2; J & K Shoe Store; PayLess Shoes; Skibell's; Good Housekeeping Shop; Goodyear; The Rag Doll; Heath Furn.; Dunlap's; Thornton's; Gold Bond Stamps; S&H Green Stamps; Pappagallo; Sherwin-Williams; TCI Paint Stores.

14 - NEWSPAPERS: REPORTER-TELEGRAM (e-mon to fri) 22,469; (S) 25,591; (m-sat) 22,067; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Leland Barnes, Adv. Dir., REPORTER- TELEGRAM, 201 E. Illinois St., Midland, TX 79701; Tel. (915) 682-5311.
National Representative : Texas Daily Press.

MINERAL WELLS

1 - LOCATION: Palo Pinto County, E&P Map D-3. 50 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads - Weatherford; Mineral Wells & NW.
Motor Freight Carriers - 6.

3 - POPULATION:
Corp. City 80 Cen. 14,468
County 80 Cen. 24,062
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,257
County 80 Cen. 8,977

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$134,952,811
Sav. & Loan	2	$20,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 23,134

7 - ELECTRIC METERS: Residence 5,155

8 - GAS METERS: Residence 5,014

9 - PRINCIPAL INDUSTRIES: Aluminum Prod.; Kitchen Fixtures & Cabinets; Plastic Prod.; Oil & Gas Drilling & Related Industries.

10 - CLIMATE: Av. Annual Temp. - Spring 74; Summer 83; Fall 55; Winter 50.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Postons; J. C. Penney; Mitchell's; Sturdivant Hdwe.
Variety Stores - Perry Bros.; Duke & Ayres; Ben Franklin.
Chain Drug Stores : Hilley's Phcy.
Discount Stores : Buy-Rite; Gibson's; Beddies Handyman; Alco.
Chain Food Supermarkets : Southside; Safeway; Piggly Wiggly; Winn-Dixie; Marr's Short Stop 8; Joyners.
Other Chain Stores - Goodyear; Montgomery Ward; White Auto; Western Auto; Sears.

14 - NEWSPAPERS: INDEX (e-mon to fri) 5,300; (S) 5,607; sworn Sept. 30, 1980.
Local contact for Advertising and Merchandising Data: Don Dillard, Gen. Mgr., INDEX, PO Box 370, Mineral Wells, TX 76067; Tel. (817) 325-4465.
National Representative : Texas Daily Press.

MOUNT PLEASANT

1 - LOCATION: Titus County, E&P Map E-3, County Seat. 61 miles SW of Texarkana. On U.S. Hwys. 271, I-30.

2 - TRANSPORTATION: Railroads - St. Louis Southwestern; Cotton Belt.
Intercity Bus Lines - Greyhound.
Motor Freight Carriers - 4.

3 - POPULATION:
Corp. City 80 Cen. 11,003
CZ-ABC: (70) 8,877; (81) 11,700
RTZ-ABC: (70) 31,027; (81) 38,200
County 80 Cen. 21,442
City & RTZ-ABC: (70) 39,904; (81) 49,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,056
CZ-ABC: (70) 3,119; (81) 4,800
RTZ-ABC: (70) 10,283; (81) 14,500
County 80 Cen. 7,740
City & RTZ-ABC: (70) 13,402; (81) 19,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$123,539,000
Savings & Loan	2	$33,451,000

6 - PASSENGER AUTOS: County (All Vehicles) 19,933

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Whlse. Meat Proc.; Sawmills; Furniture Mfg.; Chicken Proc.; Meat Pkg. Cannery; Mattresses; Hardwood Timber; Clay Prod.; Lignite; Coal; Oil Refining; Women's Wear; Electrical Generating; Ind. Cable and Tubing.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers - Town & Country (4 stores - Piggly Wiggly, McKeller Dept., Perry Bros. Variety); Jefferson Park - Safeway, Skillern's, TG&Y, Bealls, Sears; South Town - small shops; Square, sixteen small shops downtown.

13 - RETAIL OUTLETS: Department Stores - West's; Beall Bros.; Marshall's; S&H Green Stamps; McKellar's; Gold Bond Stamps; Montgomery Ward; Sears.
Variety Stores : Perry's; Duke & Ayres.
Discount Stores - Gibson's; Wal-Mart; TG&Y.
Chain Drug Stores : Rexall; Walgreen; Drug-Sav; Skillern's.
Chain Food Supermarkets : Safeway; Piggly Wiggly 4; Brookshire's.
Other Chain Stores : Goodyear; White Auto; Western Auto; Radio Shack; Wise Dept. Store; True Value Hdwe. 2.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,968; (S) 5,643; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert B. Palmer, Pub., TRIBUNE, 111 E. Second St., Mount Pleasant, TX 75455; Tel. (214) 572-8701.
National Representative : None.

NACOGDOCHES

1 - LOCATION: Nacogdoches County, E&P Map F-3, County Seat. 97 mi. from Shreveport; 140 mi. N of Houston; 168 mi. SE of Dallas; 135 mi. NW of Beaumont. On U.S. Hwy. 59; State Hwys. 21, 26, 7, 204.

2 - TRANSPORTATION: Railroads H.E.&.W.T.T.&.N.O.
Bus Lines : Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 27,149
County 80 Cen. 46,786

4 - HOUSEHOLDS:
City 80 Cen. 9,268
County 80 Cen. 16,457

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$282,277,281
Sav. & Loan	3	$96,843,704

6 - PASSENGER AUTOS: County (All Vehicles) 34,111

7 - ELECTRIC METERS: Residence 12,890

8 - GAS METERS: Residence 9,754

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Feed & Fertilizer 400 ($120); Brass Valves 300 ($110); Women's Dresses 200 ($100); Wood Wkg. 300 ($110); Poultry Processing 600 ($125); Chairs 400 ($110); Stephen F. Austin State University 13,000.

10 - CLIMATE: Min. & Max. Temp. – Spring 40-75; Summer 50-95; Fall 30-75; Winter 20-80.

11 - TAP WATER: Neutral. very soft; deep wells & surface lake; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northview Plaza (20)	20	Mont. Ward, The Fair, Krogers Otasco, Brookshire Mkt.
North St. (6)	NA	Safeway, Buddies, Sears
University Mall (14)	NA	

Principal Shopping Days : Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores – Mize; J.C. Penney; Beall's; The Fair; J.B. White; Weiners.
Variety Stores : McCrory's; Dollar Store; Ben Franklin.
Discount Stores : Gibson's; Wal-Mart; K mart.
Chain Drug Stores : Eckerd's; Coulter-Coe 2.
Chain Food Supermarkets : Buddie's; Kroger's; Safeway; Brookshire's 2; Ken's Minit-Mkts 6.
Other Chain Stores – Firestone; Sears (catalog); Montgomery Ward (catalog); Western Auto; Weiner's; Otasco; National Automotive.

14 - NEWSPAPERS: SENTINEL (e) 9,300; (S) 11,700; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Charles K. Lamb, Ret. Adv. Mgr., SENTINEL, PO Box 68, Nacogdoches, TX 75961; Tel. (713) 564-8361.
National Representative : Texas Daily Press.

NEW BRAUNFELS

1 - LOCATION: Comal County (in San Antonio SMSA) E&P Map D-4, County Seat. Mfg., textile, hosiery, stone quarries, diversified farming. 23 mi. NE of San Antonio. On I-35 & U.S. Hwy 81.

2 - TRANSPORTATION: Railroads – Southern Pacific; Amtrak.
Intercity Bus Lines – Greyhound.
Airlines – At San Antonio Airport.

3 - POPULATION:
Corp. City 80 Cen. 22,402
County 80 Cen. 36,446
SMSA 80 Cen. 1,071,954

4 - HOUSEHOLDS:
City 80 Cen. 7,895
County 80 Cen. 12,958
SMSA 80 Cen. 349,330

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$88,269,000

6 - PASSENGER AUTOS: County (All Vehicles) 29,480

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry – Textile; Hosiery; Flour; Feed & Gauze Mills; Monument Works; Creamery; Tannery; Stone Quarry; Farming & Ranching.

10 - CLIMATE: Min. & Max. Temp. – Spring 60-75; Summer 75-100; Fall 60-80; Winter 45-70.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers – Landa St.; Walnut Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Landa (19)	NA	Sears, HH Western Wear
Walnut Sq. (18)	NA	Safeway, K mart, Zales
Westerner Ctr. (7)	NA	.

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores – Sears Roebuck; Jacob Mendlovitz.
Discount Stores – Gibson's; K Mart.
Variety Stores – Winns.
Chain Drug Stores – SupeRx.
Chain Food Supermarkets – Safeway; Wests.
Other Chain Stores – Sherwin-Williams; Town & Country; House of Jeans; Zales.

14 - NEWSPAPERS: HERALD-ZEITUNG (e-mon to fri) 7,452; (S) 7,765; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Dean Rad la, Adv. Dir., HERALD-ZEITUNG, 186 S. Castell Ave., New Braunfels, TX 78130; Tel. (512) 625-9144.
National Representative : USSPI.

ODESSA

1 - LOCATION: Ector County (SMSA) E&P Map C-3, County Seat. Oil; Petrochemical; Mfg.; 2 Colleges; Ranching; Whsl. & Ret. Ctr. Western portion of state; 320 mi. W. of Ft. Worth; 285 mi. E. of El Paso; U.S. Hwys. I-20, 80 & 385; State Hwy., 302.

2 - TRANSPORTATION: Railroads – Missouri Pacific.
Motor Freight Carriers – 38.
Intercity Bus Lines – Greyhound; Continental; TNM & O.
Airlines – Continental; Texas International; Southwest; Braniff; Permian.

3 - POPULATION:
Corp. City 80 Cen. 90,027
CZ-ABC: (70) 89,575; (81) 106,900
RTZ-ABC: (70) 195,755; (81) 236,900
County/SMSA 80 Cen. 115,374
City & RTZ-ABC: (70) 285,330; (81) 343,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 32,139
CZ-ABC: (70) 26,979; (81) 37,100
RTZ-ABC: (70) 58,299; (81) 81,600
County/SMSA 80 Cen. 40,450
City & RTZ-ABC: (70)85,278 (81) 118,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$544,148,000
Sav. & Loan	5	$233,151,000

6 - PASSENGER AUTOS: County (All Vehicles) 113,848

7 - ELECTRIC METERS: 46,721

8 - GAS METERS: 29,084

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Petroleum & Petro-Chem. 9,952 ($374); Oilfield Supply 3,500 ($233); Construction 4,880 ($295); Higher Education 709 ($227); Retail 10,720 ($168); Wholesale 4,595 ($344); Services 6,040 ($232); Computers 2,650 ($215).
Principal Industrial Pay Days – 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 48-80; Summer 72-95; Fall 53-79; Winter 29-59. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center – Downtown, 9 blocks long and 3 blocks wide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor (11)	NA	
Crestwood (9)	NA	
Eastroad (9)	NA	Bill Sears Mkt.
Ector Plaza (8)	NA	TG&Y, Safeway
Grandview Ctr. (8)	NA	Safeway; Model Shop
Great Oil Basin (18)	NA	Dunlap Dept., Zale's
Harrisdale	NA	
Meyers Village (30)	NA	Clarks, M System
North Plaza (10)	NA	
Odessa Plaza	NA	
Permian Mall (144)	NA	Sears, Penneys, Dillards
Plaza Del Sol	NA	
Ridgecrest (30)	NA	M System, Safeway
Rockhill Annex	NA	
Rockhill Village (10)	NA	Walgreen, Cobbs, Cloth World, Stan's House of Magic
Sante Fe Sq. (25)	NA	Knorr Furn., Swenson's Ice Cream, Morris Caffy TV
Sherwood Village (11)	NA	Sears, Super Mkt.
31st St. (14)	NA	Furrs, TG&Y, Anthony's, Hunter Furn., Radio Shack
Town & Country (10)	NA	Cobb's Dept., Furr's Mkt., TG&Y
West County (15)	NA	Furr's, Anthony's, Radio Plz. Shack, Toy Box
Westgate Plaza	NA	Safeway, Beall's
West Redondo (3)	NA	
Winwood Mall (45)	NA	Woolco, Beall's, Franklin Dept., Mont. Ward, Thornton's, Jo Ann Shop, Walden Book Store

Principal Shopping Days : Mon., Wed., Thu., Sat.
Stores Open Evenings : Thur. Winwood Mall Mon. thru Sat. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores – J.C. Penney; Dunlap's; Sears; Montgomery Ward; Beall's 2; Winkler's; Cobbs 2; Model Shop; Anderson's; C. R. Anthony 2; Ardan's; Thornton's; Dillaros.
Variety Stores – Wacker; TG&Y 3; G. C. Murphy.
Discount Stores : Gibson's 2; Woolco; Walgreen Super Center; Strike-It-Rich; Furr's Family Center 3; K mart; Ardan's.
Chain Drug Stores – Walgreen; Skaggs.
Chain Food Supermarkets : Furr's 3; Skaggs-Albertson; Safeway 3; Sears Super Mkt. 5; Everybody's 2; M System 2; Foodway 3.
Other Chain Stores – White's (Auto), Kinney Shoes 2; Luskey's; Buster Hanks; Cashway; Connie's; Barker's Shoes; Franklin's; Quicksilver 2; Mode O'Day; JoAnn Shop 2; Goodyear 3; Shaw's; Jewel Box; Zale's 2; Agnew's; Western Auto; Singer; Texas State Optical; Lee Optical; S&H Green Stamps; Gold Bond Stamps; Furr's Cafeteria 2; Picadilly Cafeteria; Wolfe Nursery; Color Tile; Radio Shack; Firestone 2; Musicland; Butlers Shoes; Walton Book & Card; Austin Shoes; Cloth World; Shetland Hallmark.

14 - NEWSPAPERS: AMERICAN (e-mon to fri) 37,156; (m-sat) 37,761; (S) 45,247; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Howard L. Rockafellow, Adv. Dir., AMERICAN, 222 E. 4th, Odessa, TX 79760; Tel. (915) 337-4661.
National Representative : Texas Daily Press.

ORANGE

1 - LOCATION: Orange County (In Beaumont-Port Arthur-Orange, SMSA). E&P Map F-4, County Seat. On Sabine River and Intracoastal Canal, approximately 40 ship miles from the Gulf of Mexico. Industrial deep water port, lumber, rice cattle country on Texas Gulf Coast. Heavy industrial, petrochemical, steel fabrication; paper products and shipbuilding, cement, synthetic rubber. On U.S. Hwy. 90 (I.H. 10) and State Hwy. 87. 125 mi. from Houston; 257 mi. from New Orleans.

2 - TRANSPORTATION: Water Transportation – Ocean going freight facilities; Intracoastal barge lines operate through the Port of Orange.
Railroads – Southern Pacific; Missouri Pacific (freight); Kansas City; Southern; 14 mi. NW. with an interchange to Missouri Pacific; Sabine River & Northern.
Motor Freight – Missouri Pacific; Southern Pacific; Herrin Transp.; Southern Motor; Central Freight; Strickland Transportation; Red Ball; Mercury; TMF.
Intercity Bus Lines – Greyhound.
Airlines – Mid-County Airport (Jefferson County); Texas International; Metro.

3 - POPULATION:
Corp. City 80 Cen. 23,628
CZ-ABC: (70) 33,020; (81) 35,500
RTZ-ABC: (70) 45,745; (81) 58,700
County 80 Cen. 83,838
SMSA 80 Cen. 375,497
City & RTZ-ABC: (70) 78,765; (81) 94,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,237
CZ-ABC: (70) 10,209; (81) 12,800
RTZ-ABC: (70) 12,911; (81) 19,000
County 80 Cen. 27,918
SMSA 80 Cen. 131,890
City & RTZ-ABC: (70) 23,120; (81) 31,800

5 - BANKS: 3; 2 Savings & Loan $256,500,000.

6 - PASSENGER AUTOS: County (All Vehicles) 69,731

7 - ELECTRIC METERS: 20,794

8 - GAS METERS: 16,359

9 - PRINCIPAL INDUSTRIES: Industry and Number of Wage Earners: Chemicals 3,150 ($449); Steel Fabrication 1,000 ($316); Ship Boilding 1,900 ($292); Paper Prod. 750($309); Rice Milling 100($256); Utilities 200 ($279); Cement 70($326). Average Monthly Payroll $24,500,000.
Principal Industrial Pay Days – Wed., Thu., Fri.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 55-80; Summer 72-98; Fall 55-80; Winter 32-75. First killing frost, October. Last killing frost, April.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Most retail stores are on or near a T-shaped district whose top extends about 4 miles along Green Ave. and its extension, MacArthur Drive, with its shank running 2 miles down 16th St. The one large center not on the 0003T 25 is Eastown (TGY, Weingarten). Other centers are: MacArthur (Weingarten, Sears, Eckerd Drugs, The Fair, Palais Royal, J.C. Penney, Bealls); Northway (Weingarten, Zale's, Perry Bros., The Fair, Eckerd Drugs); Orangehurst West (K mart, Walgreen's Weiners, Gerland's Big Star, The Fair).
Principal Shopping Days : Thu., Fri. and Sat. all Types; Mon. next best day.
Stores Open Evenings : Clothing Thu.; food Daily.

13 - RETAIL OUTLETS: Department Stores – The Fair; J. C. Penney's; Beall; Palais Royal; Sears Roebuck; Weiner's; Wards.
Variety Stores – Perry Bros. 2; TG&Y;
Discount Stores : Gibson's 3; Cliff's 17; Duran's 2; Gerland's Big Star.
Other Chain Stores – Goodyear; WEstern Auto; Firestone; Gordon's; Butlers; Zale's; Singer Co.; Pay Less Shoes; G.I. Surplus; Conn's Appliances; Dollar General Stores: White's; McLaury's; Guarantee Shoe; Radio Shack 2

14 - NEWSPAPERS: LEADER (e-mon to fri) 11,310; (S) 13,019; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data; Ernest Krietsch, Adv. Dir. or J.B. Quigley, Pub., LEADER, 200 Front Ave., Orange, TX 77630; Tel. (713) 883-3571.
National Representative : None.

PALESTINE

1 - LOCATION: Anderson County, E&P Map E-3. 100 mi. S of Dallas; 150 mi. N of Houston; 133 mi. SW of Shreveport. RR, Ind. Commercial & Farm center in E. Texas. On U.S. Hwys. 84, 79 & 287; State Hwys. 19 & 155.

2 - TRANSPORTATION: Railroads – Gulf Div. "H" for Missouri Pacific, T.S.E.R.R.
Motor Freight Carriers – 5.
Intercity Bus Lines – Continental Trailways; Central Texas.

3 - POPULATION:
Corp. City 80 Cen. 15,948 CZ-ABC: (70) 17,532; (81) 21,400
RTZ-ABC: (70) 26,899; (81) 39,200
County 80 Cen. 38,381
City & RTZ-ABC: (70) 44,431; (81) 60,600
Demographic Information available from Newspapers. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,977
RTZ-ABC: (70) 8,804; (81) 14,800
County 80 Cen. 12,385
City & RTZ-ABC: (70) 14,807; (81) 23,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$73,335,038
Sav. & Loan	3	$44,709,624

6 - PASSENGER AUTOS: County (All Vehicles) 29,243

7 - ELECTRIC METERS: Residence 8,615

8 - GAS METERS: Residence 5,943

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Railroad 700 ($230); Glass 438 ($180); Meat Packing; Glass Mfg.; Oil & Gas Prod.; Granite & Marble Works; Mattresses; Ceramic Tile; Work Clothes; Bakery; Concrete Prod.; 1 Bottling Plt., 1 Ice Plt., Millwork; Wooden Pallets; Newspaper Racks; International Fashions; Kay-Lynn Sportswear; Pabco-Sure Fit Metals; Cosmos Tablet Co.; Aluminum Company of America-Anderson County Works.
Principal Industrial Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 56-75; Summer 71-91; Fall 57-77; Winter 40-58. First killing frost, Nov. 20. Last killing frost, Mar. 8.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center – 5 blocks on W. Oak St.; 5 on W. Main St.; 5 on Spring St.; 4 on Sycamore; 4 on Queen; 4 on Magnolia; 4 on Tennessee.
Neighborhood Shopping Centers – Royall at Neches; N. Mallard. 300 F. Spring St.; Palestine Plaza, 2022 Crockett Rd.; Palestine Mall, Loop 256 & Crockett Rd.
Principal Shopping Days : Mon.; Thurs.; Fri.; Sat.

13 - RETAIL OUTLETS: Department Stores – K. Wolens; J. C. Penney; Beall's; Montgomery Ward (catalog); Sears Roebuck (catalog); Anthonys.
Discount Stores : Gibson; TG&Y Family Stores; K mart; Super Value Drug; Wal Mart; McCoy's Building Supply Centers.
Chain Food Supermarkets : Safeway; Kroger; Winn-Dixie; Brookshire; Piggly Wiggly.
Other Chain Stores – Western Auto; Babcock Home & Auto; Jannell's; Automotive, Inc.; E. Tex. Auto Shop; Goodyear; S&H Green Stamps; White's Auto; Baskin-Robbins; 7-Eleven; Southern Maid; Donuts; Home Furniture; Zales; Gordons; Radio Shack; Burger King; Long John Silvers.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri) 9,225; (S) 9,959; Mar. 31, 1981 ABC.
Local Contact for Advertising and Marketing Data: Bill W. Knight, Adv. Dir., HERALD-PRESS, PO Box 379, Palestine, TX 75801; Tel. (214) 729-0281.
National Representative : Texas Daily Press.

PAMPA

1 - LOCATION: Gray County, E&P Map C-1. 57 mi. E of Amarillo; 225 mi. W of Okla. City on Hwy. 60, County Seat. Agr. ctr. for 5 counties. Oil ctr. for 6 counties.

2 - TRANSPORTATION: Railroads – Santa Fe.
Motor Freight Carriers : 4.
Intercity Bus Lines – Continental Trailways.
Air Service – Commercial Airport 45 mi. at Amarillo. County Airport 4 mi. N of city-5,500' asphalt runway with 1,000' overrun; charter & private facilities available; lighted.

3 - POPULATION:
Corp. City 80 Cen. 21,396
CZ-ABC: (70) 21,726; (81) 21,200
RTZ-ABC: (70) 32,274; (81) 35,900
County 80 Cen. 26,385
City & RTZ-ABC: (70) 54,000; (81) 57,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,290
CZ-ABC: (70) 7,537; (81) 8,400
RTZ-ABC: (70) 10,853; (81) 14,100

County 80 Cen. 10,224
City & RTZ-ABC: (70) 18,390; (81) 22,500

5 - BANKS:		
Commercial	2	$133,650,865
Sav. & Loan	1	$233,966,410

6 - PASSENGER AUTOS: County (All Vehicles) 29,227

7 - ELECTRIC METERS: Residence 9,582

8 - GAS METERS: Residence 9,435

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Petroleum & Natural Gas 4,005 ($325); Mfg. 2,370 ($250); Construction 125 ($300).
Principal Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 20-80; Summer 50-105; Fall 15-75; Winter 10-65. First killing frost, Oct. 15. Last killing frost, April 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** – 4 blocks on Cuyler; 2 on Foster; 2 on Kingsmill; 2 on Francis.
Neighborhood Shopping Centers – Coronado; N Hobart at Kentucky. Bet. Kentucky and 23rd, 19 units; Pampa Mall 25th & Perryton Pkwy., 30 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado (25)	NA	Montgomery Ward, Alco, Dunlaps
Pampa Mall (31)	NA	Bealls, J.C. Penney, K mart

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Gibson's, Alco, Ideal, Furr, Allsup, K mart, J.C. Penney, Beall's, and all other stores at Pampa Mall.

13 - RETAIL OUTLETS: **Department Stores** – J.C. Penney; Montgomery Ward; K's Thrift Center; C. R. Anthony 2; Dunlap's; Bealls; The Hub Clothier.
Variety Stores – Alco; K mart; Moses.
Discount Stores : Gibson's; Alco.
Chain Drug Stores – Family Pharmacy; Heard-Jones (Rexall); Revco.
Chain Food Supermarkets : Ideal 3; Furr's; Allsups 7; Safeway.
Other Chain Stores : Firestone; Zale's Jewelers 2; Sears (catalog); Sherwin-Williams; Singer; Pay-Less Shoes; White's Stores; Brown's Shoe Fit; Radio Shack; Carquest; 100,000 Auto Parts; McDonald's; Sambo's; Kentucky Fried Chciken; Burger King; Taco Villa; Long John Silver's; Pizza Inn; Pizza Hut; Sonic; Baskin-Robbins; Sirloin Stockade; Shallow Waterbeds; Jo Ann Fabrics; Evensan's; Kinney Shoes; Flip Side Records; Stewarts; Stevenson's; Walden Books; Gordon's Jewelers; Karmelkorn Shoppe; Peanut Shacke; General Nutrition Center; Alladin's Castle; T-Shirts; Texas State Optical; Regis; Carousel Hotdogs; Bonanza Steak House; Checker Auto Parts; Godfather's Pizza.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,758; (S) 8,392; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: L. Gus Shaver, Adv. Mgr., NEWS, PO Box 2198, Pampa, TX 79065; Tel. (806) 669-2525.
National Representative : Texas Daily Press.

PARIS

1 - LOCATION: Lamar County, E&P Map E-2, County Seat. Industrial, medical, commercial and education center. NE part of state in Red River Valley; 15 mi. to Oklahoma border; 110 mi. to Dallas; 97 mi. to Texarkana.

2 - TRANSPORTATION: **Railroads** – Missouri Pacific; Frisco; Santa Fe; Southern Pacific.
Motor Freight Carriers – 6.
Intercity Bus Lines – Continental-Dixie; Jordan.
Airlines – Metro.

3 - POPULATION:
Corp. City 80 Cen. 25,498
PMA-ABC: (70) 23,441; (81) 25,300
Bal. in PMA-ABC: (70) 12,621; (81) 17,200
Total PMA-ABC: (70) 36,062; (81) 42,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,923
PMA-ABC: (70) 8,354; (81) 10,400
Bal. in PMA-ABC: (70) 4,217; (81) 6,700
County 80 Cen. 15,710
Total PMA-ABC: (70) 12,571; (81) 17,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$125,494,000
Sav. & Loan	2	$144,985,000

6 - PASSENGER AUTOS: County (All Vehicles) 36,580

7 - ELECTRIC METERS: Residence 11,117

8 - GAS METERS: Residence 8,381

9 - PRINCIPAL INDUSTRIES: Elec. Lamps; Boilers; Concrete Prod.; Furn.; Wooden Containers & Crates; Bras & Corsets; Paper Boxes; Business Forms; Soups.
Principal Industrial Pay Days – Fri.

10 - CLIMATE: First killing frost, Nov. 15. Last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center** – 16 blocks on Main Downtown; Located around Square & Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookshire (5)	NA	Brookshire
Village (11)	NA	Carolines, Pizza Hot
Buttermilk Creek (4)	NA	Sherwin-Williams, Munsingwear
Western Oaks (5)	NA	Kens Food Store
Williamsburg (15)	NA	Kroger, B.F. Goodrich
Mirabeau (13)	NA	Safeway, J.C. Penney, Eckerd Drug
Plaza (4)	NA	Palace Drug

Principal Shopping Days : Mon., Sat.
Stores Open Evenings : Department Stores – Thu.; Food – Wed.

13 - RETAIL OUTLETS: **Department Stores** – Sears; Ayres; Beall Bros; J.C. Penney; Belk's.
Discount Stores : Gibson's; Kroger; Wal-Mart; K mart.
Variety Stores – Duke & Ayres; Wackers; Ben Franklin.
Chain Drug Stores : Palace (Hilley's); Eckerd Drug.
Chain Food Supermarkets : Safeway 2; Brookshire; Buddy's; Kroger's Family Center; R.R. Jordan 2; Piggly Wiggly; 7-Eleven 4.
Other Chain Stores – White (auto); Goodyear; Goodrich; Firestone; Babcock Bros.; S&H Green Stamps; TSO; Lee Optical; Otasco; Foxworth-Galbraith Lmbr.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,664; (S) 14,546; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard Stringfellow, Adv., Dir., NEWS, 138 Lamar Ave., Paris, TX 75460; Tel. (214) 785-8744.
National Representatives : Harte-Hanks; Branham.

PASADENA

1 - LOCATION: Harris County (In Houston SMSA). E&P Map E-4.

2 - TRANSPORTATION: **Railroads** – Southern Pacific; Texas & New Orleans.
Intercity Bus Lines – Continental Trailways; Texas Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 112,560
County 80 Cen. 2,409,544
SMSA 80 Cen. 2,905,350
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 38,750
County 80 Cen. 869,880
SMSA 80 Cen. 1,027,067

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	4	$490,000,000
Commercial	5	$328,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 1,902,330

7 - ELECTRIC METERS: Residence 36,100

8 - GAS METERS: Residence 33,700

9 - PRINCIPAL INDUSTRIES: Chemical; Refining; Rubber; Plastics; Paper & Steel. 65,000 Employees: Av. Wkly. Wage $180.

10 - CLIMATE: Aver. Temp. – Spring 69; Summer 92; Fall 70.5; Winter 64. First killing frost, Dec. 10. Last killing frost, Feb. 2.

11 - TAP WATER: Medium.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allendale (13)	NA	Ben Franklin, White Stores
Market Ctr. (21)	NA	Eckerd Drugs, Weingarten's Mkt.
Pasadena Oaks (45)	NA	
Pasadena Plaza	NA	Kroger, White Stores, J.C. Penney, Kinney's, Palais Royal
Red Bluff (16)	NA	Lewis & Coker Mkt., White Stores
Arlington Place	NA	Stop & Go
Berkshire Village	NA	Martin's Mkt.
Family Park	NA	Rice
Southmoor Plaza	NA	Kroger, SuperRx
Spencer Plaza (30-40)	NA	Walgreen

Principal Shopping Days : Tue., Thu., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores** – Palais Royal; J.C. Penney; Sears; Montgomery Ward; Foleys; Oshman's; Weiners; Whites.
Discount Stores : Walgreen; Abel's 3; Kev Rexall: Fed. Mart; K mart; Super Rx; Eckerd's 2; Rx Value; Crest 2.
Chain Food Stores : Safeway; Save-Mart; Lucky-7; Sellers Bros.; Weingarten's; Food City; Kroger; U-Tote-em; Food King, Gerlands.
Other Chain Stores – Firestone; Goodrich; Goodyear.

14 - NEWSPAPERS: CITIZEN (m) 11,746; (S) 11,746; Dec. 31, 1980 V.A.C.
Local Contact for Advertising and Merchandising Data: Harold Varnado, Adv. Dir., CITIZEN, PO Drawer 6192, Pasadena, TX 77506; Tel. (713) 477-0221.
National Representative : USSPI.

PECOS

1 - LOCATION: Reeves County, E&P Map B-3, County Seat. 207 mi. E of El Paso; 70 mi. W. of Odessa; On US Hwy. 285 & Interstate 20.

2 - TRANSPORTATION: **Railroads** – AT & SF; T&P; PVS.
Airlines – Continental; Texas International; Braniff; Southwest.
Intercity Bus Lines – Trailways; Greyhound.
Motor Freight Carriers – 3.

3 - POPULATION:
Corp. City 80 Cen. 12,855
County 80 Cen. 15,801

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,919
County 80 Cen. 4,567

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$75,000,000
Sav. & Loan	1	$20,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 11,949

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 3,464

9 - PRINCIPAL INDUSTRIES: Oil Refining; Oil & Gas Exploration; Agriculture; Cotton; Cantaloupes; Onions; Cattle; Grain; Cattle Feeding; Tire Test Track; Garment Mfg.; Sulphur Mining.

10 - CLIMATE: Min. & Max. Temp. – Spring 48-80; Summer 72-95; Fall 53-78; Winter 29-59. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Centers** : Airlawn S.C. (3 Stores) – Safeway; Wacker's Variety; White Auto; Anthony's.

13 - RETAIL OUTLETS:
Department Stores – J.C. Penney; Sears; Top Dollar.
Variety Stores – Woolworth; C.R. Anthony, Sprouse-Reitz.
Discount Stores – Gibson's.
Chain Drug Stores – Pecos Drug 2; Bozeman 1.
Chain Supermarkets – Safeway; Foodway.
Other Chain Stores – G.F. Wacker Stores; Western Auto; Whites; Goodyear; Singer Co.; Firestone; United Dry Goods.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 2,371; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Ray M. Stafford, Publisher, ENTERPRISE, 324 S. Cedar St., Pecos, TX 79772; Tel. (915) 445-5475.
National Representative : None.

PLAINVIEW

1 - LOCATION: Hale County, E&P Map C-2, County Seat. Retail center for 10-county area. Heart of irrigated district. Processing of farm products. U.S. Hwys. I-27, I-70.

2 - TRANSPORTATION: **Railroads** – Panhandle & Santa Fe; Fort Worth & Denver.
Motor Freight Carriers – 5.
Intercity Bus Lines – Texas, New Mexico & Oklahoma Coaches; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 22,187
County 80 Cen. 37,592
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,494
County 80 Cen. 12,385

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$153,832,022
Sav. & Loan	4	$1,000,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 36,281

7 - ELECTRIC METERS: Residence 10,218

8 - GAS METERS: Residence 7,858

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Fertilizer 10-175 ($125-$225); Farm Equipment 10-155 ($125-$225); Irrigation Pumps 25-117 ($125); Concrete Tile 30-100 ($70-$125); Mach. Shops 20 ($125); Beef Processing 675 ($125-$175); Clothing Mfg. 225 ($150); Bottling 100 ($NA); Seed & Feed 225 ($125-$225); Aircraft 60 ($125-$200).
Principal Pay Days : 1st, 15th, Mon., Fri.

10 - CLIMATE: Min. & Max. Temp. – Avg. min. 41 (Jan.); Avg. Max. 78 (July). First killing frost, Nov. 21. Last killing frost, Apr. 1. Avg. Mean 60.

11 - TAP WATER: Alkaline, semi-hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** – 9 blocks on Broadway, 9 on Ash; 7 on Austin; 13 on fifth; 8 on Sixth; 8 on Seventh; 6 on Eighth; 2 on Beech; 4 on Date; 1 on W. Eighth; 10 on W. Fifth; 1 on W. Seventh; 1 on Columbia; 4 on Yonkers & 29th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Olton Rd (9)	NA	Motor Formula 9 Mfrs., Bearings & Ind. Supply
Gabriel/Wayland (18).	NA	Buddys, Gabriel's
The Village (21)	NA	Piggly Wiggly, Howard Disc.
Wayland (11)	NA	Perry's Hometown Mkt., Anthonys
Edgemore (6)	NA	Winn-Dixie, TG&Y Family Ctr., Revco, K mart
College (9)	NA	Camera Shop

Principal Shopping Days : Wed., Sat., Mon.
Stores Open Evenings : Thu. & Sat.

13 - RETAIL OUTLETS: **Department Stores** – Sears; Marse & Son; Gabriels; J.C. Penney; C.R. Anthony; Dargan's; Levine's; Montgomery Ward; K's Thrift Ctr.
Variety Stores – TG&Y 2; Perry's 2
Chain Drug Stores : Revco
Discount Stores : Gibson's Howard's
Chain Food Supermarkets : Furr Food; Piggly Wiggly, Page's 2; United Super Mkt.; 7-Eleven 2; M System; Allsups 7.
Other Chain Stores – Western Auto; Goodyear; White's Auto; Heath Furn.; Zale's Jewelers; S&H Green Stamps; Gold Bond Stamps; Gunn Bros. Stamps; Bucaneer Stamps; Sherwin-Williams; TG&Y Family Ctr.; Baskin-Robbins; Payless Shoes; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri) 9,186; (S) 10,148; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jack Overby; Adv. Dir., HERALD, 820 Broadway, Plainview, TX 79072; Tel. (806) 293-1343.
National Representative : Texas Daily Press.

PLANO

1 - LOCATION: Collin County (In Dallas-Fort Worth SMSA). E&P Map E-2. 18 mi. N of Dallas; on Interstate Hwy. I-75.

2 - TRANSPORTATION: **Railroads** : Southern Pacific; St. Louis-Southwestern.
Motor Freight Carriers : 5.
Airlines : At Dallas Airport.

3 - POPULATION:
Corp. City 80 Cen. 72,331
County 80 Cen. 144,490
SMSA 80 Cen. 2,974,878

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,221
County 80 Cen. 46,344
SMSA 80 Cen. 1,076,320

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$135,332,000

6 - PASSENGER AUTOS: County (All Vehicles) 106,656

The Community
Information
Center In
Paris,
Texas.

The
Paris News
A Harte-Hanks
NEWSPAPER

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Copper and Brass Gas Fittings; Wire & Cable; Farming: grains, cotton, corn and wheat.

10 - CLIMATE: Min. & Max. Temp.—Spring 55-75; Summer 75-95; Fall 57-79; Winter 36-56. First killing frost, Nov. 20. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Shops (5)	NA	True-Value Hdwe.
Dallas North (20)	NA	Drug Emporium
14 Jupiter Place (1)	NA	Tom Thumb Mkt., Page Drug
Litte "K" (7)	NA	Ye Olde Butcher Shop
Park Mall (20)	NA	SupeRx, Ben Franklin, Kroger, Levine's
Plano North (7)	NA	Safeway, Sears, White Dept.
Pittman (20)	NA	Skaggs, Albertson Corners
Prairie Greek (25)	NA	Safeway, Skillern's Village
Lancers Sq. (25)	NA	Firestone, True Value Hdwe.
Independence Sq. (20)	NA	Tom Thumb, Lester Melnick, Broders Hdwe.
Parker Plaza (20)	NA	Safeway, Woolco, Homers
Village Sq. (10)	NA	Winn Dixie, Revco, Cloth World
Cambridge Sq. (2)	NA	Target

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: STAR-COURIER (e-mon to fri) 13,597; (S) 13,597; Dec. 31, 1980 VAC.
Local Contact for Advertising and Merchandising Data: Jan Walton, Adv. Mgr., STAR-COURIER, 19th St., Plano, TX 75074; Tel. (214) 424-6565.
National Representative : None.

PORT ARTHUR

1 - LOCATION: Jefferson County, (In Beaumont-Port Arthur-Orange SMSA) E&P Map F-4. County sub-courthouse; Ind. Ctr.; Four major oil refineries, 981,000 barrels of crude daily capacity; shipping; 2nd largest deep water port in Texas - commodities shipped; petroleum & by-prod.; oil & gas field; grain; lumber, etc.; 92 mi. E of Houston; 300 mi. W. of New Orleans; 78 mi. NE of Galveston; 40 feet deep water channel to Gulf of Mexico.

2 - TRANSPORTATION: Railroads - KCS; SP (freight).
Motor Freight Carriers - 13.
Freight Steamship Agents - 12.
Intercity Bus Lines - Greyhound; Texas Bus Lines.
Airlines - Metro; Air Texana.

3 - POPULATION:
Corp. City 80 Cen. 61,195
CZ-ABC: (70) 115,741; (81) 125,700
RTZ-ABC: (70) 57,900; (81) 62,100
County 80 Cen. 250,938
SMSA 80 Cen. 375,497
City & RTZ-ABC: (70) 173,641; (81) 187,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,130
CZ-ABC: (70) 35,895; (81) 45,000
RTZ-ABC: (70) 17,109; (81) 21,000
County 80 Cen. 90,245
SMSA 80 Cen. 131,890
City & RTZ-ABC: (70) 53,004; (81) 66,000

The Community
Information
Center In
San Angelo,
Texas.

San Angelo
Standard & Times

A Harte-Hanks
NEWSPAPER

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$576,361,088
Sav. & Loan	6	$289,760,352

6 - PASSENGER AUTOS: County (All Vehicles) 208,311

7 - ELECTRIC METERS: Residence 41,397

8 - GAS METERS: Residence 35,815

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Chemical, 12,100 ($482); Refining, 15,071 ($444); Fab. Metals, 2,702 ($283); Transportation Equipment Manufacturing, 4,463 ($337); Water Transportation 4,375; Construction; 14,625; Mining 1,400.
Principal Industrial Pay Days - Fri., Wed.

10 - CLIMATE: Min. & Max. Temp. - Spring 24-94; Summer 58-102; Fall 29-98; Winter 11-85. First killing frost, Dec. 14. Last killing frost, Jan 31.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: 10 blocks on Twin City Hwy.
Neighborhood Shopping Centers : 12 blocks on Houston Ave., 6 blocks on Procter St., 2 blocks on Waco Ave., 3 blocks on Austin Ave., 1 block on Shreveport Ave., 33 blocks on Gulfway Dr., 7 blocks on 9th Ave., 11 blocks on 25th St., 2 blocks on Lincoln Ave., 19 blocks on Nederland Ave., 2 blocks on Boston Ave., 23 blocks on Magnolia Ave., 2 blocks on Port Neches Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulfway (12)	NA	Discount Foods, Delmar Phcy.
Jefferson City (52)	NA	Penney, Woolco, Walgreen, Oshman's, Beall's
Snell (18)	NA	Garrison's Phcy., Drago Hardware
Weingartenhs	NA	Weingarten, TG&Y, Weiners Vig. (10)
K mart (8)	NA	K mart, Gerland's
New Town Mall (1)	NA	Safeway
Midcounty (10)	NA	Weingarten's, TG&Y, Fair
Tri-Cities (9)	NA	Market Basket, West's
Mid-Way (3)	NA	Speir's, Garret's TV
Steinhagen (8)	NA	Sleep-n-Aire Discount Shoes

Principal Shopping Days : Department Stores - Mon., Sat.; Food - Mon., Wed., Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Beall's; J.C. Penney; Sears; The Fair 2; Weiner's; Dryden's; Spencers; Wests.
Discount Stores : Gibson's; Woolco; K mart; Wal-Mart.
Variety Stores - McLellan; S.H. Kress; TG&Y; Dollar General Stores.
Chain Drug Stores : Walgreen 3; King's 2; Pat Wood 2; Mulkey 2; Webb 2; Eckerds
Chain Food Supermarkets - Weingartens 2; Market Basket 10; Speir's 3; Gerland's; Safeway 2; Howdy Doody 1; Winn-Diyie 1; Giant 1.
Other Chain Stores : Firestone; B. F. Goodrich; Goodyear; Western Auto 4; Binswanger Glass; Sherwin-Williams 3; White Auto; Allied Radio Shack 3; Gem Jewelry 2; Gordon Jewelry; Nacol Jewelry 2; Franklins; Lee Martin; Kinney's Shoes; Margolis Shoes; Pay-Less Shoes; Thom McAn Shoes; Conns; Oshman's; Hancock's; Graves; McLaury's.

14 - NEWSPAPERS: NEWS (e) 25,050; (S) 27,230; (m-sat) 25,311; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dot Lunceford, Mgr. Gen. Adv., NEWS, PO Box 789, Port Arthur, TX 77640; Tel. (713) 985-5541.
National Representative : CWO&O.

PORT LAVACA

1 - LOCATION: Calhoun County, E&P Map E-5, County Seat. Diversified farming; cotton; grain; forage production; commercial fishing & seafood processing; mineral extraction; oil and gas wells. 70 mi. NE of Corpus Christi. On U.S. Hwy. 35 On Lavaca Bay.

2 - TRANSPORTATION: Railroads - Southern Pacific.
Motor Freight Carriers - 2.

3 - POPULATION:
Corp. City 80 Cen. 10,911
County 80 Cen. 19,574
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,445
County 80 Cen. 6,469

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$97,089,780
Sav. & Loan	3	$20,166,462

6 - PASSENGER AUTOS: County (All Vehicles) 15,695

7 - ELECTRIC METERS: City Est. 4,697

8 - GAS METERS: City Est 3,089

9 - PRINCIPAL INDUSTRIES: Cotton Ginning; Shrimp and Oyster Freezing; Aluminum; Gas & Oil Wells; Farming; Mineral Extraction; Ranching; Plastics.

10 - CLIMATE: Min. & Max. Temp. - Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bottom Dollar	3	
Brook Hollow	10	
Calhoun Plaza	9	Safeway, Weiner's, TG&Y, Beall's, Sears, Eckerds Drugs
Fairway	9	Bottom Dollar Disc., Stanley's, Mont. Ward, Goodyear
Viking Mall	17	HEB Mkt., Coles Dept., Lacks Furn., Cunningham Drug, Oshman's

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: WAVE (e-mon to fri) 4,386; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Chester Surber, Ed. & Pub., WAVE, 301 S. Colorado St., Port Lavaca, TX 77979; Tel. (512) 552-9788.
National Representative : None.

RICHARDSON

1 - LOCATION: Dallas County (In Dallas-Ft. Worth SMSA). Adjacent to Dallas City limits on N. Central Expressway. Aerospace center. Farming in North part of County.

2 - TRANSPORTATION: Railroads - Santa Fe; Southern Pacific.
Motor Freight Carriers - 9.
Intercity Bus Lines - 2 Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 en. 72,496
CZ-ABC: (70) 64,102; (81) 161,400
County 80 Cen. 1,556,549
SMSA 80 Cen. 2,974,878
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,097
CZ-ABC: (70) 17,918; (81) 54,300
County 80 Cen. 577,753
SMSA 80 Cen. 1,076,320

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$468,500,000
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County (All Vehicles) 1,311,343

7 - ELECTRIC METERS: Residence 12,759

8 - GAS METERS: Residence 11,899

9 - PRINCIPAL INDUSTRIES: Instruments; Radio; Hoods; Sausage Plant; Electronics; Research Center. Avg. Wkly. Wage; $240.
Principal Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-85; Summer 80-110; Fall 30-90; Winter 0-70.

11 - TAP WATER: Fairly Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapaho (28) Village	NA	7-Eleven, Mont. Ward
Arapaho Village North (11)	NA	Montgomery Ward
Buckingham Square (2)	NA	Woolco; Winn-Dixie
Camelot (17)	NA	A&P; Sears; Radio Shack
Campbell Rd. Village (10)	NA	Kroger, 7-Eleven
Canyon Creek	NA	
Custer Square (10)	NA	
Del Rich Village (25)	NA	TG&Y; Safeway; Gibsons
Northrich Village (5)	NA	
Pavillion		Marshalls
Prairie Creek Village	NA	
Promenade Center (150)	NA	Oshmans, Tysons
Richardson East (16)	NA	Baskin Robbins, Kinneys
Richardson Heights Village (60)	NA	Kroger, Penney, SunDrug
Richardson Square Mall (104)	NA	Sears; Dillards; Joskes; Mont. Ward
Richardson Terrace (12)	NA	A&P; Safeway; Skillern
Spring Valley Village (13)	NA	Kroger, Rexall
South Rich Village	NA	
Town & Country (20)	NA	Goodyear, Wendys
University Village	NA	

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Thr.

13 - RETAIL OUTLETS: Department Stores - Sears; Penney; Montgomery Ward; Joskes; Dillards; Marshalls.
Chain Drug Stores : Skagg's 1; Skillern's 1; Sun 1; Steen 1.
Variety Stores - Whites
Discount Stores : Gibson's; K mart; Woolco
Chain Food Supermarkets : A&P; Safeway; Tom Thumb; Kroger; Piggly Wiggly; Minyards; Skaggs; Winn-Dix.

14 - NEWSPAPERS: NEWS (e-tue to fri) 7,023; (S) 7,231; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising DAta: Bill Bonham, Adv. Mgr., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 234-1131.
National Representative : USSPI.

ROSENBERG-RICHMOND

1 - LOCATION: Fort Bend County, E&P Map E-4 (In Houston SMSA). On Hwys. 59, 36, 90A.

2 - TRANSPORTATION: Railroads : Gulf; Colorado & Santa Fe; Southern Pacific.
Bus : Greyhound; Continental.

3 - POPULATION:
Cities 80 Cen. 27,687
Richmond Town 80 Cen. 9,692
Rosenberg City 80 Cen. 17,995
County 80 Cen. 130,846
SMSA 80 Cen. 2,905,350

4 - HOUSEHOLDS:
Cities 80 Cen. 8,783
Richmond 80 Cen. 3,030
Rosenberg 80 Cen. 5,753
County 80 Cen. 39,840
SMSA 80 Cen. 1,027,067

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$48,272,000

6 - PASSENGER AUTOS: County (All Vehicles) 83,107

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.—Spring 60-78; Summer 72-88; Fall 62-80; Winter 45-67. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rose-Rich (7)	NA	Gerlands, Mont. Ward, Woolworth, Weiners
Weingarten	NA	Beall's, Weingarten Mkt. Plaza
Lamar Plaza (27)	NA	Kroger, Sears, Radio Shack, Fayva Shoes

13 - RETAIL OUTLETS: Discount Stores : Gibsons, K mart.

14 - NEWSPAPERS: HERALD COASTER (e-mon to thur) 6,891; (S) 6,891; Dec. 31, 1980 VAC.
Local Contact for Advertising and Merchandising Data: Bill Hartman, Pub., HERALD-COASTER, 1115 Millie St., Rosenberg, TX 77471; Tel. (713) 232-3737.
National Representative : USSPI.

SAN ANGELO

1 - LOCATION: Tom Green County (SMSA). E&P Map C-4, County Seat. 229 mi. from Austin; 236 mi. from Ft. Worth; 268 mi. from Dallas; 220 mi. from San Antonio; 451 mi. from El Paso; 352 mi. from Amarillo. On State Hwy. 208; U.S. Hwys. 67, 87, 277.

2 - TRANSPORTATION: Railroads - Panhandle & Santa Fe; Gulf; Colorado & Santa Fe.
Motor Freight Carriers - 5.
Intercity Bus Lines - Continental Trailways; Kerrville; Oil Field; Texas, New Mexico & Oklahoma Coaches.
Airlines - Rio; Eagle; Permian.

3 - POPULATION:
Corp. City 80 Cen. 73,240
CZ-ABC: (70) 63,884; (81) 76,400
Bal. in PMA-ABC: (70) 7,163; (81) 10,300
Bal. in RTZ-ABC: (70) 52,466; (81) 57,800
Total PMA-ABC: (70) 71,047; (81) 86,700
Total PMA & Bal. in RTZ-ABC: (70) 123,513; (81) 144,500

County/SMSA 80 Cen. 84,784
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,576
CZ-ABC: (70) 20,414; (81) 28,100
Bal. in PMA-ABC: (70) 2,186; (81) 3,600
Bal. in RTZ-ABC: (70) 18,066; (81) 22,700
Total PMA-ABC: (70) 22,600: (81) 31,700
Total PMA & Bal. in RTZ-ABC: (70) 40,666; (81) 54,500
County/SMSA 80 Cen. 30,369

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$484,974,850
Sav. & Loan	5	$2[illegible]2,082,843

6 - PASSENGER AUTOS: County (All Vehicles) 75,670

7 - ELECTRIC METERS: 28,816

8 - GAS METERS: 20,848

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Govt. (exc. military), schools 4,400; Military (Goodfellow Air Force Base) 3,300; Trans. Comm. Util. 2,210; Bus. and Pers. Svcs. (inc. hotels, motels, and resorts) 1,250; Med. and Prof. Svcs. (inculding hospitals) 2,790; Cont. Const. 1,090; Food Proc. 940; Oil Prod. 490; Stone, Clay and Glass 180; Leather-goods, Footwear 430; Textile, Wool, Mohair, Apparel 500; Mfg. 5,690; Mining 840; Const. 2,220; Trans. Comm. Utilities 2,770; Trade 7,420; Fin. Ins., Real Estate 1,180; Service Misc. 5,400; Govt, 5,660. Total mfg. 5,340.

10 - CLIMATE: Min. & Max. Temp.—Spring 9-107; Summer 42-111; Fall 19-106; Winter 1-95. First kiling frost, Nov. 11. Last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 17 blocks in downtown area: 8 on W. Beauregard bet. Park & Van Buren Streets; Village, 2100 & 2200 on W. Beauregard; 3 on W. Beauregard and Sherwood Way bet. Van Buren and Village; 3 on N. Main St.; 2 on Chadbourne bet. Concho River & RR tracks; N. Chadbourne, 2 at Freeland & Van Buren Sts.; K mart Plaza at Intersection Way and Ave. N.; Gibson's Knickerbocker Rd. at Stadium; 20 acres at intersection of Knickerbocker and Loop 306.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart (8)	NA	K mart
Glenmore (4)	NA	Logan-Ford Co., Glenmore Dress
Freeland (6)	NA	Pace Dry Goods, M-System
Stadium Park (22)	NA	Gibson's, Fabric Mart
Sherwood (9)	NA	Radio Shack
Village (23)	NA	Safeway, Winn Dixie, Gabriel's
University Plaza (4)	NA	
Southwest Plaza (30)	NA	Furr's
Sunset Mall (88)	NA	Sears, Penney, Hemphill-Wells, Wilsons
Albertson's (1)	NA	Albertson's
W. Beauregard	NA	Home Hardware, Eckerd's

Principal Shopping Days : Mon., Wed., Fri. & Sat.
Stores Close : Food—10 Mon. thru Sat. Most others 5:30; K mart; Gibson's to 9 Mon.-Sat.; Albertson's to 12 p.m.; M-System to 10 p.m.
Stores Open Sundays : Grocery

13 - RETAIL OUTLETS: Department Stores : Hemphill-Wells; Sears; J.C. Penney; Gabriel's; Beall.
Chain Drug Stores : Albertson's; Eckerd; Westerman; Skillern's; Osco Drug.
Discount Stores : B-W Merchandise 2; K mart; Gibson's.
Variety Stores : Woolworth; Winn's.
Chain Food Supermarkets : Safeway 3; Winn Dixie 2; Town & Country 11; Colonial 14; Albertson's; M-System 3; Furrs.
Other Chain Stores : Western Auto; Singer Co.; Firestone; Goodyear; Goodrich; Cook Paint & Varnish; Sherwin-Williams; White; Zale Jewelry; Franklin's; S&H Green Stamps; Wilson's; Lerners; Thom McAn; SoFro.

14 - NEWSPAPERS: STANDARD-TIMES (m-mon to fri) 36,517; (e-mon to fri) 7,480; (sat) 39,554; (S) 42,557; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Darryl Everett, Adv. Dir., STANDARD-TIMES, 34 W. Harris, San Angelo, TX 76903; Tel. (915) 653-1221.
National Representatives : Harte-Hanks; Branham.

SAN ANTONIO

1 - LOCATION: Bexar County (SMSA). E&P Map D-5. Home of Randolph, Lackland, Kelly & Brooks Air Force Bases, and Fort Sam Houston (U.S. Army). 200 mi. W of Houston; 150 mi. NW of Corpus Christi and 150 mi. NE of Mexico Border at Laredo. On U.S. Hwys. 90, 87, 81, 281, 181; on State Hwy. 16; Interstates 10, 35, 410 (37 under const.).

2 - TRANSPORTATION: Railroads - MKT (freight); MP; SP; Amtrak.
Motor Freight Carriers - 28.
Intercity Bus Lines - Greyhound; Continental Trailways; Kerrville.
Airlines - Braniff; American; Eastern; Continental; Texas International; Mexicana; Southwest; Delta.; USAir; Texas.

3 - POPULATION:
Corp. City 80 Cen. 785,410
CZ-ABC: (70) 806,656; (81) 980,000
RTZ-ABC: (70) 483,847; (81) 646,800
County 80 Cen. 988,800
SMSA 80 Cen. 1,071,954
City & RTZ-ABC: (70) 1,290,503; (81) 1,626,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 258,733
CZ-ABC (70) 227,326; (81) 318,300
RTZ-ABC: (70) 137,592; (81) 211,500
County 80 Cen. 320,639
SMSA 80 Cen. 349,330
City & RTZ-ABC: (70) 364,918; (81) 529,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	39	$2,618,587,178
Sav. & Loan	11	$1,032,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 687,112

7 - ELECTRIC METERS: Residence 318,735

8 - GAS METERS: Residence 259,157

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, Govt. 87,000; Ret.-Whose. 79,350; Mfg. 39,000; Medicine 30,400.
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 49-85; Summer 72-94; Fall 48-88; Winter 41-66. First killing frost, Nov. 30. Last killing frost, Feb. 24.

11 - TAP WATER: Moderate mineral cont., chiefly sodium bicarbonate, may require treatment for ind. boiler use.

12 - RETAILING: Principal Shopping Center - 6 blocks on 5 sts. (30 city blocks).
Shopping Centers (Number of Stores): Allena Village 10; Arcadia Grove 13; Berler 9; Big Town; Billy Mitchell Village 14; Brook Hollow 26; Burke Ctr. (Brookhill) 9, Burke Village 9; Castle Creek Village; Castle Hills Plaza 10; Castle Hills Village 11; Central Park 90; Colonial Plaza 9; Colonies North 17; Dellcrest 17; Dell Village 12; East Park Plaza 8; Eastwood Village 9; Empire Plaza 8; Frontier Junction Recreation; Highland Hills 10; Hillcrest 11; Inspiration Hills; Jefferson Village 11; La Feria Center 12; Lackland Plaza 18; Las Palmas 28; Loma Park 9; Lone Oak Mall 21; MacArthur Plaza; McCrelles Shopping City 46; McCrelles Village 12; Marbach Plaza; Military Drive 16; Multipurpose Town & Country 1 & 2; North Hill 12; Northlane 11; North Star Mall 111; North Town Plaza; North View Concourse 18; North west 23; Oak Hills 5; Oak Park Village 15; Puig 8; Sam Houston 16; Shoppers City Mall 26; Southpark Mall 15; Stewart Center 8; Sunset Ridge 18; Terrell Plaza 31; The Wright Place; The Yard; Vally H. 34; Vanity Fair 30; Varsity Village 15; Windcrest Center 30; Wonder 19; Wonderland Shopping City 79; Woodlawn-Bandera 11; Bandera Center 8; Basse West Center 4; Beitel Creek 15; Bellaire Village 3; Blanco Center 8; Callahan Plaza 15; Edgewood Square 7; Fredericksburg Square 16; Food City 10; Gibson's Bandera Center 13; Marin Center 7; Meadow Village 6; Northern Hills 25; Oak Gate 11; Pecan Valley 10; Perrin Plaza 27; Quadrangle Mall; Spanish Trace Village 7; Shopper's City 26; Stanley Center 11; Village Plaza 11; West Towne Square 11; Woolco Center 1; Windsor Park 125; Ingram Park Mall 145.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings: Dept. - Thu.; Grocery & Shpg. Ctrs. week nights.

13 - RETAIL OUTLETS: Department Stores - Joskes; Sears Roebuck; J.C. Penney; Montgomery Ward; Frost; Dillard's; Beall's; Foley's.
Discount Stores : Fed Mart 2; Shoppers World 5; Woolco 9; K mart 9.
Variety Stores - Woolworth; Kress; Kresge's; H.L. Green; TG&Y; Ben Franklin; Winn's.
Chain Drug Stores : Sommers 32; White Cross 2; Walgreen's 10; PayLess 3; Fed Mart 2; Blanco 3; Crain & Palmer 2; Dellmar 3; Empire 2; Guerra's 2; Modern; Nick's 2; Royal Drugs 2; Sorola's; Revco. 9.
Chain Supermarkets : HEB 34; Handy Andy 34; IGA 6; La Concordia Groc. 2; Stop 'N Go; Lone Star; Mr. M.; EZ-1; Albertsons 5; Eagle 3; Centeno 5; Food City 5; Foodland 6; Kroger.
Other Chain Stores - Grayson's; Thom McAn; Franklin's; Three Sisters; Baker's; Burt's; Chandler's; Western Auto; White's Auto; Goodyear; Firestone; Lerners; Zales; National Shirts; Kinney Shoes; Retail Liquor Chains; Don's & Ben's; Charles Dailey; Denson's; South Texas Stores, Texas; Radio Shack; Pier 1 Imports; Custom Hi-Fi; Texas Radio; Pfau Tire; Margos LaMode.

14 - NEWSPAPERS: EXPRESS (m-mon to fri) 81,112; NEWS (e-mon to fri) 73,954; Comb. (m&e) 155,066; (m-sat) 128,208; (S) 186,815; Mar. 31, 1981 ABC.
LIGHT (e-mon to fri) 115,172; (m-sat) 138,106; (S) 181,778; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Howard Schramm, Adv. Dir., EXPRESS and NEWS, Avenue E and 3rd St., San Antonio, TX 78297; Tel. (512) 225-7411. Bill Green, Adv. Dir., LIGHT, McCullough & Broadway, San Antonio, TX 78206; Tel. (512) 226-4271.
National Representatives : EXPRESS and NEWS—Branham; LIGHT—Hearst; Towmar.

SAN MARCOS

1 - LOCATION: Hays County, (In Austin SMSA). E&P Map D-4, County Seat. Manufacturing and agricultural area; Southwest Texas State University. 31 miles SW of Austin. On Interstate Hwy. 35; U.S. Hwy. 81; State 12, 32; 123 & 306.

2 - TRANSPORTATION: Railroads - Missouri-Kansas-Texas; Missouri Pacific; Amtrak.
Motor Freight Carriers - 10.

3 - POPULATION:
Corp. City 80 Cen. 23,420
CZ-ABC: (70) 18,860; (81) 23,700
RTZ-ABC: (70) 20,399; (81) 23,000
County 80 Cen. 40,594
SMSA 80 Cen. 536,450
City & RTZ-ABC: (70) 39,259; (81) 56,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,627
CZ-ABC: (70) 4,464; (81) 6,500
RTZ-ABC: (70) 5,310; (81) 10,100
County 80 Cen. 12,583
SMSA 80 Cen. 195,856
City & RTZ-ABC: (70) 9,772; (81) 16,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$88,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 25,394

7 - ELECTRIC METERS: City Est. 9,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Die Castings; Woolens; Cotton Compress; Mfg. Building Materials; Cotton; Corn and Cattle; Furniture Factory; Tourism; Pressure Measuring Systems; Indoor-Outdoor Lighting Systems; Heat Conducting Tape and Compounds; Pre-Engineered Metal Buildings; Gas Regulators and Controls.

10 - CLIMATE: Min. & Max. Temp. - Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers - Nelson (15 stores, Colorado St.); Springtown Shopping Center (40 stores, Loop 82 & Thorpe Lane).

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Bealls.
Discount Stores : Gibson's; Mundens; Perry's.
Variety Stores : Wackers.
Chain Drug Stores : Skillerns.
Chain Food Supermarkets : H.E.B.; Wuests; Safeway.
Other Chain Stores : White Auto; Western Auto; Goodyear; Firestone; Radio Shack; Zales; Ben Franklin.

14 - NEWSPAPERS: RECORD (e-tue to fri) 5,377; (S) 6,273; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Kitty Sheets, Adv. Mgr., RECORD, 35 South, San Marcos, TX 78666; Tel. (512) 392-2458.
National Representative : None.

SEGUIN

1 - LOCATION: Guadalupe County, (in San Antonio SMSA) E&P Map D-4. County Seat. Texas Lutheran College., Mfg., Oil Wells, Agriculture, Cotton, Ranching. On I-10, Alt. 90, 30 mi. NE of San Antonio.

2 - TRANSPORTATION: Railroads - Southern Pacific; Amtrak.
Intercity Bus Lines - Greyhound.
Airlines - At San Antonio Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,854
County 80 Cen. 46,708
SMSA 80 Cen. 1,071,954

San Antonio Light

SAN ANTONIO'S LEADING NEWSPAPER, DAILY AND SUNDAY, FOR OVER 25 YEARS

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,751
County 80 Cen. 15,733
SMSA 80 Cen. 349,330

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$105,778,000

6 - PASSENGER AUTOS: County (All Vehicles) 36,459

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Mfg. Car Radios; Oil wells; Cotton Gins; Bottling Works; Hatcheries; Ranching.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-85; Summer 75-100; Fall 50-90; Winter 45-70. First killing frost, Nov. Last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center : Hwy. 90 E. US Hwy. 90A & State Hwy. 123.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Park Ctr. (13)	NA	Mode O'Day, J.C. Penney, S.H. Kress
Plaza Del Rey (26)	NA	Merle Norman, T.G.&Y, Eckerd Drug; Beall's; K mart.

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores - Bealls; J.C. Penney; J.B. White Co.
Discount Stores : Gibson's; K mart. T.G.&Y.
Variety Stores - Perry's; Duke & Agers.
Chain Drug Stores - Eckerd.
Chain Supermarkets - Baenziger; Wuest's; Pic & Pac; Fleming; HEB; 7-11; U-Totem.
Other Chain Stores - Mode O'Day; Sears Roebuck (catalogue); Hills Jewelers; Radio Shack; Auto Shack.

14 - NEWSPAPERS: GAZETTE-ENTERPRISE (e-tues to fri) 5,723; (S) 6,367; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Bill Slaughter, Adv. Dir., GAZETTE-ENTERPRISE, PO Box 1200, Seguin, TX 78155; Tel. (512) 379-5402.
National Representative : USSPI.

SHERMAN

1 - LOCATION: Grayson County (In Sherman-Denison SMSA). E&P Map E-2, County Seat. Agri., ind. & residential; wholesale & retail center. 18 mi. S of Lake Texoma; 65 mi. N of Dallas; 87 mi. NE of Fort Worth; 170 mi. S of Oklahoma City; 324 mi. SW of Little Rock, Ark.; 243 mi. NW of Shreveport, La. On U.S. Hwys. 75 & 82 & State Hwy. 289.

2 - TRANSPORTATION: Railroads - Burlington Northern; Southern Pacific; Missouri Pacific.
Motor Freight Carriers - 14.
Intercity Bus Lines : Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,413
CZ-ABC: (70) 29,061; (81) 30,500
RTZ-ABC: (70) 138,265; (81) 203,900
County/SMSA 80 Cen. 89,796
City & RTZ-ABC: (70) 167,326; (81) 234,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,718
CZ-ABC: (70) 9,602; (81) 11,600
RTZ-ABC: (70) 46,399; (81) 78,100
County/SMSA 80 Cen. 33,972
City & RTZ-ABC: (70) 56,001; (81) 89,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$223,211,549
Sav. & Loan	3	$151,964,671

6 - PASSENGER AUTOS: County (All Vehicles) 80,955

7 - ELECTRIC METERS: Residence 10,990

8 - GAS METERS: Residence 9,292

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Electronic Equip. 3,700; Food processing 1,681; Surgical products 900; Aluminum castings and extrusions N.A.; Textile Mfg. 623; Earth augers 337; Conveyor mfg. 150; Box mfg. 100; Control valves 115; Trailer mfg. 150; Sheet & iron mfg. 294; Concrete products 162; Auto glass mfg. 264; Womens clothing 100; Truck body mfg. 144.
Principal Pay Days - Thu. & Fri.; 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 36-88; Summer 61-101; Fall 38-92; Winter 15-77. First killing frost, Nov. 14. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 5 blocks on Travis St.; 3 on Lamar St.; 4 on Houston St.; 1 on Wall St.; 2 on Pecan St.; 3 on Mulberry St.
Neighborhood Shopping Centers - 1 at Lamar & Willow Sts., 1 at N. Travis & Evergreen Sts., 2 at Lamar & Dewey, 1 at Hwy. 75N; 2 at Houston & Sunset; 1 at Woods & Lamar.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview (9)	NA	7-Eleven
Kam Corner's	NA	Kroger, Duke & Ayers
Midway Ctr.	NA	Sears
Parkview (4)	NA	7-Eleven
Sher-Den Mall (63)	NA	Penney, Mont. Ward
Westwood (32)	NA	Piggly-Wiggly, Skillern's, Wackers
Colonial Square (6)	NA	High Fashions

Principal Shopping Days : Sat., Thu., Mon.
Stores Open Evenings : Mon. thru Fri.
Stores Open Sundays : Drug; Supermarkets, Drive-In Grocers.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; J.C. Penney; Sears; Beall's; Lilley's.
Discount Stores : Gibson's 2; Moran's; Dean's; K mart; Wal-Mart.
Variety Stores - Wacker's 2. Duke & Ayers
Drug Stores : SupeRx 2; May's; Hestand; Revco.
Chain Supermarkets : Safeway; Piggly Wiggly 2; Kroger; Tom Thumb Food; Page Drug.
Other Chain Stores - Goodyear; Goodrich; White's Auto; Babcock Bros. (auto); Sherwin-Williams; K's Thrift Center; S&H Green Stamps; Home Furniture; Zale's; Mode O'Day; Kinney Shoes; Musicland; Sweeney Jewelry; Embassy Fabrics; Bell Bros. Shoes; Docktor Pet Center; (furn.); General Nutrition Center; Margies (ready-to-wear); Margo's-La Mode (ready-to-wear); Motherhood Maternity Shop; Orange Julius; 84 Lumber Co.; Foxworth-Galbreth Lbr.; Radio Shack; Sweeney Jewelers; Hickory Farms; Brooks Fashion Store; The Athletes Foot; Bolen's Card Shop; Brooks Fashions; Chess King; Fashion Conspiracy; Foxmoor Casuals; Flowerama; Gordon's Jewelry; The Junction; Lerners; Merle Norman Cosmetics; Wyatt's Cafeteria; T Shirts Plus; Enchanted Sun; Kimberly Collections; Swiss Pretzel; Tobacco House; B. Dalton Bookseller; Payless Cashways; Color Tile; Brands Western Wear; Furr's Cafeteria; Baskin Robbins; Sherman True Value Hardware; Southern Mills; Boise Cascade Bldg.; Material Center; McCoy's Bldg. Supply; Jones-Blair Paint Center.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 19,518; (S) 21,857; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bert Chapman, Adv. Mgr., DEMOCRAT, PO Box 1128, Sherman, TX 75090; Tel. (214) 893-8181.
National Representative : Texas Daily Press.

Sherman Democrat

The
Sherman-Denison
metro area's
best seller.

DONREY
MEDIA
GROUP

SNYDER

1 - LOCATION: Scurry County, E&P Map C-3, County Seat. Oil & Agri. Ctr. in W Central part of State, 260 mi. W of Dallas on Hwy. 180.

2 - TRANSPORTATION: Railroads - Snyder & Pacific & Santa Fe.
Motor Freight Carriers - 3.
Intercity Bus Lines - Texas-New Mexico & Oklahoma Coaches.

3 - POPULATION:
Corp. City 80 Cen. 12,705
County 80 Cen. 18,912

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,455
County 80 Cen. 6,376

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$130,000,000
Sav. & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 18,676

7 - ELECTRIC METERS: Residence 4,971

8 - GAS METERS: Residence 4,341

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Gasoline plants 325 ($285); Petroleum Prod. 1,500 ($230); Petroleum Service 1,100 ($230); Chemical Prods. 315 ($255); Northern Electric ($200).
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Av. Temp.: Winter 41; Summer 82; Annual Av. 62. Annual rainfall 21 in.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center (Downtown) - 3 blocks on 25 St.; 4 on 26 St.; 2 on Ave. Q.; 4 on Ave. R; 4 on Ave. S.; Highland; New Center, 15 blocks from Downtown; Varsity Square-3 blocks from Downtown; Junction Center.
Principal Shopping Days : Mon., Wed., Sat.
Stores Open Evenings : Sat.

13 - RETAIL OUTLETS: Department Stores - Anthony's; J. C. Penney; Sears; Montgomery Ward; Owens.
Variety Stores - Perry's.
Discount Stores : Gibson; Munden's; K mart; TG&Y.
Chain Food Supermarkets : Furr's; Piggly Wiggly; Minit Market; Safeway; Handy Hut; Allsup's.
Other Chain Stores - Goodyear; Higginbotham Bartlett; Diamond Int'l; White Auto; Western Auto; Clark (Lbr.).

14 - NEWSPAPERS: NEWS (e-mon to fri) 4,639; (S) 5,380; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Roy McQueen, Pub., NEWS, 2103 25th, Snyder, TX 79549; Tel. (915) 573-5486.
National Representative : None.

STEPHENVILLE

1 - LOCATION: Erath County, E&P Map D-3, County Seat. 70 mi. SW of Fort Worth. On U.S. Hwys. 281, 67, 377 & State Hwy. 108.

2 - TRANSPORTATION: Railroads - Santa Fe.
Intercity Bus Lines - Continental; Central Texas.

3 - POPULATION:
Corp. City 80 Cen. 11,881
County 80 Cen. 22,560
Demographic Information available, from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,652
County 80 Cen. 8,699

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$118,530,000
Sav. & Loan	2	$80,817,365

6 - PASSENGER AUTOS: County (All Vehicles) 19,740

7 - ELECTRIC METERS: Residence 4,636

8 - GAS METERS: Residence 3,895

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Suits & Dresses 250; Peanut Prod. 125; Feed Mfg. 85; Norton Company; Oil Field Pipe Mfg; FMC Corp; Emerson's Air Cond.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Strong Downtown Shopping Area. Shopping Centers - Gibson's; Plaza Shopping Center. 11 stores; K mart; The Mall 20; South Loop Mall; Mitchells.
Principal Shopping Days : Mon., Wed., Thu. & Sat.

13 - RETAIL OUTLETS: Department Stores - Penney; T/M Dept.; Higginbotham Bros.; Beall Bros.; S&H Green Stamps.
Chain Stores : 10; 7 located in City Zone.
Variety Stores - Perry Bros.; Ben Franklin; Gibson Discount; K mart; Duke & Ayers.
Discount Stores : Gibson's; K mart.
Chain Food Supermarkets : Safeway; Piggly Wiggly; Winn-Dixie.

14 - NEWSPAPERS: EMPIRE (e-mon to fri) 4,639; (S) 5,380; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Norman Fisher, Pub., EMPIRE, 110 S. Columbia, Stephenville, TX 76401; Tel. (817) 965-3125.
National Representative : Texas Daily Press.

SULPHUR SPRINGS

1 - LOCATION: Hopkins County, E&P Map E-3, County Seat. Trading and Distribution ctr. Dairy, farming, oil producing and manufacturing area including Hopkins and parts of Hunt, Delta, Lamar, Franklin, Wood and Rains Counties. 80 mi. NE of Dallas; 100 mi. W of Texarkana. On Interstate Route 30.

2 - TRANSPORTATION: Railroads - St. Louis & Southwestern (Cotton Belt); Louisiana & Arkansas (Kansas City Southern).
Motor Freight Carriers - 5.
Intercity Bus Lines - Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,804
County 80 Cen. 25,247

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,013
County 80 Cen. 9,528

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$70,133,951
Commercial	3	$107,149,000

6 - PASSENGER AUTOS: County (All Vehicles) 21,998

7 - ELECTRIC METERS: Residence 10,493

8 - GAS METERS: Residence 7,131

9 - PRINCIPAL INDUSTRIES: Pipeline Valves; Oil & Refining; Dairy Processing; Fire Brick; Fertilizer; Women's Apparel; Wooden Shutters; Meat Packing; Work Clothes; Machinery; Meterological Balloons; Mobile Homes; Lignite Mining; Boat Trailers; Food Processing.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-80; Summer 70-105; Fall 35-85; Winter 20-70. First killing frost, Nov. 13. Last killing frost, Mar. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center - 12 blocks in downtown area.
Neighborhood Shopping Centers - Spring Village (16 stores - Howard's, Beall Bros., Kroger, Perry Bros. Variety); Shannon Square (10 stores, local retail).
Principal Shopping Days :Mon., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores - Beall Bros.; Marshall's; J.C. Penney; Pratt's Federated; Foster's; Montgomery Ward; Sears.
Variety Stores - Perry Bros.; Duke & Ayres.
Chain Drug Stores Skillerns 1.
Discount Stores - Howard's; Western; Gibson's; K mart.
Chain Food Supermarkets : Piggly Wiggly; Bronkshire; Kroger; Super Handy 3; Safeway.

14 - NEWSPAPERS: NEWS-TELEGRAM (e-mon to fri) 6,593; (S) 7,033; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Clarke Keys Ed./Bus Mgr., NEWS-TELEGRAM, 401 Church St., Sulphur Springs, TX 75482; Tel. (214) 885-3141.
National Representative : Texas Daily Press.

SWEETWATER

1 - LOCATION: Nolan County, E&P Map C-3, County Seat. 260 mi. W of Dallas.

2 - TRANSPORTATION: Railroads - Texas & Pacific; Santa Fe; Orient.
Motor Freight Carriers - 4.
Intercity Bus Lines - Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,242
County 80 Cen. 17,359
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,654
County 80 Cen. 6,446

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$105,001,000
Sav. & Loan	3	$133,900,000

6 - PASSENGER AUTOS: County (All Vehicles) 16,428

7 - ELECTRIC METERS: Residence 7,352

8 - GAS METERS: Residence 4,225

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Wallboard 900 ($175); Cement 300 ($[illegible]); Oil incl. Gasoline, Butane, Propane 400 ($200); Cotton Seeds By-Prod. 125 ($850); Clothing 550 ($95); Cotton Compress 100 ($85).
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-70; Summer 70-104; Fall 32-60; Winter 15-50. First killing frost, Oct. 15. Last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: 20 blocks on Main, Broadway, Oak & Locust.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	2	Modern Furn., Butlers Best Foods
Lamer St.	1	Sears, Village Food
Nolan County	1	Safeway, TG&Y, Plaza Foust Foods

Principal Shopping Days : Mon., Wed., Sat. Food - Mon., Sat.
Stores Open Evenings : Sat.

13 - RETAIL OUTLETS: Department Stores - Sears Roebuck; Montgomery Ward; C.R. Anthony; Thorntons.
Variety Stores - Mott's; TG&Y.
Discount Stores : Gibson; Munden; K mart.
Chain Drug Stores : Rexall; Curry-Armor; Eckerd's.
Chain Food Supermarkets : Village; Safeway; M. System.

Other Chain Stores - Firestone; Goodyear; Western Auto; Higginbotham-Bartlett; Fields; Shook Tires; Skinneys; Colonial.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 4,815; (S) 5,213; sworn Mar. 30, 1981.
Local Contact for Advertising and Merchandising Data: Woody Feitisch, Adv. Mgr., REPORTER, 112 W. 3rd St., Sweetwater, TX 79556; Tel. (915) 236-6677.
National Representative : Texas Daily Press.

TAYLOR

1 - LOCATION: Williamson County (In Austin SMSA). E&P Map D-4, 30 mi. NE of Austin; 168 mi. NW of Houston; 176 mi. S of Dallas. Junction of State Hwys. 95 & 29; U.S. Hwys. 79 & 112.

2 - TRANSPORTATION: Railroads - Missouri-Pacific; Missouri-Kansas-Texas; Amtrak.
Motor Freight Carriers - 2.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,619
CZ-ABC: (70) 9,616; (81) 10,700
RTZ-ABC: (70) 24,807; (81) 60,700
County 80 Cen. 76,521
SMSA 80 Cen. 536,450
City & RTZ-ABC: (70) 34,423; (81) 71,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,832
CZ-ABC: (70) 3,187; (81) 4,100
RTZ-ABC: (70) 7,818; (81) 22,100
County 80 Cen. 24,932
SMSA 80 Cen. 195,856
City & RTZ-ABC: (70) 11,005; (81) 26,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$80,000,000
Sav. & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 57,271

7 - ELECTRIC METERS: Residence 3,619

8 - GAS METERS: Residence 3,618

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Bedding & Furn. 450; Woodwork 220; Food Proc. 50 ($120); Clothing 100 ($115).
Principal Pay Days - Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 60-80; Summer 70-104; Fall 40-70; Winter 20-50. First killing frost, Nov. 25. Last killing frost, Feb. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers - 5 blocks on Main St.; Hwy. 95 North.
Neighborhood Shopping Centers - W. Second St.; N. Main St.; W. Lake Drive, S. Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lake Drive (9)	NA	Montgomery Ward, Radio Shack
Taylor Plaza (6)	NA	Revco Drug, TG&Y

Principal Shopping Days : Department Stores - Mon. Wed., Sat. Food - Mon., Thurs., Fri., Sat.
Stores Open Evgs. & Sun : Drug; grocers.

13 - RETAIL OUTLETS: Department Stores - C. R. Anthony; J.C. Penney; Montgomery Ward; Sears.
Variety Stores - Duke & Ayres; Perry's.
Discount Stores : Gibson's; TG&Y; Wal-Mart.
Chain Drug Stores : Thrifty; Luhn & Johns; Schwenker Rexall 2; Gibson's; Revco.
Chain Food Supermarkets : Safeway; H.E.B.; Piggly Wiggly.
Other Chain Stores - Gellman's; Mode O'Day; Austin Shoes; Firestone; Western Auto; White Auto; Bill's Dollar Store; Kinwin; Fabric World; 100,000 Auto Parts; Fabric & Linen World; Perry's; Goodyear; Fotomat; Radio Shack; Merle Norman.

14 - NEWSPAPERS: PRESS (e-mon to fri) 5,021; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Charles A. Schulz, Jr., Assoc. Pub., PRESS, 211 W. 3rd St., Taylor, TX 76574; Tel. (512) 352-3621.
National Representative : Texas Daily Press.

TEMPLE

1 - LOCATION: Bell County (In Killeen-Temple, Tex. SMSA). E&P Map E-4. 70 mi. NE of Austin; 130 mi. from Dallas; 123 mi. from Fort Worth; 146 mi. from San Antonio; 160 mi. from Houston; 30 mi. from Ft. Hood. On Interstate Hwy. 35, and intersection of U.S. 190, 81, State 36, 95 and 53.

2 - TRANSPORTATION: Railroads - MK&T; Santa Fe (division point); Amtrak.
Motor Freight Carriers - 9.
Intercity Bus Lines - Southwestern Greyhound; Arrow Coach; Continental Trailways; Southwestern Transit.
Airlines - Rio Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 53,143
Temple 80 Cen. 42,483
Belton 80 Cen. 10,660
CZ-ABC: (70) 42,127; (81) 50,000
RTZ-ABC: (70) 161,132; (81) 228,200
County 80 Cen. 157,889
SMSA 80 Cen. 214,656
City & RTZ-ABC: (70) 203,259; (81) 278,200
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 19,753
Temple 80 Cen. 16,039
Belton 80 Cen. 3,714
CZ-ABC: (70) 13,916; (81) 19,100
RTZ-ABC: (70) 44,758; (81) 72,300
County 80 Cen. 52,661
SMSA 80 Cen. 66,751
City & RTZ-ABC: (70) 58,674; (81) 91,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$257,054,634
Sav. & Loan	3	$231,616,144

6 - PASSENGER AUTOS: County (All Vehicles) 117,251

7 - ELECTRIC METERS: Res. 21,872

8 - GAS METERS: Residence 14,628

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Bottlers 150 Cardboard Containers 100; City 480; Cotton Compress 50; Cotton Seed 30; Clothing 500; Farm Equipment 225; Fixtures 200; Foundry 284; Food 650; Governmental 1,400; Grain Terminals 105; Hatchery 75; Hydraulic Cylinders 225; Hospitals 5,500; Kiln Dried Lumber 80; Insulation 450; Livestock Feed 75; Mobile Homes 200; Plastics 3,100; Printing & Publishing 325; Railroad 825; Schools 950; Shoes 210; Screw Machine Products 15; Sheet Metal 363; Specialty Truck Bodies 24; Theatre, School, Church Furniture 2,100; Urethane Foam 240; Veterinarian Pharmaceuticals 50; Wholesale 3,000; Wood 452; Electronics 1,700.
Principal Pay Days - Fri., Sat.; 1st & 16th.

10 - CLIMATE: Min. & Max. Temp. - Spring 54-78; Summer 75-102; Fall 30-90; Winter 18-80. First killing frost, Nov. 24. Last killing frost, Mar. 9.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center - 8 blocks on Main St.; 3 on Central Ave.; 2 on Avenue A; 5 on 1st St.; 4 on 2nd St.
Neighborhood Shopping Centers - 3 blocks on Ave. G; 2 on Third & French; 1 on South 25; Ave. A thru G on S. 8 St.; 25th thru 29th Sts. Bet. Adams & Barton Aves.; 21st thru 29th Sts. on Adams Ave.; 7th Thru 11th Sts. on Adams Ave.; 3 blocks on Interstate Hwy. 35. So. 57th thru So. 63rd St.; 4400 block of So. Interstate Hwy. 35; S.E. Corner of Intersection of S. 31st St. & Loop 363.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Loop (14)	NA	Piggly Wiggly, Gibson's
Temple Mall (75)	NA	Dillards, Wilsons, J.C. Penney, Sears, Beall's
Towne & (10) Country Mall	NA	Montgomery Ward
West Adams (6)	NA	Kress, H. E. B.
Youngstown (12)	NA	Piggly Wiggly, K's Thrift
Southwest City (11)	NA	Safeway
Oak Park (6)	NA	Audio Tech
Temple Sq. (10)	NA	Winn-Dixie, Revco Drug
The Market Place (30)	NA	H.E. Woolco, Handy Dan

Principal Shopping Days : Mon., Thu., Sat.
Stores Open Evenings : Thu.
Stores Open Sundays : Groceries & Drug.

13 - RETAIL OUTLETS: Department Stores - C.R. Anthony, Cheeves Brothers, J. M. Dyer, Montgomery Ward, J. C. Penney, Sears, K's Thrift, Beall Brothers, Kroger Family Center, Barry's; Dillards, Cochran, Blair & Potts (in Belton); Schigut's (in Belton); Albertsons.
Discount Stores : Gibson's Quality Discount; Woolco; K mart; K's Thrift Center.
Variety Stores - Woolworth's; Ben Franklin; Kress; Perry's.
Chain Drug Stores : Safeway Red & White (2); Piggly Wiggly (2); 7-Eleven (11); H. E. B. (3); Minimax; Super-Save; Strasburger; Meshack's (2); Williams Drive-In; Zippy (8); King Saver.
Other Chain Stores : Singer Company; Firestone; Goodyear; Western Auto; Career Girl (Women's); Franklin's (Women's); Sherwin-Williams (Paints); Zale's (Jewelry); S&H Green Stamps; Lack's Furniture; Austin's Shoes; McCoy's (lumber); Wilson's (Jewelry); Kinney (Shoes); Thom McAn (Shoes); The County Seat (pants); Fashion Conspiracy; General Nutrition; National Shirt Shop; Radio Shack; Walden Books; Swiss Colony; Molitor Toys; Leon's; Lerners; Lowery Organs; Baker's Shoes; Coach House Gifts; Fox Photo/Hallmark; K-G Men's Wear; Kruger Jewelry; Casual Corner; Connie's; Ear Cetera; Foot Action; Gordon's Jewelry; J. Riggins; Jerry's Pets; Just Pants; Ortega's (Jewelry); Merle Norman (cosmetics) (2); Mister Penguin (Men's Formal Wear); Mr. Music; Pipe Pub; Regis Hairstylists; Spencer's Gifts; Stuart's; T-Shirts Plus; Village Casuals; Western Junction; Wicks N' Sticks; Tops & Trousers; The Gourmet Shoppe.

14 - NEWSPAPERS: TELEGRAM (m) 25,889; (S) 27,677; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Jones, Adv. Mgr., TELEGRAM, 10 S 3rd St., Temple, TX 76501; Tel. (817) 778-4444.
National Representative : Texas Daily Press.

TERRELL

1 - LOCATION: Kaufman County (In Dallas-Ft. Worth SMSA). E&P Map E-3. 30 mi. E of Dallas on Intersection Interstate 20 and Hwy. 80, Hwys. 34 & 205.

2 - TRANSPORTATION: Railroads - Missouri Pacific.
Motor Freight Carriers - 7; Central Freight.
Intercity Bus Lines - Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,225
County 80 Cen. 39,015
SMSA 80 Cen. 2,974,878

4 - HOUSEHOLDS:
City 80 Cen. 4,302
County 80 Cen. 13,154
SMSA 80 Cen. 1,076,320

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$120,095,000
Sav. & Loan	2	$49,345,770

6 - PASSENGER AUTOS: County (All Vehicles) 34,183

7 - ELECTRIC METERS: Residence 4,827

8 - GAS METERS: Residence 4,036

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Wood Working 171 ($190); Hospital 1700 ($184); Dresses 100 ($160); Paper Prod. 122 ($234); Alum Prods. 322 ($236); Metal Shelving 210 ($150); Air Conditioning 406 ($210).

10 - CLIMATE: Min. & Max. Temp. - Spring 54-78; Summer 71-94; Fall 56-80; Winter 39-62.

11 - TAP WATER: Neutral, soft

12 - RETAILING: Principal Shopping Centers : 5 blocks on Hwy 80-W. Town West Plaza (17); 4 blocks on N. Rockwall—Terrell Square (8).
Principal Shopping Days : Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Lintz; K's Thrift.
Discount Centers : TG&Y; Skillerns'; Wal-Mart.
Variety Stores : Mott's.
Chain Food Supermarkets : Safeway. Brookshires; Kroger; Fresher AG Foods.
Other Chain Stores : Babcock Auto Supply; Western Auto; White Auto; Goodyear; Radio Shack; Pay Less Shoes; Braum's; Bonanza; Long John Silvers; Whataburger; Kentucky Fried Chicken; Taco Plaza; Dairy Queen 3; Pizza Hut; Pizza King.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) controlled 390; paid 5,860; VAC Dec. 31, 1980.
Local Contact for Advertising and Merchandising Data: Noble H. Welch, Pub./Editor, TRIBUNE, PO Box 669, Terrell, TX 75160; Tel. (214) 563-6476.
National Representative : None.

TEXARKANA, TX-AR

1 - LOCATION: Bowie County, Tex.; Miller County, Ark. (In Texarkana, SMSA). E&P Map F-2. County Seat of Miller County. Principal City in NE Texas. Twin cities located 189 mi. NE of Dallas; 158 mi. SW of Little Rock. Whlse. distr. ctr. for NE Texas, SW Arkansas, NW Louisiana & SE Oklahoma. Shpg. Ctr. for 100 mile area for cotton & cattle.

2 - TRANSPORTATION: Railroads - Missouri-Pacific; Kansas City Southern; Southern Pacific; Texas & Pacific; Amtrak.
Motor Freight Carriers - 12.
Intercity Bus Lines - Continental; Greyhound; Jefferson & Jordan.
Airlines - Rio Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 52,730
Texarkana, TX 80 Cen. 31,271
Texarkana, AR 80 Cen. 21,459
CZ-ABC: (70) 63,830; (81) 73,600
RTZ-ABC: (70) 248,973; (81) 291,000
Counties:
Bowie Co., TX 80 Cen. 75,301
Miller Co., AR 80 Cen. 37,766
SMSA 80 Cen. 127,019
City & RTZ-ABC: (70) 312,803; (81) 364,600

4 - HOUSEHOLDS:
Cities 80 Cen. 20,213
Texarkana, AR 80 Cen. 8,069
Texarkana, TX 80 Cen. 12,144
CZ-ABC: (70) 21,440; (81) 28,500
RTZ-ABC: (70) 81,142; (81) 109,500
Counties:
Bowie, TX 80 Cen. 27,449
Miller, AR 80 Cen. 13,476
SMSA 80 Cen. 46,042
City & RTZ-ABC: (70) 102,582; (81) 138,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$403,942,419
Sav. & Loan	4	$156,589,416

6 - PASSENGER AUTOS: Miller Co., AR 17,348; Bowie Co., TX (All Vehicles) 68,078

7 - ELECTRIC METERS: Residence 29,503

8 - GAS METERS: Residence 27,337

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Ordnance 7,593 ($158); Clay & Min. 200 ($120); Food 228 ($110); RR Tank Cars 358 ($160); Tires 1,050 ($175); Mobile Homes 431 ($120); Pipe Fitting Prod. ($104); Lumber Prod. 550 ($270).
Principal Pay Days : Ordnance, Fri.;Lbr., Sat.; Clay Prod., Sat.; Others, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 60-91; Summer 64-94; Fall 36-78; Winter 35-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas - 5 blocks on Broad St.; 2 on Pine St.; 2 on State Line Ave.; 4 on Third St.
Neighborhood Shopping Areas - 4 blocks on Texas Ave.; 5 on State Line Ave.; 4 on Hwy. 82 W., Hwy. 67 W.; 2 on College Hill; 2 on Blvd.; 2 on Lake Dr.; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central Mall	NA	Dillard, Sears, Penney's, Osco Drug, Beall's, Belk, Jones, Regan's
Southwest Mall	NA	Piggly Wiggly, Gibson's
Jefferson Sq.	NA	Safeway
New Boston Rd. (3)	NA	Weingarten's, TG&Y
Oaklawn	NA	Montgomery Ward
Wake Village	NA	7-Eleven
K mart	NA	K mart
College Hill	NA	Piggly Wiggly, West Co.
Richmond Square	NA	Piggly Wiggly, Eckerd's

Principal Shopping Days : Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores - Dillard's; Belk-Jones; Ben F. Smith; Montgomery Ward; J. C. Penney; Sears Roebuck; West's.
Discount Stores : Howard's; K mart; Dollar General; Gibson's.
Chain Drug Stores : Osco; Boulevard Phcy.; Boyd's; Medisav; Hart 2; Eckerd.
Variety Stores - Sterlings; TG&Y; Woolworth.
Chain Food Supermarkets : Safeway 3; 7-Eleven 12; Piggly Wiggly 9; Weingarten's; Skagg's Alpha Beta; Pantry 10.
Other Chain Stores - Okla. Tire & Sup.; Firestone; Goodyear; Goodrich; Western Auto; White's Auto; Kay's; Gordon's; Zale's (jewelry); Austin's; Lee's (shoes); Singer; S&H Green Stamps; Skibell's; Regans; Regents; Holly's; Stelen's; Payless; Fabric World.

14 - NEWSPAPERS: GAZETTE (m) 31,215; (S) 33,800; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J. M. Whitworth, Adv. Mgr., GAZETTE, PO Box 621, Texarkana, TX 75501; Tel. (214) 794-3311.
National Representatives : Ark. Dailies; Texas Daily Press.

TEXAS CITY

1 - LOCATION: Galveston County (In Galveston-Texas City SMSA). E&P Map E-5. 12 mi. from Galveston on U.S. Hwy. 75 and State Hwy. 146.

2 - TRANSPORTATION: Railroads - Southern Pacific; M-K-T; Rock Island; Missouri Pacific; Texas City Terminal Railway; Santa Fe.
Motor Freight Carriers - 3.
Intercity Bus Lines : Texas; Central Texas.
Airlines - All major airlines at Houston, 40 miles.

3 - POPULATION:
Corp. City 80 Cen. 41,403
County/SMSA 80 Cen. 195,940
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,045
County/SMSA 80 Cen. 69,284

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$132,000,000
Sav. & Loan	3	$62,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 146,139

7 - ELECTRIC METERS: Residence 19,876

8 - GAS METERS: Residence 16,923

9 - PRINCIPAL INDUSTRIES: 8 Major Industries With 7,700 Employees. Annual Payroll $165,000,000.

10 - CLIMATE: Min. & Max. Temp. – Spring 60-80; Summer 75-95; Fall 60-80; Winter 35-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** – 3 blocks on Texas Ave., 9 on 6th St., 3 on 9th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harbor Village (5)	NA	Whites, Bay-Tex, Building Supply
Mainland Mall (6)	NA	Walgreens, Weingarten Mkt
Mainland Plaza (10)	NA	Texas Super, Minimax, Mainland Bank
Bay Center (10)	NA	Woolco, SupeRx, Kroger
Trade Winds	NA	Safeway, Weiners, Firestone, Wyatt's Cafateria, Sears, The Fair, Singer Co., Parker Music, TG&Y

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Thu., Fri., Sat.
Stores Open Sundays : Drug and some supermarkets.

13 - RETAIL OUTLETS: **Department Stores** – J.C. Penney; Weiners; Chambers; Klein's; Woolco; The Fair.
Variety Stores – TG&Y.
Chain Drug Stores : Walgreen; SupeRx; Eckerd.
Discount Stores : White's; Gibson's; Woolco; Lack's; K mart.
Chain Food Supermarkets : Weingarten's; Texas Super 3; Big Chief 2; Kroger; Lucky 7 – 2; Safeway.
Other Chain Stores – Western Auto; Sears (catalog); Montgomery Ward (catalog); Goodyear 2; Zale's Jewelers; White's; Sherwin-Williams; Firestone; Goodrich; Vogue Shoes; Singer Co.

14 - NEWSPAPERS: SUN (e) 12,300; (S) 12,600; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jim Lee, Mktg. Dir., SUN, 624 Fourth Ave., Texas City, TX 77590; Tel. (713) 945-3441.
National Representative : Branham; USSPI.

TYLER

1 - LOCATION: Smith County (SMSA), E&P Map E-3, County Seat. Shipping, college, mfg., wholesale, hospital & medical center. Oil operators. Rose capital – growing & shipping center. NE central part of the state between (100 mi.) Dallas and Shreveport, La.

2 - TRANSPORTATION: **Railroads** – St. Louis Southwestern (shops & gen. offices); Missouri Pacific.
Motor Freight Carriers – 9.
Intercity Bus Lines – Continental Trailways; Texas-Central Bus Lines; Greyhound.
Airlines – Texas Int'l.; Tricon Int'l.; Metroflight.

3 - POPULATION:
Corp. City 80 Cen. 70,508
CZ-ABC: (70) 62,607; (81) 78,500
RTZ-ABC: (70) 292,503; (81) 405,200
County/SMSA 80 Cen. 128,366
City & RTZ-ABC: (70) 355,110; (81) 483,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,024
CZ-ABC: (70) 20,246; (81) 29,300
RTZ-ABC: (70) 96,905; (81) 154,700
County/SMSA 80 Cen. 46,042
City & RTZ-ABC: (70) 117,151; (81) 184,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$833,500,000
Sav. & Loan	5	$508,600,000

6 - PASSENGER AUTOS: County (All Vehicles) 110,041

7 - ELECTRIC METERS: Residence 29,610

8 - GAS METERS: Residence 27,247

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Cast Iron Fdy. 3,500 ($235); Refining 275 ($273); Heating & Cooling Equip. 1,800 ($235); Ceramics 150 ($135); Pre-Fab Homes 150 ($200); RR Man Office 300 ($235); Clothing 700 ($135); Alum. Casting 100 ($230); Fire Drum & Corr. Boxes 160 ($155); Oil Field Equip. 250 ($225); Tire Mfg. 1,200 ($240); Alum. Furn. 225 ($160); Rubber Parts Mfg. 100 ($216); Engineers 160 ($343); Tractor 150 ($195); Canning 200 ($127).

10 - CLIMATE: Min. & Max. Temp. – Spring 55-75; Summer 71-92; Fall 56-77; Winter 39-58; First killing frost, Nov. 15. Last killing frost, Mar 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** – 24 blocks on 6 Sts.; 4 on Erwin St.; 4 on Ferguson; 6 on Broadway; 3 on Spring; 3 on College; 2 on E. 5th. Broadway Mall 55 acres S. Broadway at Loop 323.
Neighborhood Shopping Centers : Lake Park Shopping Center – 8 units; N.W. Loop Shopping Center – 8 units; W.C. Square – 5 units; Lincoln Plaza – 3 units; Hillside Ctr. – 10 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
B'way Sq. Mall	4	Sears, Dillards, Penney, New Yorker, Selber Bros., Zales
Bergfield	2	Mont. Ward, Brookshire Groc.
French	NA	Eckerd Drug, Hancock Fabric,
Quarters		Hopkins Hdw., Singer Co., Reynolds-Penland, The Sportster, Dairy Queen Sambo's, Safeway,
Green Acres	2	Brookshire Groc., Kelly-Springfield, Skillern Drug, TG&Y
Front-Beckham	1	B-Mart Groc., Eckerd Drug, S&H Green Stamps
West Bow	20	Beard's Groc. Eckerd Drug, Perry 5&10
West Erwin	3	B-Mart Groc., General Dollar
South Broadway	2	B-Mart, Eckerd Drug
Loop East	3	Brookshire Groc., Skillern Drugs, Otasco, Perry 5&10 Hancock Fabrics
Gas Light Plaza	1	Brookshire Groc., Otasco, Skillerns, Gaslite 4 - Theatres
Old English	4	Karls Cameras, Stereo & Record Center, Guys & Dolls, Delks Lighting Center, Chamness Appl, Old Time Ceiling Fans, Waldies, Boat Hill, P.J. Suntan Shoppee

Principal Shopping Days : Dept. – Mon., Fri. and Sat., Food—Sun., Wed., Thurs.
Stores Open Evenings : Wed., Thurs.

13 - RETAIL OUTLETS: **Department Stores** – J.M. Dyer; Dillards; K. Wolen's; Sears; Montgomery Ward; Penney; New York Store; Selber Bros.; Sanger Harris.
Discount Stores : Gibson 2; K mart 2.
Variety Stores – Perry 5&10 3; TG&Y 2.
Chain Drug Stores : Eckerd Drugs 5; Gibson Disc. Pharmacy 2; Skillern's 2; Skaggs Alpha Beta; Drug-Sav 3; Revco 2.
Chain Food Supermarkets : Safeway 2; Big Star; Brookshire 7; B-Mart 4; Kroger 2; Skaggs Alpha Beta.
Other Chain Stores – Firestone; Singer Co.; Goodrich; Sherwin-Williams; Goodyear Service; Cook's Paint 4; Zale's Jewelry; Kelly Tire; General Tire; S&H Green Stamps; Luby's; Wyatt's Cafeteria; Lee Optical; Furniture Stores: Swann's; Broadway; Brewster; Chamness; Fowler; H. C. Pittman; Pope & Turner; Rose City; Ethen Allen; Parker-Chatham; Almand's; Furniture World; Kelly Furniture; Wilson; Bossa Cascade Lbr. Co.

14 - NEWSPAPERS: TELEGRAPH (m) 36,044; COURIER-TIMES (e-mon to fri) 8,963; Comb. (m&e) 45,007; COURIER-TIMES-TELEGRAPH (S) 45,020; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Wilson, Natl. Adv. Mgr., COURIER-TIMES and TELEGRAPH, 410 W. Erwin St., Tyler, TX 75710; Tel. (214) 597-8111.
National Representative : None.

VERNON

1 - LOCATION: Wilbarger County, E&P Map D-2. County Seat. Retail center for agricultural, ranching and oil area. On U.S. Hwys. 70, 287 and 281; State Hwys. 5, 23 and 28. 170 mi. NW of Fort Worth; 193 mi. NW of Dallas and 180 mi. NE of Lubbock.

2 - TRANSPORTATION: **Railroads** – Ft. Worth and Denver City.
Motor Freight Carriers – 3.
Intercity Bus Lines – Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,695
County 80 Cen. 15,931
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,871
County 80 Cen. 5,983

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$109,000,000
Sav. & Loan	2	$78,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 14,651

7 - ELECTRIC METERS: County 6,317

8 - GAS METERS: Residence 5,671

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Textile 450 ($430); Feed 250 ($130); Meat Packing '250 ($150); Processing & Mfg. 48 ($110); Guar. Processing 125 ($125); State Hospital 900 ($170); Jr. College 75 ($225).
Principal Industrial Pay Days – Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 60-80; Summer 68-95; Fall 57-88; Winter 35-76. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center – 13 blocks on Main, Wilbarger, Texas, Pease, Fannin and Cumberland Sts.
Neighborhood Shopping Centers – Wilbarger, Turner, 14th and Sand Road, Hillcrest Plaza.
Principal Shopping Days : Mon., Wed., Sat.
Stores Open Evenings : Food – daily; Family Centers – daily.

13 - RETAIL OUTLETS: **Department Stores** – Clayton's; Cy Long's Store; C.R. Anthony; J.C. Penney; Inabnit's; Louise's; Perkins-Timberlake; Sears; Watkins; Perry's
Shoe Stores : Coleman's; Jimmy's Shoe Box; Gibson's; T.G.&Y.; Osbornes; M.E. Moses.
Variety Stores – TG&Y; M. E. Moses; Children's Wear; Hill's Youth Center; Scott's; Perry's.
Drug Stores : Vernon Rexall; M&S Pharmacy; City Pharmacy; Gibson's; Hillcrest.
Chain Discount Stores – Gibson's.
Chain Food Supermarkets : United; Vernon; Central; Coy's.
Other Chain Stores – White's Auto; Serold's Firestone; Popular (furn.); Dollar Down (furn.); Discount (furn.); Parr Furn.; S&H Green Stamps.

14 - NEWSPAPERS: RECORD (e-mon to fri) 6,150; (S) 6,600; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Larry Crabtree, Pub.; or Jim Surber, Adv. Dir., RECORD, 1531 Cumberland, Vernon, TX 76384; Tel. (817) 552-5454.
National Representative : None.

VICTORIA

1 - LOCATION: Victoria County (SMSA). E&P Map E-5, County Seat. 126 mi. W of Houston; 116 mi. E of San Antonio; 94 mi. N of Corpus Christi. On State Hwy. 295; U.S. Hwys. 59, 77, 87.

2 - TRANSPORTATION: **Railroads** – So. Pac.; Mo. Pac.
Motor Freight Carriers – 5.
Intercity Bus Lines – Continental Trailways; Kerrville.
Airlines – Metro.

3 - POPULATION:
Corp. City 80 Cen. 50,116
CZ-ABC: (70) 41,349; (81) 51,900
RTZ-ABC: (70) 111,133; (81) 122,700
County/SMSA 80 Cen. 68,807
City & RTZ-ABC: (70) 152,482; (81) 174,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,220
CZ-ABC: (70) 12,161; (81) 17,600
RTZ-ABC: (70) 34,291; (81) 43,100
County/SMSA 80 Cen. 22,988
City & RTZ-ABC: (70) 46,452; (81) 60,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	4	$753,009,249
Sav. & Loan	3	$226,619,149

6 - PASSENGER AUTOS: County (All Vehicles) 58,701

7 - ELECTRIC METERS: Residence 16,989

8 - GAS METERS: Residence 12,753

9 - PRINCIPAL INDUSTRIES: Various chemicals by duPont; Union Carbide; Vistron; Alcoa; Oil; Cattle; Bldg. materials; Petro-Chemical; Boats; Sand and Gravel; Clothing; Steel Fabricators.

10 - CLIMATE: Min. & Max. Temp. – Spring 61-76; Summer 77-90; Fall 63-80; Winter 44-66.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lone Tree (16)	NA	7-Eleven, Dick's Mkt.
Mori	NA	
Montag Bros.	NA	Montag Mkt., Jerry Lenz Sports
Crossroads (14)	NA	Peytons Toys, G.E. Appliance Ctr., Cindy's Fashions
Navarro (3)	NA	
Town & Country (33)	NA	Leon's, Slumberland, Melvin's, Men & Boys Booterie
Town Plaza (28)	NA	Penney, Beall's, Grahams
Village Center (22)	NA	Weiner's, Lack's, HEB, Tameras, Woolworth's
North Cross (14)	NA	Weiners, Winn's, Hastings Clothworld
Victoria Mall (40)	NA	Sears, Dillards, Wilsons, Walgreens, Woolworths, Radio Shack, Thom McAn, Kinney's, Wal-Mart

Principal Shopping Days : Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores** – J.C. Penney; Simon; Dunlap's; Sears; Montgomery Ward (catalog); Beall Bros.; Leon's; Dillard's; Weiner's.
Discount Stores : Gibson's; Kroger's; Fed. Mart; K mart; Wal Mart; O.G. Wilson.
Variety Stores – Woolworth 2.
Chain Drug Stores : Walgreen 2; Sommer's.
Chain Food Supermarkets : H. E. Butt 3; Kroger; Dick's 3; Fed. Mart; Safeway; Albertson's; Warehouse Grocery.

14 - NEWSPAPERS: ADVOCATE (m) 33,273; (S) 33,808; Mar. 31, 1981 ABC.
Local Contact for Advertising And Merchandising Data: Clyde E. Lenz, Adv. Dir., ADVOCATE, PO Box 1518, Victoria, TX 77901; Tel. (512) 575-1451.
National Representative : Landon.

WACO

1 - LOCATION: McLennan County (SMSA), E&P Map E-3, County Seat. Market and shipping center for agricultural, and industrial area. Cement, garment, rubber, glass, lumber, and wholesale center for 20-county area. Location of Baylor University, Paul Quinn College, McLennan Community College (2 yr.), Texas State Technical Institute. Central Texas. 100 mi. S of Ft. Worth and Dallas; 190 mi. N of Houston. On U.S. Hwys. 77, 81, 84; State 6, 31; Interstate 35, 190 mi. NE of San Antonio.

2 - TRANSPORTATION: **Railroads** – Southern Pacific; Missouri Pacific; Missouri-Kansas-Texas; Cotton Belt.
Motor Freight Carriers – 14.
Intercity Bus Lines – Greyhound; Central Texas.
Airlines – Rio Airways; Eagle Airlines.

3 - POPULATION:
Corp. City 80 Cen. 101,261
CZ-ABC: (70) 121,503; (81) 144,600
RTZ-ABC: (70) 259,710; (81) 328,200
County/SMSA 80 Cen. 170,755
City & RTZ-ABC: (70) 381,213; (81) 472,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 37,578
CZ-ABC: (70) 39,318; (81) 53,800
RTZ-ABC: (70) 79,454; (81) 113,300
County/SMSA 80 Cen. 61,554
City & RTZ-ABC: (70) 118,772; (81) 167,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	10	$736,172,000
Sav. & Loan	5	$484,123,935

6 - PASSENGER AUTOS: (All Vehicles) 137,306

7 - ELECTRIC METERS: 55,461

8 - GAS METERS: 39,073

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Tire Mfg. 1,600; Glass 1,000; Cement 150; Lumber and Wood Products 1,570; Furniture & Fixtures 500; Rocket Fuel 350; Mobile Homes & Transp. Eqt. 600; Iron & Steel Fab. 850; Food & Candy 2,000; Plastics 100; Battery Mfg. 379; Machinery 680; Elec. Machinery 500; Apparel 1,980; Paper 500; Printing & Pub. 840; Electronics 600.
Principal Pay Days : 1st & 15th of month and Fridays.

10 - CLIMATE: Min. & Max. Temp. – Spring 48-85; Summer 73-96; Fall 47-90; Winter 37-62. First killing frost, Nov. 15. Last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard. Artesian; soft in some areas; fluoridated.

12 - RETAILING: **Principal Shopping Center** – 14 blocks on Austin Ave.; 12 on Washington Ave.; 10 on Franklin Ave. Ten neighborhood centers; 10 blocks on Elm St.; 6 on 25th St.; 3 square blocks at Brookview Hills; Beverly Hills; 3 at Valley Mills & Dutton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookview Hills (20)	NA	Austin-Closs Co.
Eastgate Plaza (15)	NA	Winn's, HEB Food
Fairgate (21)	NA	DuBois Furn. Co.
Lake Air Ctr. (30)	NA	Goldstein-Migel Montgomery-Ward
K mart Center	NA	Hancock K mart, Pier 1,
Richland Fashion Mall (90)	NA	Sears, J. C. Penney, Dillard
Parkdale	NA	Woolco
Park Lake (14)	NA	Piggly Wiggly, HEB Food, Revco
Southgate (20)	NA	TG&Y, HEB Food
Westview Village (23)	NA	Piggly Wiggly, Cox

Principal Shopping Days : Department Stores – Mon., Thur., Sat. Food – Fri. and Sat.
Stores Open Evenings : Dept. – Mon. & Thurs. Food Chains – all week.

13 - RETAIL OUTLETS: Department Stores - Goldstein-Migel; Cox's 1, Montgomery Ward; Penney; Sears; Western Auto; K mart 2; Dillard; Bealls; Woolco; Gibson's; Wilsons; O.G. Wilson.
Variety Stores - McCrory; TG&Y 2; Winn's 5.
Discount Stores : Gibson; K mart 2.
Chain Drug Stores :Eckerd 4; Fee Phcy; Heights Phcy 2; Osco.
Chain Food Supermarkets : Safeway 6; Piggly Wiggly 6; H. E. Butt 6; 7-11 30; Zippy 21; Jay-Zee's Drive In 2.
Other Chain Stores - Butlers; Thom McAn; Kinney's; Joe Lewis 5; Payless; Kee; Career Girl 5; Rheaine Hat; Regan's; Zales Jewelers 2; Piccadilly Cafeteria 2; Firestone; Olmstead-Kirk (paper); Sherwin-Williams 4; Singer Co.; Pollock Paper; Goodyear 2; Texas State Optical 2; S&H Green Stamps; Luby's Cafeteria; Radio Shack; Pier 1.

14 - NEWSPAPERS: TRIBUNE HERALD (All day-mon to fri) 51,129; (m-sat) 49,341; (S) 60,566; Mar. 31, 1981 ABC (Suspended evening edition Sept. 1981).
Local Contact for Advertising and Merchandising Data: James Tountas, Adv. Dir. TRIBUNE-HERALD, 900 Franklin, Waco, TX 76703; Tel. (817) 753-1511.
National Representative : CWO&O.

WAXAHACHIE

1 - LOCATION: Ellis County (In Dalls-Ft. Worth SMSA). E&P Map E-3, County Seat. Diversified Economy; Light Industry; Agricultural Ctr. 28 mi. S of Dallas; 38 mi. S.E. of Ft. Worth. On U.S. Hwy. 287, I-35.

2 - TRANSPORTATION: Railroads - Southern Pacific; Missouri-Kansas-Texas; Fort Worth & Denver; Chicago, Rock Island & Pacific.
Motor Freight Carriers - 3.
Intercity Bus Lines - Greyhound; Continental; Texas Electric.

3 - POPULATION:
Corp. City 80 Cen. 14,624
County 80 Cen. 59,743
SMSA 80 Cen. 2,974,878

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,046
County 80 Cen. 19,866
SMSA 80 Cen. 1,076,320

5 - BANKS:	NUMBER	DEPOSITS
Commerical	3	$69,710,000
Sav. & Loan	2	$13,964,000

6 - PASSENGER AUTOS: County (All Vehicles) 50,553

7 - ELECTRIC METERS: Residence 5,610

8 - GAS METERS: Residence 4,560

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Refrig. 175 ($180); Furn. 200 ($175); Textile 340 ($180); Wood Work 55 ($175); Oil Field Equip. 200 ($185); Glass Containers 110 ($190); Insulation 432 ($190).

10 - CLIMATE: Min. & Max. Temp. - Spring 50-70; Summer 70-105; Fall 60-85; Winter 20-45.

11 - TAP WATER: Neutral, Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Plaza	1 1/2	Kroger, Treasury Drug
J.C. Penney's	1/4	Penney's, Safeway
North Gate (30)	2	Sears, Eckerds, Motts, Beall's
Ferris Ave.	NA	J.C. Penney

The Community
Information
Center In

Wichita Falls,
Texas.

Wichita Falls
Times & Record
News

A Harte-Hanks
NEWSPAPER

Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : Walmart; Skillerns; Eckerd's; Treasury Drug.

13 - RETAIL OUTLETS: Department Stores - Marchman's; Cheeves Bros.; J.C. Penney; K. Wolen's; Sears Roebuck; Levine's; Bealls.
Variety Stores - Duke & Ayres; Motts; Skillerns; Walmart.
Chain Drug Stores : Skillerns; Eckerd's Treasury Drug.
Chain Food Supermarkets : Kroger; Safeway; Minyards.

14 - NEWSPAPERS: LIGHT (e-mon to fri) 5,650; (S) 5,750; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Chester Angien, Publisher, or Jim Wyatt, Adv. Mgr., LIGHT, 200 W. Marvin, Waxahachie, TX 75165; Tel. (214) 937-3310.
National Representative : Texas Daily Press.

WEATHERFORD

1 - LOCATION: Parker County (In Dallas-Ft. Worth SMSA). E&P Map D-3, County Seat. 30 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads - Texas & Pacific; Weatherford M.W. & N.W.
Intercity Bus Lines - Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,049
County 80 Cen. 44,609
SMSA 80 Cen. 2,974,878
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 4,609
County 80 Cen. 15,640
SMSA 80 Cen. 1,076,320

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$159,382,315
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County (All Vehicles) 37,866

7 - ELECTRIC METERS: Residence 6,560

8 - GAS METERS: Residence 4,302

9 - PRINCIPAL INDUSTRIES: Foundries; Mach. Shops; Gen. Agric.; Truck Farming; Nat. Gas; Bakery; Lamp Mfg.; Oil Tool Engrng.; Tourist; Printing.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Fluoridated.

12 – RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southtown (9)	NA	Radio Shack
Safeway (2)	NA	Safeway, Gibsons
Village (4)	NA	Piggly Wiggly
Parker Plaza (19)	NA	J.C. Penneys, Winn-Dixie, Revco
College Park (20)	NA	Kroger, TG&Y, Eckerd

Principal Shopping Days : Wed., Sat.
Stores Open Evenings : Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Mott's; Mitchells; The Hub.
Discount Stores : Gibsons; K mart; TG&Y; Revco; Eckerd's.
Chain Food Supermarkets : Safeway; Winn Dixie; Village; DeAll's; Tony's 2; Kroger.
Other Chain Stores : White Auto; Western Auto; Revco; Higinbotham's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 5,547; (S) 5,848; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Mike Thomas, Adv. Mgr., DEMOCRAT, PO Box 309, Weatherford, TX 76086; Tel. (817) 594-7447.
National Representative : Texas Daily Press.

WICHITA FALLS

1 - LOCATION: Wichita County (In Wichita Falls SMSA). E&P Map D-2, County Seat. Shopping, agri., oil mfg., whlse. ctr., 120 mi. NW of Fort Worth on U.S. Hwys. 287, 281, 277, 82; State 79.

2 - TRANSPORTATION: Railroads - Fort Worth & Denver; Missouri-Kansas-Texas.
Motor Freight Carriers - 11.
Intercity Bus Lines - Trailways, Inc.; Oklahoma Trans.; Texas-New Mexico-Oklahoma; Jordan.
Airlines - Rio; Metro.

3 - POPULATION:
Corp. City 80 Cen. 94,201
County 80 Cen. 121,082
SMSA 80 Cen. 130,664
CZ-ABC: (70) 97,564; (81) 94,800
Bal. in PMA-ABC: (70) 32,377; (81) 35,800
Total PMA-ABC: (70) 129,941; (81) 130,600
Bal. in RTZ-ABC: (70) 118,086; (81) 129,100
Total PMA & Bal. in RTZ-ABC:
(70) 248,027; (81) 257,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 33,647
County 80 Cen. 43,134
SMSA 80 Cen. 46,741
CZ-ABC: (70) 30,453; (81) 32,000
Bal. in PMA-ABC: (70) 10,672; (81) 13,600
Total PMA-ABC: (70) 41,125; (81) 47,700
Bal. in RTZ-ABC: (70) 42,801; (81) 53,000
Total PMA & Bal. in RTZ-ABC:
(70) 83,926; (81) 100,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$724,403,250

6 - PASSENGER AUTOS: County (All Vehicles) 111,022

7 - ELECTRIC METERS: Residence 34,446

8 - GAS METERS: Residence 28,521

9 - PRINCIPAL INDUSTRIES: Type of industry and number of employees-Lbr. & Wood prod. 660; Furn. & Fixtures 244; Stone, Clay & Glass 3,232; Printing & Pblsg. 396; Primary Metals 185; Fab. Metals 342; Apparel 776; Construction 2,820; Photographic, Medical 456; Trans., Comm. & Utilities 2,400; Finance & Real Estate 2,320; Gov't 11,280; Petroleum Prod. 5,608; Private Household 1,820; Machinery 2,634; Electronic, Electrical 1,068; Machinery 2,634; Trans. Equip. 302; Food 1,214; Medical & Prof. 2,148; Ret. 8,692;
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 60-84; Summer 75-95; Fall 43-67; Winter 36-59. First killing frost, Nov. 14. Last killing frost, Mar. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 4 blocks on Indiana; 4 on Scott; 3 on Eighth; 3 on Ninth; 2 on Tenth; 10 blocks on Kemp.
Neighborhood Shoping Centers :2 blocks at Monroe; 1 at Brook; 2 at Harrison; 1 at Ninth & Denver; 2 at Tenth & Van Buren; 1 at Bridge & Ohio; 3 at Holliday; 3 at Holliday & Jacksboro Hwy.; 2 at Holliday & Eleventh; 3 at Hayes & Seymour Rd.; 3 at Grant St.; 3 at N. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plaza	NA	TG&Y, A&P
Parker Sq. (40)	NA	McClurkan's, Montgomery Clothing Dept.
Southmoor (10)	NA	Safeway
Faith Village (60)	NA	White's, Ben Franklin, Cloth World
Sikes Senter (72)	NA	Penney, Dillard's Dept.

Principal Shopping Days : Thu., Sat., Mon. (1st Mon. is Dollar Day).
Stores Open Evenings : Dept.: Thu.; Food: Fri., Sat. Sikes Senter, Mon. to Fri.

13 - RETAIL OUTLETS: Department Stores - Dillard's; Perkins-Timberlake; McClurkan's; Penney's; Sears; Hub; White's; Bealls.
Discount Stores : Gibson's 2; Treasure City; K mart 2; Best Prod; Target; Edisons.
Variety Stores : Woolworth; TGY Family Center 2; Winns 2; L-SN Variety.
Chain Drug Stores : Walgreen; Eckerd's; Albertson's.
Chain Food Supermarkets : Safeway 3; United 3; IRB 3; Jiffy 19; Affiliated Food Stores 7.
Other Chain Stores : Auto Supplies: White's; Western Auto; Firestone; Goodyear; Independent Furn: Popular Spears'; Texas; Home; Women's Clothing: Franklin's; Bakers; Lerner's; Brooks; Woods; Factory Outlet; Patricia; The Hub; Singer Co.; Zale's Jewelry; Merle Norman Cosmetics; S&H Green Stamps.
Specialty Chain Stores : Hallmark; Whites; Radio Shack; Sutherland Lumber.

14 - NEWSPAPERS: RECORD-NEWS (m-mon to fri) 35,237; (m-sat) 44,298; TIMES (e-mon to fri) 16,381; (S) 48,184; Comb. (m&e) 51,618; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Marvin B. Penrod, Mgr. Gen. Adv., RECORD-NEWS and TIMES, 1301 Lamar St., Wichita Falls, TX 76307; Tel. (817) 767-8341.
National Representatives : CWO&O; Harte-Hanks.

UTAH SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Provo-Orem —Utah County.
Salt Lake City-Ogden —Salt Lake, Weber, Davis and Tooele Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	112	189
5-14 Years	241	272
15-24 Years	215	295
25-44 Years	238	384
45-64 Years	177	212
65 and Over	77	109
TOTAL	1,060	1,461

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	162	290	454
Genral Mdse	279	551	845
Food	470	821	1,421
Automobiles	530	952	1,348
Gasoline Stations	189	367	787
Apparel	95	169	260
Furniture	128	231	370
Eat-Drink Places	185	314	544
Drugs	145	130	220
TOTAL	2,384	4,146	6,866

LOGAN

1 - LOCATION: Cache County, E&P Map B-1, County Seat. 86 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30; State Hwy. 101. Gateway to Yellowstone National Park, Grand Teton National Park, Jackson Hole, Wyoming.

2 - TRANSPORTATION: Railroads : Union Pacific.
Intercity Bus Lines : Cook; Greyhound.
Motor Freight Carriers : 3.
Air Service : 1.

3 - POPULATION:
Corp. City 80 Cen. 26,844
CZ-ABC: (70) 26,354; (81) 34,300
RTZ-ABC: (70) 23,350; (81) 33,900
County 80 Cen. 57,176
City & RTZ-ABC: (70) 49,704; (81) 68,200
Demographic Information available from Newspapers. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,291
CZ-ABC: (70) 7,394; (81) 11,000
RTZ-ABC: (70) 6,586; (81) 11,100
County 80 Cen. 17,558
City & RTZ-ABC: (70) 13,980; (81) 22,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	10	$119,532,748
Sav. & Loan	3	$32,000,000

6 - PASSENGER AUTOS: City 23,347

7 - ELECTRIC METERS: Residence 10,832

8 - GAS METERS: Residence, City 10,750

9 - PRINCIPAL INDUSTRIES: Industry, Number of Employees—Women's Apparel 125; Cheese Mfg. 633; Trackmaster 225; Canning Factory 270; Farm Equip. Mfg. 230; Printing 260; Meat Packing 239; Piano Mfg. 230; Plastic Mfg. 105; Electronics 350.

10 - CLIMATE: Min.& Max. Temp. - Spring 27-72; Summer 49-88; Fall 20-63; Winter 15-47.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center : 18 blocks on Main St.; 2 on Center St.; 2 on First North; 2 on Second North; 2 on 4th North; Cache Valley Mall 1300 N. Main, Logan 50.
Stores Open Evenings : Drug & Dept.— Nightly till 10 Grocery—Daily till midnight (two open 24 hrs.).

13 - RETAIL OUTLETS: Department Stores : Sears; Keith O'Brien; J.C. Penney; Grand Central; Samon's; ZCMI; Ernst Home Centers; The Bon; K mart.
Variety Stores : Sprouse Reitz; King's.
Chain Drug Stores : Skagg's; Low Cost Drug Center; Grand Central; Smiths.
Chain Food Supermarkets : Safeway; IGA; Albertson; Smith's Foodking; Bobro's.
Other Chain Stores : State Hdwr.; Firestone; Standard Optical; Sherwin-Williams; Sweetbriar; Douglas Optical; Goodyear; Montgomery Ward (catalog); Block's; Logan Howe; Sunset Sporting Goods; Kinney Shoes; Thom McAn Shoes; Maurice's; Lerner Shops; Pic-A-Dilly Women's Apparel; Nobby; Anita Shops; Discount Tire; Furniture Stores: Crystal, Edwards, Lundstrom, U&L, Bob's Furniture Outlet, Hy Whitney.

14 - NEWSPAPERS: HERALD-JOURNAL (e-mon to fri) 12,498; (S) 12,735; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Roy W. Callaway, Adv. Dir., HERALD-JOURNAL, 75 W. 3rd North St., Logan, UT 84321; Tel. (801) 752-2121.
National Representative : None.

OGDEN

1 - LOCATION: Weber County (In Salt Lake City-Ogden SMSA). E&P Map B-2, County Seat. Industrial Center, R.R. shipping center. 37 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30S; 15 & 80-N, State Hwys. 40, 39.

2 - TRANSPORTATION: **Railroads** : Union Pacific; Southern Pacific; Denver & Rio Grande Western; Pacific Fruit Express Co.; Amtrak.
Motor Freight Carriers : 11.
Intercity Bus Lines : Greyhound; Continental; Lake Shore; Utah Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 64,407
PMA-ABC: (70) 209,879; (81) 264,900
County 80 Cen. 144,616
SMSA 80 Cen. 936,255

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,985
PMA-ABC: (70) 58,218; (81) 83,800
County 80 Cen. 47,643
SMSA 80 Cen. 297,345

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$705,000,000
Sav. & Loan	5	$220,000,000

6 - PASSENGER AUTOS: City 56,609

7 - ELECTRIC METERS: Residence 47,203

8 - GAS METERS: Residence 45,368

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): R.R. 1,320 ($325); Food 1,800 ($160); Fab. Metal 400; Apparel 470 ($100); Stone, Clay & Glass 200 ($230); Constr. 4,100 ($240).

Principal Pay Days : R.R.: 10th & 25th; Hill Air Force Base, Defense Depot Ogden, Internal Revenue Service: Twice monthly. Others: Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-70; Summer 52-87; Fall 28-76; Winter 17-50. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Alkaline, hard; not fluoridated

12 - RETAILING: **Principal Shopping Center** : 5 blocks on Washington Blvd.; 2 on 24th St.; 2 on 25th St.
Neighborhood Shopping Ctrs. : 2nd & Washington Blvd.; 2nd & Harrison Blvd.; 40th & Washington Blvd.; 39th & Harrison Blvd.; 36th & Wall, North Ogden.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
S. Ogden	4	Gibson's
Roy (6)	6	Smith's Foods
Five Points (46)	3	Wangsgard
Wall Ave.	3	Sears, Smith's Foods
2nd/Harrison	2	N.A.
K mart (12)	2	K mart
Newgate (11)	NA	Sears
Wangsgard's	2	Wangsgard's Mkt. Five Points

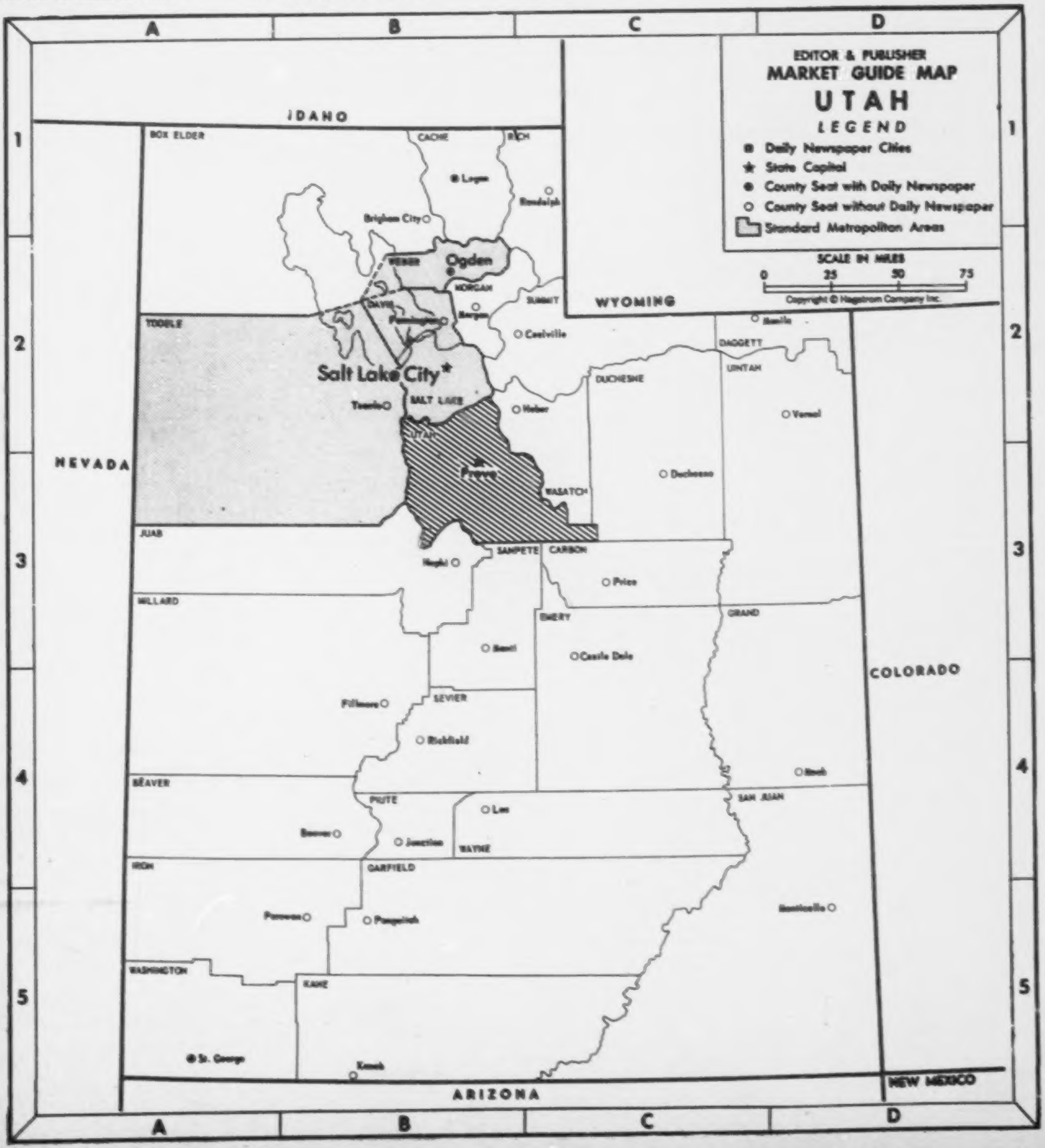
Principal Shopping Days : Dept. Stores: Mon., Fri. & Sat. Food: Fri. & Sat.
Stores Open Evenings : Fri. Food: Nitely.

13 - RETAIL OUTLETS: **Department Stores** : Penney; Bon Marche; Sears Roebuck; ZCMI; Weinstocks; Nordstrom.
Discount Stores : Gibson; Farr; Sav-On; Grand Central; K mart.
Variety Stores : Woolworth.
Chain Drug Stores : Skaggs 2; Thrifty; Hospital Drugs 1; Vinces 5; Prescription Centers 3; Grand Central Stores 2; Drug King 1.
Chain Food Supermarkets : Safeway 3; K mart 1; Albertson's 5; Smith's Food King 8; Richardsons 1; Stimson's 3.
Other Chain Stores : Singer Co.; Baker; Anita Shops; Pulman Wholesale Tailors; Firestone; Goodyear; Western Auto; Zale's; Pay N Pak; B Mart; Ernst Home Center.

14 - NEWSPAPERS: STANDARD-EXAMINER (e) 50,477; (S) 52,046; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James L. Barclay, Mgr., Gen. Adv., STANDARD-EXAMINER, 455-23rd St., Ogden, UT 84401; Tel. (801) 394-7711.
National Representative : CWO&O.

PROVO

1 - LOCATION: Utah County; (In Provo-Orem SMSA). E&P Map B-3, County Seat. Site of Brigham Young University (25,000 students) 44 mi. S of Salt Lake City. U.S. Hwys. 89, 91, 50; State Hwy. 189,115.


A
B
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EDITOR & PUBLISHER
MARKET GUIDE MAP
UTAH
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
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IDAHO
WYOMING
NEVADA
COLORADO
ARIZONA
NEW MEXICO
BOX ELDER
CACHE
RICH
Logan
Randolph
Brigham City
WEBER
Ogden
MORGAN
Morgan
DAVIS
Farmington
SUMMIT
Coalville
TOOELE
Salt Lake City
Tooele
SALT LAKE
DAGGETT
Manila
UINTAH
DUCHESNE
Heber
Vernal
UTAH
Provo
Duchesne
WASATCH
JUAB
Nephi
SANPETE
CARBON
Price
MILLARD
EMERY
Manti
Castle Dale
GRAND
Fillmore
SEVIER
Richfield
Moab
BEAVER
PIUTE
Loa
SAN JUAN
Beaver
Junction
WAYNE
IRON
GARFIELD
Parowan
Panguitch
Monticello
WASHINGTON
KANE
St. George
Kanab

2 - TRANSPORTATION: Railroads : D&RGW; UP.
Motor Freight Carriers : 8.
Intercity Bus Lines : Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 73,907
CZ-ABC: (70) 96,927; (81) 160,800
RTZ-ABC: (70) 40,849; (81) 66,800
County/SMSA 80 Cen. 218,106
City & RTZ-ABC: (70) 137,776; (81) 227,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,059
CZ-ABC: (70) 23,818; (81) 45,300
RTZ-ABC: (70) 10,655; (81) 20,200
County/SMSA 80 Cen. 58,515
City & RTZ-ABC: (70) 34,473; (81) 65,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	16	$310,000,000
Sav. & Loan	6	$111,150,000

6 - PASSENGER AUTOS: City 60,556

7 - ELECTRIC METERS: Residence 60,000

8 - GAS METERS: Residence (County) 55,003

9 - PRINCIPAL INDUSTRIES: Industry, Number of Emp.: Steel Prof. & Fab. Steel 5,600; Cast Iron Pipe and Fdry. 580; Fertilizers 561; Lingerie & Clothing 996; Canning (Seasonal) 1,100; Brick, Tile, Bldg. Blocks, Concrete, Concrete Pipe 422; Asphalt and Paving Prod. 210; Coal Tar Prod. 261; Electronics 1,100; Meat Packing 299.

10 - CLIMATE: Min. & Max. Temp. - Spring 34-64; Summer 51-88; Fall 37-67; Winter 18-41.

11 - TAP WATER: Alkaline; hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
University Mall (160)	NA	ZCMI, Penney's, Mervyn's
9th East (9)	NA	Smith's Food King
Kombo (7)	NA	Kombo
Riverside (12)	NA	Skagg's, Labelles, Safeway
Grand Central (10)	NA	Grand Central, Smith's Food King
Norton's (7)	NA	Norton's Food
Orem Center (14)	NA	Safeway, Albertson s, Skagg's & Gibson's
Carillon Square (9)	NA	Ernst Home Ctr., Bobcos
Parkway (15)	NA	Fashion Gal, Stoker Bros.

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon., Wed., Thur. to 9.

13 - RETAIL OUTLETS: Department Stores : LaBelle's; Penney; Sears; Grand Central; ZCMI; K mart; Mervyn's.
Variety Stores : Woolworth; Sprouse Reitz; Cornet.
Chain Drug Stores : Skagg's; City Drug (Walgreen); B&H Pharmacy (Rexall); Swallow's.
Chain Food Supermarkets : Safeway 4; Allen 4; IGA 4; Reams 4; Albertsons 3; A.G. Stores 8; Food King 2; Bobcos; Kombo.
Other Chain Stores : Anderson Lumber; Boise Cascade; Firestone; Sherwin Williams Paint; Bennett's Paints; Lerner Shops; Anita Shops; Goodrich; Sweetbriar; Douglas Optical; Standard Optical; Zales Jewelry; Montgomery Ward (catalog); House of Fabrics; Radio Shack; Payless Shoes; Leven's; Bradshaw Auto Parts; Utah Auto Parts; F.G. Ferre; Samon's; Wolfe's; Castleton's; Sunset Sporting; Checker Auto Supply; Singer Co.; Midas Muffler; Gibson's; Ernst Home Ctr.

14 - NEWSPAPERS: HERALD (e-mon to fri) 31,179; (S) 31,951; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Kirk Parkinson, Adv. Mgr., HERALD, 1555 No. 200 W., Provo, UT 84601; Tel. (801) 373-5050.
National Representative : None.

ST. GEORGE

1 - LOCATION: Washington County, E&P Map A-5. County Seat. Winter resort. Diversified farming.

2 - TRANSPORTATION: Motor Freight Carriers - Milne; PIE & Garrett.
Intercity Bus Lines - Trailways; Greyhound.
Airlines - All major airlines at Las Vegas, NV, Airport & Commuter Skywest.

3 - POPULATION:
Corp. City 80 Cen. 11,350
County 80 Cen. 26,065

4 - HOUSEHOLDS:
City 80 Cen. 3,589
County 80 Cen. 7,801

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	3	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: City 9,637

7 - ELECTRIC METERS: Residence 6,640

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Sugar; Beet Seeds; Fruit; Poultry; Light Mfg.; Tourism; Cattle Ranching; Hay.
Principal Industrial Pay Days - Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center - Downtown; St. George Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Dixie Mall	NA	Safeway
East City (8)	NA	Montgomery Ward (Catalogue)
Kemp Korner (18)	NA	State Farm Ins., Chuck's
Red Hills Plaza	NA	
Skyline Ctr	NA	
Sunshine Sq. (10)	NA	Sears (Catalog), Ace Hardware, Thriftway
Ancestor Square (22)	NA	Picklesimer's, Cardon Shoes

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Center Dept.
Discount Stores : Gibson's.
Variety Stores - Ben Franklin.
Chain Drug Stores : Skagg's; Good Neighbor Pharm.
Chain Food Supermarkets - Safeway; Thriftway; Food Town; Short Stop Mkt.
Other Chain Stores - Radio Shack; Sprouse Reitz; Ace Hdwr.; 7-Eleven; True Value Hdwr.

14 - NEWSPAPERS: COLOR COUNTRY SPECTRUM (e-tues to fri; S) 8,200; Sworn April, 1980.
Local Contact for Advertising and Merchandising Data: Ronald I. Jones, Adv. Dir., COLOR COUNTRY SPECTRUM, PO Box 40, St. George, UT 84770; Tel. (801) 673-3511.
National Representative : None.

SALT LAKE CITY

1 - LOCATION: Salt Lake County (In Salt Lake City-Ogden SMSA). E&P Map B-2, State Capital, County Seat. SMSA: Salt Lake Davis, Weber & Tooele Counties. Mining, trade center, heavy industry, finance. On U.S. Hwys. 40, 50, I-80, I-15.

2 - TRANSPORTATION: Railroads : Union-Pacific; Denver & Rio Grande Western; Western Pacific; Garfield & Western.
Motor Freight Carriers : 22.
Intercity Bus Lines : Continental; Greyhound; Lake Shore; Lewis Bros. Stages; Utah Transport Authority.
Airlines : Western, United, Texas International, American, Hughes Airwest, Frontier, Braniff, TWA, Eastern, P.S.A.

3 - POPULATION:
Corp. City 80 Cen. 163,033
PMA-ABC: (70) 539,433; (81) 757,300
RTZ-ABC: (70) 284,058; (81) 449,900
County 80 Cen. 619,066
SMSA 80 Cen. 936,255
Total PMA & RTZ-ABC: (70) 823,491; (81) 1,207,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 67,576
PMA-ABC: (70) 155,903; (81) 251,800
RTZ-ABC: (70) 74,769; (81) 135,800
County 80 Cen. 201,742
SMSA 80 Cen. 297,345
Total PMA & RTZ-ABC: (70) 230,672; (81) 387,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
State	65	$3,333,890,000
National	11	$3,402,878,000
Sav. & Loan	12	$4,181,821,032

6 - PASSENGER AUTOS: County 310,849

7 - ELECTRIC METERS: Service area 440,000

8 - GAS METERS: Service area 400,000

9 - PRINCIPAL INDUSTRIES: Industry, number of wage earners (Av. monthly wage) Nonagricultural 548,419 ($1,004; Mining 17,694 ($1,719); Contract Construction 35,642 ($1,260); Manufacturing 86,734 ($1,161); Durable Goods 58,433 ($1,263); Nondurable Goods 28,301 ($950); Transportation, Communication and Public Utilities 33,573 ($1,469); Trade 129,378 ($765); Wholesale trade 33,342 ($1,236); Retail trade 96,036 ($601); Finance, Insurance, Real Estate 25,817 ($953); Services 96,352 ($782); Total Government 123,229 ($1,024); Federal Govt. 36,597 ($1,328); State Govt. 31,541 ($1,011); Local Govt. 55,091 ($829).

10 - CLIMATE: Min. & Max. Temp.—Spring 37-81; Fall 22-66; Summer 49-93; Winter 19-51. First killing frost, Nov. 16. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 43 blocks on 8 Sts.
Neighborhood Shopping Centers : 4 to 10 blocks at Sugarhouse, Murray, Midvale, Magna, Kearns, Sandy, Holladay, Granger, Riverton, Draper, Bountiful, Centerville, Farmington, Kaysville, Layton, Syracuse, Clearfield, Sunset.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cottonwood Mall (98)	NA	ZCMI Dept., Woolworth, Albertson's, Penney, Arden's
Cottonwood Vlg. (11)	NA	Safeway
Crossroads (160)		Nordstoms; Weinstocks
Family Center (40)	NA	Harmon's, Samon's
Fifth Ave. Shops	NA	
Fashion Place (108)	NA	Sears, Weinstock's
Foothill Village (24)	NA	Albertson's, Castleton's
Granger (27)	NA	Merc Dept., Sprouse Reitz, Granger Mkt., Sears
Olympus Hills (12)	NA	Skaggs
7th East (2)	NA	Skaggs, Food King
Sugar House (15)	NA	Penney, Albertson's
Trolley Square (118)	NA	
Union Sq. (35)	NA	
Valley Fair (85)	NA	Penney, ZCMI, Castleton's
Valley (11)	NA	Safeway, Skaggs
Victoria Park (12)	NA	Sprouse Reitz, Dan's Foods
ZCMI (70)	NA	ZCMI Dept.

Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : ZCMI; Fashion Place; Magnin; Valley Fair; Castleton's; JM McDonalds; Keith O'Brien; Sears; J.C. Penney; Weinstock's.; Mervyns; Nordstroms.
Discount Stores : K mart; Gibson's.
Variety Stores : Woolworth; Sprouse Reitz.
Chain Drug Stores : Grand Central 10; Skaggs 17; Erickson's 3; Thrifty Drug 7; Lowe 2; Dan's 3; Professional Phcy. 2; Prescription Phcy. 2.
Chain Food Supermarkets : AG-Foodtown 23; Smith-Warshaw 21; Albertson's 22; Safeway 23; Reams 6; IGA 14; Harmon's 4; Dan's 5; The Store 3; 7-Eleven 52.
Other Chain Stores : Arden's; National Shirt; Lerner; Sherwin-Williams; Chandler's; Flagg Bros.; Mode O'Day; Firestone; Goodrich; Goodyear; Burt's; Zale's; Gallenkamp; Anita; House of Nine; Glidden; Dutch Boy; Baker's; Thom McAn; Kinney Shoes; Dayne's Optical; Castleton's; Mac's Clothes; Montgomery Ward (catalog); Ernst; Allwood's.

14 - NEWSPAPERS: TRIBUNE (m) 110,998; DESERT NEWS (e) 71,430; TRIBUNE (S) 178,299; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Fuller, Nat'l. Mgr., Newspaper Agency Corp. TRIBUNE/DESERET NEWS, 143 South Main, Salt Lake City, UT 84111; Tel. (801) 237-2720.
National Representative : None.

VERMONT SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Burlington —Burlington, South Burlington and Winooski: Cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston Towns in Chittenden County; Georgia Town in Franklin County; South Hero Town in Grand Isle County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	38	36
5-14 Years	92	81
15-24 Years	81	100
25-44 Years	100	145
45-64 Years	87	92
65 and Over	47	58
TOTAL	445	511

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1982 Estimate**
Bldg. Mat./Hdwr	92	129	166
Genral Mdse	113	145	182
Food	261	388	551
Automobiles	207	307	357
Gasoline Stations	87	137	241
Apparel	40	63	79
Furniture	41	56	73
Eat-Drink Places	71	125	178
Drugs	25	37	52
TOTAL	1,103	1,668	2,296

BARRE-MONTPELIER

1 - LOCATION: Washington County, E&P Map B-3. State capitol (Montpelier). Shopping center for central VT. Granite center of world; direct railroad connection. On State Hwy. 14; U.S. Hwys. 2,302, 12, I-89.

2 - TRANSPORTATION: Railroads - Montpelier & Barre (feeders for Canadian National, Central Vermont and Boston Maine; join at Montpelier Junction); Amtrak.
Motor Freight Carriers - 4.
Intercity Bus Lines - Vermont Transit; Twin City.
Airlines - Precision.

3 - POPULATION:
Corp. Cities 80 Cen. 18,065
Barre 80 Cen. 9,824
Montpelier 80 Cen. 8,241
CZ-ABC: (70) 20,868; (81) 20,800
RTZ-ABC: (70) 45,133; (81) 56,400
County 80 Cen. 52,393
City & RTZ-ABC: (70) 66,001; (81) 77,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,513
Barre 80 Cen 6,259
Montpelier 80 Cen. 3,254
CZ-ABC: (70) 7,006; (81) 8,000
RTZ-ABC: (70) 12,560; (81) 18,400
County 80 Cen. 18,613
City & RTZ-ABC: (70) 19,566; (81) 26,400

5 - BANKS:
Comm. Est. Dep. $273,655,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: 8,052

8 - GAS METERS: Res. 1,600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Granite Mfg. 1,250 ($260); Machine Shops 100 ($250); Capacitor Plant 350 ($210); State Gov't. 3,750 ($236); Insurance 864 ($250); Rail Car Assembly 200 ($225).
Principal Pay Days - Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-65; Summer 52-88; Fall 24-66; Winter 10-34; First killing frost, Sept. 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Barre: Principal Shopping - Main St.; Summer; Washington; South Main Sts. Montpelier: 3 blocks on Main St.; 3 on State St.; Elm, Barre & Berlin Sts.; Barre-Montpelier Rd.

Nearby Shopping Center

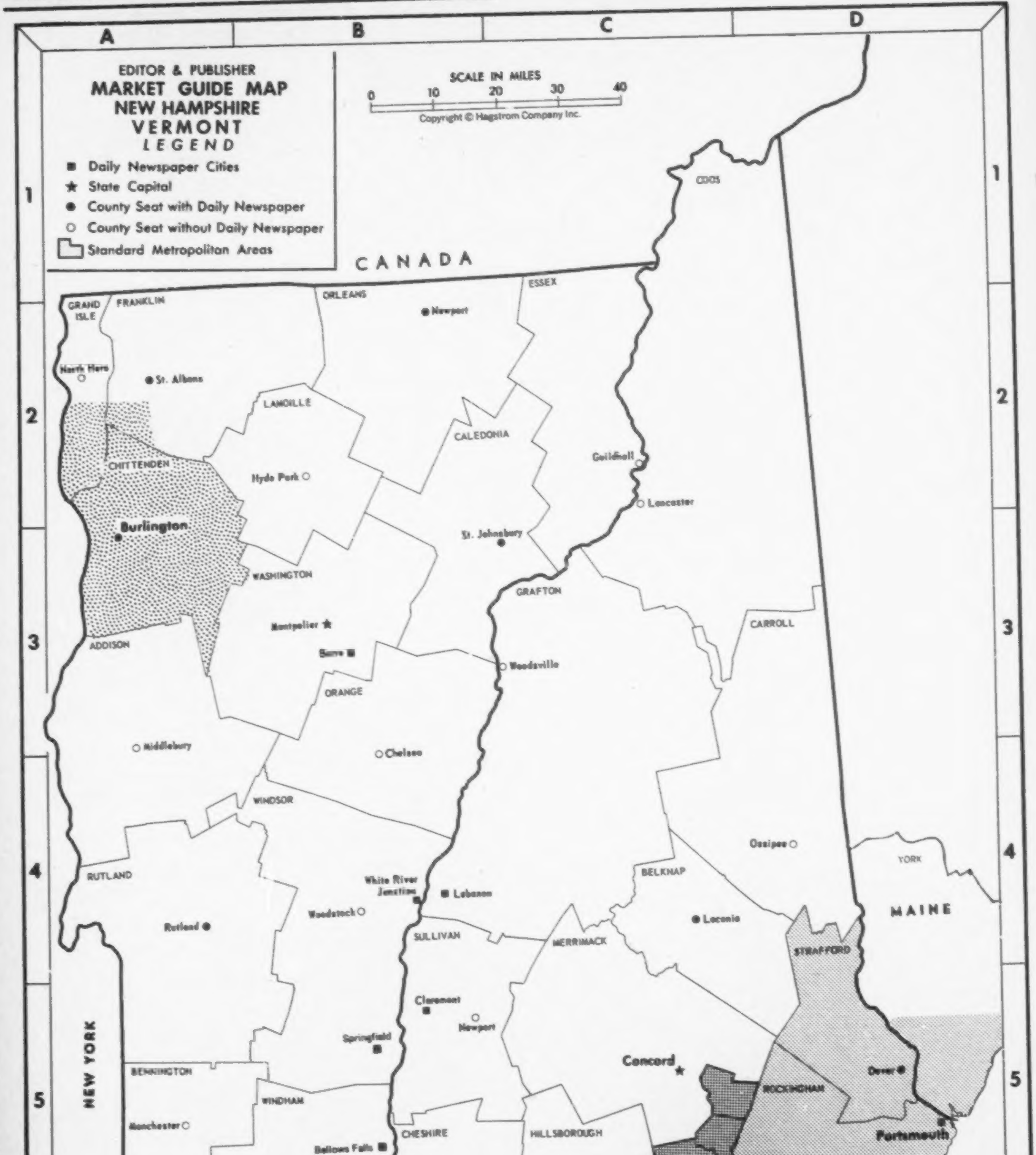
Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ames (6)	NA	Ames, P&C, Radio Shack, Kenney Drugs
Central Plaza (5)	NA	Grand Union
Vermont Shopping Ctr. (15)	NA	Woolworths, Zayre, Finast
Montpelier Railroad Station (6)	NA	Grand Union

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Grocery chains, shopping center stores, Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores - Montgomery Ward; Homer Fitts.
Discount Stores : Harry's; Colonial Distributors; Ames; Zayre's.
Variety Stores - Woolworth; Newberry;
Chain Drug Stores : Rexall; Red Cross Kinney; L Drugs 2; Whelan's; Archer Kent; Rix Drugs 2; Seivwright Phcy. 2.
Chain Food Supermarkets : First National; Grand Union 2; P&C 3.
Other Chain Stores - Sears (catalog); Sherwin-Williams; Endicott-Johnson 2; Aubuchon 2; Beaconway; Lafayette Radio; Radio Shack; Goss Tire; Goodyear.

14 - NEWSPAPERS: TIMES-ARGUS (e) 12,423; (S) 12,449; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Harry Perrigo, Adv. Dir., TIMES-ARGUS, 540 N. Main St., Barre, VT 05641; Tel. (802) 479-0191.
National Representative : Landon.

Editor & Publisher
QUOTES
market prices of
newspaper stocks.


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
10
20
30
40
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A
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CANADA
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
North Hero
St. Albans
Newport
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
CARROLL
Montpelier
Barre
ADDISON
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
RUTLAND
White River Junction
Lebanon
BELKNAP
YORK
Woodstock
Rutland
Laconia
MAINE
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
Springfield
NEW YORK
BENNINGTON
Concord
Dover
WINDHAM
ROCKINGHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Bellows Falls
Manchester
Exeter
Newfane
Keene
RENSSELAER
Newburyport
Bennington
Brattleboro
Haverhill
Nashua
ESSEX
Lawrence
MIDDLESEX
MASSACHUSETTS
Lowell
Beverly
Fitchburg
Salem
Leominster
Wakefield
Melrose
Lynn

BENNINGTON

1 - LOCATION: Bennington County, E&P Map A-6, County Seat. Residential center. 180 mi. NE of New York; 148 mi. NW of Boston; 37 mi. NE of Albany. On U.S. Hwy. 7 and State Hwys. 7, 9.

2 - TRANSPORTATION: Railroads - Vermont.
Motor Freight Carriers - 2.
Intercity Bus Lines - Trailways; Vermont Transit; Greyhound; Mini-Bus.

3 - POPULATION:
Corp. City 80 Cen. 15,815
County 80 Cen. 33,345

4 - HOUSEHOLDS:
City 80 Cen. 5,457
County 80 Cen. 11,956

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$130,000,000
Savings	1	$60,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 13,179 (1978)

7 - ELECTRIC METERS: 3,860

8 - GAS METERS: 1,147

9 - PRINCIPAL INDUSTRIES: Town Zone - Textiles; Plastics; Paper; Furn.; Wood Novelties; Brushes; Yarn; Ptg.; Tanning; Tissue Paper; Box Board; Chemical Prod.; Electronics; Pottery; Union Carbide 1,200; Globe Union 600; Stanley Tools 800; Ben Mont Paper Co. 450; Bejur Lubrication 300; Total labor force (county) 14,200: Mfg. 4,500; Service and misc. 2,600; Gov. 1,200; Trade 2,450; Contract and Const. 800. Bal. agric. and misc.

10 - CLIMATE: Min. & Max. Temp. - Spring 26-70; Summer 50-95; Fall 30-75; Winter -30-50. First killing frost, Oct. 1. Last killing frost, May 31.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center : Five blks. on Main St., downtown on Rt. 9. Four blks. on U.S. Rt. 7, downtown. A&P, Sears (catalog), Grand Union, all downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bennington Plz. (6)	NA	Price Chopper Mkts., Kings
Monument Plz. (5)	NA	Reedy's Food Ctr., Woolworth's, Adams Drug
Bennington Sq. (11)	NA	J.C. Penney, K mart, P&C
North Street	NA	

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri. until 9; Price Chopper open 24hrs., except Sun.

13 - RETAIL OUTLETS: Department Stores - E. L. Nichols; Fienberg Stores; J. C. Penney; H. Greenberg; Tuttle's.
Discount Stores : Kings; Woolworth's; K mart.
Chain Drug Stores : Adams; CVS; Rite-Aid.
Chain Food Supermarkets : A&P; Grand Union; First National; P&C; Price Chopper; Clark's IGA.
Other Chain Stores - B. F. Goodrich; Firestone; Montgomery Ward (catalog and automotive); Gladstone Shoes; Fayva; Sportique; Radio Shack; Sears (catalog).

14 - NEWSPAPERS: BANNER (e-mon to fri; m-sat) 7,333; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Michael Grover, Adv. Mgr., BANNER, 425 Main St., Bennington, VT. 05201; Tel. (802) 447-7567.
National Representative : Landon.

BRATTLEBORO

1 - LOCATION: Windham County, E&P Map B-6. On Connecticut River in SE corner of State. 200 mi. from New York City; 100 mi. from Boston; on I. 91.

2 - TRANSPORTATION: Railroads - Amtrak; Boston & Maine; Central Vermont.
Motor Freight Carriers - 5.
Intercity Bus Lines - Vermont Transit; Peoples; Greyhound.
Airports - Keene, N.H. (20 min.); Hartford, Conn. (1 1/2 hr.)

3 - POPULATION:
Corp. Town 80 Cen. 11,886
County 80 Cen. 36,933

4 - HOUSEHOLDS:
City 80 Cen. 4,598
County 80 Cen. 13,840

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$200,000,000
Sav. & Loan	1	$10,000,000
Savings	2	$25,000,000

6 - PASSENGER AUTOS: County N/A

7 - ELECTRIC METERS: Residence 6,021

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Wood & Lumber Prod. 125; Printing 1,050; Boots & Shoes 115; Paper Mills 190; Cattle Registry 200.
Principal Pay Days - Wed., Thu., Fri.

10 - CLIMATE: First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 7 blocks on 3 streets; Brattleboro North; Fairfield Plaza; Finast Plaza.
Neighborhood Shopping Centers - Western Ave.
Shopping Center - Brattleboro Shopping Plaza (7 stores) P&C Mkt.; Brattleboro North Plaza; Kings; Supermarket, 6 other stores; Fairfield: J. C. Penney, Grand Union, 2 other stores; Finast Plaza, 4 stores.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - J.E. Mann; Army & Navy; J. C. Penney.
Variety Stores - Mall Drugs; Rite Aid; Brooks Drugs.
Discount Stores : Kings.
Chain Drug Stores : Rexall; Rite Aid; Brooks.
Chain Food Supermarkets : Grand Union; First National; P&C; O.K. Fairbanks.

14 - NEWSPAPERS: REFORMER (e) 8,297; sworn Mar. 31. 1981.
Local Contact for Advertising and Merchandising Data: Richard Macko, Adv. Mgr., REFORMER, Box 802, Brattleboro, VT 05301; Tel. (802) 254-2311.
National Representative : Landon.

BURLINGTON

1 - LOCATION: Chittenden County, (SMSA). E&P Map A-3, County Seat. Banking, shipping, manufacturing, resort, medical, wholesale and retail center; College center. In NW part of State. 300 mi. from New York City; 221 mi. from Boston; 98 mi. from Montreal.

2 - TRANSPORTATION: Railroads - Central Vermont (Canadian Nat'l); Vermont Railway.
Intercity Bus Lines - Greyhound; Vermont Transit.
Motor Freight Carriers - 6.
Airlines - USAir; Delta; Air North; Air New England.

3 - POPULATION:
Corp. City 80 Cen. 37,712
CZ-ABC: (70) 53,909; (81) 54,900
RTZ-ABC: (70) 132,095; (81) 167,600
County 80 Cen. 115,534
SMSA 80 Cen. 114,070
City & RTZ-ABC: (70) 186,004; (81) 222,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,107
CZ-ABC: (70) 15,645; (81) 18,600
RTZ-ABC: (70) 36,456; (81) 53,300
County 80 Cen. 38,528
SMSA 80 Cen. 38,004
City & RTZ-ABC: (70) 52,101; (81) 71,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$1,069,280,000
Savings	1	$347,254,000
Sav. & Loan	1	$143,117,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 12,847

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Aicraft Armament 2,100; Computer Electronic and Components 8,150; Greater Burlington Area-Mfg.-Lumber & Furniture 250; Prim & Fabricating Metal Working 950; Food 600; Paper & Ptg. 800; Non-electrical Machinery 600, All other Mfg. 1,150; Non-Mfg. Transp. Comm. & Pub. Util. 2,450; Trade Wholesale 2,450; Retail 9,350; Fin. Ins. & Real Estate 2,450; Medical Services 4,400; Educational Services 1,500; Nonprofit Membership Organizations 600; Social Services 850; Personal Services 550; Business Services 1,150; Hotels 1,100; All other Service Industries 1,850; Contract Const. 3,200; Federal, State & Local Gov't. 10,300; other Non-Mfg. 150; Non-Farm, 56,950.

10 - CLIMATE: Min. & Max. Temp. - Spring 31-67; Summer 58-80; Fall 20-58; Winter 16-31. Last killing forst, May 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 12 blocks on and crossing Church St. plus underground mall.
Shopping Centers - Seaway (6 units); Shelburne Rd. Plaza (6 units); Ethan Allen, North Ave. (20 units); Williston Rd. (2 units); Burlington Plaza (6 units); University Mall (43 units).
Principal Shopping Days : Food - Fri.; Others-Fri. & Sat.
Stores Open Evenings : Fri; Burlington Square (downtown) Mall: Mon-Fri.; University Mall: Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; Abernethy Clarkson Wright; Magram's; Woolworth; Hill's; Ben Franklin; Almy's.
Discount Stores : Gaynes; Colonial Distributors; K mart; Zayre's; King's; Service Merchandise.
Chain Drug Stores : Mall; Brooks; Luv's; Duffy's; Welby's.
Chain Food Supermarkets : Grand Union 5; P&C 23; Martin's Foods 2.
Other Chain Stores - Thom McAn; G.R. Kinney's; Fanny Farmer; Goodyear; Victory Auto; Pittsburgh Plate Glass, Radio Shack; Gordon Jewelry; So-Fro Fabrics; Brooks Fashions; Casual Corner; Chess king; Foxmoor; General Nutrition; Hickory Farms; Merle Norman Cosmetics; Pearle Vision Ctr.; Music Land.

14 - NEWSPAPERS: FREE PRESS (m) 50,094; (S) 46,447; March 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Winston G. Whitney, Gen. Adv. Mgr., FREE PRESS, 191 College St., Burlington, VT 05401; Tel. (802) 863-3441.
National Representative : Gannett.

HARTFORD, VT

See LEBANON, NH

MONTPELIER

See BARRE

NEWPORT

1 - LOCATION: Orleans County, E&P Map B-2, County Seat. Shipping center for county agricultural and dairy area. Retail trade center; in NE part of State on S end of Lake Memphremagog; 225 mi. from Boston; 75 mi. from Burlington; 102 mi. from Montreal. U.S. Hwy. 5.

2 - TRANSPORTATION: Railroads - Canadian Pacific; Quebec Central.
Motor Freight Carriers - 1.
Intercity Bus Lines - Vt. Transit (Greyhound); Voyageur Bushnes.

3 - POPULATION:
Corp. City 80 Cen. 1,319
County 80 Cen. 23,440

4 - HOUSEHOLDS:
City 80 Cen. 2,199
County 80 Cen. 8,097

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings	1	N.A.

6 - PASSENGER AUTOS: County 10,020

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Whly. Wage): Railway 250 ($210); Clothing 220 ($130); Plastics 100 ($150); Plywood 100 ($160); Other Mfg. 900 ($125).

10 - CLIMATE: Min. & Max. Temp. - Spring 29-48; Summer 53-76; Fall 4-56; Winter 6-27. First killing frost, Sept. 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal shopping Cener - 5 blocks on Main; Coventry; Second Sts. and North Ave.
Shopping Center : Derby (4 mi. distant) Kings.
Neighborhood Shopping Centers - East Main St., two blocks; Lakeside Shopping Ctr.
Principal Shopping Days : Thurs., Fri. Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Needleman's.
Variety Stores - Newberry; Kings.
Chain Food Supermarkets : Grand Union, Fedeles' Market; Shop & Save.
Other Chain Stores - Endicott-Johnson (shoes); Sears (catalog); Gladstone Shoes.; Montgomery Ward (catalog).

14 - NEWSPAPERS: EXPRESS (e) 4,554; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Richard T. Rivard, Adv. Mgr., EXPRESS, Hill St., Newport, VT 05830; Tel. (802) 334-6568.
National Representative : Landon.

RUTLAND

1 - LOCATION: Rutland County, E&P Map A-4, County Seat. Shopping center for Central Vermont. 250 mi. from New York City; 160 mi. from Boston.

2 - TRANSPORTATION: Railroads - Vermont.
Motor Freight Carriers - 9.
Intercity Bus Lines - Vermont; White River; Greyhound.
Airlines - Precision.

3 - POPULATION:
Corp. City 80 Cen. 18,436
CZ-ABC: (70) 27,554; (81) 28,900
RTZ-ABC: (70) 94,485; (81) 110,500
County 80 Cen. 58,347
City & RTZ-ABC: (70) 122,039; (81) 139,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,060
CZ-ABC: (70) 8,751; (81) 10,600
RTZ-ABC: (70) 28,589; (81) 38,400
County 80 Cen. 20,604
City & RTZ-ABC: (70) 37,340; (81) 49,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$461,000,000
Savings	2	$207,174,364
Sav. & Loan	1	$112,547,302

6 - PASSENGER AUTOS: 23,894

7 - ELECTRIC METERS: 6,700

8 - GAS METERS: Res. City 2,400

9 - PRINCIPAL INDUSTRIES: Scales; Plaster; Medical Supplies; Quarrying; Dresses; Jet Turbine Components; Printing; Direct Mail Adv.
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: 3 blocks on Merchants Row; 2 on West St.; 1 on Center St.; 2 on Wales St.; 1 on Evelyn St.
Shopping Centers : Green Mountain Plaza; Rutland Plaza; Rutland Mall; Tenny Brook Mini-Mall.
Principal Shopping Days : Wed., Thu., Fri.
Stores Open Evenings : Fri; Mall nightly except Sun.

13 - RETAIL OUTLETS: Department Stores - Zayre; Montgomery Ward.
Discount Stores : King's; Oakman Electric.
Variety Stores - Woolworth; K Mart.
Chain Supermarkets : Red & White 2; IGA 3; First National 2; Grand Union; Martin's; A&P.

14 - NEWSPAPERS: HERALD (m) 20,513; (S) 17,595; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gene E. Noble, Gen. Mgr., HERALD, 27 Wales Street, Rutland, VT 05701; Tel. (802) 775-5511.
National Representative : Landon.

ST. ALBANS

1 - LOCATION: Franklin County, E & P Map A-2. County Seat. 3 mi. E. of St. Albans Bay on Lake Champlain; 28 mi. N of Burlington. On U.S. Hwys. 7, I-89.

2 - TRANSPORTATION: Railroads - Central Vermont.

3 - POPULATION:
Corp. City 80 Cen. 7,308
County 80 Cen. 34,788
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,913
County 80 Cen. 11,586

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$350,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 9,000

8 - GAS METERS: Residence 1600

9 - PRINCIPAL INDUSTRIES: Agriculture; Flashlights; Pulp & Paper; Software; Machine Shop; Milk Processing; Cheese; Printing.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Acid, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Highgate Plaza (12)	NA	Woolworths, Kinney Drugs, Martins, Radio Shack, Ames, Sears
St. Albans & Tr. (15)	NA	JC Penney, Ben Franklin, Grand Union, Brooks

Shopping Centers : Downtown; St. Albans; W. M. Doolin; St. Albans Electric; Nates; Anthoney Stevens; Federal Establishment; Lorrains; Bernos.
Principal Shopping Days : Mon., Thurs., Sat.
Stores Open Evenings : Wed., Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney.
Variety Stores - Ben Franklin.
Discount Stores - Ames; Kinney Drug; Brooks; Woolworth.
Chain Food Supermarkets : Grand Union; Martin's.

14 - NEWSPAPERS: MESSENGER (e-mon to fri; m-sat) 3,684; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Stanley R. Cummings, Adv. Mgr., MESSENGER, 281 N. Main St., St. Albans, VT 05478; Tel. (802) 524-?104.
National Representative : None.

ST. JOHNSBURY

1 - LOCATION: Caledonia County, E&P Map C-3, County Seat. Shipping center for Caledonia and Essex Counties; dairy area; maple sugar center; Northeast part of state; U.S. Hwys. 2, 5, I-91; 188 railroad mi. from Boston; 317 mi. from N.Y.C.

2 - TRANSPORTATION: Railroads - Canadian Pacific; Maine Central.
Motor Freight Carriers - 4.
Intercity Bus Lines - Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 7,938
CZ-ABC: (70) 8,409; (81) 7,400
RTZ-ABC: (70) 41,816; (81) 50,100
County 80 Cen. 25,808
City & RTZ-ABC: (70) 50,225; (81) 57,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,131
CZ-ABC: (70) 2,901; (81) 2,900
RTZ-ABC: (70) 12,892; (81) 17,800
County 80 Cen. 9,225
City & RTZ-ABC: (70) 15,793; (81) 20,700

5 - BANKS:
Savings, Dep. $201,000,000.

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 5,423 Rural 1,356

8 - GAS METERS: Residence 729

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Scales 800; Freight 118; Paper 600; Tap & Die Workers (in Lyndonville) 300; Maple Prod. 100; Sand & Gravel 325; Electronic 170; Electronics 245.

10 - CLIMATE: Min. & Max. Temp. - Spring 30-54; Summer 54-90; Fall 36-57; Winter 7-28. First killing frost, Sept. 20. Last killing frost, May 25.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center - 2 blocks on Railroad St.; 3 on Eastern Ave.; 1 on Main St.; Green Mountain Mall; St. Johnsbury Center.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Hoveys; Hills; Zayre; J.C. Penney.
Variety Stores - Luvs; Brooks Drugs; M.D. Drug.
Discount Stores - Ames; Zayre.
Chain Food Supermarkets : Shop & Save 3; P&C.
Other Chain Stores - Sears; Aubuchon Hardware; Fayva; Radio Shack.

14 - NEWSPAPERS: CALEDONIAN RECORD (e) 9,083; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John E. Byrne, Gen. Mgr., CALEDONIAN-RECORD, 25 Federal St., St. Johnsbury, VT 05819; Tel. (802) 748-8121.
National Representative : Landon.

WHITE RIVER JUNCTION, VT

See LEBANON, NH

VIRGINIA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Charlottesville —Charlottesville city; Albemarle, Fluvanna and Greene Counties.
Danville —Danville city; Pittsylvania County.
Johnson City-Kingsport-Bristol, Tenn.-Va. —Carter, Hawkins, Sullivan, Unicoi and Washington Counties, Tenn.; Bristol city, Scott and Washington Counties; Va.
Lynchburg —Lynchburg city; Amherst, Appomattox and Campbell Counties.
Newport News-Hampton —Newport News city; Hampton city; Williamsburg city; Poquoson city; Gloucester, James city and York Counties.
Norfolk-Virginia Beach-Portsmouth, Va.-N.C. —Chesapeake, Norfolk, Portsmouth, Suffolk (Nansemond City merged with Suffolk city Jan. 2, 1974), and Virginia Beach cities, Va.; Currituck County, N.C.
Petersburg-Colonial Heights-Hopewell —Petersburg, Colonial Heights and Hopewell cities; Prince George and Dinwiddie Counties, Va.
Richmond —Richmond city; Charles city; Chesterfield Goochland, Hanover, Henrico, Powhatan and New Kent Counties.
Roanoke —Roanoke city; Salem city; Botetourt, Craig and Roanoke Counties.
Washington, D.C.-Md.-Va. —Washington, D.C.; Alexandria city, Fairfax city, Falls Church city, Manassas city and Manassas Park city, Va.; Alrington, Fairfax, Loudoun and Prince William Counties, Va.; Charles County, Md.; Montgomery County, Md.; Prince George County, Md.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	392	361
5-14 Years	930	818
15-24 Years	882	1,036
25-44 Years	1,164	1,591
45-64 Years	917	1,035
65 and Over	367	505
TOTAL	4,652	5,346

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	507	813	1,280
Genral Mdse	1,521	2,215	3,416
Food	2,213	3,712	6,453
Automobiles	2,104	3,540	5,036
Gasoline Stations	805	1,481	3,187
Apparel	491	729	1,127
Furniture	492	740	1,191
Eat-Drink Places	637	1,239	2,156
Drugs	412	591	1,003
TOTAL	10,030	16,545	27,677

ALEXANDRIA

1 - LOCATION: Independent City connected with Arlington and Fairfax Counties (In Washington, D.C.-MD-VA-SMSA). E&P Map E-1. Residential center. 6 mi. S of Washington, D.C., on Potomac River and U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads - A.C.L.; C&O; N&W; Richmond; Fredericksburg & Potomac; Southern; Washington; B&O; Conrail.
Motor Freight - All operating in East.
Intercity Bus Lines - Richmond Greyhound; Metro Bus.
Airlines - Major airlines at Washington, D.C.

3 - POPULATION:
Corp. City 80 Cen. 103,217
CZ-ABC: (70) 149,849; (81) 154,600
RTZ-ABC: (70) 448,852; (81) 591,000
Counties 80 Cen. 749,500
Arlington Co. 80 Cen. 152,599
Fairfax Co. 80 Cen. 596,901
SMSA 80 Cen. 3,060,240
City & RTZ-ABC: (70) 598,701; (81) 745,600

4 - HOUSEHOLDS:
City 80 Cen. 49,004
CZ-ABC: (70) 53,845; (81) 62,800
RTZ-ABC: (70) 124,959; (81) 189,200
Counties 80 Cen. 276,781
Arlington Co. 80 Cen. 71,615
Fairfax Co. 80 Cen. 205,166
SMSA 80 Cen. 1,112,579
City & RTZ-ABC: (70) 178,804; (81) 252,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	14	$7,000,000,000
Sav. & Loan	8	$200,000,000

6 - PASSENGER AUTOS: City 69,714

7 - ELECTRIC METERS: Residence 32,373

8 - GAS METERS: Residence 18,361

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Electronics 850; Iron Works 200; Dairy Prod. 365; Paper Cups 150; Shades & Awnings 200; Concrete Products 170.
Principal Industrial Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 43-63; Summer 67-86; Fall 47-67; Winter 37-42. First killing frost, Oct. 26. Last killing frost, April 10.

11 - TAP WATER: Soft, alkaline.

12 - RETAILING: Principal Shopping Center - 7 blocks on King St.; 5 on Washington St.; 10 on Mt. Vernon Ave.
Neighborhood Shopping Centers - Braddocks and Seminary Rds.; Mt. Vernon Ave. and Russell Rd.; 600 block, Belle View Blvd.; N. Kings Hwy. (Jefferson Manor); Tavern Square; Duke St.; Landmark; Springfield Mall; Hybla Valley Plaza; Woodlawn; Ingelside Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arlandria (35)	NA	Kinneys, Mc Donalds
Beacon Mall (28)	NA	Woolco, Giant Food
Belle View (30)	NA	Grand Union, People's Drugs
Farlington (12)	NA	Baskin-Robbins
Hollin Hall (9)	NA	Drug Fair
Penn Daw (10)	NA	Dart Drugs, K mart, Grand Union
Virginia Plaza (19)	NA	Hecht's, Evan Products

Principal Shopping Days : Department Stores - Mon., Fri., Sat.; Food - Fri., Sat.
Stores Open Evenings : Dept. - Thu., Fri. Food every night.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Sears; Hecht; Montgomery Ward; Woodward & Lothrop; Korvette's.
Discount Stores : Luskin Sales; Zayre; Memco; Woolco; K mart. Evans; Best.
Variety Stores - G.C. Murphy; H.L. Green.
Chain Drug Stores : People's 31; Drug Fair 13; Dart 10; Luskin 2.
Chain Food Supermarkets : Acme 2; Safeway 14; IGA 2; A&P 2; Giant 8; Grand Union 10; Consumers 1.
Other Chain Stores : Lerner's (Ladies); Pep Boys; Penn-Jersey; Hi-Gear (Automotive); Western Auto; Castlebergs.

14 - NEWSPAPERS: GAZETTE (e) 11,825; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Lewis A. Stearman, Gen. Mgr., GAZETTE, 717 No. St. Asaph St., Alexandria, VA 22314; Tel. (703) 549-0004.
National Representative : Landon.

ARLINGTON

1 - LOCATION: County seat in Arlington County, E & P Map E-1 (In Washington, D.C.-Md. Va., SMSA). This Northern Virginia-trading area is central to Arlington and Fairfax Counties and the cities of Falls Church and Alexandria. Residential center, immediately west and south of Washington, D.C., on the Potomac River and Hwys. 1, 50, 29-211, Interstate 66, Capital Beltway, and access road to Dulles International Airport.
Motor Freight - All operating in the East.
Intercity Bus Lines - Greyhound; Trailways.
Airlines - Major national and international airlines at Washington, D.C.

3 - POPULATION:
City/County 80 Cen. 152,599
SMSA 80 Cen. 3,060,240

4 - HOUSEHOLDS:
City/County 80 Cen. 71,615
SMSA 80 Cen. 1,112,579

5 - BANKS:	NUMBER	DEPOSITS
Commercial	17	$500,000,000
Sav. & Loan	13	$150,000,000

6 - PASSENGER AUTOS: County 93,302

7 - ELECTRIC METERS: Residence 138,470

8 - GAS METERS: Residence 96,886

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Retail Trade 22,950; Electronic Research 16,675; Transp. & Pub. Utility 14,850; Const. 14,000; Fin., Ins. & R. E. 5,500; Mfg. Prod. 4,575; Wholesale 4,300; Gov't 9,400; Total Private Ind. 92,300; Federal Gov't 101,550 (Military Personnel undisclosed); Total 193,850 plus Military.
Principal Pay Days - 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 43-63; Summer 67-86; Fall 47-67; Winter 37-42. First killing frost, Oct. 26. Last killing frost, April 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Arlington County - Buckingham; Cherrydale; Clarendon; Columbia Pike; Courthouse; East Falls Church; Harrison-Lee; Jeff Davis; Lee; Lexington; North Arlington; Parkington; Rosslyn, Shirlington; South 23rd St.; Virginia Square; Washington-Lee; Westover.
Fairfax County - Tyson's Corner; Springfield Mall; Landmark Center; Seven Corners; McLean; Herndon; Vienna; Fairfax City; Centerville; Clifton; Merrifield; Graham Road; Jefferson Village; Falls Church - Downtown West End; Falls Plaza; Willston; Culmore; Bailey's Crossroads; Annandale; Lincolnia; Springfield; Franconia; Jefferson Manor; Belle View and Hollin Hall.
Principal Shopping Days : Department Stores - Mon., Fri., Sat.; Food - Thurs., Fri., Sat.
Stores Open Evenings : Dept. - Mon., Thurs., Fri.;

13 - RETAIL OUTLETS: Department Stores - Hecht 3; Woodward & Lothrop 3; Sears 2; Garfinckel's 4; Jelleff's 2; Montgomery Ward 2; J.C. Penney 2; Lord & Taylor; Peck & Peck; Bloomingdale's.
Variety Stores - Ayers; Ben Franklin 2; Gregg; McCrory; Murphy; Robertson's; Super Giants.
Discount Stores : Korvette's; Zayre's.
Chain Drug Stores - People's 24; Drug Fair 22; Sav-Mor 2; Dart 10; Dial 3; Preston's 2; Standard 1.
Chain Food Supermarkets : A&P 8; Giant Foods 21; Grand Union 12; 7-Eleven 41; Safeway 37; High's Dairy 28; Westmont 2.
Other Chain Stores - Hahn's Shoe 4; Lerner's 3; Penn Jersey 3; Western Auto 3; Kay-Frane 2; National Shoe 2; Firestone; Goodrich Market Tire; Goodyear; Panelrama

14 - NEWSPAPERS: NORTHERN VIRGINIA SUN (m) 17,957; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Herman J. Obermayer, Pub. NORTHERN VIRGINIA SUN, 1227 N. Ivy St., Arlington, VA 22210; Tel. (703) 524-3000.
National Representative : Landon.

BLUEFIELD, VA

See BLUEFIELD, WV

BRISTOL, VA-TN.

1 - LOCATION: Sullivan County (In Johnson City-Kingsport-Bristol, Tenn-Va. SMSA) TN- Washington County, VA, E&P Map F-1. Bristol is on the Tennessee-Virginia State line running through center of city, 110 airline mi. NE, and 125 rail mi. from Knoxville, TN, and 150 mi. W of Roanoke, VA On U.S. Hwys. 11, 19, 58, 421 & I-81.

2 - TRANSPORTATION: Railroads - Norfolk & Western; Southern Railways (Southern Railway to South western Virginia coal fields).
Motor Freight Carriers - 9.
Intercity Bus Lines - Greyhound; Yellow Coach; Bristol-Jenkins; Continental Tennessee Trailway; Hickory Tree Busline; City Bus System
Airlines - Piedmont: Republic; USAir; Sunbird; Tennesse Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 43,028
Bristol, TN 80 Cen. 23,986
Bristol, VA 80 Cen. 19,042
CZ-ABC: (70) 48,246; (81) 63,200
RTZ-ABC: (70) 223,273; (81) 255,500
Counties:
Sullivan, TN 80 Cen: 143,968
Washington, VA 80 Cen: 46,487.
SMSA 80 Cen. 433,638
City & RTZ-ABC: (70) 271,519; (81) 318,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 16,543
Bristol, TN 80 Cen. 9,305
Bristol, VA 80 Cen 7,238
Counties:
Sullivan, TN 80 Cen. 52,022
Washington, VA 80 Cen. 15,866
CZ-ABC: (70) 15,534; (81) 23,600
RTZ-ABC: (70) 66,424; (81) 87,500
SMSA 80 Cen. 154,169
City & RTZ-ABC: (70) 81,958; (81) 111,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	N.A.
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: Sullivan Co. (TN) 131,373 Washington Co. (VA) 24,151

7 - ELECTRIC METERS: Residence 36,065

8 - GAS METERS: Residence 2,376

9 - PRINCIPAL INDUSTRIES: Food; Textile; Chemical; Metal Work; Electronics; Wood Works; Printing & Publishing; Stone, Clay & Glass Pdts.; Mining Equipment
Principal Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-92; Summer 52-93; Fall 6-86; Winter 4-75. First killing frost, Oct. 12. Last killing frost, Apr. 18.

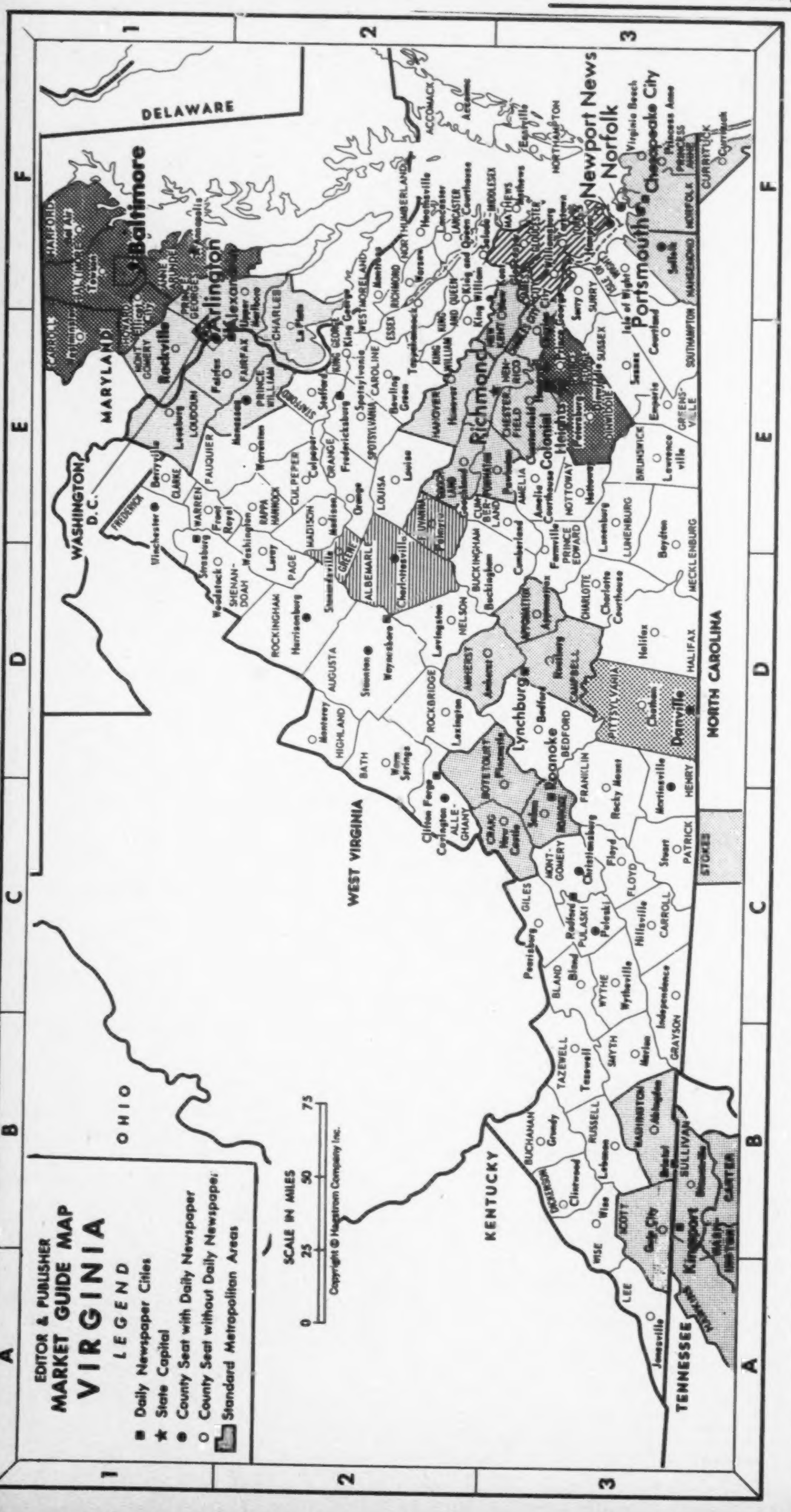
11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principle Downtown Shopping Center - 16 blocks on State St.; 3 on Shelby St.; 2 on Moore St.; 2 on Pennsylvania Ave.; 2 on 6th & 7th Sts.; 2 on Piedmont St. & Commonwealth Ave.
Neighborhood Shopping Centers - Lee Garden Section; Cedar Valley; Edgemont; Southside, on Hwy. 11-E parks 650 cars; Bristol Plaza on Lee Hwy. parks 750 cars; Hill's Shpg. Ctr., 750 cars; Howard Bros. Volunteer Pkwy., 500 cars; Giant Plaza; West State St., 500 cars; Bristol Mall, Gate City Hwy. & Interstate 81. Approx 70 stores-Over 2,000 cars. K mart, Bountville Hwy. over 750 cars.; Southgate Shopping Center, Volunteer Pkwy., 500 cars. Giant Plaza South on Volunteer Pkwy. Parks 500 Cars.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southside	2	Winn-Dixie,
Bristol Plaza	2	Kroger, Singletons, Super X
Giant Plaza South	1	Giant, Revco
Hills Volunteer Plz.	2	Hill's
Giant Plaza West	1	Giant Revco
Southgate	2	Kroger, Super X

Principal Shopping Days : Mon. Fri., Sat.
Stores Open Evenings : Downtown - Fri.; Major food & chain drug - Mon. thru Fri.; Bristol Mall Merchants and Discount Stores - Mon. thru Sat.


EDITOR & PUBLISHER
MARKET GUIDE MAP
VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75
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DELAWARE
MARYLAND
WASHINGTON D.C.
WEST VIRGINIA
KENTUCKY
TENNESSEE
NORTH CAROLINA
OHIO
Baltimore
Arlington
Alexandria
Richmond
Newport News
Norfolk
Portsmouth
Chesapeake City
Lynchburg
Roanoke
Danville
Charlottesville
Kingsport
A
B
C
D
E
F
1
2
3

13 - **RETAIL OUTLETS: Department Stores** - H.P. King; Parks-Belk; J.C. Penney; Sears Roebuck; Millers.
Discount Stores : Howard Bros.: Hills; J&M Wholesale Co.: K mart; Singleton's Disct.
Variety Stores - Woolworth; McCrory's; Dollar General; Family Dollar 2.
Chain Drug Stores : Revco 3; SupeRX 2., Eckerd's 2.
Chain Food Supermarkets : Kroger 2; Piggly Wiggly; Giant 2; Winn Dixie 2; Thrifty 2; Hurt's 2; A&P; Food City; Food Country 2.
Other Chain Stores - Lerner's (women's); Lowes; Firestone; Free Service; Family Dollar; Zale's; Pic Way Shoe; Paty; Singer Co.; Advance Auto 2; Western Auto; Ball Bros. Furn.: Jewel Box; Sherwin- Williams; Nettie Lee: Nettie Lee Boy & Girl Shop; Rush Electronics; Ford Shoes; Hickory Farms; Hanover Shoes; Gordon Jewelry; Kinney Shoes; Radio Shack; Brooks Fashion; Butler Shoes.

14 - **NEWSPAPERS:** HERALD-COURIER (m-mon to fri) 29,813; VIRGINIA-TENNESSEAN (e-monto fri) 9,249; Comb. (m&e) 39,062; HERALD-COURIER; VIRGINIA TENNESSEAN (m-sat) 35,719; (S) 37,837; Mar. 31, 1981 ABC
Local Contact for Advertising and Merchandising Data: Bradford Burley, Adv. Dir, HERALD- COURIER VIRGINIAN-TENNESSEAN, 320 Morrison Blvd., Bristol, VA 24201; Tel. (703) 669-2181.
National Representative : Branham.

CHARLOTTESVILLE

1 - **LOCATION:** Independent City connected with Albemarle County (In Charlottesville SMSA). E&P Map D-2, County Seat. University and Agricultural manufacturing center. 133 mi. by rail & 117 hwy. mi. S of Washington, D.C.; 66 mi. W of Richmond, Va. On U.S. Hwy. 29 N & S; U.S. 250 E & W & State Hwy. 20; interstate I-64.

2 - **TRANSPORTATION: Railroads** - Southern; C&O.
Motor Freight Carriers - 5.
Airlines - Piedmont; Air Virginia

3 - **POPULATION:**
Corp. City 80 Cen. 45,010
PMA-ABC: (70) 129,458; (81) 164,600
Albemarle County 80 Cen. 50,689
SMSA 80 Cen. 113,568

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 15,706
PMA-ABC: (70) 39,652; (81) 57,200
County 80 Cen. 18,561
SMA 80 Cen. 40,241

5 - **BANKS:**	**NUMBER**	**DEPOSITS**
Commercial	6	$1,904,865,000
Sav. & Loan	4	$203,000,000

6 - **PASSENGER AUTOS:** City 19,256; Albemarle County 32,411

7 - **ELECTRIC METERS:** Residence 28,439

8 - **GAS METERS:** Residence 11,010

9 - **PRINCIPAL INDUSTRIES:** Industry, Number of Wage Earners (Av. Wkly. Wage) - University Research & Medical Center 5,500 (N.A.); Electronic Eqpt. 3,049; Frozen Foods 1,450; Nylon & Rayon Acetate 1,100; Office Record Eqpt. 800.

10 - **CLIMATE:** Min. & Max. Temp. - Spring 40-75; Summer 50-92; Fall 35-85; Winter 10-65. First killing frost, Nov. 24. Last killing frost, Apr. 5.

11 - **TAP WATER:** Ph7; very soft (Less than 2 G.P.G.); fluoridated (1 P.P.M.).

12 - **RETAILING: Principal Shopping Centers** : 10 blocks on E. Main St. and Barracks Road Shopping Center.
Neighborhood Shopping Centers : University, W. Main St.; Meadowbrook, K mart, Charlottesville Fashion Square, Preston Plaza, University Shopping Center, Ivy Square, Woodbrook, Shoppers World, Albemarle Square, Barracks Road.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Downtown - Friday; Brks. Rd. - Mon.-Fri.
Stores Open Sundays : Food and drug stores.

13 - **RETAIL OUTLETS: Department Stores** - Miller & Rhoads 2; C.H. Williams; Wiley's; Sears Roebuck; K mart; Woolco; Leggett; J.C. Penney.
Chain Drug Stores : Standard; Peoples; Dart; Drug Fair; SupeRx.
Chain Food Supermarkets : Safeway 4; A&P 2; Kroger; Reid Super Save 2; IGA; Food Town..
Other Chain Stores - Joe The Motorist; Kane Furn.; H&M Shoe; A&N; Shoe Center; Advance; Spotless (hardware); Singer Co.; Keystone Shoes; Miles Shoes; Rose's 2; McCrory's; Woolworth; Diana Shop; Miller & Rhoads; Leggetts 2; Firestone; Glassner; Drug Fair; Dart; Jewel Box; K mart; Woolco; Moores; Lowes; Best Products.

14 - NEWSPAPERS: PROGRESS (e) 30,125; (S) 30,824; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Bill Shufflebarger, Ret. Mgr.; PROGRESS, 413 E. Market St., Charlottesville, VA 22902; Tel. (804) 295-0838.
National Representative : Landon.

CHRISTIANSBURG

1 - LOCATION: In Montgomery County, County Seat, E&P Map C-3. 200 mi. SW of Richmond On Route 460.

2 - TRANSPORTATION: Railroads : Norfolk & Western.
Motor Freight Carriers : United Parcel; Purlator Service.
Intercity Bus Lines : Greyhound; Trailways.
Airlines : Piedmont; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 10,345
County 80 Cen. 63,516

4 - HOUSEHOLDS:
City 80 Cen. 3,929
County 80 Cen. 20,831

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 29,701

7 - ELECTRIC METERS: Residential Appalachian Power 23,950, V.P.I. 4,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry—Corning; Radford Arsenal; Paly Scientific; Electric Tech; Harvey Hubbeer; Imperial Reading; Bassett Furniture.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 70-90; Fall 60-75; Winter 0-40. First killing frost, Sept. 20. Last killing frost, May 15.

11 - TAP WATER: Hard & alkaline.

12 - RETAILING: Principal Shopping Center : University Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University (36)	1	Woolco
Gables (21)	0	Leggetts
Blackbury Sq. (4)	0	Lowes Foods
Hills (5)	9	Hills
Northgate Vlg. (5)	4	Winn-Dixie

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Discount Stores : National Stores; K mart; Pic 'N Pay Shoes; Hills; Woolco; Family Dollar; TG&Y.
Variety Stores : Fenton Hardware; Pic 'N Save; Roses.
Chain Drug Stores : Eckerd's; People's; Revco.
Chain Supermarkets : A&P; Kroger; Winn-Dixie; Lowes.
Other Chain Stores : Sears; Hermanes; K mart; Hills; Leggetts; TG&Y.

14 - NEWSPAPERS: NEWS MESSENGER (e-tues to fri; S) 7,000; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Jane Durrett, Adv. Dir., NEWS MESSENGER, PO Box 419, Christiansburg, VA 24073; Tel. (703) 382-6171.
National Representative : Landon.

CLIFTON FORGE

1 - LOCATION: Independent City; Adjacent to Alleghany County, E&P Map D-2; 49 mi. N of Roanoke. On U.S. Hwys. 60, 220, I-64.

2 - TRANSPORTATION: Railroads : Railroad junction on C & O, terminal for 3 divisions.
Motor Freight Carriers : 17.
Intercity Bus Lines : Greyhound; Trailways.
Airlines : Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 5,046
County 80 Cen. 14,333

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,896
County 80 Cen. 4,851

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$36,534,374
Sav. & Loan	1	Est. $7,344,534

6 - PASSENGER AUTOS: County 8,278

7 - ELECTRIC METERS: Residence 2,016

8 - GAS METERS: Residence 1,940

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—R.R. 1,000; Rubber 550; Dental Mfg. 100; Knitwear Mfg. 475; Hospital 600; Annual Payroll $15,000,000.

10 - CLIMATE: Min. & Max. Temp.—Spring 23-85; Summer 52-95; Fall 17-85; Winter 10-75. Elevation, 1,065 to 1,200 ft.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:
Shopping Center : Oak Hill (5 Stores—Kroger, Sears, SupeRx (Drug).
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Leggett's.
Variety Stores : Dollar General Stores; Super Dollar; Family Dollar.
Chain Drug Stores : SupeRx; Thrift.
Chain Food Supermarkets : A&P; Kroger; Safeway.
Other Chain Stores : Sears (catalog); Western Auto; Goodyear; Cato's; TV Stamps; Montgomery Ward (catalog).

14 - NEWSPAPERS: REVIEW (e-mon to fri) 3,183; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Jerry E. Clark, Pub., REVIEW, 1 Jackson St., Clifton Forge, VA 24422; Tel. (703) 862-4139.
National Representative : Gen. Adv. Serv.

COVINGTON

1 - LOCATION: Independent City in center of Alleghany County, E&P Map C-2, County Seat. On Jackson River, tributary of James River. On U.S. Hwys. 60, 220, I-64; State Hwy. 18.

2 - TRANSPORTATION: Railroads - C&O; Railpax.
Motor Freight Carriers - 3.
Intercity Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,063
CZ-ABC: (70)10,060; (81)8,900
RTZ-ABC: (70)49,668; (81) 57,600
County 80 Cen. 14,333
City & RTZ-ABC: (70)59,728; (81)66,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,511
CZ-ABC: (70)3,330; (81)3,400
RTZ-ABC: (70)15,582; (81)20,700
County 80 Cen. 4,851
City & RTZ-ABC: (70)18,912; (81)24,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$732,000,000
Sav. & Loan	1	$350,000,000

6 - PASSENGER AUTOS: County 8,278

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Paper 1,825 ($255); Synthetic Fiber 800 ($190).

10 - CLIMATE: Min. & Max. Temp. - Spring 45-80; Summer 70-95; Fall 35-85; Winter 10-70.

11 - TAP WATER: Medium alkaline.

12 - RETAILING:
Shopping Center - Mallow Mall 13 stores - K mart; Thrift Drug; Bonanza; McDonald's; Long John Silver. Red Oak Shopping Center 2—Aides, Wendy's, Krogers, SupeRx, Pizza Inn, Family Dollar.
Principal Shopping Days : Thurs.-Sun.
Stores Open Evenings : Groceries - Thu. & Fri.; dept., furn. & jewelry Fri.

13 - RETAIL OUTLETS: Department Stores - Leggett's; J. C. Penney; Sidney's; Dollar General Stores; Aides; K mart.
Chain Drug Stores : SupeRx; Thrift.
Chain Food Supermarkets : Kroger; Safeway; Mick-or-Mack.

14 - NEWSPAPERS: VIRGINIAN (e) 9,058; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Horton P. Beirne, Gen. Mgr., VIRGINIAN, 343 Monroe Ave., Covington, VA 24426; Tel. (703) 962-2121.
National Representative : Landon.

CULPEPER

1 - LOCATION: Culpeper County, County Seat, E&P Map E-2. Manufacturing and agricultural center. NW portion of state, 65 mi. SW of Washington, D.C.; 85 mi. NW of Richmond, Va.

2 - TRANSPORTATION: Railroads - Southern.
Intercity Bus Lines - Trailways.
Motor Freight Carriers - 15.

3 - POPULATION:
Corp. City 80 Cen. 6,621
County 80 Cen. 22,620

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,611
County 80 Cen. 7,605

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$75,648,053
Sav. & Loan	1	$124,700,000

6 - PASSENGER AUTOS: County 14,109

7 - ELECTRIC METERS: Res. Town & County 3,914

8 - GAS METERS: R. 2,479

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Metal Working & Casting 1,195; Sewing 480; Light Mfg. 735; highway & Communications 570.
Principal Pay Days - Thurs., Fri.

10 - CLIMATE: Mean Temperatures - Summer 76; Winter 35. First killing frost, Sept. 25. Last killing frost, Apr. 16.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Culpeper	1	A&P, Drug Fair
Southgate	1	People's Drug, Safeway, Jamesway

Principal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Dept.

13 - RETAIL OUTLETS: Department Stores - Leggett; Lerner's; Fashion Shop.
Variety Stores : Newberry; G. C. Murphy; Aide's; Jamesway.
Chain Food Stores : Safeway; A&P.
Chain Drug Stores : Drug Fair; Peoples.
Other Chain Stores : Firestone; Western Auto; A&N Men's Clothing; Keystone Shoes; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: STAR-EXPONENT (m) 7,216; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Gary H. Thomas, STAR-EXPONENT, 122 W. Spencer St., Culpeper, VA 22701; Tel. (502) 825-0771.
National Representative : Landon.

DANVILLE

1 - LOCATION: Independent City connected with Pittsylvania County (In Danville SMSA). E&P Map D-3, Industrial center 50 mi. N of Greensboro, N.C.; 70 mi. S of Lynchburg; 150 mi. from Richmond. On U.S. Hwys. 29, 58, 360; State Hwy. 86.

2 - TRANSPORTATION: Railroads - Southern; Carolina & Northwestern; Norfolk, Franklin & Danville (Div. of Norfolk & Western).
Intercity Bus Lines - Greyhound; D&M; Trailways; Silver Fox; Safety.
Airlines - Mid-South Aviation.

3 - POPULATION:
Corp. City 80 Cen. 45,642
County 80 Cen. 66,147
SMSA 80 Cen. 111,793

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,511
County 80 Cen. 22,147
SMSA 80 Cen. 39,658

5 - BANKS: 3 Nat'l (12 Br.); 5 State (13 Br.); Dep. $145,346,211

6 - PASSENGER AUTOS: County 37,609

7 - ELECTRIC METERS: Residence 31,429

8 - GAS METERS: Res. (Nat. Gas) 31,429

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Textiles 8,297; Tobacco 2,196; Lumber & Wood Prods. 166; Comm. Steel Saw 527; Glass 740; Apparel 1,213; Rubber Products 2,250; Food Products 352; Printing & Publishing 220; Mobile Homes 228.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sherwood	2	Sherwood House Furn.
Danville Plaza	4	Value City, Food World
Riverside	6	Thal. Roses, Winn-Dixie
K mart	6	Big Star, K mart
Ballou Park	5	Penney, Big Star, Kroger
Nor-Dan	7	Belk, Bestway Foods, Winn-Dixie
King's Plaza	3	King's Dept., Kroger
North Danville	4	Old Dutch Mkt.
Piney Forest	6	Food Town

Principal Shopping Days : Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - Peebles; Thalhimer's 2; BelkLeggett 2; J.C. Penney; Sears.
Variety Stores - Woolworth; K mart; Rose's; G.C. Murphy.
Chain Drug Stores : Johnson Rexall; People's; Revco 2; Key Rexall; SupeRx 2; Thrift; Johnson Drug 2; Professional Phcy. 2; Eckerds.
Discount Stores : K mart; Value City.
Chain Supermarkets : Cat & Fiddle; A&P 2; Kroger 2; Big Star 2; Old Dutch 3; Winn-Dixie 2; Bestway; Food World; Food town; Eddie's.
Other Chain Stores - Sears; Belk-Leggett 2; Thalhimers 2; K mart; Peebles Dept. Store; Diana Shop; King's; Butler Shoes; Value City; Eleanor; Sherwin-Williams 2; Pic-Way; Goodyear Tire; PPG-Paint; High's Ice Cream 2; Schewel's Furn.; Western Auto; Advance; Olan Mills; Glen More; Prego-Guyes.

14 - NEWSPAPERS: REGISTER (m) 8,839; (S) 23,728; BEE (e) 16,462; sworn March 31, 1981.
Local Contact for Advertising and Merchandising Data: George L. Robinette, Adv. Dir., REGISTER and BEE, 700 Monument St., Danville, VA 24541; Tel. (804) 793-2311.
National Representative : Landon.

FREDERICKSBURG

1 - LOCATION: Independent City connected with Spotsylvania County, E&P Map E-2. Eastern section of state; 54 mi. S of Washington, D.C.; 55 mi. N of Richmond on No. 1 Hwy; Interstate 95. 23 mi. S of Quantico Marine Corps School Base; 30 mi. W of Dahlgren Naval Surface Weapon Center and 10 mi. N of Fort A.P. Hill.

2 - TRANSPORTATION: Railroads - Richmond Fredericksburg and Potomac; ACL; Seaboard.
Motor Freight Carriers - 25.
Intercity Bus Lines - Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,322
PMA-ABC: (70) 77,425; (81) 123,000
County 80 Cen. 34,435

4 - HOUSEHOLDS:
City 80 Cen. 5,927
County 80 Cen. 10,860
PMA-ABC: (70) 22,082 (81) 40,100

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	$270,757,000
Sav. & Loan	4	$204,543,822

6 - PASSENGER AUTOS: City 9,558; Spotsylvania County 19,971

7 - ELECTRIC METERS: City and 2 adj. Counties 34,600

8 - GAS METERS: Residence 9,500

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners: Manufacturing—2,800 (apparel-370; lumber, furniture—320; paper, printing, publishing—560; other manufacturing—1550 Non-Manufacturing 19,430 construction—1,120; transportation, public utilities—800; trades—7,210; finance, insurance, real estate—1000; services—4,150; government—4,980; other non-manufacturing—170).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 50-82; Summer 53-105; Fall 40-80; Winter 10-60. First killing frost, October 10 to 30. Last killing frost, Apr. 30 to May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - Park and Shop Ctr., Jefferson Davis Hwy.; Fredericksburg Shopping Center, Jefferson Davis Hwy.; Spotsylvania Mall, Rt. 3, West of I-95; 4 blocks of Caroline St., 3 on William Street, Downtown.
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Thu., & Fri.; Shpg. Ctrs. - 6 nights.
Stores Open Sundays : Drug, Food.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Montgomery Ward; Sears; Leggett's.
Variety Stores - Woolworth; McCrory's; Ben Franklin.
Discount Stores - S.E. Nichols; Woolco; K mart.
Chain Drug Stores : Peoples 3; Metro; Drug Fair 2; Rite Aid 3.
Chain Food Supermarkets : Safeway 3; A&P 2; Grand Union; Giant; Earl's 2.
Other Chain Stores : Firestone 2, A&N 2, LaVogue; Barett Shoes; Sherwin Williams; Radio Shack; Jay Aldons; W.R. Blair; Lowes; 84 Lumber Company; K & K Toys; Kay Bee Toys; Kay Jewelers; Kinney Shoes; Musicland; Pants Corral; Ritz Camera; Rogers Jewelry; So Fro Fabrics; Butler Shoes; Carlyle & Co.; Casual Corner; Coles Book Store; Docktor Pet; Gallenkamp Shoes; Hanover Shoes; Harmony Hut; Sports Locker; Sterling Optical; Susie Casuals; Walden Book Store.

14 - NEWSPAPERS: THE FREE-LANCE STAR (e) 28,065; Mar. 31, 1981 ABC. **Local Contact** for Advertising and Merchandising Data: C. Murphy Street, Adv. Dir., THE FREE-LANCE STAR, 616 Amelia St., Fredericksburg, VA 22401; Tel. (703) 373-5000. National Representative: Landon.

HAMPTON

See NEWPORT NEWS

HARRISONBURG

1 - LOCATION: Independent City connected with Rockingham County, E&P Map D-2, County Seat. 123 mi. SW of Washington, D.C.; 120 mi. NW of Richmond. On U.S. Hwys. I-81, 11, 33; State 42, 260.

2 - TRANSPORTATION: Railroads – S; NW.
Motor Freight Carriers – 10.
Intercity Bus Lines – Greyhound.
Airlines – Alleghany Commuter.

3 - POPULATION:
Corp. City 80 Cen. 19,671
CZ-ABC: (70) 14,605; (81) 20,400
RTZ-ABC: (70) 92,700; (81) 111,900
County 80 Cen. 57,038
City & RTZ-ABC: (70) 107,305; (81) 132,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,956
CZ-ABC: (70) 4,326; (81) 7,000
RTZ-ABC: (70) 28,202; (81) 39,200
County 80 Cen. 19,078
City & RTZ-ABC: (70) 32,528; (81) 46,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$2,617,347,220
Savings & Loan	4	$20,000,000

6 - PASSENGER AUTOS:
City 8,915; Rockingham County 36,671

7 - ELECTRIC METERS: Residence 7,647

8 - GAS METERS: Residence 1,728

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Garments 1,200; Poultry 3263; Feed Mfg. 255; Plastic Bottles 300; Auto Parts 500; Heating & Air Conditioning 525; Packaging 155; Pharmaceuticals 670; Aluminum Prods. 549.
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 30-65; Summer 70-90; Fall 50-75; Winter Av. Temp. 53. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center – 11 blocks on Main St.; 10 on Liberty; 15 all other.
Neighborhood Shopping Centers : Park View; Dayton Bridgewater; Sunset Heights.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cloverleaf	1	A&P, Giant Shoe, Radio Shack
Valley Plaza	1/2	Safeway, Rose's, Firestone, Goodyear, Pic-Way Shoes
Nichols	2	Nichol's
Valley Mall	2	J.C. Penney, K mart, Kroger, Leggett, Watson's, Lowe's

Principal Shopping Days : Mon., Thurs., Fri., Sat. Food-Fri. & Sat.
Stores Open Evenings : Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores – Joseph Ney; Alfred Ney; Leggett; J.C. Penney; Watson's.
Variety Stores – McCrory; Woolworth; A&N; Glen's Fair Price.
Discount Stores : Nichols; Medco; Capital; K mart; Rose's.
Chain Drug Stores : People's; Drug Fair.
Chain Food Supermarkets : Safeway; Mick-or-Mack 2; A&P; 7-Eleven 4; Red Front 2; Kroger.
Other Chain Stores : Glassner Jewelers; Jewel Box; Western Auto; Friend; Advance; Schewel (Furn.); Grand Piano (Furn.); Sherwin-Williams.

14 - NEWSPAPERS: NEWS-RECORD (m) 28,821; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: June Warlitner, Adv. Mgr., NEWS-RECORD, 231 S. Liberty St., Harrisonburg, VA 22801; Tel. (703) 433-2702.
National Representative : Landon.

HOPEWELL

1 - LOCATION: E & P Map E-3, Independent City connected with Prince George County (In Petersburg-Colonial Heights-Hopewell SMSA). Deep-water port for ocean-going ships, 70 mi. above Hampton Roads and 20 mi. below Richmond. U.S. Hwys. 36, 10. Access to Interstate 95 by 4-lane hwy.

2 - TRANSPORTATION: Railroads – Norfolk & Western; Seaboard Coastline.
Motor Freight Carriers – 24.
Intercity Bus Lines – Greyhound; Carolina Trailways; James River Busline.
Airlines : Eastern; National; Piedmont; United; Davenport.

3 - POPULATION:
Corp. City 80 Cen. 23,397
CZ-ABC: (70) 23,471; (81) 23,500
RTZ-ABC: (70) 55,481; (81) 72,500
County 80 Cen. 25,733
SMSA 80 Cen. 129,296
City & RTZ-ABC: (70) 78,951; (81) 96,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,506
CZ-ABC: (70) 7,242; (81) 8,300
RTZ-ABC: (70) 13,754; (81) 22,400 County 80 Cen. 6,507; Loc. Est. 5,331 SMSA 80 Cen. 42,225
City & RTZ-ABC: (70) 20,996; (81) 30,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Sav. & Loan	3	$93,074,000

6 - PASSENGER AUTOS: City 13,152; County 9,872

7 - ELECTRIC METERS: 8,900

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Paper 932; Chemical 4,100; Fiber 3,100.
Prin. Pay Days – Wed., Thu., Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48; First killing frost, Nov. 2. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center – 4 blocks on Main St.; 4 on Broadway; 2 on Hopewell St.; 2 on Poythress St.; 2 on E. City Point Rd.; Cavalier Square, Colonial Corner.
Neighborhood Shopping Centers : Along City Point Rd. at intersection of 15th Ave.; around W. Broadway & 6th Ave.; at E. Broadway & Brown Ave.; several blocks on Oaklawn Ave.; Cavalier Square.
Shopping Centers : Cavalier (34 units); Safeway; Bond's True Value; Best Products; Drug Fair; Rose's; Lee Plaza; Winn-Dixie; Center open evenings and Sat. Colonial Corner Shopping Ctr. 14 units; Drug Fair; A & P; Sambo's.

13 - RETAIL OUTLETS: Department Stores – Rose's; Lee Plaza.
Chain Drug Stores : Drug Fair 2; Medco; Rite-Aid.
Chain Food Stores – A & P; Safeway; Pantry Pride; Richfood; Winn-Dixie.
Other Chain Stores – Firestone; Sherwin-Williams Rose's; Harvey's Warehouse; ABC 2; Four Season Cleaners; S & K; Dollar General; Family Dollar; Pic 'N Pay; King's Dept. Store.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,329; Mar. 31, 1981 ABC
Local Contact for Advertising and Merchandising Data: Wallace Alderson, Adv. Dir., NEWS, 206 S. Randolph Rd., Hopewell, VA 23860; Tel. (804) 458-8511.
National Representative : Gen. Adv. Serv.

LYNCHBURG

1 - LOCATION: E&P Map D-3 (In Lynchburg SMSA). An independent city located at the point where Campbell, Bedford and Amherst Counties meet and composed of territory annexed from Campbell and Bedford Counties; the hub of the Standard Metropolitan Area that consists of Campbell, Appomattox and Amherst counties and the independent city of Lynchburg. Financial, mercantile, distribution, industrial, educational & transportation center for central Virginia and trading center for rich farm & cattle market on S side of James River, 170 mi. S of Washington; 117 mi. W of Richmond. On U.S. Hwys. 29, 460, and 501; State Hwys. 128, 130, and 221.

2 - TRANSPORTATION: Railroads – N&W; Southern; C&O; Amtrak.
Motor Freight Carriers – 23.
Intercity Bus Lines – Lynchburg; Greyhound; Trailways.
Airlines – Piedmont; Air Virginia.

3 - POPULATION:
Corp. City 80 Cen. 66,743
CZ-ABC: (70) 87,798; (81) 106,100
RTZ-ABC: (70) 89,088; (81) 101,600
Counties:
Campbell 80 Cen. 45,424
Bedford 80 Cen. 34,927
Amherst 80 Cen. 29,122
Appomattox 80 Cen. 11,971
SMSA 80 Cen. 153,260
City & RTZ-ABC: (70) 176,886; (81) 207,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,940
CZ-ABC: (70) 26,432; (81) 37,000
RTZ-ABC: (70) 26,168; (81) 34,300
Counties
Campbell 80 Cen. 15,130
Bedford 80 Cen. 11,985
Amherst 80 Cen. 8,962
Appomattox 80 Cen. 4,053
SMSA 80 Cen. 51,085
City & RTZ-ABC: (70) 52,600; (81) 71,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$816,432,000
Sav. & Loan	4	$301,860,000

6 - PASSENGER AUTOS: City 37,115

7 - ELECTRIC METERS: Residence 53,817

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Shoes 1,315; Foundry 2,630; Paper Prods. 425; Needle Craft 850; Nuclear Facil. 3,260; Comm. Prod. & Semi-Conductors 3,800; Elect. Prods. 900; Bakery Products 432.
Principal Industrial Pay Days : Fri., weekly.

10 - CLIMATE: Min. & Max. Temp. – Spring 39-92; Summer 48-100; Fall 20-98; Winter 11-69. First killing frost, Oct. 25. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers – 7 blocks on Main St., Pitman Plaza; River Ridge Mall.
Neighborhood Shopping Centers : Rivermont Ave. 2; Fort Ave. 2; Memorial Ave. 2; Campbell Ave.; Boonsboro Rd. 2; Langhorne Rd.; Ward's Rd.; Old Forest Rd.; Madison Heights.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
River Ridge Mall (85)	NA	Sears, Leggetts, Miller & Rhoades, Thalhimer's
Forest Plaza West	NA	Winn-Dixie, Drug Fair
Forest Hill (30)	NA	Kroger
Forthill Vlg. (25)	NA	People's Drug, Winn-Dixie
Fairview Sq.	NA	Revo Drugs, King's Mkt.
Hills Lynchburg (10)	NA	Hill's, Big Star
Seminole	NA	Winn-Dixie, Western Auto
Boonsboro (15)	NA	Winn-Dixie
Westover (17)	NA	Fairway, Robertson Drug
Waterlick Plaza		
Timbrook Square	NA	Kroger

Principal shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Downtown-Fri., some Mon.; Shpg. ctrs. and food-nightly week-days.

13 - RETAIL OUTLETS: Department Stores – Miller & Rhoads; Leggett's; Sears; J. C. Penney; Murphy's; Thalhimer's.
Discount Stores : Best Products; Moore's Super Store 2; K mart 2; Hill's; Lowe's Stores.
Variety Stores – Woolworth; Eagle Stores.
Chain Drug Stores : People's 2; Revco 6; Drug Fair 2; Pearson 3; Allied 3.
Chain Food Supermarkets : A&P; Kroger 7; Big Star 2; Virginia Mkts.; King's Market 14; Winn-Dixie 4; Hick's 2.
Other National Chain Stores – Eleanor Shops; Marilyn Shoes; Lerner's; Advance Stores; Western Auto 3; Firstone 2; Sherwin-Williams; Hofheimer's; Anderson-Little.

14 - NEWSPAPERS: NEWS (m-mon to fri) 21,698; ADVANCE (e-mon to fri) 18,459; (sat. & Hol.) 38,448; Comb. (m & e) 40,157; (S) 40,588; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: C.E. McClughan, Adv. Dir., NEWS and ADVANCE, P.O. Box 10129, Lynchburg, VA 24506; Tel. (804) 237-2941.
National Representative : Landon.

MANASSAS

1 - LOCATION: Independent City connected with Prince William County (In Washington, D.C.-MD-VA SMSA) E&P Map E-2. County Seat. Timber; farming (grain, dairy and beef cattle); steel fabrication; 25 mi. SW of Washington D.C.; 90 mi. N of State Capitol, Richmond. On State Hyws. 28, 234; Interstate I-66.

2 - TRANSPORTATION: Railroads – Southern (plus use of Chesapeake & Ohio R.R. and Norfolk & Western tracks).
Motor Freight Carriers – 4.
Intercity Bus Lines – Virginia Trailways; Continental Trailways.
Airlines – Municipal Airport; Washington National Airport-25 miles away; Dulles Intl.-15 miles away.

3 - POPULATION:
Corp. City 80 Cen. 15,438
County 80 Cen. 144,703
SMSA 80 Cen. 3,060,240
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 5,048
County 80 Cen. 43,790
SMSA 80 Cen. 1,112,579

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. (Local)	3	$73,505,000
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: City 8,411; Co. 87,312

7 - ELECTRIC METERS: Res. Est. Town 4,000

8 - GAS METERS: Res. Est. Town 3,740

9 - PRINCIPAL INDUSTRIES: Work Force 23,000-Manufacturing 2,404; Construction 2,000; Transp. & Pub. Util. 1,000; Whole & Ret. Trade 4,400; Fin., Ins. & Real Estate 850; Services 2,235; Govt. 6,417; Other 2,234; Agriculture 515.
Tourist Area : Manassas (Bull Run) National Battlefield Park (820,000 Visitors in 1973).

10 - CLIMATE: Mild; Jan. 36 degrees; July 76 degrees; Rainfall 41 inches; frost free growing season, 190 days.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Georgetown (9)	NA	Shoe Center
Mall at Manassas (60)	NA	Mont. Ward
K mart (20)	NA	K mart
Manassas	NA	A&P, Mont. Ward,
NA		Peeble's Dept., Drug Fair
NA		Woolworth, Rice Appl.
Westgate (35)	NA	Giant Food, Leggett's Dept.,
NA		G.C. Murphy, People's
NA		Drug, The Hecht Co.,
NA		Woolco

13 - RETAIL OUTLETS: Department Stores – Leggett's; Montgomery Ward; Peeble's; Sears; K mart; The Hecht Co.
Variety Stores – Rohr's; Woolworth.
Chain Food Stores : A&P; Grand Union; Safeway; Yorkshire Mkt.; Giant Food; Super Saver.
Other Chain Stores – Barracini; Leggett Tires; Firestone; Sherwin-Williams; Western Auto; Market Tire; Radio Shack; Lafayette Electronic.

14 - NEWSPAPERS: JOURNAL MESSENGER (e-mon to fri; m-sat); 10,801; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Wendell D. Harbert, Gen. Mgr., or John Lowman, Adv. Mgr., JOURNAL MESSENGER, 9009 Church St., Manassas, VA 22110; Tel. (703) 368-3101.
National Representative : Landon.

MARTINSVILLE

1 - LOCATION: Independent City connected with Henry County, E & P Map D-3. Industrial Center. 51 mi. So. of Roanoke; 60 mi. N. of Winston-Salem; 150 mi. E. of Bluefield, W. Va. On U.S. Hwys. 58,220; State Hwys. 57,108.

2 - TRANSPORTATION: Railroads – N & W; Carolina & Northwestern.
Motor Freight Carriers – 15.
Intercity Bus Lines – Martinsville; Rapid; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,149
CZ-ABC: (70) 20,325; (81) 18,600
RTZ-ABC: (70) 58,894; (81) 67,800
County 80 Cen. 57,654
City & RTZ-ABC: (70) 79,219; (81) 86,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,021
CZ-ABC: (70) 6,169; (81) 6,500
RTZ-ABC: (70) 17,247; (81) 22,800
County 80 Cen. 19,560
City & RTZ-ABC: (70) 23,416; (81) 29,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$96,276,000
Sav. & Loan	1	N.A.

6 - PASSENGER AUTOS: 10,453; Co. 35,234

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Chemical 4,000; Furniture 8,170; Textile 11,182; Bldg. & Mfg. NA.

10 - CLIMATE: Min. & Max. Temp. – Spring 29-98; Summer 39-96; Fall 4-95; Winter 3-79. First killing frost, Oct. 19. Last killing frost, Apr. 24.

11 - TAP WATER: PH Deposits 7.0 to 7.2, very soft.

12 - RETAILING: Principal Shopping Center – 20 blocks on Church, Broad, Main, Lester, Fayette, Moss, Franklin Sts.; Collinsville.
Neighborhood Shopping Centers : Patrick Henry Mall; Collinsville; Druid Hills; Central Plaza; Holiday.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bassett	7	Nathan's
Collinsville	5	Leggett's
Ridgeway	7	Harris & Craig
Axton Fieldale	10	Stultz-Townes
Patrick Henry Mall (27)	NA	Penney's
Holiday (21)	.8	Family Dollar
Central Plaza	2	A&P
Martinsville Plaza (8)	3	Mason's Kroger

3=1+1

New math for people whose market includes Virginia...

It is virtually certain that, when the dust finally settles on the 1980 census, Virginia will have a Supermetro. The consolidation of data about the Newport News - Hampton SMSA and the Norfolk - Virginia Beach - Portsmouth SMSA into a third set of data will produce a supermetro likely to be called Hampton Roads.

It is also virtually certain that the Newport News - Hampton SMSA will expand by at least one county, and that the Norfolk - Virginia Beach - Portsmouth SMSA will contract by a county.

Although the Norfolk - Virginia Beach - Portsmouth SMSA is slightly more than twice as populous, the Newport News - Hampton SMSA has better "per capita" figures in virtually all of the important categories of economic and social data.

That's just one of the reasons why we call Metro Newport News - Hampton "The better side of Hampton Roads for almost everything."

Contact our national representatives, Sawyer-Ferguson-Walker, for more details.

Daily Press

The Times-Herald

The world is our beat,
starting at
Hampton Roads.

Riverside Plaza	6	Cooper & Ratcliff
Druid Hills (13)	NA	Kroger
Laurel Park	NA	Winn-Dixie

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - J.C. Penney; Leggett's; Globman's.
Variety Stores - Woolworth; Eagle's; Rose's.
Discount Stores : Bargain Center; Diskay; Family Dollar; Mason's, FBC; Mack's; Big Top; Dollar General.
Chain Drug Stores : Wampler's Walgreen; SupeRx; Rexall; People's; Revco 2, Shelton's 4.
Chain Food Supermarkets : Cooper & Ratcliff 4; Kroger 2; Winn-Dixie 3; Frank's Food Fairs 3; A & P; Big Star; King's.
Other Chain Stores - Jewel Box; Marilyn's; Glen More Clothes; Royal; Leed's; Goodfriend; Advance; Goodyear; Rhodes; Western Auto; Glidden Paints; 3 Sisters Dress Shop; Pic-Way Shoes; Singer Co.; Phelps & Armistead; McCollum-Ferrel; Sherwin-Williams; Sidney's; Davidson's; Sears (catalog); Lowe's; Lazarus.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 17,794; (S) 19,544; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: W.R. Martin, Pub.-Gen. Mgr., BULLETIN, 204 Broad St., Martinsville, VA 24112; Tel. (703) 638-8801.
National Representative : Landon.

NEWPORT NEWS-HAMPTON

1 - LOCATION: Independent Cities (In Newport News-Hampton, VA SMSA). E&P Map F-3. Southeastern Virginia on Hampton Roads, Chesapeake Bay. On US Hwys. I-64, 17, 60, 143, 168.

2 - TRANSPORTATION: Railroads - C&O.
Motor Freight Carriers - 26.
Intercity Bus Lines - Greyhound; Pentran.
Freight Steamship Lines - 12.
Airlines - United; Piedmont; National; USAir

3 - POPULATION:
Corp. Cities 80 Cen. 267,520
Newport News 80 Cen. 144,903
Hampton 80 Cen. 122,617
PMA (SMSA)-ABC: (70) 333,140; (81) 369,300
Bal. in PMA-ABC: (70) 31,335; (81) 35,500
SMSA 80 Cen. 364,449
Total PMA-ABC: (70) 364,475; (81) 404,800
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities: 92,820
Newport News 80 Cen. 51,314
Hampton 80 Cen. 41,506
PMA (SMSA)-ABC: (70) 94,410; (81) 120,400
Bal. in PMA-ABC: (70) 9,092; (81) 11,900
SMSA 80 Cen. 124,101
Total PMA-ABC: (70) 103,502; (81) 132,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	10	N.A
Sav. & Loan	7	N.A.

6 - PASSENGER AUTOS: (SMSA) 215,809

7 - ELECTRIC METERS: Residence 141,000

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Shipbuilding 25,400 (NA); Seafood Packing 1,100 ($125); Aeronautics 4,000 ($275); Electronics 500 ($180); Oil Refining 250 ($290); Chem., Textile, Metal Comp. 3,500 ($175); Military 28,000; Gov't. 5,200.
Principal Indus. Pay Days - 15th & end of month.

10 - CLIMATE: Min. & Max. Temp. - Spring 57; Summer 77; Fall 62; Winter 42. First killing frost, Nov. 8. Last killing frost, Mar. 16.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - Mercury Blvd., Hampton.
Neighborhood Shopping Centers : Newport News: Newmarket, Hidenwood, Brentwood, Hilton, Warwick, Old Hilton Village. Hampton: Buckroe Military Hts., Sinclair Circle, Kecoughtan Rd. at Wythe, Kecoughtan Rd. at Southampton, Queen St., Mellen St., Langley Circle, Mercury Plaza Mall, Grant City, Willow Oaks, Denbigh, Todd Center, Coliseum Mall, New Market North, Newport Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Denbigh	8	Montgomery Ward, K mart
Wythe	3	A&P, CS
Southampton	7	CS
Langley Square	3	Murphy Mart
Newport Square	5	Murphy Mart, Roses, Safeway, People's Drug
Phoebus	9	Rose's
Newmarket North	0	Sears, Miller & Rhoades, Leggett
Newmarket South	0	A&P, Heckinger, Murphy Mart
Warwick Village	1	Peoples, Rice's Nachman, K mart, Pantry Pride
Buckroe	10	A&P, Peoples CS
Brentwood	6	CS
Hidenwood	10	Woolworth, Big Star
Sherwood Park	19	Manor Mkt.
Riverdale	1	Pantry Pride
Langley Sq.	9	Murphy Mart, Big Star
Mercury Plaza	0	Mont. Ward, Giant, Open Air
Willow Oak	10	Food Fair, Murphy's
Todd Center	0	Woolco, Safeway
Warwick	7	Rice's-Nachman, GS
Coliseum Mall	0	J.C. Penney, Rice's-Nachman, Smith & Welton, Thalhimer
Beechmont	20	Big Star, Revco, Sears

Principal Shopping Days : Department Stores: Thurs., Fri., Sat., Mon.; Food Stores: Thurs., Fri., Sat., Sun.
Stores Open Evenings: Department Stores : Mon. thru Sat. **Food Stores** : Most Evenings; Many Open 24 hrs., seven days.

13 - RETAIL OUTLETS: Department Stores - Rice's Nachman; Leggetts; Montgomery Ward; Sears; Smith & Welton; Woolco; Thalheimer's.
Discount Stores : King's; Woolco; K mart; Murphy Mart.
Variety Stores - Roses; Woolco; G.C. Murphy.
Chain Drug Stores : People's 7; Revco 6; Wornom's 7; Treasury.
Chain Food Supermarkets - Colonial 14; A&P 8; Giant 1; Belo 2; Manor 3; Farm Fresh; Safeway 6; Lou Smith; Pantry Pride; Winn-Dixie; Big Star 6.
Other Chain Stores : Western Auto; Pep Boys; Goodyear; Firestone; Building Mat.; Hechinger; Lowes; Moore; **Clothing** : Lerner's, La Vogue; **Shoes** : McKinney; Thom McAn; Hofheimer's; **Paints** : Sherwin-Williams; Pittsburgh Plate Glass; Gliden Paint Co.; Woolworth; Hampton Paint, Mary Carter.

14 - NEWSPAPERS: PRESS (m-mon to fri) 57,407; (sat) 55,083; TIMES-HERALD (e-mon to fri) 43,208; (sat) 41,983; PRESS (S) 102,544; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Frank B. Thieme, Adv. Dir., PRESS and TIMES HERALD, 7505 Warwick Blvd., Newport News, VA 23607; Tel. (804) 244-8421.
National Representative : Sawyer-Ferguson-Walker.

NORFOLK PORTSMOUTH VIRGINIA BEACH CHESAPEAKE

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Portsmouth, VA-NC SMSA). E&P Map F-3. An important maritime, shipping, industrial, naval, vacation and seafood ctr. at the mouth of the Elizabeth River on Hampton Roads. On U.S. Hwys. 13, 17, 58, 60, 165, 168, 170, 264, 337, 460, 464, 564, 615 & Int. 64.

2 - TRANSPORTATION: Railroads : Norfolk & Western; Chesapeake & Ohio; Seaboard Coast Line; Southern; Atlantic & Danville; Conrail; Norfolk Southern; Norfolk & Portsmouth Belt Line; Amtrak.
Motor Freight Carriers —46.
Freight Steamship Lines —70.
Intercity Bus Lines —Greyhound; Trailways.
Airlines —United; Pan-Am; Piedmont; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 747,981
Norfolk 80 Cen. 266,979
Portsmouth 80 Cen. 104,577
Virginia Beach 80 Cen. 262,199
Chesapeake 80 Cen. 114,226
PMA (SMSA)-ABC: (70) 732,600; (81) 851,700
Bal. in PMA-ABC: (70) 148,629; (81) 164,800
Total PMA-ABC: (70) 881,229; (81) 1,016,500
SMSA 80 Cen. 806,691
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 246,014
Norfolk 80 Cen. 87,802
Portsmouth 80 Cen. 36,746
Virginia Beach 80 Cen. 85,155
Chesapeake 80 Cen. 36,311
SMSA 80 Cen. 265,653
PMA (SMSA)-ABC: (70) 206,854; (81) 275,900
Bal. in PMA-ABC: (70) 43,322; (81) 55,800
Total PMA-ABC: (70) 250,176; (81) 331,700

5 - BANKS:	NUMBER	DEPOSITS
Commercial	17	$1.86 billion
Sav. & Loan	13	$1.56 billion

6 - PASSENGER AUTOS:
Norfolk 114,263; Portsmouth 50,267; Virginia Beach 143,268; Chesapeake 62,967

7 - ELECTRIC METERS: SMSA 345,180

8 - GAS METERS: SMSA 136,316

9 - PRINCIPAL INDUSTRIES: (Metro Area) : Industry, Number of Employees (Av. Weekly Wage)—Fed. Gov't. 36,600 ($258); Retail 54,500 ($124); Services 53,600 ($137); Construction 17,800 ($189); Wholesale 14,700 ($178); Fin., Ins., Real Estate 14,600 ($160); Printing & Publishing 2,200 ($202); Transportation & Public Utilities 19,300 ($263).
Principal Pay Days : Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 34-84; Summer 53-95; Fall 38-84; Winter 22-74. First killing frost, Oct. 30. Last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Norfolk Principal Shopping Area : 7 blocks on Granby St.; 7 on Boush St.; 6 on Monticello Ave.; 10 on Church St.; 4 on Main St.; 4 on Plume St. All E. & W. blocks from Boush St. to Monticello Ave., extending N. from Main St. to Brambleton Ave.

Portsmouth : 10 blocks on High St.; 5 on Crawford St.; 7 on Middle St.; 6 on Court St.; 5 on Washington St.; 5 on Green St.; 10 on County St.

Virginia Beach : 18 blocks on Atlantic Ave.; 4 on 31st St., 6 on 17th St.

Norfolk Neighborhood Shopping Areas —8 blocks both sides of 21st St. bet. Granby & Hampton Blvd.; Ballentine Pl.; Berkley Ave.—Berkley; Liberty St.—Berkley; Park Ave. at Brambleton Ave.; Campostella Rd. at Wilson Rd.; Colley Ave. from 27th St. to 51st St.; E. Ocean View Ave.; Elders Corner; Fairmont Pk.; Fairview; Five Points—Norview; Ghent—Colley Ave.; Ghent—Colonial Ave.; Hampton Blvd. from 27th to 51st Sts.; Indian River Rd.; Johnson Sq.; Lafayette St. at Tidewater Dr.; Little Creek Rd.; W. Ocean View Ave.; Riverview; Roberts Pk.; 35th St. from Colonial Ave. to Gosnold; Little Creek Road at Granby Street; Va. Beach Blvd. at Military Highway; Military Highway; Military Circle Shop. Ctr. Bromley—Military Highway at Norview Avenue.

Portsmouth Neighborhood Shopping Areas : Highland Biltmore; Alexanders Corner; Cradock; Churchland; W. Norfolk; Pt. Norfolk; Victory Blvd.; Upper High St.; Middle High St.; Tower Mall.

Chesapeake Neighborhood Shopping Areas : 2 blocks on Bainbridge Blvd.; Liberty St.; Poindexter St.; Portlock; Great Bridge.; Greenbrier Mall (under construction)

Virginia Beach Neighborhood Shopping Areas : Princess Anne Plaza; Bayside; Aragona; London Bridge; P. A. Courthouse; Pembroke Mall; Hilltop; Haygood; Lynnhaven Mall; Chimney Hill.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bennett's	4	Be-Lo
Bromley	10	Big Star, Revco
Colley Village	2	Pantry Pride, People's
Downtown Plaza	1	Liberal Clothiers, People's, Be Lo, Western Auto
Pantry Pride	4	Pantry Pride
Fox Hill	4	Food Town
Ingleside	4	Big Pig
Janaf	6	Montgomery Ward, A&P, Robbies Tru Value, Scan, Rices/Nachman's, People's, Hechinger
Kings	7	Kings, Giant
Lakeland	7	People's
Lansdale	6	Big Star
Little Creek	8	Woolworth, Pantry Pride
Little Creek East	10	Woolco, A&P, People's
Little Creek Rd.	10	
Meadowbrook	5	Be-Lo
Military Circle	6	J.C. Penney, Thalhimer's, Smith & Welton, The Famous, Leggett, Best Products, Peaches Records, Morrison's Cafeteria, Brand Distributors, McCrory's
N. Lakeland	8	Valu Fair
Roland Park	5	Be-Lo
Roosevelt	8	Big Star
Southern	7	J.C. Penney, A&P, Woolworth's, Western Auto, Miller & Rhoads
Surf	10	A&P
Wards Corner	5	A&P, Tracks Records, Giant Open Air, Rices/Nachmans, Smith & Welton, La Vogue, Hofheimer's, People's
Wayside Park	7	Minit Mart
Zayre	7	Zayre
Nearby Shopping Centers—Portsmouth		
Churchland	7	A&P, Giant, Big Star, Roses, Murphy's
Mid-City	NA	Smith & Welton, K mart
Kings Plaza	5	Kings, Big Star, Mooies

Rodman's	2	Big Star, Revco
7th & Lincoln	2	Be-Lo
Tower Mall	4	Montgomery Ward, Miller & Rhoads, Rices
Town & Country	3	Big Star, Roses, People's
Westgate Plaza	5	Zayre, Revco
Nearby Shopping Centers—Chesapeake		
Foundation Park	3	Be-Lo
Southgate Plz.	2	
Great Bridge	15	People's, Roses, Smith & Welton
Old	13	Western Auto
Indian River	6	Big Star
Kitchin's	6	Be-Lo
Nearby Shopping Centers—Virginia Beach		
Aragona Vlg.	10	
Bayside	12	Big Star
College Park	10	Roses, Pantry Pride
Fairfield	10	A&P, People's
Great Neck	19	Winn-Dixie, Farm Fresh
Haywood	13	Roses, A&P
Hilltop	17	The Famous, Roses, Smith & Welton, Zayre, K mart, Pantry Pride, La Vogue, Safeway, Big Star
Holland Plaza	12	Big Star
Kings Plaza	9	Kings, Winn-Dixie, Revco
Linkhorn	20	A&P
London Bridge	14	Murden's, Be-Lo, Kings, Western Auto
Lynnhaven	13	J.C. Penney, Montgomery Ward, Leggett, Thalhimer's, Rice's/Nachman's
P.A. Plaza	13	Rices/Nachman's, Roses, True Value
Providence Sq.	10	Safeway, Drug Fair
Pembroke Mall	11	Sears, Miller & Rhoads, Hechinger
Robbins Corner	11	Farm Fresh

Principal Shopping Days : Department Stores—Thurs., Fri., Sat., Mon., Food—Wed., Thurs., Fri., Sat., Sun., Mon. (for all four cities).

Stores Open Evenings : Department Stores—Mon. thru Sat. Food—Most evg.

13 - RETAIL OUTLETS: (Metro Area): Department Stores : Leggett 4; Miller & Rhoads 3; J.C. Penney 6; Rices/Nachmans 6; Sears 3; Smith & Welton 7; Thalhimer's 2; Montgomery Ward 4; Altschul's; Bradlees 3.

Discount/Variety Stores : King's 5; K mart 5; Woolco 3; Zayre 4; Murphy Mart 2; Roses 15; Woolworth 5; McCrory's 1; Ben Franklin 1; K&K 4.

Chain Drug Stores in Metro Area : Medco 3; Irwin's 2; Care Drug Centers 7; Peoples 23; Standard 3; Murden 2; Giant 5; Revco 17; Drug Fair 2; K mart 5.

Chain Food Supermarkets : A&P 15; Safeway 7; Colonial 8; Pantry Pride 6; Giant Open Air 7; Be-Lo 30; Winn-Dixie 4; 7-Eleven 102; Boulevard 5; Earle's 5; Valu Fair 5; Tinee Giant 24; Overton's 2; Farm Fresh; Big Star 19.

Other Chain Stores : Appliances: Prices; Singer; Bob's; Bryant Appliance; Southland; Automotive Supply: Kramer Tire Co., Henry Johnson Tire Centers, Harris Tire, NTW, One Price, Firestone, Midas Muffler, Pep Boys, Western Auto, General Tire, Goodrich, Goodyear, Master Auto; Building Supplies: Anchor Fence, Pittsburgh Plate Glass, Glidden, Sherwin-Williams, Hechinger, C. A. Nash, True Value, 84 Lumber, Norfolk Paint Co., Lowes, Carter Paints, Moores Whisle. Candy: Forbes, Anne Lee, Fanny Farmer, Lofts. Furniture: Grockin-Levy, Exchange, Home, Haynes, Wickes, Scan Furniture, Louis Legum, Grand; Gasoline Service Stations: American, Arco, BP, Citgo, Crown Exxon, Gulf, Mobil, Phillips 66; Union Oil, Shell, Payless, Thornton, Spur, Stallings, Sunoco, Texaco, Tankar; Jewelers: Barr Bros.; Frank R. Ford; Gordon's; Kay's; Hardy's; Zales; Chapman's; D. P. Paul's; Spertner; Tidewater Keepsake; Laundries and Cleaners: 1-Hour Valet, Sunlight, Howard's, Compeco; Albano, Suburban & 1 Hour Martinizing; Loan Companies: American Assoc. Loan, Beneficial, Eastern, G.A.C., Assoc. Financial Services, American Finance Corp., General Finance, Transouth. Household, Liberty Loan, Seaboard; Men's Clothing: A & N, Clark's Quality Shop, Arthur's, Alexander Beegle, Anderson Little, Country Legend, Hip Pocket, Stitches, Sullivan's, Shulman's HSM, S&K, The George Co., Fines, Hub, National Shirt, Frank Thomas; Music Dealers: Temple of Music, Center of Music; Opticians: Cooper's, Johnson Atwell, Pearle Vision Centers, Smith Dunfield, Traylor, A. Bartley & Sons, Optecon; Restaurants: Howard Johnson's, McDonalds, Champs, White Tower, Burger Chef, Burger King, Toddle House, Dobbs House, Hardee's, Kentucky Fried Chicken, Pizza Hut, Lum's; Tastee Freeze, Milton's Pizza, S & W Cafeteria, Morrison's Cafeterias, Piccadilly Cafeteria, Jolly Ox, Chart House, Bennigan's, Flannigan's, Cork & Cleaver, Pizza Inn, Wendy's, Capt. D's, Arthur Treacher's, Long John Silver's, Jack-in-the-Box, Taco Bell, Bonanza, Ponderosa, Rustler, Victoria Station, Jolly Tiger, Valle's, Arby's, Weiner King, Zero's Mr. Submarine; Shoes: Gallenkamp, Montagnas, Butlers, Hofheimers, Jarman, Kinney's, Thom McAn, Russell & Holmes; Trucks: Intl. Harvester, Mack, Ryder Truck Rental, Hertz, U-Haul; Women's Apparel: Antells, Pat Arnold's Clothes, Famous, LaVogue, Willners, Catherine Stout, Dara's Jr. Size Fashions, Stitches, Joy, Lerners, Parklane Hosiery, Naivette, Sidney's, Casual Corner, Flair, Kanters, Lane Bryant, Susie's Casuals.

14 - NEWSPAPERS: VIRGINIAN-PILOT (m) 129,022; LEDGER-STAR (e) 95,500; Comb. (m&e) 224,522; VIRGINIA-PILOT (S) 206,752; Mar. 31, 1981 ABC. Newspaper published zoned editions for Norfolk Portsmouth/Chesapeake, Virginia Beach & Suffolk.

Local Contact for Advertising and Merchandising Data: Dale Bowen, Gen. Adv. Mgr., VIRGINIAN-PILOT/LEDGER-STAR, 150 W. Brambleton Ave., Norfolk, VA 23501; Tel. (804) 446-2000.

National Representative : None.

PETERSBURG

1 - LOCATION: Petersburg (In Petersburg-Colonial Heights-Hopewell, SMSA). Independent City connected with Dinwiddie County; Colonial Heights, Independent City connected with Chesterfield Co., E&P Map E-3. Petersburg: 23 mi. S of Richmond; 80 mi. W of Norfolk; 110 mi. E of Lynchburg. On Appomattox River, U.S. Hwys. 1, 301, 460. I-95 & 85; State Highway 36. Colonial Heights: N of Petersburg, separated by Appomattox River, Fort Lee, U.S. Army Quartermaster Center and Fort Lee adjacent to Petersburg.

2 - TRANSPORTATION: Railroads : Norfolk & Western; Seaboard Coast Line.

Motor Freight Carriers : 31.

Intercity Bus Lines : Greyhound; Carolina Trailways; Petersburg Area Transit.

3 - POPULATION:
Corp. Cities:
Petersburg 80 Cen. 41,005
Colonial Hts. 80 Cen. 16,509
CZ-ABC: (70) 76,865; (81) 84,800
RTZ-ABC: (70) 101,559; (81) 137,000
Counties:
Dinwiddie 80 Cen. 22,602
Chesterfield 80 Cen. 141,372
SMSA 80 Cen. 129,296
City & RTZ-ABC: (70) 178,424; (81) 221,800

Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities:
Petersburg 80 Cen. 14,920
Colonial Hts. 80 Cen. 5,871
CZ-ABC: (70) 19,705; (81) 25,700
RTZ-ABC: (70) 29,232; (81) 45,800
Counties:
Dinwiddie 80 Cen. 6,421
Chesterfield 80 Cen. 45,821
SMSA 80 Cen. 42,225
City & RTZ-ABC: (70) 48,937; (81) 71,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Petersburg:		
Commercial	6	$160,800,000
Sav. & Loan	3	$129,250,000
Colonial Heights:		
Commercial	4	$36,624,000
Sav. & Loan	3	$45,465,000

6 - PASSENGER AUTOS: City 21,867

7 - ELECTRIC METERS: Res. 47,624

8 - GAS METERS: 20,150

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Cigarette 3,100; Luggage 400; Optical 1,240; Lumber & Furniture 210; Machinery 490; Chemical 2,500; Taper Board 1,120; Synthetic Fibers 4,800; Stone, Clay and Glass 180.

Principal Industry Pay Days : Fri., 1 & 15.

10 - CLIMATE: Min. & Max. Temp.—Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48. First killing frost, Nov. 2. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center : Petersburg: 5 blocks on Sycamore St.; 5 on Bank St.; 4 on Washington; 7 on Halifax; 2 on Adams St.; 4 on Wythe St. Colonial Heights: Pickwith Ave. and along Boulevard; Boulevard & Ellerslie Ave.; Boulevard & Branders Bridge Rd.

Neighborhood Shopping Centers : Petersburg: Walnut Hill Plaza: Located on S. Sycamore St. Beginning With 1900 block & Crater Rd., U.S. 301, South; Walnut Mall: Crater Rd., U.S. 301. South: Lee Plaza, Rte. 36; K mart, Rte 36; Colonial Heights: Colonial Square Blvd. at Ellerslie Ave.; Town Hall Center, Blvd. at Brander's Bridge Rd.; S.E. Nichols, 2600 Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Walnut Hill	2	A&P, Big Star, Safeway
Ettrick	2	Goens, Bi-Rite Food, Ettrick Super Market
Walnut Hill	2	Bradlees, Pantry Pride, Sears, Woolworths, Shoe Show, Miller & Rhoads
Walnut Mall	2	J.C. Penney, Thalhimers, Rucker, Big Star, People's Drug, Walden's Bookstore, So Fro Fabrics, Wice's, Thom McAn
Colonial Square	3	Big Star, Peebles, Rose's, Piecegoods, Sidneys, Shevel's, Eaton's Jewelers, Mayberry
Town Hall	2	Roper True Value, Mack's, People's Drug
Pickwick Ctr.	1	Community Sporting Goods
Lee Plaza	5	Kings, S&K, Radio Shack, Winn-Dixie

Principal Shopping Days : Dept. Stores Mon., Fri., Sat.; Food Wed. (eve.), Thu., Fri., Sat.

Stores Open evenings : Mon., Fri.; Food Every night; Neighborhood Centers nightly.

13 - RETAIL OUTLETS: Department Stores : Ruckers; Penney; Taylor's; Globe; Roses; Sears; Thalhimers; Miller & Rhoads; S. E. Nichols; K mart; Peebles; Kings; Helig-Myers; Butterworth; Harlow-Hardy; Stanton's; Crater House; The Oak; Love's Wayside; Philip Levy; Musselwhites; Paul's Wayside.

Discount Stores : Bradlees; Nichol's; K mart; Rose's; Peebles; Kings.

Variety Stores —McLellan's; Mack's; Jupiter Discount; Woolworth.

Chain Drug Stores : Petersburg: People's; Standard; Key-Rexall; Rite-Aid; Colonial Heights; Revco; Drug Fair; Hopewell; Rite Aid 2; Medco.

Chain Food Supermarkets : A&P; Safeway 6; Big Star 3; Pantry Pride 2; Hines Food; Young's 2; Liberty; Gates/Hines; Foodland 2; Winn-Dixie 2; Edgehill Mkt.; Robinson's; Ettrick.

Other Chain Stores : Petersburg: Women's Clothing: Lerner's, Sandler's, Sidney's, Diana; Shoes: Kinney's, National, Thom McAn, Shoe Show; Others: Firestone; Goodyear; B. F. Goodrich; Singer Co.; Sherwin-Williams; A&N; Pittsburgh Paint; Barr Bros.; So-Fro Fabrics; Moton's Jewelers; Zales Jewelers; Gary's; Moore's Super Stores; Lowe's; Master Tire; Hanover Tire.

14 - NEWSPAPERS: PROGRESS-INDEX (e) 22,667; (S) 22,780; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Thomas E. Howerton, Adv. Mgr., PROGRESS-INDEX, 15 Franklin St., Petersburg, VA 23803; Tel. (804) 732-3456.

National Representative : Thomson.

PORTSMOUTH

See NORFOLK

PULASKI

1 - LOCATION: Pulaski County, E&P Map C-3, County Seat. 58 mi. SW of Roanoke. On U.S. Hwys. 11 (Lee Hwy.), I-81; State Hwy. 99.

2 - TRANSPORTATION: Railroads : N&W.

Motor Freight Carriers : 22.

Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,106
County 80 Cen. 35,229

Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,859
County 80 Cen. 13,380

5 - BANKS:		
Commercial	4	$1,290,000,000
Sav. & Loan	1	$3,500,000

6 - PASSENGER AUTOS: County 19,768

7 - ELECTRIC METERS: County 12,658

8 - GAS METERS: Residence/Est. 600

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Hosiery 440 ($160); Furn. 1,800 ($220); Acids 140 ($132); Textiles 1,440 ($170); Clothing 665 ($140); Metal Processing 155 ($250).

10 - CLIMATE: Min. & Max. Temp.—Spring 34-92; Summer 63-93; Fall 54-80; Winter 20-40. First killing frost, Oct.-Nov. Last killing frost, May 7.

11 - TAP WATER: Neutral, soft;

12 - RETAILING: Principal Shopping Centers : Main St.; Washington Ave.; Jefferson Ave.; Commerce St.; Fifth St.; E. Main St.; Rt. 99.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pulaski Plaza (8)	NA	People's Drug
Pulaski Mall (10)	NA	Sindey's, Hecks
5th St.	NA	Rose's

Principal Shopping Days : Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Parks-Belk; Felix; Rose's; Heck's; K mart; Futures.

Discount Stores —Family Dollar Store; Saving Center; Sportswear Mart; Country Lane; Dollar General.

Chain Drug Stores : Peoples; Dee's; Pulaski Drugs; Tyler; Revco; Eckerd; Martins; Dublin Pharmacy; SupeRx.

Chain Food Supermarkets : Kroger; Piggly Wiggly; A&P; Food Fair; Pak & Sak; Fast Shop; Kenny's Bantam Mkt; Lowe's; Food Town; Hurst; Wade's.

Other Chain Stores : Western Auto; Advance; Sears; Vance Home Center; Firestone; Mc Donald's; Ray's; Tastee Freeze; Kentucky Fried Chicken; Quality Stamps; Wise Fashions; Guyan Shoes; Pic 'N Pay; Goodyear; Pizza Hut; Long John Silvers; B&C Supply; Hardees; Wendy's; Golden Corral; Bonanza; Steer House; Sherwin-Williams; S&H Green Stamps; Heilg-Myers Furn.; Grand Piano Sidney's.

14 - NEWSPAPERS: SOUTHWEST TIMES (e-mon to fri) 6,636; (S) 6,844; sworn Mar. 31, 1981.

Local Contact for Advertising and Merchandising Data: Sandy Painter, Adv. Dir., SOUTHWEST TIMES, PO Box 391, Pulaski, VA 24301; Tel. (703) 980-5220.

National Representative : Landon.

RADFORD

1 - LOCATION: Independent City connected with Montgomery County (Va.), E&P Map C-3. Residential, Industrial & Educational Center, 42 mi. S W of Roanoke, on US Hwy. 11 & State Hwy. 102.

2 - TRANSPORTATION: Railroads : Norfolk & Western.

Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,225
County 80 Cen. 63,516

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,955
County 80 Cen. 20,831

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	1	$11,000,000
Commercial	2	$240,879,000

6 - PASSENGER AUTOS: County 29,701; City 6,488

7 - ELECTRIC METERS: Residence 2,700

8 - GAS METERS: Residence 1,780

9 - PRINCIPAL INDUSTRIES: Textile Mills; Powder, Castings & Pipe; Electrical Motors; Rubber; Dress Mfg.; Plastics; Western Electric.

10 - CLIMATE: Min. & Max. Temp.—Spring 34-92; Summer 63-93; Fall 34-80; Winter 17-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Christiansburg	8	Mic or Mac, Leggetts, Kroger, Hills
Dublin	9	Wades
University Mall (Blacksburg)	15	Woolco, Heronimus, A&P
Triangle Ctr.	NA	Winn-Dixie, Roses, Eckerd Drugs, McDonalds
New River Ctr.	NA	Thriftway, Shepherd Flowers
Radford Plaza	NA	Kroger, K mart, Super X
New River (City of Radford)	NA	Leggetts, Whitchend Drug

Principal Shopping Days : Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Discount Stores : Country Lane; Family Dollar.

Variety Stores : Heck's; K mart; TG&Y; Hills; Heronimus; Woolco.

Chain Drug Stores : Revco; Super-X; People's; Professional Pharmacy; Drug Plus (Whitehead's Pharmacy); Eckerd Drugs.

Other Chain Stores : Deli-Mart; 7-11; Montgomery Ward; Sears; Hallmark Cards; Sidney's; Guyan Furniture; Heilig-Meyers; Sportswear Mart; Pic'n Pay; H&M Shoes; Goodyear; Firestone; Michelin; Long John Silvers; Pizza Inn; Pizza Hut; Wendy's; Bonanza; Golden Corral; McDonald's; Hardee's; Burger King; Tastee Freeze; Arbee's; Stock Market; Waffle House; Western Sizzling; Dairy Queen; Village Oaks Shopping Center Radford—Foodtown; Eckerd Drugs; Guyan Fact. Outlet.

14 - NEWSPAPERS: NEWS JOURNAL (e-mon to fri) 2,398; (S) 2,404; sworn Mar. 31, 1981.

Local Contact for Advertising and Merchandising Data, Adv. Dept., NEWS JOURNAL, PO Box 772, Radford, VA 24141; Tel. (703) 639-2436.

National Representative : Landon.

RICHMOND

1 - LOCATION: Independent City (In Richmond SMSA). Connected with Hanover, Henrico, Goochland, Powhatan, New Kent, Charles City and Chesterfield Counties, E&P Map E-3, State Capital. Manufacturing, distribution, government, financial & education center. On James River, 107 mi. S of Washington; 89 mi. W of Norfolk. On U.S. Hwys. 1, 33, 60, 250, 301 & 360; State Hwys. 6, 2, 10, 147, 161, 356, 5, 33 & 146; Interstate 95 (Richmond-Petersburg Tpke.) & 64 & 195.

2 - TRANSPORTATION: Railroads : SCL; C&O; RF&P; Southern.
Motor Freight Carriers : 67.
Intercity Bus Lines : 16; Greyhound; Trailways.
Airlines : Piedmont; Eastern; United; Altair.
Water freight service on James River .

3 - POPULATION:
Corp. City 80 Cen. 219,214
PMA-ABC: (70) 547,543; (81) 643,700
Bal. in PMA-ABC: (70) 458,861; (81) 502,000
Counties:
Hanover 80 Cen. 50,398
Henrico 80 Cen. 180,735
Chesterfield 80 Cen. 141,372
SMSA 80 Cen. 632,015
Total PMA-ABC: (70) 1,006,403; (81) 1,145,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 85,797
PMA-ABC: (70) 170,616; (81) 226,800
Bal. in PMA-ABC: (70) 129,959; (81) 164,600
Counties:
Hanover 80 Cen. 16,267
Henrico 80 Cen. 67,037
Chesterfield 80 Cen. 45,821
SMSA 80 Cen. 226,977
Total PMA-ABC: (70) 300,575; (81) 391,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav.	14	$6,711,258,000
Sav. & Loan	15	$830,474,258

6 - PASSENGER AUTOS: City 112,584

7 - ELECTRIC METERS: City-Res. 170,625

8 - GAS METERS: City-Res. 69,705

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners (Av. Weekly Wage)—Tobacco 11,900 ($245); Lumber & Wood ex. Furniture 1,600 ($170); Fabricated Metals 2,400 ($242); Food Products 4,400 ($215); Apparel & Textile Products 2,400 ($150); Paper Products 4,200 ($237); Printing & Publishing 5,200 ($277); Chemical Products 7,500 ($318).

10 - CLIMATE: Min. & Max. Temp.—Spring 35-78; Summer 63-88; Fall 37-81; Winter 28-50. First killing frost, Oct. 31. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: 9 blocks on Broad & Grace Sts. from 1st to 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Lawn (53)	4	J.C. Penney, Miller & Rhoads
Southside (45)	5	Miller & Rhoads
Azalea (37)	3 1/2	Woolco, Thalhimers
Eastgate (35)	6	Sears, Thalhimers
Circle (20)	5	Thalhimers
Cloverleaf (78)	6	Sears, J.C. Penney, Thalhimer's
Brook Hill	3 1/2	A&N, A&P
Azalea (20)		
Village (26)	5	A&P
Westland (18)	8	Safeway, A&P
Fountain Sq.	8	Ukrops
Ridge (28)	7	A&P
Stratford Hills (26)	7	Big Star
Hanover Vig. (10)	8	A&P
Cary Court (15)	3	Revco, CMF Food
Beverly Hills (22)	6	Big Star
Buford (9)	8	Ukrop's
River Road (8)	5	Safeway
Laburnum Sq. (12)	4	Safeway, $ Super Mkt.
Richmond (15)	3	Big Star, Standard
Parham (20)	7	—
Regency Sq. (100)	7	Sears, Penney, Miller & Rhoads, Thalhimers
Chesterfield Mall (8)	10	Miller & Rhoads, Giant Food
Huguerot Vig. (20)	8	Drug Fair, A&P
Sycamore Sq.	13	Ukrop's
Beaufont	6	Best Products, A&P

Principal Shopping Days : Department Stores—Mon., Fri., Sat.; Food—Thu., Fri.
Stores Open Evenings : Nightly.

13 - RETAIL OUTLETS: Department Stores : Miller & Rhoads; Thalhimers; Sears; Penney.
Discount Stores : King's 2; Woolco 2; Zayre; K mart 4; Memco 2; Best 3; Jefferson Ward 3.
Variety Stores : Woolworth 4; G. C. Murphy 5.
Chain Drug Stores : People's 11; Standard 8; Drug Way 7; Cardinal 7; Revco 9; Medco 5; Drug Fair 9; Drug City 3.
Chain Supermarkets : Safeway 23; Big Star 9; A&P 14; Giant 3; Pantry Pride 5; Lukhards 5; Siegel's 6; Foodtown 3; Ukrop's 10; Winn-Dixie 2.
Other Chain Stores —Appliances: Circuit City, Singer Co., Lowe's; Automotive Supply: Western Auto, Firestone, Goodrich, Goodyear, Pep Boys, Midas Muffler, General Tire, Uniroyal, Amoco, Earl Schieb; Building Supplies: Anchor Fence, Pittsburgh Plate Glass, Binswanger Glass, Glidden, Hechingers, Sherwin-Williams, 84 Lumber, Moore's, Bracken Fence, Lowes, Republic Lumber; Candy: Fanny Farmer, Martha Washington; Apparel: Women-Lerner LaVogue, Montaldo's, Flair, Jay Aldon's, May Co., Lane Bryant, Berry Burk, Mortimer's, Flair, Ardley. Men—A&N, Fines, Natl. Shirt Shop, Websters, Rockingham, S&K, Greentree's, Eljo's, Shevel's, Berry Burk; Furniture: Philip-Levy, Heilig-Meyers, Harverty's, Virginia Wayside, Colony House, Sydnor & Hundley. Gasoline Serv. Sta.—Amoco, Arco, Exxon, Citgo, Union 76, Crown, BP, Gulf, Mobil, Phillips 66, Shell, Sunoco, Texaco; Hess; Jewelers: Zales, Schwarzchild, Morton's, D. P. Paul; Finance: American Finance, Beneficial Finance, Assoc. Loan, G.A.C., Household Finance, Liberty Loan, Seaboard Finance; Restaurants: Howard Johnson, McDonalds, White Tower, Lum's, Arby's, Pizza Hut, Wendy's, Shoney's, King's, Golden Skillet, Burger Chef, Chic A Sea, Taco Bell, Aberdeen Barn, Hardee's, Pizza Inn; Shoes: Bakers, Butler's, Kinney, Mary Jane, Hanover, Hofheimers, Thom McAn, Florsheim, Regal, Russell & Holmes.

14 - NEWSPAPERS: TIMES-DISPATCH (m) 136,385; NEW LEADER (e) 114,412; Comb. (m&e) 250,797; TIMES-DISPATCH (S) 222,273; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James L. Watts, Sales Devel. Mgr., THE NEWS-LEADER and TIMES-DISPATCH, PO Box C-32333, Richmond, VA 23293; Tel. (804) 649-6501.
National Representative : Sawyer-Ferguson-Walker.

ROANOKE

1 - LOCATION: Independent city (In Roanoke SMSA). Located in Roanoke County, E&P Map C-3. Financial, merchantile, industrial, distribution, transportation, agricultural, cultural, medical, insurance, manufacturing center for Western Va. HQ. for Norfolk & Western Ry. Co. Trading center for rich farm market. 165 mi. W of Richmond; 238 mi. SW of Washington, D.C. On Interstate Hwy. 81; U.S. Hwys. 11 (Lee Hwy.), 460, 220, 221; State Hwys. 24, 115, 116, 117, 118, 311 & 419.

2 - TRANSPORTATION: Railroads : Norfolk & Western Ry. (headquarters for general offices and shops) major freight-break point, 5 radiating routes.
Transcontinental Bus Lines : Greyhound; Trailways; 4 local and regional carriers.
Motor Freight Carriers : 60.
Airlines : Air Virginia; Piedmont; general aviation air cargo; Charter and Helicopter Services.

3 - POPULATION:
Corp. City 80 Cen. 100,427
PMA (SMSA)-ABC: (70) 203,153; (81) 226,900
Bal. in PMA-ABC: (70) 427,859; (81) 501,100
Total PMA-ABC: (70) 631,012; (81) 728,000
County 80 Cen. 72,945
SMSA 80 Cen. 224,548
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,027
PMA (SMSA)-ABC: (70) 64,967; (81) 83,600
Bal. in PMA-ABC: (70) 127,964; (81) 172,200
Total PMA-ABC: (70) 192,931; (81) 255,800
County 80 Cen. 25,237
SMSA 80 Cen. 83,334

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	14	$4,804,500,000
Sav. & Loan	6	$413,800,000

6 - PASSENGER AUTOS: City 56,626

7 - ELECTRIC METERS: Metro-Res. 89,250

8 - GAS METERS: Metro-Res. 25,528

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Agri., Forestry, & Fish 190 ($187); Construction 2,826 ($216); Manufacturing 9,351 ($227); Transportation, Com. & Util. 4,152 ($303); Trade 16,564 ($178); Fin. Ins. & Real Est. 4,282 ($234); Services 11,404 ($177); **Average Weekly Wage Per Worker in City Zone: $205.**
Principal Pay Days : Fri., 15th, Last day.

10 - CLIMATE: Min. & Max. Temp.—Spring 45-67; Summer 68-87; Fall 40-68; Winter 29-51. Mean annual temperature 55.2. First killing frost, Oct. 18. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center—6 blocks on Jefferson St.; 4 on Campbell Ave.; 4 on Church Ave.; 4 on Salem Ave.
Neighborhood Shopping Areas —29 blocks, Williamson Rd.; 2 on Grandin Rd.; 2 on Brambleton Ave.; 3 on Franklin Rd. to City Limits; Melrose Ave. from 22nd St. N.W. to City Limits; 11th St., N.W. & Moorman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Town	1	Roses, People's, Sears
Grandin Road	2	Sureway, Revco, Mick-or-Mack
Oak-Grove	7	Mick-or-Mack, Revco
Crossroads Mall	5	Kroger, Woolco, Penney, S.H. Heironimus, Winn-Dixie, Peoples, Rose's
Tanglewood Mall	5	Penney, Leggett's, Miller-Rhoad's, Kroger, Woolco, SupeRx
Towers	2	John Simmons, A&P, S.H. Heironimus, Mick-or-Mack
Roanoke-Salem	4	Leggett's, Miller & Rhoads, Peoples, Winn-Dixie
Cave Spring Corners	5	Kroger, SupeRx, Hills
Townside	3	Mick or Mack
Vinton Plaza	3	Winn-Dixie, Sherwin-Williams
Parkside	3	K mart, Winn-Dixie
Lake Drive	3	G.C. Murphy, Kroger, SupeRx, Sidney's
Spartan Square	10	Kroger, K mart; SupeRx
West Salem Plaza	9	Winn-Dixie, Rose's
Southwest Plaza	7	Winn-Dixie, Revco, Firestone

Principal Shopping Days : Fri.; 15th; Last day of month.
Stores Close : Furn. Wed. afternoon.
Stores Open Evenings : Food, drug, dept. stores in shopping centers open nightly.

13 - RETAIL OUTLETS: Department Stores : S. H. Heironimus; Leggetts; Miller & Rhoads; Penney; Sears.
Discount Stores : Lowe's; Moore's; Pete Moore; Best Co., Inc.; Thriftee Discount 2, Revco; K mart 4; Woolco 2; Family Dollar Stores 4; Hills 2.
Variety Stores : Newberry; Rose's 3; Woolworth; People's 6; Revco 9; SupeRx 10; Scottie's 2.
Chain Food Supermarkets : Kroger 9; Mick-or-Mack 11; A&P 2; Winn-Dixie 9; Hop-In 5 IGA 2; Pic Quick 8; Malone & Hyde 75; Sureway 3; 7-Eleven 23; Thriftway 4.
Other Chain Stores : Devoe; Firestone; Goodrich; Goodyear; Grand Piano; Hanover Shoe; Harverty's; High's Ice Cream; Hoffemier's Shoes; Kinney's Shoe; Lerner Shops; Stuart McGuire Shoes; Pic-Way Shoes; Radio Shack; Remington Rand; Sherwin-Williams; Singer Co.; Thom McAn; Webster Clothers; Western Auto; Sidney's; Advance Stores; Spencer Gifts; Baskin-Robbins; Lane Bryant.

14 - NEWSPAPERS: TIMES (m) 70,072; WORLD-NEWS (e) 48,204; Comb. (m&e) 118,276; TIMES (m-sat) 117,023; (S) 120,413; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Theodore H. Whitt, Gen. Adv. Mgr., TIMES and WORLD-NEWS, PO Box 2491, Roanoke, VA 24010; Tel. (703) 981-3361.
National Representative : Branham.

STAUTON

1 - LOCATION: Independent City connected with Augusta County, E&P Map D-2, County Seat. Trading ctr. for three-county agricultural area. School ctr. West Central part of State. 87 mi. from Roanoke; 72 mi. from Lynchburg; 107 mi. from Richmond. On U.S. Hwys. 250, 11, I-81, I-64; State Hwy. 254.

2 - TRANSPORTATION: Railroads : Chesapeake & Ohio, Chesapeake & Western (freight).
Motor Freight Carriers : 16.
Intercity Bus Lines : Greyhound; Virginia Trailways.
Airlines : Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 21,857
CZ-ABC: (70) 29,466; (81) 27,800
RTZ-ABC: (70) 86,035; (81) 98,500
County 80 Cen. 53,732
City & RTZ-ABC: (70) 115,501; (81) 126,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,097
CZ-ABC: (70) 8,867; (81) 9,600
RTZ-ABC: (70) 25,607; (81) 33,600
County 80 Cen. 17,978
City & RTZ-ABC: (70) 34,474; (81) 43,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$271,164,000
Sav. & Loan	2	$237,507,153

6 - PASSENGER AUTOS:
City 13,188; County 33,367

7 - ELECTRIC METERS: Residence 25,000

8 - GAS METERS: Residence 8,171

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Transp., Commer. & Utilities 1,377 ($193); Construction 477 ($123); Mfg. 1,021 ($105); Trade 2,092 ($109); Lumber & Furn. 500 (NA); Fibers & Textiles 4,380 (NA); Metal Prod. & Fabric 1,080 (NA); Machy. & Misc. Mfg. 3,330 (NA); Apparel 1,300 (NA);Food 510 (NA); Construction 2,100 (NA); Fin. Ins. Real Estate 487 ($141); Govt. 5,130 (NA).
Principal Industrial Pay Days —Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-70; Summer 61-82; Fall 38-57; Winter 24-43. First killing frost, Oct. 19. Last killing frost, May 7.

11 - TAP WATER: Neutral, meduim soft; fluoridated and chlorinated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Beverly St.; 4 on Central Ave.; 2 on Augusta St.
Neighborhood Shopping Centers : 1 block at Hays & W. Beverly; 1 block at College Park; 1 block at Churchville & Grubert Aves. Staunton Plaza, Rt. 11, South (Greenville Ave.) (30 acres); 3 Blks. at Beverly & Grubert; 1 Blk. at Churchville & Springhill; Chestnut Hills Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Terry Court (24)	NA	Terry Court Drug
Town & Country (3)	NA	K mart, Sears
Staunton Plaza (31)		Penney, Woolworth, Safeway, Ward's, Gallenkamp Shoes
Chestnut Hills (5)	NA	Heck's, Kroger

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.; Shopping Centers every Evening.

13 - RETAIL OUTLETS: Department Stores : Leggett's; Montgomery Ward; J.C. Penney; Southern Casuals.
Variety Stores : Woolworth; McCrory's.
Chain Drug Stores : People's; SupeRx; Drug Fair; Medco.
Chain Food Supermarkets : IGA; Kroger; Shop & Save; 7-11; Safeway; Bestway; Kings; A&P.
Discount Stores : Town & Country; Heck's.
Other Chain Stores : Lowe's; Firestone; Goodyear; Dollar General; Heck's; Family Dollar; Advance; Western Auto; Singer Co.; Sherwin-Williams; A&N; Sears (catalog); Kobacker; Moore's; Glassner Jewelers; Wise Discount; K mart; Medco; Zale's; Jewelers; High's; JoAnn Fabrics; Memory Lane Gifts; Southern Casuals; Sportee Outlet; Valley Sport Shop; Super Shop; Super Dollar; Kawasaki Motorcycle; University Tire Co.; McDonalds 2; Hardee.

14 - NEWSPAPERS: LEADER (e-mon to fri) 17,084; NEWS-LEADER (S) 20,666; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Evarts W. Opie, Jr., Nat'l. Adv. Mgr., LEADER and NEWS-LEADER, PO Box 59, Staunton, VA 24401; Tel. (703) 885-7266.
National Representative : Landon.

STRASBURG

1 - LOCATION: Shenandoah County, E&P Map E-1. On U.S. Hwy. 11; State 55. I-81 and Junction I-66. Misc. mfg. center in heart of rich agricultural region. Large poultry producing region. 90 mi. W of Washington; 130 mi. SW of Baltimore. Serving Tri County area, Frederick, Warren, and Shenandoah Counties.

2 - TRANSPORTATION: Railroads : Norfolk & Western; Southern; Conrail; Chessie.
Motor Freight Carriers : 8.
Intercity Bus Lines : Greyhound; Trailways.
Airlines : Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 2,311
County 80 Cen. 27,559
Strasburg-ABC: (70) 2,431; (81) 2,800
Total Shenandoah Co.-ABC: (70) 22,852; (81) 28,100
Total Frederick Co.-ABC: (70) 43,536; (81) 55,500
Total Warren Co.-ABC: (70) 15,301; (81) 21,800

4 - HOUSEHOLDS:
Corp. City 904
Strasburg-ABC: (70) 838; (81) 1,100
Shenandoah Co.-ABC: (70) 7,512; (81) 10,600
Frederick Co.-ABC: (70) 13,579; (81) 20,000
Warren Co.-ABC: (70) 4,980; (81) 8,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$478,207,000
Sav. & Loan	5	$50,000,000

6 - PASSENGER AUTOS: Shenandoah Co. 18,966; Warren Co. 13,595; Frederick Co. 22,359; Regional total 54,920.

7 - ELECTRIC METERS: Residence Est.—Shenandoah Co. 8,800; Warren Co. 9,320; Frederick Co. 19,993; Regional total 38,113.

8 - GAS METERS: 3,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Textiles 5,440; Apple Prod. 2,750; Rubber Prod. 859; Poultry 3,260; Auto Parts 260; Brake Shoes 550; Sewing 900; Building Materials 425; Comm. Printing 300. (Av. Wkly. wage $200); Quarries 200; Food Processing 240; Records & Tapes 1,000; Travel Trailers & Mobile Homes 250; Furniture 350.
Principal Industrial Pay Days —Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 28-92; Summer 50-105; Fall 28-86; Winter 10-75. First killing frost, Oct. 30. Last killing frost, April 11.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center** : Winchester; Front Royal; Stasburg; Woodstock.
Neighborhood Shopping Centers : Mt. Jackson; Edinburg; New Market; Berryville; Boyce; Wardensville.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Dept.—Fri. Food—Fri.

13 - RETAIL OUTLETS: **Department Stores** : Montgomery Ward; Leggetts 2; Penneys; Sears; Peebles; Nichols; K mart 2; Zayre.
Variety Stores : Newberry 2; McCrorys 2; Ben Franklin; Kresge.
Chain Drug Stores : People's 2; Drug Fair 2; Dart Drug; Revco 2; Rite Aid; Standard Drug.
Chain Food Supermarkets : Safeway 4; A&P 4; IGA 4; Grand Union; 7-Eleven 15; Acme.
Other Chain Stores : Singer Co. 2; Firestone 3; Goodyear 2; Western Auto 4; Goodrich; Joe the Motorists' Friend 2; G.R. Kinney; Triangle-Shoe; Advance; A&N. 2; Jewel Box; Burton Men's Shop; Dollar General 3; Lowes; Lafayette; Radio Shack 2; Heck's.

14 - NEWSPAPERS: NORTHERN VIRGINIA DAILY (m) 14,173; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Henry Himelright, Jr., Adv. Mgr., NORTHERN VIRGINIA DAILY, PO Box 69, Strasburg, VA 22657; Tel. (703) 465-5137.
National Representative : Landon.

SUFFOLK

1 - LOCATION: Independent city (In Norfolk-Virginia Beach-Portsmouth, VA-NC SMSA). E&P Map F-3. 20 mi. SW of Norfolk, Va. On U.S. Hwys. 58, 460.

2 - TRANSPORTATION: **Railroads** : Atlantic Coast; Norfolk, Franklin and Danville; Norfolk & Western; Seaboard.
Motor Freight Carriers : 5.
Intercity Bus Lines : Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,621
CZ-ABC: (70) 45,024; (81) 96,000
RTZ-ABC (70) 38,769; (81) 42,500
SMSA 80 Cen. 806,691
City & RTZ-ABC: (70) 83,793; (81) 138,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,742
CZ-ABC: (70) 13,164; (81) 16,200
RTZ-ABC: (70) 10,703; (81) 13,500
SMSA 80 Cen. 265,653
City & RTZ-ABC: (70) 23,867; (81) 29,700

5 - BANKS: 37E

Commercial	6	$86,000,000
Sav. & Loan	2	$29,200,000

6 - PASSENGER AUTOS: 24,710

7 - ELECTRIC METERS: Residence 13,500

8 - GAS METERS: Residence 1,835

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Peanut 2,370 ($115); Television Assembly 4,900 ($132); Lumber 465 ($130); Meat Pkg. 195 ($126); Tea & Coffee Prod. 260 ($115); Farm Machy. Mfg. 175 ($155).

10 - CLIMATE: Min. & Max. Temp.—Spring 56-73; Summer 77-95; Fall 41-62; Winter 39-47.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Suffolk Plaza (28)	NA	Montgomery Ward, A&P, Murphy Mart
Suffolk West (19)	NA	Winn-Dixie, Drug Fair

Principal Shopping Days : Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores** : Montgomery Ward; J.C. Penney; Leggett's; Murphy Mart; B. Laderberg & Son.
Variety Stores : Woolworth; Rose's; Rayless; Dollar Store.
Chain Drug Stores : People's; Revco; Drug Fair.
Chain Food Supermarkets : A&P Colonial; Belo 2; Safeway; Big Star; Winn-Dixie
Other Chain Stores : Goodyear; Kinney's Shoes; Singer; Sherwin-Williams; Radio Shack; Western Auto; Lafayette Radio.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 8,011; (S) 8,126; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Earl T. Jones, Jr., Adv. Dir., NEWS-HERALD, 130 S. Saratoga St., Suffolk, VA 23434; Tel. (804) 539-3437.
National Representative : None.

VIRGINIA BEACH
See NORFOLK

WAYNESBORO

1 - LOCATION: Independent City connected with Augusta County, E&P Map D-2. R.R. junction and shipping center for industrial, agricultural and dairy area of E. Augusta, N. Nelson and W. Albermarle Counties, 98 mi. W NW of Richmond; 90 mi. N NE of Roanoke. On U.S. Hwys. 250 and 340; I-64; State 254, 340, 624, 664, 795, 865.

2 - TRANSPORTATION: **Railroads** : C&O; N&W; Belt (freight line)
Motor Freight Carriers : 5.
Intercity Bus Lines : Virginia Tralways.
Airline : Alleghaney Commuter.

3 - POPULATION:
Corp. City 80 Cen. 15,329
CZ-ABC: (70) 23,113; (81) 23,100
RTZ-ABC: (70) 37,135; (81) 45,300
County 80 Cen. 53,732
City & RTZ-ABC: (70) 60,248; (81) 68,400
Demographic Information available from Newspaper See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,870
CZ-ABC: (70) 7,216; (81) 8,300
RTZ-ABC: (70) 10,985; (81) 15,400
County 80 Cen. 17,976
City & RTZ-ABC: (70) 18,201; (81) 23,700

5 - BANKS: 37E

Commercial	5	$89,884,000
Sav. & Loan	2	$26,052,000
Credit Unions	6	$28,380,000

6 - PASSENGER AUTOS: County 34,367

7 - ELECTRIC METERS: Residence 6,600

8 - GAS METERS: Residence 6,425

9 - PRINCIPAL INDUSTRIES: Electronics; Chemical and Synthetics; Furniture; Textiles; Metalcraft; Plastics; Filaments; Shipfittings; Vinyl; House Siding; Pipe and Electronic Organs; Plywood; All employing over 9,000 people with industrial payroll in excess of $165,000,000. Net effective buying income over $124,380,000.
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: Annual rainfall approx. 40 in.; Annual snowfall approx. 20 in.; Winter av. temp. 35. Summer av. temp. 75.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** : 234 retail outlets (32 chains) with retail sales in 1978 over $85,000,000. 22 blocks on 7 sts.; 5 on Main St.; 4 on Wayne Ave.; 1 on Federal St.; 1 on short St.; 1 on Market Ave.; 3 on Arch Ave.; 1 on 11th St.; 6 blks. on Broad St.
Neighborhood Shopping Centers : 3 blocks on Commerce Ave.; 2 on W. Main St.; 4 on W. Broad; 3 on E. Broad.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waynesboro Center (17)	NA	K mart, Roses, Peoples, Western Auto

Principal Shopping Days : Thur., Fri., Sat.
Stores Open Evenings : Mon. thur Fri., Shpg. Ctrs.; Foods & many others nightly.

13 - RETAIL OUTLETS: **Department Stores** : Leggett's; Southern; Cato's; Newberry; Corner Hdwe.
Variety Stores : Rose's.
Discount Stores : K mart; Heck's.
Chain Drug Stores : Standard; Kroger Sav-on; Peoples Service Drugs; Drug Fair.
Chain Food Supermarkets : Safeway; A&P; Kroger Savon; IGA; Shop & Save.
Other Chain Stores —Western Auto; Advance Stores; High's Ice Cream; Jewel Box; Firestone; Goodyear; Goodrich; Sherwin-Williams; Sears; A&N; Giant Shoes; Grand Piano; Dollar General; Moore's; The Yardstick.

14 - NEWSPAPERS: NEWS-VIRGINIAN (e) 13,343; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Pat Montgomery, Adv. Dir., NEWS-VIRGINIAN, 544 W. Main St., Waynesboro, VA 22980; Tel. (703) 949-8213.
National Representative: Landon.

WINCHESTER

1 - LOCATION: Independent City connected with Frederick County, E&P Map E-1, County Seat. Mfg., shopping, fruit growing & packing, tourist, medical center. In N tip of State. On U.S. Hwys. 11, 17, 50, 522, 340; I-81. 72 mi. W of Washington, D.C.; 142 mi. from Richmond.

2 - TRANSPORTATION: **Railroads** : B&O; Conrail; Winchester & Western.
Motor Freight Carriers : 22.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,217
CZ-ABC: (70) 14,643; (81) 20,800
Bal. in PMA-ABC: (70) 36,995; (81) 44,800
County 80 Cen. 34,150
Total CZ and Bal. in PMA-ABC: (70) 51,638; (81) 65,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,971
CZ-ABC: (70) 5,015; (81) 8,200
Bal. in PMA-ABC: (70) 11,035; (81) 15,400
County 80 Cen. 11,467
Total CZ and Bal. in PMA-ABC: (70) 16,050; (81) 23,600

5 - BANKS:	NUMBER	DEPOSITS
Comm. & Sav.	6	$356,821,000
Sav. & Loan	3	$389,249,477

6 - PASSENGER AUTOS: City 12,242

7 - ELECTRIC METERS: Residence 8,130

8 - GAS METERS: Residence 2,805

9 - PRINCIPAL INDUSTRIES: (Winchester & Frederick County) Industry, Number of Wage Earners—Agricultural Services & Quarrying 330; Construction 1,600; Textiles & Apparel 530; Food 990; (fluctuates during year); Lumber & Furniture 670; Stone, Clay, Glass Products 1,420; Metal Prod. & Machy. 1,440; All Other Mfg. 15,400; Finance 970; Govt. 2,320; Services 3,670.

10 - CLIMATE: Min. & Max. Temp.—Spring 41-62; Summer 63-85; Fall 45-68; Winter 28-48. First killing frost, Oct. 19. Last killing frost, Apr. 21.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Area** : 10 blocks on 5 sts.; Downtown Pedestrian Mall.
Neighborhood Shopping Center : Ward Plaza 1/2 mi.—Mont. Ward; Kresge; Peoples Drug; Joe the Motorist; Grand Union; Delco Plaza; Zayre; Dart Drug; Joanne Fabrics.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berryville Pl.	NA	Nichols, Grand Union
Ward Pl. (16)	NA	Wards, Mays, People's Drug, Kresge, Grand Union
Delco Plaza (8)	NA	Zayre, Dart Drug

Principal Shopping Days : Sat., Fri., Mon.
Stores Open Evenings : Department—Mon and Fri. Food and Shopping Centers—Mon. thru Sun.

13 - RETAIL OUTLETS: **Department Stores** : Legett's; Penney; Montgomery Ward; Sears; K mart; Nichols.
Variety Stores : Newberry's; McCrory's; Kresge.
Discount Stores : Revco 3; Zayre; Nichols; K mart; Heck's.
Chain Drug Stores : Peoples 2; Drug Fair; Revco 3; Medco; Dart Drug.
Chain Food Supermarkets : A&P 2; Safeway; Grand Union 2; Acme.
Other Chain Stores : Jewel Box; Royal Jewelers; Kinney's; Joe The Motorist; Triangle Shoe; Giant Shoe; A&N.; Schewels; Firestone; May's; J.W. Grove; Sherwin-Williams; Eleanor; McPhail Paint; Goodyear; Country Legend Lowes; Moores; Fashion Bug; Carvel.

14 - NEWSPAPERS: STAR (e) 19,348; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edward P. Hourigarn, Adv. Mgr. STAR, 2 N. Kent St., Winchester, VA 22601; Tel. (703) 667-3200.
National Representative : Landon.

WOODBRIDGE

1 - LOCATION: Prince William County, E&P Map-E-2. (In Washington, D.C.-MD-VA SMSA). Suburban residential and military center. In N Virginia, 30 mi. S of Washington, D.C., 20 mi. N of Fredericksburg; on I-95 and 66.

2 - TRANSPORTATION: **Railroads** : Richmond, Fredericksburg & Potomac; Southern.
Motor Freight Carriers : 3.
Intercity Bus Lines : Trailways; Greyhound.
Airlines : Major national and international airlines at Washington, D.C.

3 - POPULATION:
District 80 Cen. 14,867
PMA-ABC: (70) 75,511; (81) 118,100
County 80 Cen. 144,703
SMSA 80 Cen. 3,060,240
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
District 80 Cen. 4,700 (Est.)
PMA-ABC: 70 17,759; (81) 32,100
County 80 Cen. 43,790
SMSA 80 Cen. 1,112,579

5 - BANKS: N.A.

6 - PASSENGER AUTOS: County 87,312

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Percentage of Wage Earners (70 Cen.): Gov't. 47.6%; Prof. & Tech. 19.6%; Clerical 20.2%; Crafts 19.9%; Services 10.7%; Industrial 9.4%; Farming 0.3%.
Principal Industrial Pay Days —Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 43-64; Summer 68-85; Fall 47-68; Winter 38-44. First killing frost, Oct. 26. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Major Shopping Centers** : Marumsco Plaza, Woodbridge; Bridgewood, Woodbridge; Featherstone Square; Woodbridge; Gordon Plaza, Woodbridge; Manassas Mall, Manassas; Manaport, Manassas; Manassas Shopping Center, Dale City K mart Center.
Neighborhood Shopping Centers : Lake Ridge, Potomac Plaza, Prince William Plaza, Dumfries, Triangle Plaza, Lynwood, Ashdale Plaza, Forestdale Plaza, Glendale Plaza, Westgate, Georgetown South, Center Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marumsco Plz.	NA	Peebles Dept., Giant Foods, People's Drug
Bridgewood	NA	Woolco, Super Saver
Featherstone Sq	NA	Dart Drug, Safeway
Gordon Plaza	NA	Zayre, Grand Union, Dart Home
Manassas Mall	NA	Montgomery Ward, Hecht's
Manaport	NA	Woolco, Dart Home
Manassas	NA	Peebles, Super Saver, Drug Fair

Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores** : Peebles; Woolco; Zayres; Leggetts; Montgomery Ward; Hecht Co.; K mart.
Chain Drug Stores : Dart; Peoples; Drug Fair.
Chain Food Stores (county): Super Saver; Grand Union; A&P; Safeway; Giant Foods; Plus & Bon Food.
Other Chain Stores : Goodyear; Merchants Tire; Market Tire; Philipsborn; Mademoiselle Fashions; Steven Windsor; Abbey Carpets; Franks Hardware; Hechingers; Lowe's; Hub Furniture; Sherwin Williams; Hi-Gear; Radio Shack; Mattress Discounters; Rug Man; Waxie-Maxie.

14 - NEWSPAPERS: POTOMAC NEWS (e-mon to fri) 21,018; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ed Swisher, Adv. Dir., POTOMAC NEWS, 1400 Smoketown Rd., Woodbridge, VA 22192; Tel. (703) 670-8151.
National Representative : USSPI.

WASHINGTON SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Bellingham —Whatcom County.
Bremerton —Kitsap County.
Olympia —Thurston County.
Portland, Ore.-Wash. —Clackamas, Multnomah and Washington Counties, Ore.; Clark County, Wash.
Richland-Kennewick-Pasco —Benton and Franklin Counties.
Seattle-Everett —King and Snohomish Counties.
Spokane —Spokane County.
Tacoma —Pierce County.
Yakima —Yakima County.

STANDARD CONSOLIDATED STATISTICAL AREAS

Seattle-Tacoma —Includes Seattle-Everett SMSA; Tacoma SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	281	306
5-14 Years	679	618
15-24 Years	627	769
25-44 Years	808	1,231
45-64 Years	698	775
65 and Over	321	431
TOTAL	3,413	4,130

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	367	898	1,385
Genral Mdse	1,002	1,604	2,421
Food	1,740	2,895	4,928
Automobiles	1,440	2,757	3,841
Gasoline Stations	575	947	1,995
Apparel	337	611	924
Furniture	322	669	1,055
Eat-Drink Places	673	1,356	2,309
Drugs	302	536	891
TOTAL	7,494	13,503	22,063

ABERDEEN

1 - LOCATION: Grays Harbor County, E&P Map A-2. On the Chelalis River. 50 mi W of Olympia. On U.S. Hwys. 12, 101.

2 - TRANSPORTATION: Railroads : Northern Pacific; Chicago; Milwaukee; St. Paul & Pacific; Oregon; Washington RR & Navigation Co.; Union Pacific.
Motor Freight Carrier : 5
Intercity Bus Lines : Washington Coast Lines; Grays Harbor Transit.
Airlines : Air Gemini.

3 - POPULATION:
Corp. City 80 Cen. 18,739
CZ-ABC: (70) 30,554; (81) 32,900
RTZ-ABC: (70) 38,885; (81) 45,500
County 80 Cen. 66,314
City & RTZ-ABC: (70) 69,439; (81) 78,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,539
CZ-ABC: (70) 10,743; (81) 13,300
RTZ-ABC: (70) 12,607; (81) 17,100
County 80 Cen. 25,181
City & RTZ-ABC: (70) 23,350; (81) 30,400

5 - BANKS: Comm. 6; S & L Assn. 3; Comb. Deposits $291,385,224

6 - PASSENGER AUTOS: County 31,877

7 - ELECTRIC METERS: Residence 11,132

8 - GAS METERS: Residence 2,405

9 - PRINCIPAL INDUSTRIES: Lumber; Logging; Plywood; Fishing and Small Wood Working 7,120 emp.; Pulp & Paper Mfg.; Pulp Mills; Paper Mills; Commercial Fishing.
Principal Pay Days : Sat. 5 & 20.

10 - CLIMATE: Min. & Max. Temp.—Spring 50-70; Summer 70-85; Fall 50-75; Winter 30-45.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on Heron St.; 5 on Wishkah St.; 4 on Market St.—East Wishkah Mall (20 stores); Aberdeen Square Mall (8 stores); South Shore Mall (50 stores).
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Wed., Fri.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears; La Monts.
Variety Stores : Pay'n Save.
Discount Stores : Payless; Ernst-Malmo.
Chain Drug Stores : Medical-Dental Phcy.; Rexall Drugs 2; Pay N-Save.
Chain Food Supermarkets : Safeway 3; Thriftway; Swanson's 3; Shop Rite; Prarie Mkt.; Albertson's.
Other Chain Stores : Montgomery Ward (catalog); Weisfield Jewelers; Coast-to-Coast; Discount Fabrics; Radio Shack 2; Sherwin-Williams; General Tire; Kinney Shoes; Mode O'Day; True Value Hardware 3; Sprouse-Reitz; Pizza Pete's; F. T. Klun; Hickory Farms; D.J.'s Sound City; Squire Shop; B. Dalton; Hallmark; House of Fabrics; Sambo's; Denny's; Baskin-Robbins; McDonald's; Skipper's; Shakey's; Grizzly-Bear; Kentucky Fried Chicken 2; A&W; Maurices's; Dairy Queen; Taco Bell; 7-11 4; Hennesseys; Tires Inc.; Sea Galley; Burger King; Jack-in-the Box.

14 - NEWSPAPERS: WORLD (e) 18,942; (S) 18,845; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gary McLaughlin, Adv. Dir. WORLD, 315 S. Michigan, Aberdeen, WA 98520; Tel. (206) 532-4000.
National Representative : Branham.

AUBURN

1 - LOCATION: King County, E&P Map. B-2 (in Seattle-Everett, Wash, SMSA). Manufactures dairy products, lumber, shingles charcoal, sheet metal & fibre glass products. Fruit, Vegetables packed & Shipped. Cold storage plant. Timber. Diversified farming. Aircraft engines, Aerospace, G.S.A., F.A.A. Located 25 mi. S of Seattle at the junction of SR167 & SR18 off I-5.

2 - TRANSPORTATION: Railroads : Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers : 44.
Intercity Bus Lines : Metro (King Co. Transit System); Greyhound & Trailways (In Seattle)
Airlines : Served by all major airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 28,585
County 80 Cen. 1,265,503
SMSA 80 Cen. 1,606,765

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,396
County 80 Cen. 497,263
SMSA 80 Cen. 617,645

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	4	$162,000,000
Commercial	7	$220,000,000

6 - PASSENGER AUTOS: County 756,797

7 - ELECTRIC METERS: Residence (Est.) 12,100

8 - GAS METERS: Residence (Est.) 7,200

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Aerospace 6,000 ($420); Government (Federal) 1,100 ($400); Railway 400 ($500); Plastics 100 ($300).
Principal Industrial Pay Days : 1st and 15th monthly.

10 - CLIMATE: Min. & Max. Temp.—Spring 44-59; Summer 55-72; Fall 47-60; Winter 38-47. First killing frost, Nov. 25; Last killing frost, Mar. 15.

11 - TAP WATER: Medium, hard.

12 - RETAILING: Principal Shopping Center : Downtown Auburn,
Neighborhood Shopping Center : Auburn North Ctr.; Forest Villa; Auburn Way South; Auburn Way North; Little Detroit of the West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sea-TacMall	8	Bon Marche, Sears, Peoples

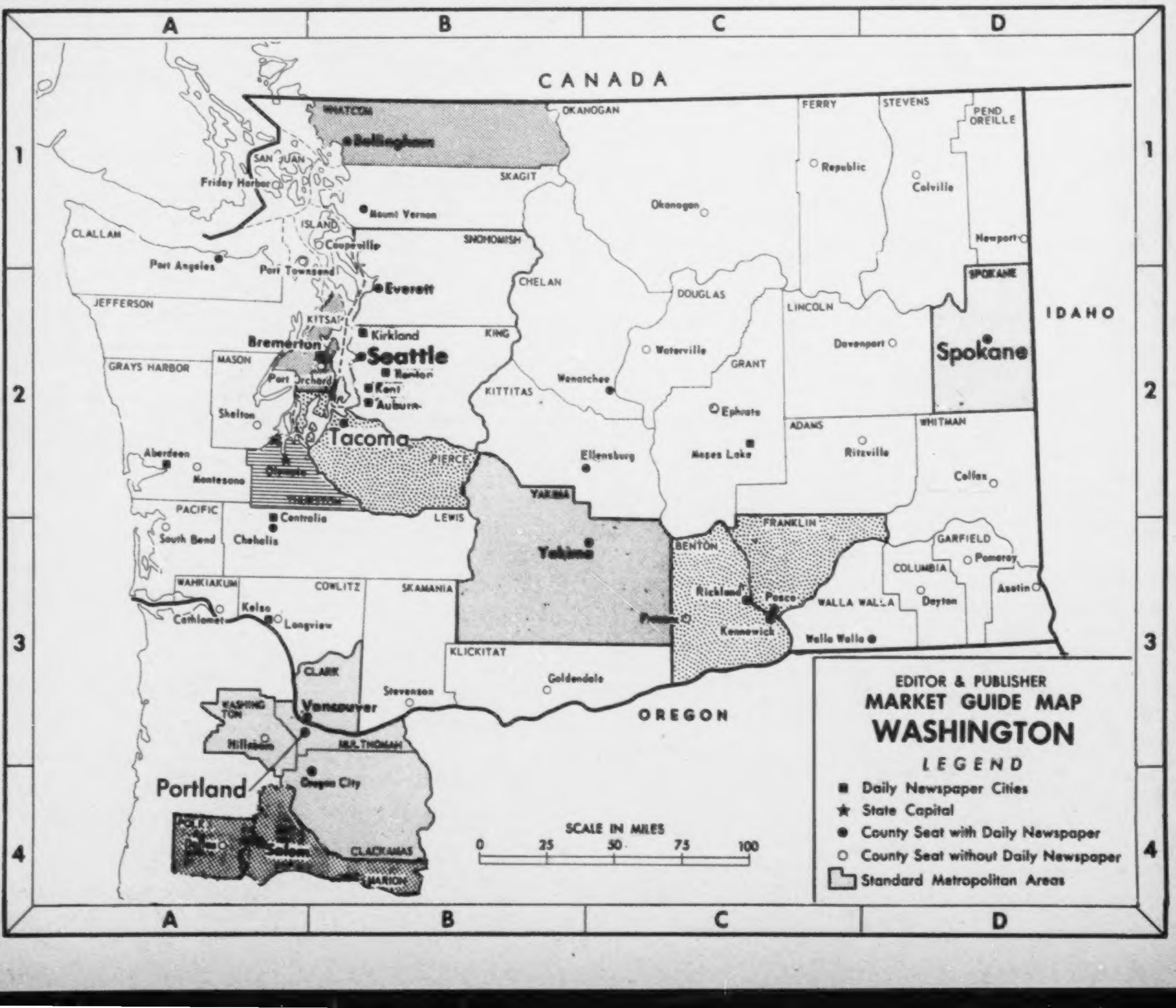
Principal Shopping Days : Daily & Sun.
Stores Open Evenings : Mostly all.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney.
Variety Stores : Bonanza 88; Ben Franklin.
Chain Drug Stores : Skaggs; Pay'n Save.
Chain Food Supermarkets : Safeway; Albertsons; Thriftway.
Other Chain Stores : Coast-to-Coast; 7-11.

14 - NEWSPAPERS: GLOBE NEWS (m) 2,082 controlled; 7,859 paid; Sept. 30, 1980 VAC.
Local Contact for Advertising and Merchandising Data: Earl Rush, Adv. Dir; Fournier Newspapers, 600 S. Washington, Kent, WA 98031; Tel. (206) 872-6680.
National Representative : USSPI.

BELLEVUE-KIRKLAND

1 - LOCATION: King County, E&P Map B-2 (In Seattle-Everett. Wash. SMSA). 6 mi. east of Seattle. East of Lake Washington, on I-405 (alternate to north-south


A
B
C
D
1
2
3
4
CANADA
IDAHO
OREGON
WHATCOM
Bellingham
SAN JUAN
Friday Harbor
SKAGIT
Mount Vernon
OKANOGAN
Okanogan
FERRY
Republic
STEVENS
Colville
PEND OREILLE
Newport
CLALLAM
Port Angeles
Port Townsend
ISLAND
Coupeville
SNOHOMISH
Everett
JEFFERSON
CHELAN
DOUGLAS
Waterville
LINCOLN
Davenport
SPOKANE
Spokane
KITSAP
Kirkland
KING
Bremerton
Seattle
Renton
Kent
Auburn
Port Orchard
MASON
Shelton
GRAYS HARBOR
Aberdeen
Montesano
Tacoma
PIERCE
Olympia
THURSTON
KITTITAS
Wenatchee
Ellensburg
GRANT
Ephrata
Moses Lake
ADAMS
Ritzville
WHITMAN
Colfax
PACIFIC
South Bend
Centralia
Chehalis
LEWIS
YAKIMA
Yakima
FRANKLIN
BENTON
Richland
Pasco
Kennewick
Prosser
WALLA WALLA
Walla Walla
GARFIELD
Pomeroy
COLUMBIA
Dayton
Asotin
WAHKIAKUM
Cathlamet
Kelso
Longview
COWLITZ
SKAMANIA
Stevenson
KLICKITAT
Goldendale
CLARK
Vancouver
WASHINGTON
Hillsboro
MULTNOMAH
Portland
Oregon City
POLK
Salem
CLACKAMAS
MARION
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
WASHINGTON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

I-5 which passes thru Seattle). Two floating bridges connect with Seattle to the west (I-90 and Hwy. 520).

2 - TRANSPORTATION: Railroads : Burlington-Northern.
Motor Freight Carriers : 2.
Intercity Bus Lines : Continental Trailways; Greyhound; Seattle Metro Transit.
Airlines : Alaska; Braniff; British Airways; Continental; Delta; Eastern; Northwest; Pacific Western; Pan American; Scandinavian; United; Western; TWA, Republic, WeinAir; (In Seattle).

3 - POPULATION:
Corp. Cities: 80 Cen. 92,682
Bellevue 80 Cen. 73,903
Kirkland 80 Cen. 18,779
County 80 Cen. 1,269,749
SMSA 80 Cen. 1,606,765
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities: 80 Cen. 35,721
Bellevue 80 Cen. 27,871
Kirkland 80 Cen. 7,850
PMA-ABC: (70) 61,673; (81) 86,500
County 80 Cen. 497,263
SMSA 80 Cen. 617,645

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	7	$517,548,000
Sav. & Loan	9	$324,280,000
Commercial	10	$234,073,000

6 - PASSENGER AUTOS: Co. 774,353

7 - ELECTRIC METERS: East Side 112,167

8 - GAS METERS: East Side 58,261

9 - PRINCIPAL INDUSTRIES: Electronic Control Systems; Photo-typesetting Equipment; Bldg. Materials; Trucks; Construction Equipment; Soft Drinks; Food Pdts; Medical electronics.
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 44-59; Summer 56-75; Fall 48-60; Winter 36-45. First killing frost, Nov. 2. Last killing frost, Mar. 20.

11 - TAP WATER: soft.

12 - RETAILING: Principal Shopping Center : (Number of Stores)-8400 stores on East Side. Bel-Square; Bellevue Way & NE 8th (61); Crossroads-NE 8 & 156th NE (40); Totem Lake Exit 124 off 405, Kirkland (45); Factoria, I-90 & 405; Overlake, 148th & N.E. 24th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Square	61	Fred'k & Nelson, Nordstron's, J.C. Penney
Crossroads	40	Lamont's, Ernst Hdwr., Fred Meyer
Totem Lake	45	Pay'n Save, Thrifty, Ernst Hdwr., Lamont's
Lake Hills	8	QFC Grocery
Evergreen Vlg.	NA	Pay'n Save, Safeway
Sternco	NA	Munson's
Downtown	NA	Coast-to-Coast, Sears Kirkland
Redmond Ctr.		
Juanita Firs	NA	Safeway
Sunset Village	NA	Safeway, Fisher Drug
Eastgate Plaza	NA	Albertsons, Skaggs
Bear Creek	NA	Pay'n Save, Safeway
Overlake	NA	PayLess
Factoria	40	Pay'n Save, Safeway

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears; Nordstrom's; Frederick and Nelson; Lamont's; Fred Meyer; Montgomery Ward; K mart; Bon Marche; J. Jacobs; Trident Imports; Eddie Bauer; Loehmanns.
Chain Drug and Variety Stores : Pay 'n Save; Payless; Skaggs; Coast-to-Coast; Ernst Hardware. Fred Meyer; Bartells; Pay 'n Pak.
Chain Food Stores : Albertson's; Safeway; Lucky; Thriftway; Thrifty; QFC; Grocery Boys; Prairie Mark-It; Mark-It Foods; Tradewell; Fred Meyer; I.G.A.

Other Chain Stores : Firestone; Goodyear; Big O Tires; O.K. Tire; R&B Furniture; Hancock Fabrics; Discount Fabrics; Gran Tree Furniture Rental; Friedlander's Jewelry; Radio Shack; Merribee Yarn Craft; Dunn Lumber; 7-Eleven Stores; Dairy Queen; Shuck's Auto; Fisher Drug; Bartell Drug; Sleepaire; Hickory Farms; J.K. Gill; Western Farmers Assoc.; Hallmark; Standard Tire; Fabricland; Music West; Lee Miles Transmission; Capitol Tire; Sprouse-Reitz; Malmo; Sportswest Sams Tires.

14 - NEWSPAPERS: JOURNAL-AMERICAN (m) 28,113; Mar. 31, 1981, ABC.
Local Contact for Advertising and Merchandising Data: Ed Awarea, National Ad. Mgr. JOURNAL-AMERICAN, PO Box 310, Bellevue, WA 98007; Tel. (206) 453-4270.
National Representative : None.

BELLINGHAM

1 - LOCATION: Whatcom County (SMSA). E&P Map B-1. 86 mi. N of Seattle. On U.S. Hwy. I-5; State Hwys. 11, 542, 539. On Bellingham Bay.

2 - TRANSPORTATION: Railroads : Burlington Northern Railway; Chicago; Amtrak.
Motor Freight Carriers : 14.
Freight Steamship Lines : 1.
Intercity Passenger Bus Lines : Greyhound.
Airlines : Harbor; San Juan.

3 - POPULATION:
Corp. City 80 Cen. 45,794
CZ-ABC: (70) 39,375; (81) 49,100
RTZ-ABC: (70) 42,575; (81) 61,100
County/SMSA 80 Cen. 106,701
City & RTZ-ABC: (70) 81,950; (81) 110,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,440
CZ-ABC: (70) 13,762; (81) 19,800
RTZ-ABC: (70) 12,958; (81) 21,600
County/SMSA 80 Cen. 39,630
City & RTZ-ABC: (70) 26,720; (81) 41,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$253,000,000
Mutual Savings	5	$96,000,000
Sav. & Loan	7	$143,000,000

6 - PASSENGER AUTOS: County 54,422

7 - ELECTRIC METERS: Residence 19,000

8 - GAS METERS: Residence 14,200

9 - PRINCIPAL INDUSTRIES: Agriculture 2,460; Food and kindred products 1,300; Lumber and wood products 750; Printing and publishing 250; Stone, clay and glass products 250; Other durable goods 2,090; Other non-durable goods 2,210; Forestry, Fishing Mining and Misc. 440; Contract construction 7,850; Wholesale & Retail Trade 2,400; Finance, Insurance and real estate 1,200; Services 5,140; Government 6,730; Educational Services 4,300; Other government 2,700.

10 - CLIMATE: Min. & Max. Temp.—Spring 38-58; Summer 46-72; Fall 39-60; Winter 30-45. First killing frost, Sept. 28. Last killing frost, May 12.

11 - TAP WATER: Neutral, soft, filtered, chlorinated.

12 - RETAILING: Principal Shopping Center : 23 blocks on State, Railroad, Cornwall, Commercial, Magnolia, Holly.
Neighborhood Shopping Centers : 12th & Harris; Meridian & Broadway; Northwest & E. Maplewood; E. Holly & Ellis; Meridian & Illinois; Northwest & Birchwood; Cornwall & Ohio; Bellingham Mall, College Pkwy.; Fountain District; Park Manor; Sunset-Square; Town & Country; Fred Meyer; Meridian Village.
Principal Shopping Days : Dept. Stores—Mon., Fri. and Sat.; Food Stores Thu. and Sun.

13 - RETAIL OUTLETS: Department Stores : Sears; J.C. Penney; Golden Rule; Bon Marche; Fred Meyer; K mart; Payless; Nordstrom's Place Two; Jafco; J.K. Gill; Ernst Hardware.
Variety Stores : Woolworth; 88 Center; Sprouse-Reitz.
Discount Stores : Discount City; Yeager's.
Chain Food Supermarkets : Safeway Stores 4; Thriftway 5; Albertson's 2; Tradewell.
Other Chain Stores : Weisfield's Jewelry; Goodyear; Firestone; Gallenkamp; Pittsburgh Paints; Sherwin-Williams; Singer Co.; Coast to Coast; Karl's; Jeanne Dale Fabrics; Hickory Farms; Discount Fabrics; Skipper's; Pizza Haven.

14 - NEWSPAPERS: HERALD (e) 23,320; (S) 25,012; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gerry Rhea, Mkt. Dir., HERALD, 1155 N. State St., Bellingham, WA 98225; Tel. (206) 676-2600.
National Representative : Gannett.

BREMERTON

1 - LOCATION: Kitsap County (SMSA). E&P Map B-2. On Puget Sound. 45 minutes ferry ride to Seattle; 32 mi. from Tacoma. On Hwys. 3, 16.

2 - TRANSPORTATION: Railroads : Northern Pacific; Chicago; Milwaukee Train Ferry.
Motor Freight Carriers : 5.
Intercity Bus Lines : Bermerton Tacoma Stages; Bremerton-Charleston Transportation; Greyhound; Continental Trailways.
Water : Washington State Ferries (to Seattle).

3 - POPULATION:
Corp City 80 Cen. 36,208
CZ-ABC: (70) 68,801; (81) 87,300
RTZ-ABC: (70) 37,501; (81) 71,900
County/SMSA 80 Cen. 146,609
City & RTZ-ABC: (70) 106,302; (81) 159,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,067
CZ-ABC: (70) 22,342; (81) 32,500
RTZ-ABC: (70) 12,098; (81) 26,900
County/SMSA 80 Cen. 52,591
City & RTZ-ABC: (70) 34,440; (81) 59,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	46	$351,000,000
Savings	16	$229,000,000
Sav. & Loan	4	$27,742,000

6 - PASSENGER AUTOS: County 72,020

7 - ELECTRIC METERS: Residence 58,473

8 - GAS METERS: Residence 8,840

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Total Wage) Shipbuilding—Repairing Puget Sound Naval Shipyard 11,200 ($284 million); Bangor/Trident Submarine Base (under construction) Civilian, Contractors, Military 6,000 ($75 million) Naval Undersea Warfare Eng. Stn. (Keyport) 2,430 ($67.8 million)
Principal Pay Days : Alternate Fridays.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-54; Summer 51-73; Fall 43-59; Winter 34-46. First killing frost, Nov. 27. Last killing frost. Mar. 28.

11 - TAP WATER: Natural, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on Pacific; 1 on First; 1 on Second; 2 on Burwell; 2 on Fourth; 2 on Fifth; 1 on Sixth; 2 on Park.
Neighborhood Shopping Centers : 3 blocks on Callow; 3 on Silverdale Hwy.; 5 on east end of Manette Bridge; 2 on Hwy. 21 and Lebo Blvd.; 3 on Cambrian; 8 on Wheaton Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sheridan Vill.	2	Noah's East (Shop-rite)
Perry Ave. Mall	3	Thriftway
Westgate	3	Arnold's Furn.
K mart	3	K mart
Value Giant	3	Value Giant, Payless N.W., Albertsons's
Oyster Bay	3	Thriftway, Payless, Plaza Smalley Drug
Kitsap Lk.	4	Ralph, Shop-Rite
Wheaton Way	3	Ernst Hdwe, Pay'n Save, Mall Safeway, Cedar Park Plaza 3, Gran Tree Furniture
Redwood Plz.	8	Sleep-Aire
Westbay	8	Mark-it Foods
Southpart Vlg.	10	Thriftway, Ben Franklin
Port Orchard Plz.	8	-
Silverdale Vlg.	12	IGA, Shop-Rite
CK Mall-	12	Thriftway Silverdale
Hi Point	9	Safeway, Sprouse-Reitz
Alexander	3	Picadilly, Jafco, Color Tile
S.K. Mall	9	Albertsons, Pay n Save, Ernst

Principal Shopping Days : Wed., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Bremer's; J. C. Penney; Sears; Montgomery Ward; Payless; Value Giant.
Variety Stores : Woolworth; Sprouse-Reitz.
Discount Stores : Payless N.W. (Value Giant); K mart; Pay'n Save; Payless.
Chain Drug Stores : Thrifty 2; Swanson's-Smalleys 2 (Rexall); Walgreens 4; Farrell's 4.
Chain Food Supermarkets : Safeway 3; Shop-Rite 5; Thriftway 2; Food King 1; I.G.A. 6; Family Mkt.; Albertson's; Tradewell.
Other Chain Stores : Freidlander (Jewelry); Coast-to-Coast; Firestone; Western Auto; Pay N' Pak; Raff's Shoes; Top Auto Supply; Radio Shack; Thurman Supply; Schuck's Auto Supply; Nordstrom Place Two; Pacific Iron; Weisfield's Jewelry; Jafco.

14 - NEWSPAPERS: SUN (e) 36,454; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Charles Kimble, Adv. Dir., SUN, 545 5th Street, Bremerton, WA 98310; Tel. (206) 377-3711.
National Representative : Branham.

CENTRALIA-CHEHALIS

1 - LOCATION: Lewis County, E&P Maps A-2 & A-3. Chehalis is County Seat. Shipping, manufacturing, lumber and agricultural center. Situated midway between Portland and Seattle. On U.S. Hwys. 5, 12; State Hwys. 6, 12, 507, 508.

2 - TRANSPORTATION: Railroads : Burlington Northern; Union Pacific; Chicago; Milwaukee & St. Paul; Amtrak.
Motor Freight Carriers : [illegible].
Intercity Bus Lines : Western Greyhound; Continental Pacific Trailways.

3 - POPULATION:
Corp. Cities 16,909
Centralia 80 Cen. 10,809
Chehalis 80 Cen. 6,100
CZ-ABC: (70) 18,968; (81) 47,900
RTZ-ABC: (70) 35,158; (81) 47,900
County 80 Cen. 55,279
City & RTZ-ABC: (70) 54,126; (81) 70,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,793
Centralia 80 Cen. 4,404
Chehalis 80 Cen. 2,389
CZ-ABC: (70) 6,963; (81) 9,700
RTZ-ABC: (70) 10,903; (81) 17,200
County 80 Cen. 20,369
City & RTZ-ABC: (70) 17,866; (81) 26,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial Branches	4	$146,625,418
Sav. & Loan	4	$170,345,978
Mutual Savings	1	$6,486,962

6 - PASSENGER AUTOS: County 45,547

7 - ELECTRIC METERS: Residence 8,798

8 - GAS METERS: Residence 7,540

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Logging, Lumber & Wood Products 3,922 ($310); Retail 3,393 ($144); Wholesale 1,004 ($244); Services 2,169 ($156); Agriculture 328 ($126); Government 3,171 ($237); Construction 702 ($276); Other Manufacturing 383 ($234); Transportation, Communications and Utilities 696 ($329); Finance, Insurance, Real Estate 531 ($215); Coal Mining 600 ($398); Food Processing 426 ($249); Printing and Publishing 451 ($192); Power Generating 210 ($385).

10 - CLIMATE: Min. & Max. Temp.—Spring 25-87; Summer 42-99; Fall 24-84; Winter 11-65. First killing frost, Nov. 7. Last killing frost, Mar. 18.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center : Centralia: 7 blocks on Tower Av.; 3 on Main St.; 3 on Pearl St. Chehalis: 2 on Market St.; 1 on Boistfort St.; 3 on Chehalis Ave.; 3 on Pacific Ave.
Neighborhood Shopping Centers : 3 blocks on S. Market; 2 on S. Gold; 4 bet. Chehalis and Centralia.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway (4)	NA	C.C. Sooper
Yard Birds (14)	NA	U-Mark-It, Yard Birds
Lewis Co. Mall (28)	NA	Sears, Payless
Sunbird (3)	NA	Sunbird
Safeway (7)	NA	Safeway, Giant T

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Sears; J.C. Penney 2; K mart.
Variety Stores : Ben Franklin; Bonanza.
Chain Drug Stores : Olympic Drug; Payless; Giant T.
Chain Food Supermarkets : Safeway 2; Fuller's 2; Prairie Mkt.; CC Sooper; U-Mark-It.
Other Chain Stores : Western Auto 2; Coast-to-Coast 2;Montgomery Ward (catalog); Mode O'Day 2; Pittsburgh Paint; Singer Co; Radio Shack; House of Fabrics; Kinney Shoes; Goodyear; Les Schwab; Schoefeld's; Ace Hdwe.; True Value Hdw.

14 - NEWSPAPERS: CHRONICLE (e) 16,039; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Clarence Hull, Adv. Mgr., CHRONICLE, PO Box 580, Centralia, WA 98531; Tel. (206) 736-3311.
National Representative : Branham.

CLARKSTON, WA

See LEWISTON, ID

THE DAILY WORLD
Aberdeen, Washington

The only seven-day-a-week newspaper serving coastal Washington.

DONREY MEDIA GROUP

ELLENSBURG

1 - LOCATION: Kittitas County, E&P Map C-2, County Seat. Education center (Central Washington University) in center of state. At junction of I-90 and I-82. 108 mi. E of Seattle; 185 mi. W of Spokane.

2 - TRANSPORTATION: Railroads : Burlington Northern; Amtrak (pass.).
Motor Freight Carriers : 37.

3 - POPULATION:
Corp. City 80 Cen. 11,752
County 80 Cen. 24,877

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,585
County 80 Cen. 9,496

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$84,000,000
Sav. & Loan	2	$11,500,000

6 - PASSENGER AUTOS: County 5,179

7 - ELECTRIC METERS: Residence 11,447

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Meat Packing 275 ($325); Creamery 7 emp. ($195); Food Processing 54 ($190); Lumber 41 ($230); Central Washington U. 990 ($400).
Principal Industrial Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-61; Summer 52-91; Fall 36-60; Winter 0-37. First killing frost, Oct. 3 Last killing frost, May 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks wide on 3 streets.
Shopping Centers : Ellensburg Mall.
Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Penney's; Berry's; Community Store: Bi-Mart; Woods; Ace Hardware; Ranch & Home; Tru-Valu.
Varisty Stores : Bonanza 88¢; Sprouse-Reitz.
Chain Drug Stores : Ostrander's 2; Medical Arts Phcy. 1; Bi-Mart; Money Saver 1.
Chain Food Supermarkets : Albertson's 1; Safeway; Thriftway 3; Meads Markets.
Other Chain Stores : Sears: Coast-to-Coast; Montgomery Ward; Mode O'Day; Bi-Mart.

14 - NEWSPAPERS: RECORD (e) 5,924; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Rick Wright, Adv. Mgr., RECORD, Box 248, Ellensburg, WA 98926; Tel. (509) 925-1522.
National Representative : Branham.

EVERETT

1 - LOCATION: Snohomish County, E&P Map B-2 (In Seattle-Everett SMSA). County Seat. Industrial Center. On Puget Sound. 28 mi. N of Seattle. On U.S. Hwys. 2, 99 and I-5. Deep water harbor.

2 - TRANSPORTATION: Railroads : Burlington-Northern; Milwaukee Road.
Motor Freight Carriers : 6.
Freight Steamship Lines : 2.
Intercity Bus Lines : Arlington-Lake Stevens, Greyhound; Metropolitan; Island Empire.

3 - POPULATION:
Corp. City 80 Cen. 54,413
CZ-ABC: (70) 64,828; (81) 69,300
RTZ-ABC: (70) 227,419; (81) 323,300
County 80 Cen. 337,016
SMSA 80 Cen. 1,606,765
City & RTZ-ABC: (70) 292,247; (81) 392,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,358
CZ-ABC: (70) 22,702; (81) 27,800
RTZ-ABC: (70) 67,161; (81) 111,100
County 80 Cen. 120,382
SMSA 80 Cen. 617,645
City & RTZ-ABC: (70) 89,863; (81) 138,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$241,598,000
Sav. & Loan	7	$132,160,000

6 - PASSENGER AUTOS: County 176,492

7 - ELECTRIC METERS: Residence 22,388

8 - GAS METERS: Residence 6,293

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Paper Products 2,186 ($294); Lumber & Wood 5,536 ($219); Machinery & Fab. Metal Products 2,524 ($252); Services 5,874 ($215); Transportation 14,042 ($285); Finance 2,570 ($247); Gov. 4,132 ($242); Food 2,040 ($245); Construction 3,325 ($275); Printing 281 ($269).

10 - CLIMATE: Min. & Max. Temp.—Spring 42-59; Summer 51-70; Fall 44-60; Winter 35-47. First killing frost, Oct. 13. Last killing frost, Apr. 14.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 15 blocks on 6 sts.
Neighborhood Shopping Centers : 19 & Broadway; 49 & Hwy. 99 So.; Madison & Hwy. 99; View Ridge & Mukiteo Blvd.; 62nd & Hwy. 99 So.; South Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
B & M	3	B. & M. Food
Madison Sq.	3	Albertson's
17th & Bway.	2	Safeway
Everett Mall	5	Sears, The Bon
Evergreem Way	3	Wigmam
Evergreen Way at	5	Holly Dr.
Evergreen Way at	5	K mart Casino Rd.
Frontier Vill.	5 1/2	B. & M. Food
Safeway	7	Safeway
Lynnwood Sq.	8	Payless
Fred Meyer	8	Fred Meyer Lynnwood
James Village	11	Albertson's
Anderson's	-	Terry's Thriftway
Fred Meyer	4 1/2	Fred Meyer

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Dept.—Mon. thru Fri.; Food & Discount every evening.

13 - RETAIL OUTLETS: Department Stores : Bon Marche (Allied) 2; Sears; J.C. Penney: Montgomery Ward (mail order).
Discount Stores : Payless; K mart; Fred Meyer.
Variety Stores : Bonanza.
Chain Drug Stores : Pay'n Save; B&M Prescriptions 4.
Chain Food Supermarkets : Safeway 4; Thriftway 3; B&M 4; W. Dependable-Shopland 3; Tradewell; Albertson's; Haggen's; Olson's; Mark-It-Foods.
Other Chain Stores : Firestone; Singer Co.; Goodyear; Gallenkamp's; Thom McAn; Pittsburgh Paint; Sherwin-Williams; Mode O'Day; Weisfield's; Burnett's; Friedlander & Sons; Wigwam; Radio Shack; Ernst Hdwr.; Tandy Leather.

14 - NEWSPAPERS: HERALD (e) 61,004; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Larry Hanson, V.P. Mktg; Don Bartholomaus, Adv. Mgr., HERALD, PO Box 930, Everett, WA 98206; Tel. (206) 259-5151.
National Representative : Sawyer-Ferguson-Walker.

KELSO

See LONGVIEW

KENNEWICK

See PASCO

KENT

1 - LOCATION: King County, E&P Map B-2 (in Seattle-Everett, Wash, SMSA). Aerospace, Manufactures furniture, clothing, canned goods, woodenware, fishing tackle, crates, metalware, computer equipt., ceramics, chemicals, glass, plastics, telephone & switchboard equipt. Vegetable packing, cold storage plants, green houses. Ships Lettuce, peas, cauliflower, Diversified farming, Located approx, 18 mi S of Seattle on S.R. 167, off I-5.

2 - TRANSPORTATION: Railroads : Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers : 44.
Intercity Bus Lines : Metro (King Co. Transist System); Greyhound & Trailways (In Seattle).
Airlines : Served by all major Airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 23,186
County 80 Cen. 1,265,530
SMSA 80 Cen. 1,606,765

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,511
County 80 Cen. 497,263
SMSA 80 Cen. 617,645

5 - BANKS:	NUMBER	DEPOSITS
Sav. & Loan	4	$199,000,000
Commercial	12	$254,000,000

6 - PASSENGER AUTOS: County 756,797

7 - ELECTRIC METERS: Residence (Est.) 12,000

8 - GAS METERS: Residence (Est.) 4,290

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)— Aerospace 10,000 ($420); Electronics 1,000 ($275); Mfg. 500 ($300); Mfg. Phone Equipt. 550 ($325).
Principal Industrial Pay Days : 1st & 15th Monthly.

10 - CLIMATE: Min. & Max. Temp.—Spring 44.4-59.3; Summer 55.1-72.9; Fall 47.8-60.4; Winter 38.2-47.5; First killing frost, Nov. 25. Last killing frost, Mar. 15.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center : Downtown Kent.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Benson Ctr.	2	Ernst-Malmo
East Hill Ctr.	2	Mardix Drug
Sea Tac Mall	12	Bon Marche, Peoples, Sears
South Center	7	J.C. Penney, Zales, Bon Marche, Nordstroms, Frederick & Nelson

Principal Shopping Days : Daily & Sun.
Stores Open Evenings : Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears.
Discount Stores : K mart; Wigwam.
Chain Drug Stores : Pay'n Save; Payless.
Chain Food Supermarkets : Safeway; Lucky; Albertsons; Johnny's; IGA.
Other Chain Stores : Firestone; Coast to Coast.

14 - NEWSPAPERS: NEWS JOURNAL (m) controlled 2,082; paid 10,244; VAC Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Earl Rush, Adv. Dir., Fournier Newspapers, 600 S. Washington, Kent, WA 98031; Tel. (206) 872-6680.
National Representative : USSPI.

LONGVIEW-KELSO

1 - LOCATION: Cowlitz County, E&P Map A-3. Industrial, trading center. On Columbia River. 50 mi. downstream from Portland, Ore.; 145 mi. S of Seattle. On U.S. Hwys. 4, I-5; State Hwy. 411. Home of Mt. St. Helens, USA's active volcano.

2 - TRANSPORTATION: Railroads : Union Pacific; Northern Pacific; Great Northern; Burlington-Northern Chicago; Milwaukee & St. Paul (freight), Amtrak.
Motor Freight Carriers : 10.
Intercity Bus Lines : Community-Urban Bus Service; Greyhound; Trailways.
Freight Steamship Lines : 23.
Air Taxi : Columbia Air Service; Davis Air Service; Joel's At Chet's (scenic volcano flights).

3 - POPULATION:
Corp. Cities 80 Cen. 42,181
Kelso 80 Cen. 11,129
Longview 80 Cen. 31,052
CZ-ABC: (70) 45,550; (81) 52,500
RTZ-ABC: (70) 39,161; (81) 48,500
County 80 Cen. 79,548
City & RTZ-ABC: (70) 84,711; (81) 101,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 16,636
Kelso 80 Cen. 4,373
Longview 80 Cen. 12,263
CZ-ABC: (70) 15,138; (81) 20,100
RTZ-ABC: (70) 12,097; (81) 17,300
County 80 Cen. 29,516
City & RTZ-ABC: (70) 27,235; (81) 37,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$227,681
Sav. & Loan	7	$176,555
Credit Unions	10	$131,951

6 - PASSENGER AUTOS: County 42,896

7 - ELECTRIC METERS: Res. County 36,257

8 - GAS METERS: Residence 1,760

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Monthly Wage)—Other Mfg. 1,582 ($1,631); Lumber, 6,368 ($1,554); Pulp & Paper 2,790 ($1,770).

10 - CLIMATE: Min. & Max. Temp.—Spring 36-51; Fall 46-67; Summer 50-75; Spring 38-55. First killing frost, Dec. Last killing frost, Feb.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 9 blocks on Commerce; 3 on 14th in Longview; 6 on 15th; Kelso, 6 on Pacific Ave.; 2 blks. on Kelso Drive; 1 on Ocean Beach Hwy.; Triangle Shopping Center (24 Stores— Newberry's Wards; Pay 'n Save; Ernest Hardware and Malmo Nursery; Albertson's).
Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Dept. & Food—Fri.

13 - RETAIL OUTLETS: Department Stores : Bon Marche (Allied); Sears; Montgomery Ward; J. C. Penney; Newberry's; Bobs Merchandise; Fred Meyer.
Variety Stores : Woolworth's; Tobiasons 2; Bonanza 88¢ Store; Ron's Emporium.
Discount Stores : Bob's.; Giant T; Pay-n-Pak.
Chain Drug Stores : Rexall 2; Olympic Drugs; Monticello Apothecary 2; Medical Arts Apothecary 2; Pay 'N Save; Fred Meyer; Keil's; Giant T.
Chain Food Supermarkets : Safeway 3; Thriftway 2; Mark n Pack; Albertson's; Prairie Mkt.; Mark It Foods; Keils 2; Fred Meyer; IGA.
Other Chain Stores : Weisfields; Firestone; Goodyear; Sherwin-Williams; Ernst Hdwr.; Gallenkamp; Zales Jewelry; Anita's; Mode-O-Day Kinney Shoes; Schuck's; Hallmark Cards (2); The Blade; Radio Shack 2; Pay-n-Pak; Searing Electric; DJ's Sound City; Budget Tapes.

14 - NEWSPAPERS: NEWS (e) 27,163; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Harold Luhn, National Adv. Mgr., NEWS, PO Box 189, Longview, WA 98632; Tel. (206) 577-2509.
National Representatives : None.

MOSES LAKE

1 - LOCATION: Grant County, E&P Map C-2.

2 - TRANSPORTATION: Railroads : Chicago, Milwaukee, St. Paul & Pacific; Burlington-Northern.
Motor Freight Carriers : 7.
Intercity Bus Lines : 1.

3 - POPULATION:
Corp. City 80 Cen. 10,629
County 80 Cen. 48,527

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,807
County 80 Cen. 17,158

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$56,283,872
Sav. & Loan	4	$18,368,294

6 - PASSENGER AUTOS: County 24,972

7 - ELECTRIC METERS: Residence 3,100

8 - GAS METERS: Residence 962

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners and (Av. Wkly. Wage)—Food Products 1,444 ($165); Construction 632 ($204); Transportation, Communication and Utilities 353 ($137).
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: First killing frost, Oct. 14. Last killing frost, Apr. 14. Warm summers, mild winters. Av. Temp. Jan.—20; July—91. Growing season (frost free) about 165 days.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : Third Ave.
Neighborhood Shopping Centers —Vista Village (1 mi.- Dietzen's).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant County Mall (12)	NA	Pay N'Save, Safeway
Penn Plaza (5)	NA	

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; K mart; Payless; Pay 'N Save.
Variety Stores : Sprouse-Reitz.
Chain Drug Stores : Payless; Professional Center Phcy.; Thrifty; Pay 'N Save.
Chain Food Supermarkets : Dietzen's Thriftway; Jule's; Safeway; Jack's Bargain Barn; Boyle's Plaza; Buttreys.
Other Chain Stores in City Limits : Western Auto; Karl's Shoes; Anita Shop; Sears (catalog); Montgomery Ward (catalog); Coast-to-Coast; Goodyear.

14 - NEWSPAPERS: COLUMBIA BASIN HERALD (e-mon to fri) 7,038; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Lyle L. Hicks, Pub., COLUMBIA BASIN HERALD, 813 W. 3rd Ave., Moses Lake, WA 98837; Tel. (509) 765-4561.
National Representative : None.

MOUNT VERNON

1 - LOCATION: Skagit County, E&P Map B-1, County Seat. 63 mi. N of Seattle. On navigable part of Skagit River. Two harbors on Puget Sound; 10 & 19 mi. from Mt. Vernon. On U.S. Hwys. 99, I-5.

2 - TRANSPORTATION: Railroads : Amtrak; Burlington-Northern.
Intercity Bus Lines : Greyhound.
Airlines : Harbor Airlines.

3 - POPULATION:
Corp. City 80 Cen. 13,009
County 80 Cen. 64,138

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,203
County 80 Cen. 24,472

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial Branches	6	N.A.
Sav. & Loan	5	N.A.

6 - PASSENGER AUTOS: County 38,007

7 - ELECTRIC METERS: Residence 6,370

8 - GAS METERS: 2,907

9 - PRINCIPAL INDUSTRIES: County—Agriculture; Construction; Forestry, Fishing & Mining; Trans. & Utility; Wholesale & Retail; Services; Government; Finance, Ins. & Real Estate; Manufacturing; Total Employed 27,340.
Principal Pay Days : Fri., 1st, 10th, 15th, 31st.

10 - CLIMATE: Min. & Max. Temp.—Spring 43-62; Summer 50-75; Fall 38-51; Winter 33-60. First killing frost, Nov. 10. Last killing frost, Apr.

11 - TAP WATER: Neutral med. soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : First St., Main St.; Four Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mt. Vernon Ctr. (20)	NA	Safeway
Mt. Vernon Mall (40)	NA	Payless, IGA Foodland
Riverside Plaza (8)	NA	Wigwam
Skagit Valley Mall (30)	NA	Sears, Ernst-Malmo

Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Nightly ex. Sun.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears; Emporium; Golden Rule; Northern Sales; Payless Drug Store; Wigwam.
Variety Stores : Bert Robinson's; Ernst-Malmo.
Chain Food Stores : College Way Serv-U; IGA Foodland; Safeway; Thrifty; Mark-It; Prairie Market; Thriftway.
Other Chain Stores : Western Auto; Firestone; Radio Shack; Pay 'N Pak; Fashion Fabrics; Hickory Farms; Goodyear; Montgomery Ward (catalog); Coast-to-Coast; Singer; Fabricland; Zales; Discount Fabrics;
Chain Restaurants : Shakey's Sambo's; McDonald's; Herfy's; Jack-in-the-Box; Big Scoop; Skipper's; Pizza Pete; Kentucky Fried Chicken; Country Kitchen; Taco Time; Vip's; Burger King; Ponderosa Steakhouse; Wendys.
Chain Drugs : Lindberg Drug; Medical Center Pharmacy; Pay 'n Save; Payless Drug Store; Bert Robinson Pharmacy; Vaux Pharmacy; Wells Drug Store.

14 - NEWSPAPERS: SKAGIT VALLEY HERALD (e) 16,690; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Lorne Bruchet, Gen. Mgr., or Leighton Wood, Publisher, SKAGIT VALLEY HERALD, 100 E. College Way, Mount Vernon, WA 98273; Tel. (206) 424-3251.
National Representative : Newspaper Adv. Serv.

OLYMPIA

1 - LOCATION: Thurston County (SMSA). E&P Map A-2, State Capital, County Seat. (Fort Lewis U.S. Army). At extreme S end of Puget Sound on navigable waters. 30 mi. SW of Tacoma; 60 mi. from Seattle.

2 - TRANSPORTATION: Railroads : Union Pacific; Burlington-Northern; Amtrak.
Intercity Bus Lines : Greyhound; Trailways; Capital Aeroporter, Intercity Transit.
Motor Freight Carriers : 7.

3 - POPULATION:
Corp. City 80 Cen. 27,447
CZ-ABC: (70) 38,180; (81) 57,700
RTZ-ABC: (70) 58,078; (81) 101,600
County/SMSA 80 Cen. 124,264
City & RTZ-ABC: (70) 96,258; (81) 159,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,669
CZ-ABC: (70) 13,368; (81) 23,200
RTZ-ABC: (70) 18,058; (81) 36,700
County/SMSA 80 Cen. 46,375
City & RTZ-ABC: (70) 31,426; (81) 59,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$5,289,544,311
Sav. & Loan	5	$468,198,603

6 - PASSENGER AUTOS: County 108,640

7 - ELECTRIC METERS: Residence: City 46,136, County 55,278

8 - GAS METERS: Residence 10,725

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—State Gov't. 14,593 ($371); Wood Processing 250 ($391); Brewery 655 ($470); Can 250 ($472); Container 230 ($394).
Principal Pay Days : Thu., Fri.; Last day of month.

10 - CLIMATE: Min. & Max. Temp.—Spring 74-28; Summer 85-37; Fall 82-32; Winter 62-18; First killing frost, Oct. 18. Last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 16 blocks center at 5th Ave. & Washington St.

Nearby Shopping Centers.

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Yardbirds (8)	NA	
South Sound (78)	NA	Sears, Safeway, Woolworth's, Peoples, Place II, Pay 'N Save, Ernst.
Tanglewide (8)	NA	Shop Rite Mkt.
Westside (14)	NA	Peterson's Mkt.
Lacey (15)	NA	Albertson's, House of Values, Wigwam, K mart
Tumwater (10)	NA	Safeway, Bailey's, Sprouse Reitz
Southgate (6)	NA	Southgate Mkt. Rexall
Capital Village (14)	NA	Safeway, Pay'N Save, Ernst
Capital Mall (90)	NA	Bon, J.C. Penney, Frederick & Nelson, Jafco, Lamont's

Principal Shopping Days : Department Stores— Fri., Sat.; Food—Thu., Fri., Sat.
Stores Open Evenings : Dept. and food nightly.

13 - RETAIL OUTLETS: Department Stores : Sears; J.C. Penney; Miller's; Peoples; Wigwam; House of Values; K mart; Bon; Place II; Frederick & Nelson; Lamont's.
Variety Stores : Bonanza 88; Meredith's; Woolworth; Sprouse-Reitz.
Discount Stores : Yardbirds.
Chain Drug Stores : Gillette & Guffey; Walgreen 2; Rexall 2; Pay 'N Save-2; Bailey Drug 2; Yardbirds; House of Values; Medicine Shoppe; Ralph's Rx Super Saver.
Chain Food Supermarkets : Safeway 4; Albertson's Thriftway; Serv-U West Coast 3; Mark-It Foods 2; Prairie Mkt. Mark & Pak 3; Shop Rite 3.
Other Chain Stores : Auto Supplies: Goodrich, Western Auto, Top Auto, Firestone, Goodyear, Schucks; Shoes: Leeds, Kinney, Buster Brown, Red Wing; Women's Apparel: Mode O'Day, Lerners, Other: Ernst Hardware; Malmo Nursery; Radio Shack; Singer Co.; Hickory Farms; Jay Jacobs.

14 - NEWSPAPERS: OLYMPIAN (e) 30,687; (S) 32,963; March 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Howard Sutherland, Adv. Mgr. OLYMPIAN, 1268 4th Ave.-E, Olympia, WA 98507; Tel. (206) 754-5400.
National Representative : Gannett.

PASCO-KENNEWICK-RICHLAND

1 - LOCATION: Pasco, Franklin County; Kennewick-Richland, Benton County. E&P Map C-3 (In Richland-Kennewick SMSA). Pasco, Franklin County Seat. In SE part of State, 230 mi. from Seattle; 145 mi. from Spokane; 211 mi. from Portland; Kennewick (Benton Co.); 2 mi. SW of Pasco, Richland (Benton Co.). Center of Hanford Works Project; 9 mi. NW of Kennewick. On U.S. Hwys. 395, 12; State Hwys. 14, 240.

2 - TRANSPORTATION: Railroads : Union Pacific; Burlington-Northern.
Motor Freight Carriers : 9.
Airlines : Republic; Cascade Airways.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 85,919
Pasco 80 Cen. 17,944
Kennewick 80 Cen. 34,397
Richland 80 Cen. 33,578
CZ-ABC: (70) 71,299; (81) 114,600
RTZ-ABC: (70) 23,238; (81) 36,900
Counties:
Franklin 80 Cen. 35,025
Benton 80 Cen. 109,444
SMSA 80 Cen. 144,469
City & RTZ-ABC: (70) 94,537; (81) 151,500

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 31,958
Pasco 80 Cen. 6,666
Kennewick 80 Cen. 12,885
Richland 80 Cen. 12,407
CZ-ABC: (70) 22,220; (81) 41,000
RTZ-ABC: (70) 6,515; (81) 11,900
Counties:
Franklin 80 Cen. 11,985
Benton 80 Cen. 38,978
SMSA 80 Cen. 50,963
City & RTZ-ABC: (70) 28,735; (81) 52,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	20	$421,000,000
Sav. & Loan	23	$289,000,000

6 - PASSENGER AUTOS: Counties: Benton 56,995; Franklin 23,791

7 - ELECTRIC METERS: Residence: Franklin County: Benton County 74,911

8 - GAS METERS: Residence: Pasco, Kennewick, Richland 5,420

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Total Wage): Food Prdt. 2,000 ($190); Printing 300 ($250); Dept. of Energy 18,000 ($350); Stone, Clay 100 ($280); Fertilizer 325 ($300); Pulp Paper 985 ($275); Railroads 700 ($300).

10 - CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 60-105; Fall 40-80; Winter 20-40.
11 - TAP WATER: Natural, hard.
12 - RETAILING: Principal Shopping Center :

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pasco		Sears, Payless Drug, Downtown Youngs Dept, Goddard Furn
Court Street	2	Giant T, Hancock Fabrics, Plaza Albertsons, Sprouse-Reitz
Kennewick		Lantor's (Mens Wear), Downtown Kennewick Furn., Wash. Hdwe.
Highland	3	Payless, Pay 'N Pak Center Albertsons, Pay 'N Save, Ernst, Safeway
Tri-Cities	5	K mart, Mark/Pak Center Hancock Fabrics, Jafco
Columbia	5 1/2	Bon Marche, J.C. Penney Center Pay 'N Save, Ernst, Safeway, Woolworth, Drexel Furn.
Richland		Payless, Albertsons, Downtown Bell Furn.
Richland	1	Buttrey-Osco, Uptown Dawson-Richards, Mens Wear, Fabric Wholesale
Washington Sq.		Ernst, Pay 'N Save, Safeway Richland

Principal Shopping Days : Fri., Sat., Sun.
Stores Open Evenings : Dept. Stores-Fri.; Food-Nightly; Kennewick stores also open Mon

13 - RETAIL OUTLETS: Department Stores : Carls; Sears; J.C. Penney; Bon Marche; Montgomery Ward 3; Woolworth's; Young's; Dawson Richards; Bell Furniture; Robinson's Bunch-Finnigan; Davids Shoes; Ken's; Lantors; Swanstorm; Washington Hdwe.; Kennewick Furniture.
Discount Stores : Grigg's Self Service; K mart; Jafco; Fred Meyer.
Chain Drug Stores : Thrifty 1; Rexall 4; Payless 3; Crescent 2; Ray's; Lyle's (Rexall); Fisher (Walgreen); Pay 'N Save 3; Giant T 2; Osco 3.
Chain Food Supermarkets : Thriftway 3; Safeway 4; IGA 2; Albertson's 4; Mayfair 3; Lucky Dollar; Rosauer's; Ware Mart; Buttrey 3.
Other Chain Stores : Firestone; Weisfield's.

14 - NEWSPAPERS: TRI-CITY HERALD (e-mon to fri) 39,342; (S) 41,968; Mar. 31, 1981 ABC (started Saturday edition Sept. 5, 1981).
Local Contact for Advertising and Merchandising Data: Jim Reid, Adv. Mgr., TRI-CITY HERALD, Box 2608, Pasco, WA 99302; Tel. (509) 586-2121.
National Representative : Branham.

PORT ANGELES

1 - LOCATION: Clallam County, E&P Map A-1, County Seat. 80 mi. NW of Seattle; gateway to Olympic Natl. Park. On U.S. Hwy. 101.

2 - TRANSPORTATION: Railroads : Seattle and Northcoast Railroad.
Intercity Bus Lines : Greyhound.
Motor Freight Carriers : 7.
Steamship Lines : Black Ball ferry to Victoria, B.C. (passengers and freight).
Airlines : Pearson Aircraft (scheduled and charter).

3 - POPULATION:
Corp. City 80 Cen. 17,311
CZ-ABC: (70) 16,367; (81) 17,700
RTZ-ABC: (70) 18,403; (81) 35,800
County 80 Cen. 51,648
City & RTZ-ABC: (70) 34,770; (81) 53,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,937
CZ-ABC: (70) 5,619; (81) 7,000
RTZ-ABC: (70) 6,062; (81) 13,700
County 80 Cen. 19,996
City & RTZ-ABC: (70) 11,681; (81) 20,700

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$94,734,426
Sav. & Loan	4	$195,155,578

6 - PASSENGER AUTOS: County 25,601

7 - ELECTRIC METERS: Residence: City 8,522; County 13,300City 8,522; County 13,300

8 - GAS METERS: Residence No Nat. Gas.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Agriculture, forestry and fisheries 109; Construction 499; Mfg. 3,877; Wholesale Trade 219; Retail Trade 2,145; Transp. & Public Util. 640; Trades 2,484; Fin., Ins., Real Estate 462; Other 969; Total Emp. 11,321.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 42-80; Fall 35-60; Winter 30-55.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 2 blocks on Linclon St.; 2 on Front St.; 3 on First St.; 2 on Laurel St.
Neighborhood Shopping Areas : Sixth and Lincoln; E. First St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
The Plaza (2)	NA	Sprouse-Reitz, Payless, Discount Fabrics, Firestone, Safeway, Radio Shack
Town of Sequim (17)	NA	Edquist's (50 other stores)

Principal Shopping Days : Mon., Fri., Sat. & Sun.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : People's; J. C. Penney; Swain's.
Discount Stores : Pay'n Save; Payless.
Variety Stores : Rasco Diamond Store; 88¢ Store.
Chain Drug Stores : Pay'n Save; Payless.
Chain Food Supermarkets : Safeway; Tradewell; Albertson's; Mark It Foods.
Other Chain Stores : Sears; Kaufman-Miller; Weisfield; Montgomery Ward; Coast-to-Coast; Mode O'Day; Goodyear; Western Auto; Firestone; Sprouse-Reitz; Discount Fabrics; Schuck's Auto Parts.

14 - NEWSPAPERS: NEWS (e) 13,453; (S) 14,045; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Erland F. Hansen, Adv. Dir., NEWS, 503 W. 1st; Port Angeles, WA 98362; Tel. (206) 452-2345.
National Representative : None.

RENTON

1 - LOCATION: King County, E&P Map B-2 (In Seattle-Everett, Wash. SMSA). Manufactures army self propelled guns, airplanes, aerospace, railroad cars, Clay & Steel Prods., Plywood Pre-Fabricated houses. Coalmines, Sand & Gravel, timber. Located approx. 12 mi. S of Seattle at the junction of I-405 & S.R. 167 off I-5.

2 - TRANSPORTATION: Railroads : Burlington Northern.
Motor Freight Carriers : 44.
Intercity Bus Lines : Metro (King Co. Transit System); Greyhound; Trailways; Seattle.
Airlines : Served by all major Airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 29,889
County 80 Cen. 1,265,503
SMSA 80 Cen. 1,606,765

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,586
County 80 Cen. 497,263
SMSA 80 Cen. 617,645

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	5	$245,110,226
Commercial	15	$321,040,663

6 - PASSENGER AUTOS: County 756,797

7 - ELECTRIC METERS: Residence (Est.) 13,110

8 - GAS METERS: Residence (Est.) 5,805

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Aerospace 35,000 ($420); Foundry 2,500 ($320); Electronics 1,000 ($275); Mfg. 500 ($300).
Principal Industrial Pay Days : 1st & 15th monthly.

10 - CLIMATE: Min. & Max. Temp.—Spring 44.4-59.3; Summer 55.1-72.5; Fall 47.8-60.4; Winter 38.2-47.5; First killing frost, Nov. 25. Last killing frost, Mar. 15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Center : Downtown Renton.
Neighborhood Shopping Centers : Fairwood Ctr.; Cascade Vista; Renton Ctr.; Renton Highlands; Renton Village.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southcenter	4	Bon Marche, Penney's, Frederick & Nelson, Nordstrom
Factoria Sq. Mall	6	Lamonts, Pay'n Save Ernst

Principal Shopping Days : Daily & Sun.
Stores Open Evenings : Most to 9.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears.
Discount Stores : K mart; Payless.
Variety Stores : Ernst Hdwr.; Wigwam; Bonanza 88.
Chain Drug Stores : A&H; Pay'n Save; Payless; Barte 11 Drugs.
Chain Food Supermarkets : Safeway; Tradewell; Albertson's; Lucky Stores; Holiday Foods; U-Mark-it; Johnny's IGA.
Other Chain Stores : Waterbed Warehouse; Montgomery Ward; Pic-A-Dilly.

14 - NEWSPAPERS: RECORD CHRONICLE (m) controlled 3,453; paid 10,520; VAC Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Earl Rush, Adv. Dir., Fournier Newspapers, 600 S. Washington, Kent, WA 98031. Tel. (206) 872-6680.
National Representative : USSPI.

RICHLAND
See PASCO

SEATTLE

1 - LOCATION: King County (In Seattle-Everett SMSA). E&P Map B-2, County Seat. On Puget Sound and west shore of Lake Washington. N of Portland 172 mi.; San Francisco 885 mi.; Los Angeles 1,203 mi., W of Spokane 276 mi.

2 - TRANSPORTATION: Railroads : Amtrak.
Motor Freight Carriers : 125.
Intercity Bus Lines : Continental Trailways; Greyhound.
Airlines : Alaska; American; Braniff; British; Continental; Delta; Eastern; Hughes Airwest; Mexicana; National; Northwest; Pacific Western; Pan American; Reeve Aleutian; SAS; Thai; TWA; United; Western; Wien; Finnair; Republic; Air Cal.

3 - POPULATION:
Corp. City 80 Cen. 493,846
CZ-ABC: (70) 1,035,743; (81) 1,123,500
RTZ-ABC: (70) 577,911; (81) 786,900
County 80 Cen. 1,269,749
SMSA 80 Cen. 1,606,765
City & RTZ-ABC: (70) 1,613,654; (81) 1,910,400
Demographic Information available The Seattle Times & The Post Intelligencer. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 219,469
CZ-ABC: (70) 356,583; (81) 422,600
RTZ-ABC: (70) 178,710; (81) 304,200
County 80 Cen. 497,263
SMSA 80 Cen. 617,645
City & RTZ-ABC: (70) 535,293; (81) 726,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	28	NA
Savings	6	NA
Sav. & Loan	24	NA

6 - PASSENGER AUTOS: Co. 781,218; SMSA 958,873

7 - ELECTRIC METERS: Res. city 241,563

8 - GAS METERS: Residence, city 98,153

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Manufacturing 171,100 ($406); Aerospace 78,800 ($470); Lumber 10,300 ($387); Food Products 9,900 ($340); Machinery 7,900 ($448); Fab. Metal Prod. 7,100 ($358); Construction 36,500 (NA); Trans. Comm. Utl. 53,400 (NA); Finance Insur. & Real Estate 57,400 (NA).

10 - CLIMATE: Min. & Max. Temp.—Spring 40-57; Summer 53-75; Fall 42-69; Winter 37-46; First killing frost, Nov. 21. Last killing frost, March 6.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:
Downtown Shopping Area : 3 blocks from University to Pine on First, Second, Third, Fourth, Fifth and Sixth Aves.
Neighborhood Shopping Districts : Lake City (NE 125th St. & Lake City Way NE); Burien (SW 152nd St. & 1st Ave. S); Ballard (NW Market St. & Leary Way NW); Roosevelt (Roosevelt Way NE & NE 65th St.); Magnolia Village (33rd Ave. W & W McGraw St.); Uptown (Queen Anne Ave. N & W Mercer St.); Broadway (Broadway Ave. E bet. E Olive St. & E Roy St.); Alaska Junction (California Ave. SW & SW Alaska St.); University District (University Way NE & NE 45th St.); Greenwood (Greenwood Ave. N & N 85th St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alderwood Mall	16	Bon Marche, Nordstrom's Lamonts, Sears, Penney's
Northgate (120)	6	Bon Marche, Lamont's Penney, QFC, Nordstrom
University Vil. (59)	5	Lamonts, QFC
Bellevue Sq. (55)	8	Frederick & Nelson, Penney, Nordstrom
Aurora Village (53)	11	Frederick & Nelson, Nordstrom, Penney, Lucky
Renton Center (56)	9	Sears, QFC
Forest Park (61)	9	Lamont's, Albertson
Factoria (49)	11	Lamont's, Safeway
Crossroads (60)	12	Lamont's, Lucky
SeaTac Mall (88)	14	Bon Marche, Peoples, Sears
Southcenter (110)	8	Penney, Lucky, Bon Marche, Frederick & Nelson, Nordstrom
Totem Lake (68)	11	Lamont's, Thrifty
Westwood Vill. (35)	7	Lamont's, Lucky

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Dept.—Mon. & Fri.; Supermkts., discount stores—Every evg. ex. Sun.
Stores Open Evenings ; Drug, grocery, discount and most department stores.

13 - RETAIL OUTLETS: Department Stores : Bon Marche 7; Frederick & Nelson 5; Lamonts 10; Nordstrom 8; Penney 13; Peoples 1; Sears 8.
Discount Stores : Gen. Merchandise-Fred Meyer 12; Jafco 7; K mart 8; Payless 10.
Variety Stores : Bonanza 5; Meredith 4; Sprouse-Reitz 8; Wigwam 12; Woolworth 4.
Chain Drug Stores : Bartell 17; G.O. Guy 5; Fred Meyer 12; Pay 'n Save 26; Thrifty 3.
Chain Grocery Supermarkets : Albertson's 29; IGA 15; Lucky 22; Prairie Market 21; QFC 17; Safeway 57; Thriftway 13; Tradewell 22.

14 - NEWSPAPERS: (Circulation/Local Contact for Advertising and Merchandising Data/National Representatives) : JOURNAL OF COMMERCE (m) 5,505; sworn Mar. 31, 1981. Ron Mellinger, Adv. Dir., 83 Columbia St., Seattle, WA 98108; Tel. (206) 622-8272. POST-INTELLIGENCER (m-mon to fri) 185,962; (m-sat) 160,110; (S) 211,876; Mar. 31, 1981 ABC. Marvin Larsen, Nat'l. Adv. Mgr., 521 Wall St., Seattle, WA 98121; Tel. (206) 628-8233. Hearst Advertising Service. SEATTLE TIMES (all day-mon to fri) 261,432; (m-sat) 240,161; (S) 344,724; Mar. 31, 1981 ABC. Clifford Butler, Nat'l Adv. Mgr., Fairview Ave. N & John, Seattle, WA 98111; Tel. (206) 464-2111. CWO&O.

SPOKANE

1 - LOCATION: Spokane County (In Spokane SMSA). E&P Map D-2, County Seat. Wholesale; distributing and shipping center. Light metals; meat packing; building materials and miscellaneous manufacturing. 365 mi. from Portland, Ore.; 275 mi. from Seattle, Wash.

2 - TRANSPORTATION: Railroads : Burlington-Northern; Union Pacific.
Motor Freight Carriers : 35.
Intercity Bus Lines : Western Greyhound; Okanogan Valley; Spokane Transit System; Empire Lines; Charter Lines.
Airlines : United; Republic; Northwest; Frontier; Cascade.

3 - POPULATION:
Corp. City 80 Cen. 171,300
CZ-ABC: (70) 230,807; (81) 270,000
RTZ-ABC: (70) 372,292; (81) 477,500
County/SMSA 80 Cen. 341,835
City & RTZ-ABC: (70) 603,099; (81) 747,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 70,916
CZ-ABC: (70) 78,449; (81) 105,600
RTZ-ABC: (70) 114,784; (81) 170,600
County/SMSA 80 Cen. 128,403
City & RTZ-ABC: (70) 193,233; (81) 276,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$2,939,058,790
Mutual Sav.	3	$828,154,301
Sav. & Lo[illegible]		[illegible]15,072,049

6 - PASSENGER AUTOS: County 182,790

7 - ELECTRIC METERS: Residence 132,399

8 - GAS METERS: Residence 42,782

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—($373); Constr. 5,900; Mfg. 16,800; Transp., Comm. & Util. 7,700; Whole & Ret. 35,100; Finance, Insurance, etc. 8,300; Services 29,400; Misc. 600; Govt. 23,400.
Principal Industrial Pay Days : Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 37-58; Summer 53-80; Fall 38-58; Winter 24-36. First killing frost, Oct. 14. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 10 blocks on Riverside Ave.; 10 on Main Ave.; 7 on Sprague Ave.; 6 on Spokane Falls Blvd.
Major Shopping Centers : Northtown (62 stores); Shadle Center (38 stores); University City (33 stores); Franklin Park Mall (23 stores).
Neighborhood Shopping Centers : Dishman (27 stores); East Sprague (343 stores); Garland (33 stores); Hillyard (35 stores); Millwood (11 stores); Mission Village (15 stores); Monroe and Indiana (16 stores); North Division (107 stores); Opportunity (19 stores); South Perry (11 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Argonne Village (15)	NA	Albertson's
Dishman Square (7)	NA	Jamisons' Thrift Vordahls
East Town (12)	NA	K mart, Albertson's
Fairwood Center (40)	NA	Albertson's
Five Mile (34)	NA	Rosauer's
Franklin Park Mall (23)	NA	Montgomery Ward
Heritage Village (12)	NA	Rosauer's
K mart, Eastown (12)	NA	K mart
K mart Plaza (10)	NA	K mart
Lincoln Heights (27)	NA	Sears, Safeway
Lincoln Square (8)	NA	Rosauer's
Manito (12)	NA	Lamonts, Safeway
Mission Village (15)	NA	Jax Thrift Store
Northtown (62)	NA	Albertson's, Sears
Opportunity (19)	NA	Safeway, Pay'n Save
River Ridge (7)	NA	Rosauer's
Shadle Center (38)	NA	Penney, Newberry, Safeway, Lamonts
Town & Country (10)	NA	Safeway; T&C Drugs
University City (33)	NA	Penney, Rosauer's, Newberry

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Dept.—Mon. & Fri.; Food—nightly.

13 - RETAIL OUTLETS: Department Stores : Bon Marche; Montgomery Ward; Sears 2; J.C. Penney 3; The Crescent 3; Nordstrom; Lamonts 2.
Variety Stores : Woolworth; Newberry 3.
Discount Stores : Fred Meyer 2; K mart 3; Two Swabbies 2; Giant 2; Jafco.
Chain Drug Stores : Skaggs 4; Thrifty; Pay'n Save 4; Super Save; Miller & Felt.
Chain Food Supermarkets : Safeway 12; Rosauer's 12, Albertson's 6.
Other Chain Stores : Firestone; Goodrich; Goodyear; Western Auto; Fuller Paint; Pittsburgh Plate Glass; Sherwin-Williams; General Paint; Mode O'Day (women's); Anita Shops (women's); Diana Shops; Leed's (shoes); House of Fabrics Thom McAn (shoes); Lerner Shops; Burt's (shoes); Weisfield's (jewelry); Zale's (jewelry); Kinney's (shoes); Gallenkamps (shoes).

14 - NEWSPAPERS: SPOKESMAN-REVIEW (m) 77,818; CHRONICLE (e) 59,026; comb. (m&e) 136,844; SPOKESMAN-REVIEW (S) 125,898; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William B. Batchelor, Nat'l. Adv. Mgr., CHRONICLE and SPOKESMAN-REVIEW, W 927 Riverside, Spokane, WA 99210; Tel. (509) 455-6881.
National Representative : CWO&O.

TACOMA

1 - LOCATION: Pierce County (In Tacoma SMSA). E&P Map B-2, County Seat. Industrial, wholesale center. On Commencement Bay near head of navigation of Puget Sound.

2 - TRANSPORTATION: Railroads : Burlington-Northern; Union Pacific. Steamship lines to all parts of the world.
Motor Freight Carriers : 56.
Freight Steamship Lines : 30.
Intercity Bus Lines : Greyhound; Continental Trailways; Bremerton-Tacoma Stages; Puyallup-Sumner-Tacoma.
Airlines : Northwest; United; Western; Pan American; Alaska; Japan; Air Canada; Braniff; Eastern; Continental; Wein Air Alaska; American; Air Cal; British Airways; CP Air; Delta; Mexicana; Republic; Scandinavian; TWA.

3 - POPULATION:
Corp. City 80 Cen. 158,501
CZ-ABC: (70) 264,292; (81) 310,000
RTZ-ABC: (70) 381,771; (81) 503,600
County/SMSA 80 Cen. 485,643
City & RTZ-ABC: (70) 646,063; (81) 813,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 63,405
CZ-ABC (70) 88,224; (81) 119,500
RTZ-ABC: (70) 108,886; (81) 168,000
County/SMSA 80 Cen. 174,232
City & RTZ-ABC: (70) 197,110; (81) 287,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	10	$1,693,381,854
Savings	4	$385,387,678
Sav. & Loan	3	$495,037,696

6 - PASSENGER AUTOS: County 381,001

7 - ELECTRIC METERS: County 103,482

8 - GAS METERS: County 55,591

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Food Prod. 2,500 ($299); Furniture & Fixtures 600 ($307); Paper Prod. 1,400 ($475); Chemical Products 900 ($417); Primary metals 2,100 ($442) Fabricated Metal Prod. & Non-elec. Mach. 2,000 ($485); Lumber & Wood Prod. 4,700 ($376).
Principal Pay Days : Fri.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 38-67; Summer 59-74; Fall 38-70; Winter 34-50. First killing frost, Nov. 2. Last killing frost, Mar. 11.

11 - TAP WATER: Neutral, very soft mountain river water; stand-by artesian well supply, relatively hard; not fluoridated.

12 - RETAILING: Downtown Shopping Area : Broadway Plaza and 4 blocks on Pacific Ave.; Tacoma Mall (130 stores under cover); Lakewood Villa Plaza (70 stores).
Neighborhood Shopping Centers : South Tacoma Way; 11th & K; University Village; Village Square; Lakewood Center; Westgate; 38th & G; 38th & Pine; 6th Avenue; 26th & Proctor; Highland Hill; McKinney Hill; 40th & Portland Ave.; Thunderbird Plaza; 92nd & Pacific Ave.; Hi-Ho Puyallup; Bi-Lo Yakima Ave.; Valley Plaza; University Place; North Shore; Edgewood; Summit; Midland; Sumner; Puyallup; Orting; Eatonville; Gig Harbor; South Tacoma Village; Spanaway Center; Ft. Fosdick Square; Center 19; Willows; Green Firs; Tacoma Vista; Olympic Village; James Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Plz.	0	People's, Woolworth
Lakewood Ctr.	10	People's, Mont. Ward, Paulson's, Selden's
Sea Tac Mall	12	Sears, People's, Lamont's, Elvin's, Bon Marche
Tacoma Mall	5	J.C. Penney, Bon Marche, Lucky, Nordstrom, Frederick & Nelson, Payless, Sears
Villa Plaza	7	Frederick & Nelson, Penney, Ernst, Pay 'N Save, Thriftco
Puyallup	7	J.C. Penney, Mont Ward, Hi-Ho, Safeway

Principal Shopping Days : Sat., Fri., Mon.
Stores Open Evenings : Dept. & specialty stores-Mon., Thu. & Fri.; Food, larger stores-every evening.

13 - RETAIL OUTLETS: Department Stores : Frederick & Nelson; People's; Sears; J. C. Penney; Bon Marche; Schoenfelds; Wigwam; Montgomery Ward; Norostrom; Elvin's.
Discount Stores : Dahnken; B and I; K mart; Frad Meyers; Jafco.
Variety Stores : Woolworth; Kress; Sprouse Reitz; 88¢ Center; Value Stores.
Chain Drug Stores : Thrifty 4; Ludwig 4; Pay 'n Save 6; Domaro; Farrell's 2; Jaffe; AAA Prescription Services 2; Lake City Phcy. 2; Harold Meyer 2; South Tacoma Drug 3; Stowell's 4; Payless 4; Giant T 2.
Chain Food Supermarkets : Safeway 15; Food King 11; Piggly Wiggly 11; Thriftway 4; Lucky Stores 6; Shop Rite 13; Star Value PDQ 11; Manley's 5; Sib's; Hi-Ho 2; Thriftco 3; Tom Boy 5; 7-Eleven 10; Klauser Corp. 5; Mark-It; Mark 'N Save; Stop 'N Go; Fred Meyers 3; You Mark It 2.
Other Chain Stores : Thom McAn; Singer Co.; Goodrich; Firestone; Western Auto; Sherman-Clay; Binyon; Arden; Lerner; Mode O'Day; Leeds; Dutch Boy; W. P. Fuller; Karl's; Fashion Fabric; Gallenkamp; Montgomery Ward; Coast-to-Coast; Nordstrom; Value Variety; Weisfields; See's Candy; Klopfenstein's; Foreman & Clark; Zukor's; House of Fabrics; Jay Jacobs; Farrell's; Goodenough's; Hancock Fabrics; Pay 'N Pak; Roda Lee; Rusan's; Color-Tile; Standard Brands.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 107,169; (S) 111,211; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Cathy J. DuBois, Market Research, NEWS TRIBUNE, PO Box 11000, Tacoma, WA 98411; Tel. (206) 597-8511.
National Representative : Sawyer-Ferguson-Walker.

VANCOUVER

1 - LOCATION: Clark County (In Portland, OR-WA SMSA). E&P Map A-3, County Seat. Shipping lumber, paper products, aluminum, and diversified light manufacturing and electronics. Situated on the Columbia River. 8 mi. N of Portland, OR.

2 - TRANSPORTATION: Railroads : Freight—Burlington Northern; Milwaukee; Union Pacific. Passenger—Amtrak.
Motor Freight Carriers : 125.
Intercity Bus Lines : Vancouver-Portland; Greyhound; Evergreen Stage Line; Trailways.
Airlines : United; Northwest; Alaska; Western; Braniff Int.; Continental; Eastern; Air West; Delta; Mexicana; Trans International; Cascade; American; Air-Cal. (all from Portland Airport).

3 - POPULATION:
Corp. City 80 Cen. 42,834
CZ-ABC: (70) 76,560; (81) 111,600
RTZ-ABC: (70) 51,894; (81) 89,200
County 80 Cen. 192,227
SMSA 80 Cen. 1,242,187
City & RTZ-ABC: (70) 128,454; (81) 200,800
Demographic Information available from newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,808
CZ-ABC: (70) 25,548; (81) 42,600
RTZ-ABC: (70) 15,516; (81) 31,300
County 80 Cen. 68,750
SMSA 80 Cen. 477,325
City & RTZ-ABC: (70) 41,064; (81) 73,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial Branches	7	$628,192,000
Sav. & Loan	9	$662,756,000

6 - PASSENGER AUTOS: County 106,889

7 - ELECTRIC METERS: Res. City 18,667

8 - GAS METERS: Res. 5,637

9 - PRINCIPAL INDUSTRIES: Construction 2,910 ($520); Mfg 12,960 ($360); Transp. Comm & Utilities 2,310 ($403); Whole & Ret trade 11,220 ($258); Finance/Ins. & Real Estate 2,520 ($217); Services 9,840 ($194).

10 - CLIMATE: Min. & Max. Temp.—Spring 32-83; Summer 41-93; Fall 21-67; Winter 23-50. First killing frost, Oct. 2. Last killing frost, Mar. 6.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center: Vancouver Mall located 5 miles Northeast of Vancouver on I-205.
Neighborhood Shopping Centers: Seventh & Grand Ave.; Hwy. 99 & N.E. 78th; Mill Plain at Garrison Rd.; 72nd & N.W. 4th Plain; 4th Plain & Grand; Mill Plain & Devine Road; Mill Plain & Andresen.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grand Ave.	2	Grand Ave. Mkt.
Keil's	5	Keil's
Garrison Sq. (10)	5	Payless Drugs, Keil's
Totem Pole	3	Hi-School Pharmacy
Fred Meyer (12)	3	Fred Meyer
Fred Meyer (10)	2	Fred Meyer
J&M Plaza	6	Payless, Safeway
Tower Mall (34)	3	Leslies, Safeway
McLoughlin Hts.	3	Albertson's
Orchards	7	Danielson's; Thriftway
Mill Plain Blvd.	NA	Keils, Hi-School Pharmacy
Arbour's (11)	NA	Minnehaha Thriftway
Heights	NA	Sears, Coast to Coast
Jantzen Beach (125)	NA	Mont. Ward, Payless, Fredrick & Nelson
5 Corners	6	Cardons, Hi-School Phcy.
78th St.	NA	Keil's, Hall's Phcy.
Vancouver Mall (83)	5	Sears, Penneys, Meier & Frank, Nordstrom, Lipmans

Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: Dept., Fri.; Food, and Discount Daily.

13 - RETAIL OUTLETS: Department Stores: J. C. Penney; The Broadway; Mont. Ward; Payless; Fredrick & Nelson; Sears; Meier & Frank; K mart; Nordstroms; Place II.
Variety Stores: Coast to Coast; Boyd's 88¢ Center.
Chain Drug Stores: Fred Meyer Drugs 3; Payless 2; Hi-School Pharmacy 5.
Chain Food Supermarkets: Albertsons 3; Cardons 2; Fred Meyer 3; Keils 4; Minit Mart 19; Plaid Pantry 4; Prairie Market 2; Safeway 3; Seven-Eleven 4; Thriftway (United Grocers) 8.
Other Chain Stores: Goodrich; Fuller; Sherwin-Williams (paint); Mode O'Day (ladies); Goodyear; Western Auto; Kinney Shoes; Firestone; Action Alley; Sue Marshall; Lerners; Squire Shop; Petrics; JJ Jeans; Zales; K mart.

14 - NEWSPAPERS: COLUMBIAN (e-mon to fri) 46,705; (S) 49,722; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Michael D. Greene, Ret. Adv. Mgr. COLUMBIAN, PO Box 180, Vancouver, WA 98666; Tel. (206) 694-3391.
National Representative: None.

The Community
Information
Center In
Yakima,
Washington.

Yakima
Herald-Republic

A Harte-Hanks
NEWSPAPER

WALLA WALLA

1 - LOCATION: Walla Walla County, E&P Map D-3, County Seat. Retail and wholesale agricultural center serving 3 Washington and 2 Oregon Counties. 131 mi. from Yakima; 158 mi. from Spokane; 237 mi. from Portland, 271 mi. from Seattle.

2 - TRANSPORTATION: Railroad: Freight via Union Pacific and Burlington Northern.
Motor Freight Carriers: 5.
Intercity Bus Line: Valley Transit; Northwest Greyhound.
Airlines: Cascade Airways providing commuter service to major connections; Mountain Air and Martin Aviation providing charter, sales, flight instruction, air ambulance.
Barge Service: Shipments of oil, grain and other materials are carried by barge or lighter vessels on the Columbia and Snake Rivers.

3 - POPULATION:
Corp. City 80 Cen. 25,618
CZ-ABC: (70) 36,817; (81) 42,000
RTZ-ABC: (70) 23,731; (81) 27,600
County 80 Cen. 47,435
City & RTZ-ABC: (70) 60,548; (81) 69,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,703
CZ-ABC: (70) 7,802; (81) 15,500
RTZ-ABC: (70) 7,802; (81) 10,500
County 80 Cen. 16,975
City & RTZ-ABC: (70) 19,600; (81) 26,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$155,212,000
Sav. & Loan	2	$154,022,000
Mutual Svgs.	2	N.A.

6 - PASSENGER AUTOS: County 22,110

7 - ELECTRIC METERS: 15,875

8 - GAS METERS: 5,571

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Avg. Wkly. Salary)—Agriculture, Forestry and Fisheries N.A.; Contract Construction N.A.; Manufacturing/Food Processing 3,245 ($301); Trans., Comm. and Util, 510 ($307); Wholesale and Retail N.A.; Fin. Ins. Real Estate N.A.; Schools/Hospitals 2,409 ($207); Gov't 2,439 ($245).

10 - CLIMATE: Min. & Max. Temp.—Spring 43-62 Summer 62-89; Fall 45-65; Winter 27-39. First killing frost, Oct. 28. Last killing frost, Apr. 3.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center: 9 blocks on Main St.; 3 on Alder St.; 3 on Rose St., 7 on Second St.; 2 on First St; 2 on Colville St.; 2 on Palouse St.; 1 on Boyer Ave.
Neighborhood Shopping Centers: 3 miles on E. Isaacs from White St. to City Limits; 1 on S. 2nd from Morton to Cherokee; 6 in College Place between Fifth and A Sts. on College Ave.; 1 on Wallula Hwy; 1 on Plaza Way between 9th & Village Way.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtown Mini Mall	0	Hancock Fabric, Aetna Finance, Quick Stop Sub Shop
Plaza	1	Safeway, M&R Drug.
Eastgate	2	Fleenor's, K mart, Eastgate Drug, Eastgate Country Store, Radio Shack, Montgomery Ward
Eastgate Mall	2	Schuck's, Albertsons, Payless Hatfield's Dept. Store, Fabricland, Kinney's Shoes, Robinson's, Jay Jacobs, The Closet, Eastgate Jewelers, T-Shirtst, Bresslers
Southgate	1	Fleenor's, Southgate Drug
Big Y	2	Wade's Thriftway, Central Pharm
Oregon Stateline	6	Grigg's, Prince-It-Foods

Principal Shopping Days: Thu., Fri., Sat., Sun.
Stores Open Evenings: Dept. & Banks Fri.; Food seven nights. EG Mall.

13 - RETAIL OUTLETS: Department Stores: The Bon; Montgomery Ward; Sears; J.C. Penney; Country Store 2; K mart; Hatfields; Bi-Mart.
Variety Stores: Bonanza 88¢ Store.
Drug Stores: Eastgate; Southgate; Pay Less; Professional Pharmacy; Book Nook; M&R; Green & Jackson; Tallman.
Chain Food Supermarkets: Fleenor's 2; Safeway 3; Price's Sentry; Albertson's; Wade's Thriftway; Mark & Pak.
Other Chain Stores: Shoes: The Shoe Shop, Volume Shoe Stores, Kinney's Shoes; Women's Wear: Jacqueline's, Jay Jacobs, Charisma, The Closet; Others: Sherwin-Williams, Pay 'N Pak Hardware Boyer Electric, Checker Auto Stores, Fabricland, Goodyear Stores, W.P. Fuller, Pittsburgh Paint, Hancock Fabrics, Radio Shack; Automotive Wholesalers: Wash. Mach. & Supply, Twin W Motor Supply, Walla Motor Supply, Schuck's; Boats: Pete's Marina, Nixon's; Beverages: Coca Cola, Pepsi Cola, Seven Up.

14 - NEWSPAPERS: UNION-BULLETIN (e-mon to fri) 15,859; (S) 16,461; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Gifford, Jr., Adv. Mgr., UNION-BULLETIN, 1st & Poplar, Walla Walla, WA 99362; Tel. (509) 525-3300.
National Representative: Branham.

WENATCHEE

1 - LOCATION: Chelan County, E&P Map C-2, County Seat. In geographic center of state at junction of Wenatchee and Columbia Rivers. Intersection of U.S. Hwys. 2 (Stevens Pass Hwy.) and 97 (Okanogan-Cariboo Trail). 165 mi. W of Spokane; 138 mi. E of Seattle.

2 - TRANSPORTATION: Railroads: Burlington Northern; Amtrak (pass.).
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound.
Airlines: Cascade Airways.

3 - POPULATION:
Corp. City 80 Cen. 17,257
CZ-ABC: (70) 30,200; (81) 36,100
RTZ-ABC: (70) 95,690; (81) 112,600
County 80 Cen. 45,061
City & RTZ-ABC: (70) 125,890; (81) 148,700
Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,125
CZ-ABC: (70) 10,218; (81) 14,100
RTZ-ABC: (70) 30,516; (81) 41,300
County 80 Cen. 17,792
City & RTZ-ABC: (70) 40,734; (81) 55,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$ 265,204,000
Sav. & Loan	2	$305,173,000
Credit Unions	5	$9,411,361

6 - PASSENGER AUTOS: County 51,752

7 - ELECTRIC METERS: Res. County 21,318

8 - GAS METERS: Residence 3,640

9 - PRINCIPAL INDUSTRIES: (Chelan-Douglas Counties): Industry, number Wage Earners—Manufacturing, including primary metals processing, 3,060; Contract Construction, 2,570; Transportation, Commun. & Utilities, 850; Wholesale & Retail Trade, 7,320; Finance, Insurance & Real Estate 940; Services, 4,460; Government, 4,590; Total Civilian Work Force, 36,420.
Principal Pay Days: Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 29-80; Summer 47-97; Fall 29-76; Winter 10-53. First killing frost, Oct. 15. Last killing frost, Apr. 21.

11 - TAP WATER: Slightly alkaline, soft; not fluoridated.

12 - RETAILING: (Principal Shopping Centers): Downtown, 5 Blocks on Wenatchee Avenue; Valley North Shopping Center, 34 stores; Wenatchee Valley Mall, 46 stores.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Downtown-Fridays; Valley North and Wenatchee Valley Malls-Monday thru Friday: Food-every night.

13 - RETAIL OUTLETS: Department Stores: Sears; Lamonts; J.C. Penney; People's.
Discount Stores: Sian's Merry Mart; Sav-Mart; Hirsch Value Center; K mart; Ernst Home Center.
Variety Stores: Bonanza.
Chain Drug Stores: Pay Less; Osco.
Chain Food Supermarkets: Safeway 2; Albertson's; Buttery's; Fleenor's; Gordons Discount; Mark-It Foods.
Other Chain Stores: Gallenkamp's; Raffs, Mode O'Day; Adair; Firestone; Western Auto; Anita's; House of Fabrics; Fabricland; Weisfield Jewelers; Radio Shack; Columbia Paints; Jay Jacobs; Les Schwab Tires; Coast-to-Coast; Pay 'n Pak; Top Auto; Zale's Jewelers; Schuck's Auto Parts.

14 - NEWSPAPERS: WORLD (e-mon to fri) 27,881; (S) 30,842; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Bell, Adv. Dir., WORLD, 14 N. Mission St., Wenatchee, WA 98801; Tel. (509) 663-5161.
National Representative: Branham.

YAKIMA

1 - LOCATION: Yakima County (SMSA). E&P Map C-3, County Seat. Shipping center for Yakima irrigated valley. Misc. light manufacturing, diversified agriculture. Wholesale center for central part of State. 220 mi. from Spokane; 149 mi. from Seattle. On U.S. Hwys. 97, 410, I-82.

2 - TRANSPORTATION: Railroads: Burlington-Northern; Union Pacific (freight); Amtrak.
Airlines: Air West; Cascade.
Motor Freight Carriers: 40.
Intercity Bus Lines: Western Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,826
CZ-ABC: (70) 74,929; (81) 93,600
Bal. in PMA-ABC: (70) 70,042; (81) 81,200
County/SMSA 80 Cen. 172,508
Total PMA-ABC: (70) 144,971; (81) 174,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,160
CZ-ABC: (70) 25,739; (81) 37,100
Bal. in PMA-ABC: (70) 20,743; (81) 27,400
County/SMSA 80 Cen. 61,341
Total PMA-ABC: (70) 46,482; (81) 64,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$457,614,445
Savings	2	N.A.
Sav. & Loan	5	$340,285,433

6 - PASSENGER AUTOS: County 88,705

7 - ELECTRIC METERS: Res. 44,856

8 - GAS METERS: Residence 9,975

9 - PRINCIPAL INDUSTRIES: Manufacturing 192 firms—8,300 employees, $33,257,628 wages.

10 - CLIMATE: Min. & Max. Temp.—Spring 24-73; Summer 50-90; Fall 34-86; Winter 18-46. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center: 6 blocks on Yakima Ave.; 2 on Third St.; So. 1st & Old Town Road (Valley Mall); Yakima Downtown Mall.
Neighborhood Shopping Centers: Broadway and Mead; Fifty-sixth & Summitview; Ninth & Summitview; Sixteenth and Nob Hill; Westpark; Terrace Heights Rd. and Slavin Rd.; 1 mi on Fruitvale Blvd., Glenwood; Southgate; Sixteenth and Lincoln; Nob Hill & Ward Plaza; Chalet Mall; Lincoln Center; 11th & Tieton, 37th & Tieton.
Principal Shopping Days: Thu., Fri., Sat., Sun.
Stores Open Evenings: Department—Mon., thru Fri.; Food—every evening.

13 - RETAIL OUTLETS: Department Stores: Bon Marche; Penney; Peoples; Sears; Montgomery Ward; Nordstrom's; Lamonts.
Discount Stores: Bi-Mart; Fred Meyer 13; Wigwam; Pay'n Pack; K mart; Ernst.
Variety Stores: Sprouse-Reitz.
Chain Drug Stores: Pay Less; Thrifty 2; Giant T; Tuft's; Osco; Kurbitz 2; Chalet 1; Westpart 1; Bi Mart; Fred Meyer.
Chain Food Supermarkets: Albertson's Food Center 2; Safeway 4; Thriftway 5; Serv-U 2; Mayfair 3; Gerritsen's 3; Buttrey's; Associated Grocers 2; Super Duper 2; Wrays; Roseaur's; Prairie Mkt.; Harvest Foods.
Other Chain Stores: Goodrich; Firestone; Mode O'Day; Weisfield's; Singer Co.; Gallenkamp's; Kinney's; Coast to Coast; Leeds; Hickory Farms; J.K. Gill; Hardy Shoes; Jay Jacobs; Thom McAn; Fashion Fabrics; Self Service Furniture; Penguin Electric; Zales; 84 Lumber; Zieglers; B. Dalton; Radio Shack.

14 - NEWSPAPERS: HERALD-REPUBLIC (all day) 39,851; (S) 43,931; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jay R. White, Ad. Dir., HERALD-REPUBLIC, PO Box 9668, Yakima, WA 98909; Tel. (509) 248-1251.
National Representatives: Branham; Harte-Hanks.

WEST VIRGINIA SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Charleston —Kanawha and Putnam Counties.
Cumberland, Md.-W. Va. —Allegany County, Md. and Mineral County, W. Va.
Huntington-Ashland, W. Va.-Ky.-O. —Cabell and Wayne Counties, W. Va.; Boyd and Greenup Counties, Ky.; Lawrence County, O.
Parkersburg-Marrietta, W. Va.-O. —Wirt and Wood Counties, W. Va.; Washington County, O.
Steubenville-Weirton, O.-W. Va. —Jefferson County, O.; Brooke and Hancock Counties, W. Va.
Wheeling, W. Va.-O. —Ohio and Marshall Counties, W. Va.; Belmont County, O.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	138	146
5-14 Years	336	310
15-24 Years	301	347
25-44 Years	383	513
45-64 Years	392	396
65 and Over	194	238
TOTAL	1,744	1,950

Based on U S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	219	388	571
Genral Mdse	476	776	1,119
Food	794	1,374	2,235
Automobiles	677	1,265	1,683
Gasoline Stations	265	493	993
Apparel	167	238	345
Furniture	175	260	392
Eat-Drink Places	191	352	573
Drugs	105	175	278
TOTAL	3,306	5,676	8,828

BECKLEY

1 - LOCATION: Raleigh County, E&P Map B-4, 276 mi. S of Pittsburgh; 333 mi. W of Washington; 266 mi. E of Cincinnati.

2 - TRANSPORTATION: Railroads : C&O; Norfolk & Western.
Motor Freight Carriers : 12.
Intercity Bus Lines : Greyhound; Continental Trailways.
Airlines : Piedmont; Aeromech Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 20,492
PMA-ABC: (70) 224,269; (81) 274,200
County 80 Cen. 86,821
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,164
PMA-ABC: (70) 69,097; (81) 97,200
County 80 Cen. 30,154

5 - BANKS: NUMBER DEPOSITS N.A.

6 - PASSENGER AUTOS: County 54,974 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,954

8 - GAS METERS: Residence 16,011

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Coal Mining 4,940 ($400).
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Average Temp. 50; Summer 70; Fall 54; Winter 34. First killing frost, Oct. 4. Last killing frost, May 7.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 2 blocks on Main, 1 on Heber, 3 on Neville St.

Neighborhood Shopping Center : East Beckley; By-Pass; Valley Drive; Skelton By-Pass Plaza; Bradley; Lester.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
By-Pass Plz. (12)	NA	A&P, Revco Drugs, Hills
Beckley Plaza (23)	NA	Acme Mkt., K mart
Raleigh Mall (40)	NA	Murphys, Montgomery Ward, Krogers, Stone & Thomas
Town & Country	NA	Super-Valu, Hecks Plaza (9)
Crossroads	NA	Sears, JC Penney, Leggetts Mall (70)
Lester (14)	NA	Kroger, Family Dollar, Artley

Principal Shopping Days : Food—Wed., Thurs. Department Stores—Sat., Mon.
Stores Close : Wed. afternoon.
Stores Open Evenings : Dept. stores-Fri., Food Nitely.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; K mart; J.C. Panney; Hill's; Sears; Leggetts; Hecks 4; Stone & Thomas.
Variety Stores : G.C. Murphy 3.
Discount Stores : K mart; Heck's 2; Hills; McCrorys.
Chain Drug Stores : Rite Aid 2; Rexall; SupeRx 4; Health Cross 2; Thompson 1.
Chain Food Supermarkets : A&P 3; Krogers 4; Acme: Carolina 6; Wilbur's Super Values.
Other Chain Stores : Ladies: Embee's 2; Schiffs; H. & M.; Pic-Way Shoes; Silver Brand; Berman's (jewelry); Barrack's Auto; New River Supply; Famas 3; Lilly Crown Jewelers 3; Artleys; Nation Wise Auto.

14 - NEWSPAPERS: POST HERALD (m-mon to fri) 21,885; RALEIGH REGISTER-POST HERALD (m-Sat) 33,672; RALEIGH REGISTER (e-mon to fri) 11,969; Comb. (m&e) 33,854; POST HERALD-RALEIGH REGISTER (S) 34,457; Mar. 31, 1981 ABC.

Local Contact for Advertising and Merchandising Data: Frank D. Wood, Adv. Dir., POST-HERALD and RALEIGH-REGISTER, PO Drawer P&R, Beckley, WV 25801; Tel. (304) 253-3321.
National Representative : Story & Kelly-Smith.

BLUEFIELD, WV-VA

1 - LOCATION: Mercer County, W. Va; Tazewell County, Va. E&P Map B-4. Extreme southern part of the state extending into Virginia. Princeton, the county seat, is 10 mi. away. 102 mi. from Charleston via West Virginia Tpk.; 103 mi. from Roanoke. On U.S. Hwys. 52, 19, 21, 460; State Hwy. 85.

2 - TRANSPORTATION: Railroads : Norfolk and Western.
Motor Freight Carriers : 8.
Intercity Bus Lines : Tri-City; Greyhound; Trailways.
Airlines : Aero Mech.

3 - POPULATION:
Corp. City 80 Cen. 16,060
PMA-ABC: (70) 209,754; (81) 242,800
Mercer County 80 Cen. 73,942
Tazewell County 80 Cen. 50,511

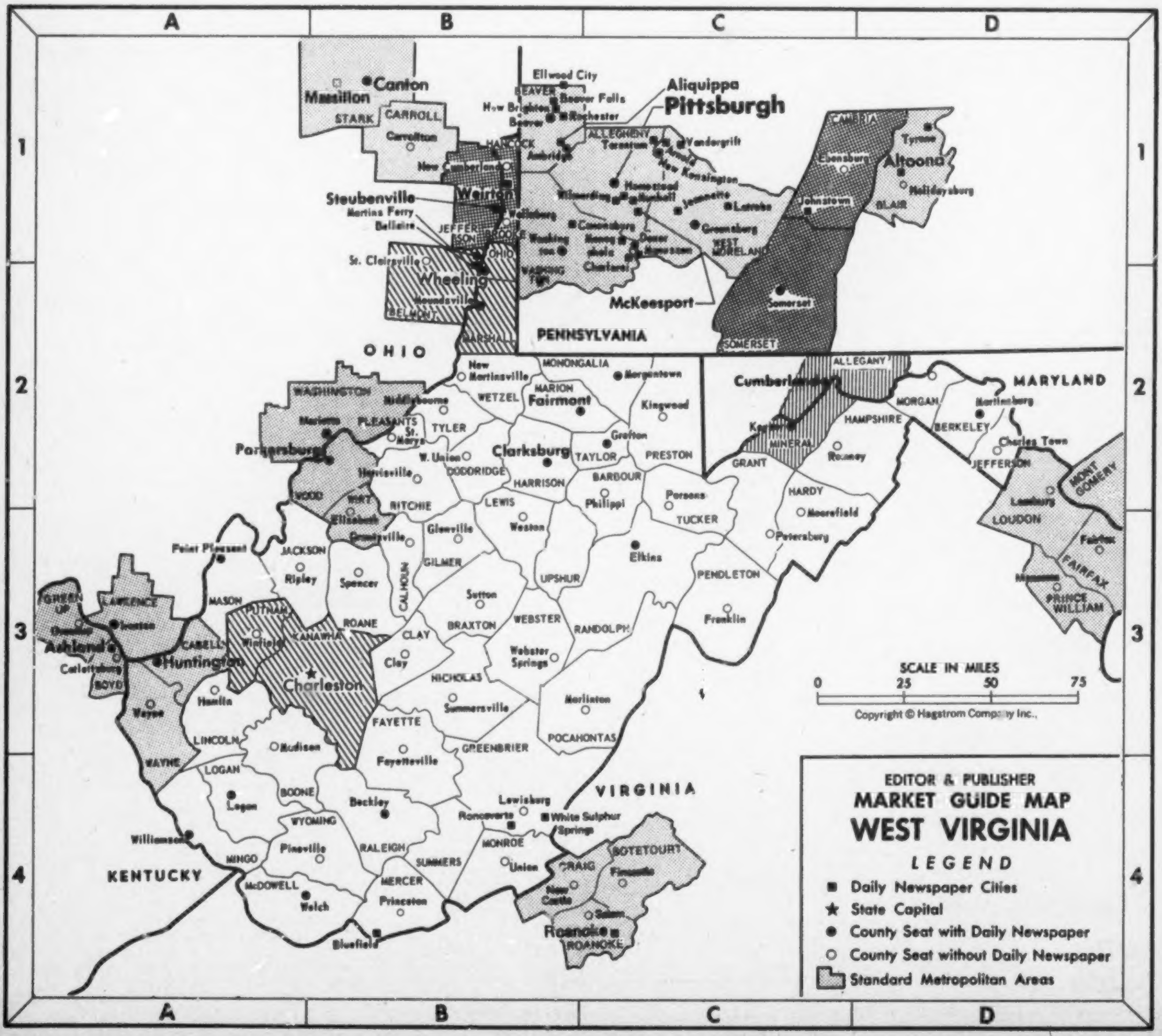
4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,170
PMA-ABC: (70) 63,064; (81) 84,100
Mercer County 80 Cen. 26,494
Tazewell County 80 Cen. 15,866

5 - BANKS:	NUMBER	DEPOSITS
Commercial	16	$688,800,000
Sav. & Loan	4	$25,000,000

6 - PASSENGER AUTOS: Mercer County 46,122 (All Vehicles); Tazewell County 29,086.

7 - ELECTRIC METERS: Residence 26,144

8 - GAS METERS: Residence 8,330


EDITOR & PUBLISHER
MARKET GUIDE MAP
WEST VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
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OHIO
PENNSYLVANIA
MARYLAND
VIRGINIA
KENTUCKY
Pittsburgh
Aliquippa
McKeesport
Canton
Massillon
Steubenville
Weirton
Wheeling
Cumberland
Altoona
Johnstown
Parkersburg
Marietta
Clarksburg
Fairmont
Morgantown
Charleston
Huntington
Ashland
Beckley
Bluefield
Roanoke
Williamson
Welch
Princeton
Elkins
Lewisburg

9 - PRINCIPAL INDUSTRIES: Food Mfg.; Furniture; Mining Machinery.
Principal Pay Days : 1st. 15th, Fri.

10 - CLIMATE: Average Temp.—Spring 50; Summer 71; Fall 56; Winter 34. First killing frost, Sept 29. Last killing frost, May 12.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Neighborhood Shopping Centers : One, centered around Bland, Union, North and South Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluefield Plaza	1	Kroger, K mart
Blue Prince	3	Hill's Dept., Murphy
Mercer Mall	2	Sears, Penneys, Mont. Ward, Leggett, Stone & Thomas
West Gate	2	Acme Sprmkt.

Principal Shopping Days : Department Stores—Mon., Fri., Sat. Food-Wed., Thu., Fri., Sat.
Stores Open Evenings : Food nightly; others Mon.

13 - RETAIL OUTLETS: Department Stores : A.W. Cox; Mont. Ward; J.C. Penney; Leggetts; Thornton's; K mart; Stone & Thomas; Sears.
Variety Stores : G.C. Murphy; Ben Franklin; Giant Dollar; McCrory; Quality Dollar Store.
Discount Stores : A-Mart; Hills; Ammar Bros.; Heck's; Cheds.
Chain Drug Stores : Bi Rite; Rexall 3; Rite Aid; Southside (Walgreen); SupeRx; Southside 2: Thrift Drug; Revco; Eckerd's.
Chain Food Supermarkets : Kroger 3; A&P 3; Deskin's 6; Acme 4; Piggly Wiggly; Warden's 2; IGA 3.
Other Chain Stores : Firestone; Singer Co.; H&M (shoes); Goodyear; Western Auto 2; Pic-Way Shoe; S&H Green Stamps; Top Value Stamps; Gold Bond Soft Center; Family Discount Stamp; Shoe Mart.

14 - NEWSPAPERS: TELEGRAPH (m) 28,360; (S) 35,278; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James J. Johns, Bus. Mgr., TELEGRAPH, 412 Bland St., Bluefield, WV 24701; Tel. (304) 327-6171.
National Representative : Landon.

CHARLESTON

1 - LOCATION: Kanawha County (SMSA). E&P Map A-3 & B-3, State Capitol, County Seat. Major production of basic chemicals; wholesale distribution center. Financial, medical and education center; federal offices, insurance, transportation. At confluence of Great Kanawha and Elk Rivers. 210 mi. from Cincinnati; 388 mi. from Washington; 233 mi. from Pittsburgh; 188 mi. from Columbus. On U.S. Hwys. 60, 21, 35, 119 and State Hwys. 4, 14, 25 and 61; Northern terminus of W.Va. Tpke.; Junction of Interstate I-64, I-77 & I-79.

2 - TRANSPORTATION: Railroads : Chessie System; Amtrak; Conrail.
Motor Freight Carriers : 31.
Intercity Bus Lines : Continental Trailways; Greyhound; KRT (local).
Airlines : USAir; Piedmont; Aeromech.

3 - POPULATION:
Corp. City 80 Cen. 63,968
Total PMA-ABC: (70) 568,214; (81) 636,100
County 80 Cen. 231,414
SMSA 80 Cen. 269,595
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,438
Total PMA-ABC: (70) 176,430; (81) 226,700
County 80 Cen. 86,446
SMSA 80 Cen. 99,418

5 - BANKS:	NUMBER	DEPOSITS
Commercial	27	$1,456,205,000
Sav. & Loan	9	$278,995,000

6 - PASSENGER AUTOS: SMSA 163,247

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: City Res. 21,236

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Chemicals 12,583 ($403); Glass 681 ($300); Metal Fabricating 1,900 ($347); Coal Mining 6,838 ($419).
Principal Pay Days : Thu., Fri.; 30th.

10 - CLIMATE: Min. & Max. Temp.—Spring 41-65; Summer 61-86; Fall 44-69; Winter 24-45. First killing frost, Oct. 30. Last killing frost, May 15.

11 - TAP WATER: Alkaline, soft in city, varies outside; fluoridated.

12 - RETAILING: Principal Shopping Areas : 4 blocks on Capital St.; 4 on Summers St.; 5 on Virginia; 4 on Quarrier, 5 on Lee st.; 2 on Washington St.; 2 on Kanawha Blvd.; 2 on Broad St.; Patrick St. Plaza; 7 blocks on MacCorkle Ave. (Kanawha City).
Neighborhood Shopping Centers : West Side (W. Washington St.) (24 Stores); East End (E. Washington St.) (10 Stores); St. Albans (Main Street) (12 Stores); South Charleston (16 Stores ; Dunbar (7 Stores); Marmet (18 Stores); Spring Hill (12 Stores); Nitro (13 Stores); Belle (6 Stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West St. Albans	8	Hecks, Pick-Pac, Value City.
St. Albans Mall	10	K mart, Kroger, A.W. Cox
Dunbar Village	7	Murphy's Mart, Kelly & Cohen, Kroger
South Side	2	Heck's Expressway
Plaza East	1	Kroger, Hecks, Kelly & Cohen, Kroger, Big Star
Patrick St. Plaza	2	K mart. Lowe's
K mart	4	K mart,
Putnam Village	20	Heck's, Kroger

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Drug & Food—Mon. thru Sat.; All on Mon.; Some—Fri.; Discount—7 days.

13 - RETAIL OUTLETS: Department Stores : Diamond; Montgomery Ward; Stone & Thomas; Sears; J. C. Penney; A. W. Cox; Levin's West Side 2; O. J. Morrison; McClung & Morgan 3; Sloan's.
Discount Stores : Heck's 8; K mart 3; Murphy's Mart. Ardan's, Wender's.
Variety Stores : Kresge; McCrory's; Murphy; Ben Franklin.
Chain Drug Stores : Revco 5; Rite-Aid 20; SupeRx Drugs 1; Medicine Shop 2; K mart 2.
Chain Food Stores : Big Star 8; Fas-Chek 10; Kroger 13; Shop-A-Minit 17; Super Valu 3; Penny Fare 1; Foodland 4; 7-Eleven 7; Key Markets 9; IGA 3; Pic-Pac 1; U-Pak; Go-Mart 8; Food Haven 5; Little Giant 22.
Other Chain Stores : Thom McAn; Berman's; Arnold's; John Lee; Silver Brand Clothes; McClung & Morgan; Sidney's; Frankenberger's; Goodrich; Goodyear; Firestone; Corbin's; Henry's; Piece Goods Shops; Jo-Ann Fabric Shops; Mary Jane; Pic-Way Shoes; Shoe World; Kelly & Cohen; Schiff's; Lincoln Jewelers; Kay Jewelry; Lilly's Crown Jewelry; McCormick Jewelers.

14 - NEWSPAPERS: GAZETTE (m) 54,956; MAIL (e) 55,018; Comb. (m&e) 109,974; GAZETTE-MAIL (S) 105,820; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Larry Levak, Mgr. Gen. Adv., GAZETTE/MAIL, 1001 Virginia St. E, Charleston, WV 25301; Tel. (304) 348-[illegible]105.
National Representative : Sawyer-Ferguson-Walker Co.

CLARKSBURG

1 - LOCATION: Harrison County, E&P Map B-2, County Seat. Situated on U.S. Hwys. 50 and 19 and I-79. 225 mi. from Washington, D.C., 276 mi. from Cincinnati, OH and 140 mi. from Pittsburgh, Pa.

2 - TRANSPORTATION: Railroads : B&O.; C&O.; Amtrak.
Motor Freight Carriers : 15.
Intercity Bus Lines : Central WV Transit Authority; Interstate; Greyhound.
Air Lines : AeroMech.

3 - POPULATION:
Corp. City 80 Cen. 22,371
CZ-ABC: (70) 47,089; (81) 48,300
RTZ-ABC: (70) 112,404; (81) 133,500
County 80 Cen. 77,710
City & RTZ-ABC: (70) 159,493 (81) 181,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,408
CZ-ABC: (70) 16,232; (81) 19,000
RTZ-ABC: (70) 34,822; (81) 48,000
County 80 Cen. 28,434
City & RTZ-ABC: (70) 51,054; (81) 67,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$351,940,941

6 - PASSENGER AUTOS: County 52,621 (All Vehicles)

7 - ELECTRIC METERS: Residence 28,119

8 - GAS METERS: Residence 22,801

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: (Av. Wkly. Wage)—Glass 3,404 ($193); Coal 1,741 ($205); Chemicals 2,000 ($150); Aircraft parts 300 ($165); Natural Gas 1,500 ($155); Heavy Machinery 685 ($190).
Principal Pay Days : Fri.; 15th and 30th.

10 - CLIMATE: Min. & Max. Temp.—Spring 18-90; Summer 44-98; Fall 41-92; Winter 1-79. First killing frost, Sept. 29. Last killing frost, May 3.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks on Main and Pike Sts.
Neighborhood Shopping Centers : Stealey, Nutter Fort, Bridgeport.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hills Plaza (7)	2	David Weis, Hills
Holiday Plaza (4)	2	Hecks
Rosebud Plaza (3)	1	Hecks
Bridgeport (8)	3	
Valley Hills (5)	3	Garden Fresh
Middletown Mall (40)	18	Sears, Lowe's Gee Bee; Stone & Thomas; Watson's
Tygart Valley Mall (2)	18	Murphy Mart

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon.; Chain Food and Discount; Local Downtown.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; Stone & Thomas; Sears; Watson's.
Variety Stores : G. C. Murphy; McCrory's; Stripe Discount.
Discount Stores : Heck's; Hill's; Murphy Mart; Gee Bee; David Weis.
Chain Drug Stores : Rexall; Walgreen; Rite Aid; Revco.
Chain Food Supermarkets : Kroger; Little Giant; Thorofare; Garden Fresh; Foodland; Shop'n Save.
Furniture : Fan Fare; Jack's Friendly; Roses; Frank's; Custom Carpet.

14 - NEWSPAPERS: EXPONENT (m-tues to sat) 8,257; TELEGRAM (e) 19,396; Comb. (m&e) 27,653; EXPONENT-TLELGRAM (S) 30,849; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack L. Smith Adv. Mgr., EXPONENT and TELEGRAM, 324 Hewes Ave., Clarksburg, WV 26301; Tel. (304) 624-6411.
National Representative : Story & Kelly-Smith.

ELKINS

1 - LOCATION: Randolph County, E&P Map C-3. 35 mi. SE of Clarksburg. Elevation 2,000 feet. County Seat.

2 - TRANSPORTATION: Railroads : B&O; W. Md.
Airlines : U.S. Air
Motor Freight Carriers : Six.

3 - POPULATION:
Corp. City 80 Cen. 8,536
CZ-ABC: (70) 8,287; (81) 8,900
RTZ-ABC: (70) 24,163; (81) 30,200
County 80 Cen. 28,734
City & RTZ-ABC: (70) 32,450; (81) 39,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,146
CZ-ABC: (70) 2,729; (81) 3,400
RTZ-ABC: (70) 7,320; (81) 10,600
County 80 Cen. 9,692
City & RTZ-ABC: (70) 10,049; (81) 14,000

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$30,715,405
Sav. & Loan	1	$1,685,579

6 - PASSENGER AUTOS: County (All Vehicles) 18,913

7 - ELECTRIC METERS: Residence 3,562

8 - GAS METERS: Residence 3,418

9 - PRINCIPAL INDUSTRIES: Brick and Tile; Plaining Mill Prod.; Furniture; Limestone and Limestone Prod.; Foundry Prod.; W. Md. R. R. Shops; Shoe Mfg.

10 - CLIMATE: Min. & Max. Temp.—Spring 30-70; Summer 50-94; Fall 10-60; Winter 10-40. First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers : 3 blocks on Davis Ave.; 3 on Third St.; Elkins Plaza on Beverly Pike.
Shopping Centers : Tygart's Valley Mall (5 Stores—Revco, A&P).
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Food nightly; all on Fri.; Plaza on Sunday.

13 - RETAIL OUTLETS: Department Stores : Baer's; John B. Wilt; K mart; Smart Shop.
Variety Store : G. C. Murphy.
Discount Store : Heck's.
Chain Drug Stores : Revco; Rite Aid.
Chain Food Supermarkets : A&P; Kroger; Garden Fresh; Key; Hi-Lo.

14 - NEWSPAPERS: INTER-MOUNTAIN (e) 9,910; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Scott Koon, INTER-MOUNTAIN, PO Box 1339, Elkins, WV 26241; Tel. (304) 636-2121.
National Representative : Landon.

FAIRMONT

1 - LOCATION: Marion County, E&P Map B-2, County Seat. Coal Mining, manufacturing, Fairmont State College. Major highway hub. US 250, 19; Interstate I-79; State 73. 95 mi. S of Pittsburgh; 21 mi. NE of Clarksburg; 78 mi. SE Wheeling.

2 - TRANSPORTATION: Railroads : Chessie System, Monongahela.
Intercity Bus Lines : Greyhound;
Motor Freight Carriers : 10.
Airlines : Aero Mech, Inc.

3 - POPULATION:
Corp. City 80 Cen. 23,863
CZ-ABC: (70) 28,697; (81) 30,300
RTZ-ABC: (70) 50,960; (81) 57,300
County 80 Cen. 65,789
City & RTZ-ABC: (70) 79,657; (81) 87,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,727
CZ-ABC: (70) 10,162; (81) 12,100
RTZ-ABC: (70) 16,804; (81) 21,100
County 80 Cen. 24,409
City & RTZ-ABC: (70) 26,968; (81) 33,200

5 - BANKS:		
Commercial	6	$242,960,997
Sav. & Loan	2	$72,655,002

6 - PASSENGER AUTOS: County 45,444 (All Vehicles)

7 - ELECTRIC METERS: Res. City 10,500

8 - GAS METERS: Res., City 8,628

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners—Coal Mining 2,051; Fluorescent lamps 2,038; Mach & Eq. Mfg. 1,028; Mining Eq Mfg. 700; Fabricated Metal Prod. 485; Electric & Gds. 619; Rolled Aluminum Prod. 300; Corrugated fiber containers 265; Can & Glass labels 130.

10 - CLIMATE: Min. & Max. Temp.—Spring 43-69; Summer 68-87; Fall 40-65; Winter 10-40. First killing frost, Oct. 14. Last killing frost, May 1.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center : 7 blocks on Adams St.
Neighborhood Shopping Centers : East Side on Merchant St.; Country Club Rd.; Bellview Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club		Thorofare, S&H Stamps
Middletown Mall	3	Sears, Gee Bee, Watsons, Thorofare Mkt., Stone & Thomas
Tygart Valley	3	Murphy Mart, Foodland Mkt.
12th Street	0	Radio Shack, Revco, Shop 'N Save
Atrium Mall	0	

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Dept. Mon.; Food and shopping centers Nightly.

13 - RETAIL OUTLETS: Department Stores : Hartley's; Jones; Stone & Thomas
Variety Stores : G.C. Murphy's; McCrory's; Murphy Mart; Gee Bee; Watson's.
Discount Stores : Revco; Hill's; Hecks.
Chain Drug Stores : Revco 3; Rite Aid; Mason's 2.
Chain Food Supermarkets : Thorofare 3; Champion 1; Foodland 2; Key 4; Pitrolo's 3; Kroger 1; Warehouse Grocery 1; A&P 1.
Other Chain Stores : Kinney's; Goodrich; Firestone; Montgomery Ward (catalog); S&H Green Stamp; Pic Way; Carriage Shop; Giant Shoe; Stone & Thomas; Bressler's; Teek's: Associated Hardware; Hickory Farms; Lerner's; Fashion Bug; Maunz; Workingmans Store; Bauer; Brown; Lowes; Gordon Jewelry; Chess King; Pettrey's; Embees; Jack's Friendly Furniture; Hatfield & McCoy.

14 - NEWSPAPERS: TIMES—WEST VIRGINIAN (m) 15,754; (S) 17,354; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Carolyn Hetting, Adv. Mgr., TIMES—WEST VIRGINIAN, PO Box 1472, Fairmont, WV 26554; Tel. (304) 363-5000.
National Representative : Thomson.

GRAFTON

1 - LOCATION: Taylor County, E&P Map C-2, County Seat. On U.S. Hwys. 50, 119, 250; State Hwys. 3, 40, 44, 9.

2 - TRANSPORTATION: Railroads : B&O Term. & Div. Pt.; Amtrak.
Intercity Bus Lines : Greyhound.
Airport : 15 miles west.

3 - POPULATION:
Corp. City 80 Cen. 6,845
County 80 Cen. 16,584
Demographic Information Available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,611
County 80 Cen. 5,842

5 - BANKS:
2 Commercial $70,000,000

6 - PASSENGER AUTOS: County 9,673 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,550

8 - GAS METERS: Residence 3,788

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) Textiles 220 ($95); Railroad 900 ($130); Paper Box 140 ($100); Plastics 300 ($95); Glass 85 ($85); Sponge Rubber 75 ($100).

10 - CLIMATE: Min. & Max. Temp.—Spring 30-70; Summer 60-95; Fall 30-70; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Shopping Center : Harman Plaza (7 Stores—Thorofare Mkt.).
Principal Shopping Days : Mon., Wed., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Archdeacon's; Dollar General.
Variety Stores : McCrory's; Heck's.
Chain Drug Stores : Rexall (Malone's); Rite Aid; Health Mart.
Chain Food Supermarkets : Thorofare; Foodland; Garden Fresh.
Other Chain Stores : Western Auto; Gatling's Auto; Firestone; Goodyear; Radio Shack; J.C. Penney (catalog); Montgomery Ward.

14 - NEWSPAPERS: MOUNTAIN STATESMAN (m) 3,546; sworn June 3, 1981.
Local Contact for Advertising and Merchandising Data: Jim King, Adv. Rep., MOUNTAIN STATESMAN, 914 W. Main St., Grafton, WV 26354; Tel. (304) 265-3333.
National Representative : None.

HUNTINGTON

1 - LOCATION: Cabell & Wayne Counties (In Huntington-Ashland, WV-KY-OH-SMSA). E&P Map A-3, Seat of Cabell County, Industrial, wholesale and shipping center. 255 mi. from Pittsburgh; 163 mi. from Cincinnati. On U.S. Hwys. 52, 60; State 10, 2, 7, 4; I-64.

2 - TRANSPORTATION: Railroads : C&O; B&O; N&W.
Motor Freight Carriers : 30.
Intercity Bus Lines : Trailways; TTA; Greyhound.
Airlines : USAir; Piedmont; ComAir; Aeromech.

3 - POPULATION:
Corp. City 80 Cen. 63,684
CZ-ABC: (70) 120,972; (81) 124,900
RTZ-ABC: (70) 229,550; (81) 266,300
Cabell County 80 Cen. 106,835
Wayne County 80 Cen. 46,021
SMSA 80 Cen. 311,350
City & RTZ-ABC: (70) 350,522; (81) 391,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,496
CZ-ABC: (70) 40,470; (81) 47,900
RTZ-ABC: (70) 69,583; (81) 93,100
Cabell County 80 Cen. 40,218
Wayne County 80 Cen. 15,648
SMSA 80 Cen. 110,793
City & RTZ-ABC: (70) 110,053: (81) 141,000

5 - BANKS:
7 Comm.; Est. Dep. $500,000,000

6 - PASSENGER AUTOS:
Cabell County 72,743 (All Vehicles); Wayne County 22,539 (All Vehicles)

7 - ELECTRIC METERS: Residence 54,552

8 - GAS METERS: Residence 22,520

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Metals 4,946; Glass & Stone 1,582; Apparel 1,127; Chemiclas 1,601.
Principal Industrial Pay Days : Fri., 15 & 30.

10 - CLIMATE: Min. & Max. Temp.—Spring 36-60; Summer 42-85; Fall 41 82; Winter 25-44. First killing frost, Oct. 20. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 5 blocks on 3rd, 4th, 5th Aves.; 3 on 9th, 10th, 11th Streets.
Neighborhood Shopping Centers : 2 blocks on East 3rd Ave.; 2 on Washington, Adams, Madison Aves.; 2 on Main & Bridge Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastern Hghts. (16)	NA	Thrift, Mack's, Tradewell
Fairfield Plaza (7)	NA	Tradewell, Heck's, Big Bear
East Hills Mall (14)	NA	Hills, A&P
Westland Plaza (5)	NA	Kroger, Thrift, Heck's
Pea Ridge (12)	NA	K mart, Kroger
Huntington (120)	NA	Sears, Penney's Mall Lazarus, Stone & Thomas, Best Products

Principal Shopping Days : Department Stores—Sat., Mon.; Food—Wed., Thu., Fri. & Sat.
Stores Open Evenings : Food, 9 P.M. daily.

13 - RETAIL OUTLETS: Department Stores : Stone Thomas; J.C. Penney; Huntington Store; T.A. Nasser.
Variety Stores : McCrory; Green's; K mart.
Discount Stores : Hecks 3; Hills 1; K mart 3; Hart's 3; Super B 2.
Chain Drug Stores : Thrift 2; Rite-Aid 2.
Chain Food Supermarkets : A&P; Kroger 6; Big Bear 4; Tradewell 6; Foodland 6.

14 - NEWSPAPERS: HERALD-DISPATCH (m) 48,538; (S) 50,483; Mar. 29, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dwight McKenzie, Adv. Dir., THE HERALD-DISPATCH, 946 Fifth Ave., Huntington, WV 25701; Tel. (304) 696-5672.
National Representative : Gannett.

KEYSER

1 - LOCATION: Mineral County (In Cumberland, MD-WV SMSA): E&P Map C-2, County Seat. On E bank of Potomac River. 24 mi. SW of Cumberland, MD U.S. Hwys. 220, 50; WV Hwy. 28; 131 mi. W of Washington, DC; 110 mi. SE of Pittsburgh.

2 - TRANSPORTATION: Railroads : B&O; Western Md.
Intercity Bus Lines : Mt. State Bus; Greyhound; Emery; Potomac Transit Authority.
Motor Freight Carriers : 6.

3 - POPULATION:
Corp. City 80 Cen. 6,569
SMSA 80 Cen. 107,782
County 80 Cen. 27,234
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,496
SMSA 80 Cen. 39,107
County 80 Cen. 9,438

5 - BANKS:
2 Savings Dep. $79,000,000

6 - PASSENGER AUTOS: County (All Vehicles) 19,446

7 - ELECTRIC METERS: Residence 4,521

8 - GAS METERS: Res. (RTZ) 4,125

9 - PRINCIPAL INDUSTRIES: R.R. Shop; Pulp and Paper; Women's Wear; Farm Machy.; Ballistics & Plastics; Sports Equipment; Electronics; Glass Beads; Glass; Glass Containers; Plastic Containers; Stainless Steel.
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.—25-71; Summer 58-85; Fall 24-57; Winter 17-41. First killing frost Oct; Last killing frost May.

11 - TAP WATER: Hard to soft

12 - RETAILING: Principal Shopping Center : 3 blocks each on Main & Armstrong Sts.
Neighborhood Shopping Centers : West Piedmont, S. Mineral St., Heck's Shopping Center, Tri-Town Shopping Ctr.
Principal Shopping Days : Wed., Thu., Fri.
Stores Open Evenings : Wed. & Fri.

13 - RETAIL OUTLETS:
Variety Stores : Murphy; Heck's.
Chain Drug Stores : Romig's Rexall; Revco; People's Walgreen; Stripe Discount; Rite-Aid.
Chain Food Supermarkets : A&P; Hackley 3; Acme Food; Kaplon's; Foodland, IGA.
Other Chain Stores : Coffman-Fisher; H-P; Wolf Furniture; Western Auto; Sears; Montgomery Ward; Super Shoe Store; J.S. Raub's Shoes: Burton's Men's Shop; Charles Store; Sue; Shoe World.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 5,548; (m-sat) 6,151; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Robert G. Tetrick, Adv. Mgr., NEWS-TRIBUNE, 24 Armstrong, Keyser, WV 26726; Tel. (304) 788-3333.
National Representatives : Amer. Newspaper Rep.; West Virginia Press Assn.

LEWISBURG-WHITE SULPHUR SPRINGS-RONCEVERTE

1 - LOCATION: Greenbrier County, E&P Map B-4, U.S. Hwys. 60, 219 & I-64; State Hwy. 63.

2 - TRANSPORTATION: Railroads : C&O.
Airlines : Piedmont.
Bus : Greyhound.

3 - POPULATION:
Cities 80 Cen. 12,748
Lewisburg 3,065
Ronceverte 2,312
White S. Springs 3,371
County 80 Cen. 37,665

4 - HOUSEHOLDS:
Cities 80 Cen. 3,415
County 80 Cen. 13,535

5 - BANKS: 3 Nat'l/1 State, Dep. $30,808,397

6 - PASSENGER AUTOS: County (All Vehicles) 27,520

9 - PRINCIPAL INDUSTRIES: (County)—Industry Number of Wage Earners 1960-Total County 10,077; Agriculture 977; Construction 626; Manufacturing 1,094; (Durable 690 & Non-Durable 404); Transportation; Communication and Other Public Utilities 733; Wholsale and Retail 135.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
White Sulphur (6) Springs	NA	Krogers
Red Oaks (16)	NA	Krogers
Fairlea Mall (20)	NA	Heck's

13 - RETAIL OUTLETS: Department Stores : Leggett's, Federated.
Discount Stores : Aides; Heck's.
Chain Drug Stores : Rite Aid 2.
Chain Supermarkets : Kroger's 2; Foodland; IGA; Farmer Mac; Elliott's Family Foods

14 - NEWSPAPERS: WEST VIRGINIA NEWS (e-mon to fri) 6,486; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Frank L. Spicer, Pub./Adv. Mgr. WEST VIRGINIA NEWS, Box 471, Lewisburg, WV 24901; Tel. (304) 645-1206.
National Representative : Gen. Adv. Serv.

LOGAN

1 - LOCATION: Logan County, E&P Map A-4. On Guyandotte River. 75 mi. from Charleston, 67 mi. from Huntington. On U.S. Hwy. 119; State Hwy. 10, and Corridor "G" Interstate Highway.

2 - TRANSPORTATION: Railroads : C&O.
Motor Freight Carriers : 6.
Intercity Bus Lines : Consolidated Trailways; connecting with Greyhound at Huntington, Charleston, and Bluefield.

3 - POPULATION:
Corp. City 80 Cen. 3,029
CZ-ABC: (70) 3,311; (81) 3,100
RTZ-ABC: (70) 42,958; (81) 48,600
County 80 Cen. 50,679
City & RTZ-ABC: (70) 46,269; (81) 51,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,254
CZ-ABC: (70) 1,247; (81) 1,300
RTZ-ABC: (70) 12,235; (81) 16,100
County 80 Cen. 16,397
City & RTZ-ABC: (70) 13,482: (81) 17,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$123,642,390
Sav. & Loan	2	$19,372,256

6 - PASSENGER AUTOS: County 28,461

7 - ELECTRIC METERS: 1,746; Co. 17,346

8 - GAS METERS: Res. 1,521; Co. 6,236

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Food 400 ($150); Mining Eqpt. 700 ($200); Coal Mining 6,000 ($300); Clothing Mfg. 140 ($150); Heavy Machy. 145 ($225); Printing 65 ($200).

10 - CLIMATE: Min. & Max. Temp.—Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center 4 blocks on Stratton St. and surrounding County Court House.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ellis Addn.	1	W. Va. Spr. Mkt.
Man.	10	Hensley Furn.
Omar.	8	Jr. M'tile, Shaheen's
Holden	6	Isle Creek Stores
West Logan	2	W. Va. Spr. Mkt.
K City	31	Cherry Tree
Huff Junction	10	McNelly's, Cooks
Midway Plaza Shopping Center	9	Foodland Grocery, Heck's, Wenders, Shoe World, Fashion Bug, Lillys Crown Jewelers, Murphy Mart, Store 99, Don Elkins Music Inc.
Monitor Mall	4	Super S Discount, Pizza Hut

Principal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Logan Mercantile; Collins; McCormick's; Watson's; Sayer Bros.; Raymond's; Crown's; Southern Auto; Weiners; Samsons; Silver Brands; Lewis; Steel's; Firestone; Goodyear; B & L Furn.; Wenders; Bill Miller Sptg. Goods; Calico Tree; Anderson Wholesale.
Discount Stores : Super S, "K" City Disco Revco; Dollar General Store; EJ's Discount; C & W Discount Furn.
Variety Stores : G.C. Murphy 2.
Chain Drug Stores : Rite-Aid 2; Aracoma Drug; Hall's Rexall; Jack Prof. Pharmacy; Revco 2.
Chain Food Supermarkets : A&P; Kroger; W. Va. Super Mkt. 4; IGA Markets 6; AG Grocers 8; Pic Pac 3; Big C; AJ's 3; Island Creek Produce; Clay Bros. 2.
Other Chain Stores : Firestone; Goodyear; Schiff's Shoe; Thrifty Shoppes; U.S. Royal; Berman's Jewelry; Sears; Beverly Shoppers; Bill Miller Sptg. Goods; Crown Jewelers; B & L Furn.; Murphy's; Dollar Gen. Stores; Watsons; Silver Brand Clothes.

14 - NEWSPAPERS: BANNER (mon to fri) 12, 118; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard Osborne, Adv. Mgr., BANNER, PO Box 720, Logan, WV 25601; Tel. (304) 752-6950.
National Representative : Landon.

MARTINSBURG

1 - LOCATION: Berkeley County, E&P Map D-2, County Seat. Trading and manufacturing center of three-county NE neck of WV, bounded by Shenandoah and Potomac rivers. 75 mi. from Washington, 90 mi. from Baltimore. On U.S. Hwy. 11; State Hwys. 9, 45; I-81.

2 - TRANSPORTATION: Railroads : B&O; Conrail; Amtrak.
Intercity Bus Lines : Potomac Coach; Greyhound.
Motor Freight Carriers : 5.
Airlines : Cumberland Airlines; Executive Express (commuting service); Val Air (charter).

3 - POPULATION:
Corp. City 80 Cn. 13,063
CZ-ABC: (70) 14,626; (81) 12,900
RTZ-ABC: (70) 51,557; (81) 78,500
County 80 Cen. 46,775
City & RTZ-ABC: (70) 66,183; (81) 91,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,303
CZ-ABC: (70) 5,159; (81) 5,300
RTZ-ABC: (70) 15,328; (81) 27,300
County 80 Cen. 16,432
City & RTZ-ABC: (70) 20,487; (81) 32,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commerical	6	$189,073,716
Sav. & Loan	1	$33,822,907

6 - PASSENGER AUTOS: County (All Vehicles) 35,052

7 - ELECTRIC METERS: Res., Co. 31,207

8 - GAS METERS: Res., Co. 2,280

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—V.A. Hospital 1,200; Furniture 56; Railroad 225; Telephone Dist. & Service 281; Air National Guard 201; Glass Works 517; Explosives 475; Wood Veneer 170; Automotive Parts Dist. 954; I.R.S. Computer Center 340; Daily Newspaper; Fruit Processing 1,540 (Seasonal); Clothing Mfg. 750; Bread Products 200; Utilities 174; Mattresses 17; Cement Products 275; Explosives Containers 60; Boxes & Containers 74; Limestone Products 126; Bathtub & Shower Enclosures 65; Hosiery 145; Wire Control Cables.

10 - CLIMATE: Min. & Max. Temp.—Spring 23-85; Summer 47-101; Fall 21-95; Winter 4-64.

11 - TAP WATER: Very hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 12 blocks on N & S Queen and intersecting streets, W. King St. and E. Moler Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Martinsburg Plaza (6)	NA	Grand Union, Drug Fair
Berkeley Plaza (30)	NA	J.C. Penney, People's Drug, Eyerlys Acme Mkt., Sherwin Williams, Kinney's
Nichols Disc. City	NA	Hecks, Nichol's Disc.
N. Queen St. (23)	NA	-
Charles Town (17) Plaza	NA	Hecks Food land

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Dept. Mon.-Fri.; Food and Shopping Centers Nitely.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Eyerly's; Nichols Discount City; Hecks; Sears (cat.); Mont. Ward (cat.); McCrory's.
Discount Stores : Nichol's; Hecks 2; K mart.
Chain Drug Stores : Peoples 2; Drug Fair; Wise Discount; Revco.
Chain Food Supermarkets : A&P; Acme-American 2; Grand Union; Cresslers; Martins Browning's.

14 - NEWSPAPERS: JOURNAL (e) 18,401; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tom Aird, Adv. Dir.; Edw. W. Kruger, Gen. Mgr., JOURNAL, 207 W. King St., Martinsburg, WV 25401; Tel. (304) 263-8931.
National Representative : Landon.

MORGANTOWN

1 - LOCATION: Monongalia County, E&P Map C-2, County Seat. Educational (WV Univ), Medical, Agricultural, Mining, Research (Mining and Energy Research Center) & Shopping Center. 72 mi. from Pittsburgh, 225 mi. from Washington. On Monongahela River (navigable).

2 - TRANSPORTATION: Railroads : B&O; Monongahela.
Motor Freight Carriers : 30.
Intercity Bus Lines : Greyhound. Monongalia County Transit System.
Airlines : Aeromech.

3 - POPULATION:
Corp. City 80 Cen. 27,605
CZ-ABC: (70) 42,712; (81) 42,400
RTZ-ABC: (70) 52,226; (81) 71,900
County 80 Cen. 75,024
City & RTZ-ABC: (70) 94,938; (81) 114,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,628
CZ-ABC: (70) 13,311; (81) 15,300
RTZ-ABC: (70) 16,171; (81) 25,600
County 80 Cen. 27,100
City & RTZ-ABC: (70) 29,482; (81) 40,900

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$234,482,000
Sav. & Loan	4	18,000,000

6 - PASSENGER AUTOS: 40,173 (All Vehicles)

7 - ELECTRIC METERS: Residence 23,000

8 - GAS METERS: Residence 13,206

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners—Education & Research 8,161; Coal 3,268; Metal & Metal Products 1,790; Glass 861; Public Service 796; Building Contractors 477; Clothing & Textiles 325.
Principal Industrial Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 16-85; Summer 42-94; Fall 20-90; Winter 0-70. First killing frost, Oct. 13. Last killing frost, May 1.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 6 blocks on High St.; 3 on Pleasant St.; 3 on Walnut St.; 2 on University Ave.; 2 on Spruce.
Neighborhood Shopping Centers : Holland Ave & Dunkard Ave.; Westover; Mileground; Sabraton; Suncrest Plaza; Patteson Drive & University Ave.; Hills Plaza; Monongahela Blvd.; Heck's; Sabraton.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mountaineer Mall	2	J.C. Penney, Mont. Ward, Murphy's Mart, Giant Eagle
Middletown Mall	22	Sears, Watsons, Gee Bee, Thorofare
Morgantown Pl.	3	Thorofare, Hill's
Suncrese Plaza	2	Thrift Drug
Westover, W. Va.	1	Foodland, Hecks, Shop 'N Save
Sabraton	1	Heck's, Kroger's

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Food & Chain Stores—Every evening. Most Independent Stores—Mon.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; Whiteside's; Sidlers; Hills; Heck's; Lowe's; J.C. Penney.
Variety Stores : G.C. Murphy; Murphy Mart.
Discount Stores : Revco 3; Thrift Drug 2; Rite Aid 3; Heck's; Hills; Greys.
Chain Drug Stores : Thrift 2; Revco 3; Rite Aid 3; SupeRx; Thrift 2.
Chain Food Supermarkets : Thorofare 2, Foodland 2, Kroger 2, Key Markets 2, Dairy Mart 7, Shop 'N Save, Giant Eagle.
Other Chain Stores : Kinney's (shoes); Rogers Jewelry; Pettrey's (shoes); Sears (catalog); Heck's; Hill's; Firestone; Crane's Clothing; Sherwin-Williams (Paint); House of Cards; Giant Shoemart; Pic-Way Shoes; Lowe's, Inc.; Bauer Home Supplies; Goodyear; Georgian Gallerie; Associated Hardware; Fashion Bug; Jo Ann Fabrics; Lerner Dress Shop; General Nutrition Center; Coles Book Store; De Roy Jewelers; Gordon Jewelers; Nobil Shoes; Teeks Shoes; Radio Shack 2; Fulton Organs; Hickory Farms; 84 Lumber Co.; Hatfield & McCoys.

14 - NEWSPAPERS: DOMINION-POST (m) 20,026; (S) 23,808; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: James D. Hoffman, Gen. Mgr., DOMINION-POST, Greer Bldg., Morgantown, WV 26505; Tel. (304) 292-6301.
National Representative : Landon.

MOUNDSVILLE

1 - LOCATION: Marshall County (In Wheeling, WV-OH SMSA). E&P Map B-2. On Ohio River, 12 mi. S of Wheeling. On U.S. Hwy. 250; State 2, 88; and Ohio Rt. 7.

2 - TRANSPORTATION: Railroads : B&O.
Motor Freight Carriers : 15.
Water Transportation : Deep water docks.
Intercity Bus Lines : Greyhound; Cooperative Transit.

3 - POPULATION:
Corp. City 80 Cen. 12,419
County 80 Cen. 41,608
SMSA 80 Cen. 185,566

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,511
County 80 Cen. 14,344
SMSA 80 Cen. 67,532

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$11,711,996
Commercial	2	$78,590,000

6 - PASSENGER AUTOS: County 22,478 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,427

8 - GAS METERS: Residence 4,169

9 - PRINCIPAL INDUSTRIES: Glassware; Enamel Ware; Toys; Coal Mining; Electrical Conduit and Cable In County; Chemical Plants; Salt Chlorine Prods.; Aniline and other basic Chemicals; Polyurethane; Basics (Coal & Gasoline); Electric Power; Dairy Farming; Carbon Black; Carbon Electrodes.

10 - CLIMATE: Min. & Max. Temp.—Spring 30-50; Summer 50-99; Fall 0-70; Winter 0-60. First killing frost, Oct. 10. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center : 10 blocks on Second, Jefferson, 7th & Lafayette; three Shopping Centers in city limits.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Moundsville Shopping Plaza (15)	NA	Kroger, McCrory, Heck's
Murphy Mart (3)	NA	Murphy, Giant Eagle, Revco

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS:
Variety Stores : G.C. Murphy, McCrory.
Chain Drug Stores : Rite Aid; Myers; SupeRx, Revco.
Chain Food Supermarkets : State Food 4; A&P; Foodland; Kroger; Pennyfare; Giant Eagle.
Other Chain Stores : Western Auto; Sears (catalog); Mont. Ward (Catalog); Reichart; S.A. Meyer; Lila's Fabrics.

14 - NEWSPAPERS: ECHO (e) 5,018; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Samuel Shaw, Pub., ECHO, 715 Lafayette Ave., Moundsville, WV 26041; Tel. (304) 845-2660.
National Representative : None.

PARKERSBURG

1 - LOCATION: Wood County (In Parkersburg-Marietta, WV-OH SMSA). E&P Map B-2, County Seat. On confluence of Ohio and Little Kanawha Rivers. 150 mi. S of Pittsburgh; 100 mi. N of Huntington; 80 mi. W of Clarksburg. On U.S. Hwys. 50, 21; State Hwys. 2 and 47, I-77.

2 - TRANSPORTATION: Railroads : Chessie.
Motor Freight Carriers : 22.
Intercity Bus Lines : Greyhound.
Airlines : USAir; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 39,967
CZ-ABC: (70) 66,243; (81) 61,000
RTZ-ABC: (70) 77,638; (81) 99,600
County 80 Cen. 93,648
SMSA 80 Cen. 162,836
City & RTZ-ABC: (70) 143,881; (81) 160,600
Demographic Information available from Parkersburg Chamber of Commerce.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,873
CZ-ABC: (70) 21,859; (81) 23,100
RTZ-ABC: (70) 23,495; (81) 35,100
County 80 Cen. 33,822
SMSA 80 Cen. 57,841
City & RTZ-ABC: (70) 45,354; (81) 58,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$81,880,000
Sav. & Loan	3	$4,822,800

6 - PASSENGER AUTOS: County (All Vehicles) 63,981

7 - ELECTRIC METERS: Residence 28,524

8 - GAS METERS: Residence 25,116

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.—Spring 12-88; Summer 60-86; Fall 36-79; Winter 28-54.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grand Centr'l Mall (84)	NA	Penney, Sears, G.C. Murphy, Diamond, Dils Bro.
Park (10)	NA	Parkersburg Lumber, Dollar, General, Sherwin-Williams Big Bear, Olan Mills
Southgate Ctr. (8)	NA	Dollar General, Reichart Furn., Nelson & Nancarrow

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon. & Fri., Food Daily, Grand Central Mall 6 days.

13 - RETAIL OUTLETS: Department Stores : Dils Bros.; J. C. Penney; A. W. Cox; Montgomery Ward; Sears; Heck's; Hill's; Stone & Thomas; The Diamond.
Discount Stores : K mart, Hills, Heck's.
Variety Stores : McCrory's; Murphy.
Chain Drug Stores : Thrift; Revco; SuperRx; Nelson; Nancarrow; Rite Aid.
Chain Food Supermarkets : A&P; Kroger 3; Big Bear; Penny Fare; Jet 10; Quick Shop 4; 7-Eleven; Darrels IGA; Hickory Farms; Foodland.
Other Chain Stores : Kaybee; Fashion Bug; Embees; Fashion Hosiery; Merle Norman; Nobil Shoes; Lerner; Singer; Kinney; Cox's; Radio Shack.

14 - NEWSPAPERS: NEWS (m) 20,550; SENTINEL (e) 17,194; Comb. (m&e) 37,744; NEWS (S) 39,785; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: C. Kenneth Sams, Adv. Mgr., NEWS and SENTINEL, 519 Juliana St., Parkersburg, WV 26101; Tel. (304) 485-1891.
National Representative : Landon.

POINT PLEASANT

1 - LOCATION: Mason County, E&P Map A-3. 40 mi. N of Huntington; 54 mi. S of Parkersburg; 54 mi. NW of Charleston. On Ohio River at mouth of Great Kanawha River.

2 - TRANSPORTATION: Railroads : B&O; Conrail.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,682
CZ-ABC: (70) 6,918; (81) 6,500
RTZ-ABC: (70) 17,688; (81) 20,900
County 80 Cen. 27,045
City & RTZ-ABC: (70) 24,306; (81) 27,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,174
CZ-ABC: (70) 2,208; (81) 2,500
RTZ-ABC: (70) 5,215; (81) 7,200
County 80 Cen. 9,400
City & RTZ-ABC: (70) 7,423; (81) 9,700

5 - BANKS:
Commercial 2; Dep. $76,290,000

6 - PASSENGER AUTOS: County 17,381 (All Vehicles)

7 - ELECTRIC METERS: Residence 2,022

8 - GAS METERS: Residence 2,291

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Shipbldg. 200 ($120); Iron Castings 250 ($100); Furn. 25 ($75); Dresses 60 ($70); Chem. Proc. 310 ($170).

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Aklaline, hard.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores : Stifflers.
Variety Stores : Ben Franklin; Murphy.
Discount Stores : Heck's.
Chain Drug Stores : Cohen's.
Chain Food Supermarkets : Penny Fare; Kroger; Johnson's; Super Valu.
Other Chain Stores : Firestone; Western Auto; Bigg's; Goodyear; O.J. Morrison.

14 - NEWSPAPERS: REGISTER (e) 5,841; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: K.S. Halstead, Adv. Mgr., REGISTER, 200 Main St., Point Pleasant, WV 25550; Tel. (304) 675-1333.
National Representative : Landon.

RONCEVERTE

See LEWISBURG

WEIRTON

1 - LOCATION: Brooke and Hancock Counties (In Steubenville-Weirton, OH-WV SMSA). E&P Map B-1. E. of Ohio River, 4 mi. SE of New Cumberland.

2 - TRANSPORTATION: Railroads : Conrail.
Intercity Bus Lines : Greyhound; Trailways; Shortline.

3 - POPULATION:
Corp. City 80 Cen. 24,736
CZ-ABC: (70) 27,131; (81) 25,500
RTZ-ABC: (70) 54,550; (81) 59,200
Counties:
Brooke County 80 Cen. 31,117
Hancock County 80 Cen. 40,418
SMSA 80 Cen. 163,099
City & RTZ-ABC: (70) 125,981; (81) 84,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,117
CZ-ABC: (70) 8,310; (81) 9,000
RTZ-ABC: (70) 30,961; (81) 20,500
Counties:
Brooke County 80 Cen. 10,619
Hancock County 80 Cen. 14,253
SMSA 80 Cen. 57,577
City & RTZ-ABC: (70) 39,271; (81) 29,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$171,318,000
Sav. & Loan	2	$91,000,000

6 - PASSENGER AUTOS: Counties (All Vehicles) Brooke 17,956; Hancock 28,716

7 - ELECTRIC METERS: Residence 8,750

8 - GAS METERS: Residence 8,066

9 - PRINCIPAL INDUSTRIES: Steel; Tin Cans; Chemicals; Railroad Shops; Coal Mining; Metal Fabricating and Coating; Salt Mfg.; Shelving; Trucking and Oil.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center : 4 Blocks on Main St., Weirton Shopping Plaza 18 Stores; K-Mart Plaza 11 Stores.
Neighborhood Shopping Center : Weirton Heights, 2 Blocks on Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ft. Steuben Mall (70)	NA	Kaufman, Sears, Carlisle's
Hollywood (8)	NA	Mr. Wigg's, Kroger, SuperRx
Tri-State		Hart's Family Ctr., Big Bear Mall (10)
Premier	NA	Fisher Bros.
Kusic	NA	Thrift Drug
K mart Plaza	NA	K mart, Kroger, SuperRx

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Mon. & Thu.; Shopping Plaza daily til 9 p.m. and Sun.

13 - RETAIL OUTLETS: Department Stores : Stone & Thomas; Kaufman's; Carlisles (in Steubenville, OH).
Discount Stores : Jim's of Weirton; Pic-Way Shoe Mart; Fishers Big Wheel; K mart.
Variety Store : Murphy.
Chain Drug Stores : Thrift 2; SuperRx; Anile Phcy. 2; Penn-Way.
Chain Food Supermarkets : Kroger 2; Foodland; Convenient Market; A&P.
Other Chain Stores : Firestone; Western Auto; Genuine Parts; Jean Frocks; Goodyear; JoAnn Fabrics; Radio Shack.

14 - NEWSPAPERS: TIMES (e) 7,678; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Glenn Zarfos, Gen. Mgr., TIMES, 114 Lee Ave., Weirton, WV 26062; Tel. (304) 748-0607.
National Representative : Thomson Newspapers.

WELCH

1 - LOCATION: McDowell County, E&P Map A-4, County Seat. Coal mining center, 36 mi. W of Bluefield; 129 mi. S of Charleston, WV On U.S. Hwy. 52.

2 - TRANSPORTATION: Railroads : N&W.
Intercity Bus Lines : Trailways; Intercity County; Price.

3 - POPULATION:
City 80 Cen. 3,885
County 80 Cen. 49,899

4 - HOUSEHOLDS:
City 80 Cen. 1,528
County 80 Cen. 16,034

5 - BANKS:
1 Comm. Dep. $20,560,000

6 - PASSENGER AUTOS: County 26,629 (All Vehicles)

7 - ELECTRIC METERS: Residence 2,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining 9,000 emp. ($210 wkly.).

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:
Principal Shopping Days : Fri., Sat. Mon.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: **Department Stores** : Penny; Cox; Collins; Watsons; Sears Roebuck (Catalog).
Variety Stores : Murphy.
Discount Stores : Super S; Buddy's McKenzie's.
Chain Food Supermarkets : Kroger; Deskins; Pic-Pac.
Chain Drug Stores : Buddy's.
Other Chain Stores : Singer; Giant Dollar; H&M Shoe; Goodrich; Collins Furn.; Credit Dept.; Thrifty Shops. Shoe Mart; Family Shoes; Welch Hdwr.; Howard.

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,721; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Vance Hayes, Adv. Dir., NEWS, 125 Wyoming St., Welch, WV 24801; Tel. (304) 346-3146.
National Representative : Gen. Adv. Serv.

WHEELING

1 - LOCATION: Ohio County (In Wheeling WV-OH SMSA). E&P Maps B-1 & B-2. Industrial and Commercial center on Ohio River; Northern part of State. On U.S. Hwys. 250, 40; State 2, 88; I-70.

2 - TRANSPORTATION: **Railroads** : Conrail; B&O; Nichel Plate (freight only).
Motor Freight Carriers : 33.
Intercity Bus Lines : Greyhound; Lake Shore; Ohio Valley Regional Bus Auth.; Reynolds Transportation.

3 - POPULATION:
Corp. City 80 Cen. 43,070
CZ-ABC: (70) 103,297; (81) 96,700
In Ohio: (70) 29,422; (81) 26,200
In WV: (70) 73,875; (81) 70,500
RTZ-ABC: (70) 170,238; (81) 185,300
County 80 Cen. 61,389
SMSA 80 Cen. 185,566
City & RTZ-ABC: (70) 273,535; (81) 282,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,087
CZ-ABC: (70) 35,418; (81) 38,100
In Ohio: (70) 10,283; (81) 10,500
In WV: (70) 25,135; (81) 27,600
RTZ-ABC: (70) 52,319; (81) 65,900
County 80 Cen. 22,938
SMSA 80 Cen. 67,532
City & RTZ-ABC: (70) 87,737; (81) 104,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$330,924,000
Sav. & Loan	2	$144,965,000

6 - PASSENGER AUTOS: County (All Vehicles) 37,417

7 - ELECTRIC METERS: Residence 31,525

8 - GAS METERS: County, Residence 21,663

9 - PRINCIPAL INDUSTRIES: Steel; Foundry & Machine; Glass; Proprietary Medicines; Chemicals; Toys; Tooth Paste Tubes; Food Products; Elect. Equip.; Enamel Ware; Stone; Clay & Aluminum Prod.; Clothing; Bearings; Corrugated Boxes; Railroad Shops; Coal Mines; Oil; Natural Gas; Tobacco; One TV and 6 Radio Stations.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-80; Summer 70-95; Fall 32-80; Winter 0-65. First killing frost, Oct. 18. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Neighborhood Shopping Center : Warwood Plaza (Woolworth, Kroger), Grove Shopping Center—Super Dollar; Stone & Thomas; Rite-Aid; Ohio Valley Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elm. Terr. Plaza (8)	NA	Ben Franklin
Warwood-Ctr. (7)	NA	Woolworth, Kroger, Heck's
Ohio Valley Mall (120)	NA	Sears, J.C. Penney, Montgomery Ward, Kaufmans

Principal Shopping Days : Thu., Fri., Sat., Mon.
Stores Open Evenings : Mon., Thu., Fri.

13 - RETAIL OUTLETS: **Department Stores** : Stone & Thomas; L.S. Good.
Discount Stores : Big Wheel; Bernie Glenns Commercial Sales; Hart's Family Center; Hecks; Cooks; Hills.
Variety Stores : Murphy's; Jupiter; Murphy Mart.
Chain Drug Stores : SupeRx; Revco; Rite-Aid 3; Gils.
Chain Food Supermarkets : Kroger 7; Foodland 5; Pomco 8; A&P 2; Convenient Food Marts 7; Fair Fresh Store 23; Ross 4; Giant Eagle; Hart's (Big Bear)

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 24,769; (m-sat) 48,508; NEWS-REGISTER (e-mon to fri) 27,776; Comb. (m&e) 52,545; NEWS-REGISTER (S) 55,652; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: A.E. Hennen, Jr., Adv. Dir., INTELLIGENCER and NEWS-REGISTER, 1500 Main St., Wheeling, WV 26003; Tel. (304) 233-0100.
National Representative : Lando[illegible].

WHITE SULPHUR SPRINGS

See LEWISBURG

WILLIAMSON

1 - LOCATION: Mingo County, E&P Map A-4. Coal Mining Center on Tug River, 82 mi. from Huntington; 41 mi. from Logan; 72 mi. from Welch; 110 mi. from Charleston. On U.S. Hwys. 52 and 119.

2 - TRANSPORTATION: **Railroads** : N. & W.
Motor Freight Carriers : 5.
Intercity Bus Lines : Consolidated Trailways.
Air Travel : County Airport—3000' runway.

3 - POPULATION:
Corp. City 80 Cen. 5,219
PMA-ABC: (70) 107,214; (81) 141,200
County 80 Cen. 37,336

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,023
PMA-ABC: (70) 30,049; (81) 45,600
County 80 Cen. 11,876

5 - BANKS: **NUMBERDEPOSITS 8 Commercial, Dep. $166,702,485**

6 - PASSENGER AUTOS: County 20,164 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,050

8 - GAS METERS: Residence 2,226

9 - PRINCIPAL INDUSTRIES: Coal Mining; Railroad Center; Gas; 5 Machine Armature Plants; Lumber.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Alkaline, varies.

12 - RETAILING:
Shopping Centers : Appalachia Plaza (2 Stores-Piggly Wiggly, Magic Mart); Maloneys.
Principal Shopping Days : Mon., Fri. & Sat.
Stores Open Evenings : Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores** : Cox; Collins; Cantee's.
Variety Stores : G.C. Murphy; R.H. Hobbs.
Chain Drug Stores : Rite-Aide; Hurley 3; Sargent 1; Strosniders.
Chain Food Supermarkets : Island Creek 4; Piggly Wiggly 3; A&P: Kroger.
Discount Stores : Magic Mart; Maloney's; Williamson Sundry Store.
Other Chain Stores : Sears; Penney; Fort Pitt Shoes.

14 - NEWSPAPERS: NEWS (e) 12,545; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Rose Justice, Adv. Mgr., NEWS, E. 3rd Ave., Williamson, WV 25661; Tel. (304) 235-4242.
National Representative : Gen. Adv. Serv.

WISCONSIN SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Appleton-Oshkosh —Calumet, Outgamie and Winnebago Counties.
Duluth-Superior, Minn.-Wis. —St. Louis County, Minn.; Douglas County, Wis.
Eau Claire —Eau Claire and Chippewa Counties.
Green Bay —Brown County.
Janesville-Beloit —Rock County.
Kenosha —Kenosha County.
La Crosse —La Crosse County.
Madison —Dane County.
Milwaukee —Milwaukee, Ozaukee, Washington and Waukesha Counties.
Minneapolis-St. Paul, Minn.-Wis. —Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington and Wright Counties, Minn.; St. Croix County, Wis.
Racine —Racine County.
Sheboygan —Sheboygan County.
Wausau —Marathon County.

STANDARD CONSOLIDATED STATISTICAL AREA

Chicago-Gary-Kenosha, Ill.-Ind.-Wis. —Includes Chicago SMSA; Gary-Hammond-East Chicago, Ind. SMSA; Kenosha, Wis. SMSA.
Milwaukee-Racine —Includes Milwaukee SMSA; Racine SMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	382	347
5-14 Years	936	737
15-24 Years	771	916
25-44 Years	977	1,252
45-64 Years	881	889
65 and Over	471	564
TOTAL	4,418	4,705

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	580	985	1,359
Genral Mdse	1,326	1,929	2,606
Food	1,993	3,084	4,698
Automobiles	1,760	3,033	3,781
Gasoline Stations	703	1,250	2,357
Apparel	384	560	759
Furniture	436	682	962
Eat-Drink Places	940	1,524	2,323
Drugs	263	382	568
TOTAL	9,290	14,930	21,938

ANTIGO

1 - LOCATION: Langlade County, E&P Map C-3, County Seat. Dairy, agriculture & recreation area. Misc. small mfg. 270 mi. NW of Chicago; 185 mi. NW of Milwaukee; 80 mi. NW of Green Bay; 215 mi. E of Minneapolis-St. Paul. On State Hwys. 45, 47, 52 & 64.

2 - TRANSPORTATION: **Railroads** : Chicago & North Western (Freight only).
Motor Freight Carriers : 3.
Intercity Bus Lines : Inter-County.

3 - POPULATION:
Corp. City 80 Cen. 8,653
County 80 Cen. 19,978

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,864
County 80 Cen. 7,060

5 - BANKS:	**NUMBER**	**DEPOSITS**
Prod. Credit (Farm Loans)	2	$28,000,000
Commercial	2	$61,000,000
Sav. & Loan	1	$41,000,000
Credit Unions	1	$23,500,000

6 - PASSENGER AUTOS: County 9,083

7 - ELECTRIC METERS: County 10,042

8 - GAS METERS: Residence 3,160

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Wood Working 241 ($180); Leather 103 ($150); Steel & Metal 168 ($300); Food & Bev. 197 ($170); Gov't. 846 ($185).
Principal Pay Days : 5th & 20th; 1st & 15th: Some, Sat.

10 - CLIMATE: Min. & Max. Temp.—Spring 29-81; Summer 42-83; Fall 29-67; Winter 16-48. First killing frost, Oct. 10. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center** : 15 blocks on five streets; shopping and recreation development 1/4 mi north of Antigo.
Principal Shopping Days : Mon., Thu., Fri.
Stores Open Evenings : Almost all Fri.: some every night (Including these stores on Highway [illegible] N; Sears, Copps, and Montgomery Ward).
Stores Open Sundays : Most food & Copps. (several downtown stores open Sunday afternoon).

13 - RETAIL OUTLETS: **Department Stores** : J. C. Penney.
Discount Stores : Copps; Mills Fleet Farm.
Variety Stores : Woolworth; Spurgeon; Gamble's.
Chain Food Supermarkets : Red Owl; IGA Foodliner; Antigo Big Food Saver Store; Lee's Antigo Super Valu.
Other Chain Stores : Mode O'Day; Sears Catalog; Montgomery Ward Catalog.

14 - NEWSPAPERS: JOURNAL (e) 6,900; sworn March 31, 1981.
Local Contact for Advertising and Merchandising Data: James R. Alft, or Bill Williams, Adv. Mgrs., JOURNAL, 612 Superior St., Antigo, WI 54409; Tel. (623) 4191.
National Representative : None.

APPLETON-NEENAH-MENASHA

1 - LOCATION: Outagamie & Winnebago Counties (In Appleton-Oshkosh SMSA). E&P Map C-4, County Seat known as "Fox Cities," mfg. & paper making ctr. 105 mi. N of Milwaukee, 185 mi. N of Chicago. On U.S. Hwys 10 & 41; State 125, 114, 47, 76.

2 - TRANSPORTATION: **Railroads** : Chicago & North Western; Soo Line; Chicago; Milwaukee; St. Paul & Pacific (Freight Only).
Motor Freight Carriers : 8.
Intercity Bus Lines : Appleton & Intercity; Fox River; Greyhound; Wichmann Lake Shore.
Airlines : Republic & Air Wisconsin.

3 - POPULATION:
Corp. Cities 80 Cen. 97,032
Appleton 59,032
Neenah 23,272
Menasha 14,728
CZ-ABC: (70) 130,695; (81) 139,800
RTZ-ABC: (70) 99,787; (81) 112,700
Outagamie Co. 128,726
Winnebago Co. 80 Cen. 131,732
SMSA 80 Cen. 291,325
City & RTZ-ABC: (70) 230,482; (81) 252,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 38,052
Appleton 19,314
Neenah 9,222
Menasha 9,516
CZ-ABC: (70) 37,534; (81) 46,200
RTZ-ABC: (70) 27,843; (81) 36,400
Outagamie Co. 80 Cen. 42,728
Winnebago Co. 80 Cen. 46,892
SMSA 80 Cen. 99,314
City & RTZ-ABC: (70) 65,377; (81) 82,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	12	$555,455,298
Sav. & Loan	7	$405,559,180

6 - PASSENGER AUTOS:
Outagamie Co. 68,196; Winnebago Co. 68,243

7 - ELECTRIC METERS: Residence 64,154

8 - GAS METERS: Residence 24,649

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Paper & Allied Prod. 14,200 ($259); Non-Elec. mach. 4,600 ($243); Primary metal 2,800 ($237); Electrical mach. 1,550 ($200); Printing & Publg. 2,400 ($211); Food and Kindred Prods. 2,800 ($173). (Sources: State of Wis. Unemployment Comp. Bd., July 1976).
Principal Pay Days : Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 28-89; Summer 49-94; Fall 0-94; Winter 21-below 25. First killing frost, Oct. 25. Last killing frost, May 9.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center** : 14 blocks on College Ave.; 6 on Oneida St.; 6 on Appleton St.; 2 on Superior St.; 2 on Morrison St.; 2 on Walnut St.; 2 on State St.; 1 on Richmond St.
Neighborhood Shopping Centers : Wisconsin Ave., 20 blocks from Morrison to Badger Ave.; 4 at Wisconsin at Oneida; 4 at Wisconsin at Richmond; 2 at Wisconsin at Badger at Northland at Richmond 1/2 mi. City; 41 E. College Ave.; Walter Ave.; So. Lawe St.

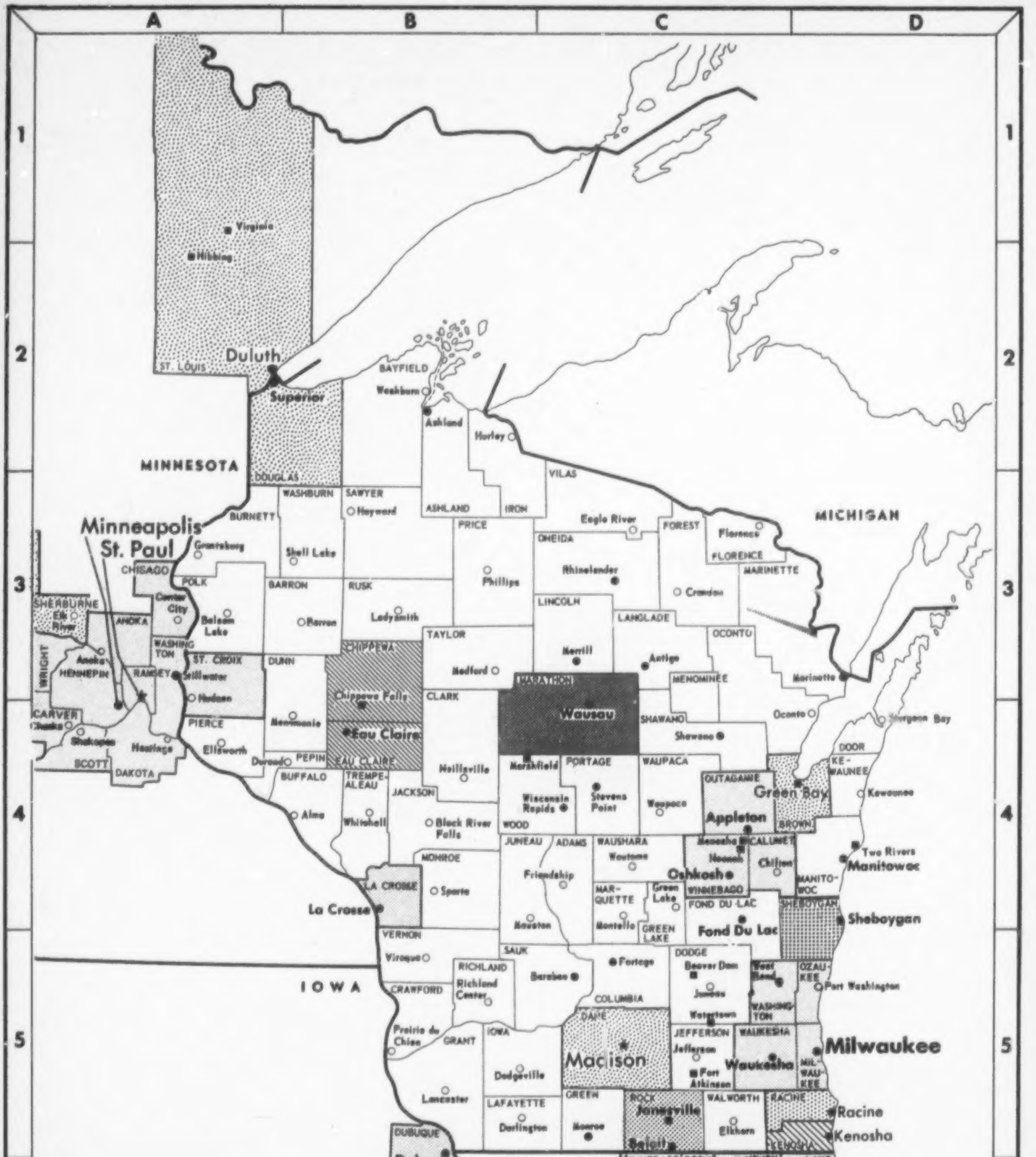
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley Fair (25)	NA	Towne & Country Kohls Good & Dept. Stores
Fox Point (16)	NA	Penney, Kresge
Northland (7)	NA	Shopko, So Fro Fabrics, Plaza Family Market
Valley Fair (39)	NA	Coast to Coast

Principal Shopping Days : Fri., Sat., Mon.
Stores Open Evenings : Dept.—Mon. & Fri. Food—Shpg. Ctrs., Nitely.

13 - RETAIL OUTLETS: **Department Stores** : H. C. Prange; J. C. Penney 2; McCain's; Sears Roebuck; Jacks of Neenah 2; Gimbel's; Campbell Stores.
Discount Stores : Prange's; Copps; Budget; K mart; Shopko 1; Kohl's Dept. Stores 1.
Variety Stores : S.S. Kresge 2.
Chain Drug Stores : Walgreen 1; Ford 4; Appleton Phcy. 2; Morton's 4.
Chain Food Supermarkets : Piggly Wiggly 3; Red Owl 4; Town & Country; Park and Market 4; Super Valu 5; Sentry 3; Austin's; Kohl's 2; Pick 'N Save 2.
Other Chain Stores : Fanny Farmer (candy) 2; Neumode Hosiery; Singer Co.; Leath's (furn.); Firestone; Goodyear; Montgomery Ward Catalog; Shoes; Gallenkamp's 2; Nobil; Thom McAn; Ready-to-Wear; Hardware; Coast to Coast 2; Gamble's; So Fro Fabrics.

14 - NEWSPAPERS: POST-CRESCENT (e) 52,919; (sat) 52,442; (S) 60,841; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jack Williams, Adv. Sales Mgr., POST-CRESCENT, Box 59, Appleton, WI 54912; Tel. (414) 733-4411.
National Representative : CWO&O.


A
B
C
D
1
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3
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5
6
EDITOR & PUBLISHER
MARKET GUIDE MAP
WISCONSIN
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75 100
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MINNESOTA
MICHIGAN
IOWA
ILLINOIS
INDIANA
Virginia
Hibbing
ST. LOUIS
Duluth
Superior
DOUGLAS
BAYFIELD
Washburn
Ashland
Hurley
ASHLAND
IRON
VILAS
Eagle River
FOREST
Florence
FLORENCE
MARINETTE
Minneapolis
St. Paul
BURNETT
Grantsburg
WASHBURN
Shell Lake
SAWYER
Hayward
PRICE
Phillips
ONEIDA
Rhinelander
Crandon
CHISAGO
Center City
POLK
Balsam Lake
BARRON
Barron
RUSK
Ladysmith
LINCOLN
Merrill
LANGLADE
Antigo
OCONTO
Oconto
Marinette
SHERBURNE
Elk River
ANOKA
Anoka
WRIGHT
HENNEPIN
RAMSEY
WASHINGTON
Stillwater
ST. CROIX
Hudson
DUNN
Menomonie
CHIPPEWA
Chippewa Falls
Eau Claire
EAU CLAIRE
TAYLOR
Medford
MARATHON
Wausau
MENOMINEE
SHAWANO
Shawano
Sturgeon Bay
DOOR
KEWAUNEE
Kewaunee
CARVER
Chaska
Shakopee
SCOTT
DAKOTA
Hastings
PIERCE
Ellsworth
PEPIN
Durand
BUFFALO
Alma
TREMPEALEAU
Whitehall
JACKSON
Black River Falls
CLARK
Neillsville
Marshfield
WOOD
Wisconsin Rapids
PORTAGE
Stevens Point
WAUPACA
Waupaca
OUTAGAMIE
Appleton
Green Bay
BROWN
MONROE
Sparta
LA CROSSE
La Crosse
JUNEAU
ADAMS
Friendship
Mauston
WAUSHARA
Wautoma
MARQUETTE
Montello
GREEN LAKE
Green Lake
WINNEBAGO
Oshkosh
Menasha
Neenah
CALUMET
Chilton
MANITOWOC
Manitowoc
Two Rivers
FOND DU LAC
Fond Du Lac
SHEBOYGAN
Sheboygan
VERNON
Viroqua
RICHLAND
Richland Center
SAUK
Baraboo
Portage
COLUMBIA
DODGE
Beaver Dam
Juneau
Watertown
West Bend
WASHINGTON
OZAUKEE
Port Washington
CRAWFORD
Prairie du Chien
GRANT
Lancaster
IOWA
Dodgeville
DANE
Madison
JEFFERSON
Jefferson
Fort Atkinson
WAUKESHA
Waukesha
MILWAUKEE
Milwaukee
LAFAYETTE
Darlington
GREEN
Monroe
ROCK
Janesville
Beloit
WALWORTH
Elkhorn
RACINE
Racine
KENOSHA
Kenosha
DUBUQUE
Dubuque
WINNEBAGO
Loves Park
Rockford
BOONE
Belvidere
McHENRY
Woodstock
LAKE
Waukegan
KANE
Elgin
Geneva
Aurora
COOK
DU PAGE
Wheaton
Chicago
WILL
Joliet
East Chicago
Hammond
Gary
Crown Point
Chesterton
Valparaiso
LAKE
PORTER

ASHLAND

1 - LOCATION: Ashland County E&P Map B-2, County Seat. On Lake Superior, at head of Chequamegon Bay, on the S shore of Lake Superior. 70 mi. E of Duluth. On U.S. Hwy. 2; State 13 & 63.

2 - TRANSPORTATION: Railroads : Soo Line; Chicago & North Western; Burlington-Northern.
Motor Freight Carriers : 1.

3 - POPULATION:
Corp. City 80 Cen. 9,115
County 80 Cen. 16,783

4 - HOUSEHOLDS:
City 80 Cen. 3,710
County 80 Cen. 6,103

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$50,000,000
Sav. & Loan	1	$8,000,000

6 - PASSENGER AUTOS: County 7,190

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)—Metal Prod. 375 ($115); Paper Prod. 230 ($100); Printing Forms 27 ($85); Wood Prod. 206 ($70); Garment Firms 250 ($57); Wholesale 117 ($85); Utilities 248 ($95); Dairy Prod. 12 ($100).

10 - CLIMATE: N.A.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:
Principal Shopping Days : Wed., Thu., Fri., Sat.
Stores Open Evenings : Thu.

13 - RETAIL OUTLETS: Department Stores : J.C.Penney; Montgomery Ward; Pamida.
Variety Stores : Woolworth; McCrory.
Chain Food Supermarkets : Super Valu; National Tea; Hunt's; Holiday Village.

14 - NEWSPAPERS: PRESS (m) 8,334; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Byron Johnson, Gen. Mgr., PRESS, 122 Third St. W., Ashland, WI 54806; Tel. (715) 682-2313.
National Representatives : Landon; Northwest Dailies.

BARABOO

1 - LOCATION: Sauk County, E&P Map C-5, County Seat. On Baraboo River, 12 mi. from WI Dells; 40 mi. from Madison; on U.S. Hwys. 12 and 33; 5 mi. S of I-90 & 94.

2 - TRANSPORTATION: Railroads : C&NW.
Motor Freight Carriers : 2.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,081
County 80 Cen. 43,469

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,720
County 80 Cen. 15,510

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$70,491,000
Sav. & Loan	1	$28,639,722

6 - PASSENGER AUTOS: County 22,346

7 - ELECTRIC METERS: Residence 2,984

8 - GAS METERS: Residence 1,273

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners— Plastic Pdts. 900; Uniforms 40; Recreation Furniture 60; Transformers 100; Coils 300; Can Mfg. 40; Munitions 450; Timers 200; Tents 10.

10 - CLIMATE: First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 10 blocks on 4 streets.
Principal Shopping Days : Thurs. & Fri.
Stores Open Evenings : Food & Dept. Thurs.; Food Nitely ex. Sun.; 20 others on Thurs.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Gambles; Coast to Coast; Spurgeons; K mart.
Discount Stores : Ritz Outlet.
Variety Stores : Woolworth; Schultz Bros.
Chain Drug Stores : Walgreen; Rexall.
Chain Food Supermarkets : IGA; Super Valu.

14 - NEWSPAPERS: NEWS-REPUBLIC (e) 5,803; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Reginald Zimmerman, Adv. Mgr., NEWS-REPUBLIC, 408 Oak St., Baraboo, WI 53913; Tel. (608) 356-4808.
National Representative : None.

BEAVER DAM

1 - LOCATION: Dodge County, E&P Map C-5. Agric. Ctr. 65 mi. NW of Milwaukee, 35 mi. from Madison. On U.S. Hwy. 151 & State 33.

2 - TRANSPORTATION: Railroads : Wisconsin & Southern.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,149
County 80 Cen. 74,747

4 - HOUSEHOLDS:
City 80 Cen. 6,479
County 80 Cen. 24,750

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$156,391,000
Sav. & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 37,036

7 - ELECTRIC METERS: Residence 5,913

8 - GAS METERS: Residence 3,291

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners (Av. Wkly. Wage): Metal 1,250 ($200); Shoes 715 ($200); Food Pdts. 1,050 ($200); Wood Prods. 370 ($200); Util 125.

10 - CLIMATE: Min. & Max. Temp.—Spring 16-95; Summer 40-95; Fall 0-84; Winter 15-57.

11 - TAP WATER: Soft. Water treatment & iron removal plant; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Mall (40)	NA	Herbergers, JC Penney, Woolco
North Plaza (4)	NA	Shop Rite

Principal Shopping Days : Mon., Thurs., Fri., Sat.
Stores Open Sundays : Food, Drug and Dept; Beaver Mall; Shop Ko.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears; Montgomery Ward; Shop Ko; Spergeons; K mart; Fleet Farm; Gambles; Woolco; Herberger's.
Variety Stores : Schultz Bros.
Chain Food Supermarkets : Piggly Wiggly; Lauer's; Shop-Rite; Super Valu; Sentry; United Foods.
Other Chain Stores : Pries Apparel; Campbells; Elliots Model.

14 - NEWSPAPERS: CITIZEN (e) 9,892; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Dick McDermott, Adv, Mgr, CITIZEN, 805 Park Ave., Beaver Dam, WI 53916; Tel. (414) 887-0321.
National Representative : None.

BELOIT, WI-SOUTH BELOIT-ROCKTON, IL

1 - LOCATION: Beloit in Rock County, WI (In Janesville-Beloit SMSA). E&P Map C-5. S Beloit and Rockton in Winnebago County, IL. Educational Ctr. On the banks of Rock River, 50 mi. S of Madison; 18 mi. N of Rockford; 90 mi. NW of Chicago; 75 mi. SW of Milwaukee. On U.S. Hwys. I-19 & 51; WI Hwys. 13, 21, 15; IL Hwys. 2, 75, 190.

2 - TRANSPORTATION: Railroads : Chicago; Milwaukee & Pacific; Chicago & North Western.
Motor Freight Carriers : 19.
Intercity : Greyhound; Peoria-Rockford.
Airlines : Republic; Mississippi Valley Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 41,600
Beloit 80 Cen. 35,207
So. Beloit 80 Cen. 4,080
Rockton 80 Cen. 2,313
Counties 80 Cen. 380,304
Rock Co. (WI) 80 Cen. 139,420
Winnebago Co. (IL) 80 Cen. 250,884
SMSA 80 Cen. 139,420
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Cities 80 Cen. 18,197
Beloit 80 Cen. 15,740
South Beloit 80 Cen. 1,575
Rockton 80 Cen. 882
Counties 80 Cen. 138,445
Rock Co. (WI) 49,037
Winnebago Co. (IL) 89,408
SMSA 80 Cen. 49,037

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$89,395,638
Savings	1	$17,187,378
Sav. & Loan	3	$19,828,026

6 - PASSENGER AUTOS: Counties: Rock 73,298; Winnebago 131,284

7 - ELECTRIC METERS: Residence 18,006

8 - GAS METERS: Residence 14,039

9 - PRINCIPAL INDUSTRIES: Industries, Number of Wage Earners—Diesel Eng. 2,900; Paper Mach. 3,300; Radiators Motors (Elec.) 1,141; Shoes 1,200; 25 Mfg. employ 9,183.

10 - CLIMATE: Min. & Max. Temp.—Spring 40-70; Summer 70-95; Fall 50-70; Winter 5-25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Center : 6 blocks on Grand Ave.; 4 on State St.; 3 on Broad St.; 3 on Pleasant St.; 1 on 4th St.; on Cranston Rd.; Food Fair Center.
Regional Shopping Centers : Beloit Plaza, 38 Stores at Riverside Dr. & Henry Ave.
Neighborhood Shopping Centers : 1 block at Park & White; 1 at Grand & 8th; 1 at Brooks & St. Lawrence; 2 at Liberty & Madison Rd.; 1 at W. Grand & Town Line; 1 at Wisconsin & Woodward.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate (3)	NA	Woodman Mkt.
Prairie Ave. (2)	NA	K mart, Sentry

Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Food Nightly; others Mon., Fri. & Sun.; Beloit Plaza Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores : J. C. Penney; McNeany; Stewarts; Sears; Weise's.
Variety Stores : Woolworth.
Discount Stores : Jupiter; K mart.
Chain Drug Stores : Walgreen; May's.
Chain Food Supermarkets : Eagle Foods 2; Fox 2; Crystal 3; Woodman's; Kohls; Sentry.
Other Chain Stores : Singler Co.; Firestone; Leath (furn.); Sears; Montgomery Ward (catalog); Diane Shop; Nobil Shoes; Neumode; Father & Son Shoes; Stewarts; Schiff Shoes; Jupiter; Goodyear.

14 - NEWSPAPERS: NEWS (e) 19,106; sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: Larry Brown; Adv. Dir., NEWS, 149 State St., Beloit, WI 53511; Tel. (608) 365-8811.
National Representative : Landon.

CHIPPEWA FALLS

1 - LOCATION: Chippewa County (In Eau Claire SMSA). E&P Map B-3. On Chippewa River, near Lake Wissota, 92 mi. N of LaCrosse; 90 miles E. of Minneapolis/St. Paul; 10 mi. N of Eau Claire. In the NW part of the State. On U.S. Hwy. 53, State-WI Hwys. 29 & 178 & 124.

2 - TRANSPORTATION: Railroads : CM, St.; P&P; Soo and C St. PM&O (C&NW).
Motor Freight Carriers : 2.
Intercity Bus Lines : Greyhound; Motor; North Central; B.U.S. City Bus with service to & from Eau Claire, Wis.
Airlines : Republic; Midstate.

3 - POPULATION:
Corp. City 80 Cen. 11,845
CZ-ABC: (70) 13,770; (81) 13,800
RTZ-ABC: (70) 39,505; (81) 45,300
County 80 Cen. 51,702
SMSA 80 Cen. 130,507
City & RTZ-ABC: (70) 53,275; (81) 59,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,515
CZ-ABC: (70) 4,350; (81) 5,100
RTZ-ABC: (70) 10,753; (81) 14,100
County 80 Cen. 17,262
SMSA 80 Cen. 44,592
City & RTZ-ABC: (70) 15,103; (81) 19,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$99,000,000
Sav. & Loan	2	$48,000,000

6 - PASSENGER AUTOS: County 23,841

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 1,500

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners & (Av. Wkly. Wage): Computer Res. 45 ($400); Shoes 495 ($200); Plastics 600 ($225); Wood Wkg. 95 ($200); Plastics Extrusion Machy. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 52-89; Fall 17-92; Winter -26-54. First killing frost, Sept. 28. Last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very soft; not fluoridated

12 - RETAILING: Principal Shopping Center : 7 blocks on Bridge St.; Wissota Village Shopping Center, 7 firms. Chippewa Mall Anchor Stoves. Prange Way, Super Valu.
Principal Shopping Days : Dept. Stores—Mon., Thu. & Sat.; Food: Thurs. Fri., Sat.
Stores Open Evenings : Mon. & Thu.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Farm & Fleet; Montgomery Ward; Coast-to-Coast; Spurgeon's; Mary's; Hardware Hank; Prange-Way; OK Hardware.
Variety Stores : Woolworth; Schulz Bros.; Ben Franklin.
Chain Drug Stores : Badger Walgreen; Medicine Shop; Snyder.
Chain Food Supermarkets : Chippewa Super Valu; Red Owl; I.G.A.; National Foods.

14 - NEWSPAPERS: HERALD-TELEGRAM (e) 9,256; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Peter Pritchard, Ad. Mgr., HERALD-TELEGRAM, 22 W. Central, Chippewa Falls, WI 54729; Tel. (715) 723-5515.
National Representative : None.

EAU CLAIRE

1 - LOCATION: Chippewa and Eau Claire Counties (SMSA). E&P Map B-4. 90 mi. E of St. Paul, MN; 225 mi. NW of Milwaukee. Junction Eau Claire and Chippewa Rivers. On U.S. Hwys. I-94, 12, 53; State Hwys. 93, 85 & 37.

2 - TRANSPORTATION: Railroads : Chicago & North Western; The Milwaukee Road; Soo Line.
Motor Freight Carriers : 24.
Intercity Bus Lines : 5 lines, 82 buses per day. Northland Greyhound; Stewart; Wis. Northern; North Central; La-Claire.
Airlines Serving City : North Central; Mid State.

3 - POPULATION:
Corp. City 80 Cen. 51,509
CZ-ABC: (70) 51,000; (81) 60,300
RTZ-ABC: (70) 147,357; (81) 168,100
Counties/SMSA 80 Cen. 130,507
Chippewa Falls 80 Cen. 51,702
Eau Claire 80 Cen. 78,805
City & RTZ-ABC: (70) 198,357; (81) 228,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,359
CZ-ABC: (70) 15,621; (81) 21,300
RTZ-ABC: (70) 42,912; (81) 56,200
Counties/SMSA 80 Cen. 44,592
Chippewa Falls 80 Cen. 17,262
Eau Claire 80 Cen. 27,330
City & RTZ-ABC: (70) 58,533; (81) 77,500

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	$473,000,000
Savings & Loan	4	$182,100,000
Credit Unions	10	$21,200,000

6 - PASSENGER AUTOS: Counties:
Chippwea Falls 23,841; Eau Claire 38,631

7 - ELECTRIC METERS: 18,581

8 - GAS METERS: 8,350

9 - PRINCIPAL INDUSTRIES: Tire Plant; Aluminum Assembly; Paper Mill; Meat Packing; Machine Shops; Computer Co.; Printing & Publishing. Total 8,105 Wage Earners ($298 wkly. average).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: First killing frost, Oct. 4. Last killing frost, May 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 18 blocks on 3 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	2	K mart, Kresge
Co-Op	2	Co-op Store
Putnam Heights (15)	1	Thriftway, Ben Franklin
Gateway (18)	2	Snyder Drug
Star Plaza	2	Roy's Foods
London Square (60)	3	Sears, Prange
Shopko (23)	3	Shopko

Principal Shopping Days : Fri., Sat., & Sun.
Stores Open Evenings : Department Stores—Mon. & Thu.; Food—every night.

13 - RETAIL OUTLETS: Department Stores : Samuelson's; Sears; J.C. Penney; Consumer's Co-op; H.C. Prange.
Variety Stores : Woolworth; Ben Franklin.
Discount Stores : K mart; Co-op Shopping Center; Prange-Way; Shopko.
Chain Drug stores : Walgreen; Snyder.
Chain Food Supermarkets : Randalls; Co-Op.
Other Chain Stores : Leath Furniture; Singer Co.; Kinney Shoes; Tradehome; Kelly Furniture; Mautz Paint; Steveson's; Northwest Fabric.

14 - NEWSPAPERS: LEADER-TELEGRAM (e-mon to fri; m-sat) 33,970; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Merryfield, Sales Mgr., LEADER-TELEGRAM, 701 S. Farwell St., Eau Claire, WI 54701; Tel. (715) 834-3471.
National Representatives : Branham; Northwest Dailies.

FOND DU LAC

1 - LOCATION: Fond du Lac County, E&P Map C-4. County seat. 64 mi. N of Milwaukee: 157 mi. N of Chicago; 70 mi. NE of Madison; 70 mi. S of Green Bay. On U.S. Hwys. 41, 45, 151; State Hwys. 23, 55, 175.

2 - TRANSPORTATION: Railroads : C & NW; C M St. P & Pacific and Soo Line.
Motor Freight Carriers : 8.
Intercity Bus Lines : Greyhound; Wisconsin Coach.
Airline : County owned class 3 commercial aiport.

3 - POPULATION:
Corp. City 80 Cen. 35,836
CZ-ABC: (70) 38,801; (81) 40,400
RTZ-ABC: (70) 105,279; (81) 116,100
County 80 Cen. 88,952
City & RTZ-ABC: (70) 144,180; (81) 156,500
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,098
CZ-ABC: (70) 12,040; (81) 14,500
RTZ-ABC: (70) 29,352; (81) 37,000
County 80 Cen. 29,867
City & RTZ-ABC: (70) 41,392; (81) 51,500

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$255,000,000
Sav. & Loan	3	$240,000,000

6 - PASSENGER AUTOS: 45,641

7 - ELECTRIC METERS: 15,001

8 - GAS METERS: 11,425

9 - PRINCIPAL INDUSTRIES: Number of Wage Earners—Machine Tools 1,000; Outboard Motors 4,000; Railroad Shops 650; Leather Tanning 360; Textile & Apparel 140; Auto Parts 600.
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 35-51; Summer 60-74; Fall 42-55; Winter 14-30. First killing frost, Oct. 4. Last killing frost, May 7.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Forest Mall (54)	NA	Mont. Ward, Walgreen, Prange's, J.C. Penney
Forest Plaza (8)	NA	K mart, Sears
Southtown (14)	NA	Red Owl
Downtown (60)	NA	Kohl's

Principal Shopping Days : Fri., Sat., Sun.
Stores Open Evenings : Forest Mall and Southtown-Mon. to Sat.: Downtown-Mon. & Fri. Evenings.

13 - RETAIL OUTLETS: Department Stores : Sears; H.C. Prange; Copp's; Murphy's; J.C. Penney; Montgomery Ward.
Chain Drug Stores : Osco; Walgreen.
Variety Stores : Woolworth; Kresge's; Ben Franklin.
Discount Stores : Copp's; Prange-Way; Fleet Farm; K mart.
Chain Food Supermarkets : Piggly Wiggly; Red Owl; Sentry; Super Valu; Kohl's; Pick'n Save.
Other Chain Stores : Firestone; Goodyear; Holiday; Leath Furniture; Northwest Fabrics; Pay-Less Shoes; Sherwin-Williams; Schiff Shoes; Singer Sewing; Grossman's Radio Shack.

14 - NEWSPAPERS: REPORTER (e) 21,787; (S) 22,270; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William Dittrich, Adv. Sales Mgr., REPORTER, 33 W. 2nd St., Fond du Lac, WI 54935; Tel. (414) 922-4600.
National Representative : Thomson.

FORT ATKINSON

1 - LOCATION: Jefferson County, E&P Map C-5. Shopping Ctr., industrial ctr. 50 mi. from Milwaukee; 35 mi. from Madison; 112 mi. from Chicago. On U.S. Hwy. 12; State Hwys. 26, 89 & 106.

2 - TRANSPORTATION: Railroads : Chicago & North Western RR (freight).
Motor Freight Carriers : REA; UPS; GPX; Verges Trucking Co.
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,785
County 80 Cen. 66,152

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,703
County 80 Cen. 22,264

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$66,953,000
Sav. & Loan	1	$40,100,426

6 - PASSENGER AUTOS: County 32,748

7 - ELECTRIC METERS: Residence 4,120

8 - GAS METERS: Residence 3,224

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Lighting Fixtures 580; Farm Equipment 405; Meat Proc. 465; Veg. Canning, Seasonal 350; Fish Bait 25; Seafood 175; Laminated Wood 48; Publishing 160; Foundry 165; Metal Salvage 55; Educational Materials 250; Textiles 100; Machine shop 32; Dairy Equipment 75; Cardboard Carton 60. Average hourly wage: men $5; women $3.85

10 - CLIMATE: Min. & Max. Temp.—Spring 22-84; Summer 52-94; Fall 39-89; Winter 12-51. First killing frost, Oct. 16. Last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center : 14 blocks on six sts.
Neighborhood Shopping Centers : Madison Ave.; Whitewater Ave.; Edwards; S. Main St.; Janesville Ave.
Nearby Shopping Centers : Old Fort (Sentry, Ben Franklin, The Pharmacy, Coast-to-coast).
Principal Shopping Days : Mon., Wed., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Penney; Montgomery Ward; Sears Roebuck (catalog); Copp's.
Variety Stores : Ben Franklin.
Chain Drug Stores : Tuttles' Walgreen; The Pharmacy; Rexall; Godfreys.
Chain Food Supermarkets : Sentry Food; Eagle; Shop Rite (Roundy's); Copp's.
Other Chain Stores :Gambles; Badger Paints; Goodyear; Mr. Quick Hamburgers; Dairy Queen; A&W; Singer; Pizza Hut; Tru Value Hardware; Coast-to-Coast; Hardware Hank.

14 - NEWSPAPERS: JEFFERSON COUNTY UNION (e-mon to fri) 8,570; Sworn Sept. 30, 1980.
Local Contact for Advertising and Merchandising Data: R. H. Stevens, Adv. Dir., JEFFERSON COUNTY UNION, 28 W. Milwaukee Ave., Fort Atkinson, WI 53538; Tel. (414) 563-5551.
National Representative : Hoard's Dairyman.

Editor & Publisher
REACHES
more people now
than ever before.

GREEN BAY

1 - LOCATION: Brown County (In Green Bay, WI SMSA). E&P Map D-4, County Seat. Situated on Fox River at southern end of Green Bay. NE part of State, 115 mi. N of Milwaukee; 200 mi. N of Chicago; 275 mi. E of Minneapolis. Whlse. & retail trading area; port of entry. Shipping ctr. On U.S. Hwy. 41 & State Hwys. 141, 57, 54, 32, 29.

2 - TRANSPORTATION: Railroads : (freight only on all railroads) Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western; Green Bay & Western; Kewaunee & Green Bay & Western. Div. of G.B. & Western; Ahnapee & Western.
Motor Freight Carriers : 20.
Freight Steamship Lines : 20.
Intercity Bus Lines : Central Greyhound; Seymour; Wisconsin-Michigan.
Airlines : Republic; Green Bay Aviation; Executive Air Transport Ltd.

3 - POPULATION:
Corp. City 80 Cen. 87,899
CZ-ABC: (70) 129,824; (81) 141,600
RTZ-ABC: (70) 116,822; (81) 137,600
County/SMSA 80 Cen. 175,280
City & RTZ-ABC: (70) 246,646; (81) 279,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 33,488
County/SMSA: 80 Cen. 59,908
CZ-ABC: (70) 36,608; (81) 45,800
RTZ-ABC (70) 33,894; (81) 46,500
City & RTZ-ABC: (70) 70,502; (81) 92,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	12	$809,758,459
Sav. & Loan	6	$535,585,875

6 - PASSENGER AUTOS: County 89,485

7 - ELECTRIC METERS: 36,994

8 - GAS METERS: 30,521

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Paper & Prod. 10,400; Food & Prod. 4,900; Non-electrical Machinery 3,100; Transportation, Communications, and Public Utilities 5,700; Lumber & Wood (Incl. Furn. & Fixt.) 690; Primary & Fabricated Metals 980; Av. Wkly. Wage of all production workers: ($360).

10 - CLIMATE: Min. & Max. Temp.—Spring 35-51; Summer 60-81, Fall 40-59; Winter 11-25. First killing frost, Oct. 2. Last killing frost, May 9.

11 - TAP WATER: Alkaline, hard, from Lake Michigan; fluoridated.

12 - RETAILING: Principal Shopping Center : 3 blocks on N Washington St.; 1 on E. Walnut St.; 3 on N Adams St.; Port Plaza Mall, corner N. Washington and Cedar Sts.
Neighborhood Shopping Centers : Four blocks on Broadway; 2 on W Walnut St.; 1 on Dousman St.; 2 on Main St.; 4 on University.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Prange-Way	2	Prange-Way
Beacon	3	Aim
Marquette	1	Sure Way, Ben Franklin
Colonial Village	2	Sure Way
Plaza	3	Red Owl, Sears, Prange-Way
Bay Park Square	6	Montgomery Ward, Shopko
Lombardi	5	Kohls, Osco Drug
K mart East	5	Kohls, K mart
East Town	5	White Store, Aim

Additional Shopping Centers (No. of Stores): Bay (10); Fort Howard (6); St. Agnes (8); Shopko East (4); Westgate (17); Shopko West (3); Vernon Court (10); Bellevue Plaza (9).
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : All stores—Mon. & Fri.; Food—Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores : H.C. Prange; Montgomery Ward; Sears; J. C. Penney; The White Store.
Discount Stores : Shopko 4; K mart 2; Prange-Way 3.
Variety Stores : S. S. Kresge; Ben Franklin; Aim Variety.
Chain Drug Stores : Osco 2; Snyder 3; Rexall 2.
Chain Food Supermarkets : Red Owl 6; Sure Way 9; Piggly Wiggly; Super Ron's 5; Sentry 3; Stop-N-Go 2; Austin's 4; Kohl's 2; Country Store 2.
Other Chain Stores — Kinney Shoes; Payless Shoes 2; Nobil Shoes 2; Singer Co.; Goodyear 2; Firestone 2; Western Auto; Mautz Paint; Merle Norman Cosmetics; Fanny Farmer 2; Color Tile; Abbey Carpet; Lieber Lumber; Grossman's; Stretch & Sew; Northwest Fabrics 2; House of Fabrics; So-Fro Fabrics; Walden Books 2; Midas Mufflers; Kindy Optical 2; Zale's Jewelry; Pittsburgh Paints; Radio Shack; Kay-Bee Toys; Peck & Peck; Seifert's; Casual Corner; Lerner Shops; Regis Beauty Salon; Qualicraft Shoes Richman Brothers; Thom McAn Shoes 2; Braun's Fashions; County Seat; The Wardrobe; The Closet; Father & Son Shoes; General Nutrition; Sunflower Fashion; Hurrahl; B. Dalton Booksellers 2.

14 - NEWSPAPERS: NEWS-CHRONICLE (m) 12,942; Sworn Mar. 31, 1981.
PRESS-GAZETTE (e) 58,977; (S) 73,259; Mar. 31, 1981, ABC.
Local Contact for Advertising and Merchandising Data: Jerold McGrath, Gen. Mgr., NEWS-CHRONICLE, 234 East Walnut, Green Bay, WI 54306; Tel. (414) 432-2941. John Yuenger, Adv. Dir., PRESS-GAZETTE, PO Box 430, Green Bay, WI 54305; Tel. (414) 435-4411.
National Representative : PRESS-GAZETTE: Gannett; NEWS-CHRONICLE: None.

JANESVILLE

1 - LOCATION: Rock County (In Janesville-Beloit SMSA). E&P Map C-5, County Seat. Wholesale Ctr. 105 mi. from Chicago; 65 mi. from Milwaukee; 35 mi. from Rockford; 40 mi. from Madison. On U.S. Hwys. 14, 51 & I-90; on State Hwys. 11 & 26.

2 - TRANSPORTATION: Railroads : Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western; Chicago, Madison & Northern.
Motor Freight Carriers : 10.
Intercity Bus Lines : Peoria-Rockford; Alco Bus Corp.; Greyhound.
Airlines : Republic.

3 - POPULATION:
Corp. City 80 Cen. 51,071
CZ-ABC: (70) 46,426; (81) 53,200
RTZ-ABC: (70) 151,956; (81) 168,600
County/SMSA 80 Cen. 139,420
City & RTZ-ABC: (70) 198,382; (81) 221,800
Demographic Information (Partial) available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,363
CZ-ABC: (70) 14,031; (81) 18,500
RTZ-ABC: (70) 44,832; (81) 57,700
County/SMSA 80 Cen. 49,037
City & RTZ-ABC: (70) 58,863; (81) 76,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$255,010,017
Sav. & Loan	4	$150,000,000

6 - PASSENGER AUTOS: City 29,328; County 73,298

7 - ELECTRIC METERS: Residence 18,373

8 - GAS METERS: Residence 16,149

9 - PRINCIPAL INDUSTRIES: Industry (No. of Wage Earners)—Auto Assembly (6,615); Pen & Pencil (980); Auto Trans. (445); Food (700); Electronics (265); Engineering (550); Textiles/mill products (387).

10 - CLIMATE: Min. & Max. Temp.—Spring 26-80; Summer 44-102; Fall—12-89; Winter 24 above-20 below. First killing frost, Oct. 30. Last killing frost, May 23.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 10 block downtown area with 160 units.
Neighborhood Shopping Centers (Number of Stores): Janesville Mall 75; Creston Park (16); Sunnyside (7); Blackhawk (5); Fairview Mall (14); Memorial Plaza (13).
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon., Fri.; Shopping Centers Mon. thru Sun.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears; Montgomery Ward; Chas. V. Weise.
Discount Stores : K mart; Copps; Holiday; Farm & Fleet; Shopko.
Chain Drug Stores : Walgreen Agency 1; Rexall 3; Thrift 1; Union Prescription 1.
Chain Food Supermarkets : Sentry 2; Piggly Wiggly 1; Woodman 1; Eagle 2; Super Valu 1; Stop-N-Go 4; Kohls 1; Gentz' 1.
Other Chain Stores : Ace Hardware, Anderson's Apparel, Barefoot Sports, Rundell's, Brooks, Buddy Squirrel, Ben Franklin (2), Cain Ashcraft, Comay's, Copper Rivet, Claire's Boutique, Card Cage, Co-op Records, Champion Auto, Dunkin Jewelry, Elliott's, Eye Glass Place, Famous Footwear, Fisher's TV & Appliance, Flowerama, Forbes-Meagher, Firestone Tire, F & F Tire, Fannie May Homemade Candies, General Nutrition Center; Golden Hanger, Goodyear Tire, Grossman's, Happy Sleeper, Haack Cycle, Hanover Shoes, Hamlin Jewelry, Jack's Shoe, JoAnn Fabrics, Julie Ann Fabrics, Lamb's, Leath Furniture, Marling Lumber, Maurice's, Merle Norman, Musicland, Marianne's, Maling's, Mautz Paint, Nobil Shoe, Northwest Fabrics, PicWay Shoes, Plum Tree, Radio Shack, Siker's, J.J. Smith's, Saxer's, Superamerica, Sherwin Williams, Shoe-Tigue, Cornelius, Silver Dollar, Singer's, Clara Stone's, Team Electronics, Trinket Tree, True Value Hardware, Walden Books, Wicke 'N Sticks, Wisconsin Office Supply, Wolohan's, Woolworth's.

14 - NEWSPAPERS: GAZETTE (e) 31,577; March 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Crandell W. Bliss, Natl. Adv. Mgr., GAZETTE, One South Parker Drive, Janesville, WI 53545; Tel. (608) 754-3311.
National Representative : None.

KENOSHA

1 - LOCATION: Kenosha County (SMSA), E&P Map D-5, County Seat. On Lake Michigan, 35 miles south of Milwaukee and 65 miles north of Chicago. Lake and ocean-going freighters call at port.

2 - TRANSPORTATION: Railroads : C&NW.
Intercity Bus Lines : Greyhound, Wis. Coach Lines.
Motor Freight Carriers : 3.

3 - POPULATION:
Corp. City 80 Cen. 77,685
CZ-ABC: (70) 85,610; (81) 86,600
RTZ-ABC: (70) 32,307; (81) 38,000
County/SMSA 80 Cen. 123,137
City & RTZ-ABC: (70) 117,917; (81) 124,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,964
CZ-ABC: (70) 26,237; (81) 30,600
RTZ-ABC: (70) 9,231; (81) 12,600
County/SMSA 80 Cen. 43,064
City & RTZ-ABC: (70) 35,468; (81) 43,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	2	$250,000,000
Sav. & Comm.	5	$355,000,000

6 - PASSENGER AUTOS: County 64,192

7 - ELECTRIC METERS: Residence 40,371

8 - GAS METERS: Residence 31,353

9 - PRINCIPAL INDUSTRIES: Automobiles; Brass, copper & Alloy Prod.; Textiles; Musical Instruments; Cranberry Processing; Mechanic's Tools; Wire Rope; Plumbing Fixtures; Fire Fighting Equipment; Commercial Fertilizer; Industrial Tools; Dies; Jigs & Fixtures; Castings; Structural Steel Prod.; Equip. for Dairy & Food Processing Industries; Power Drives & Elec. Units & Spec. Mach. 17,500; Wage Earners' Av. Wkly. Wage $350 (includes shift prem. & Overtime). Growth Factors: American Motors; Port of Kenosha, Airport, University of Wisconsin 5,241, Carthage College 1,117, Gateway Technical Institute 5,345.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Areas : Downtown (6th Ave., 56th St., 57th St., 58th St.); Uptown (22nd Ave.); Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pershing Plaza (14)	NA	Kohls, Sears
Town & Country (11)	NA	Ace Hdwr., Piggly Wiggly
Villa Capri (18)	NA	Sentry, Ben Franklin
American Ctr.	NA	Montgomery Ward, Community, Super Valu
Gateway Plaza	NA	Eagle, K mart
Sunnyside	NA	Piggly Wiggly, Sentry, Park Greenwood Plaza, Walgreen, Super Valu
Greenwood Plaza	NA	

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon. Fri.; Shpg. Ctrs. every evening.

13 - RETAIL OUTLETS: Department Stores : Barden's; Leader; Montgomery Ward; J. C. Penney; Sears.
Discount Stores : Community, K mart, Shop Ko.
Variety Stores : Woolworth; Ben Franklin 2; Wilson.
Chain Drug Stores : Walgreen 2; Bernacchi 3; Thrift; Union; General 2.
Chain Food Supermarkets : Super-Valu 2; Piggly Wiggly 3; Kohl's 2; Sentry 3; Eagle (1).
Other Chain Stores : Goodyear; Firestone; Sherwin-Williams; Kinney Shoe; Shoe Kicks; Fanny Farmer; Pay-Less Shoes; Neumode; Adelman's Laundry; So-Fro Fabrics; Glidden Paint; Abby Carpet; Fayva; Coast-to-Coast Hdwe.; Radio Shack (3); ShopKo.

14 - NEWSPAPERS: NEWS (e) 30,990; (S) 31,043; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Frank M. Misureli, Dir. of Sales, NEWS, 715 58th St., Kenosha, WI 53141; Tel. (414) 657-1000.
National Representative : Branham.

LA CROSSE

1 - LOCATION: La Crosse County (SMSA). E&P Map B-4. County Seat; State Office Building. Regional center for retail, manufacturing, medicine, education, agriculture, trades, wholesale distribution. On Mississippi River, 271 mi. NW of Chicago; 154 mi. SE of Minneapolis; 135 mi. NW of Madison. U.S. Hwys. I-90, 14,16, 53, 61; State Hwys. 33, 35.
River Front : On Mississippi River—9 ft. Gov't. maintained river channel. Modern municipal terminal & docks. Low cost inland waterway system for transportation to cities on Mississippi, Ohio, Missouri Rivers & to Gulf ports. Private establishments have unloading docks with pipe lines to tanks for unloading coal, fuel oil & gasoline. Bridges (2, no toll) cross from La Crosse to Minnesota.

2 - TRANSPORTATION: Railroads : Milwaukee Road; Chicago & North Western; Burlington Northern; Amtrak.
Motor Freight Carriers : 23.
Intercity Bus Lines : Greyhound; Western; River Trails; Hiawatha Coaches; Scenic Trails; Municipal Transit Corp.
Airlines : Republic.

3 - POPULATION:
Corp. City 80 Cen. 48,347
CZ-ABC: (70) 66,264; (81) 71,800
RTZ-ABC: (70) 146,049; (81) 164,500
County/SMSA 80 Cen. 91,056
City & RTZ-ABC: (70) 212,313; (81) 236,300
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,085
CZ-ABC: (70) 20,368; (81) 25,200
RTZ-ABC: (70) 43,790; (81) 57,000
County/SMSA 80 Cen. 32,017
City & RTZ-ABC: (70) 64,158; (81) 82,220

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$369,588,000
Sav. & Loan	2	$307,070,000

6 - PASSENGER AUTOS: County 45,078

7 - ELECTRIC METERS: Residence 20,814

8 - GAS METERS: Residence 11,772

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Air Conditioning & Htg.; Automotive; Rubber Prods.; Malt Liquor; Prefabricated Metals; Transp.; Lmbr.-Wood-Stone-Clay; Food Mfg. 10,800; Durables 6,600; Non-Electrical 4,400; Non-Durables 4,200; Food (non-seasonal); Constr. (seasonal) 1,610; Transp., Communications, Public Serv. 2,300; Whole. & Retail 12,300; Finance Ins. & Real Est. 1,100; Services 10,900; Gov't. 7,300.

10 - CLIMATE: Min. & Max. Temp.—Spring 11-90; Summer 42-91; Fall 25-58; Winter 9-22. First killing frost, Oct. 7. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline; hard; not fluoridated.

12 - RETAILING: Downtown Shopping Center : 4 blocks on Main; 5 on Third; 4 on Fourth; 3 on Fifth; 2 on Sixth-140 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeview Plaza	4	Shopko, Super Valu Food
Caledonia Street	3	Ben Franklin
Jackson Plaza	2	Rexall
K mart Plaza	3	K mart
Village	3	Doerflinger's, Quillin's IGA, Woolworth
Center 90	6	Skogen's IGA, Woolworth, Walgreen's, Doerflinger's
Menard Plaza	4	Menard's, Quillin's IGA
Shelby Mall	5	Shopko, Quillin's IGA
Valley View Mall	5	Dayton's, Sears, J.C. Penney, Herberger's, Doerflingers (64 stores)

Principal Shopping Days : Fri. and Thurs.
Stores Open Evenings : Mon. & Thurs.; Grocery-Mon. thru Sun.; Malls open evenings, Mon.-Fri. Sun.
Stores Open Sundays : Drug, Grocers, Discount, Major malls.

13 - RETAIL OUTLETS: Department Stores : Dayton's; Wm. Doerfinger 4; Herberger's; Sears; Kauma's 2; J.C. Penney; Montgomery Ward; Fanties 2; Salem Markos 3; Northside Dept. Stores.
Discount Stores : Jupiter; K mart; Shopko 2.
Variety Stores : Woolworth 2; Ben Franklin.
Chain Drug Stores : Major (Rexall); Walgreen Agency 2; Osco; Degen-Berglund 2; Hilton's.
Chain Food Supermarkets : National Food 1; Super Value 2; Copps 2; Gateway IGA 16; Kwik Trips 8; Roundy's 1.
Other Chain Stores : Nobil Shoes; Brooks 2; Spurgeon's; Fanny Farmer; Hallmark; Leath's (Furn.); Maurice's; Gamble's; Goodrich; Firestone; Goodyear; Coast-to-Coast; Western Auto; Sherwin-Williams; Pittsburgh Plate Glass; B. Dalton; Bachman's; Barker's Shoes; Berman Buckskin; Braun's; Brooks; Brown Photo; Casual Corner; Connie Shoes; County Seat; Cutlery World; Dunkin Jewelers; Foot Locker; Foxmoor Casuals; Goodman Jewelers; Jean Nichole; Jo-Ann Fabrics; Kinney Shoes; Lerner's; Maling's; Musicland; Naturalizer; Nutrition World 2; Pearle Vision; Schaak Electronics; Seifers; Shirt Works; Team Electronics; Thom McAn; Wicks 'N' Sticks; Barefoot Sports; Golden Hanger; Northwest Fabics; Menard's True Value Hardware; Sound Idea Store; Sound World.

14 - NEWSPAPERS: TRIBUNE (e) 35,443; (S) 36,328; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donald R. Johnson, Adv. Mgr., TRIBUNE, 401 N. Third St., La Crosse, WI 54601; Tel. (608) 782-9710.
National Representative : Branham.

MADISON

1 - LOCATION: Dane County (SMSA). E&P Map C-5, State capital, County Seat. 83 mi. W of Milwaukee; 148 mi. NW of Chicago. On U.S. Hwys. 12, 14, 18, 51, 13 & 151. On State Hwys. 19, 30 & 113; I-90 & 94.

2 - TRANSPORTATION: Railroads : Chicago & North Western; Chicago, Milwaukee, St. Paul & Pacific; Illinois Central; Amtrak.
Motor Freight Carriers : 25.
Intercity Bus Lines : Greyhound; Badger Coach.
Airlines : Northwest; North Central; Ozark.

3 - POPULATION:
Corp. City 80 Cen. 170,616
CZ-ABC: (70) 202,915; (81) 202,700
RTZ-ABC: (70) 349,434; (81) 410,200
County/SMSA 80 Cen. 323,545
City & RTZ-ABC: (70) 552,349; (81) 612,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 69,543
CZ-ABC: (70) 64,177; (81) 74,100
RTZ-ABC: (70) 104,356; (81) 141,700
County/SMSA 80 Cen. 120,601
City & RTZ-ABC: (70) 168,533; (81) 215,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	28	$1,400,000,000
Sav. & Loan	10	$841,000,000

6 - PASSENGER AUTOS: County 170,044

7 - ELECTRIC METERS: Total 96,198

8 - GAS METERS: Total 64,885

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Manufacturing 20,400; Construction 7,200; Transportation & Communication 6,300; Wholesale & Retail 35,300; Finance Insurance and Real Estate 12,700; Serv. & Misc. 32,400; Gov't. 58,200. (Av. wage $330).

10 - CLIMATE: Min. & Max. Temp.—Spring 53.2-103.9; Summer 51.5-81.7; Winter 17.9-38.9. First killing frost, Sept. 22. Last killing frost, Apr. 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : Downtown surrounding State Capitol Building and on State Street (275 units).
Neighborhood Shopping Centers : 6 blocks on Atwood Avenue; Shorwood on University; Monroe St.; Sherman & Aberg Ave. (20 units); Cottage Grove Rd. and Monona Dr. (7 units); Monona At Nichols (5 units); Monona and Buckeye (9 units); 2200 S. Park St. (7 units); University Hills (13 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Towne (108)	5	Gimbels, Sears, Penneys, Pranges
Hilldale (57)	3	Gimbels,
Nakoma (20)	4	Ben Franklin, Prange-Way, Kohls
Sherman Plaza (10)	4	IGA, Prange-Way
University Square (30)	1	University Sq. Theaters
Westgate (73)	4	Eagles, Bormann's
West Towne (73)	6	Manchesters, Sears, Penneys, Pranges

Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Most Dept. Discount and Shopping Centers daily to 9 pm; some downtown shopping open Monday and Thursday evenings; Sundays noon to 5 pm.

13 - RETAIL OUTLETS: Department Stores : Harry S. Manchester 2; J. C. Penney 3; Sears 2; Emporium 3; Yost's-Kessenichs 3; Gimbels 2; H. C. Prange 2.
Discount Stores : K mart 3; Copps 3; Prange-Way 5; Shopko 2.
Variety Stores : Woolworth 2; Kresge; Ben Franklin 3.
Chain Drug Stores : Rennebohm's-Walgreens 20; The Prescription Phcy. 5; Stanley Phcy. 2; Shorewood; Thrift 2; Gerhardt 2; Bergmann 3; Consumers 2.
Chain Food Supermarkets : K mart; Eagles 8; Kohl's 5; Millins 2; POQ 10; Copps 3; Stop 'N Go 15; Sentry 7; Woodmans.
Other Chain Stores : Men's Clothing: Richman's 2; Hughes & Hatchers; Redwood & Ross; Silvermans 2. Women's Clothing: Brooks, Lerner; Casual Corner; County Seat; Four Season's Casuals; Foxmoor Casuals; Id Boutique; The Limited; Marianne; Merry go Round; Stevenson's; Wooden Nickel. Furniture: Leath's 2; Shoes: Thom McAn; Kinneys 2; Nobil; Florsheim 2; Naturalizer 3. Famous Footwear 2. Auto Supply: Firestone 2; Goodyear 2; Goodrich. Audio: Radio Shack 7; Team; Musicland. Candy: Fanny Farmer 2, Fanny May. Chocolate House 2; Bresslers 33 Flavors; Others: Singer Co. 2; Walden Books 2.

14 - NEWSPAPERS: WISCONSIN STATE JOURNAL (m) 77,811; CAPITAL TIMES (e) 33,881; STATE JOURNAL (S) 130,732; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Karl Eisele, Nat. Adv. Mgr., Madison Newspapers, Inc., PO Box 8056, 1901 Fish Hatchery Rd., Madison, WI 53713; Tel. (608) 252-6200.
National Representative : Branham.

MANITOWOC-TWO RIVERS

1 - LOCATION: Manitowoc County, E&P Map D-4, County Seat. On W shore of Lake Michigan. 86 mi. N of Milwaukee. Two Rivers is 4 mi. N of Manitowoc, also on lake shore.

2 - TRANSPORTATION: Railroads : Chicago & North Western; Soo Line; Pere Marquette (C&O) SS and Ry. Lines.
Motor Freight Carriers : 6.
Intercity Bus Lines : Greyhound; Wickman's Lake Shore; Lake & Bay View.
Airlines : Republic; Simmons.

3 - POPULATION:
Corp. Cities 80 Cen. 45,901
Manitowoc 80 Cen. 32,547
Two Rivers 80 Cen. 13,354
CZ-ABC: (70) 51,047; (81) 50,100
RTZ-ABC: (70) 61,247; (81) 66,600
County 80 Cen. 82,913
City & RTZ-ABC: (70) 112,294; (81) 116,700
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 18,421
Manitowoc 80 Cen. 12,769
Two Rivers 80 Cen. 5,652
CZ-ABC: (70) 16,244; (81) 18,300
RTZ-ABC: (70) 16,408; (81) 20,600
County 80 Cen. 28,525
City & RTZ-ABC: (70) 32,652; (81) 38,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$300,000,000
Sav. & Loan	2	$120,000,000

6 - PASSENGER AUTOS: County 41,999

7 - ELECTRIC METERS: Residence 21,808 Manitowoc 12,885; Two Rivers 8,923

8 - GAS METERS: Residence 16,254 Manitowoc 10,435; Two Rivers 3,923

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Aluminum 4,200; Furniture Mfg. 2,300; Heavy Machinery 3,000.
Principal Industrial Pay Day : Fri.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral; medium; fluoridated.

12 - RETAILING: Principal Shopping Center : Manitowoc: 7 blocks on 8th St.; 7 on Washington St.; 2 on Jay St.; In Two Rivers: 8 blocks on Washington St.
Shopping Centers : Park Plaza on Hwy. 151, 9 stores, Park 900 cars; Mid-Cities Mall on Memorial Drive, 1,600 cars, 23 stores; Riverview Savings Center 22nd & Lincoln Ave., Two-Rivers, 4 stores, 200 cars; Shopko Plaza on Hwy. 151, 18 stores; Edgewater Plaza on Magnolia Ave., 15 stores.
Principal Shopping Days : Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; Copp's Discount; Schuette Bros.; J. C. Penney; Sears; Rahr's; Schroeder Bros.; Shopko; Pranges; Prange-Way.
Variety Stores : Kresge; Woolworth; Evan's.
Chain Drug Stores in Manitowoc: Rexall 2; Osco; Synder.
Chain Food Supermarkets : Red Owl 2; Piggly-Wiggly. Sentry 2; Super Value 4.

14 - NEWSPAPERS: HERALD-TIMES-REPORTER (e) 17,336; (S) 17,203; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Tryon, Nat'l Adv. Mgr., HERALD-TIMES-REPORTER, 902 Franklin St., Manitowoc, WI 54220; Tel. (414) 684-4433.
National Representative : Thomson.

MARINETTE

1 - LOCATION: Marinette County, E&P Map D-3, County Seat. Retail and Industrial Center in NE part of State, on Mich. State line. 160 mi. N of Milwaukee; 300 mi. E of Minneapolis. On U.S. Hwy. 41; State Hwys. 64 and M35.

2 - TRANSPORTATION: Railroads : Chicago & North Western; Chicago, Milwaukee & St. Paul.
Motor Freight Carriers : 4.
Intercity Bus Lines : Northland Greyhound.
Airlines : Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,965
CZ-ABC: (70) 12,696; (81) 11,600
RTZ-ABC: (70) 80,945; (81) 93,300
County 80 Cen. 39,314
City & RTZ-ABC: (70) 93,641; (81) 104,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,685
CZ-ABC: (70) 4,167; (80) 4,400
RTZ-ABC: (70) 24,785; (81) 32,900
County 80 Cen. 14,131
City & RTZ-ABC: (70) 28,952; (81) 37,300

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$93,272,000
Sav. & Loan	1	$7,500,000

6 - PASSENGER AUTOS: County 19,225

7 - ELECTRIC METERS: Residence 4,230

8 - GAS METERS: Residence 3,530

9 - PRINCIPAL INDUSTRIES: (Marinette-Menominee-Peshtigo) Industry, Number of Workers (Av. Wkly. Wage): Paper Prods. 2,100 ($400); Lumber and Prods. 450 ($275); Furniture 300 ($300). Elect. and Non-Elect. Metals 1,500 ($250); Marine and Chemical 1,200 ($350); Gloves ($250); Food 326 ($250).
Principal Pay Days : Wed., Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 8-87; Summer 31-94; Fall 15-73; Winter 17-59. First killing frost, Oct. 4. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, not very hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St. and 3 on Hall Ave. from Interstate Bridge; Pinetree Mall Roosevelt Rd.
Shopping Center : M & M Plaza; K mart; Pine Tree Mall.
Principal Shopping Days : Thurs. & Fri.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores : Lauermans J.C. Penney; Bell Store; Tempo; K mart; Prange-Way.
Variety Stores : McLellan; McCrory's.
Chain Drug Stores : Osco.
Chain Food Supermarkets : Red Owl 2; Piggly Wiggly; Neimann; Jack's 2; Dave & Sandye's Super Valu; Angelis.
Other Chain Stores : Sears; Kinney; Goodyear; Firestone; Nobil.

14 - NEWSPAPERS: EAGEL-STAR (e) 10,210; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Mesnard, Adv. Mgr., EAGLE-STAR, 1809 Dunlap Ave., Marinette, WI 54143; Tel. (715) 735-6611.
National Representative : Landon.

MARSHFIELD

1 - LOCATION: Wood County, E&P Map B-4. In Central State; 169 mi. E of St. Paul-Minneapolis; 124 mi. W of Green Bay; 191 mi. NW of Milwaukee; 143 mi. N of Madison. On U.S. Hwy. 10 & State 13 & 97.

2 - TRANSPORTATION: Railroads : Chicago & North Western; Minneapolis, St. Paul & Sault Ste. Marie; Chicago, St. Paul & Omaha.
Motor Freight Carriers : 5.
Intercity Bus Lines : Greyhound; Wisconsin Michigan Coach Lines—American Coachlines.
Airlines : Midstate.

3 - POPULATION:
Corp. City 80 Cen. 18,290
CZ-ABC: (70) 15,619; (81) 17,900
RTZ-ABC: (70) 63,026; (81) 71,200
County 80 Cen. 72,799
City & RTZ-ABC: (70) 78,645; (81) 89,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,943
CZ-ABC: (70) 4,792; (81) 6,400
RTZ-ABC: (70) 17,680; (81) 23,000
County 80 Cen. 25,067
City & RTZ-ABC: (70) 22,472; (81) 29,400

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$153,200,000
Sav. & Loan	3	$58,429,000

6 - PASSENGER AUTOS: County 36,712

7 - ELECTRIC METERS: Residence 9,163

8 - GAS METERS: Residence 4,631

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Weekly Wage): Wood products 1,117 ($205); Mobile & Factory Built Homes 1,125 ($210); Food 535 (seasonal 1,596) ($150); Metal Working 476 ($265); Shoes, Clothing 262 ($176); Concrete Products 41 ($151); Furniture & Fixtures 89 ($153); Distribution & Warehousing 285 ($164); Health Care 2,469 ($197); plus 156 Medical Doctors and 44 Medical Research.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-82; Summer 56-94; Fall 18-42; Winter—38-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 8 blocks on Main St.; Northtown Mall
Principal Shopping Days : Mon., Thu., Fri.
Stores Evenings : Fri., Mall daily.

13 - RETAIL OUTLETS: Department Stores : Penney; McCain-Johnson; Pranges.
Variety Stores : McCrory's; Ben Franklin.
Discount Stores : Shopko; K mart.
Chain Drug Stores : Wing Snyder; Rice's Rexall Self-Service.
Chain Food Supermarkets : IGA 2; Super Valu; Karau 2; Avenue Food Stores 2.
Other Chain Stores : Gambles; Sears Roebuck; Jerrold; St. Clair-Page; Coast-to-Coast; Sherwin-Williams; Singer Co.; Northwest Fabrics; Fleet Farm; Seifert's.

14 - NEWSPAPERS: NEWS-HERALD (e) 15,471; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tom Mayer, Bus. Mgr., or Lloyd Ringquist, Adv. Dir., NEWS-HERALD, 111 W. 3rd St., Marshfield, WI 54449; Tel. (715) 384-3131.
National Representative : Branham.

MENASHA

See APPLETON

MILWAUKEE

1 - LOCATION: Milwaukee County (In Milwaukee SMSA). E&P Map D-5, County Seat. 86 mi. N of Chicago on Lake Michigan. On U.S. Hwys. 16, 18, 41, 45, 141; I-94, I-43; State Hwys. 15, 24, 30, 32, 38, 57, 59, 100, 36, 42, 75, 145, 181, 190. Great Lakes port.

2 - TRANSPORTATION: Railroads : Amtrak; Northwestern; Milwaukee Rd.; Soo Line.
Motor Freight Carriers : 68.
Intercity Bus Lines : Badger; Peoria-Rockford; Greyhound; Wisconsin Coach; Trailways.
Airlines : Republic; United; Eastern; Ozark; Mid-State Air Commuter; Mississippi Valley.
Deep Sea Port City : St. Lawrence Seaway.

3 - POPULATION:
Corp. City 80 Cen. 636,212
PMA-ABC: (70)1,403,887; (81)1,401,900
RTZ-ABC: (70)662,490; (81)706,000
Total PMA & RTZ-ABC: (70)2,066,377; (81)2,107,900
County 80 Cen. 964,998
SMSA 80 Cen. 1,397,143
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 241,818
County 80 Cen. 363,653
PMA-ABC: (70)432,678; (81)492,000
RTZ-ABC: (70)196,213; (81)241,000
Total PMA & RTZ-ABC: (70)628,891; (81)733,000

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	97	$6,072,286,000
Sav. & Loan	148	$5,747,659,000

6 - PASSENGER AUTOS: Milwaukee County 490,002 SMSA 736,784

7 - ELECTRIC METERS: Res. SMSA 496,090

8 - GAS METERS: Res. SMSA 382,507

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Non-Elect. Machy. 55,000 ($409); Elect. Machy. 34,200 ($359); Fabricated Metals 24,500 ($377); Food 17,300 ($437); Trans. Equip. 11,800 ($474); Primary Metals 12,900 ($353); Printing & Pub. 13,100 ($374).
Principal Industrial Pay Days : Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 32-48; Summer 58-75; Fall 40-54; Winter 11-26. First killing frost, mid October. Last killing frost, end of April.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center : 12 blocks on Wisconsin Ave. (Downtown).
Regional Shopping Centers and Areas : Downtown; Bay Shore; Capitol Court; Mayfair; West Allis; Southgate; Loomis Center; Mitchell Center; Packard Plaza; Brookfield Square; Southridge; Northridge. 29 Neighborhood Shopping Centers and Areas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate (52)	NA	Gimbel's
Bay Shore (43)	NA	Boston Store, Sears
Capitol Court (84)	NA	Gimbel's, Boston Store, Penney
Mayfair (82)	NA	Marshall Field, Gimbel's
Packard Plaza (26)	NA	Gimbel's, Sears
Loomis Centre (27)	NA	Kohl's
Brookfield Sq. (62)	NA	Sears, Penney, Boston Store, Chapman's
Southridge (120)	NA	Gimbel's, Sears, Boston Store, Penney
Northridge (101)	NA	Boston Store, Sears, Gimbel's, Penney
Brown Port (40)	NA	
Burnham Plaza	NA	Ben Franklin
Country Fair (25)	NA	Coast to Coast
Mitchell Center	NA	Gimbel's
Glen Bay (6)	NA	Penney
Hampton (21)	NA	Ben Franklin
Howard Ave.	NA	Marquette Pharm.
Juneau Village	NA	Ben Franklin
Lisbon Court	NA	Kohl
Midcity (10)	NA	Walgreen's, Ben Franklin
Mitchell Park (16)	NA	Ben Franklin
Old Grove (15)	NA	Ben Franklin
Port Bender (10)	NA	Sentry Super Mkt.
76 Mill Road (25)	NA	Walgreen
Silver Spring	NA	Ben Franklin
Times Square	NA	Ben Franklin

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Downtown-Mon., Wed., & Thu., Shopping Centers-Mon. thru Fri., some Sat.
Stores Open Sunday : Major shopping centers, discount, suburban dept. stores and some food.
Foods Chains : Mon. thru Sat.; some Sun.

13 - RETAIL OUTLETS: Department Stores : Boston Store 6; Gimbel's 8; T.A. Chapman 3; Sears 6; J.C. Penney 9; Goldmann's; Marshall Field.
Discount Stores : Kohls 11; Target 5; K mart 9; Spheeris Merchandise. Penneys Outlet.
Variety Stores : Ben Franklin 11; Woolworth 13; Drews 14; Winkies 4.
Chain Drug Stores : Walgreen 30; Rexall 12; Union Prescriptions 9; Court Drugs 3; Laabs 3; Drug Fair 5; Phillips 6; Snyder 3.
Chain Food Stores : Shop Rite 29; Pick 'N Save 13; Kohl's 45; Sentry 42; Super-Valu 5; Piggly Wiggly 6; AG Stores 120; Other Ind. 61.
Other Chain Stores : Men's Clothing: Brills, Johnnie Walkers, Richman Bros., Hughes and Hatcher, Friedman, Gieringer, Berman-Bach, Redwood & Ross, Schmitt-Orlow-Stumpfs, MacNeil & Moore. Women's Clothing: Field's, Lerner Shops, Stuart's, three Sisters, Hixon's, MacNeil & Moore, Lane Bryant, Casual Corner, Chudik. Shoes: Graebel, Hecker, Florsheim, Kaiser, Nobil, Priebe, Thayer-McNeil, Branovan, Brouwer's, Chandler's, Baker's, Kinney, Maling, Thom McAn. Candy: Chocolate House, Fanny Farmer, Quality. Auto Supply: Whitlock, Firestone, Goodyear, Goodrich; Furniture: Wickes; Hack's, Waldheim, Steinhafel, Colders; The Mart; Kunzelmann-Esser.

14 - NEWSPAPERS: SENTINEL (m) 173,264; JOURNAL (e) 318,203; JOURNAL (S) 519,365; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Walter Just, Sales Mgr., Gen. Adv., JOURNAL-SENTINEL, PO Box 661, Milwaukee, WI 53201; Tel. (414) 224-2472.
National Representatives : JOURNAL and SENTINEL: Million Market Newspapers; Leonard.

MONROE

1 - LOCATION: Green County, E&P Map C-5, County Seat. 25 mi. N of Freeport, IL; 40 mi. W of Janesville, WI; 45 mi. S of Madison, WI. On State Hwys. 11, 81, 69 & 59.

2 - TRANSPORTATION: Railroads : Chicago, Madison Northern.
Intercity Bus Lines : None.
Motor Freight Carriers : 4.

3 - POPULATION:
City 80 Cen. 10,027
County 80 Cen. 30,012

4 - HOUSEHOLDS:
City 80 Cen. 4,364
County 80 Cen. 10,759

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$126,854,000
Sav. & Loan	2	N.A.

6 - PASSENGER AUTOS: County 15,467

7 - ELECTRIC METERS: Residence 11,196

8 - GAS METERS: Residence 2,474

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Cheese Proc. 625; Elect. Devices 500; Corn Chips 65; Oil & Gas Burners 52; Brewing 95; Tire Recapping 52; Business Forms 200; Radio & TV Speakers 60; Medical Complex 600.

10 - CLIMATE: Min. & Max. Temp.—Spring 10-94; Summer 42-96; Fall -7-46; Winter -4-56.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Principal Shopping Days : Wed., Thur.-Fri.
Stores Open Evenings : Thur.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Spurgeon's; Beckers Leader.
Discount Stores : Valu-Village; K mart; Bauman Ace Hardware; Farm & Fleet.
Variety Stores : McLellan's; Bahr's.
Chain Food Supermarkets : IGA; Sentry; Eagle; Pick-N-Save.

14 - NEWSPAPERS: TIMES (e) 8,109; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: James D. Bruce, TIMES, 1065 4th Ave. West, Monroe, WI 53566; Tel. (608) 328-4202.
National Representative : None.

NEENAH

See APPLETON

OSHKOSH

1 - LOCATION: Winnebago County (In Appleton-Oshkosh, SMSA). E&P Map C-4, County Seat. Dairy, agricultural, mfg. & resort ctr. 83 mi. N of Milwaukee, 170 air mi. from Chicago; West shore of Lake Winnebago at mouth of Fox River in East Central Wisconsin. On U.S. Hwys. 41 & 45; State Hwys. 21, 26, 44, 110 & 175.

2 - TRANSPORTATION: Railroads : Chicago & North Western; Milwaukee Road; Soo Line.
Motor Freight Carriers : 14.
Intercity Bus Lines : Greyhound; Green Bay-Wausau.
Airlines : Republic

3 - POPULATION:
Corp. City 80 Cen. 49,678
CZ-ABC: (70) 61,962; (81) 57,700
RTZ-ABC: (70) 136,105; (81) 152,200
County 80 Cen. 131,732
SMSA 80 Cen. 291,325
City & RTZ-ABC: (70) 198,067; (81) 1) 209,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,623
CZ-ABC: (70) 18,451; (81) 19,800
RTZ-ABC: (70) 41,159; (81) 53,000
County 80 Cen. 46,892
SMSA 80 Cen. 99,314
City and RTZ-ABC: (70) 59,610; (81) 72,800

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$268,791,000
Sav. & Loan	4	$1,376,937,075

6 - PASSENGER AUTOS: County 68,243

7 - ELECTRIC METERS: Residence 24,643

8 - GAS METERS: Residence 19,511

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)—Lumber & Wood Products 1,060; Furniture & Fixtures 430; Fabricated Metal Products 450; Non-electrical Machinery 1,380; Electrical Machinery 800; Transportation Equipment 2,080; Miscellaneous Manufacturing 640; All Other Durable Goods 780; Food & Kindred Products 540; Apparel & Other Finished Products 460; Paper & Allied Products 400; Printing & Publishing 330; All Other Non-Durable Goods 90; Contract Construction 740; Transportation & Utilities 820; Government 5,890; Services & Misc. 3,520.
Principal Industrial Pay Days —Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 15-60; Summer 65-95; Fall 35-70; Winter -15-40. First killing frost, Sept. 15. Last killing frost, May 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center : Park Plaza (In central business district) Sears, H.C. Prange, Kohl's Supermarket & 50 other shops on air conditioned mall. Parking for 1,300 cars.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plaza		K mart
Lake Aire (20)	NA	
Park Plaza (61)	NA	Prange, Sears
Sawyer Ctr. (10)	NA	Super Valu, Rexall

Principal Shopping Days : Department Stores—Mon., Fri., Sat., Sun.; Food—Wed., Thur., Fri., Sat.
Stores Open Evenings : Dept.—Fri. and Mon.; K-Mart, Copps and Park Plaza, Mon. thru Fri.; Food— Every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores : Kline's; Sears; H.C. Prange; J.C. Penney; Montgomery Ward.
Discount Stores : General Jobbing Corp.; Copps Dept. Store; K mart.
Variety Stores : Woolworth; Banner.
Chain Drug Stores : Mueller-Potter Rexall 4; Osco; Schultz; Walgreen; Coe 3; Union Pharmacy.
Chain Food Supermarkets : Kohl's; Red Owl 4; Super Valu; Piggly Wiggly 2; Copps IGA; Sentry; Warehouse Foods.
Other Chain Stores : Thom McAn; Jay-Kay Fabrics; So-Fro Fabrics; Firestone; Pittsburgh Plate Glass; Sherwin-Williams; W G & R Furniture; Singer Co.; Kinney Shoes; Fanny Farmer; Klein Dickert; Grossman's; Bresler's 33 Flavors; Marks Bros; Jewelry; Bee Frank; Bride's Showcase; Zale Jewelers; Richman Brothers; Fleet Farm; Team Electronics; Chess King; General Nutrition Center; Mary Jane Shoes; Marlanne; Hallman Paints. (All within Corp. City Limits). Hardee's Drive-In; McDonald's Drive-In; Holiday Inn; Howard Johnson Restaurant & Motor Lodge 6; Marc's Big Boy; Mr. Steak; Ponderosa; George Webb; Diary Queen 2; Colonel Sanders 2.

14 - NEWSPAPERS: NORTHWESTERN (e-mon to fri) 28,778; (weekend) 29,235; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John F. Skoglind, Gen. Adv. Mgr., NORTH-WESTERN, 224 State St., Oshkosh, WI 54901; Tel. (414) 235-7700.
National Representative : None.

PORTAGE

1 - LOCATION: Columbia County, E&P Map C-5, County Seat. Light mfg. and agricultural center. 38 mi. from Madison; 170 mi. from Chicago; 240 U.S. 51, U.S. 16 and State 33.

2 - TRANSPORTATION: Railroads : Chicago; Milwaukee; St. Paul & Pacific.
Motor Freight Carriers : 11.
Intercity Bus Lines : Northland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,896
County 80 Cen. 43,222
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,154
County 80 Cen. 15,534

5 - BANKS: 2 Commercial, Dep. $69,586,000

6 - PASSENGER AUTOS: County 23,085

7 - ELECTRIC METERS: Residence 3,044

8 - GAS METERS: Residence 1,331

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Dairy Food Proc. 180 ($130); Hosiery 200 ($160); Plastics 245 ($175); Batteries 400 ($185).
Principal Industrial Pay Days : Every Fri.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center : 23 blocks on 7 Sts.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moore's Family	4	Ben Franklin, Burnsfield Center
Northridge	4	Piggly Wiggly, Plaza Value Village, Spurgeon's

13 - RETAIL OUTLETS: Department Stores : Penney's; Spurgeon's; Value Village; Ben Franklin.
Variety Stores : Woolworth; Schultz Bros.
Discount Stores : Great Surplus Stores.
Chain Drug Stores : Walgreen; Rexall.
Chain Food Supermarkets : Eagle Discount Food Store; Super-Valu; Burnstad's Food; Piggly Wiggly; Pierce's.
Other Chain Stores : Coast-to-Coast; Montgomery Ward (catalog); Sears (catalog); Pries Apparel; Famous Footwear; Hardware Hank; True Value Hardware; Our Own Hardware; Radio Shack; Thom McAn; McDonald's.

14 - NEWSPAPERS: REGISTER (e) 7,926; sworn Sept. 30, 1981.
Local Contact for Advertising and Merchandising Data: Charles Taylor, Adv., Dir., REGISTER, 309 Dewitt St., Portage, WI 53901; Tel. (608) 742-2111.
National Representative : None.

RACINE

1 - LOCATION: Racine County (SMSA). E&P Map D-5. 25 mi. S of Milwaukee & 65 mi. N of Chicago.

2 - TRANSPORTATION: Railroads : Chicago, Milwaukee, St. Paul; Chicago & North Western.
Motor Freight Carriers : 13.
Intercity Bus Lines : Wisconsin Coach Lines.

3 - POPULATION:
Corp. City 80 Cen. 85,725
CZ-ABC: (70) 133,624; (81) 131,900
RTZ-ABC (70) 37,214; (81) 42,000
County/SMSA 80 Cen. 173,132
City & RTZ-ABC: (70) 170,838; (81) 173,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 31,744
CZ-ABC: (70) 39,829; (81) 45,200
RTZ-ABC: (70) 9,967; (81) 13,200
County/SMSA 80 Cen. 59,418
City & RTZ-ABC: (70) 49,796; (81) 58,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	16	$584,856,000
Sav. & Loan	6	$361,812,000

6 - PASSENGER AUTOS: County 92,008

7 - ELECTRIC METERS: Res. City 29,893

8 - GAS METERS: Res. City 25,765; Co. 37,500

9 - PRINCIPAL INDUSTRIES: Type of Industry, Percentage of Wage Earners— Manufacturing 36.2%; Wholesale/Retail 15.3%; Services 12.6%; Gov't 10.6%; Agriculture 1.7%; Construction 2.6%; Transportation 2.6%; Financial 2.6%; Misc. 12.6%.

10 - CLIMATE: Min. & Max. Temp.—Spring 28-90; Summer 42-93; Fall 10-85; Winter—12-65. First killing frost, Oct. 24. Last killing frost, May 11.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main St. and 4 on Sixth St.
Neighborhood Shopping Centers : 4 blocks on Washington Ave. (Uptown District); 3 on Washington Ave. (N. Side Dist.); 2 on Lathrop Ave.; 2 on Durand Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmwood Plaza (20)	NA	Jupiter, Goldblatt's
Rapids Drive Plz. (6)	NA	Zayre, Sentry Mkt.
Shorecrest (14)	NA	Woolworth's, Piggly Wiggly
Regency Mall (120)	NA	J.C. Penney, Boston Store, Bergner Wiese, Sears
Kohl's Complex 86)	NA	—
Pinecrest- Burlington (8)	NA	—
Western Village (13)	NA	—
Zayre Plaza (19)	NA	—
Greenridge (6)	NA	—
Crossroads (3)	NA	—
Westgate Mall (20)	NA	Shopko
Pioneer Village (8)	NA	—

Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Mon.-Fri.; Food Nightly.

13 - RETAIL OUTLETS: Department Stores : Zahn's; Penney 1; Goldblatt's; K-Mart; Porter's; Sears.
Discount Stores : Jupiter; Zayre's 2; Shopko; Target; K mart.
Variety Stores : Woolworth 1; S.S. Nelson 2.
Chain Drug Stores : Walgreen 2; Red Cross 2; Rexall; Union Prescription 2; Professional Phcy. 2; Roechen's 2.
Chain Food Supermarkets : Open Pantry 7; PDQ 3; Roundy's 5; Piggly Wiggly 8; Sentry Food 3; Kohl's 3.
Other Chain Stores —Sears; Montgomery Ward (mail order); Schiff Shoes; Midwest Tire & Auto; Singer Co.; Fanny Farmer; Neumode; Kinney 2; Richman; Western Tire & Auto 2; Hills; Adelman's 2; Martinizing; Olivetti; Pittsburgh Paints; McDonald's Hamburgers 2; Dairy Queen 4; Sherwin Williams Paints; Goodrich; Mr. Donut 2; Big Boy; Open Pantry 6; Shakey's; Mr. Steak; Red Barn; Dunkin Donuts 2; Obie's; Cal's Roast Beef; Kentucky Fried Chicken 3; Robo Car Wash 2; Mobil Quick Clean.

14 - NEWSPAPERS: JOURNAL-TIMES (e) 38,006; (S) 39,165; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Dick Johnston, Ret./Nat. Adv. Mgr., JOURNAL-TIMES, 212 4th St., Racine, WI 53403; Tel. (414) 634-3322.
National Representative : Branham.

RHINELANDER

1 - LOCATION: Oneida County, E&P Map C-3, County Seat. Vacation resort. In Central NE part of State. 60 mi. from N Wausau. On U.S. Hwy. 8 & State Trunkways 17 & 47.

2 - TRANSPORTATION: Railroads : C&NW Soo Line.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound; Green Bay.
Airlines : Republic

3 - POPULATION:
Corp. City 80 Cen. 7,873
County 80 Cen. 31,216

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,020
County 80 Cen. 11,426

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$80,665,116
Sav. & Loan	2	$206,233,389

6 - PASSENGER AUTOS: County 15,550

7 - ELECTRIC METERS: District 13,477

8 - GAS METERS: District 4,413

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Paper Mfg. 950 (N.A.); Package Ptg. 190 ($195); Cement Pdts. 32 ($120); Potato Pdts. 120 ($120); Souvenirs and Novelties (seasonal) 64 ($125); Soft Drink Bottler 50 ($165); Wood Pdts. 130 ($180); Cutting Tools 250 ($185).
Principal Pay Days : Every Other Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 34-78; Summer 43-87; Winter -25-32. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Slightly acid, very soft, deep wells; fluoridated.

12 - RETAILING: Principal Shopping Center : 12 blocks on 8 sts. Plus two Shopping Centers: one 150,000 ft., one 280,000 ft.
Neighborhood Shopping Centers : Mason; Eagle; Lincoln; Thayer St.; River; N. Stevens; Curran; Pelham & Kemp Sts.; Sunrise Plaza; Oneida Plaza.
Principal Shopping Days : Wed. Thur., Fri., Sat., Sun.
Stores Open Evenings : Some Fri., Some 6 nights.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; J.C. Penney; Campbell; DeByle's; Wickes; Sholtz Bros.; Woolworth; Ben Franklin; K mart.
Variety Stores : Woolworth; Fair Variety; Glass Shelf; Coast to Coast; Happiness Shop; Winslow.
Chain Drug Stores : Webben Walgreen; Reardon Rexall; Medicine Shoppe; Snyder Drugs.
Chain Food Supermarkets : Foodlane; National; Cirilli's; Pleezing; Ray's Castle Foods.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,180; (S) 6,580; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Richard Timmons, Pub., NEWS, 314 Courtney St., Rhinelander, WI 54501; Tel. (715) 362-6397.
National Representative : Landon.

SHAWANO

1 - LOCATION: Shawano County, E&P Map C-4, County Seat. On Shawano Lake, the Wolf River, Loon Lake, Washington Lake, 37 mi. from Green Bay; 60 mi. from Wausau; 55 mi. from Appleton. On Hwys. 29, 55, 47 & 22.

2 - TRANSPORTATION: Railroads : Chicago & North Western; Soo; Terminal Truck.
Intercity Bus Lines : Green Bay-Wausau; Cross State; Northern; Wis.-Mich. Coaches.

3 - POPULATION:
Corp. City 80 Cen. 7,013
County 80 Cen. 35,928
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 2,787
County 80 Cen. 12,347

5 - BANKS:	NUMBER	DEPOSITS
Commercial	2	$159,615,000
Sav. & Loan	2	NA

6 - PASSENGER AUTOS: County 17,621

7 - ELECTRIC METERS: Residence 2,929

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lbr.; Wood Wkg.; Paper; Boxes; Plywood; Dairy; Doors; Beverages; Cement; Broiler; Glue; Gloves; Garments; Printing; Electric Foundry; Paper Mill.

10 - CLIMATE: Min. & Max. Temp.—Spring 30-60; Summer 50-85; Fall 35-60; Winter—10-35.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:
Shopping Center (6 Stores-Schultz Family Ctr.).
Principal Shopping Days : Fri., Sat., Wed.
Stores Open Evenings : All.

13 - RETAIL OUTLETS: Department Stores : Chaimson's; J.C. Penney; Lauerman's; Spurgeon's; Schultz Bros.; Schultz Family Store; Copps; Farm & Home.
Variety Stores : Schultz.
Chain Food Supermarkets : Red Owl Country Store; Super Valu; T&C; Pick 'n Save Warehouse Foods.
Other Chain Stores : Gamble's; Campbells; Copps; Sears; Coast-to-Coast; Farm & Home; Montgomery Ward.

14 - NEWSPAPERS: LEADER (e) 7,527; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Tom Wolf, Adv. Dir., LEADER, 107-113 E. Green Bay St., Shawano, WI 54166; Tel. (715) 526-2121.
National Representative : None.

SHEBOYGAN

1 - LOCATION: Sheboygan County (SMSA). E&P Map D-4, County Seat. On W bank of Lake Michigan, 57 mi. N of Milwaukee; 135 mi. N of Chicago. On I-43 and Wisconsin Hwys. Bus. Hwy. 42, 23, 28, 32 and 42. Industrial, retail, shipping and professional center.

2 - TRANSPORTATION: Railroads : Chicago & North Western.
Motor Freight Carriers : 22.
Freight : 1 Dock Warehouse; 2 Harbor Docks.
Intercity Bus Lines : Greyhound; Sheboygan City.
Airlines : At County Memorial Airport; Chaplin's, Mid-State Airlines.

3 - POPULATION:
Corp. City 80 Cen. 48,085
CZ-ABC: (70) 59,239; (81) 59,900
RTZ-ABC: (70) 89,871; (81) 102,800
County/SMSA 80 Cen. 100,935
City & RTZ-ABC: (70) 149,110; (81) 162,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,510
CZ-ABC: (70) 19,366; (81) 22,600
RTZ-ABC: (70) 24,836; (81) 32,600
County/SMSA 80 Cen. 35,484
City & RTZ-ABC: (70) 44,202; (81) 55,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	8	$481,411,000
Sav. & Loan	4	$341,725,461

6 - PASSENGER AUTOS: County 52,558

7 - ELECTRIC METERS: Residence 26,786

8 - GAS METERS: Residence 25,682

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners, City and County: Total Labor Force (Feb. '80) 55,400; Lumber Prod. 990; Furniture 1,110 Stone, Clay & Glass 820; Prim. Metal Prod. 1,170; Fabricated Metal Prod. 5,100; Machinery 4,000; Other Durable Goods 580; Food Products 1,690; Textiles & Apparel 670; Paper Prod. 530; Printing & Publishing 400; Chem. & Plastic Prod. 1,420; Leather Prod. 830; Construction 1,810; Transp. Utilities 1,370; Whol. & Ret. Trade 8,500; Fin., Ins. & Real Estate 1,570; Services 6,700; Govt. 5,200; Other non-farm workers 7,340.

10 - CLIMATE: Min. & Max. Temp.—Spring 43-59; Summer 60-78; Fall 30-45; Winter 17-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers : Plaza 8 Mall (70 stores) 10 blocks on N. 8th St. with approximately 7 blocks on aves. bisecting; 1 block each side of main thoroughfare; 7 on Michigan Ave.; 2 on S. 12th St.; Memorial Mall; Wilgus Rd. & Kohler Memorial Dr. 37 stores.
Neighborhood Shopping Centers —2 blocks on N. 8 St. bet. Lincoln and Bluff Ave.; 2 bet. Martin & North Ave. on N. 15 St. Mixed, including new & used cars on Calumet Dr. & N. 13 St. One mile on Union Ave. from S. 12 St. to Hwy. 141; Indiana Ave. from S. 8 to S. 17 St.; Northgate 8 stores bet. 15 & 13 St. & Mayflower Ave.; Memorial Mall Shpg. Ctr.; Wilson Plaza 12th & Wilson. (38 stores) Memorial Mall.
Principal Shopping Days : Mon., Thu., Fri., Sat.
Stores Open Evenings : Dept. Mon., Thu., Fri.; Food, Nightly.

13 - RETAIL OUTLETS: Department Stores : H.C. Prange; J.C. Penney; Sears; Murphy's.
Discount Stores : K mart; Prange-Way.
Variety Stores : Evans 2.
Chain Drug Stores : Roenitz 5; Walgreen 2; Union Prescription 1; Grube Phcy.; South High Phcy. 2.
Chain Food Supermarkets : Piggly Wiggly 4; Bensman Park 4; Fesslers 1; Open Pantry 2; Country Store Owl.
Other Chain Stores : Singer Co.; Firestone; Carl's Shoes; Continental Baking; Blunt; Ellis & Loewi; Wayne Hummer; Nobil Shoe; Richman (men's); Burrough's; Remington Rand; Household Finance; Sherwin-Williams Paint; B.C. Ziegler Co. R.W. Baird; Beneficial Finance; Associates Financial Services; Goodyear; Helen Gallagher's Gifts; Hallmark Card; Maurice; Gallenkamp Shoes; Mode-O-Day; Father & Son Shoes, Jean Nicole; General Nutrition Centers; Bressler Ice Cream; Page Jewelers; Lord's Inc.; Modern Bridal, So-Fro; Sheboygan Acceptance Corp.; Walden Books; Sound World; Wisconsin Finance; Coast-to-Coast Hardware; Radio Shack; Fleet Feet; Neet Feet; Baubles; Bangles & Skins; Pic Way Shoes; DuBois Formal Wear; Brookes Company; Below The Belt; The Hay Loft; Kindy Optical; Kindt Building Center; Ace Hardware.

14 - NEWSPAPERS: PRESS (e) 32,258 Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Richter, Gen. Adv. Mgr., PRESS, 632 Center, Sheboygan, WI 53081; Tel. (414) 457-7711.
National Representative : Landon.

STEVENS POINT

1 - LOCATION: Portage County, E&P Map C-4, County Seat. 150 mi. NW of Milwaukee; 220 mi. SE of Minneapolis. Paper. Junction point of U.S. Hwys. 10 & 51 & State Hwy. 66.

2 - TRANSPORTATION: Railroads : Soo Line; Green Bay & Western.
Motor Freight Carriers : 13.
Intercity Bus Lines : Greyhound; American Coach Lines; Huettl.
Airlines : Republic; Midstate.

3 - POPULATION:
Corp. City 80 cen. 22,970
County 80 Cen. 57,420
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 7,560
County 80 Cen. 18,313

5 - BANKS:	NUMBER	DEPOSITS
Commercial	10	$214,165,500
Sav. & Loan	2	$112,560,000

6 - PASSENGER AUTOS: County 26,540

7 - ELECTRIC METERS: City 15,679

8 - GAS METERS: 9,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Furn. & Millwork 750 ($200); Paper & Pulp 1,000 ($280); Potato & Vegetalbe Processing 1,000 ($225); Transp. Public Util. 650 ($250); Sports Equip. & Plastics 300 ($200); Food 200 ($210); Fin., Ins., Real Estate 1,050 ($210); College 900 ($275).

10 - CLIMATE: Average Temp.—July 72; Jan 16. First killing frost, Oct. 1. Last killing frost, May 28.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 4 blocks on Main; 2 on Strongs Ave.; 2 on Second St.; 1 on Water St.
Neighborhood Shopping Centers —Southside Shpg. Ctr. (Division at Church); Northpoint Shopping Center (Division St. North); Southside Discount Center (Church St. South); East Side Shopping Center (Park Ridge Dr.)
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Dept. Fri. & Tues.; Food & Discount Nightly.

13 - RETAIL OUTLETS: Department Stores : McCain's; Moeschler's; Montgomery Ward; J.C. Penney; Spurgeon's; Shopko; Copps; K mart; Fleet Farm; Erzinger's; Mirman's Furn.; Boston Furn.; Northwest Fabrics.
Chain Drug Stores : Osco 1; Shopko; K mart.
Variety Stores : Woolworth; Ben Franklin.
Chain Food Supermarkets : IGA 3; Red Owl 2; Piggly Wiggly; Lila's; Thrifty; Bob's Food King; Warehouse Foods; Westgate.
Other Chain Stores : Sears (catalog); Sherwin-Williams; Coast-to-Coast Hdwr.; Seifert's (women's); Tradehome (shoes); Northern Auto Supply; Golden Hanger (men's); Wolohan Bldg. Supplies.

14 - NEWSPAPERS: JOURNAL (e) 13,688; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Kenneth A. Brezinski, Mgr., Gen. Adv., JOURNAL, 1200 Third St., Stevens Point, WI 54481; Tel. (715) 344-6100.
National Representative : Branham.

SUPERIOR

1 - LOCATION: Douglas County (In Duluth-Superior, MN-WI SMSA). E&P Map A-2, County Seat at head of Great Lakes. Two toll-free bridges connect Superior, WI & Duluth, MN. On U.S. Hwys. 2, 53; State Hwys. 13, 35 & 105. Oil refining & shipping, dairy, agricultural & light mfg. ctr. Winter & summer resort, taconite and coal shipping

2 - TRANSPORTATION: Railroads : Burlington Northern, Inc.; Soo; Chicago & North Western; C.M., St. Paul & P.; Duluth, South Shore & Atlantic; Lake Superior Terminal & Transfer; Duluth, Winnipeg & Pacific; Duluth, Mesabi & Iron Range; Canadian National.
Motor Freight Carriers : 10.
Freight Steamship Lines : 2.
Intercity Bus Lines : Duluth-Superior; Northland Greyhound; Wisconsin Northern; Superior Charter & Tours.
Airlines : Republic.

3 - POPULATION:
Corp. City 80 Cen. 29,571
County 80 Cen. 44,421
SMSA 80 Cen. 226,650

4 - HOUSEHOLDS:
City 80 Cen. 12,351
County 80 Cen. 16,467
SMSA 80 Cen. 97,949

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$158,154,000
Sav. & Loan	1	$29,470,122

6 - PASSENGER AUTOS: County 20,634

7 - ELECTRIC METERS: Residence 12,970

8 - GAS METERS: Residence 9,005

9 - PRINCIPAL INDUSTRIES: (Duluth & Superior area) Industry. (Av. Wkly. Wage): Lbr. & Wood Prod. ($284); Elect. Machy. ($392); Mach. Shop ($306); Transp. Equip. ($377); Petro & Ref. ($368); Gen'l Constr. ($473); Transp. ($380); Railway-Shops ($385); Trucking & Warehousing ($340).
Principal Industrial Pay Days : 1st & 15th; 5th & 20th; Fri. & Sat.

10 - CLIMATE: Av. yearly Temp. 38 degrees; Summer Av. 65 degrees; Precipitation 27.47.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center : 11 blocks on Tower Ave.; 6 on Belknap (15th St.) St; Mariner Mall (52 shops) Hill Ave. & 28th St.
Neighborhood Shopping Centers : 3 blocks at E 5th & 22nd Ave.; 3 at Tower & N 58th St.; 2 on Iowa in Billings Pk.; 2 at 38th & E 2nd St.; 2 at Belknap & Elm.
Shopping Center : Belknap Plaza (6 stores—Red Owl Foods, Gamble-Skogmo, Ben Franklin, North Star Drug); Midtown Plaza (K mart, Piggly Wiggly, Bingham Hdwe., Wisconsin Typewriter); Mariner Mall-28th & Hill Ave. (Prange, Prange-Way, J.C. Penney are anchors).
Stores Open Evenings : Thu.; Mon.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; K mart; Prange; Prange-Way.
Chain Drug Stores : Allouez 1; East End Drug 2; Walgreen's; Lignell Rexall.
Variety Stores : Kresge; Woolworth; Ben Franklin.
Chain Food Supermarkets : National Foods; Red Owl; IGA; Piggly Wiggly; Country Market; Fairlane; Johns Big Dollar.
Other Chain Stores : Montgomery Ward (catalog); Hard Good & Catalogue; Sears (catalog); Gambles; Firestone; Maurices; Chez's; Kinneys; Trade Home; K mart; Hardware Hank; True Value Hdwe; Air Step Shoes; B. Dalton Bookseller; Braun's; Brook's Fashions; Foxmoor; Lerner's; Musicland; Radio Shack; Shaak Electronics; Zale's Jewelers.

14 - NEWSPAPERS: TELEGRAM (e) 14,565; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Richard Crawford, Adv. Dir., TELEGRAM, 1226 Ogden Ave., Superior, WI 54880; Tel. (715) 394-4411.
National Representatives : Northwest Dailies; Landon.

TWO RIVERS
See MANITOWOC

WATERTOWN

1 - LOCATION: Dodge and Jefferson Counties, E&P Map C-5. 45 mi. W of Milwaukee, U.S. Hwy 16. Misc. light mfg.; shipping and processing center for dairy and agric. area. 130 mi. from Chicago.

2 - TRANSPORTATION: Railroads : C.M.; St. Paul & P. main line; C.&N.W.
Motor Freight Carriers : 3.
Intercity Bus Lines : Greyhound.
Airport : Municipal.

3 - POPULATION:
Corp. City 80 Cen. 18,113
Counties:
Dodge 80 Cen. 74,747
Jefferson 80 Cen. 66,152
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,174
Dodge Co. 80 Cen. 24,750
Jefferson Co. 80 Cen. 22,264

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$90,600,000
Sav. & Loan	2	$127,000,000

6 - PASSENGER AUTOS: Counties: Dodge 37,036; Jefferson 32,748

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Evaporating Equipment; Rubber Products; Coin Handling Machines; Counting and Measuring Machines; Plastic Containers; Dresses; Paper Boxes; Industrial Furnaces and Ovens; Transformers; Home Heating Furnaces; Cutlery; Garden Tools; Table Slides; Foundry; Gas Controls; Liquid Sugar; Soft Drink; Fish Processing; Mattresses, Ice Augers.
Principal Industrial Pay Days —Fri. & Mon.

10 - CLIMATE: Min. & Max. Temp.—Spring 46-72; Summer 54-86; Fall 30-54; Winter 10-36. First killing frost, Oct. 15. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center : 10 blocks on Main; 3 on Third St.; 1 on Madison St.; 2 on Second St.; 15 on So. Church St.
Principal Shopping Days : Mon., Fri., Sat.
Stores Open Evenings : Mon., Fri.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Kline's; Chas. Fischer's; Shopko; Kohls
Variety Stores : S.S. Kresge.
Chain Food Supermarkets : Piggly Wiggly; United Foods Kohls; Roundy's.
Other Chain Stores : Pries Apparel; Elliott's; Farm & Fleet; Coast-to-Coast; Rock River Coop; Kusel's; Grossman's; Ware Shoes; Ray's Shoes; Mode O'Day; Montgomery Ward; Royce Fabrics Walgreen Drugs, Copper Rivet, JoAnn Fabrics, Payless Shoe Source.

14 - NEWSPAPERS: TIMES (e) 10,031; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: James M. Clifford, Gen. Mgr., TIMES, PO Box 140, Watertown, WI 53094; Tel. (414) 261-4949.
National Representative : None.

WAUKESHA

1 - LOCATION: Waukesha County (In Milwaukee, SMSA) E&P Map C-5, County Seat. Agricultural & residential ctr. On Little Fox River. 15 mi. W of Milwaukee. On U.S. Hwy. 18; State 59; 164.

2 – TRANSPORTATION: Railroads : CMStP&P; C&NW; Soo Line.
Intercity Bus Lines : Northland; Greyhound; Cardinal; Wisc. Motor Coaches.

3 - POPULATION:
Corp. City 80 Cen. 50,319
CZ-ABC: (70) 40,25[illegible] (81) 51,800
Bal. in PMA-ABC: (70) 74,302; (81) 111,000
County 80 Cen. 280,326
SMSA 80 Cen. 1,397,143
Total PMA-ABC: (70) 114,560; (81) 162,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,660
CZ-ABC: (70) 11,748; (81) 17,400
Bal. in PMA-ABC: (70) 20,629; (81) 34,900
County 80 Cen. 88,552
SMSA 80 Cen. 500,684
Total PMA-ABC: (70) 32,377; (81) 52,300

5 - BANKS: 4 Commercial Dep. $354,519,398

6 - PASSENGER AUTOS: County 163,384

7 - ELECTRIC METERS: Residence 16,550

8 - GAS METERS: Residence 10,550

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Mach. Shops 6,300 ($280); Foundries 3,200 ($275); Food 600 ($310); Cement & Tile 100 ($310).

10 - CLIMATE: Min. & Max. Temp.—Spring 36-51; Summer 60-76; Fall 43-57; Winter 16-30.

11 - TAP WATER: Alkaline, hard; Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookfield Sq.	6	Sears, Penney Boston Store
Fox Run	NA	Sendry Foods, Jim Handy Hardware
Westbrook	NA	Kohl's Dept.
Moreland Plaza	NA	Red Owl Mkt., Ben Franklin, Sherwood Hdwr.
Mayfair	12	Gimbels, Marshall Field

Principal Shopping Days : Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Johnson Hill's; Kohl's.
Discount Stores : K mart; Target.
Variety Stores : Ben Franklin; Schultz Bros.
Chain Drug Stores : Walgreen; Pill-N-Puff; Rexall; Stein Drug; Sentry Drug.
Chain Food Supermarkets : Sentry 2; SuperValu 3; Kohl's; Town & Country 2.

13 - RETAIL OUTLETS: FREEMAN (e) 25,764; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David Sharp, Adv. Dir., FREEMAN, 200 Park Pl., Waukesha, WI 53187; Tel. (414) 542-2501.
National Representative : None.

WAUSAU-MERRILL

1 - LOCATION: Wausau in Marathon county (SMSA). E&P Map C-4. Merrill (County seat) in Lincoln County, E&P Map C-3. Both cities on Wisconsin River, city centers about 15 miles apart. 200 mi. NW of Milwaukee; 200 mi. E of Minneapolis and 280 mi. NW of Chicago. Large wholesale-retail shopping ctr.; rich dairying area, diversified small industry. Gateway to Northern resort district. Wausau on U.S. Hwy. 51; State Hwys. 52, 29. Merrill on U.S. Hwys. 51, 8; State Hwys. 17, 64, 107.

2 - TRANSPORTATION: Railroads : Chicago; Milwaukee, St. Paul & Pacific; Chicago & North Western.
Motor Freight Carriers : 9.
Intercity Bus Lines : Wisconsin Michigan Coaches, Inc.; Motor Bus; Greyhound; Wausau Transit.
Airlines : Republic; Midstate.

3 - POPULATION:
Corp. Cities 80 Cen. 42,004
Wausau 80 Cen. 32,426
Merrill 80 Cen. 9,578
CZ-ABC: (70) 48,298; (81) 51,800
RTZ-ABC: (70) 77,517; (81) 93,100
Counties 80 Cen. 137,581
Marathon 80 Cen. 111,270
Lincoln 80 Cen. 26,311
SMSA 80 Cen. 111,270
City & RTZ-ABC: (70) 125,815; (81) 144,900

4 - HOUSEHOLDS:
Cities 80 Cen. 17,860
Wausau 80 Cen. 13,423
Merrill 80 Cen. 4,437
CZ-ABC: (70) 15,245; (81) 18,800
RTZ-ABC: (70) 22,003; (81) 30,700
Counties 80 Cen. 47,001
Marathon 80 Cen. 37,703
Lincoln 80 Cen. 9,298
SMSA 80 Cen. 37,703
City & RTZ-ABC: (70) 37,248; (80) 48,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
	Wausau	
Commercial	8	$532,687,416
Sav. & Loan	3	$308,949,580
	Merrill	
Commercial	2	$67,000,000
Sav. & Loan	1	$14,157,000

6 - PASSENGER AUTOS:
Counties: Marathon 53,106; Lincoln 12,218

7 - ELECTRIC METERS:
Wausau 37,337; Merrill 7,496

8 - GAS METERS:
Wausau 22,500; Merrill 3,136

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage earners (Av. Wkly. Wage)—Metal Goods 1,043 ($251); Paper 2,874 ($382); Chemicals 81 ($419); Stone & Glass Prod. 461 ($308); Food & Beverages 1,535 ($240); Printing 239 ($220); Lumber & Wood 3,103 ($257); Homes 2,035 ($295).
Principal Industrial Pay Days : 5th, 20th and every other Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 13-87; Summer 34-92; Fall 30-83; Winter -29-73. First killing frost, Oct. 4. Last killing frost, May 19.

11 - TAP WATER: Wausau: Acid, hard; Merrill: Neutral, hard.

12 - RETAILING:
Neighborhood Shopping Centers : Wausau: West Side; 1st Ave.; N. Third Ave.; S. Third Ave.; Hwy. 29 West Menard South Side; Grand Ave.; Shopko; Grand Ave.; Rothschild: N.E. Side N Sixth St.; Riverside Plaza (Prange-Way); Merrill: E. Main & E. 2nd from center to Scott; W. Main from Parkway to State; Mid City: Grand from Parkway to Genesee.
Principal Shopping Days : Mon., Thurs., Fri.; Sat., Sun.
Stores Open Evenings : Dept.—Mon. & Fri.; Food—every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores : (Wausau): Johnson Hill's; Montgomery Ward (catalog); J.C. Penney; Sears; The Suburban; H. C. Prange; K mart 2; Prange-Way; Shopko.
Department Stores : (Merrill): Livingston; Guy's Shop; S & L Stores; Associated Coop Service; Campbell's; Gibson's; Caylor's.
Variety Stores : (Wausau): Ben Franklin; Kresge's; (Merrill): McLellan; Ben Franklin.
Chain Drug Stores : (Wausau): Rexall; Walgreen; Snyder.
Chain Food Supermarkets : (Wausau): IGA 2; Super Valu 2; Shoprite; Red Owl 4; Village Pantry 4; (Merrill): Foodlane; Red Owl; Bob's Food King; IGA 2.
Other Chain Stores : Fanny Farmer Candy; Firestone; French Slipper; Goodyear; Hoffer (Paints & Glass); Kinney (Shoes); Leath Furn.; McCormick Farm IHC; St. Clair's; Sherwin-Williams (Paint); Singer Co.; Fleet Farm; Tradehome (Shoes); U.S. Royal Tires 2.

14 - NEWSPAPERS: HERALD (e) 29,519; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Tim Langenhahn, Adv. Mgr., RECORD-HERALD, 414 N. 5th Ave., Wausau, WI 54401; Tel. (715) 842-2101.
National Representative : Gannett.

WEST BEND

1 - LOCATION: Washington County (In Milwaukee SMSA). E&P Map C-5, County Seat. On Milwaukee river. 32 miles N of Milwaukee; 18 miles from Lake Michigan at the intersection of U.S. Hwy. 45 and Wisconsin Hwys. 33 and 144. Industrial and shopping center.

2 - TRANSPORTATION: Railroads : Chicago & North Western.
Motor Freight Carriers : 4.
Intercity Bus Lines : Wisconsin Coach Lines.
Airlines : City owned airport with hard surfaced runways; charter available.

3 - POPULATION:
Corp. City 80 Cen. 21,484
CZ-ABC: (70) 16,555; (81) 24,300
RTZ-ABC: (70) 61,866; (81) 81,700
County 80 Cen. 84,848
SMSA 80 Cen. 1,397,143
City & RTZ-ABC: (70) 78,421; (81) 106,000
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,326
CZ-ABC: (70) 4,807; (81) 8,100
RTZ-ABC: (70) 16,539; (81) 25,200
County 80 Cen. 26,716
SMSA 80 Cen. 500,684
City & RTZ-ABC: (70) 21,346; (81) 33,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$132,518,693
Sav. & Loan	3	$68,828,000

6 - PASSENGER AUTOS: City 12,502 County 44,481

7 - ELECTRIC METERS: Residence 7,228

8 - GAS METERS: Residence 5,160

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners and (Av. Wkly Wage): Small Appliances, Cookware 3,000 ($336); Farm Machy. & Machy. Mfg. 1,350 ($306); Automotive Parts & Accessories 205 ($270); Leather Products 825 ($183).

10 - CLIMATE: First killing frost, Oct. 10. Last killing frost, Apr. 10.

11 - TAP WATER: Deep well, hard; fluoridated.

12 - RETAILING: Principal Shopping Area : 7 Blocks on Main St. in center of city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Convenient (7)	NA	Larson Furniture
Decorah (9)	NA	Jeanne's Casuals, Steiner Elect.
Washington Mall (15)	NA	Kohl's Dept.
West Blend Pl (12)	NA	Kohl's Food, Walgreens
West Fair Mall (16)	NA	Shopko, Super Value

Stores Open Evenings : Downtown stores Mon., Thu. and Fri.; Shopping Centers open all evenings except Sat. and Sun.; Food Stores all open Sunday.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Sears; Campbell's; Alston's; Shopko; Kohl's.
Discount Stores : Fleet and Farm.; K mart.
Variety Stores : Shultz Bros.; Ben Franklin.
Chain Drug Stores : West Bend Rexall; Walgreen; Snyder's.
Chain Food Supermarkets : Kohl's; Red Owl; Sentry; Open Pantry; Super Value; Piggly Wiggly: Kash 'n Karry.
Other Chain Stores : Pries Apparel; Goodyear (tires); Midland Co-op; Julie-Ann Fabrics; Royce Fabrics; Montgomery Ward (Catalog); Nobil Shoes.; Joann Fabrics.

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,616; (sat. m) 10,631; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Fred Weiss, Adv. Mgr., NEWS, PO Box 478, West Bend, WI 53095; Tel. (414) 338-0622.
National Representatives : Amer. Newspaper Rep.; USSPI.

WISCONSIN RAPIDS

1 - LOCATION: Wood County, E&P Map C-4. 40 mi. SW of Wausau; 160 mi. from Milwaukee. On State Trunk Hwys. 13, 73, 54 & 34.

2 - TRANSPORTATION: Railroads : Soo Line; CMSt P&P; C&NW; GB&W.
Motor Freight Carriers : 7
Intercity Bus Lines : American Coach Lines

3 - POPULATION:
Corp. City 80 Cen. 17,995
CZ-ABC: (70) 29,040; (81) 30,200
RTZ-ABC: (70) 21,548; (81) 27,400
County 80 Cen. 72,799
City & RTZ-ABC: (70) 50,588; (81) 57,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,988
CZ-ABC: (70) 8,730; (81) 10,500
RTZ-ABC: (70) 5,995; (81) 8,900
County 80 Cen. 25,067
City & RTZ-ABC: (70) 14,725; (81) 19,400

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$1,958,380,000
S&L/Credit Unions	14	$117,280,000

6 - PASSENGER AUTOS: County 36,712

7 - ELECTRIC METERS: Residence 10,224

8 - GAS METERS: Residence 8,430

9 - PRINCIPAL INDUSTRIES: Industry, number of Wage Earners (Av. Wkly. Wage) Coated and Fine Papers 5,400 ($445); Appliances 700 ($275); Chemicals 395 ($275); Warehousing 25 ($275); Trucking 400 ($285); Potato Processing 450.

10 - CLIMATE: Min. & Max. Temp.—Spring 20-80; Summer 38-95; Fall 5-75; Winter -25 to 40.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Port Edwards	4	Don's Super Foods
Town &	2	Neipps, Super Valu, Country Ben Franklin, Nobil Shoes
SouthTown	2	Ace Hdwr., Sears, Bob's Castle Foods
Rapids Mall	-	Pranges, Woolco, Penney

Principal Shopping Days : Mon., Thu., Fri.
Stores Open Evenings : Fri.; Some Thu. & Fri.; some nightly.

13 - RETAIL OUTLETS: Department Stores : Johnson-Hill; J.C. Penney; Montgomery Ward; Coast-to-Coast; Prange's; Siefert's; Stevenson's.
Variety Stores : Ben Franklin; Schroeder's.
Discount Stores : Shopko; Woolco; Western; Holiday.
Chain Drug Stores : Walgreen; John E. Daly; Wirth's Port Pharmacy; Major Rexall; Church's 2.
Chain Food Supermarket : IGA 4; Super Valu 2; Consumers; Foodland 2; Don's Super Foods; Bob's Castle Foods.
Other Chain Stores : Maurice's; Radio Shack; Fox Jewelers; Galaxie of Sound; So-Fro Fabrics; Zale Jewelers; Foxmoor Fashions; Winslows; Mr. Mark; General Nutrition; B-Dalton Books; Braun's T Shirts Plus; Pants 'n Pants.

14 - NEWSPAPERS: TRIBUNE (e) 12,394; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R. Michael Sheppard, Adv. Dir., TRIBUNE, 220 1st Ave., Wisconsin Rapids, WI 54494; Tel. (715) 423-7200.
National Representative : Branham.

WYOMING SURVEYS

STANDARD METROPOLITAN STATISTICAL AREAS

Casper —Natrona County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980
Under 5 Years	28	45
5-14 Years	71	77
15-24 Years	58	94
25-44 Years	78	142
45-64 Years	67	76
65 and Over	30	37
TOTAL	332	471

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1982 Estimate
Bldg. Mat./Hdwr	67	148	265
Genral Mdse	84	135	237
Food	155	314	621
Automobiles	162	344	557
Gasoline Stations	99	214	525
Apparel	40	79	139
Furniture	30	68	125
Eat-Drink Places	74	146	290
Drugs	30	48	93
TOTAL	817	1,654	3,196

CASPER

1 - LOCATION: Natrona County (SMSA). E&P Map C-2. 180 mi. N of Cheyenne; 300 mi. S of Billings. On U.S. Hwys. 20, 26, 27; State 220, I-25.

2 - TRANSPORTATION: Railroads : BN; C&NW.
Motor Freight Carriers : 8.
Intercity Bus Lines : Central Wyo. Transportation; Continental Trailways; Greyhound.
Airlines : Western; Frontier; Trans-America.

3 - POPULATION:
Corp. City 80 Cen. 49,651
CZ-ABC: (70) 43,558; (81) 61,000
RTZ-ABC: (70) 87,293; (81) 140,200
County/SMSA 80 Cen. 71,856
City & RTZ-ABC: (70) 130,851; (81) 201,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,874
CZ-ABC: (70) 13,954; (81) 22,500
RTZ-ABC: (70) 26,738; (81) 49,700
County/SMSA 80 Cen. 25,841
City & RTZ-ABC: (70) 40,692; (81) 72,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	9	$551,854,000
Sav. & Loan	4	$150,796,736

6 - PASSENGER AUTOS: County 47,518

7 - ELECTRIC METERS: Residence 26,957

8 - GAS METERS: Residence 23,287

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Mining 8,800 ($419); Construction 5,000 ($342); Manufacturing 1,800 ($371); Trans., Comm., Util. ($335); Wholesale/Retail 11,000 ($267); Finance, Ins., Real Estate 1,600 ($265); Services 5,300 ($228).

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beverly Plaza (13)	2	Buttrey-Osco, Woolco
Hilltop (28)	2	Albersons, Montgomery Ward
K mart Ctr.	2	K mart, Safeway
Mountain Plaza	5	Buttrey-Osco, K mart
Plaza East	3	La Belles
Sunrise (6)	3	Bostwick, Richs
Westridge (11)	2	Albertsons

Principal Shopping Days : Mon., Thurs., Fri., Sat.
Stores Open Evenings : Mon to Fri.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; J. C. Penney; Caster Commissary; Kassis; Sears Roebuck; J. M. Bostwick.
Discount Store : K mart; Gibson's; Woolco.
Variety Stores : Woolworth.
Chain Drug Stores : Merit Drugs; Bi-Rite Drug.
Chain Food Supermarkets : Albertson 2; AG Thriftway; Safeway 3; Buttrey-Osco.
Other Chain Stores : Firestone; Goodrich; Goodyear; Radio Shack; Zales; Singer; Our Own Hardware; Pay 'N Pak; Coast-to-Coast.

14 - NEWSPAPERS: STAR-TRIBUNE (m) 34,265; (S) 37,243; Mar. 31, 1981 ABC.
Local Contact for Advertising and Marketing Data: Bob Marshall, Adv. Dir., STAR-TRIBUNE, PO Box 80, Casper, WY 82601; Tel. (307) 237-8451.
National Representative : Branham.

CHEYENNE

1 - LOCATION: Laramie County, E&P Map D-3, State Capital and County Seat. 100 mi. N of Denver. On I-80 and 25 and Yellowstone Hwys.

2 - TRANSPORTATION: Railroads : Union Pacific; C&S; Burlington.
Airlines : Western; Frontier; Rocky Mountain.
Bus Lines : Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,283
CZ-ABC: (70) 48,504; (81) 61,500
RTZ-ABC: (70) 57,667; (81) 67,500
County 80 Cen. 68,649
City & RTZ-ABC: (70) 106,171; (81) 129,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,239
CZ-ABC: (70) 15,474; (81) 22,600
RTZ-ABC: (70) 18,086; (81) 24,600
County 80 Cen. 25,292
City & RTZ-ABC: (70) 33,560; (81) 47,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	7	$267,071,405
Sav. & Loan	6	$250,000,000

6 - PASSENGER AUTOS: County 43,497

7 - ELECTRIC METERS: Residence 23,341

8 - GAS METERS: Residence 28,315

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Construction 2,100; Manufacturing 1,600; Trans. & Util. 4,200; Wholesale Trade 1,100; Retail Trade 5,700; Fin., Ins., Real Estate 1,500; Services 4,400; Fed. Gov't 2,200; State & Local Gov't. 6,400.

10 - CLIMATE: Min. & Max. Temp.—N.A.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frontier Mall (45)	5	Sears, Zales
Cole (29)	2	Cole's Dept., Radio Shack, Safeway
Town & Country (4)	5	Town & Country, Safeway
Pershing Square (3)	2	Montgomery Ward
Cheyenne Plaza (8)	6	Ernest Home Center, Pay & Sav Drug
K mart (2)	3	K mart, Pay & Pak
Melton (6)	6	Safeway, Gibson's, Osco Drug
Westgate (9)	7	McDonalds, Arthur Treacher, K mart
Tempo (6)	4	Sarco

Stores Open Evenings : Shopping Centers every evening and Sunday.
Principal Shopping Days : Thu., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores : Montgomery Ward; Fowler's; J. C. Penney; Grand Central; Gibsons 2; K mart; Pay 'N' Pak; Sears; Fashion Bar; Pay & Sav; Ernest Home Center; Sarco 2; Western Ranchman Outfitters.
Chain Drug Stores : Gibson's; Roedel 5; Mountain View Phcy. 1; Wood House 2; Osco; Pay & Sav.
Chain Food Supermarkets : Safeway 4; Pioneer Mkt.; Albertson's; Gibson; Mini Mart 7; Buttrey 2.

14 - NEWSPAPERS: WYOMING EAGLE (m) 8,751; WYOMING STATE TRIBUNE (e) 11,689; Comb. (m&e) 20,440; WYOMING TRIBUNE-EAGLE (S) 20,238; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J. Doug Reeves, Adv. Dir., TRIBUNE and EAGLE, 110 E. 17th St., Cheyenne, WY 82001; Tel. (307) 634-3361.
National Representative : Branham.

GILLETTE

1 - LOCATION: Campbell County, E&P Map C-1, County Seat. Open pit mining, oil wells, raising sheep & cattle, agriculture, grain. 130 mi. N of Casper on U.S. Hwys. 14, 16, I-90. State Hwy. 59.

2 - TRANSPORTATION: Railroads : Burlington-Northern.
Motor Freight Carriers : 2.
Intercity Bus Lines : Continental Trailways.
Airlines : USAir; Star Aviation; Pioneer Airline.

3 - POPULATION:
Corp. City 80 Cen. 12,134
CZ-ABC: (70) 7,194; (81) 12,800
RTZ-ABC: (70) 8,764; (81) 16,800
County 80 Cen. 24,367
City & RTZ-ABC: (70) 15,958; (81) 29,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,231
CZ-ABC: (70) 4,400; (81) 2,120
RTZ-ABC: (70) 2,495; (81) 5,500
County 80 Cen. 8,006
City & RTZ-ABC: (70) 4,615; (81) 9,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	5	$267,793,000
Sav. & Loan	2	$4,434,878

6 - PASSENGER AUTOS: County 14,153

7 - ELECTRIC METERS: Residence 5,244

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil & Coal Mining 1,585 ($305); Retail 1,253 ($131); Construction 1,108 ($267); Services with agriculture, forestry and fisheries 733 ($171); Transp., Comm. & Util. 504 ($273); Wholesale Trade 261 ($229); Finance, Ins., Real Est. 153 ($258); Mfg. 93 ($229).
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.—Spring 22-95; Summer 30-97; Fall 11-80; Winter -2-64. First killing frost, Sept. 12. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center : 3 blocks on Gillette Ave.
Neighborhood Shopping Centers : Deckers Food Center; Southview; Crossroads; Holiday Mall; Homestead Mall; 1001 Plaza; Camel Plaza; Powder Basin Mall.

13 - RETAIL OUTLETS: Department Stores : C. R. Anthony.
Discount Stores ; Pamida; Alco; K mart.
Chain Drug Stores : Osco Drugs; Drug Fair.
Chain Food Stores : Buttrey (Div. of Jewel Tea); Mini-Mart; 7-11; Tiger Discounter (IGA); Deckers Food Center.
Other Chain Stores : Firestone; Mode O'Day; Coast-to-Coast; Farmers Coop; Sears (catalog); Wards (automotive & catalog store); The Jeanery; Gambles; Goodyear; Sweetbriar; Corral West Ranchwear.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri) - 5,789; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jon D. Clemens, Adv. Mgr., NEWS-RECORD, 1201 West 2nd St., Gillette, WY 82716; Tel. (307) 682-9306.
National Representative : None.

LARAMIE

1 - LOCATION: Albany County, E&P Map C-3, County Seat. 134 mi. from Denver. CO; 49 mi. W of Cheyenne, WY On U.S. Hwys. 30, 287, I-80; State Hwys. 34, 130, 230.

2 - TRANSPORTATION: Railroads : Union Pacific; Colorado; Southern; Amtrak (Pass. Service).
Motor Freight Carriers : 5.
Intercity Bus Lines : Union Pacific; Greyhound; Continental Trailways.
Airlines Serving City : Frontier; Laramie Aviation.

3 - POPULATION:
Corp. City 80 Cen. 24,410
CZ-ABC: (70) 23,143; (81) 25,700
RTZ-ABC: (70) 10,001; (81) 13,00
County 80 Cen. 29,602
City & RTZ-ABC: (70) 33,144; (81) 39,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS: Corp. City 80 Cen. 8,943
CZ-ABC: (70) 6,919; (81) 8,800
RTZ-ABC: (70) 3,291; (81) 5,400
County 80 Cen. 10,639
City & RTZ-ABC: (70) 10,210; (81) 14,200

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3	$113,031,000
Saving & Loan	2	$44,997,000

6 - PASSENGER AUTOS: County 16,759

7 - ELECTRIC METERS: Residence 11,052

8 - GAS METERS: Residence 7,907

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners—Timber 50; Warehousing 55; Wood Preserving 51; Cabinet Mfg. 35; Construction 25-49; Cement Mfg. 90; Government 225; Lumber Mfg. 60; Log Home Mfg. 36; U.P.R.R. 400; Univ. of Wyo. 1,920.

10 - CLIMATE: Mean daily max. temp.—Jan. 25; July 76; Mean Annual precipitation 11 in; Mean Annual snowfall 41 in. Av. day last freeze, May 29.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
15th & Spring Crk. (3)	NA	Alberts Super Mkt, Skaggs
Campus Mall (4)	NA	Alpine Haus, Independent Records Carousel

Odd Fellows	NA	Center Pharm.
30th Grand	NA	Buttreys, Alco.

Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; J.M. McDonald; Kassis.
Discount Stores : Gibson's; Skagg's; Alco.
Variety Stores : Woolworth; Big Value.
Chain Food Supermarkets : Safeway; Albertson's; Ideal 3; Buttrey's.

14 - NEWSPAPERS: BOOMERANG (m-tues to sat) 7,671; (S) 7,844; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ted Duffy, Adv. Dir., BOOMERANG, 314 S. 4th St., Laramie, WY [illegible]2070; Tel. (307) 472-2176.
National Representative : Branham.

RAWLINS

1 - LOCATION: Carbon County, E&P Map C-3, County Seat. 170 mi. W of Cheyenne; 300 mi. E of Salt Lake City; 275 mi. N of Denver; 120 mi. S of Casper. On I-80 & U.S. 287.

2 - TRANSPORTATION: Railroads : Union Pacific main line, operating division Point; Amtrak Passenger Service.
Motor Freight Carriers : 2.
Intercity Bus Lines : Overland Greyhound; Continental Trailways; Zanetti; Pioneer Transit.

3 - POPULATION:
Corp. City 80 Cen. 11,547
County 80 Cen. 21,896

4 - HOUSEHOLDS:
City 80 Cen. 3,892
County 80 Cen. 7,475

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$87,511,856
Sav. & Loan	2	$24,341,561

6 - PASSENGER AUTOS: County 12,595

7 - ELECTRIC METERS: Residence, City 4,300

8 - GAS METERS: Residence, City 3,600

9 - PRINCIPAL INDUSTRIES: Union Pacific R.R.; Oil Refining; Lumbering; Uranium Mining and Milling; Coal Mining.
Principal Industrial Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 28-76; Summer 40-84; Fall 12-58; Winter 11-41. First killing frost, Sept. 22. Last killing frost, June 8.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Principal Shopping Days : Wed., Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; Gamble's; Sears (catalog); Montgomery Ward (catalog); Smyth's; Karl's; Anthony's; Tieman's Clothes for Men; Jeanery.
Variety Stores : Woolworth; Western Auto; Coast-to-Coast.
Discount Stores : Pamida Discount Store.
Chain Drug Stores : Bi-Rite 4; Hi-Way Merit.
Chain Food Supermarkets : Safeways; City Market; Onederra's Super Foods.

14 - NEWSPAPERS: TIMES (m-tues to sat) 4,739; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Mark Helwick, Adv. Mgr., TIMES, 6th & Buffalo Sts., Rawlins, WY 82301; Tel. (307) 324-3411.
National Representative : Branham.

RIVERTON

1 - LOCATION: Fremont County, E&P Map B-2. Mining, milling, mfg., agriculture, dairy, meat packing, oil and gas. West Central portion of State. 123 mi. W of Casper.

2 - TRANSPORTATION: Railroads : Chicago & Northwestern.
Motor Freight Carriers : Salt Creek Freightways; DLR Freight Service; Edson Express; Zanetti Bus and Fast Express; United Parcel.
Intercity Bus Lines : Zanetti; Burlington Trailways; PC Bus Lines.
Airlines : Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,588
County 80 Cen. 40,251
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 80 Cen. 3,427
County 80 Cen. 13,294

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm.	5	$145,275,034.80

6 - PASSENGER AUTOS: County 43,000

7 - ELECTRIC METERS: Res. 8,086

8 - GAS METERS: Residence 4,428

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Mining 4,086 ($476); Construction 1,294 ($324); Manufacturing 565 ($277); Transportation, Communications & Utilities 739 ($312); Real Estate 546 ($270); Wholesale Trade 457 ($277); Finance, Insurance 561 ($193); Services 4,101 ($227); Government 6,571 ($212).
Principal Industrial Pay Days : 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.—Spring 20-75; Summer 45-100; Fall 20-75; Winter 20-55. First killing frost, Oct. 5. Last killing frost, May 1.

11 - TAP WATER: Artesian, very soft pure.

12 - RETAILING:

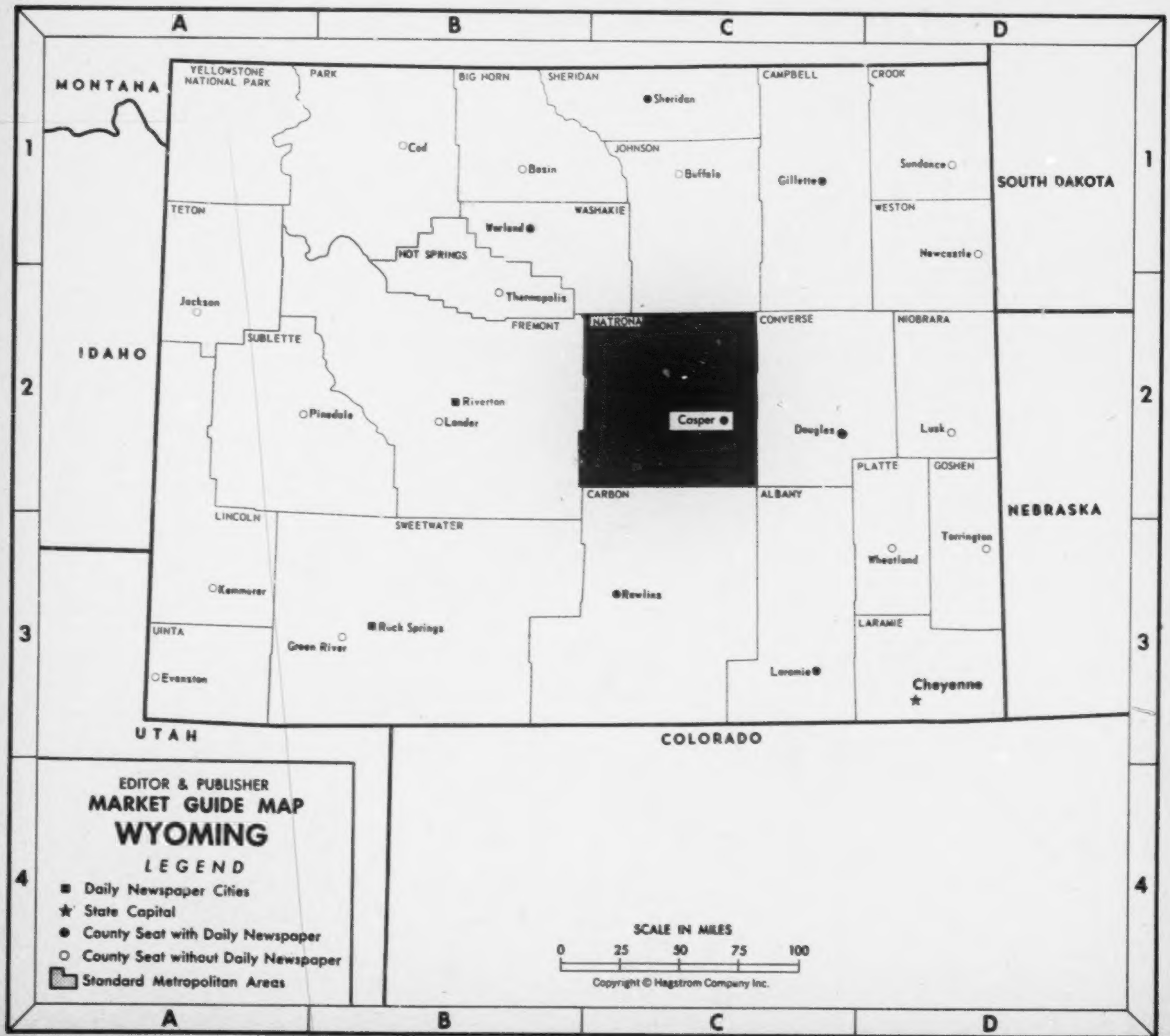
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Riverton Mall	1	Safeway, K mart, Sambo's, Citicorp Person-to-Person, Valet Cleaners, Radio-TV Shack, The Jeanery, Happy Joe's Pizza Parlor.
N. Federal	1	Mr. D.'s IGA, A&A Temple Drug, Bi-Rite Drug, Sayer Appliande, Sweet Dreams

Principal Shopping Days : Thu., Fri., Sat., Mon.
Stores Open Evenings : Grocery and Drug-every evening, Sun.

13 - RETAIL OUTLETS: Department Stores : J.C. Penney; J.M. McDonald; C.R. Anthony; Woolworth's; K mart.
Chain Drug Stores : Bi-Rite; Rexall; A&A Temple; Walgreen.
Chain Food Supermarkets : Safeway; Associated Grocers 3; Mr. D's IGA.
Other Chain Stores : Gambles; Coast-to-Coast; Industrial & Automotive Warehouse; NAPA Motor Parts, Inc.; Big A Auto Parts; Montgomery Ward; Sears; Valley Motor Supply; Champion Auto Stores; Mowrey's; Ace Hdwr.; Northern Utilities; Western Appliance Ctr.; Riverton Builders Mart; Aldrich Lbr.

14 - NEWSPAPERS: RANGER (e-mon to fri) 7,264; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising


A
B
C
D
1
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MONTANA
YELLOWSTONE NATIONAL PARK
PARK
BIG HORN
SHERIDAN
Sheridan
CAMPBELL
CROOK
Cody
Basin
JOHNSON
Buffalo
Gillette
Sundance
SOUTH DAKOTA
TETON
WASHAKIE
Worland
WESTON
HOT SPRINGS
Newcastle
Thermopolis
Jackson
FREMONT
NATRONA
CONVERSE
NIOBRARA
IDAHO
SUBLETTE
Riverton
Pinedale
Lander
Casper
Douglas
Lusk
PLATTE
GOSHEN
CARBON
ALBANY
NEBRASKA
LINCOLN
SWEETWATER
Wheatland
Torrington
Kemmerer
Rawlins
UINTA
Rock Springs
Green River
LARAMIE
Evanston
Laramie
Cheyenne
UTAH
COLORADO
EDITOR & PUBLISHER
MARKET GUIDE MAP
WYOMING
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
100
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Data: Robert H. Tyler, Adv. Dir., RANGER, 421 E. Main, Riverton, WY 82501, Tel. (307) 856-2244.
National Representative : Branham.

ROCK SPRINGS

1 - LOCATION: Sweetwater County, E&P Map B-3. Retail center for 5-county area; bituminous coal and trona (sodium carbonate) mining area, oil & gas. Shipping center for sheep and cattle. Wholesale center. 190 mi. E of Salt Lake City; 350 mi. W of Denver. On I-80 (U.S. 30) and U.S. 187; on State 430 & 1908.

2 - TRANSPORTATION: Railroads : Amtrak.
Motor Freight Carriers : 8.
Intercity Bus Lines : American; Greyhound; Jackson.
Airlines : Frontier; Mtn. Wst. Air Lines.

3 - POPULATION:
Corp. City 80 Cen. 19,458
CZ-ABC: (70) 11,657; (81) 24,300
RTZ-ABC: (70) 39,546; (81) 73,700
County 80 Cen. 41,723
City & RTZ-ABC: (70) 51,203; (81) 98,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,031
CZ-ABC: (70) 3,052; (81) 9,300
RTZ-ABC: (70) 11,814; (81) 25,500
County 80 Cen. 14,052
City & RTZ-ABC: (70) 15,666; (81) 34,300

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$143,964,000
Sav. & Loan	3	$27,203,000

6 - PASSENGER AUTOS: County 21,570

7 - ELECTRIC METERS: Residence 10,045

8 - GAS METERS: Residence 8,681

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Mining 5,658 ($436); Construction 3,385 ($342); Manufacturing 365 ($287); Transportation, Comm. and Util. 1,119 ($338); Wholesale and Retail Trade 3,619 ($214); Finance, Insurance and Real Estate 351 ($228); Agriculture, Forestry, Fisheries 3,087 ($199); Public Administrations 717 ($191).

10 - CLIMATE: Min. & Max. Temp.—Spring 20-64; Summer 44-94; Fall 18-72; Winter 7-33. First killing frost, Sept. 28. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft in Spring to very hard in Fall and Winter; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rock Springs Plaza (38)	NA	Thrifty Drug, Radio Shack
White Mountain (50)	NA	J.C. Penney, Woolworth

Principal Shopping Days : Thu., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : Herberger's; Anthony's; J.C. Penney; C.A. West.
Variety Stores : F. W. Woolworth; Sprouse Reitz; K mart; Gibsons; Ernst.
Discount Stores : Gibson's.
Chain Drug Stores : Bi-Rite; Del-Duce 2; Thrifty Drug; Skaggs; Del's Bi-Rite Drug; Ernst Drug; Pamida Drug; Rock Springs Drug.
Chain Food Supermarkets : Safeway; Ben's; City Market; Albertson's.
Other Chain Stores : Sweetbriar (Ladies); Wyoming Auto; Mode O'Day (ladies); Coast-to-Coast; Yellow Front; Anthony's; Radio Shack; Montgomery Ward; Sears; Kinney's Shoes; Lerner's.

14 - NEWSPAPERS: ROCKET-MINER (m-tues to sat) 7,617; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Helen Pulos, Bus. Mgr., ROCKET-MINER, PO Box 98, Rock Springs, WY 82901; Tel. (307) 362-3736.
National Representative : None.

SHERIDAN

1 - LOCATION: Sheridan County, E&P Map C-1, County Seat. Agricultural Mining, Tourism center Home of Sheridan College. 25 mi. from Montana state line; 135 mi. SE of Billings, Mont.; 151 mi. N of Casper. On U.S. Hwys. 87, 14 and I-90.

2 - TRANSPORTATION: Railroads : Burlington-Northern.
Motor Freight Carriers : 4.
Intercity Bus Lines : Trailways.
Airlines : Big Sky; Pioneer; USAir.

3 - POPULATION:
Corp. City 80 Cen. 15,146
CZ-ABC: (70) 12,037; (81) 15,600
RTZ-ABC: (70) 32,758; (81) 51,800
County 80 Cen. 25,048
City & RTZ-ABC: (70) 44,795; (81) 67,400
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,053
CZ-ABC: (70) 4,477; (81) 6,800
RTZ-ABC: (70) 9,470; (81) 17,400
County 80 Cen. 9,321
City & RTZ-ABC: (70) 13,947; (81) 24,200

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$157,163,424
Sav. & Loan	3	$82,430,000

6 - PASSENGER AUTOS: County 14,420

7 - ELECTRIC METERS: Residence 6,037

8 - GAS METERS: Residence 4,511

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)—Heavy Construction 200 ($500); Sawmills 100 ($225); Coal 253 ($350); VA Hospital 514 ($410).

10 - CLIMATE: Min. & Max. Temp.—Spring 23-95; Summer 27-106; Fall 25-100; Winter -35-77.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Principal Shopping Center : 5 blocks downtown on Main St. 21 **Neighborhood** Shopping Center : Sugarland Village (13 units).
Principal Shopping Days : Fri., Sat., Sun.
Stores Open Evenings : K mart, Pamida, Yellow Front to 9; Woolworth to 9 Wed. and Fri. only.

13 - RETAIL OUTLETS: Department Stores : Stevens Fryberger; J.M. McDonald; J.C. Penney; Montgomery Ward; Sears.
Variety Stores : Woolworth.
Discount Stores : Yellow Front; K mart; Pamida.
Chain Drug Stores : Rexall; Osco.
Chain Food Supermarkets : Safeway; I.G.A.; Boyd's 3; Buttreys.
Other Chain Stores : Coast-to-Coast; Sweet Briar; Mode O' Day.

14 - NEWSPAPERS: PRESS (e) 6,844; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Milton B. Chilcott, Pub., PRESS, 144 Grinnell, Sheridan, WY 82801; Tel. (307) 672-2431.
National Representative : Landon.

WORLAND

1 - LOCATION: Washakie County, E&P Map B-1, County Seat. 165 mi. from Billings, MT; 164 mi. from Casper; 365 mi. from Cheyenne. Shipping center for oil and livestock. At junction of U.S. Hwys. 16 and 20.

2 - TRANSPORTATION: Railroads : Burlington Northern.
Motor Freight Carriers : 3.
Airlines : Frontier.
Bus Lines : Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,391
CZ-ABC: (70) 5,055; (81) 6,300
RTZ-ABC: (70) 13,910; (81) 16,900
County 80 Cen. 9,496
City & RTZ-ABC: (70) 18,965; (81) 23,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,309
CZ-ABC: (70) 1,638; (81) 2,400
RTZ-ABC: (70) 4,588; (81) 6,400
County 80 Cen. 3,275
City & RTZ-ABC: (70) 6,226; (81) 8,800

5 - BANKS: 3 Comm.; Est. Dep. $70,000,000
Sav. & Loan $16,678,000.

6 - PASSENGER AUTOS: County 7,500

7 - ELECTRIC METERS: Residence 4,156

8 - GAS METERS: Residence 2,875

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wags Earners (Av. Wkly. Wage)—Holly Sugar; Refinery, Gasoline, Propane Butane 35 ($175); Black Hills Betonite Co.; Adolph Coors malt barley receiving complex; Fremon Beverage; Crown Cork and Seal.
Principal Industrial Pay Days : 5th and 20th.

10 - CLIMATE: Min. & Max. Temp.—Spring 10-87; Summer 30-98; Fall 11-81; Winter -20-65. First killing frost, Sept. 12. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shoppin Center : Big Horn Ave.
Neighborhood Shopping Centers : 10th and Bonine; 11th and Charles.
Principal Shopping Days : Thu., Sat.

13 - RETAIL OUTLETS: Department Stores : C. R. Anthony; Gambles; J.C. Penney; Hart's; Montgomery Ward (catalog); Pamida; Linton's; Sears (catalog); Town & Country.
Variety Stores : Ben Franklin.
Chain Food Supermarkets : Safeway 4; Jon's; Wea Market.

14 - NEWSPAPERS: NORTHERN WYOMING DAILY NEWS (m-tues to sat) 4,374; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Elmer Downing, Gen. Mgr, NORTHERN WYOMING DAILY NEWS, 723 Robertson Ave., Worland, WY 82401; Tel. (307) 347-3241.

Need to reach someone in the newspaper industry?

Maybe Editor & Publisher can help. E&P's list of Daily & Weekly newspapers are NOW Available for rental. Contact, Bill Richards, Circulation Manager, Editor & Publisher, 575 Lexington Avenue, N.Y., N.Y. 10022, 212-752-7050.

EDITOR & PUBLISHER

CANADA

Surveys of all cities and communities publishing newspapers daily in Canada

ALBERTA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	153	164	194
5-14 Years	350	374	362
15-24 Years	379	655	403
25-44 Years	500	624	763
45-64 Years	319	372	391
65 and Over	139	184	184
TOTAL	1,840	2,173	2,297

Based on Statistics Canada Census and Population Projections.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1982
General Mdse.	561	2,355
Apparel	64	771
Furniture	38	433
Groceries	519	2,109
Lumber/Bldg. Mat.	49	52
Restaurants	103	334
Autos	424	3,375
Gasoline/Fuel Oil	246	498
Drugs	68	348
TOTAL	2,675	11,848

Source: Census of Canada/Retail Trade.

CALGARY, ALTA.

1 - LOCATION: Division 6, E&P Map B-3. Business and industrial center, distributing point. Agriculture, beef raising, ranching, grain, oil and gas, meat packing, fertilizer plants, military center. 826 mi. W of Winnipeg; 620 mi. E of Vancouver; 201 mi. N of U.S. Border; 77 mi. E of Banff.

2 - TRANSPORTATION: Railroads – C.P.R.; C.N.R.; VIA.
Motor Freight Carriers – 400.
Intercity Bus Lines – Greyhound; Cardinal; Coachways; Brewster; Diversified; Pacific Western.
Airlines – Air Canada; C.P. Air; W.A.; Pacific Western; Airwest; Time Airways; Wardair; Republic; British Airways.

3 - POPULATION:
Corp. City 76 Cen. 469,917; Loc. Est. 594,255
CZ-ABC: (76) 469,917; (81) 561,300
RTZ-ABC: (76) 328,765; (81) 398,900
City & RTZ-ABC: (76) 798,682; (81) 960,200
Met. Area 76 Cen. 469,917; Loc. Est. 570,625
Demographic Information is available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 207,456
Met. Area 76 Cen. 155,155; Loc. Est. 201,622
CZ-ABC: (76) 155,155; (81) 203,000
RTZ-ABC: (76) 100,305; (81) 133,600
City & RTZ-ABC: (76) 255,460; (81) 336,600

5 - BANKS: 11 (198 Br.) Deposits N.A.

6 - PASSENGER AUTOS: City 354,121

7 - ELECTRIC METERS: Residence 187,542

8 - GAS METERS: Residence 221,341

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Mfg. 13,200 ($365); Const. 11,100 ($472).

10 - CLIMATE: Min. & Max. Temp. – Celsius – Spring -11 to 16; Summer 7 to 23; Fall -8 to 17; Winter -17 to -1.

11 - TAP WATER: Slightly alkaline, moderately hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers – (No. of Stores) Beddington Mall 40; Franklin Mall 50; Mt. Royal 25; Calgary North Hill 70; Calgary Market Mall 72; Chinook 160; Westbrook 50; Macleod Mall 30; Brentwood 75; Lake Bonavista 53; Marlborough Town Square 46; Northland Village 35; Palliser Square 30; Southcentre 100; Trans Canada Mall 25; Richmond Square 30; Penny Lane 25; Toronto Dominion & Scotia Centre 130.
Neighborhood Shopping Centers – Approximately 70 centers, built around a major food store, are spotted throughout Metropolitan Calgary.
Principal Shopping Days : Department and food stores – Thu., Fri., Sat.
Stores Open Evenings : Wed., Thu., Fri. Some stores open every evening.

13 - RETAIL OUTLETS: Department Stores – The Bay 3; Eatons 2; Simpsons-Sears 3; Woodwards 2; Wosk's; Woolco 4; K mart 3; Zellers 3; Calgary Co-op 10.
Variety Stores : Woolworth 2; Kresge; Metropolitan Stores 2; Army and Navy.
Chain Drug Stores : Douglass 2; Boots 8; Community Drug 3; Shoppers Drug Mart 9; Super S 3; Big M.
Chain Food Supermarkets : Canada Safeway 32; Tomboy 3; IGA 4; Calgary Co-op 10; 7-Eleven 35; Macs 49; Loaf'n Jug 7; Ranch Discount 2; Allwest 5; Super Valu 6; Food City 4.
Other Chain Stores : Agnew-Surpass 5; Amantea 2; Bata 2; British Boot 3; Bourne Shoes 5; Arnold Churgin 2; Iarman; Kinney 4; Roots; Roberts 3; Scholls; Spences 5; Fredella Shoe Butique 4. Women's Wear: Dalliards 4; Betty Shop 10; Country Club Casuals; Dalmys 3; Daytons 2; Johnstone Walker; Penningtons 3; Melanie's Dress Shops 4; Reitmans 7; Sweet 16 8; Tall Shop 2; Sally Shops; Holt Renfrew 2; Hurtig; Steen & Wright Furriers; Gray's Apparel 2; Fairweather 5; Rickis 6; Silk-o-Lina 4; The Mucky Duck 5; Marks and Spencer 3. Men's Wear: Big Steel 4; Jack Fraser 4; Black Sheep Boutique Ltd. 4; McLeod Bros. 5; O'Connors; Tip Top 7; Jeffereys 3. Jewelry: Ben Moss 3; Birks 4; Classic 3; Crown 2; McKenzie 3; Mappins 3; Peoples 7. Sporting Goods: Collegiate Sports 2; Sportchek; Edie Bauer. Other: Thriftys 7; Saan 3; Kellys Stereo 3; Radio Shack 13; Canadian Tire 4; Laura Secord Candy 6; Lighting Unlimited 4.

14 - NEWSPAPERS: THE CALGARY SUN (m-mon to fri) 51,128; (S) 57,495; Mar. 31, 1981 ABC. HERALD (e-mon to thu; sat) 139,224; (e-fri) 175,684; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: George S. Willcocks, Adv. Sales Dir., HERALD, 206 7th Ave. SW, Calgary, AB T2P 0W8; Tel. (403) 269-6211. Ken Tapping, Adv. Dir., THE CALGARY SUN, 830-10th Ave. SW, Calgary, AB T2R 0B1; Tel. (403) 263-7730.
National Representatives : HERALD – Southam; SUN – Landon.

EDMONTON, ALTA.

1 - LOCATION: Division 11, E&P Map B-3. North Saskatchewan River. 300 mi. N of U.S. boundary; 793 mi. W of Winnipeg; 711 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads – Canadian Pacific; Canadian Nat'l; No. Alberta; Great Slave Lake; Alberta Resources.
Motor Freight Carriers – 90.
Intercity Bus Lines – Canadian Coachways; Greyhound; Western Bus Lines.
Airlines – Air Canada; CP Air; Hughes Airwest; Northwest Orient; Western Airlines; Associated Helicopters; Wardair; Pacific Western; Jetair; Time Air; Gateway Aviation; Northwest Territorial Airways Ltd.

3 - POPULATION:
Corp. City 76 Cen. 461,361; Loc. Est. 510,417
Met. Area 76 Cen. 552,111; Loc. Est. 644,551
CZ-ABC: (76) 512,750; (81) 552,000
RTZ-ABC: (76) 539,995; (81) 701,000
City & RTZ-ABC: (76) 1,072,745; (81) 1,253,000
PMA-ABC: (76) 572,005; (81) 632,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 189,416
Met. Area 76 Cen. N.A.; Loc. Est. 230,910
CZ-ABC: (76) 168,645; (81) 197,700
RTZ-ABC: (76) 162,175; (81) 224,200
City & RTZ-ABC: (76) 330,820; (81) 421,900
PMA-ABC: (76) 185,074; (81) 223,400

5 - BANKS: Debits $120,977,000,000

6 - PASSENGER AUTOS: Province 1,100,000

7 - ELECTRIC METERS: Residence 192,252

8 - GAS METERS: Residence Metro 150,693

9 - PRINCIPAL INDUSTRIES: (Av. Wkly. Wage) Construction ($408); Manufacturing ($393); Transportation ($384); Clerical ($212).
Principal Pay Days Fri. 1st, 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 14-85; Summer 33-92; Fall 14-68; Winter 31-50. First & last killing frosts, Oct. 9 and May 4.

11 - TAP WATER: Alkaline, soft, flouridated.

12 - RETAILING: Principal Shopping area – 4 blocks on 101 St.; 4 on 97 St.; 10 on Jasper Ave.; 3 on 102 St.
Neighborhood Shopping Areas – South Edmonton; 99 St. to 109 St. on 82 Ave.; 82 Ave. to 85 Ave. on 104 St.; West End 149 St. to 156 St. on Stony Plain Rd; 102 Ave. to 109 Ave. on 124 St.
Shopping Centres – Bonnie Doon Mall (66 units); Capilano Mall (48 units); Centennial Village (50 units); McCauley Plaza (31 units); Meadowlark Park (70 units); Northwood (21 units); Southgate (46 units); Londonderry Mall (60 units); Westmount Mall (58 units); Edmonton Centre (90 units); Kingsway Garden Mall (68 units); Northtown Mall (27 units); Parkway Village (30 units); Abbotsfield Mall (20 units); Millbourne Mall (32 units); Castle Downs Town Square (10 units); St. Albert Centre (62 units); Eastgate Mall (20 units); Hermitage Mall (160 units); West Edmonton Mall (180 units).
Principal Shopping Days : Department stores-Thur. Fri., Sat.; Food-Fri. evenings, Sat.

13 - RETAIL OUTLETS: Department Stores : Eaton's 4; The Bay 5; Woodward's 4; Johnstone-Walker 3; Simpsons-Sears 5; Zellers 5; Woolco 4; Woolworth; Kresge; Army & Navy 2; Macleods 2; K mart 2; Saveco 4.
Chain Drug Stores : ARP 6; Baydala 7; IDA 12; Shoppers Drug Mart 9; Spragge 9; Rexall 24; Dispensaries Ltd. 7; Boots 4; London Drugs 3; Owl Drug 6.
Chain Food Supermarkets : Safeway 40; IGA 10; Tomboy 5; Q-Mart 10; 7-Eleven 30; Mac's Convenient Foods 28; M&M 47; Red Rooster 30.
Other Chain Stores : Shoes: Bata 5; Agnews-Surpass 11; Cedar 4; Dack's; Florsheim; Gallenkamp 3; Kinney 6; Fredelle; Scholl's; Lewis; Villager 3. Clothing: Sally 4; Betty Shops 6; Burdines 2; Dalmy's 5; Thrifty's 7; D'Allairds 4; Fairweather 5; Francine's 6; Gray's 3; Giselle 3; Pennington's 4; Reitman's 5; Ricki's 6; St. Clair 5; Sweet Sixteen 6; Town & Country 2; Big Steel 3; Black Sheep 5; Jack Fraser 3; Plaza Men's Shops 5; Tip Top 7; Work Wearhouse 2. Electronics: Radio Shack 16; Kelly's Stereo Mart 3; International Stereo 4; Mister Sound 6; Sam the Record Man 3; A&A Records; Ikea; Leon's. Other: National Drapery; Harrisons Drapery; Montreal Drapery; Cara Shops 8; Cargo Canada; Coles 7; McBain Camera 6; Birks 4; Beau Jangles 6; MacKenzies 3; Mappins 3; Peoples 10; Outdoor Stores; General Paints 2; Bapco Paint 2; Cloverdale Paint; Tower Paint 4; Sherwin-Williams 3; General Paint 4; Glidden 2; Totem Lumber 2; Crown Marts; Revelstoke 4; Windsor Plywood 3; Beaver Lumber 2; Plumbing Mart; Factory Carpet; Metropolitain Carpet 2; Allied Homes.

14 - NEWSPAPERS: JOURNAL (e-mon to thu; sat) 178,596; (e-fri) 224,185; Mar. 31, 1981 ABC. SUN (m-mon to fri) 63,062; (S) 84,451; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Norm Weitzel, Adv. Dir., JOURNAL, 10006-101 St., Edmonton, AB T5J 2S6; Tel. (403) 425-9120. K. King, Adv. Dir., SUN, 9405 50 St., Edmonton, AB T6B 2T4; Tel. (306) 468-5111.
National Representatives : JOURNAL – Southam; SUN – None.

FORT McMURRAY, ALTA.

1 - LOCATION: E&P Map B-4, Primary industry extraction and conversion of tar sands to crude oil. Located on Athabasca River 275 mi. NE from Edmonton. On Provincial Hwy. 63.

2 - TRANSPORTATION: Railroads – Northern Alberta.
Motor Freight Carriers – Grimshaw; Byers; Yukon Freight; Highway 63 Transport; Alltrans; MacCoshan.
Intercity Bus Lines – Greyhound; Red Arrow.
Airlines – Pacific Western.

3 - POPULATION:
Corp. City 76 Cen. 15,424; Loc. Est. 29,000
CZ-ABC: (76) 15,424; (81) 33,400

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 7,892
CZ-ABC: (76) 4,220; (81) 10,000

5 - BANKS: 6 Commercial; Deposits N.A.

6 - PASSENGER AUTOS: Province 1,100,000

7 - ELECTRIC METERS: Residence 10,608

8 - GAS METERS: Residence 4,600

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wage Earners – Construction 7,200; Inside Oil Plant Workers 5,000; 2,500 in related Service Commerce. Average Income $9,826 (1973); Est. $28,000 (1980).
Principal Industrial Pay Days – Thu., Fri.

10 - CLIMATE: Average – Spring 30; Summer 71; Fall 45; Winter -6. First killing frost, Sept. 1. Last killing frost, May 15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Center – 2 (1 block each) on Franklin Avenue.
Neighborhood Shopping Centers – 4.
Principal Shopping Days : Thu., Fri.
Stores Open Evenings : Thu., Fri.

13 - RETAIL OUTLETS: Department Stores – The Bay; Macleods; Canadian Tire.
Drug/Variety Stores – Hills; Fort Super Drugs; Park Plaza; Drug Mart.
Chain Food Stores – Safeway; Super A; I.G.A.
Other Chain Stores – Simpson-Sears; National Tire; Beaver Lumber; Firestone Tire; Coles Book Store; Kinney Shoes; Revelstoke; People's Jewelers; Reitman's; Fairweather's; Thrifty's Mr. Big; Tip Top Tailors; Kelly's Stereo; O.B. Allon Jewelers; Zellers.

14 - NEWSPAPERS: TODAY (e-mon to fri) 5,433; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Neil Sutcliffe, Adv. Mgr., TODAY, 9701 Franklin Ave., Fort McMurray, AB T9H 3G1; Tel. (403) 743-8186.
National Representative : None.

GRAND PRAIRIE, ALTA.

1 - LOCATION: Census Division No. 15, E&P Map B-3. 278 mi. NW of Edmonton; 87 mi. E of British Columbia border. On Hwy. No. 2 (connecting with Alaska Hwy. at Dawson Creek, B.C.), paved roads to north, east and west.

2 - TRANSPORTATION: Railroads – Northern Alberta; Alberta Resources.
Motor Freight Carriers : 12.
Interprovincial Bus Lines : Greyhound.
Airline – Canadian Pacific; Time Air; Wapiti Aviation.

3 - POPULATION:
Corp. City 76 Cen. 17,626; Loc. Est. 23,803
CZ-ABC: (76) 17,626; (81) 24,500
RTZ-ABC: (76) 52,732; (81) 60,400
City & RTZ-ABC: (76) 70,358; (81) 84,900

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 7,989
CZ-ABC: (76) 5,375; (81) 8,200
RTZ-ABC: (76) 14,450; (81) 18,100
City & RTZ-ABC: (76) 19,825; (81) 26,300

5 - BANKS: 8, Deposits N.A.

6 - PASSENGER AUTOS: Province 1,100,000

7 - ELECTRIC METERS: Residence 5,150

8 - GAS METERS: Residence 5,150

9 - PRINCIPAL INDUSTRIES: North Canadian Forest Industries (plywood plant, lumber camps, etc.); Procter & Gamble Cellulose Ltd.; Pulp Mill; Grain Elevators; Feed & Seed Plants; Wholesale Warehouses; Steel Industries; Iron Works; Northern Alberta Dairy Pool; Soft Drink Botting Plants; Poultry Hatcheries; Farming; Ranching; Gas and Oil Industries; Alta. Govt. Telephones; Alberta Power (elec.); Northwestern Utilities (gas); Railway; Federal and Provincial Gov. Depts.; Const. Firms; Concrete; CP-CN Telecommunications; Sulphur; Grande Prairie College; Aviation; Meat Packing; Natural Gas Plant.

10 - CLIMATE: Mean annual temperature 36 F.; Highest monthly mean July 60 F.; Lowest monthly mean Jan. 9 F.; Mean annual rainfall 10 in.; Mean annual snowfall 69 in.; Total avg. precipitation 17 in.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Center – 4 blocks on 99, 100, 101, 102 Aves.; 3 blocks on 101 St.; 10 blocks on 100 St.; Industrial District 98 to 102 St., on 97 & 98 Aves., south and north of NAR tracks; Industrial Park at 100 Ave.-108 St.
Neighborhood Shopping Center : Safeway Plaza; N on Clairmont Road; Towne Centre Mall-Downtown Prairie Mall, 100 St., & 177 Ave.; Patterson Place Shopping Centre 84th Ave.

13 - RETAIL OUTLETS: Department Stores – Hudson's Bay; Co-op; Simpson-Sears; T. Eaton.
Variety Stores – Woolworth's; Metropolitan Stores; Zeller's.
Other Chain Stores : Fields Stores; Saan; St. Clair Shop; Singer Co.; Sweet 16; MacLeod's; National Home Furniture.
Chain Food Supermarkets : Safeway; IGA; Alberta Grocers; Much More Stores.

14 - NEWSPAPERS: HERALD-TRIBUNE (e-mon to thu) 8,304; (e-fri) 9,928; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Allan R. Parsons, Adv. Mgr., HERALD-TRIBUNE, 10604 100th St., Grand Prairie, AB T8V 2M5; Tel. (403) 532-1110.
National Representative : None.

LETHBRIDGE, ALTA.

1 - LOCATION: Division 2, E&P Map B-3. 135 mi. S of Calgary and 66 mi. N of the boundary. On Provincial Hwy. 3 E and W (Trans-Alberta); No. 4 S to international boundary (Port of Coutts), connecting with No. 2 N. No. 5 SW to Waterton Glacier International Peace Parks and Port of Chief Mountain, connecting at Cardston with No. 2 S to international boundary (Port of Carway).

2 - TRANSPORTATION: Railroads - Canadian Pacific.
Motor Freight Carriers - 50.
Interprovincial Bus Lines - Greyhound.
Airlines - Time Airways.

3 - POPULATION:
Corp. City 76 Cen. 46,752; Loc. Est. 54,624
CZ-ABC: (76) 46,752; (81) 52,600
RTZ-ABC: (76) 100,699; (81) 111,300
City & RTZ-ABC: (76) 147,451; (81) 163,900

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 19,893
CZ-ABC: (76) 15,715; (81) 19,400
RTZ-ABC: (76) 28,480; (81) 34,700
City & RTZ-ABC: (76) 44,195; (81) 54,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Savings	23	$5,320,273,000
Sav. & Loan	21	N.A.

6 - PASSENGER AUTOS: City 28,564

7 - ELECTRIC METERS: Residence 17,503

8 - GAS METERS: Residence 19,712

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Food Proc.; Furniture; Metal Fabrication; Rollers; Tanks; House Trailers; Commercial Trailers; Pre-fab. Homes; Drums; Cinder Blocks; Brewery; Macaroni; Farm Machy.; Oxygen Plant; Mfg. & Refining Edible & Non Edible Oils; Meat Packing & Dressing; Telephone Assembly; Distillers; Ceramics; Poultry; Oilwell Equip.; Frozen Foods; Foundry; Floor Milling; Lethbridge Community College; University of Lethbridge.

10 - CLIMATE: Min. & Max. (celsius) Temp. - Spring 11-25; Summer 5-32; Fall -7-30; Winter -11-1. First killing frost, Oct. 9. Last killing frost, May 20.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers - 3 blocks on 3rd & 4th Aves.; 4 on 5th St.; 2 on 6th & 7th Sts. S.; 4 on 13th St. N.

Neighborhood Shopping Centers : 3rd Ave. & 13th St. S.; 9th Ave. & 15th St. S.; Holiday Village on Mayor Magrath Dr.; on 16th Ave. S.; Norbridge, 24th St. at 7th Ave. N.; College Mall on Mayor Magrath Dr. at 20th Ave. S.; Centre Village, 13th St. and 2nd Ave. North; Westminster, 5th Ave. and 13th St. North; Lethbridge Centre, 5th St. and 4th Ave. So.; South Plaza, 16th Ave. and Mayor Magrath Dr.; Chinook Centre, 13th Ave. N.; Park Meadow Mall, 23 Street & 18 Avenue N.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Center Village Mall (36)	NA	Simpson-Sears, IGA, Shoppers Drug Mart, MacLeod's
College Mall (46)	NA	Woolco, Super Valu, Canadian Tire
Lethbridge Inn Plaza (26)	NA	7-Eleven
Lethbridge Centre (44)	NA	Woodward's
South Plaza (15)	NA	Zellers, Safeway
Chinook Centre (5)	NA	
Park Meadow (35)	NA	Safeway
West Vlg. Mall (10)	NA	

Principal Shopping Days : Thu., Fri., Sat.
Stores Open Evenings : Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores - T. Eaton; Woolco; Zeller's; Simpsons-Sears; Macleod's; Woodward's.
Variety Stores - Woolworth; Saan; Kresge's; Field's.
Chain Food Supermarkets : Safeway 3; Super Valu; Woodward's; IGA 2.

14 - NEWSPAPERS: HERALD (e) 28,594; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Jill Watson, Retail Sales Mgr., HERALD, 504 7th St., S. Lethbridge, AB T1J 3Z7; Tel. (403) 328-4411.
National Representative : Thomson.

MEDICINE HAT, ALTA.

1 - LOCATION: Division 1, E&P Map B-3. Industrial trading center for southeastern Alberta. On south branch of Saskatchewan River. 175 mi. from Calgary; 340 mi. from Edmonton. On Trans-Canada Hwy.

2 - TRANSPORTATION: Canadian Pacific.
Airlines : Time Airways.
Bus Lines : Greyhound.
Motor Freight Carriers - 7.

3 - POPULATION:
Corp. City 76 Cen. 32,811; Loc. Est. 41,768
CZ-ABC: (76) 32,811; (81) 42,900
RTZ-ABC: (76) 20,844; (81) 23,100
City & RTZ-ABC: (76) 53,655; (81) 66,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 15,291
CZ-ABC: (76) 10,910; (81) 15,600
RTZ-ABC: (76) 5,275; (81) 8,000
City & RTZ-ABC: (76) 17,185; (81) 23,600

5 - BANKS: 8; Deposits N. A.

6 - PASSENGER AUTOS: Province 1,100,000

7 - ELECTRIC METERS: Residence 12,900

8 - GAS METERS: Residence 12,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Garages 300 ($195); Chemical 320 ($200); Clay & Glass 1,100 ($185); Construction 1,200 ($200); Transportation 600 ($185); Warehouse 300 ($130); Retail 1,500 ($125); Finance 160 ($155); Restaurant 380 ($140); Dairy 70 ($165); Service 2,000 ($145); Others 2,000 ($150); Industrial composite for firms employing 20 or more ($285).
Principal Industrial Pay Days : 2nd and 4th Thu.

10 - CLIMATE: Min. & Max. Temp. - Spring 13-72; Summer 49-106; Fall 45-90; Winter 22-60. First killing frost, Sept. 24. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, hard 140 p. p. m.

12 - RETAILING: Principal Shopping Center - 5 blocks on 2nd and 3rd Sts.
Neighborhood Shopping Centers : 4th Ave., Aberdeen St.; 3rd St. on Riverside; Industrial Dist.; N Railway St.; Division Ave. betw. 6th & 7th Sts.; Crescent Hghts.; Southview Mall; Medicine Hat Mall.
Principal Shopping Days : Department Stores - Mon., Thu., Fri., Sat.; Food - Fri., Sat.

13 - RETAIL OUTLETS: Department Stores - T. Eaton; Simpson-Sears; K mart; The Bay.
Variety Stores - Woolworth; Kresge.
Chain Food Supermarkets : Safeway 3; Co-op; IGA 2; OK Economy; Red Owl Foods 3.

14 - NEWSPAPERS: NEWS (e) 13,946; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Stuart M. Warne, Advt. Mgr., NEWS, 4 6th Ave., Medicine Hat, AB T1A 7E6; Tel. (403) 527-1101.
National Representative : Southam.

RED DEER, ALTA.

1 - LOCATION: E&P Map B-3, Midway bet. Calgary and Edmonton (95 mi.). Hub for the four western Canadian Provinces; easy access to newly developing Canadian Northland, Alaska and NW U.S.

2 - TRANSPORTATION: Railroads - Canadian Pacific; Canadian National.
Bus Lines - Greyhound; Coachways; Red Arrow Express.
Motor Freight Carriers - 40.
Airlines - Time Air.

3 - POPULATION:
Corp. City 76 Cen. 32,184; Loc. Est. 42,000
CZ-ABC: (76) 32,184; (81) 46,600
RTZ-ABC: (76) 99,298; (81) 125,500
City & RTZ-ABC: (76) 131,482; (81) 172,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 14,000
CZ-ABC: (76) 9,800; (81) 15,500
RTZ-ABC: (76) 29,765; (81) 41,300
City & RTZ-ABC: (76) 39,565; (81) 56,800

5 - BANKS: 20 Comm.; Deposits N.A.

6 - PASSENGER AUTOS: Province 1,100,000

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence 13,200

9 - PRINCIPAL INDUSTRIES: Milk Condensery; Poultry Eviscerating Plant and Creamery; Packing Plants; Can Factory; Mfg. of Transformers; Bottling; 3 Trailer Manufacturers; Concrete; Auto Parts Plant; Railroads; over 3,500 oil and gas wells; Brewery; Prov. Gov't 3,000; Alberta Gas Ethylene Plant; Pipeline Line Factory.

10 - CLIMATE: Av. Temp. - May to Sept. 54. First killing frost, Oct. 1. Last killing frost, Mar. 31.

11 - TAP WATER: Filtered soft; fluoridated, reduced from 232 ppm to 70 ppm hardness.

12 - RETAILING: Principal Shopping Centers - On Gaetz Ave. & Ross St. Other shopping centers in West Park; Eastview & Ross St.; E. Parkland Shopping Mall (North Hill); Bower Place (Southhill).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bower Place (99)	NA	Woodwards, Eatons
Eastview (10)	NA	IGA, Eastview Super Drug
Parkland Mall (88)	NA	Sears, Woolco, Safeway
Plaza Center (20)	NA	Co-op
Port-O-Call (8)	NA	Safeway, Western
Pines Shopping Plaza (10)	NA	Red Rooster, Pines Drugs

Stores Open Evenings : Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores - T. Eaton; Hudson's Bay; Simpsons-Sears; Co-op; MacLeod's; Woolco; Merit Stores; Woodwards.
Variety Stores - S.S. Kresge.
Discount Stores : Saveco.
Chain Food Stores - Safeway 2; IGA 2; Tom Boy; Co-Op; Woodwards Food Floor.

14 - NEWSPAPERS: ADVOCATE (e) 19,489; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R.F. Grainger, Adv. Mgr., ADVOCATE, 2950 Bremner Ave., Red Deer, AB T4N 5G3; Tel. (403) 343-2400.
National Representative : None.

BRITISH COLUMBIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**	**1985**
Under 5 Years	173	193	205
5-14 Years	422	413	396
15-24 Years	460	482	467
25-44 Years	676	794	901
45-64 Years	495	527	541
65 and Over	243	284	315
TOTAL	2,469	2,693	2,825

Based on Statistics Canada Census and Population Projections.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1982**
General Mdse.	719	2,547
Apparel	122	587
Furniture	99	420
Groceries	904	2,582
Lumber/Bldg. Mat.	36	111
Restaurants	205	941
Autos	580	2,836
Gasoline/Fuel Oil	283	712
Drugs	124	427
TOTAL	3,744	13,107

Source: Census of Canada/Retail Trade.

CRANBROOK, B. C.

1 - LOCATION: E&P Map B-3. Located on Hwys. 3 & 95, 52 mi. N of the Canadian-U.S. border, 90 mi. W of the B.C.-Alta. border. Div. No. 1, Sub-div. 8. SE corner of Province. Hub city of the East Kootenay region & a major hwy. & railway ctr.

2 - TRANSPORTATION: Railroads - C.P.R.
Intercity Bus Lines - Greyhound.
Airlines - Pacific Western.

3 - POPULATION:
Corp. City 76 Cen. 13,510; Loc. Est. 14,711
CZ-ABC: (76) 13,510; (81) 15,900
RTZ-ABC: (76) 32,940; (81) 41,100
City & RTZ-ABC: (76) 46,450; (81) 57,000

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 5,238
CZ-ABC: (76) 4,220; (81) 5,500
RTZ-ABC: (76) 10,320; (81) 14,100
City & RTZ-ABC: (76) 14,540; (81) 19,600

5 - BANKS: 7 Commercial; 1 Credit Union.

6 - PASSENGER AUTOS: City 8,198

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Forestry; Coal Mining; Transportation; Gold, Silver & Lead Mining; Dairy, Trucking & Farming.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center - Downtown center of city on Baker St. Tamarack Shopping Centre, Cranbrook Mall (enclosed).

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TOWNSMAN (e-mon to fri) 4,228; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Stewart Castle, Pub., TOWNSMAN, 31 7th Ave. South, Cranbrook, BC V1C 2J2; Tel. (604) 426-5201.
National Representative : None.

DAWSON CREEK, B.C.

1 - LOCATION: Cariboo Elec. Dist. (C), E&P Map B-2. 700 mi. NE of Vancouver; 370 mi. NW of Edmonton, Alta. Coal & oil development, forestry, farming & agriculture. On Mile Zero Alaska Hwy.

2 - TRANSPORTATION: Railroads : Canadian National; British Columbia.
Motor Freight Carriers : 11.
Airlines : Pacific Western; CPAir via Fort St. John.

3 - POPULATION:
Corp. City 76 Cen. 10,525; Loc. Est. 10,283

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 3,315

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan	1	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: City 6,147

7 - ELECTRIC METERS: Residence 3,900

8 - GAS METERS: Residence 3,900

9 - PRINCIPAL INDUSTRIES: Lumbering; Mining; Oil Development; Farming & Ranching; Agriculture.
Principal Industrial Pay Days : Thurs. & Fri.

10 - CLIMATE: Six-year average (Celsius) - Spring 1; Summer 14; Fall 3; Winter 13. Av. frost free days 74.

11 - TAP WATER: Akaline, hard.

12 - RETAILING: Principal Shopping Center : Dawson Mall, 34 stores.
Neighborhood Shopping Centers : Dawson Co-op; Old Safeway Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grand Prairie Mall	80	Zeller's, Safeway
Fort St. John	50	Zeller's, Safeway

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores : K mart; Bay; Co-op; MacLeod's.
Discount Stores : Woolworth; Kresage; Saan; Fields.
Variety Stores : Woolworth; Kresage.
Chain Drug Stores : Shoppers; IDA.
Chain Supermarkets : Safeway; Super A; Co-op.
Other Chain Stores : Marshall Wells; Reitmans; Sweet 16; Kelly's Stereos; Sears.

14 - NEWSPAPERS: PEACE RIVER BLOCK NEWS (e) 3,650; sworn Mar. 31, 1981.
Local Contact for Advertising and Merchandising Data: Glen Dalke, Pub., PEACE RIVER BLOCK NEWS, PO Box 180, Dawson Creek, BC V1G 4G6; Tel. (604) 782-4888.
National Representative : None.

FORT ST. JOHN, B.C.

1 - LOCATION: Peace River-Liard Regional District, E&P Map B-2. 45 mi. NW of Dawson Creek. Tourism, gas, logging, oil wells & diversified farming.

2 - TRANSPORTATION: Railroads : B.C.R.
Motor Freight Carriers : White Pass; Canadian Freightways.
Airlines : CPAir; (connecting point Edmonton, Whitehorse, Prince George, Vancouver).
Intercity Bus Lines : Greyhound.

3 - POPULATION:
Corp. City 76 Cen. 8,945; Loc. Est. 8,739
CZ-ABC: (76) 8,947; (80) 8,900
RTZ-ABC: (76) 30,928; (80) 29,000
City & RTZ-ABC: (76) 39,875; (80) 37,900

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 2,637
CZ-ABC: (76) 2,610; (80) 2,800
RTZ-ABC: (76) 8,680; (80) 8,700
City & RTZ-ABC: (76) 11,290; (80) 11,500

5 - BANKS: 6; Deposits N.A.

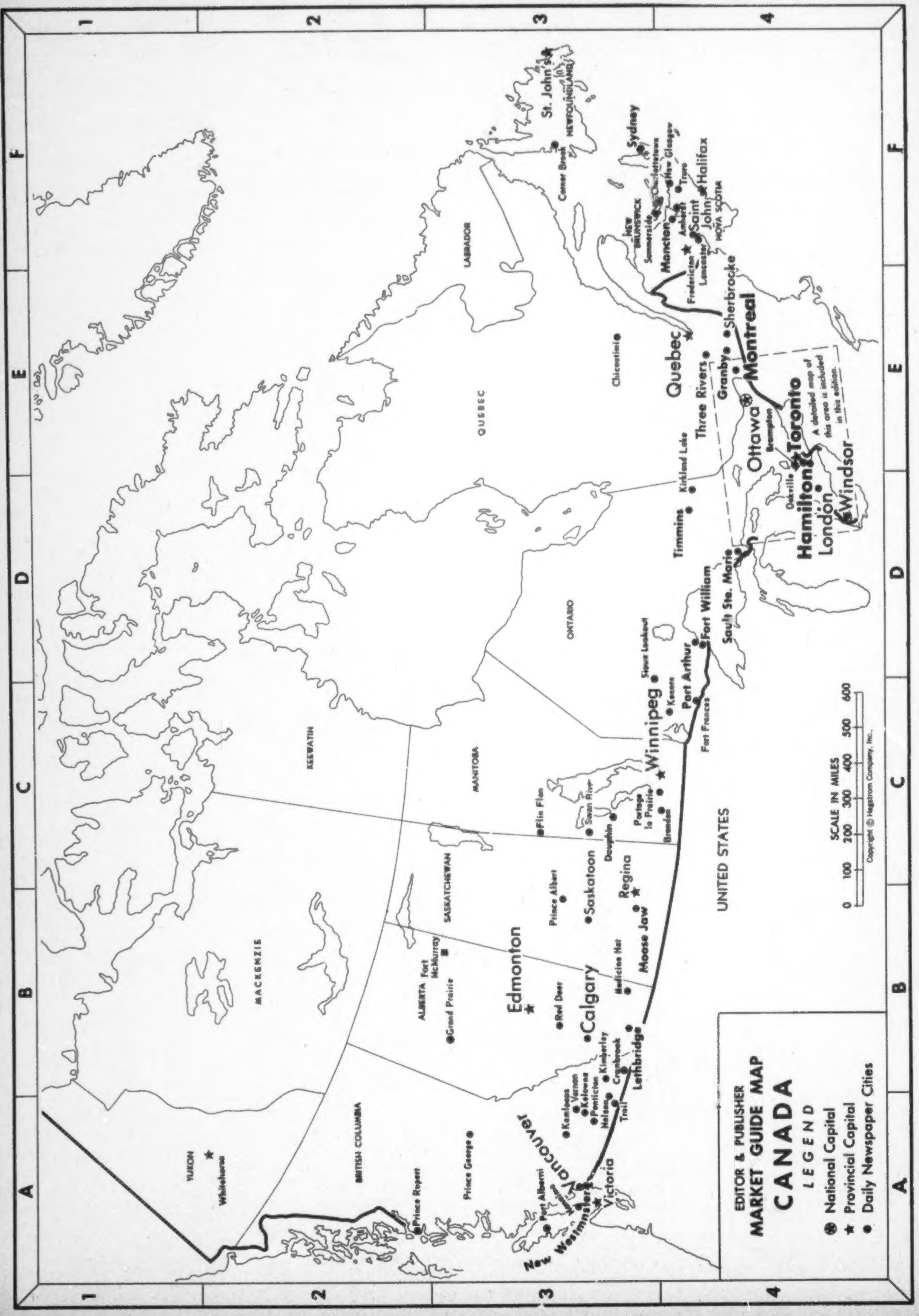
6 - PASSENGER AUTOS: City 7,485

7 - ELECTRIC METERS: City 6,430

8 - GAS METERS: 5,677

9 - PRINCIPAL INDUSTRIES: Forestry; Gas & Oil Wells; Dairying; Livestock; Alfalfa Seed; Feed Grains.

10 - CLIMATE: Min. & Max. Temp. - -40 to ¢40 C.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CANADA
LEGEND
⊛ National Capital
★ Provincial Capital
● Daily Newspaper Cities
SCALE IN MILES
0
100
200
300
400
500
600
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A detailed map of this area is included in this edition.
UNITED STATES
A
B
C
D
E
F
1
2
3
4
YUKON
Whitehorse
BRITISH COLUMBIA
MACKENZIE
ALBERTA
SASKATCHEWAN
MANITOBA
KEEWATIN
ONTARIO
QUEBEC
LABRADOR
NEWFOUNDLAND
NEW BRUNSWICK
NOVA SCOTIA
Prince Rupert
Prince George
Port Alberni
Nanaimo
Victoria
Vancouver
New Westminster
Kamloops
Vernon
Kelowna
Penticton
Nelson
Trail
Kimberley
Cranbrook
Lethbridge
Calgary
Red Deer
Edmonton
Grand Prairie
Fort McMurray
Medicine Hat
Moose Jaw
Regina
Saskatoon
Prince Albert
Flin Flon
Swan River
Dauphin
Portage la Prairie
Brandon
Winnipeg
Kenora
Sioux Lookout
Port Arthur
Fort William
Fort Frances
Sault Ste. Marie
Timmins
Kirkland Lake
Chicoutimi
Quebec
Three Rivers
Granby
Sherbrooke
Montreal
Ottawa
Toronto
Brampton
Oakville
Hamilton
London
Windsor
Fredericton
Lancaster
Saint John
Moncton
Summerside
Charlottetown
New Glasgow
Amherst
Truro
Halifax
Sydney
Corner Brook
St. John's

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center : Totem Mall.
Neighborhood Shopping Centers : Northgate Mall; Co-op Shopping Center.

13 - RETAIL OUTLETS: Department Stores : Zeller's; Central; The Bay.
Discount Stores : Save-A-Lot.
Chain Drug Stores : People's Drug Mart; Shoppers Drug.
Chain Supermarkets : Overwaitea; IGA; Safeway.
Other Chain Stores : The Bay; MacLeod's; Stedmans; Fields; Marshall Wells.

14 - NEWSPAPERS: ALASKA HIGHWAY NEWS (e-mon to fri) 3,993; Sept. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Heinz Goldbach, Adv. Mgr., ALASKA HIGHWAY NEWS, 9916-98th St., Fort St. John, BC V1J 3T8; Tel. (604) 785-5631.
National Representative : Sterling Newspapers.

GREATER PRINCE GEORGE, B.C.

1 - LOCATION: E&P Map A-3. 466 mi. N of Vancouver.

2 - TRANSPORTATION: Railroads - British Columbia; Canadian National.
Airlines - C.P.A.; P.W.A.; NTAir.
Bus Lines : Greyhound; Coachways.

3 - POPULATION:
Corp. City 76 Cen. 59,929; Loc. Est. 69,435
CZ-ABC: (76) 59,929; (81) 65,600
RTZ-ABC: (76) 52,304; (81) 102,000
City & RTZ-ABC: (76) 112,233; (81) 167,600
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 23,194
CZ-ABC: (76) 17,570; (81) 21,100
RTZ-ABC: (76) 14,605; (81) 18,300
City & RTZ-ABC: (76) 32,175; (81) 39,400

5 - BANKS: Sav. & Loan Assn.17; Deposits N.A.

6 - PASSENGER AUTOS: City 28,521

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage) - Lumbering ($331); Transp.; Gov't.; Pulp and Paper; Oil Refinery; Caustic Chemicals.

10 - CLIMATE: N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores - Hudson Bay; Sears; Stedman's; Woodward's; Saan; Woolco.
Variety Stores : Kresge.
Chain Supermarkets : Safeway 2; Overwaitea 3; Woodward's; Super Valu 2.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 22,838; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Doug French, Adv. Mgr., CITIZEN, 150 Brunswick St., Prince George, BC V2L 4T1; Tel. (604) 562-2441.
National Representatives : Southam; Vernon J. Rumford.

KAMLOOPS, B.C.

1 - LOCATION: Division 6, E&P Map A-3. About 250 mi. NE of Vancouver; approx. same distance NW of Trail; 390 mi. W of Calgary.

2 - TRANSPORTATION: Railroads - Canadian Pacific; Canadian Nat'l Railway.
Airlines - Pacific Western.

3 - POPULATION:
Corp. City 76 Cen. 58,311; Loc. Est. 68,931
CZ-ABC: (76) 58,311; (81) 66,000
RTZ-ABC: (76) 53,224; (81) 35,700
City & RTZ-ABC: (76) 111,535; (81) 101,700

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 24,279
CZ-ABC: (76) 18,025; (81) 22,400
RTZ-ABC: (76) 16,340; (81) 11,600
City & RTZ-ABC: (76) 34,365; (81) 34,000

5 - BANKS: 10, Deposits N.A.

6 - PASSENGER AUTOS: City 27,880

7 - ELECTRIC METERS: Residence 10,732

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Employees - Lumbering (268 mills) 1,500; Railways (2) 1,259; Farming & Ranching 1,200; Gov't. 1,000; Contractors (40) 400; Canning, Packing (seasonal) 300; Schools 250; Oil Refinery 125; Whlse. Distr. (18) 115; Hop Kilns (picking etc.) 100; Natural Gas 100; Pulp Mill 450; Industrial & Commercial Payroll $48,000,000.

10 - CLIMATE: N.A.

11 - TAP WATER: Town, soft. Trading area, fairly hard; fluoridated.

12 - RETAILING: Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores - Women's Clothing 22; Men's Clothing 14; Appliance and Radio 28; Furniture 11; Drug 10; Grocery 67.
Chain and Department Stores : Simpson-Sears; Hudson's Bay; T. Eaton; Safeway 2; Overwaitea; Super Valu 3; Woolworth; Copp's; Sweet Sixteen; Buckerfield's; Singer Co.; Sally; Dairy Queen; Fashion First; Woodward's; Marshall Wells; Shoppers Drug Mart; Jack Fraser; People Credit Jewelers; Zeller's; Fields; Saan.

14 - NEWSPAPERS: SENTINEL (e) 10,956; (S) 10,924; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gary Oldfield, Adv. Mgr., SENTINEL, 206 Seymour St., Kamloops, BC V2C 2E6; Tel. (604) 372-7731.
National Representative : Thomson.

KELOWNA, B.C.

1 - LOCATION: Division 3, E&P Map A-3. On Okanagan Lake; 295 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads - C.P.; C.N.R.
Motor Freight Carriers - 12
Intercity Bus Lines - Greyhound.
Airlines - B.C.; Pacific Western.

3 - POPULATION:
Corp. City 76 Cen. 51,955; Loc. Est. 63,114
CZ-ABC: (76) 53,022; (81) 61,900
RTZ-ABC: (76) 18,232; (81) 29,400
City & RTZ-ABC: (76) 71,254; (81) 91,300

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 24,279
CZ-ABC: (76) 18,026; (81) 23,100
RTZ-ABC: (76) 5,799; (81) 10,400
City & RTZ-ABC: (76) 23,825; (81) 33,500

5 - BANKS: Comm. 9; Sav. & Loan 6.

6 - PASSENGER AUTOS: City 38,662

7 - ELECTRIC METERS: 11,000

8 - GAS METERS: 6,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Fruit Picking & Pkg. 2,800; Logging & Saw Mills 1,050; Retailing 1,200; Office & Clerical 800; Transp. 288; Cons. 1,200; Distillery 400; Truck Mfg. 450; Rec. Vehicles 850.

10 - CLIMATE: Daily mean temperature 47. Precipitation 12.35 in. annually.

11 - TAP WATER: Fluoridated & chlorinated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores : Field's; Fumertons; Hudson's Bay; MacLeod's; Sears.
Variety Stores : Woolworth; Metropolitan; Saan.
Chain Drug Stores : Rexall; Western; London Drug; Shoppers Drug Mart.
Chain Food Stores : Safeway; Shop-Easy 3; Red & White; Super Valu: Lucky Dollar; I.G.A.

14 - NEWSPAPERS: COURIER (e) 15,412; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John J. Kobylnik, Gen. Adv. Mgr., COURIER, 550 Doyle Ave., Kelowna, BC V1Y 7V1; Tel (604) 762-4445.
National Representative : Thomson.

KIMBERLEY, B.C.

1 - LOCATION: Division 3, E&P Map B-3. Hwy. 95.

2 - TRANSPORTATION: Railroads - Canadian Pacific.
Intercity Bus Lines - Greyhound.
Airlines - Pacific Western Airlines.

3 - POPULATION:
Corp. City 76 Cen. 7,111; Loc. Est. 6,351

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 2,427

5 - BANKS: 3 Comm. Branches, Deposits N.A.

6 - PASSENGER AUTOS: City 3,527

7 - ELECTRIC METERS: 2,701

8 - GAS METERS: 1,600

9 - PRINCIPAL INDUSTRIES: Mining; Fertilizer Plant 429 emp.; Transp. Comm. Utilities 240 emp.; Pulpmill 250 (B.C.'s 6th highest wage earners live in Kimberly).

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores - Field's (catalog); Simpson.
Variety Stores : MacLeod's.
Chain Drug Stores : Rexall; Tamblyn.
Chain Food Stores : Super Valu; Overwaitea.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 2,410; sworn May 5, 1980.
Local Contact for Advertising and Merchandising Data: Ray Picco, Adv. Mgr., BULLETIN, 335 Spokane St., Kimberly, BC V1A 1Y9; Tel. (604) 427-2233.
National Representative : None.

NANAIMO, B.C.

1 - LOCATION: Division 5, E&P Map A-3. 32 mi. W of Vancouver; 70 mi. N of Victoria; on Island Hwy. Center of wood pulp prod. area.

2 - TRANSPORTATION: Railroads - E&N; CPR and B.C.; Ferries to Vancouver.
Interprovincial Bus Lines - Vancouver Island.

3 - POPULATION:
Corp. City 76 Cen. 40,336; Loc. Est. 45,866
CZ-ABC: (76) 40,336; (81) 41,000
RTZ-ABC: (76) 56,497; (81) 76,700
City & RTZ-ABC: (76) 96,833; (81) 117,700

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 17,882
CZ-ABC: (76) 13,800; (81) 15,700
RTZ-ABC: (76) 19,115; (81) 20,100
City & RTZ-ABC: (76) 32,915; (81) 43,800

5 - BANKS: 12; Deposits $149,000,000

6 - PASSENGER AUTOS: City 23,872

7 - ELECTRIC METERS: Res. 14,000

8 - GAS METERS: Res. 1,350

9 - PRINCIPAL INDUSTRIES: Lumber; Logging Machinery; Pulp; Shipbldg.; Fishing; Agriculture; Tourists.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores - T. Eaton; Simpson-Sears; MacLeod's; Fields; Woolworth; Woolco.
Chain Drug Stores : Shoppers Drug Mart 3; Central Drug 3; Nanaimo Pharmacy 2; Western.
Chain Supermarkets : Safeway 2; Super Valu 2; Overwaitea; IGA.
Stores Open Evenings : Thurs. & Fri., Woolco Mon. thru Sat.

14 - NEWSPAPERS: FREE PRESS (e) 9,487; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John A. Farrington, Pub. & Gen. Mgr., FREE PRESS, 225 Commercial St., Nanaimo, BC V9R 5K5; Tel. (604) 753-3451.
National Representative : Thomson.

NELSON, B.C.

1 - LOCATION: West Kootenay Electoral District. E&P Map A-3. 450 mi. E of Vancouver; 400 mi. W of Calgary. On West Arm of Kootenay Lake; Next to Duncan and Hugh Keenlyside Dams. On Southern Trans-Canada Hwy. No. 3.

2 - TRANSPORTATION: Railroads - Canadian Pacific; Burlington Northern.
Motor Freight Carriers - 8.
Intercity Bus Lines - Greyhound, Kaslo-Nelson; Airline Service.
Airlines - PWA.

3 - POPULATION:
Corp. City 76 Cen. 9,235; Loc. Est. 8,765
CZ-ABC: (76) 9,569; (81) 9,000
RTZ-ABC: (76) 44,894; (81) 48,000
City & RTZ-ABC: (76) 54,463; (81) 57,000

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 3,603
CZ-ABC: (76) 3,445; (81) 3,500
RTZ-ABC: (76) 14,922; (81) 17,600
City & RTZ-ABC: (76) 18,367; (81) 21,100

5 - BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm.	3	N.A.
Sav. & Loan	4	N.A.

6 - PASSENGER AUTOS: City 6,852

7 - ELECTRIC METERS: Residence 3,983

8 - GAS METERS: Residence 2,327

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Transp. 400 ($150); Lumbering 900 ($175); Contracting 300 ($175); Mfg. 400 ($150).

10 - CLIMATE: Min. & Max. Temp. - Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15th. Last killing frost, Apr. 15th.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center : 12 blocks on Baker, Stanley, Josephine, Ward & Vernon Sts.
Neighborhood Shopping Centers : Fairview-Nelson Ave.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Fri. to 9.

13 - RETAIL OUTLETS: Department Stores : Eaton's; Army & Navy; Field's; Zeller's; Woodward's; Saan; MacLeod's.
Variety Stores : Woolworth.
Chain Supermarkets : Super-Valu; Safeway.

14 - NEWSPAPERS: NEWS (m-mon to fri) 7,620; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Fred C. Bryan, Adv. Dir., NEWS, 266 Baker St., Nelson, BC V1L 4H3; Tel. (604) 352-3552.
National Representative : None.

NEW WESTMINSTER, B.C.

1 - LOCATION: Westminster County, E&P Map A-3. Suburban Vancouver (includes Burnaby, New Westminster, Surrey, Coquitlam, Pt. Coq. & Pt. Moody, North Delta, White Rock). On Fraser River, 15 mi. from Gulf of Georgia; 14 mi. from Vancouver. On Intl. Hwy. 499; B.C. Hwy. 1.

2 - TRANSPORTATION: Railroads - C.P.; BNR; CNR and B.C. Hydro Railway.
Intercity Passenger Bus Lines - Pacific Stage; Greyhound; B.C. Hydro.
Airlines : United; Air Canada; C.P. Air; Pacific Western; Western at Vancouver Int'l Airport, 10 mi. from New Westminster.

3 - POPULATION:
Corp. City 76 Cen. 38,393; Loc. Est. 32,863
Met. Area 76 Cen. 1,149,399; Loc. Est. 1,185,178
PMA-ABC: (76) 435,539; (81) 474,300
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 17,996
Met. Area 76 Cen. N.A.; Loc. Est. 478,883
PMA-ABC: (76) 144,320; (81) 171,600

5 - BANKS:	**NUMBER**	**DEPOSITS**
Commercial	150	N.A.
Credit Unions	45	N.A.
Trust Co's.	9	N.A.

6 - PASSENGER AUTOS: 63,908

7 - ELECTRIC METERS: 189,142

8 - GAS METERS: 107,208

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage) - Manufacturing ($348); Construction ($453); Transportation, Communications & Utilities ($368); Trade ($253); Finance, Insurance & Real Estate ($278); Services ($409).

10 - CLIMATE: Min. & Max. Temp. - Spring 20-82; Summer 41-99; Fall 22-80; Winter -5-62.

11 - TAP WATER: Neutral, soft; not flouridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brentwood Mall	NA	Eaton's, Super-Valu, Zeller's
Lougheed Mall	NA	The Bay, Woolco, Safeway
Middlegate Ctr.	NA	Super-Valu, Zeller's
Coquitlam Centre	NA	Eaton's, The Bay, Woodward's
Cariboo Center	NA	High Low Foods
Burquitlam Plz.	NA	Super-Valu, Safeway
Westwood Mall	NA	K mart, Safeway
The Dell	NA	Buy-Low, Woolworth, Zeller's
Delta Shprs. Mall	NA	High Low, Saan's, Pay & Save
Guildfort Town Centre	NA	Woodward's, Eaton's, Woolco, Super-Valu
K mart Centre	NA	K mart Dept., K mart Food
Nordel Centre	NA	IGA, Robinson's
Riverside Ctr.	NA	IGA, Zeller's
Scottsdale Mall	NA	Super-Valu, Fields, Zeller's
Surrey Place	NA	Sears, The Bay, High Low Foods, Field's
Downtown New Westminster	NA	Army & Navy, Zeller's
Westminster Mall	NA	Shoppers Drugs, Super-Valu
Uptown New Westminster	NA	Woodward's, Woodward's Foods

Principal Shopping Days : Wed., Thurs., Fri. & Sat.
Stores Open Evenings : Wed., Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores - Eaton's; Army & Navy; Field's; Zeller's; Woodward's; Hudson's Bay; Robinson; Sears; Woolco; K mart.
Variety Stores : Woolworth; Kresge's; Metropolitan.
Chain Drug Stores : The Bay 3; People's Drug Mart 3;

Eaton's 3; K mart 2; London 4; Owl; Pay'N Save 2; Shoppers Drug Mart 10; United Pharmacies 11; Western 14; Woodward's 3; Woolco 2; Books 4; Zeller's 2; Community 5.
Chain Supermarkets : High-Low 4; IGA 8; Overwaitea 4; K mart; Mark-It Foods 3; Prairie 3; Safeway 20; Shop Easy 3; Super-Valu 14; Woodward's 3.

14 - NEWSPAPERS: THE COLUMBIAN (e) 28,642; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: L.R. Brown, Natl. Adv. Mgr., THE COLUMBIAN, PO Box 730, New Westminster, BC V3L 4Z7; Tel. (604) 521-2622.
National Representative : Bardal, Gosbee.

PENTICTON, B. C.

1 - LOCATION: Division 3, E&P Map A-3. On Lake Okanagan. 256 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads – C.P.; C.N.
Intercity Bus Lines – Greyhound.
Airlines : Pacific Western.

3 - POPULATION:
Corp. City 76 Cen. 21,344; Loc. Est. 24,119
CZ-ABC: (76) 22,168; (81) 26,100
RTZ-ABC: (76) 23,912; (81) 29,200
City & RTZ-ABC: (76) 46,080; (81) 55,300

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 9,965
CZ-ABC: (76) 8,030; (81) 10,400
RTZ-ABC: (76) 8,590; (81) 11,500
City & RTZ-ABC: (76) 16,620; (81) 21,900

5 - BANKS: 7 Savings

6 - PASSENGER AUTOS: City 16,638

7 - ELECTRIC METERS: 5,758

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Forestry 312; Mfg. 420; Const. 670; Transport. Storage 700; Mining 305; Fruit & Pkg. 1,984.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : Hudson's Bay; Simpson-Sears; Eaton's; Woodwards.
Variety Stores : Woolworth; Pentiction 5 -$1.00.
Chain Drug Stores : Rexall 2; Shoppers Drug Mart.
Chain Supermarkets : Super-Valu 3; Canada Safeway; IGA 2; Shop Easy; Woodwards.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,336; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R. Harding, Adv. Mgr., HERALD, 136 Naniamo Ave. W., Penticton, BC V2A 1N4; Tel. (604) 492-4002.
National Representative : Thomson.

PORT ALBERNI, B.C.

1 - LOCATION: Division 5, E&P Map A-3. 50 mi. NW of Naniamo on Hwy. 4 and 30 mi. from the east coast of Vancouver Island. Center of forest complex (pulp paper, plywood and lumber mfg.); Province's third largest deep-sea port with commercial fishery facilities.

2 - TRANSPORTATION: Railroads – Canadian Pacific.
Motor Freight Carriers – 2.
Intercity Bus Lines – Pacific Coach Lines Ltd.

3 - POPULATION:
Corp. City 76 Cen. 19,585; Loc. Est. 18,455
CZ-ABC: (76) 19,585; (81) 21,400
RTZ-ABC: (76) 12,589; (81) 15,200
City & RTZ-ABC: (76) 32,174; (81) 36,600

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 6,609
CZ-ABC: (76) 6,155; (81) 7,400
RTZ-ABC: (76) 3,665; (81) 4,800
City & RTZ-ABC: (76) 9,820; (81) 12,200

5 - BANKS: 8 Comm.; 1 Credit Union.

6 - PASSENGER AUTOS: City 10,959

7 - ELECTRIC METERS: Res. 5,879

8 - GAS METERS: None.

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Plywood & Lumber Mills; Logging; Fishing & Heavy Machinery.

10 - CLIMATE: Min. & Max. Temp. – Spring 35-50; Summer 60-90; Fall 55-70; Winter 20-40.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center – 3 blocks on Third Ave.; North Port Alberni, Plaza Shopping Center & Alberni Mall, 10th & Redford, Southgate Shopping Center.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores – Woodward's; K mart; Simpson-Sears (catalog).
Chain Drug Stores : Shopper's Drug Mart; Boots.
Chain Supermarkets : Safeway; Super-Valu; Economart; Woodward's.
Other Chain Stores : Jean Burns; Zeller's; Big O Tires; Alberni Co-op; MacLeod's; Woolworth; Saan Stores; Kelly's Stereo Mart; Radio Shack; Kit's Camera; People's Jewellers; Revelstoke Lumber; Copp Shoes; Reitman's; Bootlegger; Sweet 16; Cloverdale Paint.

14 - NEWSPAPERS: ALBERNI VALLEY TIMES (e-mon to fri) 7,838; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Nelson, Pub., ALBERNI VALLEY TIMES, 4918 Napier St., Port Alberni, BC V9Y 7N1; Tel. (604) 723-8171.
National Representative : None.

PRINCE RUPERT, B.C.

1 - LOCATION: Skeena Electoral District, E&P Map A-2. On Kaien Island. NW part of Hecate Strait, bet. mouths of Skeena River and Portland Canal; Pacific Coast terminus of Canadian Natl. Ry.; 500 mi. N of Vancouver; 40 mi. S of Alaskan boundary.

2 - TRANSPORTATION: Railroads – Can. Natl.
Motor Freight Carriers – 3.
Passenger Steamship Lines – 2.
Freight Steamship Lines – 4.
Intercity Bus Lines – Watson Island; Far West.
Airlines – Canadian Pacific; B.C.; Alaska Coastal; North Coast Air Serivces; Trans Provincial.

3 - POPULATION:
Corp. City 76 Cen. 14,754; Loc. Est. 13,277
CZ-ABC: (76) 14,754; (81) 16,500
RTZ-ABC: (76) 3,351; (81) 4,000
City & RTZ-ABC: (76) 18,105; (81) 20,500

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est 4,[illegible]23
CZ-ABC: (76) 4,415; (81) 5,400
RTZ-ABC: (76) 880; (81) 1,100
City & RTZ-ABC: (76) 5,295; (81) 6,500

5 - BANKS: 6.

6 - PASSENGER AUTOS: City 5,214

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Fishing 2,500 ($75); Transp. 200 ($80); Pulp & Paper 1,000 ($400); Mfg. 300 ($70); Food 190 ($90); Gov't. 300; Govt.-Owned Paper Mill (N.A.).
Principal Industrial Pay Days : 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 38-50; Summer 49-62; Fall 42-53; Winter 32-41. First killing frost, Oct. 1. Last killing frost, May 7.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center : Rupert Square, Third Ave., Pride 'O' North Mall.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Fri. to 9.
Stores Close : Mon.

13 - RETAIL OUTLETS: Variety Stores : Woolworth; Field's; MacLeods.
Chain Supermarkets : Hudson Bay; Reitman's; Overwaitea; Fisherman's Co-Op; Safeway.
Other Chain Stores : Sears.

14 - NEWSPAPERS: NEWS (e-mon to fri) 4,092; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Chris Case, Nat'l. Adv. Mgr., NEWS, Box 580, Prince Rupert, BC V8J 3R9; Tel. (604) 624-6781.
National Representative : None.

TRAIL, B.C.

1 - LOCATION: Dist. of West Kootenay, E&P Map A-3. On the Columbia River. 10 mi. from International boundary, in southern section of district; 410 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads – Can. Pac.
Motor Freight Carriers – 3.
Intercity Bus Lines – Greyhound; Airline; City Transit Service.
Airlines – Pacific Western; Arrow.

3 - POPULATION:
Corp. City 76 Cen. 9,976; Loc. Est. 8,523
CZ-ABC: (76) 11,933; (81) 11,400
RTZ-ABC: (76) 24,924; (81) 27,200
City & RTZ-ABC: (76) 36,857; (81) 38,600

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 3,523
CZ-ABC: (76) 4,265; (81) 4,500
RTZ-ABC: (76) 12,360; (81) 9,700
City & RTZ-ABC: (76) 16,625; (81) 14,200

5 - BANKS: 3 Commercial; Deposits N.A.

6 - PASSENGER AUTOS: City 10,192

7 - ELECTRIC METERS: Residence 6,457

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining – Lead, Zinc, Silver, Cadmium, Bismuth, Mercury, Tin, Iron & Electronic Metals; Mfg. of Steel; Fertilizers; Chemicals; Hardware Specialties; Zinc (Die Castings & Extruded); Employment 7,500; Chain Saws.
Principal Industrial Pay Days : 8th & 23rd.

10 - CLIMATE: Min. & Max. Temp. – Spring 21-85; Summer 44-96; Fall 27-87; Winter 16-52.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center – 9 blocks on 3 streets.

In Vancouver two heads are better than one.

If you want to make headway in the Vancouver market there's only one way to go.

The doubleheader of The Vancouver Sun and the Province.

Over $5.0 billion in retail sales last year makes Vancouver Canada's third largest market.

And The Sun and the Province have the broadest reach.

In a recent research study, approved by C.A.R.F., they had a combined unduplicated weekly reach of 727,000 or 79.9% of all adults in the Vancouver C.M.A.

And on any given weekday they are read by 516,000 or 56.7% of all adults.

More Vancouver market readership and demographic data is available through Newspaper Audience DATAbank. And is accessible through IMS and TELMAR.

So, to get ahead in the Vancouver market, get together with The Vancouver Sun and the Province.

For more information, contact: General Advertising Manager: Ken J. McRae (604) 732-2513
Representatives: Toronto Russ C. Boyd (416) 925-2661, Montreal Milt Berlson (514) 878-9794, U.S.A. Cresmer, Woodward, O'Mara & Ormsbee Inc.

THE SUN - THE PROVINCE
2250 GRANVILLE STREET, VANCOUVER, B.C. V6H 3G2

The Vancouver Sun
SUNNY
WEATHER
the province

Neighborhood Shopping Centers : Rossland Avenue (2 blocks); East Trail (3 blocks); Glenmerry (1 block).
Principal Shopping Days : Tues., Wed., Thurs., Fri., Sat.
Stores Open Evenings : Fri.
Stores Close : Most on Mon. all day.

13 - RETAIL OUTLETS: Department Stores - Hudson's Bay; T. Eaton; Simpson-Sears; Woolco.
Variety Stores : S.S. Kresge; Little John Discount.
Chain Supermarkets : Super Valu; Safeway.
Other Chain Stores : Sally; MacLeod's; Sweet Sixteen; Kelly's; Firestone.

14 - NEWSPAPERS: TIMES (e-mon to fri) 6,605; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: C. Jamieson, Adv. Mgr., TIMES, 1163 Cedar Ave., Trail, BC V1R 4B8; Tel. (604) 368-8551.
National Representative : None.

VANCOUVER, B.C.

1 - LOCATION: Division 15, E&P Map A-3. On Burrard Inlet Canada's largest Pacific seaport; direct access to ocean thru Straits of Georgia & Juan de Fuca; 45.2 cargo tons. Principal products handled; forest prod., grain, potash, propane gas, sulphur, coal, flour and fish. Harbor has 98 mi. waterfrontage; 49 sq. mi. deep-sea anchorage; 8 grain elevators (Cap. 27,000,000 bu.); 3 dry docks; 16 ship ways; 76 deep sea berths; 13 grain berths & 31 coastal berths for ocean-going vessels. Commercial metropolis for British Columbia and Yukon financial, distributing & University. 31 mi. N of U.S. Border; 140 mi. N of Seattle; 80 mi. from Victoria. Highways to Trans-Canada and U.S.

2 - TRANSPORTATION: Railroads - Terminus for Canadian National and Canadian Pacific. Terminus for Burlington Northern Inc. (serves Southern British Columbia en route to U.S.). British Columbia Rlwy. serves Northern and interior British Columbia.
Motor Freight Carriers - 200.
Intercity Bus Lines - Greyhound; Pacific Stage; Continental Trailways; British Columbia Hydro; Kay's Transportation; SMT Coachlines; Sechelt Thunderbird Tours; Columbia Stage Lines; Gray Line; H & H; Maverick Coach; Sechelt; Squamish Coachlines; V & J Transportation; Vancouver Airline Limousines; Seabus (between Vanc. & North Vanc.).
Airlines : Air Canada; B.C. Airlines; United; CP Air; Japan; Quantas; Nanaimo Air Lines; Ocean Air (Port Alberni); Pacific Western; Western; Wardair Canada. Associated Airlines: Air France; British Airways; Alaska; Sabena; Lufthansa; NW Orient; Alitalia; KLM; Pan American; Japan; Air India; Air West Airlines; Irish Interntnl; Swiss Airlines; Continental; Eastern; APSA Peruvian; Braniff International; El Al Israel; Iberian Airlines of Spain; Olympic Airways; Pakistan International; Phillipine Air Lines; Scandinavian Airlines System Inc.; TAP Portuguese Airways; Trans International World Airways; Finn Air; Transavia Holland (charter only).
Steamship Lines : 67.

3 - POPULATION:
Met. Area 76 Cen. 1,149,399; Loc. Est. 1,185,178
Corp. City 76 Cen. 410,188; Loc. Est. 380,334
CZ-ABC: (76) 792,763; (81) 785,600
RTZ-ABC: (76) 498,660; (81) 579,000
City & RTZ-ABC: (76) 1,291,423; (81) 1,364,600

4 - HOUSEHOLDS:
Met. Area 76 Cen. N.A.; Loc. Est. 478,883
City 76 Cen N.A.; Loc. Est. 169,290
CZ-ABC: (76) 292,595; (81) 315,500
RTZ-ABC: (76) 154,850; (81) 202,400
City & RTZ-ABC: (76) 447,445; (81) 517,900

5 - BANKS: 8 Savings (204 branches in city, 379 in metro.); 4 Commercial; 38 Sav. & Loan; 21 Trust Co.'s (34 branches City, 41 Metro); Credit Union 47. Deposits N.A.

6 - PASSENGER AUTOS: City 194,536

7 - ELECTRIC METERS: Vancouver Region 677,700

8 - GAS METERS: Residence Vancouver Region 256,588

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Wood Prod. 12,600 ($289); Saw Planing Mills 6,100 ($342); Metal Fabricating 5,900 ($327); Food & Bev. 11,100 ($289); Paper & Allied Ind. 5,200 ($387); Const. 12,700 ($410); Industrial Composite 237,200 ($282).

10 - CLIMATE: Min. & Max. Temp. (Celsius) - Spring 3-18; Summer 4-30; Fall 7-21; Winter 14-13.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 5 blocks on Granville; Pacific Centre; Royal Centre 9 blocks on Hastings; Vancouver Centre; Harbour Centre.
Neighborhood Shopping Centers : 41st & Cambie; Oakridge Broadway & Granville; Main & Broadway; 41st & Boulevard; 41st & Victoria Dr.; 49th & Fraser; Commercial & 1st; Nanaimo & Hastings; Kingsway & Joyce; Kingsway & Knight Rd.; 'King Edward Mall', King Edward at Oak St.; Mandarin Trade Centre; 'Arbutus Village', Arbutus & West 25th Ave.; 'Kingsgate Kingsway & Broadway'; 'Park Royal'; West Vancouver; 'Middlegate 7155 Kingsway'; 'Brentwood Mall'; Lougheed & Willingdon; Richmond Centre; Westview Gardens; Kennedy Height; Killarney Sq., S.C.; 'Lougheed Mall', Lougheed Hwy & North Rd.; Old Orchard S.C.; 'Delbrook', North Vancouver; Capilano Mall; N. Vancouver; Guilford Town Centre, Surrey Place Centre; N. Surrey; Scott Town Plaza; Scotsdale Mall; Delta; Champlain Mall, 54th & Kerr. Westwood, 'Coquitlam', Coquitlam Centre, Coquitlam (at Barnet Hwy. & Lougheed Hwy.), 'Lansdowne', Richmond.
Principal Shopping Days : Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores : Woodward's; The Bay; T. Eaton; Simpson-Sears; Universal; Army & Navy; Woolco; Fields; Zeller's.
Discount Stores : K mart; North Surrey; Coquitlam.
Variety Stores : Woolworth 5; Kresge 2; Metropolitan; 18 Non-Chain.
Chain Drug Stores : Owl 5; The Bay 3; Woodwards 6; Peoples Drugmart 6; Collingwood 2; London 10; MacDonald's 2; Seafair 3; Shoppers Drug Mart 33; Regency Prescriptions 7; United Pharmicies 22; Western Drug Marts 22; Fred's Pharm. 2; Tamblyn 11; K mart Pharm. 2; Payless 2; Pay'N Save 2.
Chain Supermarkets : Safeway 49; Super-Valu 35; Red & White 12; United Purity 7; IGA 27; M&M 286; Shop Easy 4; Overwaitea 8; Lucky Dollar 6; Highlow 3; Mini Mart 26; Federated Co-op 6; Associated 94; Mac's Convenient 49; Econo-Mart 2; Food Fair; Woodward 7; 7-Eleven 17.

14 - NEWSPAPERS: PROVINCE (m-mon to fri) 129,331; (S) 151,697; Mar. 31, 1981 ABC. SUN (e-mon to fri) 238,222; (e-sat) 284,649; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ken McRae, Gen. Adv. Mgr., Pacific Press Ltd., 2250 Granville St., Vancouver, BC V6H 3G2; Tel. (604) 732-2427.
National Representative : CWO&O.

VERNON, B.C.

1 - LOCATION: North Okanagan Regional District, E&P Map R-12. Fruit & vegetable processing, agriculture, lumber, stock-raising area; 71 mi. SE of Kamloops.

2 - TRANSPORTATION: Railroads - Canadian Pacific; Canadian National.
Motor Freight Carriers - 3.
Intercity Bus Lines : Trailways; Central Coach; Greyhound.
Airlines : American; Eastern; USAir.

3 - POPULATION:
Corp. City 76 Cen. 17,546; Loc. Est. 21,594
CZ-ABC: (76) 23,366; (81) 28,000
RTZ-ABC: (76) 42,903; (81) 51,800
City & RTZ-ABC: (76) 66,269; (81) 79,800

4 - HOUSEHOLDS:
City 76 Cen. 3,038; Loc. Est. 8,667
CZ-ABC: (76) 7,925; (81) 10,400
RTZ-ABC: (76) 13,490; (81) 17,900
City & RTZ-ABC: (76) 21,415; (81) 28,300

5 - BANKS: Commercial 4; Deposits N.A.

6 - PASSENGER AUTOS: City 18,384

7 - ELECTRIC METERS: City 4,250

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & Vegetable Processing (dehydration and canning); Lumber Milling (sash & door); Farming: fruit, cattle, beef, sheep raising, dairying.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (e) 9,125; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R.E. (Bob) Raabe, Pub./Gen. Mgr., NEWS, 3309 31st Ave., Vernon, BC V1T 2G7; Tel. (604) 545-0671.
National Representative : Thomson.

VICTORIA, B.C.

1 - LOCATION: Vancouver Island, E&P Map A-3. Provincial Capital. Lumbering, fishing, small fruits and misc. secondary industries. Naval base and dockyard. Wholesale center. On Southern tip of Vancouver Island. 80 mi. from Vancouver and Seattle, WA.

2 - TRANSPORTATION: Railroads - Esquimalt & Nanaimo north to Courtenay and west from Parksville to Port Alberni. Canadian National (freight) to Cowichan Bay.
Steamship Lines - 4 also B.C. Steamship Ltd. Ferry to Seattle, Washington State Ferries to Anacortes. B.C. Government Ferries, Swartz Bay to Tsawwassen, Black Ball Ferries to Port Angeles, U.S.A.
Motor Freight Carriers - 5.
Intercity Bus Lines - Vancouver Island Coach covering Vancouver Island.
Airlines - Air Canada; Air West; Victoria Flying Services; Pacific Western.

3 - POPULATION:
Corp. City 76 Cen. 62,551; Loc. Est. 61,408
Met. Area 76 Cen. 214,610; Loc. Est. 228.092
Met. Area-ABC: (76) 218,250; (81) 234,600
Bal. in RTZ-ABC: (76) 121,250; (81) 144,100
Total Met Area & RTZ-ABC: (76) 339,571; (81) 378,700

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 32,220
Met. Area 76 Cen. 81,005; Loc. Est. 95,500
Met. Area-ABC: (76) 81,005; (81) 95,500
Bal. in RTZ-ABC: (76) 41,575; (81) 54,300
Total Met. Area & RTZ-ABC: (76) 122,580; (81) 149,800

5 - BANKS:	NUMBER	DEPOSITS
Commercial	6	N.A.
Trust & Loan	30	N.A.
Credit Unions	27	N.A.

6 - PASSENGER AUTOS: City 102,440

7 - ELECTRIC METERS: Residence 95,750

8 - GAS METERS: Residence 4,875

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Mfg. 4,800 ($213); Transp. & Utilities 3,800 ($204); Trade 6,600 ($151); Service 5,400 ($100); Industrial Composite 24,300 ($167).

10 - CLIMATE: Min. & Max. Temp. - Spring 42-55; Summer 51-67; Fall 45-56; Winter 36-44. First killing frost, Dec. 4. Last killing frost, Mar. 4.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center - Downtown area bounded by Wharf St., Humboldt, Cook and Herald Sts. Downtown Association comprises 350 member firms.
Neighborhood Shopping Centers - Hillside 65 stores; Mayfair 42; Town and Country 25; University Heights 15; McKenzie Mall 35; Shelbourne Plaza 30; Gorge; Tillicum; Esquimalt Plaza; Hatley Park; Colwood; Langford; Sidney; Oak Bay Village; many other regional and outlying shopping centres.
Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Downtown - Thu. & Fri.; all shopping centers open Wed., Thu. & Fri. evenings; many shopping centers open 6 nights.

13 - RETAIL OUTLETS: Department Stores - T. Eaton; Hudson's Bay; Woodward; Woolco; Simpson-Sears; Zeller's; K mart.
Variety Stores : Woolworth; Metropolitan; Field's.
Chain Drug Stores : Shoppers Drug Mart 5; Rexall 4; Owl 2.
Chain Supermarkets : Safeway 10; Low Cost Stores 18; Shop Easy 5; I.G.A.; Red & White 4; United Purity 6; Lucky Dollar 5; Woodwards; Economart; Warehouse Food Stores 4; Mac's Convenience Stores 4.
Other Chain Stores : Aamco Transmission; Agnew-Surpass 2; Allied Radio Shack 5; Bata Shoe Store 2; Beaver Lumber Co. Ltd.; Buckerfield's Ltd.; Charmante's; Color Your World 2; D'Allaird's Ltd. 2; Dalmy's Canada Ltd. 2; Fairweather; Firestone Stores; Jack Fraser Stores; Gold's Fabrics; Grassie-Firbanks Ltd. 2; Harrison Draperies & Fabrics; Ingledew's (Victoria) Ltd.; Jordans Victoria Ltd. 2; Kelly's Stereo/House of Stein; Kinney Shoes; Kits Cameras; Lords Shoes; Mariposa; Marks & Spencer; Millers; Midas Muffler Shops; Murray Goldman; The Nut House; Pennington's Large Size Shop; Peoples Jewellers 2; The Pop-Shoppe; Purdy Chocolates; Reitman's (BC) ; Ricki's; Roots Natural Footwear; Saba Bros. ; Sally Shops (BC); Shirley K Maternity (Canada); Shore's Jewelers; Singer Co. of Canada; Speedy Muffler King; Sterling Shoes 2; Sweet Sixteen 3; Thriftys 3; Thunderbird Stores; Tip Top Tailors; Windsor Plywoods.

14 - NEWSPAPERS: TIMES-COLONIST (all day-tues to sat) 78,288; (mon) 31,774; (S) 51,162; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: H.L. Alexander, Adv. Dir., TIMES- COLONIST, 2621 Douglas St., Victoria, BC V8W 2N4; Tel. (604) 382-7211.
National Representatives : F.P. Publications; Landon.

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MANITOBA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	82	81	84
5-14 Years	183	167	160
15-24 Years	194	188	183
25-44 Years	253	282	326
45-64 Years	202	196	196
65 and Over	107	116	129
TOTAL	1,021	1,029	1,078

Based on Statistics Canada Census and Population Projections.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1982
General Mdse.	335	842
Apparel	52	186
Furniture	26	101
Groceries	281	982
Lumber/Bldg. Mat.	17	30
Restaurants	17	299
Autos	225	774
Gasoline/Fuel Oil	95	169
Drugs	40	136
TOTAL	1,346	3,820

Source: Census of Canada/Retail Trade.

BRANDON, MAN.

1 - LOCATION: Division 7, E&P Map C-4.

2 - TRANSPORTATION: Railroads - C.P.; C.N.
Intercity Bus Lines - Greyhound; Manitoba Motor Transit.
Airlines : Pacific Western.

3 - POPULATION:
Corp. City 76 Cen. 34,901; Loc. Est. 39,000
CZ-ABC: (76) 34,901; (81) 34,700
RTZ-ABC: (76) 74,715; (81) 72,400
City & RTZ-ABC: (76) 109,616; (81) 107,100
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 14,428
CZ-ABC: (76) 11,845; (81) 12,900
RTZ-ABC: (76) 23,927; (81) 25,500
City & RTZ-ABC: (76) 35,772; (81) 38,400

5 - BANKS: Commercial 11; Deposits N.A.

6 - PASSENGER AUTOS: Province: 454,394

7 - ELECTRIC METERS: Residence 9,210

8 - GAS METERS: 5,725

9 - PRINCIPAL INDUSTRIES: Metal Fabrication; Chemicals & Fertilizers; Electrical Components; Health Care: Railroads (4,400 employees); Meat & Poultry Processing; Power Generating.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Shopping Centers - Brandon Shoppers Mall-2 miles south of downtown-72 stores (open 9:30 A.M.-10:00 P.M.-Mon. to Sat.); Downtown area open Thurs. & Fri. nights: K mart Shopping Complex-1 mi. west of downtown (open 10:00 A.M. to 10:00 P.M.-Mon. to Sat.); Brandon Gallery Downtown, 54 stores (open 9:30 AM-9:30 PM Mon. to Fri., 9:30 AM-6:00 PM Sat).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shoppers Mall (24)	NA	Woolco, Allen-Brown Drug, Saan, Safeway
River Heights	NA	K mart
Gallery	NA	The Bay, Eatons, IGA, Shoppers Drug Mart

Principal Shopping Days : Thurs., Fri. (night), Sat.

13 - RETAIL OUTLETS: Department Stores - Doig's; Eaton's; Simpson-Sears; Woolco; K mart.
Variety Stores - Woolworth; Metropolitan; Kresge.

Chain Food Supermarkets : Safeway 2; Solo Stores 1; Econo-Mart 1; I.G.A. 4; Other Grocery Stores 50.

Other Chain Stores : Firestone; Sally; McLeod's; Maher; Reitmans; Gallenkamp; White Cross Drugs; Canadian Tire; Thriftys; Tip Top; Bootlegger; Bata; Delmys; Irene Hill; Kinney Shoes, Drapery Shoppe; Jean Junction; Orange Julius; Coles Books; Kinsey Wool; Radio Shack; Pot Pouri; Astral Photo; Sterling Shoes; Birks Jewelers; Peoples Jewelers.

14 - NEWSPAPERS: SUN (e) 19,007; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: E. Schultz, Market Dir., SUN, 501 Rosser Ave., Brandon, MB R7A 5Z6; Tel. (204) 727-2451.
National Representative : Southam.

DAUPHIN, MAN.

1 - LOCATION: On E&P Map C-3. Approx. 210 mi. NW of Winnipeg; 90 mi. N of Brandon.

2 - TRANSPORTATION: Railroads : Canadian Nat'l.
Intercity Bus Lines : Grey Goose; Greyhound.
Airlines : Skywest.

3 - POPULATION:
Corp. City 76 Cen. 9,109; Loc. Est. 9,089

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 3,615

5 - BANKS: 6 commercial, Dep. N.A.

6 - PASSENGER AUTOS: Province 454,394

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Number of Emp. RR 383; Beverages 34; Hwy. 189; Telephone 71.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 1,300; sworn Apr. 30, 1981.
Local Contact for Advertising and Merchandising Data: Robert Gilroy, Pub., BULLETIN, 120 1st Ave., Dauphin, MB R7N 1A5; Tel. (204) 638-6140.
National Representative : None.

FLIN FLON, MAN.

1 - LOCATION: Retailing, resort, mining and smelting center. E&P Map S-3.

2 - TRANSPORTATION: C.N. Ry.
Airlines : Trans Air.

3 - POPULATION:
Corp. City 76 Cen. 8,152; Loc. Est. 6,794

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 2,520

5 - BANKS: 2 Commercial; Deposits N.A.

6 - PASSENGER AUTOS: Province 454,394

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:
Chain Food - Central Meat & Grocery 2.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: REMINDER (e-mon to fri) 3,800; sworn Apr. 30, 1981.
Local Contact for Advertising and Merchandising Data: Sharon Salthammer, Adv. Mgr., REMINDER, 38 Main St., Flin Flon, MB R8A 1N5; Tel. (204) 687-3454.
National Representative : None.

PORTAGE LA PRAIRIE, MAN.

1 - LOCATION: Division 6, E&P Map C-4, 56 mi. W of Winnipeg. On Hwys. 1 and 4.

2 - TRANSPORTATION: Railroads - C.P.; C.N.
Interprovincial Bus Lines - Greyhound.

3 - POPULATION:
Corp. City 76 Cen. 12,555; Loc. Est. 11,785
CZ-ABC: (76) 12,555; (81) 12,100
RTZ-ABC: (76) 14,351; (81) 13,800
City & RTZ-ABC: (76) 26,906; (81) 25,900
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 4,167
CZ-ABC: (76) 3,970; (81) 4,200
RTZ-ABC: (76) 3,810; (81) 4,100
City & RTZ-ABC: (76) 7,780; (81) 8,300

5 - BANKS: 8 Commercial, Deposits N.A.

6 - PASSENGER AUTOS: Province: 454,394

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Flour Mills; General Farm Mach.; Clothing; Soup Plant; Seed Pea's Processing & International Shipping; Glassware Manufacturing; Electric Cable Mfg.; Fishing Equip. Mfg.; Manitoba School for Retardates; Govt. of Man. Services; Frozen Potato Chip Plant.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-55; Summer 50-85; Fall 26-50; Winter 0-25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Principal Shopping Days : Thurs., Fri. and Sat.
Principal Shopping Center : 40-store mall - Woolco & Safeway.

13 - RETAIL OUTLETS: Department Stores : Stylerite; Canadian Tire; Robinson Stores; Federated Co-op; Woolco.
Variety Stores : Metropolitan; Saan; Dalfens.
Chain Food Supermarkets : Safeway; Co-op.

14 - NEWSPAPERS: GRAPHIC (e) 4,563; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: W. J. (Bill) Hamilton, Mktg. Dir., GRAPHIC, 201 Saskatchewan Ave. East, Portage La Prairie, MB R1N 3B4; Tel. (204) 857-3427.
National Representative : None.

SWAN RIVER, MAN.

1 - LOCATION: In Churchill Elec. Dist.; E&P Map C-3. Manufacturing and agricultural area; about 300 mi. NW of Winnipeg; On Canadian Hwy. 10, 49 & 83.

2 - TRANSPORTATION: Railroads - Burlington Northern.
Motor Freight Carriers - 2.
Intercity Bus Lines - Grey Goose; Manitoba Motor Transit.

3 - POPULATION:
Corp. City 76 Cen. 3,742; Loc. Est. 3,760

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 1,290

5 - BANKS:	NUMBER	DEPOSITS
Commercial	3 Branches	N.A.

6 - PASSENGER AUTOS: Province 454,394

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plywood Mfg.; Brick Mfg.; Farming (livestock, grain, dairy).

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: REPORT (e-mon to fri) 1,200; sworn Jan. 14, 1981.
Local Contact for Advertising and Merchandising Data: Wilfred or Dale-Marie Wiebach, Owners/Publishers, REPORT, Main St., Swan River, MB R0L 1Z0; Tel. (204) 734-2729.
National Representative : None.

THOMPSON, MAN.

1 - LOCATION: Upper part of Province, about 400 mi. N of Winnipeg. On E&P Map C-3.

2 - TRANSPORTATION: Railroads : Canadian Natl. Ry.
Airlines : Trans Air.

3 - POPULATION:
Corp. City 76 Cen. 17,291; Loc. Est. 15,115

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 4,599

5 - BANKS: 5 Commercial. Deposits N.A.

6 - PASSENGER AUTOS: Province 454,394

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers - City Centre Mall; Thompson Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Center Mall (25)	NA	Woolworth, Safeway
Plaza (31)	NA	Simpson-Sears, Eaton's, Hudson Bay Co.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 2,987; sworn Jan. 15, 1981.
Local Contact for Advertising and Merchandising Data: G.O. Wright, Pub., CITIZEN, 144 Commercial Pl., Thompson, MB R8N 1N8; Tel. (204) 677-2920.
National Representative : None.

WINNIPEG, MAN.

1 - LOCATION: Metropolitan Corp'n of Greater Winnipeg. E&P Map C-4. Provincial Capital where the Red and Assiniboine rivers join. 60 mi. N of U. S. border. Largest wholesale and distribution center in western Canada; center of natural market area between Head of Lakes and Rocky Mountains.

2 - TRANSPORTATION: Railroads - Canadian Pacific/Canadian National; VIA Rail.
Intercity Bus Lines - Beaver, Eagle; Greyhound; Grey Goose; Southern Bus Lines; Winnipeg Transit.
Airlines - Air Canada: CP Air; Northwest Airlines; Pacific Western, Transair; Frontier Air, Nordair; North Central Airlines.

3 - POPULATION:
Corp. City 76 Cen. 560,874; Loc. Est. 585,900
CZ-ABC: (76) 566,813; (81) 585,100
Bal. in PMA-ABC: (76) 184,589; (81) 193,900
Met. Area 76 Cen. 578,451; Loc. Est. 593,238
Total PMA-ABC: (76) 809,382; (81) 779,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. 197,310; Loc. Est. 218,400
CZ-ABC: (76) 194,165; (81) 220,200
Bal. in PMA-ABC: (76) 247,600; (81) 61,500
Met.Area 76 Cen. N.A.; Loc. Est. 226,421
Total PMA-ABC: (76) 263,680; (81) 281,700

5 - BANKS: 12 (221 Branches); Deposits N. A.

6 - PASSENGER AUTOS: Province: 454,546

7 - ELECTRIC METERS: Residences-combined totals Wpg. Hydro/Man. Hydro: 205,804.

8 - GAS METERS: Residences 137,790 Total Greater Wpg. Gas customers 150,604.

9 - PRINCIPAL INDUSTRIES: Industry; Number of Wage Earners; (Av. Weekly Wage): -Wholesale 12,000 ($277); Retail 24,600 ($176); Finance, Insurance & Real Estate 12,700 ($266); Service 22,900 ($161); Industrial Composite 142,200 ($249); Manufacturing 40,300 ($265); Durable Goods 19,000 ($285); Non-durable goods 21,300 ($248); Construction 5,300 ($362); Transportation 13,400 ($321); Communication 6,200 ($338)
Principal Pay Days ; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-27; 27; Summer 3-35; Fall-25-27; Winter-33-3. First killing frost, Sept. 21. Last killing frost, Apr. 20. (Centigrade Used).

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centre - 11 blocks on Portage Ave.; 12 on Main St.; Polo Park; Grant Park Plaza; Garden City Shopping Centre; Unicity Mall; Northgate Shopping Plaza: Niakawa Park; Goulet; Kern Park; Westwood; Dakota; Munroe; Kildonan; Rossmere; Windsor Park; Tuxedo Park; St. James; Crossroads; Southdale; St. Boniface; Osborne St.; River West Park; Selkirk Ave.; Garden City Square; St. Vital Shopping Centre; Kildonan Place.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Mon., Thurs., & Fri.; Food - Thurs. & Fri.; Shopping centers - every evening.

13 - RETAIL OUTLETS: Department Stores - Eaton's 5; Hudson's Bay 5; Simpson-Sears 3.
Discount Stores : K mart 5; Woolco 5; Zellers 7.
Variety Stores : Woolworth; S. S. Kresge; Metropolitan.
Chain Drug Stores : Boots 5; A. R. P. 17; Metro Drugs 20; Shoppers Drugs 9; Nieman Pharmacies 3; Woolco Pharmacies 5.
Chain Food Supermarkets : Dominion 11; Economart 7; IGA 13; Loblaw's 6; Canada Safeway 31; Penner Foods 2; Tom Boy 8; Family Fare 9.
Other Chain Stores - Agnew-Surpass 4; Birk's 4; Beaver Lumber 4; People's Jewelers 9; Tip Top Tailors 6; Steen & Wright 1; Holt-Renfrew 2; D'Allairds 4; Gray's Apparel 4; Sally Shops 1; Bata-Shoe 5; Bowring's 2; Marshall-Wells 1; Radio Shack 12; Reitman's 5; MacLeod's 2; Canadian Tire 6; Firestone 6; Pennington's 6; Fairweather 4; Goodyear 8; Clifford's 5; Consumers Distributing 9; B. F. Goodrich 2; Color Your World 5.

14 - NEWSPAPERS: FREE PRESS (e) 187,522; (e-sat) 236,692; Mar. 31, 1981 ABC.
SUN (all day-mon to fri) 41,427; sworn May 4, 1981. (Began publication Apr. 27, 1981.)
Local Contact for Advertising and Merchandising Data: R. W. Churchward, Adv. Dir., FREE PRESS, 300 Carlton St., Winnipeg, MB R3C 3C1; Tel. (204) 943-9331.
Doug Kreger, Mktg. Dir., SUN, 290 Garry St., Winnipeg, MB R3C 1H3; Tel. (204) 957-0710.
National Representatives : FREE PRESS-Landon; Thomson. SUN-Thomson.

NEW BRUNSWICK SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	58	60	60
5-14 Years	135	127	117
15-24 Years	138	142	135
25-44 Years	167	200	232
45-64 Years	118	123	123
65 and Over	62	68	72
TOTAL	678	720	739

Based on Statistics Canada Census and Population Projections.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1982
General Mdse.	158	406
Apparel	29	127
Furniture	22	70
Groceries	197	585
Lumber/Bldg. Mat.	19	11
Restaurants	8	116
Autos	150	732
Gasoline/Fuel Oil	78	173
Drugs	22	78
TOTAL	851	2,516

Source: Census of Canada/Retail Trade.

FREDERICTON, N.B.

1 - LOCATION: York County, E&P Map F-4. Provincial Capital, County Seat. Location of Federal Government Provincial offices. 15 mi. from Canadian Forces Base Gagetown. Divison Headquarters of Royal Canadian Mounted Police. Centre of agricultural and dairying area, lumber and pulpwood industries. Important wholesale distributing point. Central supply base of hunting; fishing and vacationing area. Situated on navigable river. 65 mi. from year round seaport; 561 mi. from Montreal; 783 mi. from Gander, Newfoundland. On Trans-Canadian Hwy.

2 - TRANSPORTATION: Motor Freight Carriers - 8.
Intercity Bus Lines - SMT (Eastern).
Airlines - Air Canada; Eastern Provincial Airways.

3 - POPULATION:
Corp. City 76 Cen. 45,248; Loc. Est. 48,609
CZ-ABC: (76) 47,985; (81) 55,300
RTZ-ABC: (76) 64,045; (81) 63,000
City & RTZ-ABC: (76) 112,030; (81) 118,300

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 18,984
CZ-ABC: (76) 15,305; (81) 19,700
RTZ-ABC: (76) 18,285; (81) 20,500
City & RTZ-ABC: (76) 33,590; (81) 40,200

5 - BANKS: 9 Commercial; 16 Finance & Trust; Deposits N.A.

6 - PASSENGER AUTOS: City 18,954

7 - ELECTRIC METERS: City 18,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Footwear 150; Millwork 200; Ptg. 200; Creamery 70; Food Proc. 115; Brick & Concrete Prod. 115. Largest payrolls are Government Offices and Educational Institutions - University of New Brunswick, St. Thomas University Teachers College Combined app. 2,450.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-55; Summer 60-90; Fall 40-65; Winter-10-30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Downtown Shopping Center - 4 blocks and facing blocks bounded by Queen, Regent, King and Westmorland Sts. on South Side; Union & Bridge Sts.; Brookside Dr. & Sunset Dr.; in section of city across 3/4-mile wide river on North Side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fredericton	NA	Zeller's, Sobeys, Metropolitan
K mart	NA	K mart, Dominion
Smythe St.	NA	Dominion Stores
Devon Park	NA	Save Easy Mkt.
Oromocto	10	Woolworth, Steinberg's
Regent Mall	NA	Woolco, Dominion
Brookside Mall	NA	K mart, Dominion

Principal Shopping Days : Thurs. & Fri.
Stores Close : Many stores and groceries open Sat. until 5 p.m.

13 - RETAIL OUTLETS: Department Stores - Creaghan; Levine's; Neill's; Sears; Zellers; Metropolitan; K mart; Canadian Tire; Western Tire; Woolco.
Chain Food Supermarkets : Dominion 3; Sobeys 3; Steinbergs; Red & White 3; Save Easy 3.
Chain Drug Stores : Ross 3; Shoppers Drug 2; Devon Pharmacy 2; Lantons Drug.

Late news about
NEWSPAPER MARKETS
appears weekly in
Editor & Publisher
575 Lexington Avenue
New York, N.Y. 10022

14 - NEWSPAPERS: GLEANER (e) 24,578; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: D.H. Lawson, Adv. Mgr., GLEANER, PO Box 3370, Fredericton, NB E3B 5A2; Tel. (506) 455-6671.
National Representative : Associated Media Reps.

MONCTON, N.B.

1 - LOCATION: Westmorland County, E&P Map F-4. Geographical center of Maritimes. On Trans-Canada Highway from U.S.A. and upper Canada to Nova Scotia and Prince Edward Island.

2 - TRANSPORTATION: Railroads - Can. Natl.
Motor Freight Carriers - 31.
Intercity Bus Lines - S.M.T. (Eastern).
Airlines - Air-Canada-E.P.A.; Atlantair Ltd.

3 - POPULATION:
Corp. City 76 Cen. 55,934; Loc. Est. 56,755
CZ-ABC: (76) 77,571; (81) 79,400
RTZ-ABC: (76) 214,219; (81) 221,800
City & RTZ-ABC: (76) 291,790; (81) 301,200

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 21,843
CZ-ABC: (76) 23,730; (81) 27,200
RTZ-ABC: (76) 54,630; (81) 63,900
City & RTZ-ABC: (76) 78,360; (81) 91,100

5 - BANKS: 30. Deposits N.A.

6 - PASSENGER AUTOS: Province 249,725

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Regional HQ. C.N.R. (Offices & Shps) 6,000 emp., payroll $24 million annually. Manufacturing 2,342 employes, payroll approximately, 17 million annually. Approximately 400 smaller industries.
Principal Industrial Pay Days - 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-47; Summer 52-74; Fall 37-56; Winter 11-28. Last killing frost, May 23.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers - 7 blocks on Main St.; 4 shopping malls: Highfield Square, Champlain Place Shopping Mall, Riverview Mall, Moncton Mall.
Neighborhood Shopping Centers : St. George St., Mountain Rd.
Principal Shopping Days : Thu. & Fri.
Stores Open Evenings : Wed., Thu., Fri.

13 - RETAIL OUTLETS: Department Stores - Eaton's; Simpson-Sears; Lounsbury's; Creaghan's.
Variety Stores - Woolco; Metropolitan; Zeller's; K mart; 7-Eleven.
Chain Drug Stores : Good Neighbor 3; Shoppers Drug Mart 4.
Chain Food Supermarkets : Dominion 4; Sobey's 3; Save-Easy 3; Mountain Way 3; Dewares 3; Low Food; No Frills.
Other Chain Stores - Goodrich; Peoples Jewelers; Sally Ladies; Agnew-Surpass; Dalmy's; Reitman's; Firestone; Lewis Shoes; Fifth Avenue Stores Limited; Canadian Tire; Birks; Marks & Spencer; Tip Top Tailors; Jack Frazer's; Town and Country; Suzy Sheer; Dominion Playworld; Jean Junction; Tower Jewellers; Direct Film; D'Allairds; Penningtons; Cole's Book Stores; Braemar; Fredelle's; Nortell's; Singer; Mona Liza; Smart Set; Thrifty's; Battah Shoe; Cara Tobacco; Consumers Distributing; Elk's; Gazebo; Krazy Tops; Merrils; Montreal Draperies; Pant City; Radioland; Cartier's; Abram's; Pantorama; Medjuck's; Sam the Record Man; Kelly's Stereo Mart; Big Steel: Fairweathers.

14 - NEWSPAPERS: TIMES (m) 19,172; TRANSCRIPT (e) 26,438; Comb. (m&e) 45,610; L'EVANGELINE (m-mon to fri) 16,843; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: B. Coyle, Adv. Mgr., TIMES and TRANSCRIPT, 939 Main St., Moncton, NB E1C 8P3; Tel. (506) 382-9321. Raymond Boruque, Adv. Mgr., L'EVANGELINE, 80 Church St., Moncton, NB; Tel. (506) 855-5560.
National Representatives : TIMES and TRANSCRIPT - Assoc. Media Reps. L'EVANGELINE - Vern B. Moore.

SAINT JOHN, N.B.

1 - LOCATION: St. John County, E&P Map F-4, County Seat. National port; on Bay of Fundy at mouth of the St. John River. 482 mi. E of Montreal. Mfg. and distribution center.

2 - TRANSPORTATION: Railroads - Canadian Pacific; Canadian National.
Motor Freight Carriers - 8.
Steamship Lines - 15.
Airlines - Air Canada; Eastern Provincial; Atlantic Central.

3 - POPULATION:
Corp. City 76 Cen. 85,956; Loc. Est. 85,805
CZ-ABC: (76) 87,765; (81) 94,500
RTZ-ABC: (76) 589,485; (81) 622,500
Met. Area 76 Cen. 112,680, Loc. Est. 118,528
City & RTZ-ABC: (76) 677,250; (81) 717,000

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 30,684
CZ-ABC: (76) 27,045; (81) 32,900
RTZ-ABC: (76) 163,390; (81) 194,700
Met. Area 76 Cen. 30,900; Loc. Est. 43,454
City & RTZ-ABC: (76) 190,435; (81) 227,600

5 - BANKS: 29, Deposits N.A.

6 - PASSENGER AUTOS: City 39,923

7 - ELECTRIC METERS: Residence 28,336

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Drydock & Shipbuilding 1,700; Sugar Refinery 406; Oil Refinery 535; Pulp Mill 480; Newsprint Mill 550.
Principal Pay Days - 5th, 15th, 20th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius) - Spring -3-29; Summer-13-24 Fall-24-21; Winter -31-10. First killing frost, Sept. 29. Last killing frost, May 18.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 6 blocks on King, Charlotte, Union and Dock Streets.
Neighborhood Shopping Centers - Lancaster; Haymarket Square; Loch Lomond Mall; Prince Edward Square; Parkway Mall; Manawagonish Road Mall; McAllister Place; Brunswick Square; Westmorland Place; Chesley Place.
Principal Shopping Days : Mon. thru Sat.
Stores Open Evenings : Centers open every evening until 10 P.M. Sears Wed. Thurs. Fri. until 9:30 P.M.

13 - RETAIL OUTLETS: Department Stores - Calp's Limited; Scovil Bros.; Sears; K mart; Woolco; Towers; Pascal-Emerson; Ideal Stores; Woolworth; Metropolitan; Zeller's.
Chain Food Supermarkets : Sobey's 5; Dominion 4; Save-Easy 3 IGA.
Other Chain Stores - Canadian Tire; Agnew-Surpass Shoes; Bata Shoe; Henry Birks; D'Allaird's; Dalmy's; Sally Shops; Tip-Top Tailors; Reitman's; Singer Co.; Martin Senour; International; Brandram-Henderson; Pennington's; Fairweather's; Big Steel; Gallenkamp; Firestone; Jack Fraser; People's Jewellers; B.F. Goodrich; Radio Shack; Tibbett's Paints; Maher Shoes; Reward Shoes; O.B. Allen Jewellers; Thrifty's; Smart Set; Radioland; Sam The Record Man.
Chain Drug Stores - Shoppers Drug; Lawton's; Drug City.

14 - NEWSPAPERS: THE TELEGRAPH-JOURNAL (m-mon to fri) 30,539; THE EVENING TIMES-GLOBE (e-mon to fri) 31,913; Comb. (m&e) 62,452; (sat) 67,463; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tom Roberts, Adv. Dir., THE TELEGRAPH-JOURNAL and THE EVENING TIMES-GLOBE, 210 Crown Street, Saint John, NB E2L 3V8; Tel. (506) 657-1230.
National Representatives : CWO&O; Bardal Gosbee; Newspaper Mktg. Bureau.

NEWFOUNDLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	58	57	54
5-14 Years	130	121	106
15-24 Years	115	123	121
25-44 Years	134	157	177
45-64 Years	84	89	89
65 and Over	37	43	48
TOTAL	558	588	595

Based on Statistics Canada Census and Population Projections.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1982
General Mdse.	159	377
Apparel	21	127
Furniture	8	80
Groceries	130	497
Lumber/Bldg. Mat.	61	4
Restaurants	8	70
Autos	96	409
Gasoline/Fuel Oil	39	183
Drugs	15	82
TOTAL	599	1,957

Source: Census of Canada/Retail Trade.

CORNER BROOK, NFLD.

1 - LOCATION: E&P Map F-3.

2 - TRANSPORTATION: Railroads - Can. Natl.
Steamship Lines - 6.
Airlines - Air Canada; E.P.A.
Intercity Bus Lines - CN Roadcruiser.

3 - POPULATION:
Corp. City 76 Cen. 25,198; Loc. Est. 23,643
CZ-ABC: (76) 25,352; (81) 29,300
RTZ-ABC: (76) 52,654; (81) 49,700
City & RTZ-ABC: (76) 78,006; (81) 79,000

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 6,244
CZ-ABC: (76) 6,130; (81) 7,900
RTZ-ABC: (76) 11,445; (81) 12,000
City & RTZ-ABC: (76) 17,575; (81) 19,900

5 - BANKS: 7 Savings; Deposits N.A.

6 - PASSENGER AUTOS: Province 140,000

7 - ELECTRIC METERS: Residence 8,092

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wate Earners (Av. Wkly. Wage) - Newsprint 3,000 ($190); Cement 130 ($170); Gypsum 65 ($140).

10 - CLIMATE: Min. & Max. Temp. - Spring 40-65; Summer 45-90; Fall 32-60; Winter 10-40.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - Millbrook; Broadway; West Street; Millbrook and Corner Brook Plaza. (In RTZ-375 Retail Stores).
Principal Shopping Days : Thu., Fri. and Sat.
Stores Close : Mon.
Stores Open Evenings : Thu., Fri.

13 - RETAIL OUTLETS:
Chain Drug Stores : Rexall 2.
Discount Stores : Kearseys; Thrift Mart.

14 - NEWSPAPERS: WESTERN STAR (e) 9,662; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William Osmond, Adv. Mgr., WESTERN STAR, Brooks St., Corner Brook, NF A2H 6E7; Tel. (709) 634-4346.
National Representative : Thomson.

ST. JOHN'S, NFLD.

1 - LOCATION: E&P Map F-3. Easternmost point in Canada. Industrial center; Capital of Province.

2 - TRANSPORTATION: Railroads - C.N.R.
Motor Freight - 20.
Intercity Bus Lines - St. John's; United; Fleet Line.
Airlines - Air Canada; E.P.A.; Air Transit, Ltd.; United Helicopter, Ltd.; Sealand Helicopter.

3 - POPULATION:
Corp. City 76 Cen. 86,576; Loc. Est. 83,275
CZ-ABC: (76) 86,576; (81) 85,600
RTZ-ABC: (76) 471,149; (81) 502,600
Met. Area 76 Cen. 142,465; Loc. Est. 152,003
City & RTZ-ABC: (76) 557,725; (81) 588,200

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 23,975
CZ-ABC: (76) 22,840; (81) 26,200
RTZ-ABC: (76) 108,825; (81) 129,500
Met. Area 76 Cen. N.A.; Loc. Est. 42,848
City & RTZ-ABC: (76) 131,665; (81) 155,700

5 - BANKS: 39 Branches, Deposits N.A.

6 - PASSENGER AUTOS: City 39,923

7 - ELECTRIC METERS: Residence 144,884

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage): Mfg. 14,300 ($293); Food & Bev. 8,200 ($213); Trade 13,000 ($208); Industrial Composite 58,700 ($296); Constr. 2,100 ($360); Retail 9,500 ($185).
Principal Industrial Pay Days - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 34-49; Summer 50-65; Fall 33-43; Winter 6-46. First killing frost, Oct. 11. Last killing frost, June 5.

11 - TAP WATER: Soft, neutral (lime added); not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers - Water St.; LeMarchant Rd.; Churchill Park; Cornwall Ave.; Elizabeth Ave. E.; Elizabeth Ave. W.; Topsail Hwy.; Avalon Mall; Kenmount Rd.; K mart Plaza; Torbay Rd.; Tobay Rd. Mall; Atlantic Place; Water Street; Duckworth Street; Village Mall.
Principal Shopping Days : Thu., Fri., Sat.
Stores Close : Mon.
Stores Open Evenings : Wed., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores - London; New York & Paris; Giant Mart; Sears.
Variety Stores - Bowrings; Aryes; F.W. Woolworth; Woolco; K mart; Zeller's; The Met.
Chain Food Supermarkets : Dominion 7; Copper's Discount 2; Stop & Shop 2; Consumers Co-op 2; Sobeys 4.

14 - NEWSPAPERS: NEWS (m-mon to fri) 10,563; (m-sat) 11,833; Mar. 31, 1981 ABC.
TELEGRAM (e-mon to fri) 34,132; (e-sat) 46,394; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J.R. Rogers, Adv. Dir., NEWS, 355 Duckworth St., St. John's, NF A1C 5K7; Tel. (709) 726-1810. R.T. Keeping, Adv. Mgr., TELEGRAM, 275 Duckworth St., St. John's, NF A1C 5X7; Tel. (709) 726-2060.
National Representatives : NEWS - C. W. (Bill) Cole (Toronto); TELEGRAM - Thomson.

NOVA SCOTIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	66	67	69
5-14 Years	158	145	133
15-24 Years	163	167	158
25-44 Years	208	240	274
45-64 Years	154	155	153
65 and Over	83	90	98
TOTAL	832	864	885

Based on Statistics Canada Census and Population Projections.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1982
General Mdse.	187	515
Apparel	42	192
Furniture	21	85
Groceries	246	836
Lumber/Bldg. Mat.	8	44
Restaurants	16	146
Autos	173	835
Gasoline/Fuel Oil	113	186
Drugs	27	150
TOTAL	971	3,321

Source: Census of Canada/Retail Trade.

AMHERST, N.S.

1 - LOCATION: Cumberland County, E&P Map F-4. Between Northumberland Strait and Bay of Fundy on Isthmus of Chignecto.

2 - TRANSPORTATION: Railroads - C.N.
Motor Freight Carriers - 1.
Intercity Bus Lines - S.M.T.; Acadian.

3 - POPULATION:
Corp. City 76 Cen. 10,263; Loc. Est. 10,482
CZ-ABC: (76) 10,263; (81) 10,500
RTZ-ABC: (76) 33,712; (81) 33,800
City & RTZ-ABC: (76) 43,975; (81) 44,300

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 3,914
CZ-ABC: (76) 3,345; (81) 3,800
RTZ-ABC: (76) 10,325; (81) 12,100
City & RTZ-ABC: (76) 13,670; (81) 15,900

5 - BANKS: 4 Commercial, Deposits N.A.

6 - PASSENGER AUTOS: City 4,299

7 - ELECTRIC METERS: Residence 3,263

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Iron Mills; Structural Steel & Boilers; Clothing; Chemicals; Polyethelene; Galvanizing; Woodworking; Tanning Oils; Plastics; Aircraft Components; Reinforcing Steel; Dairy Products; Custom Machinery; Mobile Home Mfg.; Electronics; Chewing Gum.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral.

12 - RETAILING: Shopping Centers : Cumberland Mall (20 stores); Amherst Centre Mall (30 stores).
Principal Shopping Days : Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - Margolians.
Variety Stores : Woolworth; Metropolitan; Zeller's; County Fair; K mart.
Chain Drug Stores : Resall; Good Neighbor Drug Mart; Shoppers Drug Mart.
Chain Food Supermarkets : Save-Easy; Co-op Stores; Sobeys; IGA; Dominion.

14 - NEWSPAPERS: NEWS (m-mon to fri) 3,775; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard Spicer, Adv. Dir., NEWS, PO Box 280, Amherst, NS B4H 3Z2; Tel. (902) 667-5102.
National Representative : None.
National Representative : None.

HALIFAX, N.S.

1 - LOCATION: Halifax County, E&P Map F-4. Provincial Capital. On the Atlantic Coast, 805 mi. E of Montreal.

2 - TRANSPORTATION: Railroads : C.N.; Dominion Atlantic.
Motor Freight Carriers : 13.
Intercity Bus Lines : Acadian; DTS Buses Ltd.
Passenger Steamship Lines : 5.
Freight Steamship Lines : Container 7; Freight 25.
Airlines : Canadian Pacific; Air Canada; Eastern Provincial Airways.

3 - POPULATION:
Corp. City 76 Cen. 117,882; Loc. Est. 112,196
CZ-ABC: (76) 205,973; (81) 201,700
RTZ-ABC: (76) 451,731; (81) 697,800
Met. Area 76 Cen. 266,212; Loc. Est. 280,652
City & RTZ-ABC: (76) 657,704; (81) 899,500

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 42,843
CZ-ABC: (76) 64,975; (81) 70,700
RTZ-ABC: (76) 133,395; (81) 233,000
Met. Area 76 Cen. N.A.; Loc. Est. 98,832
City & RTZ-ABC: (76) 198,370; (81) 303,700

5 - BANKS: 9 Banks with 64 Branches.

6 - PASSENGER AUTOS: City 46,040

7 - ELECTRIC METERS: City 105,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Metro Area - Industry, Number of Wage Earners (Av. Wkly. Wage); Mfg. 6,700 ($306); Nondurable Goods 4,200 ($309); Construction 2,900 ($364); Trans. Comm. & Util. 9,100 ($316); Trade 14,500 ($192); Finance, Insur. & Real Estate 6,100 ($258); Service 9,000 ($155); Industrial Composite 48,500 ($243).

10 - CLIMATE: Min. & Max. Temp. (Celsius) - Spring 0-20; Summer 9-28; Fall 2-14; Winter -8-8. First killing frost, Oct. 31. Last killing frost, May 13.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Metro Area - Principal Shopping Areas: 6 blocks on Barrington St.; 2 on Granville St.; 6 on Gottingen St.; 5 on Spring Garden Rd.; 4 on Portland St. (Dartmouth); 2 on Commercial St. (Dartmouth); 7 on Quinpool Road.
Neighborhood Shopping Centers : Capitol Plaza (8 stores); Capitol Village Centre (7 stores); Clayton Park Plaza (5 stores); Green Street Plaza (3 stores); Shannon Plaza (8 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrinston Pl. (35)	NA	Colwell Bros., Import Bazaar
Bayers Road (80)	NA	Dominion, Zellers
Bedford Place (36)	NA	Towers, IGA
Clayton Park (12)	NA	Dominion
Downsview Mall (16)	NA	Metropolitan, K mart
Historic Prop. (31)	NA	
K mart Mall (21)	NA	K mart
Maritime Mall (32)	NA	
Micmac Mall (99)	NA	Simpson's, Eaton's
Penhorn Mall (16)	NA	Woolco, Sobeys
Quinpool Ctr. (20)	NA	Canadian Tire, Dominion
Sackville Town Centre (22)	NA	Dominion
Scotia Square (100)	NA	Woolco
Simpson's Mall (26)	NA	Simpson's, Sobeys
Spryfield Mall (21)	NA	Save-Easy, Metropolitan
Sunnyside (30)	NA	Zellers, Dominion
Woodlawn Mall (50)	NA	Save-Easy, Metropolitan

Stores Close : Sunday.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Wed., Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores : T. Eaton Co.; Robert Simpson; Woolco; Towers.
Variety Stores : Woolworths; Zellers 4; Metropolitan 6; Kresges.
Chain Drug Stores : Associated Retail 8; McQuinn's 3; Lawton's 17; Shoppers Drug Mart 7; Independents 40.
Food Stores : Sobey's 12; Dominion 10; Capitol 6; IGA 5; Save-Easy 2; Green Gables 39; Independents 159.
Other Chain Stores : Men's: Tip top Tailors; Women's: Sally Shop, Dalmy's, P3, Reitman's, Penningtons, Gazebo, Fairweather, Arcade, Cojana, Next To You, Smart Set, Shirley K, Maternity, Suzy Shier, Town and Country; Shoes: Agnew-Surpass, Athlete's World, Bata Shoes, Bonita, Maher Shoes, Roots Natural Foot Wear, Winsbys; Auto Supply: Canadian Tire, Western Tire; Jewellry: Birk's, Peoples Jewellry, Charm Jewellry, G.B. Murphy, Mappins.

14 - NEWSPAPERS: THE CHRONICLE-HERALD (m) 71,642; THE MAIL STAR (e) 57,574; Comb. (m&e) 129,216; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R.J. Capon, Adv. Sales Mgr., THE CHRONICLE-HERALD and THE MAIL-STAR, 1650 Argyle St., Halifax, NS B3J 2T2; Tel. (902) 426-2885.
National Representative : Newspaper Mktg. Bureau.

NEW GLASGOW, N.S.

1 - LOCATION: Pictou County, E&P Map F-4. Coal and steel fabricating, kraft paper, rail car mfg., tire mfg. and woodpulping center. On the East River near Pictou Harbor. 36 mi. NE of Truro; 100 mi. NE of Halifax.

2 - TRANSPORTATION: Railroads - Can. Natl.
Motor Freight Carriers - 3.
Intercity Bus Lines - Pictou Co. [illegible]ansit; Acadian.

3 - POPULATION:
Corp. City 76 Cen. 10,672; Loc. Est. 10,367
CZ-ABC: (76) 23,513; (81) 24,600
RTZ-ABC: (76) 25,563; (81) 28,000
City & RTZ-ABC: (76) 49,076; (81) 52,600

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 3,805
CZ-ABC: (76) 7,310; (81) 8,500
RTZ-ABC: (76) 7,295; (81) 8,900
City & RTZ-ABC: (76) 14,605; (81) 17,400

5 - BANKS: 13, Deposits N.A.

6 - PASSENGER AUTOS: City 4,329

7 - ELECTRIC METERS: Residence 7,270

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Ry. Cars & Parts; Heavy Mach. 2,100; Boilers & Mining Equip. 55; Bed Spring Mattresses 175; Paint 25; Steel Fab. 325; Sheet Metal 50; Pulp and Paper 675; Chemicals 75; Tire Mfg. 2,100; Shipyard 200; Sobey's (Food Chain) 500; Dairy 400; Casket Making 40.
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-55; Summer [illegible]; Fall 36-60; Winter 10-52.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:
Principal Shopping Center - 4 blocks on Provost and Archmedes Sts.
Neighborhood Shopping Centers - Stellarton; Westville; Trenton; Pictou; West Side; New Glasgow; Aberdeen Mall on East River Rd.; Highland Mall on Westville Rd.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Thur., Fri.; open nightly at Mall.

13 - RETAIL OUTLETS: Department Stores - Goodman; Zeller's; K mart; Woolco; Metropolitan.
Variety Stores - Steadman's.
Chain Drug Stores - Rexall 4; Shoppers Drug Mart 2; Lawton's.
Chain Food Supermarkets : Sobey's 4; Dominion; IGA 2; Johnson & MacDanold 2; Red & White.
Other Chain Stores - Agnew-Surpass (shoes); Sally Shops (women's); Canadian Tire; Maritime Auto; Firestone; Maher Shoes; Reitman's; Radio Shack; MacCulloch Bldg.; People's Jewelry; Sherwin-Williams; Lindor; Jack Frager (men's).

14 - NEWSPAPERS: NEWS (e) 11,951; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Cheek, Adv. Mgr., NEWS, 352 E. River Road, New Glasgow, NS B2H 5E2; Tel. (902) 752-3000.
National Representative : Thomson.

SYDNEY, N.S.

1 - LOCATION: Cape Breton County, E&P Map F-3. SE end of Sydney Harbor, Cape Breton Island.

2 - TRANSPORTATION: Railroads - Intercommunication; Sydney to Glace Bay - Sydney & Louisburg RR, Sydney to North Sydney, Sydney, Mines, Florence, Bras d'Or, Pt. Tupper, Inverness and St. Peters - C.N.R.
Motor Freight Carriers - 16.
Intercity Bus Lines - Acadian; Sydney & Whitney Pier; Sydney-Grace Bay; Sydney-New Waterford; Sydney Mines; N. Sydney; Cabot.
Airlines - Air-Canada; Eastern Provincial Airways.
Steamship Lines - 12.

3 - POPULATION:
Corp. City 76 Cen. 30,645; Loc. Est. 27,685
CZ-ABC: (76) 38,570; (81) 35,100
RTZ-ABC: (76) 132,296; (81) 130,800
City & RTZ-ABC: (76) 170,866; (81) 165,900

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 8,927
CZ-ABC: (76) 10,705; (81) 10,800
RTZ-ABC: (76) 32,775; (81) 37,300
City & RTZ-ABC: (76) 43,480; (81) 48,100

5 - BANKS: 33

6 - PASSENGER AUTOS: County 39,338

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Centre of industrial area of Cape Breton, 4 towns, 12 miles from Sydney forming concentrated pop. of 169,865. Main industries are: Steel Plant 3,000 emp.; annual payroll $22 million; Canadian Coast Guard College; Ship Repair Drydock; 2 Aluminum Fab. Plants. Other towns are mainly mining & fishing area, coal 6,000 emp. $40 million annual payroll; shipping & receiving point for goods to & from Newfoundland (90 miles distant). Point Tupper: Heavy Water Plant, Power Plant, Oil Refinery, $50 million pulp mill (2,000 emp.); $50 million heavy water plant at Glace Bay; Raw & Refined Limestone; Component Homes Plant.

10 - CLIMATE: Min. & Max. Temp. - Spring 28-66; Summer 46-89; Fall 32-66; Winter 11-55.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Area - Sydney; 10 blocks on Charlotte St.; 10 on George St.; 8 on Prince St.; 4 on Townsend St.; 6 on Victoria Rd.; Grace Bay; 4 on Main St.; 8 on Commercial St.; New Waterford; 6 Plummer L Ave. N. Sydney; 10 on Commercial St.; 2 on Bowers St. Sydney Mines; 4 on Main St.; 1 on Fraser Ave.; Port Hawkesbury; 4 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz. (21)	NA	K mart, Dominion
Sydney (27)	NA	Zeller's, Sobey Stores
Woolco (15)	NA	Woolco, Sobey's
Glace Bay (20)	NA	Sobey's, Met.
N. Sydney (25)	NA	Zeller's, Peoples, Sobey's
Mayflower (60)	NA	Woolco, The Bay, Dominion

Principal Shopping Days : Wed., Thurs., Fri., Sat.
Stores Open Evenings : Fri.; Shopping Plazas Daily.

13 - RETAIL OUTLETS: Department Stores - Oak Hall; Crowell's; Simpson-Sears 4; The Bay; Woolco; Kresge; Zellers.
Variety Stores : Woolworth's 4; Metropolitan 3; People's 2; Zeller's; Woolco 2; Furniture Stores 8.
Chain Food Supermarkets : I.G.A. 4; F.N.S. 26; Sobeys 6; Shores 2; Lucky Dollar 33; Eastern Co-op 3; Dominion 2; Red & White 3; Cosmo Metro Raheys 3.
Other Chain Stores : Canadian Tire; Agnew-Surpass; Woodhouse; Sally; Tip Top; Suzy Sheir; Big Steel; Jack Frazer; Fairweather; Sherwin-Williams Paints; Western Tire; Cdn. Pittsburgh Ind.; Reitmans 2; Singer Co.

14 - NEWSPAPERS: CAPE BRETON POST (e) 31,437; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Michael Hancox, Adv. Dir., CAPE BRETON POST, 75 Dorchester St., Sydney, NS B1P 6K6; Tel. (902) 564-5451.
National Representative : Thomson.

TRURO, N.S.

1 - LOCATION: Colchester County, E&P Map F-4, County Seat. On Salmon River, 65 mi. from Halifax, 124 mi. from Moncton. On Hwys. running East, West & South. Ry. & Hwy. hub. Dairy farming & lumbering center of province.

2 - TRANSPORTATION: Railroads - Canadian National; Dominion Atlantic.
Motor Freight Carriers - 17.
Intercity Bus Lines - Acadian Coach.
Airlines : Halifax Intl. Airport (37 mi.). Regular Air Line taxi service.

3 - POPULATION:
Corp. City 76 Cen. 12,840; Loc. Est. 12,479
CZ-ABC: (76) 19,290; (81) 21,000
RTZ-ABC: (76) 36,523; (81) 44,100
City & RTZ-ABC: (76) 55,813; (81) 65,100

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 4,926
CZ-ABC: (76) 6,280; (81) 7,500
RTZ-ABC: (76) 10,550; (81) 13,900
City & RTZ-ABC: (76) 16,830; (81) 21,400

5 - BANKS: 12, Deposits N.A.

6 - PASSENGER AUTOS: City 7,754

7 - ELECTRIC METERS: Residence 5,744

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Bldg. Materials; Dairy Prod.; Ry.
Principal Industrial Pay Days : 5, 15, 20 & 30.

10 - CLIMATE: First killing frost, Sept. 15. Last killing frost, May 31.

11 - TAP WATER: Acid, very soft; trace of fluorine.

12 - RETAILING: Principal Shopping Centers : Inglis and Prince Sts.; Fundy Trail Shopping Centre; Truro Mall.
Principal Shopping Days : Fri., Sat.
Stores Open Evenings : Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores : Margolian's; Walker's; K mart; Zeller's.
Variety Stores : Woolworth; Metropolitan; Zeller's.
Chain Drug Stores : MacQuarries; Baleom; Chittick; Shoppers Drug.
Chain Food Supermarkets : Dominion; Sobey's; IGA 2; Save-Easy.
Other Chain Stores : Canadian Tire; Goodman; Simpson-Sears; Commercial Equip; Discount Shoeland; G. B. Murphy.

14 - NEWSPAPERS: NEWS (e) 8,432; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Campbell, Adv. Mgr., NEWS, 6 Louise St., Truro, NS B2N 5C3; Tel. (902) 893-9405.
National Representative : Thomson.

ONTARIO SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	607	641	685
5-14 Years	1,467	1,380	1,333
15-24 Years	1,552	1,590	1,579
25-44 Years	2,267	2,557	2,934
45-64 Years	1,632	1,705	1,795
65 and Over	739	826	928
TOTAL	8,264	8,699	9,254

Based on Statistics Canada Census and Population Projections.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1982
General Mdse.	1,874	5,044
Apparel	739	1,988
Furniture	385	754
Groceries	2,831	9,110
Lumber/Bldg. Mat.	138	303
Restaurants	270	3,399
Autos	1,839	8,512
Gasoline/Fuel Oil	988	2,743
Drugs	316	1,385
TOTAL	12,606	36,745

Source: Census of Canada/Retail Trade.

BARRIE, ONT.

1 - LOCATION: Simcoe County, E&P Maps E-4 & M-2, County Seat. Agricultural, light mfg., tourist. 60 mi. N of Toronto. On Ontario Hwys. 400, 11, 26-27, 93 (90 to Base Borden).

2 - TRANSPORTATION: Railroads - C.N.; C.P. (at Midhurst, 5 miles).
Intercity Bus Lines - Gray Coach; Greer Transp.
Motor Freight Carriers - 10.
Airlines - Air Canada; American; C.P.A. (Toronto Airport 40 mi.)

3 - POPULATION:
Corp. City 76 Cen. 34,389; Loc. Est. 40,979
CZ-ABC: (76) 34,389; (81) 39,100
RTZ-ABC: (76) 106,344; (81) 120,800
City & RTZ-ABC: (76) 140,733; (81) 159,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 14,523
CZ-ABC: (76) 11,220; (81) 14,100
RTZ-ABC: (76) 31,805; (81) 39,800
City & RTZ-ABC: (76) 43,025; (81) 53,900

5 - BANKS: Savings 8; Dep. $49,000,000

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Elect. Appl. 850; Railways 250; Tanning 375; Rubber 220; Compressors 156; Steel Rules 75.
Principal Industrial Pay Days - 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 28-80; Winter 9-54. First killing frost, Sept. 28. Last killing frost, Apr. 21.

11 - TAP WATER: From Artesian wells, alkaline, medium hard.

12 - RETAILING: Principal Shopping Center - 5 blocks on Dunlop St.; 2 on Collier St.; 1 each on Bayfield & Clapperton.
Neighborhood Shopping Center : Barrie Plaza, Wellington & Anne Sts.; Simcoe, Hwy. 11.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfield Mall (38)	NA	Miracle Food Mart
Wellington St.	NA	Woolworth's
Georgian Mall (40)	NA	Sears, Dominion

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores : Zeller's; Woolworth's; Tower; K mart; Sayvette; Walker's; Sears.
Chain Supermarkets : Loblaw's; Dominion; A&P; Power; K mart; Food City; IGA; Red & White; Super Save; Miracle Mart.
Other Chain Stores : Walkers; Sally; Evangeline; Walkwel; Maher; Burroughs; Canadian Tire; Tamblyn; Adams; Laura Secord; Coward; Kerns; Valu Fair Mart; Lincoln; Reward; Uniroyal; Firestone.

14 - NEWSPAPERS: EXAMINER (e) 11,314; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Len Sevick, Adv. Dir., EXAMINER, 16 Bayfield St., Barrie, ON L4M 4T6; Tel. (705) 726-6537.
National Representative : Thomson.

BELLEVILLE, ONT.

1 - LOCATION: Hastings County, E&P Maps E-4 & N-2, County Seat. Dairy and agricultural area. 115 mi. from Toronto; 235 mi. from Montreal. Wholesale, shopping, mfg. center. On provincial Hwys. 2, 14, 37 and 401. Steamboat connections with Great Lakes and St. Lawrence River ports.

2 - TRANSPORTATION: Railroads - C.N.; C.P. Div. point & repair shops for C.N.R.
Motor Freight Carriers - 6.
Intercity Bus Lines - Belleville Transit; Colonial Coach; Rathbun; Smith.

3 - POPULATION:
Corp. City 76 Cen. 34,389; Loc. Est. 40,979
CZ-ABC: (76) 35,311; (81) 34,100
RTZ-ABC: (76) 108,199; (81) 116,600
City & RTZ-ABC: (76) 143,510; (81) 150,700

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 14,523
CZ-ABC: (76) 12,110; (81) 12,900
RTZ-ABC: (76) 33,395; (81) 40,000
City & RTZ-ABC: (76) 45,505; (81) 52,900

5 - BANKS: Saving and Trusts 15.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Total 13,203

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners: Electronics 1,199; Lock Mfg. 367; Plastics 180; Cement 320; Locomotive Shops 1,204; Conveyor Systems 250; Pablum Metrecal 200; Sporting Goods; Liquor and Industrial Alcohol; Black Diamond Cheese and Spices.
Principal Industrial Pay Days - Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 7-75; Summer 45-90; Fall 25-76; Winter -13-54. First killing frost, Oct. 24. Last killing frost, May 16.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 4 blocks on Front St.; 1 on Bridge St.; 1 on Victoria Ave., North Front St.; Pinnacle St.
Neighborhood Shopping Centers - 2 on Pinnacle St.; Belleville Plaza, Dundas St.; Westgate Plaza, Allied Towers, Trent Road; North Front St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Quinte Mall (65)	NA	Town & Country, K mart, Miracle, Food, Sears,

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Fri.; many Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores : Walker Stores; Lipson's; Simpsons-Sears; Allied Towers; Family Fair; McIntosh; Grafton-Fraser; People's Credit Jewelers; K mart.
Variety Stores : Kresges; Woolworths.
Chain Drug Stores : Shoppers Drug Mart; Tamblyn's; I.D.A. 6; Rexall 2; Guardian Drugs 2.
Chain Supermarkets : Loblaws 2; Dominion; A&P 2; Food City; Miracle Food Mart.
Other Chain Stores : Reitman's; Adams; Canadian Tire; Firestone; Goodyear; Goodrich; Provincial Tire; Shoes: Bata, Lincoln, Mahar's, Pollack's; Men's Wear: Jack Fraser's; Coles Books; Pulvers Ladies Wear; Laura Secord; 5th Avenue; Living Lighting; Young Canada.

14 - NEWSPAPERS: INTELLIGENCER (e) 17,300; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R.C. Broadbridge, Dir., INTELLIGENCER, 45 Bridge St. E., Belleville, ON K8N 1L5; Tel. (613) 962-9171.
National Representative : Thomson.

BRAMPTON, ONT.

1 - LOCATION: Peel County, E&P Maps E-4 and M-2. 25 mi. NW of Toronto. Hwys. 10 & 7.

2 - TRANSPORTATION: Railroads - CNR; CPR; GO Transportation.
Motor Freight Carriers - 20.
Intercity Bus Lines - Gray Coach.
Airlines - Toronto International Airport; 15 min. from downtown Brampton.

3 - POPULATION:
Corp. City 76 Cen. 103,459; Loc. Est. 136,859
CZ-ABC: (76) 103,459; (81) 136,600
RTZ-ABC: (76) 22,434; (81) 26,500
City & RTZ-ABC: (76) 125,893; (81) 163,100

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 41,731
CZ-ABC: (76) 29,050; (81) 42,300
RTZ-ABC: (76) 6,395; (81) 8,300
City & RTZ-ABC: (76) 35,445; (81) 50,600

5 - BANKS: 9 Comm.; 3 Trust Co.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: 9,087

8 - GAS METERS: 4,200

9 - PRINCIPAL INDUSTRIES: Building Products; Packaging; Auto. Mfg.; Roofing Supplies; Flowers; Communications Equipment; Mattresses; Cigarettes; Food; Air Conditioning; Plastics; Adhesives; Office Supplies; Shoes; Boats; 10,000 emp.; Av. Yrly. Wage $7,100.

10 - CLIMATE: Min. & Max. Temp. - Winter 27-32; Summer 39-85.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brampton Mall (33)	NA	Steinberg's Mkt.
Brampton Ctr. (4)	NA	Dominion Store
Peel Village Square (9)	NA	Shoppers Drug Mart, Dominion
Shoppers World (119)	NA	K mart, Canada Safeway, Simpsons
Bramalea City Center (160)	NA	Eaton's, Hudson's Bay
Mississauga Sq. One (170)	NA	Sears, Woolco, Hudson's Bay
Centennial Mall (20)	NA	Zeller's, Dominion
Southgate Mall (20)	NA	Steadmans

13 - RETAIL OUTLETS: Department Stores : K mart; Towers; Eaton's; Simpson's; Zeller's; Hudson's Bay; Miracle Beaucoup.
Discount Stores : BiWay; Stripe Discount.
Chain Drug Stores : Boots; Shoppers Drug Mart.
Chain Food Stores : Dominion; Safeway; IGA; Loblaws; Miracle Mart; Food City; Warehouse Foods.
Other Chain Stores : Canadian Tire; Goodrich; Firestone; Uniroyal; Elks; Reitmans; Jack Fraser; Laura Secord; Maher; Agnew Surpass; Peoples Credit Jewelers; Flagg Shoes; Modernage; Lighting Unlimited; Ostranders; Stitsky's; Bonita Shoes; Aikenhead.

14 - NEWSPAPERS: TIMES (e) 8,709; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John LaMarsh, Adv. Mgr., TIMES, 33 Queen St. W., Brampton, ON L6Y 1M1; Tel. (416) 451-2020.
National Representative : Thomson.

BRANTFORD, ONT.

1 - LOCATION: Brant County, E&P Maps E-4 & M-3. On the Grand River. 24 mi. WSW of Hamilton; 65 mi. SW of Toronto. On Provincial Hwys. 2, 24, 53 and 403.

2 - TRANSPORTATION: Railroads - C.N.; Tor., Ham. & Buffalo.
Motor Freight Carriers - 31.
Intercity Bus Lines - Greyhound; Canada Coach; Public Utilities Comm.; Burley; United Trails.

3 - POPULATION:
Corp. City 76 Cen. 66,950; Loc. Est. 73,055
CZ-ABC: (76) 66,950; (81) 72,500
RTZ-ABC: (76) 107,339; (81) 107,600
City & RTZ-ABC: (76) 174,289; (81) 180,100

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 24,954
CZ-ABC: (76) 22,535; (81) 25,200
RTZ-ABC: (76) 33,065; (81) 37,900
City & RTZ-ABC: (76) 55,600; (81) 63,100

5 - BANKS: Banks 23; Trust Cos. 11.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 24,600

8 - GAS METERS: Residence 16,411

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Farm Machinery; Refrigeration: Automotive; Textiles; Durables 10,700; Non-Durables 5,000.

10 - CLIMATE: Min. & Max. Temp. - Spring 22-67; Summer 53-82; Fall 29-72; Winter 11-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers : Brantford Mall; Lynden Park Mall; Mohawk Plaza; Towers; Colborne Square; Fairview; Morrell Street Plaza; Pleasant Plaza; Minard's Plaza; Greenbrier Plaza; Dunsdon Plaza.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Brantford and Lynden Park Malls and Towers Mon.-Sat. All others-Thurs. and Fri.

13 - RETAIL OUTLETS: Department Stores : Brown's; Dirty Dan; Right House; Zeller's; Woolco; Towers; K mart; Sears.
Chain Drug Stores : SupeRx; Shoppers' Drug; Boots; Towers; Woolco; K mart.
Chain Supermarkets : Red & White 2; Dominion; IGA; Food City; Calbecks 5; Gordon-Guscott Super Save; Loblaws 2; Miracle Mart; Vickerman's.
Other Chain Stores : Reitmans 3; Agnew Surpass 4; Canadian Tire; Maher's; Cole's Book Store; People's Jewellers; Mappin's; Pennington's; Elk's; Belinda and Brother 3; A & A Records; Black's Camera; Laura Secord 3; Muntz Stereo; Fotomat 2; Jean Junction; Playtime Stores 2; St. Clair Paint; Beaver Lumber; Cashway; Dominion Hardware; Mufflerman; Midas Muffler; Mr. Transmission; Speedy Muffler King; Speedy Auto Glass; Sherwin-Williams; Canadian Pittsburgh Ind.; Firestone 2; Goodyear; Uniroyal; Gallenkamp Shoes; Family Fair; Radio Shack 2; Jack Fraser.

14 - NEWSPAPERS: EXPOSITOR (e) 32,213; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: K. Dopson, Adv. Mgr., EXPOSITOR, 53 Dalhousie St., Brantford, ON N3T 5S8; Tel. (519) 756-2020.
National Representatives : Southam; Rumford, Vancouver.

BROCKVILLE, ONT.

1 - LOCATION: Leeds County, E&P Maps E-4 & 0-2. On St. Lawrence River. 208 mi. E of Toronto; 125 mi. W of Montreal; 70 mi. S of Ottawa. Queen's Hwys. 2, 29 and 401.

2 - TRANSPORTATION: Intercity Bus Lines - Voyageur; Howard Bus; Leeds County; City; Greyhound; Healey Trans. Ltd.
Airlines : Local Class 'B' Airport.

3 - POPULATION:
Corp. City 76 Cen. 19,903; Loc. Est. 19,800
CZ-ABC: (76) 19,903; (81) 20,100
RTZ-ABC: (76) 54,876; (81) 60,200
City & RTZ-ABC: (76) 74,779; (81) 80,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 7,374
CZ-ABC: (76) 6,885; (81) 7,700
RTZ-ABC: (76) 16,835; (81) 20,400
City & RTZ-ABC: (76) 23,720; (81) 28,100

5 - BANKS: Savings 9; Sav. & Loan 3.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 7,700

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Abr. & Grind. Wheels; Ins. Chimneys; Concrete Prod.; Tel. Inst. & Switchboards; Wire & Cables; Elec. Tools; Pharm. Supplies; Footwear; Exhaust Fans; Beverage Base; Steel Tubing; Chemical Ind.; Publishers; Railway; Provincial Hospital; Computer Component Assembly; Chain Saws; Cross-Country Skis; Vacuum Cleaners.
Wage Rates - Manufacturing: Male-Unskilled $3.70-$5.00; Semi-Skilled $5.00-$6.50; Skilled $6.50-$11.00. Female-Unskilled $3.50-$4.50; Semi-Skilled $4.50-$5.50; Skilled $7.00
Principal Industrial Pay Days - 15th and 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 38-72; Summer 55-92; Fall 38-65; Winter 20-40. First killing frost, Oct. 1. Last killing frost, May 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 14 blocks on King St.; 3 on Buell St.; 5 on Perth St.; Shpg. Plaza on Stewart Blvd., 32 stores; Thousand Islands Mall, 30 stores.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores : Lipson's; Zeller's; Woolco.
Variety Stores : Woolworth.
Chain Drug Stores : I.D.A. 3; Rexall; Shoppers' Drug; Family Pharmacy 2; Boots.
Chain Supermarkets : Dominion 2; No Frills; OK Economy; Steinberg.
Other Chain Stores : Kern's Jeweler; Laura Secord Candies; Reward Shoes 2; Lindor; Evangeline; Canadian Tire; Giant Tiger; Home Hardware; Sherwin-Williams; Firestone; Goodyear; Singer Co.; Pro Hardware; Reitman's; Cashway; Smart Set.

14 - NEWSPAPERS: RECORDER & TIMES (e) 14,233; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Stuart Paterson, Adv. Dir., RECORDER & TIMES, 23 King St. W., Brockville, ON K6V 5T8; Tel. (613) 342-4441.
National Representative : None.

CAMBRIDGE, ONT.

1 - LOCATION: Waterloo County, E&P Map E-4 & M-3. 13 mi. SE of Kitchener; 25 mi. NW of Hamilton. On Provincial Hwys. 8, 24, 24A, 97 and 401.

2 - TRANSPORTATION: Railroads - Canadian Pacific; Canadian National.
Motor Freight Carriers - 12.
Intercity Bus Lines - Canada Coach; Burley; Grey Coach; Cambridge Transit.

3 - POPULATION:
Corp. City 76 Cen. 72,383; Loc. Est. 79,109
CZ-ABC: (76) 72,383; (81) 74,600
RTZ-ABC: (76) 13,430; (81) 14,000
City & RTZ-ABC: (76) 85,813; (81) 88,600

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 26,837
CZ-ABC: (76) 22,610; (81) 25,700
RTZ-ABC: (76) 3,890; (81) 4,300
City & RTZ-ABC: (76) 26,500; (81) 30,000

5 - BANKS: 26 Savings

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 19,986

8 - GAS METERS: Residence 12,000; Commercial 1,400; Industrial 250.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Textiles 2,610; Machy. 5,875; Shoes 1,436; Rubber & Plastics 1,265; (Av. Wkly. Wage) Mfg. ($112); Indus. ($117); Total Emp. 20,000.
Principal Industrial Pay Days - 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-70; Summer 50-95; Fall 30-80; Winter 10-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center - Main area on Main St., Ainslie, Dickson, & Water Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ayr	11	IGA, Zehr's
K mart Centre	5	K mart
Fairview Mall	9	Simpson's, Sears, Woolco, Zehr's

Other Shopping Centers : Cambridge Shoppers Mall; Highlands; Westgate; The Mall; John Galt Center; Bishop Gate Mall; South Cambridge Centre.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Close : Downtown Wed. afternoon.
Stores Open Evenings : Shopping centres open every evening. Downtown stores open Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores : Right House; Zeller's; Sears; Woolco; Miracle Mart; Simpson's.
Variety Stores : Peoples; Stedman's.
Chain Drug Stores : Rexall; IDA; Shoppers Drug Mart; Boots.
Chain Supermarkets : Dominion; Miracle Food Mart 2; Zehr's 4; Safeway; A&P.
Other Chain Stores : Woodhouse; Canadian Tire; Firestone; Zeller's; Goodyear; Eaton's; Agnew-Surpass.

14 - NEWSPAPERS: REPORTER (e) 13,481; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Donald Sparrow, Adv. Mgr., REPORTER, 26 Ainslie St., Cambridge, ON N1R 3K1; Tel. (519) 621-3810.
National Representative : Thomson.

CHATHAM, ONT.

1 - LOCATION: Kent County, E&P Maps D-4 & L-3, County Seat. Shopping center. On River Thames. 190 mi. W of Toronto; 50 mi. E of Detroit. On Kings Hwys. 2 and 401; Bluewater Hwy.; near KH's 3, 21 and 98.

2 - TRANSPORTATION: Railroads - C.P.; C.N.; Wabash; C&O (freight).
Motor Freight Carriers - 15.
Intercity Bus Lines - Chatham; Greyhound.

3 - POPULATION:
Corp. City 76 Cen. 38,655; Loc. Est. 41,465
CZ-ABC: (76) 38,685; (81) 42,000
RTZ-ABC: (76) 67,445; (81) 68,700
City & RTZ-ABC: (76) 106,130; (81) 110,700

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Local Est. 14,878
CZ-ABC: (76) 12,780; (81) 15,300
RTZ-ABC: (76) 20,870; (81) 23,400
City & RTZ-ABC: (76) 33,650; (81) 38,700

5 - BANKS: Sav. & Loan 4; Sav. & Comm. 14.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Res. 12,100

8 - GAS METERS: Res. Chatham and immediate rural areas 14,900

9 - PRINCIPAL INDUSTRIES: Auto Parts; Motor Trucks & Parts; Plastics; Metal & Paper Containers; Canned Goods; Fertilizers; Natl. Gas Distr.; Jute Bags; Comm. Frozen Foods; Brick & Tile; Flour; Aluminum; Steel; Filters.
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 24-75; Summer 57-102; Fall 31-85; Winter -3-50. Last killing frost, May 10. First killing frost, Oct. 5.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers – 5 blocks on King St. & adjoining 2 blocks on Market Sq.; 1 on 4th St.; 1 on 5th St.; 1 on 6th St.
Neighborhood Shopping Centers – St. Clair St.; Thames St.; Queen St.; Richmond St.; Nortown-Chatham North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thames Lea	2	Dominion Mkt., Zeller's, Gordon's, K mart
Nortown	2	Stedman's, Gordon's
Chatham Place	3	Woolco, Dominion

Principal Shopping Days : Fri. & Sat.
Stores Close : Some Thurs. afternoon.
Stores Open Evenings : Fri.; Food Thurs. & Fri.; some nightly.

13 - RETAIL OUTLETS: Department Stores : Zeller's; Family Fair; Woolco; K mart; Stedman's.
Discount Stores : Shoppers Drug Mart; Price Guard; Top Drug Mart.
Variety Stores : Jupiter.
Chain Drug Stores : I.D.A. 3; SupeRx; Shoppers Drug Mart.
Chain Supermarkets : A&P; Dominion 2; IGA; Red & White 3; Gordon's 6.
Other Chain Stores : Young's Jewellers; Singer Co.; Women's Wear: Reitman's; Men's Wear: Tip Top Tailors, Jack Fraser; Shoes: Kinney, Bata, Fitzgerald-Walkwell, Agnew-Surpass, Kent, E. & R. Maher, Reward; Auto: Canadian Tire, Firestone, Goodyear; Furniture: London Furn.; Canada (paint); Beaver Lumber & Hdwr.; Cashway Lumber.

14 - NEWSPAPERS: NEWS (e) 14,688; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: William Fraser, Adv. Mgr., NEWS, 45 Fourth St., Chatham, ON N7M 5M6; Tel. (519) 354-2000.
National Representative : Thomson.

CORNWALL, ONT.

1 - LOCATION: Stormont County, E&P Maps E-4 & O-2, County Seat. On St. Lawrence River; HQ. St. Lawrence Seaway; Site of Intl. St. Lawrence Power Generating Sta. 75 mi. W of Montreal; 270 mi. E of Toronto; 70 mi. SE of Ottawa.

2 - TRANSPORTATION: Railroads – C.N.; C.P.
Motor Freight Carriers – 7.
Intercity Bus Lines – Voyageur Coach.
Water Shipping – Great Lakes and Ocean Steamships.

3 - POPULATION:
Corp. City 76 Cen. 46,121; Loc. Est. 44,059
CZ-ABC: (76) 46,121; (81) 47,300
RTZ-ABC: (76) 32,392; (81) 36,600
City & RTZ-ABC: (76) 78,513; (81) 83,900

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 15,127
CZ-ABC: (76) 14,585; (81) 16,500
RTZ-ABC: (76) 9,415; (81) 11,900
City & RTZ-ABC: (76) 24,000; (81) 28,400

5 - BANKS: 7 Savings; Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Province 3,700,000; Residence 16,600

8 - GAS METERS: 4,400

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners – Paper 1,700; Textiles 1,000; Men's Clothing 200; Chemicals 1,450; Other 1,850. (Av. Wkly. Wage $215).
Principal Industrial Pay Days – Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 9-88; Summer 36-90; Fall -6-77; Winter -16-48. First killing frost, Oct. Last killing frost, May.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers – 4 blocks on Pitt St.; 2 on Second St.; 5 on Montreal Rd. (E. Cornwall) 5 plazas.
Principal Shopping Days : Thurs., Fri. & Sat.
Stores Close : Wed. afternoon.
Stores Open Evenings : Thurs. & Fri.; Shpg. Plazas daily to 10 p.m.

13 - RETAIL OUTLETS: Department Stores : Zeller's 2; Woolco; Sears; K mart; Reitman's.
Variety Stores : People's.
Chain Drug Stores : Fullerton's I.D.A. 2; Tamblyn's 2; Medical Arts; Woolco Pharmacy; Shoppers Drug Mart; Boots.
Chain Supermarkets : Loblaws 2; Dominion 2; Steinberg's 2; Red & White; Super Save.
Other Chain Stores – Laura Secord; Canadian Tire; Firestone; Goodyear; Beaver Lumber; Cashway; Radio Shack; Marks Spencer; Tip Top; Jack Fraser; Family Fair; Leisure World; Joe Feller; Suzy Shier; Steel Man; Agnew Shoes; Astral Photo; Atlantic Video & Sound; Bare Essentials; Belinda & Brother Shoes; Boutique Marie Claire; Coles Books; Fairweather; Flipside Records; Frodelle Shoes; Hickory Farms; Irene Hill; Jean Junction; Kinney Shoes; Lewis Shoes; Maher Shoes; Mappins Jewelry; Montreal Draperies; Penningtons; Peoples Jewelers; Playtime; St. Clair Paint & Wallpaper; Smart Set; Town & Country; Dexter Shoes.

14 - NEWSPAPERS: STANDARD-FREEHOLDER (e) 17,263; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bedingfield, Adv. Mgr., STANDARD-FREEHOLDER, 44 Pitt St., Cornwall, ON K6J 3P3; Tel. (613) 933-3160.
National Representative : Thomson.

FORT FRANCES, ONT.

1 - LOCATION: Rainy River District, E&P Map D-4, Judicial Seat. Pulp, paper, lumber, tourism, agriculture. Canada-U.S. border crossing point.

2 - TRANSPORTATION: Railroads – CN; DWP.
Intercity Bus Lines – Grey Goose; Excel Motor Coach.
Motor Freight Carriers – 3.
Airlines – Republic (Int'l. Falls); No. Ontair; Bordaire.

3 - POPULATION:
Corp City 76 Cen. 9,325; Loc. Est. 8,486

4 - HOUSEHOLDS:
City 76 Cen. N.A; Loc. Est. 3,063

5 - BANKS: Commercial 4; Saving & Loan 3; Credit Unions 1.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Agriculture; Lumbering; Tourism.

10 - CLIMATE: Min. & Max. Temp. – N.A.

11 - TAP WATER: Soft; fluoridated & chlorinated.

12 - RETAILING: Principal Shopping Area : 5 blocks in town.
Principal Shopping Days : Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Chain Stores : Safeway; Canadian Tire; Saan; Acklands; Auto Glass.

14 - NEWSPAPERS: BULLETIN (e-ex. wed) 2,725; sworn June 12, 1981.
Local Contact for Advertising and Merchandising Data: K. Vettergreen, Adv. Mgr., BULLETIN, 116 First St., Fort Frances, ON P9A 1K2; Tel. (802) 274-5373.
National Representative : None.

GUELPH, ONT.

1 - LOCATION: Wellington County, E&P Map E-4 & M-2, County Seat. Agricultural, manufacturing, dairy and university center. 55 mi. W of Toronto, 28 mi. N of Hamilton. On Provincial Hwys. 6, 7, 24, 25, 86, 401.

2 - TRANSPORTATION: Railroads – CN; CP; Junction.
Intercity Bus Lines – Canada; Elliott Coach; Grey Coach.
Motor Freight Carriers – 31.
City Bus Lines – Guelph Trans. Comm.
Airlines – Waterloo Wellington; Private & Charter & Great Lakes Schedule; Guelph Air Park; Private & Small Charter (Wellington Waterloo Airport).

3 - POPULATION:
Corp. City 76 Cen. 67,538; Loc. Est. 74,217
CZ-ABC: (76) 67,538; (81) 69,900
RTZ-ABC: (76) 92,221; (81) 97,200
City & RTZ-ABC: (76) 159,759; (81) 167,100

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 26,385
CZ-ABC: (76) 22,110; (81) 26,500
RTZ-ABC: (76) 27,025; (81) 34,900
City & RTZ-ABC: (76) 49,135; (81) 61,400

5 - BANKS: Sav. & Comm. 38.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: 22,900

8 - GAS METERS: 16,950

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Sports Equipment 190; Steel Buildings 270; Hats 340; Power Transformers 842; Off-Highway Haulers 168; Glass Yarns 470; Metal Fluxes 215; Dairy Products 100; Steel Valves 200; Transformers 625; Tobacco 827; Iron Castings 260; Communications 475; Overhead Switchgear 185; Saw Chains 375; Wires and Cables 328; Shirts 230; Women's Wear 225; Power Tools 334; Freezers 510; Correctional Centre 395; Homewood Sanitarium 600; University of Guelph 3,426. Average weekly wage $285.
Principal Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. – Spring 40-70; Summer 55-90; Fall 30-65; Winter 0-40. First killing frost, Sept. 28. Last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers – on 9 Sts.; 8 blocks Macdonell; Carden; Quebec; Woolwich; Wyndham; Cork; Norfolk; Douglas; Wilson; Speedvale; Willow West; Victoria Rd. Plaza; Stone Rd. Mall; Westwood Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fergus	14	Russels, IGA, Vince's Mkt., Zehr's, J&M Market
Elora	13	L&M Food
Acton	14	Eisen, I.G.A.

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Thurs., Fri. until 9.

13 - RETAIL OUTLETS: Department Stores – Budds; Sears; Zeller's County Fair 2; K mart; Buy Way.
Variety Stores : Woolworth 2.
Chain Drug Stores : I.D.A. 5; Rexall; Super Save 2; Nyal; Boots 2; Shoppers Drug Mart 3.
Chain Food Supermarkets : A&P; Dominion 2; Foodland; Zehr's 6; Miracle Mart; Darrigos; Usher's.
Other Chain Stores : Shoes: Aggies, Athletes Foot, Cord Wainer, Kiddie Cobbler, Gallenkamp, Rare Earth, Shoe House, Walkwell, AB Heller, Copp Shoes, Ab Amies, Ovation; Auto Supply: Canadian Tire 2, Firestone, Marsh Tire, Guelph Auto Electric, Standard Auto Glass; Confectionery: Laura Secord 2; Clothing: Somers, Evangeline, Lorraine, Robert K, Smith, Milady, Elks, Zacks, Right House, Reitmans, Arcade, Browns, Executive Suite, Norrah's, Elks, House of David, Alb Brown, Star, Ellens Fashions, KarenLynn Shop, Lees Apparel, Petticoat Lane; T.V.: Wickham's County TV, Shortreed, Loves, Tip Top, Fairweather, Playtime, Thrifty's, Black's; Jewelery: Birk's, Peguenaut's, A.W. Smith, Morse, Ostrander's.

14 - NEWSPAPERS: MERCURY (e) 17,301; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R.L. Hamill, Pub./Gen. Mgr., MERCURY, 8-14 Macdonnell St., Guelph, ON N1H 6P7; Tel. (519) 822-4310.
National Representative : Thomson.

HAMILTON, ONT.

1 - LOCATION: Wentworth & Halton Counties, E&P Maps E-4 & M-3. Western end Lake Ontario. County Seat. 19,230 acres, one of largest land-locked harbors on Great Lakes, Canada's fifth port in tonnage handled. 43 mi. SW of Toronto; 73 mi. W of Buffalo; 48 mi. W of Niagara Falls; 201 mi. E of Detroit, on Queen Elizabeth Hwy. & Ontario Hwys. 2, 5, 6, 8, 20 & 403.

2 - TRANSPORTATION: Railroads – CN; CP; TH&B.
Motor Freight Carriers – 100.
Intercity Bus Lines – Eastern Canadian Greyhound; Gray Coach; Canada Coach.
Steamship Lines – 61.
Airlines – Air Canada; C.P.; Amercian; B. Airways; Nordair; United; Alitalia; Eastern; USAir; Jamaica; Transair; Lufthansa; KLM; Air France.

3 - POPULATION:
Corp. City 76 Cen. 312,003; Loc. Est. 309,854
CZ-ABC: (76) 437,532; (81) 479,700
RTZ-ABC: (76) 220,598; (81) 263,100
Met. Area 76 Cen. 528,380; Loc. Est. 544,542
City & RTZ-ABC: (76) 658,130; (81) 742,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. 153,135; Loc. Est. 172,515
Met. Area 76 Cen. N.A.; Loc. Est. 115,092
CZ-ABC: (76) 129,987; (81) 174,100
RTZ-ABC: (76) 60,495; (81) 86,600
City & RTZ-ABC: (76) 190,482; (81) 193,078

5 - BANKS: 140, including Trust Co's.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 151,593

8 - GAS METERS: Residence 73,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) – Manufacturing 70,600 ($387); Durable Goods 54,400 ($411); Non-durable Goods 16,300 ($311); Food & Beverages 4,400 ($289); Metal Fabricating Industries 7,800 ($387); Machinery & Electrical 5,400 ($418); Electrical Products 7,900 ($360); Construction 4,900 ($452); Transportation Communication & Utilities 7,200 ($344); Trade 21,300 ($222); Finance Insurance & Real Estate 5,000 ($222); Service 9,100 ($165).
Principal Pay Days : Thurs. & Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. – Spring 34-53; Summer 60-95; Fall 40-59; Winter 15-31. First killing frost, Oct. 23. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping District – 4 blocks on King, James, John, Main and York Sts. centered on King and James; Mohawk & Upper James St. Mtn.
Neighborhood Shopping Districts : Ottawa St. N.; Kenilworth Ave., N.; Locke St. S.; Westdale (King St. W.); Concession St. Mountain; Barton St. E.
Neighborhood Shopping Centers (No. of Units) : University Plaza 32; Fennel Square Plaza 15; Country Fair Plaza 5; Greater Hamilton 110; Mountain Plaza 30; Skyway Plaza 20; Terminal Towers 34; Aldershot Plaza 15; Brant Plaza 15; Roseland Plaza 20; Burlington Mall 80; Jackson Square 110; Hopedale Mall 20; Eastgate Square 104; Westcliffe Mall 34; Gage Square 6; Stadium Mall 7; Strath-Barton Mall 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Plaza, Dundas	5	Sears, Miracle Mart, Dominion
Greater Hamilton	3	Robinson's, Sears, Dominion, Loblaw
Burlington Mall	12	Sears, Robinson's, Dominion, Eaton's
Mountain Plaza	2	Woolco, Loblaw
Skyway Plaza (Stoney Crk.)	8	Woolworth, Dominion
Burlington	14	Eames, Loblaw
Fennel Square	30	Woolworth, Loblaw
Terminal Towers	0	Loblaw
Aldershot	8	Towers, Dominion
Brant	10	Loblaw
Roseland	11	SupeRx
County Fair	4	Zeller's
County Fair (Burlington)	10	Zeller's, Dominion
Queenston Mall	5	Miracle Mart
Eastgate Sq.	5	Eaton's, Robinson's, Woolco, Loblaw
Jackson Sq.	NA	Eaton's, Marks & Spencer
Westcliffe Mall	NA	Home Hardware
Gage Square	NA	Beaver Lumber
Stadium Mall	NA	Consumer Distributing
Strath-Barton	NA	Family Fair
Harvard Sq.	NA	Safeway
Limeridge Mall	5	Sears, Robinson's, Eatons, Dominion
Fiesta Mall	7	Zeller's, Dominion, Malarky's

Principal Shopping Days : Thurs., Fri. & Sat.
Stores Open Evenings : Most downtown chain food & shopping centers: Thurs. & Fri.; Plaza food stores open 6 nights.

13 - RETAIL OUTLETS: Department Stores : T. Eaton; G. W. Robinson; Sears; Right House.
Discount Stores : Towers; Zeller's; Woolco; Miracle Mart; K mart.
Variety Stores : Woolworth; Kresge.
Chain Drug Stores : Rexall 3; I.D.A. 34; Shoppers Drug Mart 5; Fair-Way 8; A.R.P. 5; Super Save 4; Parke & Park 2; Big V 7.
Chain Supermarkets : Miracle Food Marts 7; Dominion 14; Loblaw 9; IGA 17; A&P 10; Red and White 4; Safeway 3; Valdi 3; Fortino 4; No Frills 3; Min Amart 3.
Other Chain Stores : Sally Shops; Tip-Top Tailors; Reitman's; Evangeline Shops; D'Allaird's; Agnew Surpass; Maher; Reward; Elks Men's Wear; Lindor; Auto: Canadian Tire 7, Firestone 5; Jewelery: Henry Birks and Sons, People's Credit Jewelers, Mappin's, Kern's, Bowring's.

14 - NEWSPAPERS: SPECTATOR (e) 149,828; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R.P. Powers, Dir., SPECTATOR, 44 Frid St., Hamilton, ON L8N 3G3; Tel. (416) 526-3333.
National Representatives : Southam; Newspaper Mktg. Bureau; CWO&O.

KENORA, ONT.

1 - LOCATION: District of Kenora, E&P Map C-3. Hwy. 17. Agricultural, tourist resort, manufacturing area.

2 - TRANSPORTATION: Railroads – C.P.
Intercity Bus Lines – Greyhound.
Airlines – Torontair.

3 - POPULATION:
Corp. City 76 Cen. 10,565; Loc. Est. 9,928
CZ-ABC: (76) 10,565; (81) 9,300
RTZ-ABC: (76) 24,425; (81) 25,400
City & RTZ-ABC: (76) 34,990; (81) 34,700
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 3,527
CZ-ABC: (76) 3,455; (81) 3,200
RTZ-ABC: (76) 5,822; (81) 6,700
City & RTZ-ABC: (76) 9,277; (81) 9,900

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: N.A

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Paper; Flour, Lumber Mills; Brewing; Boat Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **(Nearby Shopping Center** - Kenora Shoppers Mall (Downtown-Woolworth, Dominion).
Principal Shopping Days : Thurs., Fri.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: MINER & NEWS (e-mon to fri) 4,483; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Brent Spilak, Adv. Mgr., MINER & NEWS, 33 Main St., Kenora, ON P9N 3X7; Tel. (807) 468-5555.
National Representative : None.

KINGSTON, ONT.

1 - LOCATION: Frontenac County, E&P Maps E-4 & N-2. 165 mi. E of Toronto; 185 mi. W of Montreal; 129 mi. SW of Ottawa. On Queen's Hwy. 2, 15 and Macdonald-Cartier Freeway.

2 - TRANSPORTATION: Railroads - C.N.; C.P.
Water - St. Lawrence Seaway Port.
Motor Freight Carriers - 20.
Intercity Bus Lines - Voyageur Colonial, Ltd.; Charter Aircraft.
Airlines - Torontair.

3 - POPULATION:
Corp. City 76 Cen. 56,032; Loc. Est. 51,694
CZ-ABC: (76) 56,252; (81) 57,200
RTZ-ABC: (76) 103,493; (81) 114,600
City & RTZ-ABC: (76) 159,745; (81) 171,800

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 20,564
CZ-ABC: (76) 20,600; (81) 23,000
RTZ-ABC: (76) 30,123; (81) 37,200
City & RTZ-ABC: (76) 50,723; (81) 60,200

5 - BANKS: 32

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: 21,727

8 - GAS METERS: 3,870

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Synthetic Fibres 2,000 ($186); Metal Processing 2,500 ($212).
Principal Industrial Pay Days : 15th and 31st.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-60; Summer 65-83; Fall 32-60; Winter -10-40. First killing frost, Oct. 9. Last killing frost, May.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers - 5 blocks on Princess St.; Kingston Shopping Centre, 60 stores; Frontenac Mall, 42 stores; 4 other plazas, 30 stores.
Neighborhood Shopping Centers : Upper Princess St.; N. Montreal St. and Reddendale; Hwy. 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz. (6)	NA	K mart, Loblaw's
Kingston Centre (60)	NA	Simpsons-Sears, Loblaws
Frontenac Centre (50)	NA	Dominion, Woolco

Principal Shopping Days : Wed., Thurs., Fri., Sat.
Stores Close : Wed. night

13 - RETAIL OUTLETS: Department Stores : Jos. Abramsky & Sons; Zeller's; Simpsons-Sears; Steacy's; Cherney's.
Discount Stores : Sentry Stores; S&R; Woolco; K mart; Consumers Distributing; Shopright.
Variety Stores : Woolworth; Kresge.
Chain Drug Stores : Tamblyn; Thrifty; Shoppers Drug; Boots.
Chain Food Supermarkets : A&P; Loblaw; Dominion; IGA.
Other Chain Stores : Reitman's (ladies'); Sally Shops (ladies'); Tip Top Tailors (men's); Agnew-Surpass (shoes); Firestone; Peoples Credit Jewellers; Canadian Tires; Fairweather (apparel); Bata Shoes; Kiddie-Kobbler (shoes); Uniroyal; Cherney's (furn.); Kinney Shoes; Suzy Shier; Marks & Spencer; Tip Top Tailors; Very, Very, Terry, Jerry; Elk's; Frontier Fruit & Nut; Bowrings; Shorneys; Keyman Shop; Town & Country; National Bakeries; Singer; Sport Experts; Family Fair; Dapper Dan; Laura Secord; Toy World.

14 - NEWSPAPERS: WHIG-STANDARD (e) 35,467; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: A. McLaren, Adv. Dir., WHIG-STANDARD, 306 King St. E., Kingston, ON K7L 4Z7; Tel. (613) 544-5000.
National Representative : Neil Patterson.

KIRKLAND LAKE, ONT.

1 - LOCATION: Temiskaming County, E&P Map D-4. Mining, farming, education, distribution centre. 365 mi. from Toronto. On Hwys. II and 66.

2 - TRANSPORTATION: Railroads - Ontario - Northland and Bus.
Motor Freight Carriers - 2.
Airlines : Nor Ontair.

3 - POPULATION:
Corp. City 76 Cen. 13,567; Loc. Est. 12,491
CZ-ABC: (76) 13,567; (81) 11,900
RTZ-ABC: (76) 30,193; (81) 28,800
City & RTZ-ABC: (76) 13,710; (81) 14,100

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 4,757
CZ-ABC: (76) 4,755; (81) 4,600
RTZ-ABC: (76) 8,955; (81) 9,500
City & RTZ-ABC: (76) 43,760: (81) 40,700

5 - BANKS: 4 Commercial; Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 5,160

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max Temp. - Spring 16-70; Summer 45-95; Fall 0-80; Winter 42-54.

11 - TAP WATER: Neutral; very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - 4 blocks on Government Road.
Principal Shopping Days : Mon., Thurs., Fri., Sat.
Stores Close : Wed. afternoon.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS:
Variety Stores : Metropolitan; Kresge; Woolworth.
Chain Drug Stores : I.D.A. 2; Rexall.
Chain Food Supermarkets : A&P; Dominion; Montemurro's; Mike's.

14 - NEWSPAPERS: NORTHERN NEWS (e) 5,852; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Tim Cote, Adv. Mgr., NORTHERN NEWS, 8 Duncan Ave., Kirkland Lake, ON P2N 3L4; Tel. (705) 567-5321.
National Representative : Thomson.

KITCHENER-WATERLOO, ONT.

1 - LOCATION: Regional Municipality of Waterloo, E&P Maps D-4, M-2 & M-3; County Seat. 72 mi. W of Toronto, 66 mi. E of London.

2 - TRANSPORTATION: Railroads - C.N.; C.P.
Motor Freight Carriers - 34.
Intercity Bus Lines - Gray; Canada; United Trails.
Airlines - Air Canada; C.P.; American; Eastern; Wardair; Lufthansa; Swissair; Toronto Int'l Airport (45 minutes); Nordair; Hamilton Airport (40 minutes).

3 - POPULATION:
Corp. Cities 76 Cen. 178,493; Loc. Est. 200,032
Kitchener 76 Cen. 131,870; Loc. Est. 145,300
Waterloo 76 Cen. 46,623; Loc. Est. 54,157
CZ-ABC: (76) 178,493; (81) 189,200
RTZ-ABC: (76) 116,240; (81) 120,100
City & RTZ-ABC: (76) 294,733; (81) 309,300
Met Area 76 Cen. 270,832; Loc. Est. 300,213
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 76 Cen. N.A.; Loc. Est. 72,039
Kitchner 76 Cen. N.A.; Loc. Est. 52,931
Waterloo 76 Cen. N.A.; Loc. Est. 19,648
Met. Area 76 Cen. N.A.; Loc. Est. 105,795
CZ-ABC: (76) 59,195; (81) 69,200
RTZ-ABC: (76) 34,070; (81) 36,800
City & RTZ-ABC: (76) 93,265; (81) 106,000

5 - BANKS: Savings 124

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 86,587

8 - GAS METERS: Residence 43,814

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Manufacturing 52,041; Terminal & Storage 4,623; Shopping & Services 33,734; Business & Commercial Services 36,132; Recreation 2,590; Construction 3,980; Agriculture (excluding farming) 615.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-51; Summer 55-81; Fall 40-61; Winter 19-31. First killing frost, Oct. Last killing frost, May.

11 - TAP WATER: Neutral, very hard; Kitchener not fluoridated; Waterloo fluoridated.

12 - RETAILING: Principal Shopping Centers - Fairview Park, 5 miles from downtown Kitchener (95 stores); Market Square, downtown Kitchener (39 stores); King Centre, downtown Kitchener (70 stores); 8 blocks on King St., Kitchener; Waterloo Square, downtown Waterloo (52 stores); Conestoga Mall, 6 miles from downtown Waterloo (74 stores); 3 blocks on King St., Waterloo.
Neighborhood Shopping Centers : Kitchener: Lancaster Street Plaza, Kingsdale Plaza, Belmont Plaza, Frederick Mall, Stanley Park Mall, Courtland Plaza, Forest Glen Plaza, Eastwood Square, Pioneer Park Plaza, Forest Hill Plaza, Laurentian Hills Plaza, Manitou Mall, Rosemount Centre, Highland Road Plaza, Sterling St. Plaza. Waterloo: Towers Plaza, Westmount Place, County Fair Centre, Parkdale Plaza, Glenridge Plaza, Lincoln Plaza.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thurs., Fri.; Food, every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores - Goudies; Budds; Eaton's; Marks & Spencer; Robert Simpson; Sears; Robinson's.
Variety Stores : Woolworth; Kresge; Zeller's.
Discount Stores : Woolco; Towers; K mart.
Chain Drug Stores : Boots 6; Guardian 2; IDA 3; Shoppers Drug Mart 4; Rexall 3.
Chain Food Supermarkets : Dominion 2; Dutch Boy 5; Zehrs 15; Hi Way; Central; Derango's; Knechtel's 2; Miracle Food Mart; Valdis.
Other Chain Stores : Agnew Surpass Shoes 3; Reward Shoe 2: Singer Co. 2; Young Jewelry 2; Weston Jewelers; Walters Jewelers; Reitman's 3; Tip Top Tailors 3; Firestone; Goodrich; Uniroyal; Canadian Tire 3; Goodyear; Dunlop; Esso Centres; Fairweathers 3 (ladies); Town & Country (ladies) 4; Leon's Furniture; Pennington's 2; D'Aillard's 2; Bowring's 2; Dalmy's; Jack Fraser 2; Elk's 2.

14 - NEWSPAPERS: RECORD (e) 71,577; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: H.J. Baird, Adv. Dir., RECORD, 225 Fairway Rd., Kitchener, ON N2G 4E5; Tel. (519) 894-2231.
National Representative : Bardal Gosbee.

LINDSAY, ONT.

1 - LOCATION: Victoria County, E&P Maps E-4 & M-2. On the Scugog River. 78 mi. SE of Georgian Bay; 69 mi. NE of Toronto.

2 - TRANSPORTATION: Railroads - C.P.; C.N.
Intercity Bus Lines : Travelway Bus.

3 - POPULATION:
Corp. City 76 Cen. 13,026; Loc. Est. 13,125
CZ-ABC: (76) 13,062; (81) 12,700
RTZ-ABC: (76) 35,394; (81) 43,700
City & RTZ-ABC: (76) 48,456; (81) 56,400

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 4,899
CZ-ABC: (76) 4,485; (81) 4,800
RTZ-ABC: (76) 11,545; (81) 15,800
City & RTZ-ABC: (76) 16,030; (81) 20,600

5 - BANKS: 5 Commercial; Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Hourly Rate): R.R.; Textiles 300; Chemical 600; BrakeShoe 115; Die Casting 150; Printing; Rubber Mfg. 450; Gen. Mfg. 200.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: POST (e) 4,655; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. McConomy, Pres./Gen. Mgr., POST, 15 William St. N., Lindsay, ON K9V 3Z8; Tel. (705) 324-2113.
National Representative : None.

LONDON, ONT.

1 - LOCATION: Middlesex County, E&P Maps D-4 & L-3. On River Thames, 110 mi. W of Toronto and 105 mi. E of Detroit.

2 - TRANSPORTATION: Railroads - C.N.; C.P.
Motor Freight Carriers - 67.
Intercity Bus Lines - Greyhound; Gray Coach; London Charterways.
Airlines - Air Canada; Air Ontario.

3 - POPULATION:
Corp. City 76 Cen. 240,392; Loc. Est. 261,841
Met. Area 76 Cen. 270,063; Loc. Est. 282,882
CZ-ABC: (76) 240,392; (81) 253,300
RTZ-ABC: (76) 544,943; (81) 562,200
City & RTZ-ADC: (76) 785,335; (81) 815,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 95,492
Met. Area 76 Cen. N.A.; Loc. Est. 104,392
CZ-ABC: (76) 83,235; (81) 96,700
RTZ-ABC: (76) 170,875; (81) 194,400
City & RTZ-ABC: (76) 254,10; (81) 291,100

5 - BANKS: 81; Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 76,806

8 - GAS METERS: Residence 63,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Agriculture 7,065; Manufacturing 31,365; Construction 9,405; Transportation 8,775; Trade 23,190; Finance 9,345; Personal Services 41,835; Public Administration 8,940.
Principal Pay Days - Thurs., Fri.; 1st & 15th

10 - CLIMATE: Min. & Max. Temp. (Celsius) - Spring -6-32; Summer 5-32; Fall -16-25; Winter -25-10.

11 - TAP WATER: Lake Huron Pipeline; fluoridated.

12 - RETAILING: Principal Shopping Centers - (Number of Stores) - Wellington Square (48), Wellington King Sts.; Eastown Plaza (30), East Dundas St.; Westown Plaza (20), Oxford St. W.; London Plaza (10), Adelaide St. N.; Wharncliffe Plaza (8), Wharncliff-Base Line Rds.; Oakridge Mall (40); Northland Mall (20), Highbury and Huron Sts.; White Oaks (50), Wellington Rd.; Southcrest (11), Springbank Dr.; King Plaza (13), Hamilton Rd.; Oxford Plaza (18), Oxford-Adelaide Sts.; Argyle Mall (35), Dundas Clark Rd., Norton Estates, Commissioners' Rd. (23); London Mall (20); Westmount Plaza (70); City Centre (26), Dundas at Wellington; Sherwood Forest Mall (28), Gainsborough & Halton Rd.; Oxbury Place (17), Oxford St. E.; Towers Plaza (7), Wellington Road S.; London Center Arcade (70); Wonderland Mall (24), Wonderland & Southdale.
Core Shopping Area - 7 blocks on Dundas St.; 5 on Richmond St.; 2 on Clarence St.; 2 on Talbot St.; 3 on King St.
Neighborhood Shopping Areas : 6 blocks on Dundas St. E. from Adelaide; 2 on Richmond St., S. of Oxford; 3 on Wharncliffe, N. of Wyatt; 5 on Wharncliffe, S. of Elmwood; 8 on Hamilton Rd., E. of Little Hill St.; 5 on Oxford, E. of Gammage; 3 on Wortley, S. of Askin; 1 on Clark Rd. & Trafalgar; 1 on Trafalgar & Highbury; The Boulevard.
Stores Close : Sundays.
Stores Open Evenings : Thurs., Fri.

13 - RETAIL OUTLETS: Department Stores - Eatons 3; Simpsons 2; Kingsmills; Hudsons; Fairweather 3.
Discount Stores : Towers; K mart 2; Zellers 2; Woolco 3; Family Fare 2.
Variety Stores - Zellers; Woolworths 2; Metropolitan; Kresges.
Chain Drug Stores : Boots 7; Canadian Apothecary 4; Shopper's Drug 5; SupeRx 5; Rexall 10.
Supermarkets - Loblaws 6; Dominion 6; A & P 6; Miracle Mart 5; Superior 4; Foodcity 2.
Other Chain Stores - Apparel: D'Allaird's; Bonds 2; Boughners; Reitmans 5; Marks & Spencer 5; Fairweather 3.
Jewelery: Birks 3; Mappins 2; Peoples 2; Youngs 4; Morse 2; Nash 2. Furniture: Leons; Pattons Place; London Furniture; Common Market; Jensens; Ethan Allen. Shoes: Agnew-Surpass 3; Arliss 2; Bata 3; Belinda 2; Bonita 2; Dacks; Fredelle 3; Kinney 2; Maher 2; Mugford 2. Bakeries: Grandma Lees 3; Hunts 5. Books: Coles 2; Oxford 2; Provident 2; Wendell Helmes 2.

14 - NEWSPAPERS: FREE PRESS (m-mon to fri) 89,064; (e-mon to fri) 37,804; (m-sat) 131,258; Comb. (m&e) 126,868; Mar. 31, 1981 ABC. (Evening edtion discontinued Oct. 5, 1981).
Local Contact for Advertising and Merchandising Data: R.A. Green, Mktg. Dir., FREE PRESS, PO Box 2280, London, ON N6A 4G1; Tel. (519) 679-1111.
National Representatives : Newspaper Mktg. Bureau; Sy Kaplan Assoc., N. Miami, FL.

NIAGARA FALLS, ONT.

1 - LOCATION: Regional Municipality of Niagara; E&P Map E-4. On Niagara River between Lake Erie and Lake Ontario. On Hwys. 3, 3A, 8, 20 and the Queen Elizabeth Hwy.

2 - TRANSPORTATION: Railroads - C.N.; Wabash; Conrail; C.P.
Motor Freight Carriers - 7.
Intercity Bus Lines - Municipal Transit System; Canada Coach; Grey Coach; Greyhound.
Airlines - Air Canada; American; United; Mohawk; Lake Central.

3 - POPULATION:
Corp. City 76 Cen. 69,423; Loc. Est. 70,390
CZ-ABC: (76) 69,423; (81) 70,300
RTZ-ABC: (76) 36,516; (81) 36,600
Met. Area 76 Cen. 299,823; Loc. Est. 308,654
City & RTZ-ADC: (76) 105,939; (81) 106,900

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 24,792
CZ-ABC: (76) 22,515; (81) 25,000
RTZ-ABC: (76) 11,845; (81) 12,900
Met. Area 76 Cen. N.A.; Loc. Est. 108,884
City & RTZ-ABC: (76) 34,360; (81) 37,900

5 - BANKS: 24

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 20,810

8 - GAS METERS: Residence 16,415

9 - PRINCIPAL INDUSTRIES: Abrasives; Chemicals; Machinery; Silverware; Cereals; Fishing Boxes; Wine; Baby Food; Canned Goods; Refractories. (Av. Wkly. Wage $162.)
Principal Industrial Pay Days - Thurs., Fri.

10 - CLIMATE: Aver. Temp. - Summer 68; Av. Annual 47; Annual Rainfall 30 inches.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 5 blocks on Queen St. Main St., Victoria Ave. at Centre St. and Victoria Ave. at Morrison St.
Neighborhood Shopping Centers - Stamford; Chippawa; Lundy's Lane Plaza; Dorchester Rd.; Niagara Square.
Principal Shopping Days : Thurs., Sat.
Stores Close : Wed. noon.
Stores Open Evenings : Thurs. & Fri. North End; Fri. South End.

13 - RETAIL OUTLETS: Department Stores : Rosberg's; Shoppers Drug Mart; Zeller's; Towers; Robinson's; K mart.
Variety Stores : Metropolitan.
Chain Drug Stores : Rexall 7; I.D.A. 3; Super-Save; Shoppers Drug.
Chain Food Supermarkets : Red & White 4; Super Save; A&P 2; Dominion 2; Miracle Food Mart; IGA; Food City; Safeway.
Other Chain Stores : Reitman's Shoes; Agnew-Surpass; Maher; Reward; Kent; Dairy Queen; Col. Sanders; A&W; Firestone; Canadian Tire; Goodyear; Dunlop; Uniroyal; McDonald's; H. Salt; Shoprite; Consumers Distributing.

14 - NEWSPAPERS: REVIEW (e) 20,817; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Clyde T. Wicks, Adv. Mgr., REVIEW, 4801 Valley Way, Niagara Falls, ON L2E 6T6;, Tel. (416) 358-5711.
National Representative : Thomson.

NORTH BAY, ONT.

1 - LOCATION: Nipissing County, E&P Maps D-4 & M-1. 220 mi. N of Toronto.

2 - TRANSPORTATION: Railroads - C.N.; C.P.; O.N.R. Hdq.
Motor Freight Carriers - 15.
Intercity Bus Lines : Deluxe Transp.; Voyageur Colonial; Greyhound; Gray Coach; Ontario Northland; Colonial.
Airlines : Air Canada; First Air; Voyager; Norontair.

3 - POPULATION:
Corp. City 76 Cen. 51,639; Loc. Est. 53,075
CZ-ABC: (76) 51,639; (81) 52,500
RTZ-ABC: (76) 64,919; (81) 53,700
City & RTZ-ABC: (76) 116,558; (81) 106,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 17,260
CZ-ABC: (76) 15,430; (81) 17,300
RTZ-ABC: (76) 19,575; (81) 17,600
City & RTZ-ABC: (76) 35,005; (81) 34,900

5 - BANKS: Commercial 19

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 15,865

8 - GAS METERS: Residence 8,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.) - Primary Industry 453; Manufacturing 4,334; Constuction 1,461; Transportation, Communications and Other Utilities 3,376; Trade & Commerce 3,956; Finance Insurance & Real Estate 730; Service 6,728; Public Administration 4,158.
Principal Pay Days - Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius) - Spring 2-9; Summer 12-21; Fall 0-9; Winter -17-7. First killing frost, Sept. Last killing frost, June.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center : 7 blocks on Main St.
Neighborhood Shopping Centers : 2 blocks on Lakeshore Dr.; 1 on Mcintyre St.; 3 on Algonquin Ave. Northgate Square - 21 acres, 60 stores, incl. Loblaw; Woolco; Reitman; 1450 cars; Nipissing Plaza; Dominion; Zellers, 6 mi. from downtown; Widdifield Plaza 2 stores; 700 cars; North Bay Mall; K mart, A&P; 65 stores, 1,200 cars.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri.; some, 6 nights.

13 - RETAIL OUTLETS: Department Stores : Zeller's; Woolco; Tower's; K mart.
Variety Stores : Kresge's.
Chain Drug Stores : Boots 2; Shopper's Drug Mart 2.
Chain Food Supermarkets : Dominion 5; A&P 3; Loblaw's 2; IGA; Food City.
Other Chain Stores : Reward; Agnew-Surpass; Bata (men's); Tip Top Tailor's; Scarfe (paint); Reitman's (women's); Canadian Pittsburgh (paints & glass); Canadian Tire; Singer Co.; Firestone; Western Tire.

14 - NEWSPAPERS: NUGGET (e) 24,236; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Les H. Geirholm, Adv. Mgr., NUGGET, 259 Worthington St., North Bay, ON P1B 8J6; Tel. (705) 472-3200.
National Representative : Southam.

ORILLIA, ONT.

1 - LOCATION: Simcoe County, E&P Maps E-4 & M-2. Head of Lake Simcoe, 78 mi. from Toronto.

2 - TRANSPORTATION: Railroads - C.P.; C.N.
Motor Freight Carriers - 5.
Intercity Bus Lines - Gray Coach; Stock Bros. Coach; Orillia; Midland-Penetang.
Airlines - Orillia.

3 - POPULATION:
Corp. City 76 Cen. 24,412; Loc. Est. 24,290
CZ-ABC: (76) 24,412; (80) 23,300
RTZ-ABC: (76) 46,910; (80) 52,100
City & RTZ-ABC: (76) 71,322; (80) 75,400

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 7,600
CZ-ABC: (76) 7,700; (80) 7,900
RTZ-ABC: (76) 14,980; (80) 18,000
City & RTZ-ABC: (76) 22,680; (80) 25,900

5 - BANKS: Savings; Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 6,692

8 - GAS METERS: 2,900

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Foundry 1,437; Appliances 380; Wood Prods. 180; Steel Prods. 350; Gov't. Services 1,100; Misc. 430. Av. Wkly. Wage $210.
Principal Pay Days - 2nd & 4th; Fri.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; not fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaverton	20	IGA, Red & White
Coldwater	15	IGA
Gravenhurst	20	IGA, A&P, Dominion
Washago	14	IGA
Bracebridge	NA	Dominion, IGA

Principal Shopping Days : Thurs., Fri., Sat.
Stores Close : 9 p.m.

13 - RETAIL OUTLETS: Department Stores : K mart; Zeller's; Metropolitan; Woolworth; A and N.
Chain Drug Stores : Rexall; Drug City; Shoppers Drug Mart.
Chain Food Supermarkets : Dominion 3; Loblaws; A&P; IGA; Miracle Food Mart.

14 - NEWSPAPERS: PACKET and TIMES (e) 9,118; Sept. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David Woronka, Adv. Dir., PACKET and TIMES, 31 Colborne St., Orillia, ON L3V 6J5; Tel. (705) 325-1355.
National Representative : Thomson.

OSHAWA- WHITBY, ONT.

1 - LOCATION: Regional Municipality of Durham; E&P Maps E-4 & M-2. On Lake Ontario, 30 mi. E of Toronto on Hwy. 401.

2 - TRANSPORTATION: Railroads - C.N.; C.P.
Intercity Bus Lines - Gray; Colonial; Charterways & G.O. Buses.
Airlines - At Toronto Int'l Airport.

3 - POPULATION:
Cities 76 Cen. 135,196; Loc. Est. 148,525
Oshawa 76 Cen. 107,023; Loc. Est. 117,849
Whitby 76 Cen. 28,173; Loc. Est. 30,676
CZ-ABC: (76) 135,196; (81) 163,900
RTZ-ABC: (76) 103,409; (81) 129,000
City & RTZ-ABC: (76) 238,605; (81) 292,900
Met. Area 76 Cen. 132,240; Loc. Est. 150,216

4 - HOUSEHOLDS:
Cities 76 Cen. N.A.; Loc. Est. 49,456
Oshawa 76 Cen. N.A.; Loc. Est. 39,768
Whitby 76 Cen. N.A.; Loc. Est. 9,688
CZ-ABC: (76) 41,445; (81) 55,400
RTZ-ABC: (76) 29,405; (81) 40,500
Met. Area 76 Cen. N.A.; Loc. Est. 51,128
City & RTZ-ABC: (76) 70,850; (81) 95,900

5 - BANKS: Commercial 29; Trust-Cos. 4; Credit Unions 4; Loan Companies 9

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 26,700

8 - GAS METERS: Residence, Oshawa 9,900

9 - PRINCIPAL INDUSTRIES: Automotive Assembly; Elec. Machy.; Leather Gds.; Furn.; Metal Extrusions; Glass & Alum. Prods.; Automotive Parts; Purina-Chow Foods of Whitby; Aluminum & Plastic Boats; Sugar; Steel.

10 - CLIMATE: N.A.

11 - TAP WATER: Acid, hard; fluoridated

12 - RETAILING: Principal Shopping Centers : Oshawa Centre West End; Midtown Mall; Whitby Mall; Five Points Mall; Bond Towers Shopping Mall; Oshawa Square.
Principal Shopping Days : Wed., Thur., Fri., Sat.
Stores Open Evenings : Every evening (ex. Sat.) 9:30; Simpson-Sears open Wed., Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores - Eaton's; Simpson-Sears; Zeller's; Woolco; The Bay.
Variety Stores : Kresge's; Woolworth; K mart.
Chain Drug Stores : Tamblyns 2; I.D.A. 4; Jury & Lovell 2; Shoppers Drug Mart; Top Drug Mart.
Chain Food Supermarkets : Dominion Stores 2; Loblaw's 2; A&P 3; Miracle Mart; Canada Safeway; Sunnybook; Super Save.
Other Chain Stores : Canadian Tire; Firestone; B.F. Goodrich; Green & Ross; Uniroyal; Cherney's; Bata; Birks; Coles; Dovers; Fairweather; Vic Tanney's; Jack Fraser; Lighting Unlimited; Maher; Playtime; Reitman's; Tip Top Tailors; Yolles; Swans; Laura Secord; Singer; Beaver Lumber; Cashway; Saveway; St. Michaels; Town & Country; Family Fair; Biway; Collegiate Sports.

14 - NEWSPAPERS: TIMES (e) 22,991; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Rob Forbes, Adv. Mgr., TIMES, 44 Richmond St. W., Oshawa, ON L1G 1C8; Tel. (416) 723-3474.
National Representative : Thomson.

OTTAWA, ONT.

1 - LOCATION: Carleton County, E&P Maps E-4 & 0-1. Capital City of Canada, on S side of Ottawa River; 125 mi. W of Montreal and 270 mi. E of Toronto. Commercial and industrial center.

2 - TRANSPORTATION: Railroads - C.N.; C.P.
Motor Freight Carriers - 10.
Intercity Bus Lines - OC Transp.; Voyageur Colonial; Commission de Transport; Capital; Abitibi Provincial; Greyhound.
Airlines - Air Canada; Eastern; C. P. Air; Laurentian; Nordair; Quebec Air.

3 - POPULATION:
Corp. City 76 Cen. 304,462; Loc. Est. 300,191
CZ-ABC: (76) 594,311; (81) 560,500
RTZ-ABC: (76) 476,873; (81) 511,700
Met. Area 76 Cen. 641,917; Loc. Est. 651,905
City & RTZ-ABC: (76) 1,071,184; (81) 1,072,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 120,323
Met. Area 76 Cen. N.A.; Loc. Est. 248,258
CZ-ABC: (76) 198,290; (81) 211,300
RTZ-ABC: (76) 139,755; (81) 166,800
City & RTZ-ABC: (76) 338,045; (81) 378,100

5 - BANKS: 145 Savings, Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 170,351

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Federal Govt. Crown Corps. etc. 103,000; Metropolitan Life, No. Off. 1,500 (includes Hull & Vanier); Industry, No. of Wage Earners - Food & Beverages 3,168; Clothing 270; Wood Prods. 888; Printing & Publ. 3,018; Iron & Steel Prods. 1,438; Non-Ferrous Metal Prods. 591; Non-Metallic Mineral Prods. 727; Chemicals 382; Misc. 1,024; Research & Development 5,461.
Principal Industrial Pay Days - Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - Spring 3-81; Summer 40-92; Fall 8-74; Winter - 12-41. First killing frost, Oct. 21. Last killing frost, May 27.

11 - TAP WATER: Purified, soft.

12 - RETAILING: Principal Shopping Centers : 4 blocks on Sparks St.; 4 on Rideau St.; 6 on Bank St.
Neighborhood Shopping Centers : Alta Vista; Merivale Rd.; Elmvale; Riverside; Westgate; Billings Bridge; Carlingwood; Eastview; Manor Park; Alta Vista McArthur; Towers; K mart; St. Laurent; Lincoln Fields; Vista Plaza; Place du Portage; Les Galeries de Hull; Les Galleries Aylmer; Bayshore; Place Cartier-Hull; Les Promenades de L'Outaouais-Catineau.
Principal Shopping Days : Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : The Bay Co.; Charles Ogilvy; Eaton's; C. Caplan; Simpson-Sears; Robert Simpson's Ltd.
Variety Stores : Woolworth; Kresge's; Metropolitan; R. A. Beamish; Zeller's; Giant Tiger.
Discount Stores : Towers Mart 3; K mart 5; Miracle Mart 2; Woolco 2.
Catalogue Discount Stores : Consumers Distributing; Shop Rite Stores.
Chain Drug Stores : Boots Drugs; I.D.A. 16; Rexall 21; Shoppers Drug Mart; Uniprix 2.
Chain Food Supermarkets : Loblaw's 13; Steinberg's 11; A&P 6; Dominion 12; IGA 69; Red & White 6; Provigo 9; Joanissee 4; Metro 9.
Other Chain Stores : Birks (Jewelry, China); People's Jewelers; Tip Top Tailors; Evangeline Shops; Reitman's; Bata Shoes; Dolci's; Holt Renfrew; Singer Co.; Shoe World; Kinney Shoes; Agnew Surpass Shoes; Canadian Tire; Laura Secord Candy; Fairweather Ladies Wear; Goodyear; Penningtons; Uniroyal; Michelin; Blacks Camera; Montreal Draperies; National Draperies; Leon's Furniture; Pascal Hdware; George Richards King Size Clothes; Arlington Sports; The Outdoor Stores; Bouclair; Liberty; Tie City; B.F. Goodrich; Dunlop Tires; Dalmy's; Susy Shier; Speedy Muffler; Radio Shack; Wackid; Ottawa Stereo Hi-Fi; Atlantique.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 171,278; (e-sat) 215,958; Mar. 31, 1981 ABC.
LE DROIT (e-mon to fri) 45,201; (e-sat) 50,771; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R. S. Littlemore, Adv. Dir., CITIZEN, 1101 Baxter Rd., Ottawa, ON K2C 3M4; Tel. (613) 829-9100. Andre Laurin, Adv. Dir., LE DROIT, 375 Rideau, Ottawa, ON K1N 5Y7; Tel. (613) 560-2799.
National Representatives : CITIZEN - Southam; LE DROIT - Vern B. Moore; Landon; Georges Marcier, Montreal.

OWEN SOUND, ONT.

1 - LOCATION: Grey County, E&P Maps D-4 & M-2, County Seat. 120 mi. NW of Toronto on Provincial Hwys. 6, 10, 21 and 26.

2 - TRANSPORTATION: Railroads - C.P.; C.N.
Steamship Lines - Ontario Northland Transp. Co.
Motor Freight Carriers - 8.
Intercity Bus Lines - Gray Coach; Charterways; Travelways.

3 - POPULATION:
Corp. City 76 Cen. 19,525; Loc. Est. 20,256
CZ-ABC: (76) 19,525; (81) 21,500
RTZ-ABC: (76) 91,207; (81) 101,100
City & RTZ-ABC: (76) 110,732; (81) 122,600

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 7,577
CZ-ABC: (76) 6,725; (81) 8,200
RTZ-ABC: (76) 29,075; (81) 35,400
City & RTZ-ABC: (76) 35,800; (81) 43,600

5 - BANKS: 6 Com.; 3 Trust Co.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 5,869

8 - GAS METERS: Residence 3,097

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Mach. Shop 850 ($180); Ptg. & Publ. 465 ($200); Elec. Devices 225 ($185); Sheet Glass 450 ($195); Foam Rubber 250 ($155); Shock Absorbers 250 ($193).

10 - CLIMATE: Min. & Max. Temp. - Spring 28-70; Summer 50-92; Fall 30-75; Winter 0-45.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers - 4 blocks on 2nd Ave. E.; 2 on 8th St. E.; 2 on 9th St. E.; 2 on 10th St. E.
Shopping Center : Towers - Food City; Grey County Mall - Woolco, Loblaw's.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Department Stores : McKay Bros.; Simpson-Sears; Towers.
Discount Stores : Woolco; McDonald's Dept. Store.
Variety Stores : Woolworth; People's; S.S. Kresge.
Chain Drug Stores : I.D.A. 3; Rexall 2; Drug City.
Chain Food Supermarkets : Loblaws; A&P; IGA 2; Dominion; Food City.
Other Chain Stores : Maher; Bata; Firestone; Canadian Pittsburgh; Canadian Tire; Uniroyal; Grafton; Reitman's 2; Superior Propane; Pro Hardware; Crest; Home Hardware; Consumers Distributing; Shop Rite; Smart Set; Radio Shack; Colour Your World.

14 - NEWSPAPERS: SUN-TIMES (e) 20,327; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: G.D. McNaughton, Adv. Mgr., SUN-TIMES, 290 9th St. E., Owen Sound, ON N4K 5P2; Tel. (519) 376-2250.
National Representative : Southam.

PEMBROKE, ONT.

1 - LOCATION: Renfrew County, E&P Maps E-4 & N-1, County Seat. Major retail and industrial center in Upper Ottawa Valley. With Ottawa 97 miles SE; North Bay 138 miles NW; Toronto 257 miles SW; Montreal 227 miles SE on Hwy. 17 with connections to Hwys. 62, 60 and 41.

2 - TRANSPORTATION: Railroads - C.M.; C.P.
Motor Freight Carriers - 5.
Airlines - Penn-Air Ltd.
Intercity Bus Lines - Colonial Coach; Renfrew County Coach.

3 - POPULATION:
Corp. City 76 Cen. 14,927; Loc. Est. 12,837
CZ-ABC: (76) 16,093; (81) 14,500
RTZ-ABC: (76) 48,150; (81) 48,400
City & RTZ-ABC: (76) 64,243; (81) 62,900

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 4,451
CZ-ABC: (76) 5,115; (81) 5,000
RTZ-ABC: (76) 13,520; (81) 11,800
City & RTZ-ABC: (76) 18,635; (81) 16,800

5 - BANKS: Savings 6; Sav. & Loan 6; Commercial 8. Comb. Deposits more than $18,000,000.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: 5,124

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, Number of Wager Earners - Wood and Wood Pdts. 1,494; Dept. of National Defense (Civilians 794, soldiers 3,000); Steel Furniture 224; Suitings (Cloth) 65; Appliances 43; Shook Mills 360; Lumber 140; Veneers 266; Paper 179; Shoosplin 450; Matches 99; Petawawa and Atomic Energy Comm.; Chalk River 2,643.

10 - CLIMATE: Min. & Max. Temp. - Spring 15-67; Summer 52-81; Fall 37-70; Winter 2-25.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Area - 8 blocks surrounding Pembroke St.; Petawawa Shopping Plaza; Glendale Shopping Center; Deep River.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores : T. Eaton Order Office; Walker Stores; Dorans of Pembroke; Simpson's Order Office; Zeller's.
Discount Stores : Giant Tiger; Cost Plus.
Variety Stores : Woolworth; Beamish.
Chain Drugs : I.D.A. 2; Rexall; Guardian.
Chain Supermarkets : Loblaws; A&P 2; I.G.A. 4; Red & White 4; Steinberg; IGA Foodliner; M & M; Brash's 2.
Other Chain Stores : Sally Shops (Women's); Firestone; Canadian Tires; Shoes: Reward, Maher, Bata; Sherwin-Williams; Singer Co.; Woodhouse (furn.).

14 - NEWSPAPERS: OBSERVER (e) 7,339; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Fred Thrasher, Adv. Mgr., OBSERVER, 186 Alexander St., Pembroke, ON K8A 4L9; Tel. (613) 732-3691.
National Representative : Thomson.

PETERBOROUGH, ONT.

1 - LOCATION: Peterborough County, E&P Maps E-4 & N-2, County Seat. On Otonabee River, part of Trent Valley Canal System. 90 mi. E of Toronto, Provincial Hwys. 2, 28, 115, 401 to Toronto and Montreal; also Hwys. 7 and 7A to Ottawa.

2 - TRANSPORTATION: Railroads - CN; CP.
Interprovincial Bus Lines - Voyageur Colonial.
Motor Freight Carriers - 14.
Airlines - Otonabee.
Intercity Bus Lines - Peterborough.

3 - POPULATION:
Corp. City 76 Cen. 59,683; Loc. Est. 60,109
CZ-ABC: (76) 59,683; (81) 59,100
RTZ-ABC: (76) 66,506; (81) 73,400
City & RTZ-ABC: (76) 126,189; (81) 131,400

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 21,833
CZ-ABC: (76) 19,965; (81) 21,400
RTZ-ABC: (76) 20,755; (81) 25,300
City & RTZ-ABC: (76) 40,720; (81) 46,700

5 - BANKS: Comm. 14; Sav. & Loan 3.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 18,440

8 - GAS METERS: Res. & Comm. 5,992

9 - PRINCIPAL INDUSTRIES: Elect. Apparatus; Food Proc.; Paper Prods.; Plastics; Clocks & Watches; Atomic Energy; Dairy Mchy.; Brake Lining & Flexible Hose; Outboard Motors; Power Mowers; Power Saws & Snowmobiles.
Principal Industrial Pay Day - Thurs.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers : Peterborough Sq., downtown Peterborough. Eaton major store with 65 other retail outlets; Lansdowne Place; Sears major store with 70 other outlets.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thurs. & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores : Zeller's; Marks & Spencer; Eaton's; Simpson-Sears; K mart; Towers.
Variety Stores : Woolworth 2; Zeller's; Bi Way; Pathway.
Chain Drug Stores : I.D.A. 6; Shoppers Drug Mart; Top Drugs.
Chain Food Supermarkets : Loblaw's; A&P 2; Dominion 2; Red & White; Sunnybrook; Food City 2; IGA; Kawartha Food.

14 - NEWSPAPERS: EXAMINER (e) 23,240; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kapyrka, Adv. Mgr., EXAMINER, 400 Water St., Peterborough, ON K9J 6Z4; Tel. (705) 745-4641.
National Representative : Thomson.

PORT HOPE, ONT.

1 - LOCATION: Durham County, E&P Maps E-4 & N-2. On N shore of Lake Ontario and 401. 63 mi. E of Toronto. On Provincial Hwy. 2 between Montreal and Toronto.

2 - TRANSPORTATION: Railroads - C.P.; C.N.
Motor Freight Carriers - 4.
Intercity Bus Lines - Colonial; Burley.

3 - POPULATION:
Corp. City 76 Cen. 9,788; Loc. Est. 10,577
CZ-ABC: (76) 9,788; (81) 10,400
RTZ-ABC: (76) 29,212; (81) 30,300
City & RTZ-ABC: (76) 39,000; (81) 40,700

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 3,893
CZ-ABC: (76) 3,315; (81) 3,900
RTZ-ABC: (76) 9,075; (81) 10,300
City & RTZ-ABC: (76) 12,390; (81) 14,200

5 - BANKS: Comm. 5, Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 2,740

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Tools 230 ($80); Bathroom Fixtures 415 ($80); Conveyors 260 ($80); Refining 290 ($80); Other 505 ($70). Total Emp. 700.
Principal Industrial Pay Day - Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-60; Summer 70-89; Fall 30-65; Winter 10-30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers - 3 blocks on Walton; 1 each on John, Ontario, Queen.
Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Food & Dept. Fri.

13 - RETAIL OUTLETS: Department Stores : Coleman & Philip.
Variety Stores : Chainway; Stedman's.
Chain Food Supermarkets : Dominion; A&P; Super Save; IGA; Loblaws.
Other Chain Stores : Canadian Tire.

14 - NEWSPAPERS: GUIDE (e-mon to fri) 3,251; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R.E. David, Adv. Dir., GUIDE, 118 Walton St., Port Hope, ON L1A 3W4; Tel. (416) 885-2471.
National Representative : None.

ST. CATHARINES, ONT.

1 - LOCATION: E&P Maps E-4 & M-3. Regional municipality of Niagara. On Queen Elizabeth Way; on Welland Ship Canal connecting Lake Erie & Lake Ontario; 12 mi. from Niagara River. Regional government seat. 12 mi. from U.S. border.

2 - TRANSPORTATION: Railroads - C.N.
Motor Freight Carriers - 21.
Intercity Bus Lines - Gray; Canada; Farr.

3 - POPULATION:
Corp. City 76 Cen. 123,351; Loc. Est. 123,617
CZ-ABC: (76) 123,351; (81) 135,200
RTZ-ABC: (76) 61,419; (81) 61,300
Met. Area 76 Cen. 299,823; Loc. Est. 308,654
City & RTZ-ABC: (76) 184,770; (81) 196,500
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 46,240
CZ-ABC: (76) 40,645; (81) 49,000
RTZ-ABC: (76) 18,245; (81) 19,500
Met. Area 76 Cen. N.A.; Loc. Est. 108,884
City & RTZ-ABC: (76) 58,890; (81) 68,500

5 - BANKS: Commercial 40; Sav. & Loan 12; Credit Unions 19.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 43,373

8 - GAS METERS: Residence 36,319

9 - PRINCIPAL INDUSTRIES: Automotive and Aeroplane Parts; Electrical Apparatus; Shipbuilding and Repair; Pleasure Boat Building; Paper Products; Slide Fasteners; Newsprint Mills; Boilers & Furnaces; Fabrics; Tools & Dies; Greenhouses; Leather Tanning; Slate Flooring & Roofing; Structural Steel Fabrication.
Principal Pay Days - Wed., Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-87; Summer 45-92; Fall 16-75; Winter 0-58.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - The Pen; Glendale Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pen Centre		Simpson-Sears, Eaton's, Marks & Spencer, Miracle Food, Loblaws, Dominion, Robinson's, Zeller's
Fairview Mall	5	Zeller's, Right House, Loblaws, Dominion, Boots, Woolworth
Grantham Plaza	7	A&P, Canadian Tire
Pendale	1	Biway, Lizanne's
Towers Plaza	5	Towers, Food City
Thorold Pine Plz.	2	IGA
Lake St. Plaza	3	Crown Phcy.
Midtown Plaza	4	A&P, Shoppers Drug
Lincoln Church Plz.	7	Dominion
Lincoln Mall	6	Woolco, Loblaws, Fabriclands
Glenridge Plz.	1	IGA, Guardian Drugs
K mart Plz.	4	K mart, Radio Shack, Dominion
North End Plaza	8	A&P

Downtown - St. Paul St., King St. and streets running one block between these two.
Principal Shopping Days : Wed., Thurs., Fri., Sat.
Stores Open Evenings : Wed., Thurs., & Fri.

13 - RETAIL OUTLETS: Department Stores : The Right House; Zeller's; Eaton's; Marks & Spencer; Sears; Robinson's.
Variety Stores : Kresge; Woolworths; Zellers.
Chain Drug Stores : I.D.A. 5; Super Save 6; Crown 5; Towers (Kent); Shoppers Drug Mart 3; Woolco (Jack Austin); K mart (Boots); Super Discount.
Discount Stores : Woolco; K mart; Towers; Consumer's Distributing; Acme; Shoprite; Biway; Bargain Harold's.
Chain Food Supermarkets : Red & White 4; Valdi; A&P 3; Dominion 4; Loblaw 3; IGA 3; Supersave; Food City; Steinberg's; K mart; Canada Safeway.
Other Chain Stores : Tires: Dunlop, Motorcade, Firestone, Goodyear, Canadian Tire, Uniroyal, Lottridge. Shoes: Reward, Agnew-Surpass, Mahers, Bata, Gallenkamp, Kiddie Kobbler, Kinney's, Shoe World, Boot Shop, Vogue Shoes. Furniture: Sleep Factory, Combined Furniture, Leon Davies, Towers, Garys Giveaways, Dave Goulet. Women's: Reitman's, J. Michaels, Opus, Dalmys, Big Steel, Fairweather, LiliAnne, Braemar, Jack Fraser. Men's: Tip Top Tailors, Elks, Todd's Mens Wear, Grafton-Fraser. Stationery: Grand & Toy, Beatties, C. Cole & Co. Others: Lumber, Buildall, Cashway. Electronics: Sound Shoppe, Madigans, Radio Shack, Laura Secord (candy), Stamford Delicatessen, Eddie Black (cameras), Steak Shoppe, Drapery Shoppe, Markswork Warehouse.

14 - NEWSPAPERS: STANDARD (e) 43,455; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Zwolak, Adv. Dir., STANDARD, 17 Queen St., St. Catherines, ON L2R 5G5; Tel. (416) 684-7251.
National Representative : Bardal Gosbee.

ST. THOMAS, ONT.

1 - LOCATION: Elgin County, E&P Maps D-4 & L-3, County Seat. Diversified mfg. & argic. North Shore of Lake Erie, midway between Buffalo & Detroit, Provincial Hwys. 3, 4.

2 - TRANSPORTATION: Railroads - Conrail; C&O; CN; CP; Norfolk and Western.
Motor Freight Carriers - 13.
Intercity Bus Lines - Eastern Can. Greyhound.
Freight Steamship Lines - 4.
Airlines - Air Canada; Great Lakes.

3 - POPULATION:
Corp. City 76 Cen. 27,206; Loc. Est. 28,432
CZ-ABC: (76) 27,206; (80) 27,800
RTZ-ABC: (76) 41,886; (80) 41,300
City & RTZ-ABC: (76) 69,092; (80) 69,100

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 10,613
CZ-ABC: (76) 9,350; (80) 10,500
RTZ-ABC: (76) 12,495; (80) 13,100
City & RTZ-ABC: (76) 21,845; (80) 23,600

5 - BANKS: 13 Comm., Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 10,200

8 - GAS METERS: Residence 6,200

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Paper Prod. 100; Transp. 800; Auto Assembling 3,000; Iron & Steel Prod. 1,869; Const. 245.
Principal Pay Days - Railways 9th & 21st; Mfg. 15th & 30th. Others: Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 41-61; Summer 61-82; Fall 40-71; Winter 15-28. First killing frost, Sept. 21. Last killing frost, May 10.

11 - TAP WATER: 110 ppm hardness; fluoridated.

12 - RETAILING: Principal Shopping Centers - 16 blocks on Talbot St.; 12 Store Centre on 5th Ave.; 30 Store Mall; Wellington St. East.
Principal Shopping Days ; Thurs., Fri., Sat.
Stores Close : Some on Wed. aft.
Stores Open Evenings : All Stores - Fri., Food Stores - Wed., Thurs., and Fri.

13 - RETAIL OUTLETS: Department Stores : Anderson's; K mart.
Discount Stores : Jupiter.
Variety Stores : Woolworth; Zellers.
Chain Drug Stores : Super Discount Drug; Pricegard.
Chain Food Supermarkets : A&P; Dominion; Loblaw's 2; IGA.
Other Chain Stores - Agnew-Surpass; Singer Co.; Canadian Tire; Maher; Ostrander; Simpson-Sears; Reitman's; Firestone.

14 - NEWSPAPERS: TIMES-JOURNAL (e) 10,128; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Ben Canaran, Adv. Mgr., TIMES-JOURNAL, 16-18 Hincks St., St. Thomas, ON N5P 3W6; Tel. (519) 631-2790.
National Representative : Thomson.

SARNIA, ONT.

1 - LOCATION: Lambton County, E&P Maps D-4 & L-3, County Seat. 170 mi. W of Thoronat entrance to Lake Huron, site of Blue Water Bridge and St. Clair Tunnel. Through motor highway from Chicago, Detroit, New York and points east.

2 - TRANSPORTATION: Railroads - CN; C&O.
Motor Freight Carriers - 132.
Freight Steamship Lines - 12.
Intercity Bus Lines - Blue Water; Greyhound; Chatham Coach; Sarlon.
Airlines - Great Lakes Air Services.

3 - POPULATION:
Corp. City 76 Cen. 55,576; Loc. Est. 52,196
CZ-ABC: (76) 71,135; (81) 70,300
RTZ-ABC: (76) 49,441; (81) 56,000
City & RTZ-ABC: (76) 120,576; (81) 126,300

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 18,976
CZ-ABC: (76) 23,140; (81) 24,100
RTZ-ABC: (76) 14,915; (81) 19,800
City & RTZ-ABC: (76) 38,055; (81) 43,900

5 - BANKS: Sav. & Loan 8.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 15,990

8 - GAS METERS: Residence 13,050

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Oil Refineries 2,493; Synthetic Rubber 2,450; Chemical 1,689; Automotive Parts 1,156; Construction 1,500. Avg. Wage ($290).
Principal Pay Days - Fri. 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-60; Summer 55-100; Fall 30-80; Winter 0-30. First killing frost, Oct. 22. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Days : Wed. morn., Thurs., Fri., Sat.
Stores Open Evenings : Shopping centers-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Walker Bros.; Simpson-Sears; Zeller's; Woolco; Family Fair; K mart; Canadian Tire.
Discount Stores : Sentry; K mart.
Variety Stores : Woolworth's; Kresge's.
Chain Drug Stores : Guardian Drug; Super Save; Woolco Drug; Sentry Drug; IDA; K mart; Big V Pharmacy; Boots.
Chain Food Supermarkets : A&P; Loblaw's 2; I.G.A.; Walker Bros. (Sarnia); National Grocer 11; Dominion Stores 4; Miracle Mart.

14 - NEWSPAPERS: OBSERVER (e) 22,673; March 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don Huggett, Adv. Mgr., OBSERVER, 140 S. Front St., Sarnia, ON N7T 7M8; Tel. (519) 344-3641.
National Representative : Thomson.

SAULT STE. MARIE, ONT.

1 - LOCATION: Algoma District, E&P Map D-4. District Seat. On St. Mary's River bet. Lakes Superior and Huron. Steamship calling point. On Trans- Canada Hwy. 17.

2 - TRANSPORTATION: Railroads - C.P.; Algoma Central Term. pt. & Hq.
Motor Freight Carriers - 16.
Intercity Bus Lines - Greyhound; Ontario Northland; Wawa-Soo.
Airlines - Air Canada; North Central; Nor. Ont. Air; Nordair.

3 - POPULATION:
Corp. City 76 Cen. 81,048; Loc. Est. 80,077
CZ-ABC: (76) 81,048; (81) 92,200
RTZ-ABC: (76) 18,170; (81) 20,600
City & RTZ-ABC: (76) 99,218; (81) 112,800
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 25,617
CZ-ABC: (76) 23,875; (81) 29,900
RTZ-ABC: (76) 5,325; (81) 6,700
City & RTZ-ABC: (76) 29,200; (81) 36,600

5 - BANKS: 5 Chartered Banks: 24 branches. 3 Trust Co., 12 Finance Co., 2 Investment Houses, 5 Credit Union, 41 Insurance Companies. Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: 27,900 (Dist.) 9,000

8 - GAS METERS: 6,159

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Steel 11,500; Paper 538; Railway 675; Veneer & Plywood Mills 490. 49 Categories of Manufacturing Industries. Av. Wkly. Wage N.A.

10 - CLIMATE: Min. & Max. Temp. (Celsius) - Spring 2; Summer 16; Fall 7; Winter 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 8 blocks on Queen; 4 on Wellington W.; Lon James: 3 blocks on Bay Street (A.C.R. Station Mall).
Neighborhood Shopping Centers - Wallace Terrace; Peoples and Korah Rds; Bruce St; East End subdivisions Monterey Gardens; Churchill Plaza; Pine Plaza; K mart Plaza; Second Line; Sentry Market Mall; ACR Station Mall; Wellington Square Mall.
Principal Shopping Days : Mon. thru Sat.
Stores Open Evenings : Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores : Marks & Spencer; Friedman's; Simpson-Sears; Virene's Woolco; K mart; Fairweather; Sentry; Stedman's.
Variety Stores : Woolworth's; Jupiter.
Chain Food Supermarkets : A&P 2; Dominion 4; IGA; Loblaws 3; Red & White 2; Safeway.

14 - NEWSPAPERS: STAR (e) 25,945; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Howard T. Newbigging, Adv. Mgr., STAR, 145 Old Garden River Rd., Sault Ste. Marie, ON P6B 5A7; Tel. (705) 253-1111.
National Representative : Southam.

SIMCOE, ONT.

1 - LOCATION: Regional Muncipality of Haldimand-Norfolk (west half). E&P Maps D-4 & M-3. Junction of Hwys. 3 & 24, County Seat. Industrial center. 25 mi. S of Brantford; 40 mi. SW of Hamilton; 84 mi. SW of Toronto; 175 mi. E of Windsor.

2 - TRANSPORTATION: Railroads - C.N.R.; Wabash; C.P.R.
Motor Freight Carriers - 10.
Intercity Bus Lines - Greyhound; Canada Coach; Burley.

3 - POPULATION:
Corp. City 76 Cen. 14,189; Loc. Est. 17,592
CZ-ABC: (76) 14,189; (81) 15,000
RTZ-ABC: (76) 56,841; (81) 56,000
City & RTZ-ABC: (76) 71,030; (81) 71,000

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 6,421
CZ-ABC: (76) 4,770; (81) 5,500
RTZ-ABC: (76) 17,502; (81) 19,200
City & RTZ-ABC: (76) 22,272; (81) 24,700

5 - BANKS: 5 Comm.; 3 Trust Co.; Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Res. Town 4,558

8 - GAS METERS: Residence Town 3,700

9 - PRINCIPAL INDUSTRIES: Town Zone-Machinery; Canning; Textile; Farmers' Co-op; Tobacco Proc.; Safety Clothing; 18 smaller.

10 - CLIMATE: Min. & Max. Temp. - Spring 32-60; Summer 50-90; Fall 20-70; Winter 10-40. First killing frost, early Oct. Last killing frost, Mar.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 3 blocks on Norfolk St.; 3 on Robinson St.; 2 on Colborne St.; 2 on Kent St.; 2 on Pell St.; on Sydenham St.; 1 on Culvert St.
Shopping Center : At Town's Southern Limits; No. 3 Highway East.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: Total 260.
Department Stores : Budd's; Woolworth.
Chain Food Supermarkets : A&P; Loblaw's; Calbeck.
Other Chain Stores : Potter & Shaw Drug; Cowell Pharmacy; Boots; I.D.A.; Canadian Tire; McKerlie; United Auto Parts; Uniroyal Centre.
Chains in Trading Zone Other Than City : Grocery: IGA 2, Red & White 3, Clover Farm 17, Calbeck's 2, Mini Marts 11 Drug: I.D.A., Rexall, Boots.

14 - NEWSPAPERS: REFORMER (e-mon to fri) 9,838; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: E. Kowalsky, Adv. Mgr., REFORMER, 105 Donly Dr., Simcoe, ON N3Y 4L2; Tel. (519) 426-5710.
National Representative : Thomson.

SIOUX LOOKOUT, ONT.

1 - LOCATION: District of Kenora. On E&P Map D-3. Approx. 165 mi. NW of Port Arthur; 100 mi. N of the U.S. border.

2 - TRANSPORTATION: Railroads - Canadian Nat.
Airlines - Bearskin Airservice Ltd.; State Falls; Austin Airways.

3 - POPULATION:
Corp. City 76 Cen. 3,108; Loc. Est. 3,265

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 914

5 - BANKS: 2 Commercial, Deposit N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 1,700; sworn Dec. 1, 1980.
Local Contact for Advertising and Merchandising Data: S.M. Cummings, Pub., BULLETIN, Box 668, Sioux Lookout, ON P0V 2T0; Tel. (807) 737-2161.
National Representative : None.

STRATFORD, ONT.

1 - LOCATION: Perth County, E&P Maps D-4 & M-3. County Seat. 41 mi. NE of London, Ont.; 165 mi. NE of Detroit; 100 mi. W of Toronto. On Hwys. 7, 8 & 19.

2 - TRANSPORTATION: Railroads : CN.
Motor Freight Carriers : 10.
Intercity Bus Lines : Gray; Greyhound.
Airlines : Airgo; Air Canada (at London, Ont.).

3 - POPULATION:
Corp. City 76 Cen. 25,657; Loc. Est. 26,357
CZ-ABC: (76) 25,657; (81) 26,900
RTZ-ABC: (76) 41,755; (81) 43,200
City & RTZ-ABC: (76) 67,412; (81) 70,100

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 9,856
CZ-ABC: (76) 8,885; (81) 10,200
RTZ-ABC: (76) 12,165; (81) 13,900
City & RTZ-ABC: (76) 21,000; (81) 24,100

5 - BANKS: 11 Commercial; Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners - Furniture & Woodworking 750; Auto Supply 2,000; Textile & Knitting 428; Cloth & Fabric 361; Bearings 500; Electrical 500.

10 - CLIMATE: Min. & Max. Temp. - N.A.

11 - TAP WATER: Acid, hard.

12 - RETAILING: Principal Shopping Area : Downtown with three department stores. One major shopping center at east edge of town with two department stores and 30 additional units. One small center at west end with 3 stores.

13 - RETAIL OUTLETS: Department Stores : K mart; Hudson's; Towers; Woolco.
Variety Stores : Pinto 2.
Chain Drug Stores : Towers; K mart; Woolco.
Chain Supermarkets : Loblaw's; Grocetarias; A&P; Dominion; Foodland; Food City; Perth Co. Market; Kwikie.
Other Chain Stores : Agnew-Surpass; Reward; Sally Shops; Firestone; Woodhouse; Canadian Tire; Sherwin-Williams; Beaver Lumber; Saveway Lumber; Consumers Dist.; Shoprite; Timberline; Home Hardware; Color Your World.

14 - NEWSPAPERS: BEACON HERALD (e) 12,908; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: David Nickel, Adv. Mgr., BEACON HERALD, 108 Ontario St., Stratford, ON N5A 6T6; Tel. (519) 271-2220.
National Representative : None.

SUDBURY, ONT.

1 - LOCATION: Sudbury County, E&P Maps D-4 & M-1, County Seat. Shipping and wholesale center. 241 mi. NW of Toronto; 433 mi. W of Montreal. On Trans-Canada Hwy.

2 - TRANSPORTATION: Railroads - C.N.; C.P.
Motor Freight Carriers - 13.
Intercity Bus Lines - Eastern Canadian Greyhound; Nickel Belt; Gray; Colonial; Ontario Northland.
Airlines - Air Canada; Norontair; Voyageur Airways.

3 - POPULATION:
Corp. City 76 Cen. 97,604; Loc. Est. 92,475
CZ-ABC: (76) 97,604; (81) 91,700
Met. Area 76 Cen. 156,579; Loc. Est. 151,952
RTZ-ABC: (76) 115,579; (81) 90,500
City & RTZ-ABC: (76) 213,183; (81) 182,200

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 31,374
Met. Area 76 Cen. N.A.; Loc. Est. 48,169
CZ-ABC: (76) 30,495; (81) 31,500
RTZ-ABC: (76) 30,920; (81) 27,000
City & RTZ-ABC: (76) 61,415; (81) 58,500

5 - BANKS: Savings 17; Sav. & Loan 26; Com'l. 1.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 25,871

8 - GAS METERS: Residence 8,529

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Mining 24,116 ($209); Forests 3,600 ($186); R.R. 2,000 ($170); Constr. 3,600 ($252).
Principal Industrial Pay Days - Mon., Tues.

10 - CLIMATE: Min. & Max. Temp. - Spring 1-75; Summer 37-87; Fall 35-61; Winter -15-35.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers : 6 blocks on Elm St.; 6 on Durham St.; 3 on Cedar St.
Neighborhood Shopping Centers : 2 blocks on Notre Dame Ave.; 2 on Donovan St.; 3 on Elm West, Lorne, Regent and Eyre Sts. in West End area; Shopping Plaza in centre of city and in New Sudbury, 3 mi. East area of City; Plaza 69, South area of city; Falcon Plaza, North East section of city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
City Centre (40)	NA	Bonimart, Retiman's, Pennington's
New Sudbury (75)	NA	Loblaw's, Woolco, Sears, Walker's

Principal Shopping Days : Tues., Fri.

13 - RETAIL OUTLETS: Department Stores : T. Eaton; Silverman; Sears; Zeller's 2; Walker's; A. L. Green, Ltd.; Woolco; K mart; Bonimart.
Variety Stores : Kresge; Woolworth.
Chain Drug Stores : Tamblyn's 3; IDA 5; Bonimart; Shopper's Drug Mart; Woolco.
Chain Food Supermarkets : Dominion 4; Loblaw's 3; A&P 2; I.G.A. 4; K mart Foods; Bonimart Foods.
Other Chain Stores : Jewelry: Birks, Morse, Kerns, Ostrander's; Auto: Canadian Tire 2, Firestone Tire, Dominion Tire, Goodyear; Women's Apparel: Reitmen's 3, Fairweathers, Pennington, Evangeline; Shoes: Agnew-Surpass 2, Bata 2, Dolomoty 2; Furniture: Yolles, Bad Boy; Candy: Laura Secord 2; Sewing Machines: Singer; Cochrane Dunlop Hdwr. 3; United Cigar 3; Coles Bookstores 2; Bowrings.

14 - NEWSPAPERS: STAR (e) 30,082; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: J. P. Friesen, Pub., STAR, 33 McKenzie St., Sudbury, ON P3C 4Y1; Tel. (705) 674-5271.
National Representative : Thomson.

THUNDER BAY, ONT.

1 - LOCATION: Thunder Bay District, E&P Maps D-4 & N-2, District Seat. On NW shore of Lake Superior, 200 mi. from Duluth; 800 mi. from Toronto; 400 mi. from Winnipeg. On Trans-Canada and International Hwys.

2 - TRANSPORTATION: Railroads - C.P.; C.N.
Motor Freight Carriers - 20.
Intercity Bus Lines - Greyhound; Grey Goose.
Airlines - Air Canda; N. Central; Norontair; Nordair.

3 - POPULATION:
Corp. City 76 Cen. 111,476; Loc. Est. 112,408
CZ-ABC: (76) 111,476; (81) 117,200
Met. Area 76 Cen. 119,176; Loc. Est. 121,478
RTZ-ABC: (76) 56,864; (81) 60,800
City & RTZ-ABC: (76) 168,340; (81) 178,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 38,395
Met. Area 76 Cen. 36,830; Loc. Est. 41,256
CZ-ABC: (76) 35,065; (81) 40,600
RTZ-ABC: (76) 16,420; (81) 19,500
City & RTZ-ABC: (76) 51,485; (81) 60,100

5 - BANKS: 71 Savings & Commercial; Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Paper Mills 5,670; Grain Elevators 1,800; Forestry 450; Fishing & Trapping 85; Mining 110; Construction 3,850; Transportation & Communication 4,700; Public Utilities 950; Retail 3,820; Insurance & Finance 925; Services 15,640.
Principal Pay Days - 7, 10, 15, 22, 31.

10 - CLIMATE: Min. & Max. Temp. - Spring 17-40; Summer 27-80; Fall 35-79; Winter 6-29. First killing frost, Sept. 7. Last killing frost, June 4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers - 4 blocks on Arthur & Cumberland Streets; 3 blocks Victoria Ave.; 3 blocks May St.: 4 blocks Aloma; 2 blocks Bay; 3 blocks Court St.
Neighborhood Shopping Centers - Current River District, South Algoma St.; Red River Rd.; Simpson St., Westford District. Memoriaz Ave., Balmoral Ave., North Comberland St., May St. N & S.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Intercity Plz. (63)	NA	Simpson-Sears
Grandview Mall	NA	A&P
County	NA	Zeller's, Dominion
Northwood Plz. (17)	NA	Zeller's, Dominion
Keskus Mall (51)	NA	Eaton's
McIntyre Plz. (14)	NA	Shop-Rite, Hudsons Bay
Green Acres (13)	NA	Colguhouns IDA
Thunder Bay (29)	NA	K mart, Loblaws
Centennial Sq. Ctr. (20)	NA	Canada Safeway
Victoria Mall (14)	NA	Chapple's, Loblaws
Victoriaville Mall (48)	NA	Chapple's

Principal Shopping Days : Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores : T. Eaton; Simpson-Sears; McNulty's; Chapple's; Zeller's 4; K mart 3.
Variety Stores : Woolworth; Kresge 2; Canadian Tire; Saan 2; Stedmans.
Chain Food Supermarkets : Safeway 4; Loblaws; A&P 4; Dominion Stores 2; Mark & Spencer; Economart.
Other Chain Stores : Singer Co.; Agnew Surpass; Bata Shoes; Reitman's; Reward Shoes; Penningtons; Thriftys; Tip Top Tailors; Rickis; Shop-Rite (catalog); Dalmy's; Consum. Distributing; Jack Feaser's; Drug World; Town & Country; Ladies Wear; Gallenkamp; Coles Books; A&A Record: Sam the Record; Birks Jewellers; Mappins-Birkstitt; People's Jewellers; Grafton-Fraser; Fairweather/Big Steel; Suzy Shier; Town & Country Shops; Charms 'n Things; The Pop Shoppe; Home Hardware; IDA Drugs; Dominion Hardware; Records on Wheels; Laura Secord.

14 - NEWSPAPERS: TIMES-NEWS (m) 7,743; CHRONICAL-JOURNAL (e) 27,200; Comb. (m&e) 34,943; Mar 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Davidson, Adv. Mgr., TIMES-NEWS/ CHRONICLE JOURNAL, 75 S. Cumberland St., Thunder Bay, ON P7B 1A3; Tel. (807) 344-3535.
National Representative : Thomson.

TIMMINS, ONT.

1 - LOCATION: Cochrane District, E&P Map D-4. Retail and wholesale distributing centre; gold and base metals, waferboard, timber and lumber, area service centre. NE part of Province, on Hwy. 101; 35 mi. off Hwy. 11; 455 mi. from Toronto.

2 - TRANSPORTATION: Railroads - Ontario Northland connects with CNR, CPR and CNR.
Motor Freight Carriers : Alary Transport; Ontario Northland Transport; Dominion Consolidated Truck Lines; Manitoulin Transport.
Intercity Bus Lines : Timmons Transit; Daltons; Ontario Northland; Gray Coach Lines.
Airlines : Air Canada; Norontair; Austin (charter).

3 - POPULATION:
Corp. City 76 Cen. 44,747; Loc. Est. 50,000
CZ-ABC: (76) 44,747; (81) 45,200
RTZ-ABC: (76) 16,861; (81) 16,000
City & RTZ-ABC: (76) 61,608; (81) 61,200

4 - HOUSEHOLDS:
City 76 Cen. 13,665; Loc. Est. 16,700
CZ-ABC: (76) 13,665; (81) 15,200
RTZ-ABC: (76) 4,765; (81) 5,000
City & RTZ-ABC: (76) 18,430; (81) 20,200

5 - BANKS: Commercial & Savings 12

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 16,461

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly Wage): Mining 5,094 ($423); Total Labor Force 16,000 ($288).
Principal Pay Days : Tues.; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp. - Spring 0-70; Summer 50-100; Fall 15-75; Winter - 35-35. First killing frost, Sept. 15. Last killing frost, June 1.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers : 4 blocks on Third Ave.; 3 on Pine St.; 2 on Cedar St.
Neighborhood Shopping Centers : Pine St. (South); Wilson Ave. (West); Midtown Plaza; The 101 Mall (21 stores); Timmins Square (55 stores); Porcupine Mall (16 stores).
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thurs. & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores : Bucovetsky's; Woolco; K mart.
Variety Stores : Metropolitan; S. S. Kresge; Giant Tiger.
Chain Food : Dominion 2; A&P; IGA; Mike's Supermarkets 4; Consumers Co-Op 2; Red & White.
Other Chain Stores : Shoes: Reward; Agnew Surpass; Belinda; Bata; Dolomity; Kinney; Lincoln; Gallenkamp. Jewelry: McKenzies; Peoples. Ladies: Dalmy's; Lindor; Irene Hill; Suzy Shier; Sally Shops; Pennington's; Reitmans; Smart Set. Men's: Elks Mens Shops; Jack Fraser Stores 2; Seymour's. Others: Simpson-Sears; Firestone Stores; Canadian Tire; Shoppers Drug Mart 2; Beaver Lumber; Cashway Lumber; Coles Books; Kelly's Stereo Mart; Radio Shack; Shoprite Catalogue Stores; Timmins Furniture Market.

14 - NEWSPAPERS: PRESS (e) 12,871; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Maurice H. Switzer, Pub., PRESS, 125 Cedar St. S., Timmons, ON P4N 2G9; Tel. (705) 264-2215.
National Representative : Thomson.

TORONTO, ONT.

1 - LOCATION: York County, E&P Maps E-4 & M-2. Provincial Capital. Commercial and industrial center. North shore of Lake Ontario, 60 mi. NW of Buffalo; 240 mi. NE of Detroit.

2 - TRANSPORTATION: Railroads : C.N.; C.P. Toronto; Hamilton & Buffalo; Conrail.
Freight Steamship Lines : 42.
Motor Freight Carriers : 132.
Intercity Bus Lines : Greyhound; Gray Coach; Colonial; Trailways of Canada.
Airlines : Toronto Int'l. Airport; Air Canada; Aeronaves de Mexico; USAir; North Central; American; British Airways; Canadian Pacific; Eastern; United; Mohawk; Royalair; Alitalia; Swissair; Great Lakes Air Services; Nordair; Tran-Air; several charter lines.
Island Airport : Austin; Lex Baxter (Photo); Caldon Aviation; Central Airways; Leavens Bros.; Froats Aviation.

3 - POPULATION:
Corp. City 76 Cen. 633,318; Loc. Est. 542,475
Sun/Star:
PMA-ABC: (76) 3,027,110; (81) 3,181,900
Globe & Mail:
PMA-ABC: (76) 4,914,111; (81) 5,169,200
Met. Area 76 Cen. 2,775,259; Loc. Est. 2,904,388
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 214,316
Sun/Star:
PMA-ABC: (76) 976,912; (81) 1,124,700
Globe & Mail:
PMA-ABC: (76) 1,580,010; (81) 1,823,700
Met. Area 76 Cen. N.A.; Loc. Est. 1,033,701

5 - BANKS: 8 with 766 branches.
6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Res. Met. Area 540,000

8 - GAS METERS: Res. Met. Area 352,597

9 - PRINCIPAL INDUSTRIES: (Metro); 10 Foods and Beverages; Transportation Equipment; Electrical Products; Metal Fabricating; Chemical Products; Printing; Publishing and Allied Industries; Machinery Industries; Paper Products; Petroleum & Coal Prods.; Clothing.

10 - CLIMATE: Min. & Max. Temp. - Spring 25-56; Summer 38-94; Fall 33-70; Winter -8-53.

11 - TAP WATER: Alkalinity 90 parts per M. Calcium Carbonate. Hardness 9.3 grs. Iron content negligible; fluoridated. Fluorine 1.0 parts per million.

12 - RETAILING: Principal Shopping Area : Downtown and Young-Bloor-Bay areas; Yorkdale; Fairview; Sherway; Eaton Centre.
Nearby Shopping Centers (Miles from Shopping District), Principal Stores: Agincourt Plaza 17; Alderwood Plaza 11; Applewood Village 15; The Arcade (downtown), Loblaw's; Bathurst Manor 9; Bayview Village, Loblaw's; Bendale Plaza 13; Bradstock Plaza-Briarcrest Plaza 13; Brown's Line Plaza 11; Cedarbrae Plaza 13, Simpson's, Dominion; Cedar Heights 13, Miracle Mart; Cliffcrest Plaza 12; Cliffside Plaza 9, Loblaw's; Cloverdale Mall 1, Dominion, Hudson's Bay; Crang Plaza 15,; Loblaw's; Dixie Plaza 12, Loblaw's; Pickering Farms; Don Mills Centre 9, Eaton's, Dominion; Downview Plaza 7; Dufferin Plaza 4, Loblaw's; Eglinton Square 11; Golden Mile 11; Humbertown Plaza 9, Loblaw's; Jane Plaza 7; Kennedy Park Plaza 11; Kipling Heights 15-20; Lawrence Plaza 8, Loblaw's, Hudson's Bay; Mimico Plaza 11; Painted Post Plaza 15; Parkway Plaza 12; Park Woods Plaza 12, Dominion; Regent Park 1/2; Rexdale Plaza 15; Royal York Plaza 12, Dominion; Shoppers World 6, Eaton's; Shropshire Plaza 15; Six Points Plaza 10, Loblaw's; Stonegate Plaza 9; Sunnybrook Plaza 6, Power; Thistletown Plaza; Thorncliffe Market Place 5, Steinberg's, Thorncrest; Towne & Country Square 12; Warren Park Plaza 5; West Hill Plaza 16; Wexford Plaza 10, Loblaw's; Wexford Heights 10; White Shield Plaza 13, Steinberg's; Willowdale Plaza 12; Wilmington Plaza 11; Wishing Well Plaza 12; York Plaza 15; Steinberg's; Yorkdale Shopping Centre 9, Eaton's Simpson's, Dominion; York Mills Plaza 15, Dominion; J. Michael's 5.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Some suburban discounters open nightly. Downtown-open Thurs. and Fri.

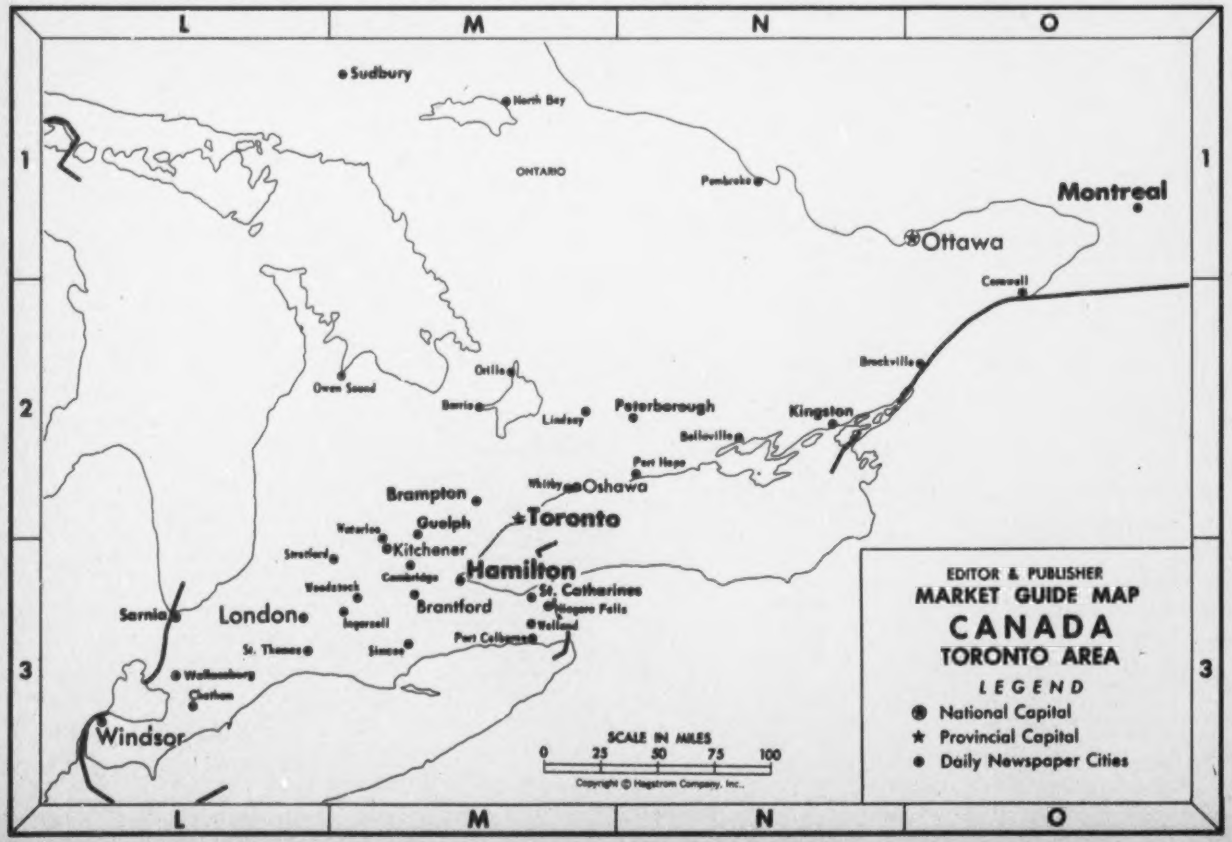
13 - RETAIL OUTLETS: Department Stores : T. Eaton; Robert Simpson; Sears; Sayvette; Holt Renfrew; The Bay.
Discount Stores : Honest Ed's; Towers; Shoppers World; Dollar Discount; K mart.
Variety Stores : Kresge 16; Woolworth 34; Zeller's 10.
Chain Drug Stores : I.D.A. 100 (Toronto and Scarborough only): Boots 35; Rexall 155; Shoppers 34; ARP 35; Starkman 6; Cappe's 3; Gaffe's 3; Kingsdale 2; Rumball 4; Rutherford; Moores 3.
Chain Food Supermarkets : Loblaw's 80; Dominion 129; A&P 40; IGA 52; Power 81; Red & White 16; Carload 32; Superior 6; Miracle Mart; Pickering Farms 2; Lucky Dollar 9; Knob Hill Farms 4; Super City Discount 6; Bulher Bros. 14; National Grocers 10; Power 33.
Other Chain Stores : Furniture: Yolles & Burroughes 12, Lyon's 2, Adams 2, Momo 3; Hardware: Aikenheads 14; Women's Wear: Michael's 7, Holt Renfrew 4, Virginia Dare 11, Reitman's 37, D'Allaird's 3, Evangeline 11, Joy Frocks 4, Pennington's 7, Fairweather-Fashion Council, Tall Gal 1, Harridge's, Cameron, Jeffries, Harry Rosen 4; Men's Wear: Tie City 8, Bond 7, J. Eassen & Sons 3, Elks 19, Ely 4, Pollock 40, Fraser 9, Tip Top Tailors 10, United 2; Shoes: Agnew-Surpass 35, Ingeborg 4, Bata 23, Maher 40, Candy: Laura Secord 45, Woman's Bakery 38, Hunt's Bakers 52, Maynard Candy.

14 - NEWSPAPERS: Circulation; Local Contact for Advertising and Merchandising Data; and National Representatives.
GLOBE & MAIL (m) 339,193; Mar. 31, 1981 ABC; GLOBE & MAIL Report on Business (m) 34,278; Comb. 320,551; Sept. 30, 1980 ABC; J.K. Robertson, Dir. of Sales; Norman Perks, Adv. Sales Mgr. (Report on Business), 444 Front St. W., Toronto, ON M5V 2S9; Tel. (416) 361-5000.
National Representatives : R. Tuchingham.
STAR (e-mon to fri) 481,855; (m-sat) 800,162; (S) 390,782; Mar. 31, 1981 ABC; N. R. Kirk, Adv. Dir. One Yonge St., Toronto, ON M5E 1E6; Tel. (416) 367-2233.
National Representatives : CWO&O; Sy Kaplan & Associates; D. Davidson (Vancouver).
SUN (m-mon to fri) 225,323; (S) 399,799; Mar. 31, 1981 ABC; M. Naftolin, Dir. Sales, 333 King St. E., Toronto, ON M5A 3X5; Tel. (416) 868-2222.
National Representatives : North American Travel Publications, (Quebec); Metro Mktg. West Ltd, (Vancouver, B.C.); Brydson Spot Sales, Inc., N.Y.C.

WELLAND- PORT COLBORNE, ONT.

1 - LOCATION: Welland County, E&P Maps E-4 & M-3, County Seat. In Niagara Peninsula on Welland Canal. 9 mi. from Lake Erie; 17 mi. from Lake Ontario.

2 - TRANSPORTATION: Railroads : Michigan Central; C.N.; C.P.; Conrail; TH&B; Wabash; Pere Marquette.
Motor Freight Carriers : 7.



Freight Steamship Lines : 3.
Intercity Bus Lines : Canada Coach; Greyhound; Lakeview.

3 - POPULATION:
Welland 76 Cen. 45,047; Loc. Est. 44,783
Port Colborne 75 Cen. 20,536; Loc. Est. 19,166
CZ-ABC: (76) 65,583; (81) 63,800
RTZ-ABC: (76) 55,110; (81) 55,400
City & RTZ-ABC: (76) 120,693; (81) 119,200

4 - HOUSEHOLDS:
Welland 76 Cen. N.A.; Loc. Est. 15,619
Port Colborne 76 Cen. N.A.; Loc. Est. 6,685
CZ-ABC: (76) 21,060; (81) 23,400
RTZ-ABC: (76) 17,350; (81) 18,800
City & RTZ-ABC: (76) 38,410; (81) 42,200

5 - BANKS: 22 Comm., Deposits N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Res., Greater Welland 12,440; Port Colborne 5,800

8 - GAS METERS: Res. Welland 12,200; Port Colborne 5,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Textiles 840; Plastics 425; Steel 4,500; Alloys; Agric. Implements 314; Other 471.
Principal Industrial Pay Days : Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 40-60; Summer 50-100; Fall 45-76; Winter 0-40.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers** : 3 blocks on E. Main St.; 1 on W. Main St.; 1 on Niagara St.; 3 on King St.; 1 on Cross St.; 1 on Hellems Ave.; 1 on Division St.
Neighborhood Shopping Centers : Welland Plaza, Fitch St.; Lincoln Plaza, Lincoln St.; Port Colborne, 4 blocks on King St.; 3 on Clarence St.; 2 on Charlotte St.; 3 on West St.; Seaway Mall on Niagara St.
Principal Shopping Days : Mon., Thurs., Fri., Sat.
Stores Close : Wed. afternoon
Stores Open Evenings : Fri.

13 - RETAIL OUTLETS: **Department Stores** : T. Eaton (catalog) 2; Simpson-Sears (catalog) 2; Walker's; Zeller's 2.
Variety Stores : Woolworth 3; People's.
Chain Drug Stores : Tamblyn; Booth; Woolco.
Food Supermarkets : Loblaw's 3; A&P 3; Dominion 3; Steinberghs; IGA 3; Food City; Miracle Food Mart.
Other Chain Stores : Agnew-Surpass 3; Maher's; Reward; Beaver Lumber 2; Carter's; Canadian Tire 2; Reitman's 2; Adams Furn.; A. Leon; Davies Furn.

14 - NEWSPAPERS: TRIBUNE (e) 18,599; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R. Forbes, Ad. Mgr., TRIBUNE, 228 E. Main St., Welland, ON L3B 3W8; Tel.: (416) 732-2411.
National Representative : Thomson.

WINDSOR, ONT.

1 - LOCATION: Essex County, E&P Maps D-4 & L-3, County Seat. Canada's fifth largest mfg. centre. On Detroit River, opposite Detroit; 229 mi. SW of Toronto.

2 - TRANSPORTATION: **Railroads** : C.N.; C.P.; Conrail; C&O; Essex Terminal; Norfolk & Western.
Motor Freight Carriers : 50.
Intercity Bus Lines : Canadian Greyhound; Charterways; Chatham Coach Lines; Windsor Chartabus.
Airlines : Air Canada; Nordair.
Freight & Steamship Lines : 2.

3 - POPULATION:
Corp. City 76 Cen. 196,526; Loc. Est. 200,709
CZ-ABC: (76) 213,074; (81) 217,000
RTZ-ABC: (76) 150,948; (81) 162,800
Province 76 Cen. 8,264,465; Loc. Est. 8,698,929
Met. Area 76 Cen. 247,132; Loc. Est. 252,735
City & RTZ-ABC: (76) 364,022; (81) 379,800

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 67,319
CZ-ABC: (76) 75,385; (81) 78,900
Met. Area 76 Cen. N.A.; Loc. Est. 84,593
RTZ-ABC: (76) 40,910; (81) 54,700
City & RTZ-ABC: (76) 116,295; (81) 133,600

5 - BANKS: 11 Banks 80 Branches; 12 Trust Companies.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 65,918

8 - GAS METERS: Residence 57,615

9 - PRINCIPAL INDUSTRIES: Industries, (No. of plants), No. employed - Transp. Equip. (37) 22,287; Foods & Beverages (35) 2,546; Wood (19) 227; Furniture & Fixtures (13) 102; Printing & Publishing (32) 711; Metal Fabricating (117) 4,685; Machinery (21) 1,202; Electrical Products (9) 275; Nonmetallic Mineral (12) 189; Chemical Products (16) 1,313; Other Indust. (33) 3,279; Av. Pay-Annual $11,399; Wkly. $219.

10 - CLIMATE: Min. & Max. Temp. - Spring 90-20; Summer 100-45; Fall 90-10; Winter 60-11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers** : 7 blocks on Ouellette Ave. & adjacent side sts.; 10 blocks on Ottawa St.; 20 blocks on Wyandotte St. E.; 8 miles E. of Ouellette Ave. on Tecumseh Blvd.
Neighborhood Shopping Centers - 6 blocks on Drouillard Rd.; 2 at Pillette & Wyandotte E.; 2 at Wyandotte & at Lauzon; 2 on Seminole at George; 3 on Howard Ave. (Remington Park); 3 on Erie St. E. at Parent; 4 on Wyandotte W. at Randolph; 2 on Sandwich W. at Mill; 6 on University Ave. W.; 1 E. of Dominion St. on Grand Marais, So. Windsor.
Shopping Centers - Devonshire-Windsor Shopping Center, 82 units, parks 3,000 cars; Dorwin Plaza, Dougall Rd., 32 units, parks 2,200 cars; Gateway, Dougall Rd, 20 units, parks 1,600 cars; Southland, 10 units on Dougall Rd.; Yorktown, 13 units on Grand Marais Rd., W.; K mart, Tecumseh Rd., at Lauzon, 11 units, parks 1,335 cars; Eastown, 6 units, Tecumseh Rd. at Lauzon; K mart, Huron Line, 12 units, parks 1,100 cars; University Mall, 18 units, 895 cars; Tecumseh Mall, 27 units, 1,535 cars.
Retail Outlets : Food 67; Men's Wear 49; Women's Wear 82: Furniture 46; Appliances 71; Hardware 36; Bldg. Mat. 27; Auto 68; Drug 69; Jewellery 42; Tobacco 4; Stationers 10; Paint 58; Serv. Stations 120; Florists 42; Photo Supplies 10; Optometrists 14; Hearing Aids 14; Shoe Stores 42; Dry Cleaners 40; Beauty Shops 219; Floor Coverings 22; Dry Goods 36; Variety & Gift 84; Luggage 5; Book Stores 15; Upholsterers 21; Music 13; Office Supplies 11; Sporting Goods 25.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Open Evenings : Thurs., Fri.; Malls Open Evenings, Mon. to Fri.

13 - RETAIL OUTLETS: **Department Stores** : Marks & Spencer; Gray's; Sentry; Woolco 2; K mart 2; Miracle Mart; Sears; Simpsons; Zellers 2.
Variety Stores : Woolworth 2; Kresge's.
Chain Drug Stores : I.D.A. 3; Big V 15; Shoppers Drug Mart 3; Boots 3.
Chain Food Supermarkets : A&P 5; Dominion 8; Red & White 3; I.G.A. 3; Steinberg's-Miracle Marts; Gordon's 2; IGA 2.
Other Chain Stores : Agnew Surpass 6; Beaver Lumber; Belinda Shoes; Coles Bookstore 2; Dacks Shoes; Maher Shoes; Reward Shoes; Birks; Bond Clothes; Canadian Tire 3; Firestone 2; Goodrich; Goodyear 2; Jack Fraser's 3; Laura Secord 3; Leon's Furniture 2; People's Credit Jewelers 3; Reitman's 6; Singer Co.; Tip Top Tailors; Ben Burke; Black's Cameras 2; Young Canada; Kinney Shoes; Fairweather.

14 - NEWSPAPERS: STAR (e) 92,244; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Maurice Pearson, Adv. Dir., STAR, 167 Ferry St., Windsor, ON N9A 4M5; Tel. (519) 255-5628.
National Representative : U.S. Travel Representative: Sy Kaplan Assoc., Miami, FL; Canadian Representatives: Southam; Vern Rumford Vancouver.

WOODSTOCK-INGERSOLL, ONT.

1 - LOCATION: Oxford County, E&P Maps E-4 & M-3, County Seat. 27 mi. from London; 87 mi. from Toronto; 51 mi. from Hamilton; 139 mi. from Windsor; 91 mi. from Niagara.

2 - TRANSPORTATION: **Railroads** : CN; CP.
Motor Freight Carriers : 8.
Intercity Bus Lines : Greyhound; Gray Coach.

3 - POPULATION:
Corp. Cities 76 Cen. 34,977; Loc. Est. 28,490
Woodstock 76 Cen. 26,779; Loc. Est. 20,016
Ingersoll 76 Cen. 8,198; Loc. Est. 8,474
CZ-ABC: (76) 34,977; (81) 25,600
RTZ-ABC: (76) 40,956; (81) 48,900
Province 76 Cen. 8,264,465; Loc. Est. 8,698,929
City & RTZ-ABC: (76) 75,933; (81) 74,500

4 - HOUSEHOLDS:
Cities 76 Cen. N.A.; Loc. Est. 10,487
Woodstock 76 Cen. N.A.; Loc. Est. 7,371
Ingersoll 76 Cen. N.A.; Loc. Est. 3,116
CZ-ABC: (76) 11,855; (81) 10,100
RTZ-ABC: (76) 11,560; (81) 14,900
Province 76 Cen. N.A.; Loc. Est. 3,019,328
City & RTZ-ABC: (76) 23,415; (81) 25,000

5 - BANKS: Savings 9; Sav. & Loan 13

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 6,100 Woodstock 7,654; County 27,870

8 - GAS METERS: Residence 6,100 Woodstock 4,200; Ingersoll 1,900

9 - PRINCIPAL INDUSTRIES: Woodstock 53; Ingersoll 14; Textiles; Feed Mills; Machine Shops; Woodworking; Lumber; Paper Prod.; Cement; Heavy Mach.; Number of Wage Earners-Woodstock 8,000; Ingersoll 2,500.
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-78; Summer 39-87; Fall 27-77; Winter - 6-45. First killing frost, Oct. 12. Last killing frost, May 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers** : 8 blocks on Dundas St.; 2 on Peel St.; 2 on Market Square.
Neighborhood Shopping Centers : 1 block on Huron St.; 2 blocks Norwich Ave.; Plaza on Springbank Drive; Plaza Norwich Ave., Dundas St.; Blandford Shopping Center Hwy. 2.
Principal Shopping Days : Thurs., Fri., Sat.
Stores Close : Sunday.
Stores Open Evenings : Food Stores-Thurs., Fri.; Some 6 days.

13 - RETAIL OUTLETS: **Discount Stores** : Towers; Valu-Fair; Woolco.
Chain Drug Stores : I.D.A. 2; Rexall 4; Shoppers Drug Mart.
Chain Food Supermarkets : Loblaw's; Dominion 2; A&P; IGA; Food City; Super Save; Zehr's.
Other Chain Stores : Canadian Tire; Firestone Tire; Maher Shoes; Reward Shoes; Simpson-Sears; Belgium Shops; Jack Fraser; Silverwood's; Woolworth; Bata Shoes; Belinda; Heath's.

14 - NEWSPAPERS: SENTINEL-REVIEW (e) 9,347; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: John Kerns, Adv. Mgr., SENTINEL-REVIEW, 16 Brock St., Woodstock, ON N4S 8A5; Tel. (519) 537-2341.
National Representative : Thomson.

PRINCE EDWARD ISLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	10	10	10
5-14 Years	24	22	20
15-24 Years	23	25	24
25-44 Years	28	34	40
45-64 Years	20	21	21
65 and Over	14	15	16
TOTAL	119	127	131

Based on Statistics Canada Census and Population Projections.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1982
General Mdse.	28	116
Apparel	5	25
Furniture	2	4
Groceries	32	82
Lumber/Bldg. Mat.	1	2
Restaurants	1	24
Autos	23	104
Gasoline/Fuel Oil	14	49
Drugs	5	11
TOTAL	146	453

Source: Census of Canada/Retail Trade.

CHARLOTTETOWN, P.E.I.

1 - LOCATION: Queens County, E&P Map F-4, Capital of P.E.I. Agricultural, fisheries, tourism, shipping, wholesale and college center.

2 - TRANSPORTATION: **Railroads** - C.N.R. connected with mainland by car ferry.
Motor Freight Carriers - 5.
Steamships - 7 pass. & freight (2 strictly freight).
Intercity Bus Lines - Island Co-operative Bus Service.
Airlines - Eastern Provincial.

3 - POPULATION:
Corp. City 76 Cen. 17,063; Loc. Est. 15,179
CZ-ABC: (76) 24,837; (81) 23,000
RTZ-ABC: (76) 93,392; (81) 103,400
City & RTZ-ABC: (76) 118,229; (81) 126,400

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 5,089
1,500 dwellings in 6 other towns; 13,000 farm homes in P.E.I.
CZ-ABC: (76) 7,610; (81) 7,900
RTZ-ABC: (76) 25,315; (81) 31,500
City & RTZ-ABC: (76) 32,925; (81) 39,400

5 - BANKS: 8 Comm., 9 Sav. & Loan.

6 - PASSENGER AUTOS: Province 48,000

7 - ELECTRIC METERS: Residence 37,452

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Railway Shops 300; Packers 300; Constr. 1,200.
Principal Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 37-48; Summer 65-86; Fall 36-48; Winter 17-18. First killing frost, Oct. 14. Last killing frost, May 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers** - 7 blocks on Queen, Grafton, Great Gorge and Kent St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Confederation Plz. (20)	NA	
Charlott'n (50)	NA	Towers
K mart Plaza (8)	NA	K mart, Reitman's
Royalty Mall (16)	NA	Central Farmers Co-Op
Sherwood (5)	NA	

Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Thu. & Fri.

13 - RETAIL OUTLETS: **Department Stores** - R.T. Holman; Smallman's Brace; McKay; Towers.
Variety Stores - Woolworth; Stedmans; Metropolitan; Zeller's.
Discount Stores : Corney Bros.
Chain Drug Stores : Rexall 2; ARP 20; Shoppers Drug Mart.
Chain Supermarkets : Co-Op 2; Lucky Dollar 45; Clover Farm 45; Sobey's Ltd.: Towers.
Other Chain Stores - Firestone; Agnew-Surpass; Sally Shop; Tip Top; Singer; Canadian Tire; Finacentre; Sherwin-Williams; Stedman's; K mart; Goodyear.

14 - NEWSPAPERS: GUARDIAN (m) 17,013; PATRIOT (e) 5,974; Comb. (m&e) 22,987; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Stewart Vickerson, Pub., GUARDIAN and PATRIOT, 165 Prince St., Charlottetown, PEI C1A 4R7; Tel. (902) 894-8506.
National Representative : Thomson.

SUMMERSIDE, P.E.I.

1 - LOCATION: Prince County, E&P Map F-4. County Seat. Business center western half of P.E.I. Trading center, fisheries and agriculture. Hwys. 1 and 1A.

2 - TRANSPORTATION: **Railroads** - C.N.
Intercity Bus Lines - Island Transit.
Airlines - Eastern Provincial Airways; Air Canada.

3 - POPULATION:
Corp. City 76 Cen. 8,592; Loc. Est. 7,822
CZ-ABC: (76) 12,270; (81) 12,300
RTZ-ABC: (76) 35,290; (81) 41,500
City & RTZ-ABC: (76) 47,560; (81) 53,800
Demographic information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Local Est. 2,375
CZ-ABC: (76) 3,530; (81) 4,000
RTZ-ABC: (76) 9,270; (81) 12,300
City & RTZ-ABC: (76) 12,800; (81) 16,300

5 - BANKS: 8 Commercial & Savings, Deposits N.A.

6 - PASSENGER AUTOS: County 12,810

7 - ELECTRIC METERS: 6,732

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture; Fishing; Tourist Industry (June to Sept.); Canadian Forces Base.

10 - CLIMATE: Min. & Max. Temp. - Winter 18; Summer 85.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: **Principal Shopping Center** - 3 blocks on Water; 1 block each on Central, Summer and Spring Streets; also 3 shopping malls.
Stores Open Evenings : Mon. to Fri.

13 - RETAIL OUTLETS: **Department Stores** - R.T. Holman; Smallman's; Brace; McKay; Zeller's; Towers.
Variety Stores - Woolworth; Metropolitan.
Chain Supermarkets : Sobey's; Save-Easy; Co-op; Towers.
Other Chain Stores - Jewelry 4; Canadian Tire; Shoppers Drug Mart; Charm Jewelers.

14 - NEWSPAPERS: JOURNAL-PIONEER (e) 11,418; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Don L. Chapman, Adv. Mgr., JOURNAL-PIONEER, PO Box 1480, Summerside, PEI C1N 4K5; Tel. (902) 436-2121.
National Representative : None.

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QUEBEC SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**	**1985**
Under 5 Years	443	463	492
5-14 Years	1,108	976	905
15-24 Years	1,264	1,213	1,129
25-44 Years	1,759	1,909	2,142
45-64 Years	1,179	1,214	1,276
65 and Over	482	543	621
TOTAL	6,235	6,318	6,565

Based on Statistics Canada Census and Population Projections.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1982**
General Mdse.	1,015	2,874
Apparel	563	1,857
Furniture	286	993
Groceries	2,046	7,690
Lumber/Bldg. Mat.	158	357
Restaurants	198	1,702
Autos	1,212	5,890
Gasoline/Fuel Oil	655	1,608
Drugs	228	561
TOTAL	8,325	25,453

Source: Census of Canada/Retail Trade.

CHICOUTIMI, QUE.

1 - LOCATION: Chicoutimi County, E&P Map E-3 (In Chicoutimi-Jonquiere Met. Area). County Seat, 120 mi. N of Quebec.

2 - TRANSPORTATION: Railroads - Can. Nat'l.
Intercity Bus Lines - Autobus Voyageur.
Airlines - Quebecair.

3 - POPULATION:
Corp. City 76 Cen. 57,737; Loc. Est. 58,831
Met. Area 76 Cen. 128,216; Loc. Est. 127,240
CZ-ABC: (76) 57,737; (81) 62,100
RTZ-ABC: (76) 124,654; (81) 130,700
City & RTZ-ABC: (76) 182,391; (81) 192,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est 18,499
Met. Area 76 Cen. 29,725; Loc. Est. 39,517
CZ-ABC: (76) 15,430; (81) 18,900
RTZ-ABC: (76) 31,865; (81) 38,100
City & RTZ-ABC: (76) 47,295; (81) 57,000

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Province 2,600,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Furniture; Aluminum Paper; Pulp; Furniture & Shoes; Agricultural Area; Fishing Outfitters.

10 - CLIMATE: Average Temp. 77 Max.; 3 Min.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Chicoutimi Ctr. (4)	NA	Steinberg's
Place Racine Ctr. (4)	NA	Dominion Store
Place du Royaume (170)	NA	Woolco, The Bay
Place du Saguenay (45)	NA	Simpson, Sears, Zeller's

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: (French) LE QUOTIDIEN DU SAGUENAY LAC-ST-JEAN (e) 23,030; PROGRES-DIMANCHE (S) 49,539; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Paul Bergeron, Mktg. Dir., LE QUOTIDIEN DU SAGUENAY LAC-ST-JOHN & PROGRES-DIMANCHE, 1051 Boul Talbot, Chicoutimi, PQ G7H 5C1; Tel. (418) 545-4474.
National Representatives : Nat'l Adv. Reps. (Vancouver); Landon; Hal Herman (Miami).

GRANBY, QUE.

1 - LOCATION: Shefford County, E&P Map E-4. 50 mi. from Montreal; On Hwy. 10. Industrial and commercial center.

2 - TRANSPORTATION: Railroads - C.N.
Motor Freight Carriers - 100.
Intercity Bus Lines : Voyageur; Inter Cities.

3 - POPULATION:
Corp. City 76 Cen. 37,132; Loc. Est. 39,286
CZ-ABC: (76) 47,461; (81) 47,700
RTZ-ABC: (76) 83,671; (81) 84,600
City & RTZ-ABC: (76) 131,132; (81) 132,300

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 14,698
CZ-ABC: (76) 14,606; (81) 16,900
RTZ-ABC: (76) 24,450; (81) 28,100
City & RTZ-ABC: (76) 39,110; (81) 45,000

5 - BANKS: 9 Commercial; 5 Savings; Deposits N.A.

6 - PASSENGER AUTOS: County 3,250,000

7 - ELECTRIC METERS: Residence 14,500

8 - GAS METERS: Residence 2,115

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Textiles 1,920; Rubber Prods. 686; Plastics 551; Metal Prod. 957; Clothing 720; Furniture 280; Electronics 197; Printing 584; Food Prods. 785; Building Prods. 294; Electrical Prods. 473; Precision Parts 189.
Principal Industrial Pay Day : Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-60; Summer 70-90; Fall 40-50; Winter -20-25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center - between Drummond & St. Charles on Main St.
Neighborhood Shopping Centers : Court St.; St. Joseph St.; Plaza Shopping Center; Frontenac Shopping Center; Galeries Granby.
Stores Open Evenings : Thurs & Fri.
Principal Shopping Days : Thurs., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores - Greenberg; Harts; Woolco; Zeller's; K mart; Sears.
Chain Supermarkets : Provigo 3; Steinberg; Metro; Richelieu; Select; Union.
Other Chain Stores - Sally Shop; Trans-Canada Shoe; J.B. Lefebre Shoes; Cite Shoes; Yellow; Woodhouse; Reitman's (furn.); Canadian Tire.

14 - NEWSPAPERS: LA VOIX DE L'EST (French) (e) 11,620; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Gilles Gagnon, Adv. Dir., LA VOIX DE L'EST, 136 Principale, Granby, PQ J2G 2V4; Tel. (514) 372-5433.
National Representative : Probec 5, Montreal.

MONTREAL, QUE.

1 - LOCATION: E&P Maps E-4 & O-1. One of world's largest inland ports. Shipping, transportation and industrial center of Eastern Canada. Gateway to St. Lawrence Seaway.

2 - TRANSPORTATION: Railroads - Burlington Northern; Chicago & North Western; Detroit, Toledo & Ironton; French National; Italian State; Norfolk & Western; Quebec North Shore-Labrador; Technique Industrielle.
Motor Freight Carriers and Movers - 193.
Intercity Bus Lines - Autobus Auger Leo; Autobus Concorde Ltee.; Autobus Mt. Royal; Autobus Laurentides; Autocar Rive-Sud; City of Laval Transit Commission; Greyhound; Autobus Intercite; Metropolitan Provincial; Metropolitan Sud; Voyageur Inc.
Steamship Lines - (Pass. & Frght.) 190.
Airlines - Aeroflot; Air Canada; Air France; Alitalia; British Airways; C.P. Air; Delta; El Al; USAir; Eastern; K.L.M.; Lufthansa; Nordair; Quebecair; Sabena; Scandianavian; Swissair; Iberia; Olympic; Pilgrim. Hdqrs. Int'l, Air Transport Assoc. (LAIA). Airports located in Dorval & Mirabel; A.C.H. Services Ltee.; Aer Lingus; Irish Airlines; Aerocondor; Aerolineas Argentinas; Aeromexico; Air Antonabee; Alia-Royal Jordanien; American; Air Caravane Quebec; Air India; Air Jamaica Toronto; Air Lachute; Air North; Air Panama; Air Taxi Skycom; B.W.I.A.; USAir; Amos Aviation; British Caledonian; Cubana; Execair Aviation; Finnair; First Air Reg.; Gulf Air; Japan; Lan-Chile; Lot Polish; National; Pakistan International; Pem-Air; Philippine; Quantas; Royal Air Maroc; Singapore; Tap Air Portugal; Trans Mediterranean; Varig Brazilian; Viasa Venezuelan International; Wardair Canada.
Waterborne Commerce - 22,000,000 tons (approx.).

3 - POPULATION:
Corp. City 76 Cen. 1,080,546; Loc. Est. 1,099,700
Met. Area 76 Cen. 2,802,485; Loc. Est. 2,818,300
CZ-ABC: (76) 2,418,751; (81) 2,281,400
RTZ-ABC: (76) 978,333; (81) 1,099,700
City & RTZ-ABC: (76) 3,397,084; (81) 3,381,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 76 Cen. N.A.; Loc. Est. 409,136
Met. Area 76 Cen. N.A.; Loc. Est. 1,083,529
CZ-ABC: (76) 819,515; (80) 876,700
RTZ-ABC: (76) 280,750; (81) 360,200
City & RTZ-ABC: (76) 1,100,265; (81) 1,236,900

5 - BANKS: Savings 800; Caisse Populaire 195

6 - PASSENGER AUTOS: Province 3,250,000

7 - ELECTRIC METERS: Residence 374,938

8 - GAS METERS: Residence 154,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Clothing 39,500 ($184); Food & Beverages 29,900 ($298); Constr. 18,000 ($449); Transp. & Comm. 97,100 ($345); Finance, Insurance & Real Estate 60,000 ($278); Trade 118,700 (Wholesale $289; Retail $200). Total - 631,500 ($281 Av.).
Principal Industrial Pay Days - 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. - (Celsius) Spring 7-18; Summer 14-24; Fall -2-6; Winter -11 to -4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center - Downtown Ste. Catherine St. (Atwater to Amherst, Approx. 1 mi.); Promenade La Cite.
Shopping Centers (Miles from Downtown) : Alexis Nihon Plaza (Downtown); Place Bonaventure (Downtown); Place Victoria (Downtown); Place Ville Marie (Downtown); Place Versailles (6); Place Longueuil (4); Fairview (15); Dorval (10); Boulevard (3); Normandie (3); West Island Mall (11); Rockland (4); Center Laval (9); Champlain (7); Cote St. Luc (5); De Salaberry (7); Domaine (6); Forest (6); Maisonneuve (3); Norgate (6); Place La Salle (5); Place Pte. Aux Trembles (10); Plaza (6); St. Remi (7); Van Horne (3); Valois (10); Village Shopping Plaza (5); Wilderton (3); Ville Jacques Cartier (3); St. Martin (9); Cote Des Neiges (4); Ile Perrot (19); Pie IX (6); Guvernay (8); Mount Royal (4); Westmount Sq. (2); Mercier (6); Galerie D'Anjou (8); Notre Dame (7); LeBazar (6); 2020 University (Dwtn.); Beaconsfield (16); Place Bourassa (8); Fleury (6); Greenfield Pk. (4); Galleries St. Laurent (6); Carrefour Laval (9); Hypermarche (9); Cavendish Mall (5); Place Vertu (7); Les Promenades St. Bruno (15); Place Newman (5).
Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores - Eaton's 9; Simpson's 5; Ogilvy's 3; The Bay 9; Miracle Mart 15; K mart 6; Woolco 9; Boni Mart 8; Croteau 18; Greenberg's 20; Hart 3; Sears 4; Wise Bros. 6.
Variety Stores : People's 7; Rossy's 18; Woolworth's 25; Zeller's 11; Kresge's 3; People's Jewellers 12; Glen Bargain 6; Pascals 13.
Chain Drug Stores : Uniprix 115; Cadieux 7; Super Pharm 5; Pharmacie Mayrand 6; Cumberland 13; Pharmaprix 14; Kane 2; Jean Coutu 24.
Chain Supermarkets : Steinberg 98; A&P 8; Dominion 75; IGA 15; Metro Richelieu 17; Four Bros. 4; Provigo 60.
Other Chain Stores : Woodhouse-Legare 32; Reitman's (women's wear) 51; City Shoe 13; Lefebvre Shoes 16; Lewis Shoes 18; Yellow Shoes 22; Trans Canada Shoes 36; Villager Shoe 8; Troy Cleaners 6; Town & Country Cleaners 9; MacKay Smith Cleaners 13; Bette Brite Cleaners 20; Cantor's Bakeries 30; Holt Renfrew 6; Montreal Draperies 12; Harrisons Fabrics 19; Bouclair Fabrics 6; Perrette Dairies 85; Tip Top Tailors 16; Handy Andy 13; Canadian Tire 26; Firestone 22; Consumer Distributors 44; Cardinal 19; Radio Shack 50; Arlington Sports 7; Beaver/Le Castor 6; Birks Jewellers 15; Sports Expert 27; Consumer Carpet 3; Consumer Glass 3.

14 - NEWSPAPERS: LE DEVOIR (French) (m-mon to fri) 42,219; (m-sat) 42,575; Mar. 31, 1981 ABC. Marcel Payette, Adv. Mgr., LE DEVOIR, 211 Rue du St. Sacrament, Montreal, PQ H2Y 1X1; Tel. (514) 844-3361.
THE GAZETTE (m-mon to fri) 211,578; (m-sat) 283,183; Mar. 31, 1981 ABC. Bruce Stevenson, Adv. Dir., GAZETTE, 250 Rue St. Antoine, Montreal, PQ H2Y 3R7; Tel. (514) 282-2222.
LE JOURNAL DE MONTREAL (French) (m-mon to fri) 317,213; (m-sat) 306,297; (S) 285,668; Mar. 31, 1981 ABC. Pierre Plante, Nat'l. Adv. Mgr., LE JOURNAL DE MONTREAL, 155 Port Royal W., Montreal PQ H3L 2B1; Tel. (514) 382-1312.
LE PRESSE (e-mon to fri) 191,811; (m-sat) 290,734; Mar. 31, 1981 ABC. Jean Paul Jobin, Nat'l. Adv. Dir., LA PRESSE, 7 rue St. Jacques, Montreal PQ H2Y 1K9; Tel. (514) 285-6991.
National Representatives : LE DEVOIR - None. GAZETTE - Southam; Tor. & Mtl.-Vernon J Rumford; Eastern U.S.-North American Travel; NYC-Harvey Grotsky; Mexico-Towmar; London-F.A. Smyth. LE JOURNAL DE MONTREAL - Jack Bannon. LA PRESSE - Montreal & Toronto-Probec 5 Ltd.; U.S.-Target Media; Florida-Hal Herman; New England & Southern U.S.-North American Travel; Mexico-Towmar.

QUEBEC, QUE.

1 - LOCATION: Quebec County, E&P Map E-4. 350 ft. above level of St. Lawrence River, at confluence with St. Charles River; 400 mi. from Gulf of St. Lawrence; 167 mi. E of Montreal. Montreal, La Malbaie, Chicoutimi, Lake St. John, Edmundton, Levis-St. Lamber, Levis-Sherbrooke, Quebec-Levis-Jackman.

2 - TRANSPORTATION: Railroads - Canadian National; Canadian Northern; Canadian Pacific.
Motor Freight Carriers - 59.
Intercity Bus Lines : La Commision des Transports de la Communaute Urbaine de Quebec (CTCUQ); Autobus Voyageur; Autobus La Malbaie; Autobus Laval Ltee; Autobus Nolin Inc.; Autobus Ste-Anne de Beaupre; Autobus Ste-Claire; Autobus Tremblay; Autobus Deshaires Ltee; Autobus Dupont Ltee; Autobus Fournier, Ltee; Autobus Droiet Ltee; Autobus Fortin Enr.; Autobus de la Rive-Hurd Inc.
Airlines - Air Canada; Quebecair; Lemelin Air Transport; Nordair.

3 - POPULATION:
Corp. City 76 Cen. 177,082; Loc. Est. 161,998
CZ-ABC: (76) 473,734; (81) 464,700
RTZ-ABC: (76) 203,605; (81) 246,800
Met. Area 76 Cen. 537,316; Loc. Est. 564,342
City & RTZ-ABC: (76) 677,339; (81) 711,500
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 65,766
Met. Area 76 Cen. N.A.; Loc. Est. 203,366
CZ-ABC: (76) 146,505; (81) 163,300
RTZ-ABC: (76) 53,765; (81) 76,000
City & RTZ-ABC: (76) 200,270; (81) 239,300

5 - BANKS: 11 Banks (152 branches); Deposits N.A.

6 - PASSENGER AUTOS: Province 2,600,000

7 - ELECTRIC METERS: Res. 73,921

8 - GAS METERS: Res. 4,290

9 - PRINCIPAL INDUSTRIES: Industry, Number of Plants (Number of Employees) - Food & Beverage 96 (3,567); Leather Footwear 47 (3,198); Leather Pdts. 21 (409); Textiles 15 (1,724); Apparel 43 (2,163); Woods Pdts. 124 (1,187); Ptg. & Publ. 96 (1,810); Iron & Steel Pdts. 61 (1,029); Non-ferrous Metal Pdts. 23 (673); Cement, etc. 21 (466); Chemical Pdts. 28 (1,261); Misc. Mfg. 89 (8,457).

10 - CLIMATE: Avg. Max. Temp. 77; Avg. Min. Temp. 3; Average Temp. 40.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
La Canardiere (39)	NA	Woolworth
Place Laurier (300)	NA	Simpson-Sears, Paquet, Syndicat
Les Galaries de la Canardiere (55)	NA	
Place Fleur de Lys (90)	NA	Simpson-Sears, Paquet, Syndicat
Place Ste-Foy (135)	NA	Eaton

Principal Shopping Days : Thu., Fri. & Sat.
Stores Open Evenings : Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores - Eaton; Paquet 3; Le Syndicat de Quebec 3; Holt Renfrew; J.B. Laliberte; Simon's 2; Greenbergs; Wise Bros.; Norman & Fils 3; Simpson-Sears 3.
Discount Stores : Jupiter; Towers; Miracle Mart 2; K mart; Woolco 2.
Variety Stores - Woolworth 3; Metropolitan; Kresge 3; Zeller's 4.
Chain Drug Stores : Ph. Brunet 5; Jean Coutu 5; Uniprix-Pharmaprix.
Chain Supermarkets : Dominion 8; Steinberg's 11; Excel 64; Gem 46; Jato 5; IGA 7; Dallaire 5; Provigo 9.
Other National Chain Stores - Agnew Surpass Shoes; D'Allaird's (women's); Henry Birks (jewelry); Reitman's (women's); J.B. Lefebvre Shoes; Simard & Voyer; Trans-Canada Shoes; Willis Musical Instruments; Zeller's Legare; Dr. Scholl's; Singer Co.; Laura Secord; Sally's; Tip Top Tailor; Canadian Tire; Handy Andy; Pascal Hdwr.; Bata Shoes; Pennington (women's); Goodyear; K mart.

14 - NEWSPAPERS: LE JOURNAL DE QUEBEC (French-Tabloid) (m-mon to fri) 105,545; (m-sat) 95,020; Mar. 31, 1981 ABC. Jean-Paul Cloutier, Dir. Gen., 450 Bechard Ave., Villevanier, PQ G1M 2E9; Tel. (418) 683-1573.
LE SOLEIL (French) (e-mon to fri) 130,978; (e-sat) 140,643; Mar. 31, 1981 ABC. P.A. Audet., Pres. & Gen. Mgr., 390 St. Vallier St. E., Quebec, PQ G1K 7J6; Tel. (418) 647-3536.
National Representatives : LE JOURNAL DE QUEBEC - Quebecor; LE SOLEIL - Landon; Nat'l. Adv. Reps.

SHERBROOKE, QUE.

1 - LOCATION: Sherbrooke County, E&P Map E-4, County Seat. Industrial and agricultural center. 100 mi. SE of Montreal; 140 mi. SW of Quebec; 30 mi. N of Vermont border. On Provincial Hwys. 112, 143, 108, 147 & 249; Autoroutes 10, 55 & 410.

2 - TRANSPORTATION: Railroads - Canadian National; Canadian Pacific.
Motor Freight Carriers - 11.
Intercity Bus Lines - Corporation Municipale de Sherbrooke; Voyageur; Bourgeois; Autobus de l'Estrie; Autobus St-Louis; Autobus Dostie; Autobus Pouliot.

3 - POPULATION:
Corp. City 76 Cen. 88,867; Loc. Est. 84,236
CZ-ABC: (76) 88,867; (81) 81,100
RTZ-ABC: (76) 174,141; (81) 169,700
City & RTZ-ABC: (76) 260,200; (81) 250,800

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 27,553
CZ-ABC: (76) 28,770; (81) 29,900
RTZ-ABC: (76) 49,875; (81) 54,100
City & RTZ-ABC: (76) 78,645; (81) 84,000

5 - BANKS: Savings 7; Charter Branches 27; Trust Companies 3.

6 - PASSENGER AUTOS: County 53,000

7 - ELECTRIC METERS: Residence 46,569

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners - Rubber 432; Woodwork 51; Hockey Sticks 219; Lumber 70; Stockings & Gloves 451; Jewelry 50; Plastic 63; Drugs 15; Textile 1,600; Foundry 55; Shoes 156; Superheaters 514; Machinery 1,300; Food 520; Chocolate 832; Aluminum Products 84; Soft Drinks 1,490; Bathing Suits 44; Bakery Machineries 58; Sportswear; Ladies Pants 60; Men's Pants 125; Shoes 93; Metal 224; Apparel 822.
Principal Pay Days : Thu. & Fri.

10 - CLIMATE: Min. & Max. Temp. (Celsius) - Spring 6-17; Summer 15-27; Fall 4-12; Winter -30 to -11.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers - Downtown: 3 blocks Wellington N.; 3 Wellington S.; 15 King W.; 5 King E.
Neighborhood Shopping Centers : Galeries 4 Saisons: 13e Avenue North (30 units); Place Belvedere: Galt St. W. & Belvedere St. S. (17 units); Place Dunant: Dunant St. (12 units); Centre d'Achats Sherbrooke: King St. W. (25 units); Carrefour de l'Estrie: Portland Blvd. (125 units); Plaza Rock Forest: Bourque Blvd., Rock Forest (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center d'Achats Sherbrooke (25)	NA	Zeller's, Dominion
Plaza Rock Forest (40)	NA	Woolco, Dominion, Nutri-Plus
King Street (19)	NA	Zeller's, Dominion
Place Belvedere (17)	NA	Steinberg, Miracle Mart
Plaza Sherbrooke Downtown (70)	NA	Dominion
Carrefour de l' Estrie (125)	NA	Eaton's, Pascal, Sears, Reitman's, Steinberg
Galerie Quatre Saisons (30)	NA	Zeller's, A&P
Place Dunant (12)	NA	Nutri-Plus

Principal Shopping Days : Wed., Thurs., Fri. & Sat.
Stores Open Evenings : Thu. & Fri.

13 - RETAIL OUTLETS: Department Stores - Setlakwe; Au Bon Marche; Miracle Mart; Woolco; Eaton's; Sears.
Variety Stores - Greenberg's; Zeller's.
Chain Drug Stores - Capes 4; Center 4; Medical Arts 3; Jean Coutu; Cadieux; Cumberland; Pharmaprix; Pharmaplus; Uniprix.
Chain Supermarkets : Dominion 2; Steinbergs 3; Provigo 7; A&P; Metro Richelieu 4; Servi-Plus 4; Nutri-Plus 4.
Independent Food Grocers : Les Epiciers 'Supreme' 40; Red & White Stores 41; Trans-Kebec 24; Normandie 23; AER 20; Cardinal 18; Alouette 9.
Other Chain Stores : Reitman's (ladies); Firestone; Yellow Sample Shoe; Trans-Canada Shoe; Lindor (ladies); Canadian Tire; United Auto Parts; Pascal; Western Tire; Goodrich; Goodyear; Arlington; Sports Experts; Princess Silk; Montreal Draperies; Astral Photo; Atlantique Image & Son; Birks; Bowring; Centre de Rasoir; Singer; Beatrice; Colonial Electronique; Dalmys; Boiteau Luminaire; Dunkin Donuts; Tip Top Tailors; Legare-Woodhouse; Pennington, People's Jewellers; Lumberland; Radio Shack; Castor Bricoleur; MacDonald; Scotts Restaurant; Burger King; CTR Tire; Simard & Voyer.

14 - NEWSPAPERS: RECORD (e-mon to fri) 7,325; Mar. 31, 1981 ABC. John Bayley, Adv. Dir., 2520 Roy St., Sherbrooke, PQ J1H 5L6; Tel. (819) 569-9526.
LA TRIBUNE (e-mon to fri) 41,099; (m-sat) 44,217; Mar. 31, 1981 ABC. Francois Vaillancourt, Adv. Dir., 1950 Roy St., Sherbrooke, PQ J1K 2X8; Tel. (819) 569-9201.
National Representatives : RECORD - Bardal, Gosbee; LA TRIBUNE - Probec.

TROIS-RIVIERES, QUE.

1 - LOCATION: St. Maurice County, E&P Map E-4. North shore of St. Lawrence River at mouth of St. Maurice River. 85 mi. from Montreal; 88 mi. from Quebec; 91 mi. from Sherbrooke. Natural ocean port, open year round.

2 - TRANSPORTATION: Railroads - CN; CP.
Intercity Bus Lines - Provincial Transport; Transport en Commun de Trois-Rivieres.
Airlines : CP; CN.

3 - POPULATION:
Corp. City 76 Cen. 52,518; Loc. Est. 47,887
CZ-ABC: (76) 104,251; (81) 114,100
RTZ-ABC: (76) 167,831; (81) 181,800
City & RTZ-ABC: (76) 272,082; (81) 295,900
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. 16,663; Loc. Est. 18,723
CZ-ABC: (76) 32,465; (81) 40,300
RTZ-ABC: (76) 47,940; (81) 59,400
City & RTZ-ABC: (76) 80,405; (81) 99,700

5 - BANKS: 21 Savings, 53 Sav. & Loan Assns, 22 Commercial; Deposits N.A.

6 - PASSENGER AUTOS: Province 2,694,635

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage) - Pulp & Paper 3,775 ($318); Manufacturing 400 ($208); Garment & Apparels 684 ($170); Heavy Industries 2,071 ($352); Bulbs 993 ($190); Metal Products 1,100 ($295); Textiles 1,934 ($188).
Principal Industrial Pay Days - Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 20-60; Summer 55-102; Fall 30-70; Winter -20-25.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center - on des Forges Blvd.; Centre Commercial Les Rivieres (159 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ctre d'Achats Normanville (8)	2	A&P, Normanville
Trois-Rivieres W. Ctr. (150)	2	Reitman's, Steinberg's, Pascal Hardware, Woolco
Les Galeries du Cap (30)		Domnion, Woolco
Plaza de la Maurice	20	Steinberg, K mart, Canadian Tire

Principal Shopping Days : Fri. & Sat.
Stores Open Evenings : Shopping centers - Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores - Sears; Woolco; Pascal; Zeller's.
Discount Stores : Bonaprix.
Variety Stores - Zeller's; Greenberg's; Met.
Chain Drug Stores - Pharmacie PSM; Pharmacie Jean Coutu; Pharmacie Atlas; Pharmaprix; Uniprix.
Chain Food Stores - Steinberg's 2; A&P; Metro 11; Trans-Kebec 41; Richelieu Select 11; Supreme 16; Metropole 39; Aubaines Alimentaires 5; Dominion; Provigo 21.
Other Chain Stores - Reitman's; Trans-Canada; Laura Secord; Crown Diamond; Lowe Brothers; Lewis Shoe; Mia; Birks; Agnew-Surpass; Cartier; Fredelle; Charmco; Boiteau; Montreal Draperies; Maher; Bonita; Chez Lillane; Kim; Pennington; Stokes; Au Coin des Petits; The Shoe Man; Jerome; Jacques Allard; Centre Coiffure Masculine; United Cigar Stores; Woolco; Dalmys; Miracle Mart; Princess Silk; Trans-Canada Shoe; Hart's; Children Wear; Dexter Shoe; Podium; Ro-Na.

14 - NEWSPAPERS: LE NOUVELLISTE (m) 52,968; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Elphege LeBrun, Adv. Dir., LE NOUVELLISTE, 500 St-Georges, Trois Rivieres, PQ G9A 5J6; Tel. (819) 376-2501.
National Representatives : Probec; Target Media.

SASKATCHEWAN SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	75	80	82
5-14 Years	173	165	150
15-24 Years	178	187	173
25-44 Years	207	252	287
45-64 Years	186	189	178
65 and Over	103	117	126
TOTAL	922	989	996

Based on Statistics Canada Census and Population Projections.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1982
General Mdse.	249	809
Apparel	54	200
Furniture	25	150
Groceries	212	895
Lumber/Bldg. Mat.	21	45
Restaurants	16	202
Autos	243	1,055
Gasoline/Fuel Oil	111	229
Drugs	37	142
TOTAL	1,188	4,118

Source: Census of Canada/Retail Trade.

MOOSE JAW, SASK.

1 - LOCATION: Division 7, E&P Map B-3. Situated 434 mi. E of Calgary, 398 mi. W of Winnipeg; 112 mi. N of U.S.

2 - TRANSPORTATION: Railroads : Canadian Pacific; Canadian National.
Motor Freight Carriers : 3.
Intercity Bus Lines : Saskatchewan Transportation; Greyhound.

3 - POPULATION:
Corp. City 76 Cen. 32,581; Loc. Est. 36,091
CZ-ABC: (76) 32,581; (81) 33,600
RTZ-ABC: (76) 67,335; (81) 63,700
City & RTZ-ABC: (76) 99,916; (81) 97,300

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 13,315
CZ-ABC: (76) 11,295; (81) 12,700
RTZ-ABC: (76) 21,645; (81) 22,200
City & RTZ-ABC: (76) 32,940; (81) 34,900

5 - BANKS: Sav. 8; Sav. & Loan 1; Comm. 6.

6 - PASSENGER AUTOS: City 15,162

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Meat Packing; Food Processing; Oil Refining; Men's Work Clothes; Tank Car Repairing and Cleaning Plant; Steel Rolling Mill; RR; Winery. Total: 2,050 employees, Av. Wkly. Wage $213.
Principal Industrial Pay Days : 5, 15, 20, & 30.

10 - CLIMATE: Min. & Max. Temp. - Spring 39-53; Summer 37-93; Fall 8-81; Winter 8-53. First killing frost, Sept. 13. Last killing frost, May 31.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers : 7 blocks on Main St.; 3 on High St.; 2 on River St.
Neighborhood Shopping Centers : 4th Ave. SW between Home & Coteau Sts.; 9th Ave. NW N. of Caribou; Athabasca St. E.; 3rd Ave. to 4th Ave., both sides; 1st Ave. N.W.; Stadacona St. W to Athabasca St. W.; Shopping Centre Complex 7 blocks from downtown area.
Principal Shopping Days : Mon. through Sat.
Stores Close : Sunday.

13 - RETAIL OUTLETS: Department Stores : Army and Navy; T. Eaton; Moose Jaw Co-Op; Joyner's; Saan; Simpson-Sears; Zellers; MacLeods; Woolco; Shopper's Drug Mart; Gallenkamp; Canadian Tire.
Variety Stores : Kresge; Metropolitan.
Chain Drug Stores : Moose Jaw Rexall 3; Cohen Rexall 2; White Cross; Shoppers Drug Mart.
Chain Food Supermarkets : Safeway 2; Co-op.
Other Chain Stores : Sally's; Women's; Tip Top Tailors; Agnew-Surpass; Reitmans.

14 - NEWSPAPERS: TIMES-HERALD (e) 10,053; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: R.G. Calvert, Pub. & Gen. Mgr., TIMES-HERALD, 44 Fairford St. W., Moose Jaw, SK S6H 1V1; Tel. (306) 692-6441.
National Representative : Thomson.

PRINCE ALBERT, SASK.

1 - LOCATION: Division 15, E&P Map B-3. Capital of Sask. Northland 100 mi. NE of Saskatoon. On Hwys. 2, 3, 11 and 55 and 'All-Weather' Hwy. to U.S. and Winnipeg, Edmonton, Calgary and Vancouver.

2 - TRANSPORTATION: Railroads - Div. Point for Can. Pac. & Can. Natl. (21 branches out of city).
Motor Freight Carriers - 20.
Intercity Bus Lines - Saskatchewan Transportation Co.
Airlines - Transair; North Can Air; Athabaska (charter).

3 - POPULATION:
Corp. City 76 Cen. 28,631; Loc. Est. 31,145
CZ-ABC: (76) 28,631; (81) 31,200
RTZ-ABC: (76) 73,243; (81) 80,000
City & RTZ-ABC: (76) 101,874; (81) 111,200
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 10,317
CZ-ABC: (76) 8,915; (81) 10,600
RTZ-ABC: (76) 22,050; (81) 26,100
City & RTZ-ABC: (76) 30,965; (81) 36,700

5 - BANKS: 3 Credit Union; 7 Comm.; 2 Trust Co.

6 - PASSENGER AUTOS: City 17,811

7 - ELECTRIC METERS: Residence 7,710

8 - GAS METERS: Residence 8,163

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage) - Food Products ($260); Meat Processing ($259); Dairy Products ($278); Construction ($332); Railway ($229).

10 - CLIMATE: Min. & Max. Temp. - Spring 30-60; Summer 55-80; Fall 20-65; Winter 30-10.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
South Hill (40)	NA	Safeway, Woolco., Reitmans, The Bay

13 - RETAIL OUTLETS: Hardware 5; Beauty Salons 13; Barbers 10; Jewelers 7; Painters 12; Plumbers 21; Radio Electric 4; Real Estate & Ins. 14; Restaurants 32; Stationery 3; Ladies Apparel 11; Childrens Wear 5; Men's Wear 7; Auto Sales & Garages 9; Service Stations 22; Bakeries 5; Shoe Stores 5; Building Materials 9; Cleaners & Dyers 5; Dairies 2; Dept. & Variety Stores 1; Drug Stores 12; Farm Implements 14; Furniture Stores 18.
Chain Drug Stores : Rexall 3; Duncan's 2; White Cross; Shopper's Drugmart.
Chain Food Supermarkets : Safeway 2; OK Economy 2; Red & White 6; Co-op; Save-A-Dollar 11; I.G.A. 3.
Other Chain Stores - Agnew-Surpass; Singer Co.; Simpson-Sears; Sherwin-Williams; Beaver Lbr.; Woolworth's; S.S. Kresge; Metropolitan; Sally; Saan; McLeod's Ltd.; Firestone; North-American Lbr.; T. Eaton; Kaufman's; Radio Shack; Reily & McCormick; Famous Furniture City; Sound City; People's Credit Jewelers; Cole's Book Store.

14 - NEWSPAPERS: HERALD (e) 10,014; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Gibb, Pub. & Gen. Mgr., HERALD, 30-10th St., Prince Albert, SK S6V 5R9; Tel. (306) 764-4276.
National Representative : Thomson.

REGINA, SASK.

1 - LOCATION: Division 6, E&P Map B-3. Western Canada, situated 347 mi. W of Winnipeg; 480 mi. E of Calgary; 168 mi. SE of Saskatoon; 510 mi. SE of Edmonton.

2 - TRANSPORTATION: Railroads - C.P.; C.N.
Motor Freight Carriers - 90.
Intercity Bus Lines - Saskatchewan Transportation; Greyhound; Moose Mountain.
Airlines - Air Canada; Norcanair; Pacific Western; Frontier Airlines.

3 - POPULATION:
Corp. City 76 Cen. 149,593; Loc. Est. 173,884
CZ-ABC: (76) 149,593; (81) 166,100
Bal. in PMA-ABC: (76) 330,919; (81) 330,900
Met. Area 76 Cen. 151,029; Loc. Est. 175,654
Total PMA-ABC: (76) 480,512; (81) 497,000
Demographic Information available from Newspaper. See paragraph 14 .

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 61,089
Met. Area 76 Cen. 151,029; Loc. Est. 175,654
CZ-ABC: (76) 49,395; (81) 60,000
Bal. in PMA-ABC: (76) 106,755; (81) 117,100
Total PMA-ABC: (76) 156,150; (81) 177,100

5 - BANKS: Savings 51; Trust 11; Loan 15; Credit Union 17.

6 - PASSENGER AUTOS: City 92,607

7 - ELECTRIC METERS: Residence 63,000

8 - GAS METERS: Residence 46,000

9 - PRINCIPAL INDUSTRIES: Government; Steel; Meat Processing; Fertilizer; Cement; Concrete; Dairy; Sheet Metal; Refineries; Steel Tank Mfg.; Distribution Centre; Communications; Steel Pipe; Paint; Agricultural Implements; Grain Farming; Marketing; Cable & Telephone Equipt.; Gases; Dry Ice; Chemicals; Steel; Total Employed 86,000, Av Wkly. Wage $275.
Principal Industrial Pay Days - 1st, 15th.

10 - CLIMATE: Min. & Max. Temp. (Celsius) - Spring-26- 26; Summer-3-37; Fall-3-28; Winter-37-5. First killing frost, Sept. 30. Last killing frost, May 6. 2,450 average hours of sunshine annually.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 6 blocks on 11th Ave.; 3 on Broad St.; 2 on Rose St.; 3 on Hamilton St.; 3 on Scarth St.; 3 on 12th Ave.
Neighborhood Shopping Centers - Dewdney & Retallack Sts.; Victoria & Winnipeg; 15th & Toronto; 13th Ave. W.; Gordon Rd. & Rae St.; 3 on Albert St.
Shopping Centers - Avon Centre 14; Broad Plaza 5; Broadway 10; Cornwall Centre 75; Eatons Mall 16; Golden Mile Plaza 40; Gordon Road 11; Glen Cairn Shopping Centre 14; Hill Ave. 11; Hillsdale Centre 7; Midtown Plaza 35; Normanview 40; Northgate 70; Park Plaza 7; Regent Park 16; Regina Inn Centre 21; Riverheights 13; Scarth St. Mall 40; S[illegible]land Mall 54; Sherwood Village 40; Thirteenth [illegible]entre 9; Whitmore Park 7.

Principal Shopping Days : Mon. Tu[illegible] Fri., Sat. Open Thurs. eve.

13 - RETAIL OUTLETS: Department Stores [illegible]my & Navy; T. Eaton Co.; Saan Stores Ltd.; Sears Ltd.; Sherwood Co-op Assoc. Ltd.; The Bay; Woolco; Gamble's; Robinson Stores; Zeller's 2.
Variety Stores - Kresge; Woolworth; Metropolitan; Zeller's; Robinson.

Chain Drug Stores : Boots 4; Pinders-Rexall 8; Bi-Rite 4; White Cross 4; Shoppers, Arp Drugs 8.

Chain Food Supermarkets : Safeway 8; Dominion 5; Loblaws-OK Economy 6; Tom Boy 4; Sherwood Co-op 2; Econo Mart 2.
Other Chain Stores - Shoes: Agnew Surpass, Bata, Kinney, Reward, Sterling Chandler. Jewelry: People's Credit, Henry Birks, Mappins. Clothing: Daimy's, Pennington's, Jack Fraser, Thrifty's, The Pant House, Jean Junction, Sweet 16, Shirley K. Maternity, D'Allaid's, Sally's, Tip Top Tailors, Reitman's, Mortons. Automotive: Uniroyal, Dunlop, Firestone 3, B. F. Goodrich, Goodyear 3, General, Peavy Mart, Canadian Tire 2, Triangle Auto. Radio Shack; Laura Secord; Hickory Farms; Sam the Record Man; Kelley's; Bumper To Bumper 2.

14 - NEWSPAPERS: LEADER-POST (e) 69,078; Mar. 31 1981 ABC.
Local Contact for Advertising and Merchandising Data: George Crawford, Dir. Adv., LEADER-POST, Victoria Ave. & Park St., Regina SK S4P 3G4; Tel. (306) 565-8211.
National Representatives : Landon; D. Antill, Buttonville Airport-Markham, Ont. (Canada).

SASKATOON, SASK.

1 - LOCATION: E&P Map B-3. On South Saskatchewan River. 326 mi. E of Edmonton; 490 mi. NW of Winnipeg. On Hwys. 5, 7, 11 and 14.

2 - TRANSPORTATION: Railroads - CN;CP.
Motor Freight Carriers - 5.
Intercity Bus Lines - Saskatoon Transit; Saskatchewan Transportation; Greyhound; Western Trailways.
Air Service - Ray's Flying Service; Mitchison's Flying Service.
Airlines - Air Canada; Norcanair; Pacific Western/Transair.

3 - POPULATION:
Corp. City 76 Cen. 133,750; Loc. Est. 153,366
CZ-ABC: (76) 133,750; (81) 145,700
RTZ-ABC: (76) 304,949; (81) 331,500
City & RTZ-ABC: (76) 438,699; (81) 477,200
Met. Area 76 Cen. 133,750; Loc. Est. 153,366

4 - HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 54,655
Met. Area 76 Cen. 46,600; Loc. Est. 54,655
CZ-ABC: (76) 44,800; (81) 53,300
RTZ-ABC: (76) 92,585; (81) 110,700
City & RTZ-ABC: (76) 137,385; (81) 164,000

5 - BANKS: 37 Comm. & Sav.; Deposits N.A.

6 - PASSENGER AUTOS: City Est. 84,500

7 - ELECTRIC METERS: Residence 44,148

8 - GAS METERS: Residence 35,752

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners: Ry. 1,500; Dairy 310; Flour Mills 185; Meat Packing 784; Meats 300-400; Gasoline 100; Road Machinery 65; Iron Works 75; Brewery 155; Cereal 200; Fibreboard 28; Potash 2,000; Chemicals Mfg. 155; Garment Mfg. 600; Electronics 250. Av. Weekly Wages $198.

10 - CLIMATE: Min. & Max. Temp. - Spring 35-89; Summer -34-93; Fall -7-75; Winter -40-35. First killing frost, Sept. 4. Last killing frost, May 8.

11 - TAP WATER: Alkaline, hard; fluoridated, artificially softened.

12 - RETAILING: Principal Shopping Centers - Midtown Plaza (1st Ave., Idlywyld) enclosed, 62 units with 12 story office bldg., theatre - underground, surface park 1,851 cars; 5 blocks on 2nd Ave.; 4 on 3rd Ave.; 3 in 21st St.; E. 4 on 20th Street West.
Neighborhood Shopping Centers : (No. of stores) - Nutana 5 blocks; Mayfair 5 blocks; Pleasant Hill 1 block; Broadway 1 block; Grosvenor Park (45); Avalon (17); Cumberland (20); Haultian (4); Mount Royal (10); Westgate (15); Ford's (6); Co-Op (33); Churchill (13); Market Mall (33); Zeller's County Fair (4); Confederation Park Plaza (30); Wildwood Mall (30).
Principal Shopping Days : Thurs., Sat.
Stores Close : Wed. afternoon.
Stores Open Evenings : Thurs.

13 - RETAIL OUTLETS: Department Stores - The Bay; Eaton's; Simpsons-Sears; Army & Navy; MacLeod's; Robinson; Saan; Zeller's; Woolco; Co-op Center; Gamble's.
Variety Stores : Kresge's; Woolworth; Metropolitan.
Chain Drug Stores : Pinders 7; ARP 8; Valu Drugs 3; Action Drugs 3; Others 20.

Chain Food Supermarkets : Safeway 8; OK Economy 12; Red & White 2; Loblaw's; Shop-Rite 12; Dominion 2; IGA 9; Economart 2; Independent 36; Super Valu 2.

Other Chain Stores : Singer; Laura Secord; Fairweather; Ricki's; Pennington's; Bata; Agnew Surpass; Villager; Hollingsworth; D'Aillards; People's Credit; Birk's; Reitmans's; United Cigar; Acme; Canadian Tire; Coles; Darling Hat; Tip Top; Firestone.

14 - NEWSPAPERS: STAR-PHOENIX (e) 55,001; Mar. 31, 1981 ABC.
Local Contact for Advertising and Merchandising Data: Richard D. Thompson, Adv. Mgr., STAR-PHOENIX, 204-5th Ave. N., Saskatoon, SK S7K 2P1; Tel. (306) 652-9200.
National Representatives : D. Antill; Landon.

In the great and growing

CANADIAN MARKET

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Editor & Publisher
1982 YEAR BOOK

SECTION III
Population, income, retail sales tables

1982 estimates of population, income, retail sales, food sales—U.S. and Canada

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U.S. DAILY NEWSPAPER MARKETS
Metro areas (SMSAs), counties, cities

States	Ret. Sales Tables	Pop., Income Tables
Alabama	80	3
Alaska	81	4
Arizona	82	5
Arkansas	82	6
California	84	7
Colorado	87	10
Connecticut	88	12
Delaware	89	13
Dist. of Columbia	89	13
Florida	89	13
Georgia	91	15
Hawaii	93	18
Idaho	94	18
Illinois	94	19
Indiana	97	22
Iowa	99	24
Kansas	101	26
Kentucky	103	28
Louisiana	105	30
Maine	107	32
Maryland	107	32
Massachusetts	108	33
Michigan	109	34
Minnesota	111	36
Mississippi	112	38
Missouri	114	39
Montana	116	42
Nebraska	117	43
Nevada	118	44
New Hampshire	119	45
New Jersey	119	45
New Mexico	120	46
New York	121	47
North Carolina	123	49
North Dakota	125	51
Ohio	126	52
Oklahoma	128	55
Oregon	130	57
Pennsylvania	131	58
Rhode Island	134	60
South Carolina	134	61
South Dakota	135	62
Tennessee	136	63
Texas	138	65
Utah	143	70
Vermont	143	71
Virginia	144	71
Washington	146	73
West Virginia	147	74
Wisconsin	148	76
Wyoming	149	77

DAILY NEWSPAPER MARKETS—CANADA

Provinces Metro Areas Cities	Ret. Sales Tables	Pop., Income Tables
All Canadian markets	150	78

Sweet bird of youth.

Phoenix is younger, brighter and more affluent than you might think.

Most people still think of Phoenix as simply an oversized retirement community.

They couldn't be more wrong.

With a median age of 29.9, the people of Phoenix are younger than the people of Los Angeles, San Francisco and New York.

They're not only young, they're on their way up. One of every two Phoenix adults is college-educated. And, last year, the average Phoenix household acquired retail goods at a faster rate than the households of Chicago, Boston or Philadelphia.

To help make those purchase decisions, Phoenix young families turn to their daily newspapers.

Of adults 25 to 34, six out of ten can be reached by an average daily issue of The Arizona Republic/The Phoenix Gazette.

Across the nation, few major metro newspapers deliver such impressive penetration of the young adult audience. And few major markets offer such a surprisingly youthful audience to deliver.

Phoenix. It's a rare bird indeed.

IMMORTAL SPIRIT OF THE PHOENIX by Peter Max, one of America's foremost contemporary artists. A "new-age" interpretation of the mythical bird that consumed itself on a pyre of spices and was reborn — just as the city of Phoenix grew out of the 'ashes' of four ancient American Indian cities. A commissioned painting by Peter Max. Reproduced here courtesy of the Collection of The Arizona Repubic/The Phoenix Gazette.

THE ARIZONA REPUBLIC/*The Phoenix Gazette*

When you buy us, you own Phoenix.

A Member of Million Market Newspapers Inc.

Sources: Scarborough Research, 1979; S&MM Survey of Buying Power, 1980.

NATIONWIDE SUMMARY OF POPULATION INCOME, HOUSEHOLDS, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1980)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
U.S. TOTALS	226,504,406	232,658,882	2.7	85,078,064	1799,444,111	2,008,675,520	8,634	23,610	2,258,917	68,806,135	69,208,848
ALABAMA	3,890,061	4,005,859	3.0	1,424,123	24,690,948	27,710,768	6,918	19,458	50,817	634,324	1,292,445
ALASKA	400,481	416,766	4.1	140,299	4,122,916	4,682,157	11,234	33,373	383	9,217	4,308
ARIZONA	2,717,866	3,004,088	10.5	1,091,828	20,047,331	22,792,084	7,587	20,875	6,309	1,036,231	864,251
ARKANSAS	2,285,513	2,379,409	4.1	877,144	14,224,321	16,007,226	6,727	18,249	51,773	1,564,698	1,544,398
CALIFORNIA	23,668,562	25,025,579	5.7	9,403,623	217,301,332	241,718,638	9,659	25,705	73,337	9,210,314	4,452,128
COLORADO	2,888,834	3,055,006	5.8	1,155,597	24,036,216	27,232,117	8,914	23,565	26,947	927,322	2,448,665
CONNECTICUT	3,107,576	3,058,741	−1.6	1,109,827	29,794,202	33,095,904	10,820	29,821	3,535	96,280	167,903
DELAWARE	595,225	606,123	1.8	217,807	4,795,857	5,321,801	8,780	24,434	3,376	95,471	242,344
DIST. OF COLUMBIA	637,651	613,052	−3.9	250,534	6,296,384	6,892,300	11,243	27,510	N.A.	N.A.	N.A.
FLORIDA	9,739,992	10,506,773	7.9	4,149,227	73,892,567	83,771,633	7,973	20,190	36,201	2,778,815	967,504
GEORGIA	5,464,265	5,735,290	5.0	2,024,119	36,450,863	40,859,498	7,124	20,186	51,439	1,148,623	1,677,911
HAWAII	964,856	1,018,817	5.6	320,069	7,583,637	8,500,563	8,344	26,559	4,312	340,813	80,359
IDAHO	943,935	970,186	2.8	343,639	6,673,753	7,544,693	7,777	21,955	24,261	1,085,420	906,632
ILLINOIS	11,418,461	11,612,020	1.7	4,235,742	101,136,361	112,250,815	9,667	26,501	104,724	5,543,949	2,409,711
INDIANA	5,490,179	5,547,936	1.1	2,006,588	41,075,415	45,613,936	8,222	22,732	82,514	2,787,995	1,614,027
IOWA	2,913,387	2,955,204	1.4	1,100,749	22,547,730	25,101,518	8,494	22,804	121,357	4,743,530	5,672,759
KANSAS	2,363,208	2,449,597	3.7	932,139	19,918,066	22,287,823	9,099	23,910	74,195	2,585,954	3,355,098
KENTUCKY	3,661,433	3,716,423	1.5	1,320,474	23,993,301	26,915,939	7,242	20,384	102,285	1,339,179	893,312
LOUISIANA	4,203,972	4,293,789	2.1	1,484,181	30,198,403	34,024,025	7,924	22,924	31,389	1,142,825	504,789
MAINE	1,124,660	1,149,924	2.2	416,368	7,574,635	8,468,571	7,364	20,339	6,785	129,916	302,601
MARYLAND	4,216,446	4,349,755	3.2	1,553,932	35,301,753	39,424,109	9,064	25,371	15,651	267,161	609,890
MASSACHUSETTS	5,737,037	5,615,037	−2.1	2,048,794	47,512,172	52,681,783	9,382	25,714	4,953	146,217	126,247
MICHIGAN	9,258,344	9,338,010	.9	3,321,358	75,718,602	83,974,128	8,993	25,283	60,437	1,538,265	1,227,551
MINNESOTA	4,077,148	4,145,229	1.7	1,512,351	32,317,645	36,130,278	8,716	23,890	98,683	2,909,190	3,064,021
MISSISSIPPI	2,520,638	2,566,467	1.8	867,956	14,211,316	15,933,187	6,208	18,357	44,145	1,149,847	878,067
MISSOURI	4,917,444	4,862,235	−1.1	1,826,886	36,813,044	40,224,836	8,273	22,018	114,996	1,946,911	2,503,013
MONTANA	786,415	802,278	2.0	298,042	5,537,607	6,203,551	7,732	20,814	23,575	650,741	726,653
NEBRASKA	1,570,006	1,621,060	3.3	608,143	11,708,883	13,011,710	8,027	21,396	63,779	2,569,044	3,872,598
NEVADA	799,184	899,297	12.5	352,442	6,946,997	7,906,917	8,792	22,435	2,398	65,116	150,280
NEW HAMPSHIRE	920,610	970,995	5.5	351,594	7,126,199	8,024,153	8,264	22,822	2,516	27,058	69,262
NEW JERSEY	7,364,158	7,322,796	−.6	2,611,895	67,192,032	74,564,085	10,182	28,548	8,026	383,262	121,503
NEW MEXICO	1,299,968	1,331,204	2.4	464,997	8,791,907	9,940,804	7,468	21,378	12,331	272,536	850,445
NEW YORK	17,557,288	17,407,558	−.9	6,469,802	146,054,493	160,824,536	9,239	24,858	43,112	705,209	1,686,052
NORTH CAROLINA	5,874,429	5,914,813	.7	2,117,304	39,112,731	43,846,014	7,413	20,708	81,743	2,181,267	1,493,550
NORTH DAKOTA	652,695	667,483	2.3	240,255	4,853,935	5,441,878	8,153	22,650	40,360	1,656,280	661,878
OHIO	10,797,419	10,919,042	1.1	3,993,891	85,320,841	94,550,777	8,659	23,674	89,183	2,359,820	1,414,505
OKLAHOMA	3,025,266	3,217,171	6.3	1,225,784	23,350,615	26,354,485	8,192	21,500	72,260	1,148,515	1,985,523
OREGON	2,632,663	2,733,971	3.8	1,060,292	20,610,857	23,252,560	8,505	21,930	28,530	972,894	621,248
PENNSYLVANIA	11,866,728	11,990,040	1.0	4,394,629	92,603,780	102,655,726	8,562	23,359	56,229	748,036	1,883,582
RHODE ISLAND	947,154	955,248	.9	352,048	7,347,451	8,138,339	8,520	23,117	673	18,785	13,625
SOUTH CAROLINA	3,119,208	3,182,028	2.0	1,083,026	19,563,768	21,994,519	6,912	20,308	26,714	642,270	368,876
SOUTH DAKOTA	690,178	702,711	1.8	254,368	4,538,611	5,041,545	7,174	19,820	38,616	722,743	1,710,435
TENNESSEE	4,590,750	4,694,783	2.3	1,696,867	30,481,729	34,648,677	7,380	20,419	86,931	834,263	996,113
TEXAS	14,228,383	14,920,756	4.9	5,328,700	115,794,914	131,061,647	8,784	24,595	175,491	4,113,818	5,919,786
UTAH	1,461,037	1,554,816	6.4	492,225	9,285,348	10,492,295	6,748	21,316	12,779	123,990	376,292
VERMONT	511,456	526,413	2.9	189,261	3,380,412	3,776,382	7,174	19,953	5,860	24,092	350,799
VIRGINIA	5,346,279	5,474,036	2.4	1,964,908	41,880,278	47,082,731	8,601	23,962	49,927	500,451	829,271
WASHINGTON	4,130,163	4,565,764	10.5	1,754,203	36,452,027	41,005,477	8,981	23,376	31,002	1,806,643	806,760
WEST VIRGINIA	1,949,644	1,951,415	.1	706,246	13,063,151	14,685,050	7,525	20,793	17,473	60,839	178,623
WISCONSIN	4,705,335	4,807,089	2.2	1,739,633	36,131,638	40,355,273	8,395	23,198	86,560	949,704	3,739,226
WYOMING	470,816	528,800	12.3	192,155	4,085,137	4,656,062	8,805	24,231	8,045	110,292	572,029

FOR TOTAL SELLING, IT TAKES TWO . . .

Editor & Publisher MARKET GUIDE

Editor & Publisher YEARBOOK

New data every year about American markets and newspapers—the No. 1 ad medium.

NATIONWIDE SUMMARY OF RETAIL SALES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
U.S. TOTALS	722,880,663	1,041,390,218	1,126,121,424	90,350	57,197,623	48,892	134,805,067	251,949	255,786,018	138,995	199,591,420	176,458	113,081,043	140,119	51,110,004	138,578	49,862,843	368,031	102,473,151	49,568	36,729,940
ALABAMA	10,704,902	15,004,349	16,212,853	1,578	994,005	1,316	1,845,830	5,887	3,882,783	3,196	3,399,621	3,562	1,596,456	2,511	808,419	2,403	689,715	4,102	1,101,087	1,034	507,235
ALASKA	1,798,858	2,225,509	2,417,610	188	185,062	161	272,989	365	579,075	244	267,788	204	172,813	231	83,199	219	74,412	764	344,740	56	105,675
ARIZONA	8,169,933	13,507,658	14,861,808	900	811,241	520	1,767,887	2,257	3,584,333	1,487	2,644,998	1,656	1,527,281	1,332	484,094	1,638	734,152	4,134	1,468,622	455	507,871
ARKANSAS	6,383,258	8,963,104	9,689,026	1,126	622,903	748	1,058,910	3,595	2,310,818	2,255	2,002,319	2,407	975,734	1,731	461,669	1,571	393,598	3,088	612,144	634	300,424
CALIFORNIA	81,057,855	119,945,162	130,352,170	8,115	6,563,772	3,251	15,668,601	21,115	28,899,778	12,757	22,233,812	14,388	11,877,704	15,346	5,606,155	15,469	6,727,237	40,050	13,486,996	4,311	4,967,178
COLORADO	9,024,594	15,602,099	17,071,957	1,302	1,107,172	495	1,932,825	2,177	3,634,262	1,869	3,081,758	2,485	1,586,216	1,812	704,664	2,185	803,842	5,004	1,750,127	536	438,294
CONNECTICUT	10,428,005	14,787,194	15,844,494	1,193	670,027	571	1,762,371	3,207	3,758,491	1,538	2,295,322	2,215	1,568,520	1,940	781,456	2,056	657,791	5,169	1,400,952	755	476,099
DELAWARE	2,138,502	3,144,656	3,379,517	233	176,602	139	475,219	656	774,469	343	484,540	435	326,662	368	146,912	238	157,708	863	268,573	132	117,975
DIST. OF COLUMBIA	2,084,664	2,642,536	2,769,641	70	46,408	68	242,480	538	475,565	103	221,713	250	229,611	435	199,897	266	142,145	1,158	508,650	148	127,357
FLORIDA	31,413,088	52,575,613	57,597,133	4,595	2,689,461	1,922	6,971,028	11,379	13,402,448	6,069	10,387,499	7,287	5,643,553	6,839	2,388,816	6,669	2,750,115	13,673	5,591,495	1,964	2,086,474
GEORGIA	15,915,816	22,808,394	24,563,445	2,035	1,249,409	1,507	3,037,441	7,495	5,549,197	3,895	4,575,123	5,066	2,685,919	3,267	1,056,377	3,353	1,004,006	6,345	2,010,053	1,428	799,344
HAWAII	3,294,118	4,931,170	5,393,556	194	114,570	259	951,213	876	1,105,947	291	635,663	415	370,142	733	308,130	444	160,674	1,657	822,692	115	288,755
IDAHO	3,016,301	4,505,634	4,937,924	556	444,214	256	424,905	968	1,128,692	832	981,666	830	473,005	509	185,114	792	237,887	1,793	445,364	213	177,459
ILLINOIS	39,215,003	51,321,463	54,850,127	4,117	2,539,171	2,319	6,607,981	8,897	10,996,280	5,379	9,613,087	7,815	5,467,731	7,065	2,838,364	6,354	2,445,347	20,704	5,327,725	2,645	1,934,425
INDIANA	18,266,271	24,347,624	26,166,110	2,535	1,341,292	1,183	3,161,138	4,254	5,459,527	3,784	5,080,973	4,867	3,138,037	2,948	976,657	3,554	1,085,130	8,523	2,265,048	1,255	930,381
IOWA	9,832,778	13,353,877	14,423,474	2,184	1,107,464	921	1,576,352	2,529	3,007,759	2,159	2,787,877	3,424	1,803,643	2,009	553,613	2,311	636,546	6,193	1,232,457	708	410,114
KANSAS	7,696,381	10,873,993	11,749,813	1,487	748,697	623	1,404,578	2,082	2,431,335	2,027	2,403,968	2,466	1,308,088	1,681	524,659	1,929	540,137	4,268	953,568	592	298,775
KENTUCKY	10,491,662	14,864,096	16,134,077	1,454	948,329	1,080	1,686,175	5,603	3,971,386	2,736	2,991,187	3,452	2,014,834	2,045	621,381	2,068	673,750	4,413	1,231,230	910	550,531
LOUISIANA	12,417,144	18,684,957	20,396,426	1,508	1,035,397	1,045	2,551,028	5,801	5,304,846	2,429	3,816,531	2,989	1,830,386	2,476	1,033,544	2,169	882,710	6,382	1,718,455	1,008	681,211
MAINE	3,615,742	5,092,948	5,503,136	662	353,581	522	547,554	1,822	1,369,589	953	930,786	933	474,424	579	184,127	673	168,696	1,814	410,458	288	157,624
MARYLAND	14,377,108	20,399,823	21,941,883	1,128	759,408	848	2,853,343	4,055	5,051,070	1,836	3,651,015	2,465	2,365,382	2,160	964,457	2,094	917,759	5,726	1,986,001	771	795,478
MASSACHUSETTS	18,474,302	26,199,899	28,001,223	1,851	1,092,041	1,295	3,253,237	5,745	6,541,593	2,834	3,670,660	3,882	2,480,594	3,340	1,465,705	3,254	1,048,261	9,948	2,842,270	1,697	877,950
MICHIGAN	31,677,356	41,974,810	44,957,062	3,712	2,251,594	1,372	5,736,544	9,033	9,754,336	4,970	8,978,729	6,572	4,734,424	4,649	2,155,420	5,042	2,038,052	13,836	3,982,771	1,899	1,513,545
MINNESOTA	13,566,601	18,937,157	20,453,925	2,523	1,594,549	812	2,568,382	3,709	3,836,593	2,339	3,440,567	3,280	2,309,109	2,398	830,139	2,802	835,911	6,315	1,805,912	825	568,760
MISSISSIPPI	6,184,395	8,566,068	9,217,497	953	485,860	930	1,023,230	4,660	2,428,754	2,049	1,949,405	1,962	879,821	1,640	439,857	1,491	361,363	2,859	580,551	702	294,496
MISSOURI	15,920,087	20,998,791	22,500,301	2,298	1,202,571	1,543	2,904,918	4,910	4,845,315	4,130	4,265,456	5,008	2,724,610	2,990	903,945	3,028	895,961	8,046	1,944,465	1,106	639,426
MONTANA	2,847,520	4,140,252	4,515,864	617	386,788	217	357,255	890	984,488	655	811,627	968	553,508	552	199,659	603	185,634	2,083	451,596	215	159,514
NEBRASKA	5,145,305	7,213,327	7,787,839	1,142	507,801	447	956,059	1,422	1,527,668	1,258	1,407,171	1,732	1,030,883	988	329,122	1,191	380,454	3,189	745,707	421	212,925
NEVADA	3,069,165	5,164,649	5,750,020	287	350,476	131	623,164	578	1,149,119	476	1,010,648	641	707,166	515	239,408	468	227,157	1,356	562,302	128	282,039
NEW HAMPSHIRE	3,387,452	5,227,274	5,701,491	512	377,269	321	542,959	1,182	1,430,976	661	919,842	704	509,013	538	308,711	660	196,208	1,542	438,154	209	131,765
NEW JERSEY	24,286,554	32,884,080	35,114,779	2,235	1,237,868	1,048	3,971,409	9,026	8,687,408	3,151	5,144,076	5,350	3,322,200	5,623	1,905,586	4,031	1,545,161	12,985	3,198,777	1,551	885,471
NEW MEXICO	4,021,781	6,108,082	6,683,527	517	391,469	399	690,920	1,254	1,450,461	890	1,320,994	1,389	783,990	817	287,783	799	290,827	2,061	596,697	252	184,926
NEW YORK	50,697,785	70,694,025	75,063,943	5,449	2,417,706	2,975	8,977,040	22,873	19,206,274	6,808	9,362,018	9,245	5,625,451	13,261	4,526,414	9,255	3,196,062	32,997	7,548,950	4,027	2,422,815
NORTH CAROLINA	16,842,308	24,084,456	26,002,722	2,352	1,592,819	1,889	2,846,591	9,206	6,171,956	4,891	4,968,950	5,775	2,712,352	3,873	1,153,182	3,903	1,231,173	7,123	1,897,325	1,348	878,106
NORTH DAKOTA	2,249,761	3,199,625	3,484,286	634	359,693	178	312,921	693	601,051	462	742,935	687	405,412	484	187,727	500	146,081	1,493	308,524	169	109,442
OHIO	35,563,455	48,416,012	52,010,174	4,082	2,339,087	1,917	7,370,293	10,834	11,946,878	5,819	9,621,039	8,820	5,880,797	5,187	1,847,378	6,201	2,182,599	17,982	4,736,113	2,086	1,552,674
OKLAHOMA	9,228,116	14,358,161	15,679,594	1,369	878,759	782	1,734,346	3,503	3,748,847	2,843	3,342,719	3,063	1,450,668	2,195	873,961	2,134	700,203	5,101	1,279,464	747	368,991
OREGON	9,347,998	13,628,911	14,895,115	1,439	950,576	481	1,859,455	2,729	3,039,537	1,747	2,844,347	2,185	1,352,408	1,382	579,597	1,915	743,088	4,578	1,468,187	492	500,061
PENNSYLVANIA	37,244,196	49,708,117	53,125,850	4,615	2,303,145	2,357	6,680,745	14,515	12,269,764	7,087	8,931,188	8,994	5,221,808	7,640	2,407,888	6,810	2,211,040	21,361	4,423,723	2,705	1,574,844
RHODE ISLAND	2,802,147	3,633,139	3,657,729	323	175,922	184	421,863	1,107	901,986	538	545,238	697	378,262	567	181,046	513	138,017	1,829	360,751	232	132,288
SOUTH CAROLINA	8,350,289	12,247,354	13,272,036	1,180	802,916	1,020	1,448,894	5,008	3,342,025	2,545	2,387,515	3,001	1,476,327	1,999	609,596	1,929	562,842	3,796	970,270	740	426,008
SOUTH DAKOTA	2,184,066	3,012,711	3,256,714	598	282,707	201	263,825	776	625,651	531	602,781	861	459,362	519	144,870	525	134,144	1,580	293,171	206	123,975
TENNESSEE	13,709,641	19,527,781	21,118,090	1,793	1,192,041	1,325	2,524,024	6,849	4,830,088	3,702	4,386,176	4,090	2,297,907	2,927	876,310	2,801	895,239	5,884	1,598,066	1,125	648,753
TEXAS	45,816,345	76,550,457	84,551,154	5,176	4,027,991	2,992	10,110,387	17,011	18,862,315	11,388	17,846,530	12,747	8,259,114	8,968	4,211,547	8,850	3,666,188	22,246	7,130,147	3,102	2,478,722
UTAH	4,146,168	6,277,733	6,866,438	509	454,296	267	345,411	1,011	1,420,522	800	1,348,042	1,149	786,744	733	260,128	948	369,798	1,964	544,436	249	219,677
VERMONT	1,667,623	2,149,772	2,295,605	332	165,532	222	182,324	815	550,998	414	357,080	540	240,643	324	79,168	360	73,403	920	177,962	140	51,873
VIRGINIA	16,544,567	25,416,134	27,677,338	1,592	1,280,279	1,463	3,415,835	8,163	6,452,821	3,090	5,035,925	3,992	3,187,035	2,544	1,127,487	2,854	1,191,342	6,356	2,155,753	974	1,002,552
WASHINGTON	13,503,242	20,147,357	22,062,913	1,776	1,384,895	586	2,421,073	3,586	4,928,025	2,640	3,840,854	3,005	1,995,359	1,815	924,260	2,917	1,054,987	6,296	2,309,057	819	890,795
WEST VIRGINIA	5,676,173	8,122,732	8,827,517	710	571,134	708	1,119,046	2,662	2,234,845	1,189	1,683,276	1,818	993,264	913	344,844	1,062	392,056	2,727	572,804	397	278,387
WISCONSIN	14,930,207	20,370,843	21,938,341	2,307	1,359,042	1,125	2,605,911	4,310	4,697,505	2,549	3,780,907	4,043	2,357,306	2,396	758,704	2,846	961,568	13,889	2,322,731	938	567,538
WYOMING	1,654,015	2,848,630	3,196,157	307	264,612	151	237,158	331	620,549	457	557,479	647	525,365	334	138,858	331	124,667	866	290,078	109	92,943

EDITOR & PUBLISHER'S POPULATION, INCOME, HOUSEHOLDS AND FARM PRODUCTS ESTIMATES* AND DATA FOR 1982

ALABAMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,890,061	4,005,859	3.0	1,424,123	24,690,948	27,710,768	6,918	19,458	57,540	510,3:1	413,435
STANDARD METROPOLITAN STATISTICAL AREAS											
Anniston, Ala.	116,936	115,949	–.9	40,237	681,627	757,264	6,531	18,820	668	3,509	2,764
Birmingham, Ala.	847,360	871,838	2.9	321,885	5,978,766	6,660,291	7,639	20,692	2,228	8,967	16,961
Columbus, Ga.-Ala	239,196	241,499	1.0	81,430	1,640,698	1,827,673	7,568	22,445	351	5,015	120
Florence, Ala.	135,023	141,301	4.6	51,166	874,998	981,472	6,946	19,182	2,108	21,192	13,345
Gadsden, Ala.	103,057	106,018	2.9	39,112	505,353	549,890	5,187	14,059	943	3,354	5,290
Huntsville, Ala.	308,593	316,493	2.6	111,977	1,921,002	2,152,292	6,800	19,221	4,179	54,793	17,302
Mobile, Ala	442,819	461,843	4.3	161,245	2,563,380	2,868,225	6,210	17,788	2,121	53,047	7,466
Montgomery, Ala.	272,687	285,512	4.7	100,147	1,766,352	1,992,525	6,979	19,896	1,970	24,030	20,563
Tuscaloosa, Ala.	137,473	144,463	5.1	50,675	826,227	925,389	6,405	18,261	619	4,736	3,046
COUNTIES, Cities											
AUTAUGA	32,259	32,354	.3	10,584	222,312	254,639	7,870	24,059	457	8,436	
BALDWIN	78,440	83,306	6.2	29,273	433,500	490,120	5,883	16,743	1,215	34,724	
BARBOUR	24,756	24,370	–1.6	8,539	124,478	139,109	5,708	16,291	723	13,184	5,862
BIBB	15,723	16,318	3.8	5,580	91,913	104,841	6,425	18,789	250	606	2,473
BLOUNT	36,459	37,663	3.3	13,543	265,559	306,845	8,147	22,657	1,285	5,801	9,584
BULLOCK	10,596	10,671	.7	3,581	49,440	55,106	5,164	15,388	382	7,725	
BUTLER	21,680	22,511	3.8	8,042	126,335	143,062	6,355	17,789	668	3,865	4,385
CALHOUN	116,936	115,949	–.9	40,237	681,627	757,264	6,531	18,820	668	3,509	2,764
Anniston	29,523	27,846	–5.7	10,705	182,933	200,249	7,191	18,706	*	*	*
CHAMBERS	39,191	38,681	–1.3	13,775	229,904	254,649	6,583	18,486	404	494	3,563
Lanett	6,897	6,674	–3.2	2,634	44,138	47,436	7,108	18,009	*	*	*
CHEROKEE	18,760	19,199	2.3	6,878	87,038	96,508	5,027	14,031	652	11,236	2,951
CHILTON	30,612	31,113	1.6	11,234	187,961	214,878	6,906	19,127	845	3,883	3,709
CHOCTAW	16,839	17,102	1.6	5,677	84,114	93,642	5,475	16,495	428	469	1.856
CLARKE	27,702	28,052	1.3	9,317	150,441	169,552	6,044	18,198	433	769	1,873
CLAY	13,703	13,723	.1	4,932	70,678	78,121	5,693	15,840	443	182	3,357
CLEBURNE	12,595	13,275	5.4	4,751	71,780	80,132	6,036	16,866	369	313	1,466
COFFEE	38,533	39,710	3.1	14,242	284,592	322,763	8,128	22,663	1,054	18,054	8,136
Enterprise	18,033	18,789	4.2	6,729	154,988	176,026	9,369	26,159	*	*	*
COLBERT	54,519	56,693	4.0	20,539	346,708	384,797	6,787	18,735	681	10,557	5,220
Muscle Shoals	8,911	9,596	7.7	3,320	66,786	83,483	8,700	25,145	*	*	*
Sheffield	11,903	11,765	–1.2	4,568	81,341	88,427	7,516	19,358	*	*	*
Tuscumbia	9,137	9,352	2.4	3,333	62,329	65,865	7,043	19,761	*	*	*
CONECUH	15,884	15,408	–3.0	5,440	71,357	79,668	5,171	14,645	559	4,227	3,679
COOSA	11,377	11,906	4.6	4,176	64,568	72,600	6,098	17,385	282	202	1,205
COVINGTON	36,850	35,791	5.3	14,870	249,049	281,714	7,262	18,945	1,132	14,005	8,655
Andalusia	10,415	10,835	4.0	4,106	81,044	91,674	8,461	22,327	*	*	*
CRENSHAW	14,110	14,647	3.8	5,322	73,203	82,551	5,636	15,511	619	7,922	5,382
CULLMAN	61,642	64,368	4.4	23,386	455,883	520,589	8,088	22,261	2,422	9,632	11,639
Cullman	13,084	13,255	1.3	5,017	119,857	135,158	10,197	26,940	*	*	*
DALE	47,821	48,601	1.6	15,799	355,825	391,892	8,063	24,805	674	10,255	5,009
DALLAS	53,981	53,645	–.6	18,037	333,024	371,324	6,922	20,587	640	15,160	
Selma	26,684	26,507	–.7	9,113	185,984	206,587	7,794	22,669	*	*	*
DE KALB	53,658	57,395	7.0	21,235	362,513	417,266	7,270	19,650	2,377	12,456	10,965
Fort Payne	11,485	12,285	7.0	4,722	58,305	64,783	5,273	13,719	*	*	*
ELMORE	43,390	46,468	7.1	15,460	228,559	260,022	5,596	16,819	738	8,206	6,423
ESCAMBIA	38,392	39,592	3.1	13,399	214,802	241,116	6,090	17,995	584	9,144	6,494
ETOWAH	103,057	106,018	2.9	39,112	505,353	549,890	5,187	14,059	943	3,354	5,290
Gadsden	47,565	46,149	–3.0	18,300	254,237	269,966	5,850	14,752	*	*	*
FAYETTE	18,809	18,831	.1	6,988	118,211	133,900	7,111	19,161	453	1,506	2,771
FRANKLIN	28,350	28,473	.4	10,536	186,762	212,114	7,450	20,132	911	2,955	5,669
GENEVA	24,253	25,382	4.7	9,240	152,498	173,142	6,821	18,738	1,040	17,527	17,779
GREENE	11,021	11,018		3,597	46,187	52,105	4,729	14,486	420	3,598	4,980
HALE	15,604	15,750	.9	5,043	69,910	78,182	4,964	15,503	512	6,219	
HENRY	15,302	16,055	4.9	5,701	85,743	97,579	6,078	17,116	559	18,941	
HOUSTON	74,632	79,499	6.5	28,798	576,668	664,075	8,353	23,060	1,113	23,628	10,240
Dothan	48,750	51,929	6.5	18,938	417,448	480,721	9,257	25,384	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALABAMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JACKSON	51,407	52,220	1.6	18,479	377,044	434,105	8,313	23,492	1,344	12,840	7,316
Scottsboro	14,758	14,992	1.6	5,502	174,189	217,736	14,523	39,574	*	*	*
JEFFERSON	671,197	682,904	1.7	256,072	4,970,109	5,505,638	8,062	21,500	515	1,008	3,315
Birmingham	284,413	281,828	–.9	110,037	1,891,317	2,072,170	7,353	18,832	*	*	*
LAMAR	16,453	16,377	–.5	5,912	89,801	100,894	6,161	17,066	523	1,743	2,267
LAUDERDALE	80,504	84,608	5.1	30,627	528,290	596,675	7,052	19,482	1,427	10,635	8,125
Florence	37,029	38,166	3.1	14,096	272,743	306,326	8,026	21,731	*	*	*
LAWRENCE	30,170	29,693	–1.6	9,982	166,745	188,145	6,336	18,848	1,266	12,985	7,373
LEE	76,283	77,529	1.6	28,345	545,218	620,529	8,004	21,892	394	4,538	
Auburn	28,471	28,936	1.6	10,389	218,358	248,464	8,587	23,916	*	*	*
Opelika	21,896	21,874	–.1	7,784	156,015	175,715	8,033	22,574	*	*	*
LIMESTONE	46,005	47,178	2.5	16,203	207,298	230,810	4,892	14,245	1,220	21,384	
Athens	14,558	14,609	.4	5,384	82,796	91,472	6,261	16,990	*	*	*
LOWNDES	13,253	13,322	.5	3,905	53,724	60,344	4,530	15,453	492	5,031	15,347
MACON	26,829	26,845	.1	8,529	147,330	165,074	6,149	19,354	420	4,193	
MADISON	196,966	202,136	2.6	71,026	1,321,445	1,481,349	7,328	20,856	1,214	26,978	8,991
Huntsville	142,513	145,458	2.1	52,946	1,063,956	1,191,565	8,192	22,505	*	*	*
MARENGO	25,047	24,717	–1.3	8,212	136,299	154,364	6,245	18,797	700	5,457	7,845
MARION	30,041	30,115	.2	11,206	194,984	220,319	7,316	19,661	806	2,255	3,431
MARSHALL	65,622	67,179	2.4	24,748	392,259	440,133	6,552	17,785	1,745	6,431	8,311
MOBILE	364,379	378,537	3.9	131,972	2,129,880	2,378,105	6,282	18,020	906	18,323	7,466
Chickasaw	7,402	7,172	–3.1	2,880	43,790	48,656	6,784	16,894	*	*	*
Mobile	200,452	203,938	1.7	74,260	1,258,084	1,393,002	6,831	18,758	*	*	*
Prichard	39,541	39,127	–1.1	12,490	165,453	179,477	4,587	14,370	*	*	*
MONROE	22,651	24,142	6.6	7,976	127,082	144,344	5,979	18,097	584	5,680	5,009
MONTGOMERY	197,038	206,690	4.9	74,103	1,315,481	1,477,864	7,150	19,943	775	7,388	14,140
Montgomery	178,157	186,884	4.9	67,763	1,212,406	1,374,947	7,357	20,291	*	*	*
MORGAN	90,231	93,656	3.8	33,536	721,994	820,342	8,759	24,462	1,427	7,063	10,743
Decatur	42,002	43,030	2.4	15,899	375,887	426,331	9,908	26,815	*	*	*
PERRY	15,012	15,471	3.1	4,876	74,816	83,666	5,408	17,159	434	10,325	7,504
PICKENS	21,481	22,116	3.0	7,389	120,397	135,783	6,140	18,376	554	4,071	4,044
PIKE	28,050	29,913	6.6	10,545	175,974	200,576	6,705	19,021	775	11,665	6,959
Troy	12,587	13,348	6.0	4,606	85,235	96,830	7,254	21,023	*	*	*
RANDOLPH	20,075	19,912	–.8	7,222	105,227	116,582	5,855	16,143	661	261	2,914
RUSSELL	47,356	46,836	–1.1	16,529	322,132	365,836	7,811	22,133	295	4,960	
ST. CLAIR	41,205	43,840	6.4	15,242	259,399	299,456	6,831	19,647	612	4,267	3,514
SHELBY	66,298	72,287	9.0	24,573	385,004	445,861	6,168	18,144	505	3,016	6,494
SUMTER	16,908	17,266	2.1	5,561	81,945	91,815	5,318	16,511	563	3,904	
TALLADEGA	73,826	73,666	–.2	24,775	369,625	407,347	5,530	16,442	576	3,957	4,483
Sylacauga	12,708	12,411	–2.3	4,569	73,962	80,886	6,517	17,703	*	*	*
Talladega	19,128	18,889	–1.3	6,046	95,668	104,565	5,536	17,295	*	*	*
TALLAPOOSA	38,676	40,153	3.8	14,222	220,963	245,764	6,121	17,281	393	1,474	2,037
Alexander City	13,807	14,254	3.2	4,734	83,633	92,267	6,473	19,490	*	*	*
TUSCALOOSA	137,473	144,468	5.1	50,675	826,227	925,389	6,405	18,261	619	4,736	3,046
Northport	14,291	15,745	10.2	5,307	149,689	187,111	11,884	35,257	*	*	*
Tuscaloosa	75,143	78,311	4.2	28,162	493,978	552,564	7,056	19,621	*	*	*
WALKER	68,660	72,807	6.0	25,998	364,254	409,336	5,622	15,745	596	676	3,638
Jasper	11,894	12,317	3.6	4,592	79,562	88,687	7,200	19,313	*	*	*
WASHINGTON	16,821	18,603	10.6	5,977	87,601	97,805	5,257	16,364	504	1,662	2,930
WILCOX	14,755	15,453	4.7	4,662	64,816	71,936	4,655	15,430	438	2,638	3,552
WINSTON	21,953	22,683	3.3	8,181	149,090	168,825	7,443	20,636	599	352	3,813

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Alabama 1980 Cash Receipts as follows: From Crops $634,324,000; from Livestock & Livestock Products $1,292,445,000; Total $1,926,769,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	400,481	416,766	4.1	140,299	4,122,916	4,682,157	11,234	33,373	383	4,706	3,190
STANDARD METROPOLITAN STATISTICAL AREAS											
Anchorage, Alask.	173,017	173,288	.2	61,963	2,008,066	2,278,366	13,148	36,770	184	3,138	2,633
COUNTIES, Cities											
ALEUTIAN ISLAND	7,768	7,792	.3	1,640	29,136	32,373	4,155	19,740	24		
ANCHORAGE	173,017	173,288	.2	61,963	2,008,066	2,278,366	13,148	36,770	184	3,138	2,633
Anchorage	173,017	173,288	.2	61,963	1,996,806	2,336,411	13,483	37,707	*	*	*
BETHEL	10,999	12,328	12.1	3,052	57,649	66,709	5,411	21,857	N.A.	N.A.	N.A.
BRISTOL BAY	1,094	994	–9.2	204	8,308	9,445	9,502	46,299	N.A.	N.A.	N.A.
DILLINGHAM	4,616	5,169	12.0	1,407	32,466	37,584	7,271	26,712	N.A.	N.A.	N.A.
FAIRBANKS NORTH STAR	53,983	54,802	1.5	19,054	553,098	623,146	11,371	32,704	90	1,041	
Fairbanks	22,645	22,989	1.5	8,151	421,513	478,993	20,836	58,765	*	*	*
HAINES	1,680	1,703	1.4	617	16,849	19,145	11,242	31,029	N.A.	N.A.	N.A.
JUNEAU	19,528	22,058	13.0	8,199	237,056	269,506	12,218	32,871	10		
Juneau	19,528	22,058	13.0	8,199	237,056	269,506	12,218	32,871	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
KENAI PENINSULA	25,282	28,152	11.4	9,773	194,210	221,126	7,855	22,626	75	491	155
Kenai	3,533	5,776	63.5	1,790	11,526	48,270	8,357	26,966	*	*	*
KETCHIKAN GATEWAY	11,316	12,036	6.4	4,432	163,730	188,548	15,665	42,542	N.A.	N.A.	N.A.
Ketchikan	7,198	7,476	3.9	2,771	237,056	269,506	36,049	97,259	*	*	*
KOBUK	4,831	5,001	3.5	1,257	24,116	27,103	5,420	21,562	N.A.	N.A.	N.A.
KODIAK ISLAND	9,939	11,554	16.2	3,598	108,995	123,156	10,659	34,229	N.A.	N.A.	N.A.
Kodiak	4,756	5,744	20.8	1,734	36,554	41,539	7,232	23,956	*	*	*
MATANUSKA-SUSITNA	17,766	20,033	12.8	6,590	122,993	143,651	7,171	21,798	N.A.	N.A.	N.A.
NOME	6,537	6,294	−3.7	1,743	34,360	38,433	6,106	22,050	N.A.	N.A.	N.A.
NORTH SLOPE	4,199	4,843	15.3	1,214	52,615	60,593	12,511	49,912	N.A.	N.A.	N.A.
PRINCE OF WALES-OUTER KETCHIKAN	3,822	4,044	5.8	1,245	40,250	45,757	11,315	36,753	N.A.	N.A.	N.A.
SITKA	7,803	8,367	7.2	2,682	69,368	78,244	9,351	29,174	N.A.	N.A.	N.A.
Sitka	7,803	8,367	7.2	2,682	69,368	78,244	9,351	29,174	*	*	*
SKAGWAY-YAKUTAT-ANGOON	3,478	3,773	8.5	1,183	23,984	27,197	7,208	22,990	N.A.	N.A.	N.A.
SOUTHEAST FAIRBANKS	5,770	6,346	10.0	1,953	43,797	49,569	7,811	25,381	N.A.	N.A.	N.A.
VALDEZ-CORDOV.	8,348	9,048	8.4	2,948	152,450	173,239	19,147	58,765	N.A.	N.A.	N.A.
WADE HAMPTON.	4,665	4,678	.3	939	12,858	14,412	3,081	15,348	N.A.	N.A.	N.A.
WRANGELL-PETERSBURG	6,167	7,047	14.3	2,374	72,178	82,865	11,759	34,905	N.A.	N.A.	N.A.
YUKON-KOYUKUK.	7,873	7,416	−5.8	2,232	64,384	71,990	9,707	32,254	N.A.	N.A.	N.A.

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Alaska 1980 Cash Receipts as follows: From Crops $9,217,000; from Livestock & Livestock Products $4,308,000; Total $13,525,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ARIZONA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,717,866	3,004,088	10.5	1,091,828	20,047,331	22,792,084	7,587	20,875	7,676	668,663	700,188
STANDARD METROPOLITAN STATISTICAL AREAS											
Phoenix, Ariz.	1,508,030	1,685,542	11.8	627,373	11,595,078	13,210,411	7,837	21,057	2,030	308,113	285,453
Tucson, Ariz.	531,263	583,238	9.8	221,312	4,205,173	4,780,230	8,196	21,600	409	27,909	
COUNTIES, Cities											
APACHE	52,083	54,308	4.3	13,604	194,415	220,569	4,061	16,214	232	414	
COCHISE	86,717	87,945	1.4	30,489	531,271	589,990	6,709	19,351	720	22,070	23,624
Bisbee	7,154	6,462	−9.7	2,754	75,186	84,182	13,027	30,567	*	*	*
Douglas	13,058	12,425	−4.9	3,738	60,870	63,904	5,143	17,096	*	*	*
Sierra Vista	25,968	26,323	1.4	7,832	171,770	214,712	8,157	27,415	*	*	*
COCONINO	74,947	82,477	10.0	24,835	505,226	573,876	6,958	23,108	149	47	16,577
Flagstaff	34,641	37,076	7.0	8,987	230,316	254,325	6,860	28,299	*	*	*
GILA	37,080	40,635	9.6	14,504	271,227	305,415	7,516	21,057	132	182	
GRAHAM	22,862	25,419	11.2	7,606	107,329	118,874	4,677	15,629	288	14,855	17,548
GREENLEE	11,406	11,419	.1	3,699	72,976	78,098	6,839	21,113	125	1,066	2,688
MARICOPA	1,508,030	1,685,542	11.8	627,373	11,595,078	13,210,411	7,837	21,057	2,030	308,113	285,453
Chandler	29,673	33,165	11.8	10,649	169,642	190,410	5,741	17,881	*	*	*
Mesa	152,453	170,398	11.8	67,057	1,194,379	1,402,091	8,228	20,909	*	*	*
Phoenix	764,911	829,677	8.5	298,128	5,626,038	6,299,411	7,593	21,130	*	*	*
Scottsdale	88,364	95,667	8.3	41,803	1,010,235	1,148,695	12,007	27,479	*	*	*
Sun City	40,664	48,933	20.3	20,238	164,530	170,282	3,480	8,414	*	*	*
Tempe	106,743	119,308	11.8	41,288	819,169	937,465	7,858	22,706	*	*	*
MOHAVE	55,693	65,029	16.8	25,414	527,356	616,881	9,486	24,273	193	2,407	8,850
Kingman	9,257	9,967	7.7	3,148	93,702	104,113	10,446	33,073	*	*	*
NAVAJO	67,709	73,935	9.2	20,567	344,832	390,869	5,287	19,005	269	1,792	14,645
PIMA	531,263	583,238	9.8	221,312	4,205,173	4,780,230	8,196	21,600	409	27,909	
Tucson	330,537	350,688	6.1	134,353	2,433,048	2,716,627	7,747	20,220	*	*	*
PINAL	90,918	93,255	2.6	30,008	493,766	546,617	5,862	18,216	526	106,287	
Casa Grande	14,971	15,557	3.9	4,746	79,139	87,652	5,634	18,469	*	*	*
SANTA CRUZ	20,459	22,339	9.2	6,766	107,490	119,254	5,338	17,625	130	256	
Nogales	15,683	17,124	9.2	4,823	67,215	75,485	4,408	15,651	*	*	*
YAVAPAI	68,145	77,848	14.2	31,362	532,782	615,253	7,903	19,618	379	1,028	
Cottonwood	4,510	4,884	8.3	1,968	33,259	39,622	8,113	20,133	*	*	*
Prescott	20,055	22,268	11.0	8,175	143,272	162,537	7,299	19,882	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARIZONA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
YUMA	90,554	100,699	11.2	34,289	558,410	625,747	6,214	18,249	727	180,110	
Yuma	42,433	47,042	10.9	14,654	258,936	286,722	6,095	19,566	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arizona 1980 Cash Receipts as follows: From Crops $1,036,231,000; from Livestock & Livestock Products $864,251,000; Total $1,900,482,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,285,513	2,379,409	4.1	877,144	14,224,321	16,007,226	6,727	18,249	58,788	1,194,121	398,783
STANDARD METROPOLITAN STATISTICAL AREAS											
Fayetteville-Springdale, Ark.	177,850	185,604	4.4	69,351	1,180,087	1,337,544	7,206	19,287	4,956	6,892	56,993
Fort Smith, Ark.-Okla.	203,269	215,673	6.1	79,927	1,225,217	1,380,407	6,400	17,271	3,911	11,620	30,981
Little Rock-North Little Rock, Ark.	393,494	432,652	10.0	161.365	3,237,203	3,663,432	8,467	22,703	845	13,600	1,893
Memphis, Tenn.-Ark.-Miss.	912,887	935,261	2.5	329,576	6,749,686	7,626,701	8,155	23,141	2,564	135,484	3,525
Pine Bluff, Ark.	90,718	92,452	1.9	32,133	640,123	725,080	7,843	22,565	561	43,085	
Texarkana, Tex.-Ark.	127,019	129,115	1.7	47,804	619,676	667,466	5,170	13,963	2,000	14,083	25,540
COUNTIES, Cities											
ARKANSAS	24,175	23,779	−1.6	9,019	160,933	180,294	7,582	19,990	747	76,976	
Stuttgart	10,941	10,780	−1.5	4,039	79,334	88,922	8,249	22,016	*	*	*
ASHLEY	26,538	27,537	3.8	9,694	134,916	149,263	5,420	15,397	376	23,681	
BAXTER	27,409	30,384	10.9	12,821	172,751	199,642	6,571	15,571	502	237	4,675
BENTON	78,115	79,325	1.5	29,969	488,612	555,877	7,008	18,548	2,299	3,082	29,871
Bentonville	8,756	8,930	2.0	3,238	65,169	81,461	9,122	25,158	*	*	*
Rogers	17,429	17,754	1.9	6,507	117,571	133,334	7,510	20,491	*	*	*
BOONE	26,067	30,299	16.2	11,779	174,783	199,430	6,582	16,931	1,117	234	10,806
Harrison	9,567	11,052	15.5	4,601	72,476	82,775	7,490	17,991	*	*	*
BRADLEY	13,803	14,484	4.9	5,441	61,073	67,382	4,652	12,384	406	2,828	1,092
CALHOUN	6,079	6,441	6.0	2,307	25,005	27,640	4,291	11,981	171	262	675
CARROLL	16,203	17,904	10.5	7,347	101,469	114,718	6,407	15,614	1,016	444	16,525
CHICOT	17,793	18,350	3.1	6,377	73,970	81,442	4,438	12,771	469	36,000	2,171
CLARK	23,326	22,931	−1.7	8,218	120,630	132,743	5,789	16,153	494	4,897	3,379
Arkadelphia	10,005	9,672	−3.3	3,156	53,141	66,108	6,835	20,947	*	*	*
CLAY	20,616	21,207	2.9	8,368	114,384	128,342	6,052	15,337	894	38,139	
CLEBURNE	16,909	18,752	10.9	7,297	88,140	100,908	5,381	13,829	708	754	4,228
CLEVELAND	7,868	7,955	1.1	2,930	30,189	33,574	4,220	11,459	293	420	1,227
COLUMBIA	26,644	27,350	2.6	10,147	166,212	186,628	6,824	18,392	487	1,159	2,843
Magnolia	11,909	12,314	3.4	4,524	87,449	98,103	7,967	21,685	*	*	*
CONWAY	19,505	20,267	3.9	7,282	113,739	128,293	6,330	17,618	726	3,930	6,042
CRAIGHEAD	63,218	67,037	6.0	24,379	450,523	508,275	7,582	20,849	1,189	58,835	
Jonesboro	31,530	33,139	5.1	12,222	255,640	287,464	8,674	23,520	*	*	*
CRAWFORD	36,892	40,118	8.7	14,046	199,312	227,309	5,666	16,183	843	4,767	4,813
CRITTENDEN	49,097	47,962	−2.3	15,716	269,532	303,462	6,327	19,309	382	63,984	
West Memphis	28,138	27,487	−2.3	8,987	184,614	208,398	7,582	23,189	*	*	*
CROSS	20,434	20,068	−1.8	6,760	118,632	132,357	6,595	19,579	571	51,610	
DALLAS	10,515	10,730	2.0	3,946	47,467	51,529	4,802	13,059	166	743	768
DESHA	19,760	20,376	3.1	7,071	100,188	111,259	5,460	15,735	507	42,067	1,220
DREW	17,910	17,991	.5	6,360	81,055	89,840	4,994	14,126	484	12,776	2,082
FAULKNER	46,192	46,286	.2	15,970	287,583	329,500	7,119	20,632	1,133	5,209	11,380
Conway	20,375	20,018	−1.8	6,653	138,151	157,023	7,844	23,602	*	*	*
FRANKLIN	14,705	15,953	8.5	5,814	83,443	95,329	5,976	16,396	720	1,008	8,405
FULTON	9,975	10,017	.4	3,905	42,192	47,348	4,727	12,125	830	130	8,600
GARLAND	69,916	72,195	3.3	29,710	423,939	476,034	6,594	16,023	376	388	2,054
Hot Springs	35,166	34,062	−3.1	14,606	207,488	225,349	6,616	15,429	*	*	*
GRANT	13,008	12,677	−2.6	4,578	63,176	70,823	5,587	15,470	255	157	1,563
GREENE	30,744	32,682	6.3	12,279	193,102	217,904	6,667	17,746	990	28,326	3,600
Paragould	15,214	16,173	6.3	6,426	107,847	122,569	7,579	19,074	*	*	*
HEMPSTEAD	23,635	24,007	1.6	8,937	136,289	154,138	6,421	17,247	835	3,347	7,077
Hope	10,290	10,344	.5	3,843	62,541	69,045	6,675	17,966	*	*	*
HOT SPRING	26,819	26,845	.1	9,968	157,018	175,787	6,548	17,635	487	878	3,223
Malvern	10,163	10,067	−1.0	3,929	73,950	92,437	9,182	23,527	*	*	*
HOWARD	13,459	14,152	5.1	5,192	82,322	92,479	6,535	17,812	649	389	4,899
INDEPENDENCE	30,147	30,518	1.2	11,403	174,325	198,138	6,492	17,376	1,042	9,744	8,140
Batesville	8,263	8,107	−1.9	3,287	57,457	63,373	7,817	19,280	*	*	*
IZARD	10,768	11,174	3.8	4,606	54,305	61,479	5,502	13,348	730	197	5,723

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1983	POPULATION % Pop. Change 83 vs 80	HOUSEHOLDS 1983 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1982 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1982 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
JACKSON	21,646	22,316	3.1	8,221	130,723	145,674	6,528	17,720	549	45,016	2,066
Newport	8,339	8,597	3.1	3,223	51,603	57,416	6,679	17,814	*	*	*
JEFFERSON	90,718	92,452	1.9	32,133	640,123	725,080	7,843	22,565	561	43,085	
Pine Bluff	56,576	56,503	–.1	20,295	435,542	490,542	8,682	24,171	*	*	*
JOHNSON	17,423	17,150	–1.6	6,454	89,430	100,524	5,861	15,575	651	1,162	3,885
LAFAYETTE	10,213	10,491	2.7	3,829	53,260	59,479	5,670	15,534	300	8,082	6,982
LAWRENCE	18,447	18,798	1.9	7,192	107,007	119,755	6,371	16,651	822	28,560	
LEE	15,539	15,318	–1.4	5,069	61,685	67,094	4,380	13,236	636	45,492	1,331
LINCOLN	13,369	13,067	–2.3	3,991	~~58,025~~	64,442	4,932	16,147	440	24,695	2,277
LITTLE RIVER	13,952	13,632	–2.3	4,765	70,866	78,916	5,789	16,562	424	3,374	3,912
LOGAN	20,144	19,602	–2.7	7,115	99,201	109,991	5,611	15,459	1,042	1,365	11,171
LONOKE	34,518	33,130	–4.0	11,260	189,472	214,135	6,463	19,017	1,015	55,652	13,422
MADISON	11,373	11,381	.1	4,274	52,570	58,785	5,165	13,754	1,133	640	10,403
MARION	11,334	12,053	6.3	4,731	54,142	61,726	5,121	13,047	549	115	
MILLER	37,766	39,277	4.0	14,413	223,619	245,937	6,262	17,064	535	7,452	6,278
Texarkana, Ark.-Texarkana, Tex.	52,730	52,581	–.3	20,669	272,866	268,581	5,108	12,994	*	*	*
MISSISSIPPI	59,517	59,414	–.2	20,385	306,362	336,916	5,671	16,528	856	101,293	
Blytheville	24,314	24,431	.5	8,157	135,255	148,312	6,071	18,182	*	*	*
MONROE	14,052	13,775	–2.0	4,982	70,427	77,322	5,613	15,520	435	30,162	
MONTGOMERY	7,771	8,423	8.4	3,240	39,961	45,355	5,385	13,998	444	193	4,554
NEVADA	11,097	10,661	–3.9	3,986	54,700	61,030	5,725	15,311	507	927	3,519
NEWTON	7,756	8,423	8.6	3,024	30,536	34,253	4,067	11,327	555	142	3,955
OUACHITA	30,541	31,308	2.5	11,838	154,602	168,594	5,385	14,242	257	747	1,160
Camden	15,356	15,849	3.2	6,183	82,036	89,679	5,658	14,504	*	*	*
PERRY	7,266	6,784	–6.6	2,456	28,870	32,227	4,750	13,122	373	1,864	1,772
PHILLIPS	34,772	33,474	–3.7	11,344	157,795	171,678	5,129	15,134	640	48,207	
Helena	9,598	9,331	–2.8	3,351	47,085	50,929	5,458	15,198	*	*	*
West Helena	11,367	11,393	.2	3,886	60,225	66,166	5,808	17,027	*	*	*
PIKE	10,373	10,971	5.8	4,141	53,832	60,244	5,491	14,548	446	788	3,242
POINSETT	27,032	27,045		9,762	156,059	173,997	6,434	17,824	719	75,554	
POLK	17,007	18,074	6.3	6,966	87,609	98,334	5,441	14,116	858	370	5,517
Mena	5,154	5,340	3.6	2,250	25,281	28,090	5,260	12,484	*	*	*
POPE	39,003	39,108	.3	14,111	235,850	266,041	6,803	18,853	848	2,245	9,803
Russellville	14,000	13,657	–2.5	4,949	96,120	107,256	7,854	21,672	*	*	*
PRAIRIE	10,140	9,999	–1.4	3,693	52,900	58,533	5,854	15,850	572	47,052	
PULASKI	340,613	379,157	11.3	143,107	2,895,045	3,274,201	8,635	22,879	498	13,194	
Jacksonville	27,589	31,718	15.0	10,214	201,835	230,628	7,271	22,580	*	*	*
Little Rock	158,461	176,392	11.3	69,733	1,471,619	1,666,643	9,449	23,900	*	*	*
North Little Roc.	64,419	70,029	8.7	27,339	545,447	613,106	8,755	22,426	*	*	*
RANDOLPH	16,834	18,561	10.3	6,924	94,957	108,280	5,834	15,638	831	12,148	
ST. FRANCIS	30,858	30,742	–.4	10,170	145,451	160,635	5,225	15,795	567	46,601	
Forrest City	13,803	14,085	2.0	4,718	75,591	83,532	5,931	17,705	*	*	*
SALINE	52,881	53,495	1.2	18,258	342,158	389,231	7,276	21,318	347	406	1,893
Benton	17,437	16,464	–5.6	6,065	122,964	135,833	8,250	22,396	*	*	*
SCOTT	9,685	9,447	–2.5	3,608	44,135	48,603	5,145	13,471	659	162	4,627
SEARCY	8,847	9,376	6.0	3,594	40,050	44,602	4,757	12,410	670	185	
SEBASTIAN	94,930	99,409	4.7	38,521	714,608	802,962	8,077	20,845	726	1,281	7,026
Fort Smith	71,384	73,858	3.5	29,561	586,079	656,845	8,893	22,220	*	*	*
SEVIER	14,060	14,858	5.7	5,543	79,836	89,789	6,043	16,199	569	369	5,606
De Queen	4,594	4,808	4.7	1,872	28,893	30,868	6,420	16,489	*	*	*
SHARP	14,607	15,359	5.1	6,068	75,588	87,422	5,692	14,407	585	323	5,281
STONE	9,022	9,015	–.1	3,391	37,118	41,516	4,605	12,243	609	140	3,281
UNION	49,988	51,891	3.8	19,911	285,304	315,720	6,084	15,857	351	209	1,138
El Dorado	26,685	27,410	2.7	10,890	173,147	191,003	6,968	17,539	*	*	*
VAN BUREN	13,357	13,703	2.6	5,258	62,681	71,373	5,209	13,574	558	265	6,075
WASHINGTON	99,735	106,279	6.6	39,382	691,475	761,667	7,355	19,848	2,657	3,810	27,122
Fayetteville	36,604	38,365	4.8	14,426	284,583	320,187	8,346	22,195	*	*	*
Springdale	23,458	25,390	8.2	9,454	176,304	200,316	7,890	21,188	*	*	*
WHITE	50,835	54,810	7.8	19,353	306,833	349,002	6,367	18,033	1,719	21,812	10,356
Searcy	13,612	14,676	7.8	4,928	100,306	115,258	7,854	23,388	*	*	*
WOODRUFF	11,222	11,665	3.9	4,371	56,994	63,295	5,426	14,481	388	35,402	
YELL	17,026	17,763	4.3	6,674	101,253	113,700	6,401	17,036	978	3,176	7,621

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arkansas 1980 Cash Receipts as follows: From Crops $1,564,698,000; from Livestock & Livestock Products $1,544,398,000; Total $3,109,090,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1983	POPULATION % Pop. Change 83 vs 80	HOUSEHOLDS 1983 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1982 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1982 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
STATE TOTALS	23,668,562	25,025,579	5.7	9,403,623	217,301,332	241,718,638	9,659	25,705	81,863	5,917,177	2,753,860
STANDARD METROPOLITAN STATISTICAL AREAS											
Anaheim-Santa Ana-Garden Grove, Cal.	1,931,570	2,113,404	9.4	773,744	23,068,738	26,349,624	12,468	34,055	587	101,705	6,448

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Bakersfield, Cal.	403,089	427,029	5.9	152,701	3,477,215	3,912,229	9,162	25,620	1,849	603,229	122,573
Chico, Cal.	143,851	158,484	10.2	64,640	1,115,135	1,256,836	7,930	19,444	1,608	110,346	8,241
Fresno, Cal.	515,013	555,125	7.8	198,420	4,432,759	4,991,997	8,993	25,159	6,936	718,248	235,912
Los Angeles-Long Beach, Cal.	7,477,657	7,615,312	1.8	2,866,468	55,385,372	59.670,868	7,836	20,817	1,968	116,110	61,919
Modesto, Cal.	265,902	294,024	10.6	107,960	2,268,764	2,555,771	8,692	23,673	4,269	180,224	171,398
Oxnard-Simi Valley-Ventura, Cal.	529,899	573,254	8.2	193,061	5,637,907	6,440,346	11,235	33,359	1,795	279,190	18,156
Redding, Cal.	115,715	126,913	9.7	48,686	922,668	1,038,816	8,185	21,337	809	8,021	12,281
Riverside-San Bernardino-Ontario, Cal.	1,557,080	1,741,501	11.8	635,966	12,581,615	14,128,769	8,113	22,216	4,781	238,999	410,219
Sacramento, Cal.	1,014,002	1,088,896	7.4	425,151	11,813,989	13,503,779	12,401	31,762	3,353	261,056	70,440
Salinas-Seaside-Monterey, Cal.	290,444	305,650	5.2	103,352	2,708,102	3,028,617	9,909	29,304	1,264	466,959	114,354
San Diego, Cal.	1,861,846	2,012,745	8.1	746,819	16,169,251	18,153,984	9,020	24,308	5,097	183,253	39,613
San Francisco-Oakland, Cal.	3,252,721	3,371,484	3.7	1,369,640	34,258,000	37,619,747	11,158	27,467	2,055	118,680	56,798
San Jose, Cal.	1,295,071	1,340,597	3.5	489,234	15,021,674	16,907,600	12,612	34,559	1,442	86,076	18,170
Santa Barbara-Santa Maria-Lompoc, Cal.	298,660	323,786	8.4	121,646	3,092,401	3,462,629	10,694	28,465	1,414	117,026	
Santa Cruz, Cal.	188,141	209,545	11.4	82,559	1,650,190	1,862,361	8,888	22,558	805	78,283	1,872
Santa Rosa, Cal.	299,827	327,845	9.3	129,136	2,926,981	3,328,944	10,154	25,779	2,585	49,619	56,822
Stockton, Cal.	347,342	379,303	9.2	140,408	3,245,893	3,647,758	9,617	25,980	4,290	294,651	104,639
Vallejo-Fairfield-Napa, Cal.	334,402	369,289	10.4	133,580	4,345,800	4,984,192	13,497	37,312	1,738	106,426	15,448
Visalia-Tulare-Porterville, Cal.	245,751	266,667	8.5	90,252	2,183,568	2,477,499	9,291	27,451	5,251	399,014	228,164
Yuba City, Cal.	101,979	109,436	7.3	40,258	776,282	858,034	7,841	21,313	1,809	183,480	19,762
COUNTIES, Cities											
ALAMEDA	1,105,379	1,124,056	1.7	446,458	10,573,456	11,563,952	10,288	25,902	632	34,926	7,818
Alameda	63,852	62,574	-2.0	27,029	654,074	709,194	11,334	26,238	*	*	*
Berkeley	103,328	100,847	-2.4	44,863	932,811	993,660	9,853	22,149	*	*	*
Dublin	13,641	29,669	117.5	8,986	274,631	343,289	11,571	38,203	*	*	*
Fremont	131,945	141,583	7.3	48,422	1,334,471	1,499,004	10,587	30,957	*	*	*
Hayward	94,167	95,206	1.1	35,978	870,822	954,657	10,027	26,534	*	*	*
Livermore	48,349	51,676	6.9	17,641	471,116	525,181	10,163	29,770	*	*	*
Newark	32,126	32,635	1.6	9,534	256,574	282,787	8,665	29,661	*	*	*
Oakland	339,288	336,133	-.9	147,682	2,997,626	3,231,447	9,614	21,881	*	*	*
Pleasanton	35,160	40,098	14.0	13,198	384,667	420,702	10,492	31,876	*	*	*
San Ramon											
ALPINE	1,097	1,029	-6.2	422	8,519	9,783	9,507	23,182	N.A.	N.A.	N.A.
AMADOR	19,314	22,868	18.4	9,117	164,371	186,513	8,156	20,458	258	1,183	
BUTTE	143,851	158,484	10.2	64,640	1,115,135	1,256,836	7,930	19,444	1,608	110,346	8,241
Chico	26,601	29,106	9.4	11,601	196,905	221,345	7,605	19,080	*	*	*
Oroville	8,683	9,179	5.7	4,145	68,790	76,423	8,326	18,437	*	*	*
CALAVERAS	20,710	23,126	11.7	9,226	169,115	191,021	8,260	20,705	330	360	
COLUSA	12,791	13,134	2.7	4,975	103,935	112,220	8,544	22,557	645	94,290	
Colusa	4,075	4,215	3.4	1,549	32,479	41,009	9,729	26,474	*	*	*
CONTRA COSTA	657,252	702,021	6.8	266,696	7,234,820	8,118,677	11,565	30,442	855	32,221	19,901
Antioch	43,559	48,986	12.5	17,756	399,936	456,672	9,323	25,719	*	*	*
Martinez	22,582	24,844	10.0	9,639	226,720	256,526	10,325	26,613	*	*	*
Pittsburg	33,034	37,327	13.0	13,352	239,330	273,267	7,321	20,466	*	*	*
Richmond	74,676	75,333	.9	29,064	642,670	702,179	9,321	24,160	*	*	*
San Ramon											
Walnut Creek	53,643	58,838	9.7	26,519	781,888	887,866	15,090	33,480	*	*	*
DEL NORTE	18,217	20,683	13.5	7,971	132,522	146,855	7,100	18,424	102	5,362	3,691
EL DORADO	85,812	101,730	18.5	39,716	746,958	859,576	8,450	21,643	483	3,243	
South Lake Tah.	20,681	23,838	15.3	11,643	219,504	269,260	11,295	23,126	*	*	*
FRESNO	515,013	555,125	7.8	198,420	4,432,759	4,991,997	8,993	25,159	6,936	718,248	235,912
Fresno	218,202	235,197	7.8	90,792	1,970,119	2,230,846	9,485	24,571	*	*	*
GLENN	21,350	23,588	10.5	8,780	166,412	184,038	7,802	20,961	1,113	73,308	
Orland	3,976	4,501	13.2	1,842	30,549	38,186	8,484	20,731	*	*	*
Willows	4,777	5,229	9.5	2,016	39,905	48,037	9,187	23,828	*	*	*
HUMBOLDT	108,024	112,578	4.2	44,458	788,543	859,113	7,631	19,324	769	3,413	27,575
Eureka	24,153	24,598	1.8	10,317	179,142	191,641	7,791	18,575	*	*	*
IMPERIAL	92,110	99,217	7.7	31,221	894,606	1,017,474	10,255	32,589	835	282,783	387,844
Brawley	14,946	15,633	4.6	4,696	137,547	154,144	9,860	32,825	*	*	*
El Centro	23,996	25,886	7.9	8,255	271,018	307,691	11,886	37,273	*	*	*
INYO	17,895	17,605	-1.6	7,327	151,282	165,931	9,425	22,647	80	541	4,500
KERN	403,089	427,029	5.9	152,701	3,477,215	3,912,229	9,162	25,620	1,849	603,229	122,573
Bakersfield	105,611	111,884	5.9	41,932	992,033	1,132,994	10,127	27,020	*	*	*
Ridgecrest	15,929	16,875	5.9	6,548	144,238	180,297	10,684	27,535	*	*	*
Taft	5,316	5,648	6.2	2,347	47,613	55,597	9,844	23,689	*	*	*
KINGS	73,738	76,434	3.7	25,158	601,485	674,095	8,819	26,794	1,151	188,787	91,127
Hanford	20,958	22,774	8.7	8,194	200,540	228,872	10,050	27,932	*	*	*
LAKE	36,366	42,462	16.8	18,301	243,425	275,259	6,482	15,041	747	16,868	
LASSEN	21,661	23,124	6.8	8,158	161,299	178,957	7,739	21,936	340	3,459	9,004
LOS ANGELES	7,477,657	7,615,312	1.8	2,866,468	55,385,372	59,670,868	7,836	20,817	1,968	116,110	61,919
Arcadia	45,994	46,848	1.9	18,716	583,797	632,920	13,510	33,817	*	*	*
Bell	25,450	26,498	4.1	9,511	164,320	175,588	6,626	18,462	*	*	*
Burbank	84,625	83,684	-1.1	36,224	844,961	906,192	10,829	25,016	*	*	*
Covina	33,751	34,749	3.0	12,813	304,165	331,921	9,552	25,905	*	*	*
Downey	82,602	81,267	-1.6	32,701	858,459	919,373	11,313	28,115	*	*	*
Glendale	139,060	141,083	1.5	61,714	1,386,099	1,491,108	10,569	24,162	*	*	*
Hermosa Beach	18,070	18,288	1.2	9,619	207,716	227,240	12,426	23,624	*	*	*
Huntington Park	46,223	49,756	7.6	16,574	251,684	268,436	5,395	16,196	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Lancaster	48,027	52,832	10.0	19,674	348,678	435,848	8,250	22,154	*	*	*
Long Beach	361,334	362,817	.4	158,227	3,132,106	3,362,545	9,268	21,251	*	*	*
Los Angeles	2,966,763	3,016,136	1.7	1,193,061	25,235,917	27,479,851	9,111	23,033	*	*	*
Manhattan Beac	31,542	30,670	−2.8	13,148	371,037	397,512	12,961	30,234	*	*	*
Maywood	21,810	23,181	6.3	7,169	112,765	120,105	5,181	16,753	*	*	*
Palmdale	12,277	12,502	1.8	5,005	122,410	153,013	12,239	30,572	*	*	*
Pasadena	119,374	121,380	1.7	50,293	1,110,507	1,195,815	9,852	23,777	*	*	*
Pomona	92,742	94,408	1.8	32,293	638,543	687,287	7,280	21,283	*	*	*
Quartz Hill											
Redondo Beach	57,102	57,131	.1	25,534	574,848	629,507	11,019	24,654	*	*	*
San Fernando	17,731	18,087	2.0	5,557	101,777	108,021	5,972	19,439	*	*	*
San Fernando Valley	1,281,595	1,299,970	1.4	526,623	10,740,600	12,205,227	9,389	23,176	*	*	*
San Gabriel Valley	263,315	270,723	2.8	87,920	2,297,982	2,019,232	7,459	22,967	*	*	*
San Pedro	62,108	70,161	13.0	25,785	255,068	497,320	7,088	19,287	*	*	*
Santa Monica	88,314	88,502	.2	45,896	943,281	1,016,741	11,488	22,153	*	*	*
South Bay	567,177	571,717	.8	222,334	5,418,874	5,880,264	10,285	26,448	*	*	*
South Gate	66,784	69,642	4.3	24,270	449,498	479,663	6,888	19,764	*	*	*
Torrance	131,497	130,935	−.4	50,900	1,411,372	1,521,724	11,622	29,896	*	*	*
West Covina	80,094	83,581	4.4	28,124	779,521	860,962	10,301	30,613	*	*	*
Whittier	68,872	67,974	−1.3	26,813	715,356	761,593	11,204	28,404	*	*	*
MADERA	63,116	69,844	10.7	23,920	545,022	624,956	8,948	26,127	1,507	129,618	62,717
Madera	21,732	23,560	8.4	7,845	186,975	212,339	9,013	27,067	*	*	*
MARIN	222,952	231,857	4.0	95,414	2,878,074	3,206,700	13,831	33,608	237	1,142	27,027
San Rafael	44,700	47,176	5.5	20,014	577,904	644,409	13,660	32,198	*	*	*
MARIPOSA	11,108	13,020	17.2	5,051	78,129	88,220	6,776	17,466	214	300	4,233
MENDOCINO	66,738	74,114	11.1	28,728	475,468	524,361	7,075	18,253	900	20,249	7,905
Ukiah	12,035	13,113	9.0	4,737	83,201	89,624	6,835	18,920	*	*	*
MERCED	134,560	149,325	11.0	50,991	1,311,565	1,496,879	10,024	29,356	2,914	182,211	145,916
Merced	36,499	40,504	11.0	14,963	392,509	454,165	11,213	30,353	*	*	*
MODOC	8,610	9,651	12.1	3,726	68,102	75,149	7,787	20,169	502	17,473	15,417
MONO	8,577	9,144	6.6	3,752	75,302	86,310	9,439	23,004	49	1,302	3,379
MONTEREY	290,444	305,650	5.2	103,352	2,708,102	3,028,617	9,909	29,304	1,264	466,959	114,354
Monterey	27,558	28,217	2.4	11,747	307,968	342,930	12,153	29,193	*	*	*
Salinas	80,479	87,385	8.6	29,231	761,365	856,180	9,798	29,290	*	*	*
NAPA	99,199	108,695	9.6	41,426	1,393,259	1,594,763	14,672	38,497	937	32,355	
Napa	50,879	57,061	12.2	21,421	709,461	815,331	14,289	38,062	*	*	*
NEVADA	51,645	60,559	17.3	24,240	422,509	485,860	8,023	20,044	257	275	1,673
Grass Valley	6,697	7,359	9.9	3,109	61,606	68,451	9,302	22,017	*	*	*
Nevada City	2,431	2,545	4.7	1,006	18,752	20,835	8,187	20,711	*	*	*
ORANGE	1,931,570	2,113,404	9.4	773,744	23,068,738	26,349,624	12,468	34,055	587	101,705	6,448
Anaheim	221,847	241,807	9.0	89,428	2,478,142	2,797,767	11,570	31,285	*	*	*
Brea	27,913	31,123	11.5	12,254	393,726	453,471	14,570	37,006	*	*	*
Costa Mesa	82,291	86,629	5.3	34,973	938,507	1,047,904	12,096	29,963	*	*	*
Fullerton	102,034	108,564	6.4	41,234	1,318,157	1,477,910	13,613	35,842	*	*	*
Huntington Beac	170,505	189,194	11.0	69,321	2,168,689	2,466,884	13,039	35,586	*	*	*
La Habra	45,232	47,221	4.4	17,608	534,772	595,798	12,617	33,837	*	*	*
Newport Beach	63,475	68,679	8.2	33,622	1,171,012	1,318,950	19,205	39,229	*	*	*
San Clemente	27,325	30,746	12.5	14,607	341,140	391,167	12,723	26,779	*	*	*
Santa Ana	203,713	220,900	8.4	71,462	1,697,679	1,895,302	8,580	26,522	*	*	*
PLACER	117,247	126,577	8.0	47,623	1,231,623	1,418,372	11,206	29,783	946	10,037	8,537
Auburn	7,540	7,711	2.3	2,926	76,636	85,353	11,069	29,171	*	*	*
Roseville	24,347	25,712	5.6	8,452	209,391	236,973	9,216	28,038	*	*	*
PLUMAS	17,340	19,441	12.1	7,671	149,930	168,052	8,644	21,907	91	432	3,990
RIVERSIDE	663,923	745,821	12.3	281,536	5,374,935	6,052,262	8,115	21,497	2,928	207,876	166,553
Banning	14,020	15,083	7.6	5,640	90,786	99,686	6,609	17,675	*	*	*
Beaumont	6,818	7,440	9.1	2,636	52,666	58,518	7,865	22,200	*	*	*
Corona	37,791	42,058	11.3	11,812	263,384	290,704	6,912	24,611	*	*	*
Hemet	23,211	27,156	17.0	12,636	163,342	185,472	6,830	14,678	*	*	*
Indio	21,611	24,276	12.3	7,598	151,403	170,641	7,029	22,459	*	*	*
Palm Springs	32,271	36,252	12.3	23,276	535,100	615,508	16,979	26,444	*	*	*
Riverside	170,876	185,709	8.7	59,193	1,354,938	1,490,203	8,024	25,175	*	*	*
SACRAMENTO	783,381	841,378	7.4	332,041	9,404,502	10,744,187	12,770	32,358	1,483	82,410	47,560
Sacramento	275,741	286,648	4.0	122,576	3,090,469	3,487,566	12,167	28,452	*	*	*
SAN BENITO	25,005	26,511	6.0	8,566	219,077	247,266	9,327	28,866	594	41,549	16,289
Hollister	11,488	12,369	7.7	4,042	104,094	130,117	10,520	32,191	*	*	*
SAN BERNARDIN	893,157	995,680	11.5	354,430	7,206,680	8,076,507	8,112	22,787	1,853	31,123	243,666
Barstow	17,690	18,585	5.1	6,072	145,424	158,867	8,548	26,164	*	*	*
Fontana	37,109	41,368	11.5	13,398	270,222	307,672	7,437	22,981	*	*	*
Ontario	88,820	99,015	11.5	30,056	595,904	661,637	6,682	22,013	*	*	*
Redlands	43,619	47,742	9.5	16,143	390,133	431,472	9,038	26,728	*	*	*
San Bernardino	118,057	127,377	7.9	43,208	820,963	896,487	7,038	20,748	*	*	*
Upland	47,647	54,211	13.8	18,202	455,242	510,983	9,426	28,073	*	*	*
Victorville	14,220	15,853	11.5	5,858	182,419	228,024	14,384	38,925	*	*	*
SAN DIEGO	1,861,846	2,012,745	8.1	746,819	16,169,251	18,153,984	9,020	24,308	5,097	183,253	39,613
El Cajon	73,892	80,320	8.7	31,403	663,537	747,705	9,309	23,810	*	*	*
Escondido	62,480	67,537	8.1	27,592	515,909	587,277	8,696	21,284	*	*	*
Oceanside	76,698	82,905	8.1	33,965	623,944	717,086	8,649	21,112	*	*	*
San Diego	875,504	930,176	6.2	348,694	7,509,564	8,351,404	8,978	23,951	*	*	*
Vista	35,834	39,134	9.2	15,684	309,002	348,512	8,906	22,221	*	*	*
SAN FRANCISCO	678,974	712,779	5.0	323,594	6,694,819	7,160,884	10,046	22,129	N.A.	N.A.	N.A.
San Francisco	678,974	712,779	5.0	323,594	6,694,494	7,160,490	10,046	22,128	*	*	*
SAN JOAQUIN	347,342	379,303	9.2	140,408	3,245,893	3,647,758	9,617	25,980	4,290	294,651	104,639
Lodi	35,221	38,656	9.8	15,366	370,006	416,846	10,783	27,128	*	*	*
Stockton	149,779	163,561	9.2	63,295	1,397,242	1,583,624	9,682	25,020	*	*	*

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CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SAN LUIS OBISPO.	155,345	169,791	9.3	65,527	1,548,333	1,773,141	10,443	27,060	1,439	63,761	45,420
Paso Robles	9,163	9,758	6.5	3,816	105,009	106,585	10,923	27,931	*	*	*
San Luis Obispo	34,252	36,130	5.5	13,743	353,635	398,676	11,034	29,009	*	*	*
SAN MATEO..........	588,164	600,771	2.1	237,478	6,876,831	7,569,534	12,600	31,875	331	50,391	2,052
Redwood City....	54,965	55,123	.3	23,501	595,261	648,858	11,771	27,610	*	*	*
San Mateo.........	77,561	77,674	.1	34,226	970,157	1,063,274	13,689	31,066	*	*	*
SANTA BARBARA.	298,660	323,786	8.4	121,646	3,092,401	3,462,629	10,694	28,465	1,414	117,026	
Lompoc...............	26,267	27,887	6.2	10,245	246,064	274,212	9,833	26,758	*	*	*
Santa Barbara...	74,542	79,586	6.8	35,468	794,983	880,177	11,059	24,816	*	*	*
Santa Maria.......	39,685	43,708	10.1	16,165	389,323	438,444	10,031	27,123	*	*	*
SANTA CLARA......	1,295,071	1,340,597	3.5	489,234	15,021,674	16,907,600	12,612	34,559	1,442	86,076	18,170
Palo Alto............	55,225	54,264	−1.8	23,323	821,324	905,842	16,693	38,839	*	*	*
San Jose............	636,550	658,924	3.5	226,617	6,549,810	7,443,011	11,296	32,844	*	*	*
Saratoga............	29,261	29,471	.7	9,607	466,978	519,583	17,630	54,084	*	*	*
SANTA CRUZ.........	188,141	209,545	11.4	82,559	1,650,190	1,862,361	8,888	22,558	805	78,283	1,872
Santa Cruz.........	41,483	44,864	8.2	17,717	324,708	359,384	8,011	20,285	*	*	*
Watsonville........	23,543	26,480	12.5	9,046	180,889	204,129	7,709	22,566	*	*	*
SHASTA.................	115,715	126,913	9.7	48,686	922,668	1,038,816	8,185	21,337	809	8,021	12,281
Redding..............	41,995	46,059	9.7	18,401	338,357	391,752	8,505	21,290	*	*	*
SIERRA..................	3,073	3,105	1.0	1,336	24,780	27,563	8,877	20,631	35	130	
SISKIYOU...............	39,732	39,713	−.1	15,525	296,486	325,221	8,189	20,948	684	17,612	20,747
Yreka City.........	5,916	5,795	−2.1	2,204	41,949	46,610	8,043	21,148	*	*	*
SOLANO.................	235,203	260,594	10.8	92,154	2,952,541	3,389,429	13,007	36,780	801	74,071	15,448
Fairfield.............	58,099	63,886	10.0	20,579	689,602	792,018	12,397	38,487	*	*	*
Sui Sun...............	11,087	13,754	24.1	4,477	121,873	138,492	10,069	30,934	*	*	*
Vallejo................	80,188	85,117	6.1	31,737	1,071,099	1,211,998	14,239	38,189	*	*	*
SONOMA................	299,827	327,845	9.3	129,136	2,926,981	3,328,944	10,154	25,779	2,585	49,619	56,822
Petaluma............	33,834	36,512	7.9	12,862	324,406	366,134	10,028	28,466	*	*	*
Santa Rosa.........	83,205	90,980	9.3	36,546	890,180	1,018,231	11,192	27,862	*	*	*
STANISLAUS..........	265,902	294,024	10.6	107,960	2,268,764	2,555,771	8,692	23,673	4,269	180,224	171,398
Modesto..............	106,105	117,327	10.6	44,459	1,033,748	1,182,663	10,080	26,601	*	*	*
Turlock...............	26,291	30,555	16.2	12,153	237,780	273,388	8,947	22,496	*	*	*
SUTTER..................	52,246	56,107	7.4	20,863	437,397	487,540	8,689	23,369	1,279	138,664	9,078
Yuba City...........	18,736	20,412	8.9	8,775	168,395	189,703	9,294	21,619	*	*	*
TEHAMA.................	38,888	42,379	9.0	16,291	307,064	343,575	8,107	21,090	1,282	29,679	28,694
Corning..............	4,745	5,178	9.1	1,945	36,716	36,773	7,102	18,906	*	*	*
Red Bluff............	9,490	10,208	7.6	3,876	78,630	87,824	8,603	22,658	*	*	*
TRINITY.................	11,858	13,790	16.3	5,415	92,400	104,331	7,566	19,267	104	22	879
TULARE..................	245,751	266,667	8.5	90,252	2,183,568	2,477,499	9,291	27,451	5,251	399,014	228,164
Porterville..........	19,707	22,085	12.1	7,538	170,693	195,135	8,836	25,887	*	*	*
Tulare.................	22,475	24,388	8.5	8,311	187,601	212,667	8,720	25,589	*	*	*
Visalia................	49,729	53,961	8.5	19,806	557,766	645,512	11,963	32,592	*	*	*
TUOLUMNE............	33,920	37,325	10.0	14,373	272,389	306,519	8,212	21,326	207	84	
Sonora................	3,239	3,293	1.7	1,019	37,651	39,935	12,127	39,190	*	*	*
VENTURA...............	529,899	573,254	8.2	193,061	5,637,907	6,440,346	11,235	33,359	1,795	279,190	18,156
Camarillo............	37,732	42,952	13.8	15,702	440,901	551,126	12,831	35,099	*	*	*
Oxnard...............	108,195	118,718	9.7	37,371	939,722	1,066,352	8,982	28,534	*	*	*
Port Hueneme....	17,803	18,824	5.7	6,968	161,690	182,692	9,705	26,219	*	*	*
San Buenaventura....	74,474	79,252	6.4	31,666	934,183	1,067,145	13,465	33,700	*	*	*
Santa Paula.......	20,552	21,318	3.7	7,190	167,513	185,211	8,688	25,760	*	*	*
Simi Valley........	77,500	82,607	6.6	23,427	764,120	864,491	10,465	36,901	*	*	*
Thousand Oaks.	77,797	84,162	8.2	29,365	1,090,004	1,271,763	15,111	43,309	*	*	*
Ventura..............	74,474	79,252	6.4	31,666	934,183	1,106,445	13,961	34,941	*	*	*
YOLO.....................	113,374	120,941	6.7	45,487	1,177,864	1,341,220	11,090	29,486	924	168,609	14,343
Davis..................	36,640	40,806	11.4	15,848	437,520	506,120	12,403	31,936	*	*	*
Woodland..........	30,235	33,311	10.2	12,118	310,193	355,358	10,668	29,325	*	*	*
YUBA.....................	49,733	53,329	7.2	19,395	338,885	370,494	6,947	19,103	530	44,816	10,684
Marysville..........	9,898	10,483	5.9	4,593	90,014	98,978	9,442	21,550	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of California 1980 Cash Receipts as follows: From Crops $9,210,314,000; from Livestock & Livestock Products $4,452,128,000; Total $13,662,442,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.......	2,888,834	3,055,006	5.8	1,155,597	24,036,216	27,232,117	8,914	23,565	29,687	574,778	1,971,748
STANDARD METEOPOLITAN STATISTICAL AREAS											
Colorado Springs, Colo.......................	317,458	322,942	1.7	116,007	2,560,230	2,911,608	9,016	25,099	678	5,264	17,931
Denver-Boulder, Colo.......................	1,619,921	1,717,599	6.0	664,050	14,076,440	15,895,738	9,255	23,938	2,504	62,296	69,752
Fort Collins, Colo...	149,184	163,772	9.8	61,342	1,370,517	1,590,250	9,710	25,924	1,025	12,964	67,688
Greeley, Colo........	123,438	131,686	6.7	47,002	1,047,107	1,204,964	9,150	25,636	3,178	92,687	689,255
Pueblo, Colo..........	125,972	129,208	2.6	47,689	781,651	858,872	6,647	18,010	608	7,979	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
ADAMS	245,944	252,186	2.5	89,160	1,863,875	2,119,179	8,403	23,768	803	26,942	43,542
ALAMOSA	11,799	11,820	.2	4,008	79,223	89,332	7,558	22,288	321	8,562	
Alamosa	6,830	6,737	−1.4	2,244	56,502	70,628	10,484	31,474	*	*	*
ARAPAHOE	293,621	328,981	12.0	122,483	2,868,596	3,327,079	10,113	27,164	301	12,652	5,196
ARCHULETA	3,664	3,393	−7.4	1,228	24,034	27,307	8,048	22,237	130	89	5,363
BACA	5,419	5,167	−4.7	2,039	38,934	42,746	8,273	20,964	720	18,117	36,096
BENT	5,945	5,870	−1.3	2,041	33,881	36,538	6,225	17,902	336	4,948	18,691
BOULDER	189,625	200,567	5.8	75,250	1,558,739	1,766,967	8,810	23,481	674	6,301	21,014
Boulder	76,685	77,478	1.0	29,174	608,316	673,904	8,698	23,099	*	*	*
Longmont	42,942	47,208	9.9	17,132	312,461	358,396	7,592	20,920	*	*	*
CHAFFEE	13,227	14,732	11.4	5,505	105,998	120,821	8,201	21,948	145	510	
Salida	4,870	5,252	7.8	1,982	47,694	59,618	11,351	30,080	*	*	*
CHEYENNE	2,153	2,343	8.8	941	17,286	19,249	8,216	20,456	336	10,368	9,997
CLEAR CREEK	7,308	8,372	14.6	3,303	75,146	87,084	10,402	26,365	N.A.	N.A.	N.A.
CONEJOS	7,794	7,932	1.8	2,472	32,654	36,086	4,549	14,598	458	5,571	12,579
COSTILLA	3,071	2,996	−2.5	1,024	14,897	16,365	5,462	15,981	204	6,235	1,852
CROWLEY	2,988	2,998	.3	1,230	18,388	20,275	6,763	16,484	249	2,506	
CUSTER	1,528	1,933	26.5	771	10,359	11,838	6,124	15,354	111	344	
DELTA	21,225	22,337	5.2	8,633	133,265	151,458	6,781	17,544	867	8,817	11,654
DENVER	491,396	496,712	1.1	220,064	4,146,748	4,507,908	9,075	20,485	43	3,977	
Denver	491,396	496,712	1.1	220,064	4,146,748	4,507,908	9,075	20,485	*	*	*
DOLORES	1,658	1,703	2.7	617	12,818	14,464	8,493	23,442	162	2,437	1,130
DOUGLAS	25,153	30,273	20.4	9,734	255,342	303,853	10,037	31,216	311	1,614	
EAGLE	13,171	15,234	15.7	6,140	138,853	162,244	10,650	26,424	122	206	4,471
ELBERT	6,850	7,218	5.4	2,505	44,375	50,696	7,024	20,238	520	2,691	
EL PASO	309,424	313,221	1.2	112,454	2,502,404	2,844,020	9,080	25,291	623	5,231	16,810
Colorado Spring	215,150	217,790	1.2	84,441	1,824,258	2,103,086	9,656	24,906	*	*	*
FREMONT	28,676	30,728	7.2	11,082	181,568	204,813	6,665	18,482	336	1,354	
Canon City	13,037	14,178	8.8	5,040	106,238	132,797	9,366	26,349	*	*	*
GARFIELD	22,514	25,279	12.3	9,450	206,773	238,669	9,441	25,256	408	1,459	10,296
Glenwood Springs											
GILPIN	2,441	2,404	−1.5	1,028	15,770	18,219	7,579	17,723	N.A.	N.A.	N.A.
GRAND	7,475	8,978	20.1	3,482	75,515	87,906	9,791	25,246	135	902	4,567
GUNNISON	10,689	10,718	.3	3,905	83,448	94,540	8,821	24,210	163	853	
Gunnison	5,785	5,673	−1.9	1,353	47,181	54,736	9,649	40,455	*	*	*
HINSDALE	408	401	−1.7	206	7,002	8,271	20,626	40,150	14		604
HUERFANO	6,440	6,550	1.7	2,481	37,780	40,983	6,257	16,519	242	323	6,209
JACKSON	1,863	2,160	15.9	844	23,347	26,728	12,374	31,668	103	1,235	
JEFFERSON	371,741	406,476	9.3	146,331	3,367,370	3,852,533	9,478	26,328	372	10,810	
KIOWA	1,936	1,896	−2.1	717	13,626	14,787	7,799	20,623	366	8,608	9,457
KIT CARSON	7,599	7,486	−1.5	2,765	60,881	67,466	9,012	24,400	801	27,665	81,489
LAKE	8,830	9,264	4.9	3,238	74,012	83,272	8,989	25,717	12	13	
Leadville	3,879	3,887	.2	1,329	38,240	46,446	11,949	34,948	*	*	*
LA PLATA	27,424	29,649	8.1	10,863	199,968	230,007	7,758	21,173	569	1,745	10,759
Durango	11,426	11,712	2.5	3,680	77,607	86,455	7,382	23,493	*	*	*
LARIMER	149,184	163,772	9.8	61,342	1,370,517	1,590,250	9,710	25,924	1,025	12,964	67,688
Fort Collins	64,632	69,758	7.9	24,381	543,987	625,042	8,960	25,636	*	*	*
Loveland	30,244	33,201	9.8	12,032	251,570	292,584	8,813	24,317	*	*	*
LAS ANIMAS	14,897	15,816	6.2	5,862	88,373	96,298	6,089	16,427	472	703	15,748
Trinidad	9,663	10,333	6.9	3,538	54,948	62,569	6,055	17,685	*	*	*
LINCOLN	4,663	4,266	−8.5	1,730	34,222	37,439	8,776	21,641	475	6,757	40,005
LOGAN	19,800	20,239	2.2	7,579	152,514	169,647	8,382	22,384	1,014	23,541	114,073
Sterling	11,385	11,701	2.8	4,547	92,301	102,647	8,772	22,575	*	*	*
MESA	81,530	89,775	10.1	33,729	640,210	732,838	8,163	21,727	1,257	9,779	28,356
Grand Junction	28,144	30,604	8.7	13,004	236,849	269,907	8,819	20,756	*	*	*
MINERAL	804	921	14.6	315	6,984	7,740	8,404	24,571	12	8	401
MOFFAT	13,133	15,659	19.2	5,656	108,879	126,628	8,087	22,388	263	2,240	12,480
Craig	8,133	9,645	18.6	3,510	93,209	116,511	12,080	33,194	*	*	*
MONTEZUMA	16,510	18,130	9.8	6,450	113,237	127,607	7,038	19,784	585	3,677	5,117
Cortez	7,095	7,664	8.0	2,794	54,192	62,652	8,175	22,424	*	*	*
MONTROSE	24,352	26,391	8.4	9,384	171,960	196,851	7,459	20,977	787	8,815	19,943
Montrose	8,722	9,478	8.7	3,537	61,254	80,730	8,518	22,824	*	*	*
MORGAN	22,513	23,579	4.7	8,624	157,996	176,971	7,505	20,521	940	29,492	
Fort Morgan	8,768	9,249	5.5	3,458	68,096	85,120	9,203	24,615	*	*	*
OTERO	22,567	22,123	−2.0	7,974	137,686	150,660	6,810	18,894	576	11,429	59,296
La Junta	8,338	8,361	.3	3,016	47,420	56,360	6,741	18,687	*	*	*
Rocky Ford	4,804	4,740	−1.3	1,719	27,409	28,704	6,056	16,698	*	*	*
OURAY	1,925	2,216	15.1	866	14,641	16,674	7,524	19,254	78	581	3,365
PARK	5,333	6,718	26.0	2,412	42,848	50,263	7,482	20,839	87	123	
PHILLIPS	4,542	4,261	−6.2	1,728	34,217	38,103	8,942	22,050	446	26,821	23,236
PITKIN	10,338	10,317	−.2	4,624	146,593	171,087	16,583	37,000	64	131	
PROWERS	13,070	13,322	1.9	4,932	86,792	95,404	7,161	19,344	578	17,219	58,032
Lamar	7,713	7,876	2.1	2,914	50,695	55,814	7,087	19,154	*	*	*
PUEBLO	125,972	129,208	2.6	47,689	781,651	858,872	6,647	18,010	608	7,979	
Pueblo	101,686	103,732	2.0	38,664	641,047	701,911	6,767	18,154	*	*	*
RIO BLANCO	6,255	7,184	14.9	2,493	51,008	57,969	8,069	23,253	181	1,039	9,876
RIO GRANDE	10,511	10,408	−1.0	3,593	70,347	78,178	7,511	21,758	356	24,908	4,972
ROUTT	13,404	14,524	8.4	5,547	108,724	126,280	8,695	22,765	325	2,058	12,126
SAGUACHE	3,935	4,163	5.8	1,458	20,967	23,109	5,551	15,850	266	10,781	10,439
SAN JUAN	833	921	10.6	315	7,255	8,285	8,996	26,302	N.A.	N.A.	N.A.
SAN MIGUEL	3,192	3,804	19.2	1,561	24,908	28,948	7,610	18,545	69	268	2,786
SEDGWICK	3,266	2,972	−9.0	1,220	26,407	28,825	9,699	23,627	316	13,547	16,117
SUMMIT	8,848	9,916	12.1	4,136	100,368	119,615	12,063	28,920	24	32	883

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

COLORADO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
TELLER	8,034	9,721	21.0	3,553	57,826	67,588	6,953	19,023	55	33	1,121
WASHINGTON	5,304	4,958	-6.5	1,933	38,872	42,760	8,624	22,121	893	21,970	28,189
WELD	123,438	131,686	6.7	47,002	1,047,107	1,204,964	9,150	25,636	3,178	92,687	689,255
Greeley	53,006	56,397	6.4	20,912	484,839	556,388	9,866	26,606	*	*	*
YUMA	9,682	10,059	3.9	3,896	70,232	78,561	7,810	20,165	1,060	59,693	89,824

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Colorado 1980 Cash Receipts as follows: From Crops $927,322,000; from Livestock & Livestock Products $2,448,665,000; Total $3,375,987,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CONNECTICUT POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,107,576	3,058,741	-1.6	1,109,827	29,794,202	33,095,904	10,820	29,821	4,602	84,567	78,867
STANDARD METROPOLITAN STATISTICAL AREAS											
Bridgeport, Conn.	395,455	387,042	-2.1	136,147	3,978,261	4,282,989	11,066	31,459	N.A.	N.A.	N.A.
Bristol, Conn.	73,762	73,425	-.5	26,680	690,785	756,402	10,302	28,351	N.A.	N.A.	N.A.
Danbury, Conn.	146,405	147,087	.5	51,736	1,546,903	1,709,520	11,623	33,043	N.A.	N.A.	N.A.
Hartford, Conn.	726,114	717,174	-1.2	262,834	6,895,773	7,491,958	10,446	28,505	N.A.	N.A.	N.A.
Meriden, Conn.	57,118	56,469	-1.1	21,387	434,525	472,547	8,368	22,095	N.A.	N.A.	N.A.
New Britain, Conn	142,241	138,838	-2.4	52,893	1,396,162	1,499,036	10,797	28,341	N.A.	N.A.	N.A.
New Haven-West Haven, Conn.	417,592	412,595	-1.2	150,977	3,211,230	3,490,084	8,459	23,117	N.A.	N.A.	N.A.
New London-Norwich, Conn-R.I.	248,554	239,193	-3.8	84,449	2,205,592	2,334,778	9,761	27,647	N.A.	N.A.	N.A.
Norwalk, Conn.	126,692	124,160	-2.0	44,659	1,472,483	1,587,360	12,785	35,544	N.A.	N.A.	N.A.
Springfield-Chicopee-Holyoke, Mass-Conn.	530,668	515,138	-2.9	184,805	3,895,519	4,159,668	8,075	22,508	N.A.	N.A.	N.A.
Stamford, Conn.	198,854	192,970	-3.0	71,548	2,741,400	2,926,312	15,165	40,900	N.A.	N.A.	N.A.
Waterbury, Conn.	228,178	225,765	-1.1	83,478	1,774,660	1,931,482	8,555	23,138	N.A.	N.A.	N.A.
COUNTIES, Cities											
FAIRFIELD	807,143	791,275	-2.0	283,631	9,851,220	11,042,136	13,955	38,931	283	4,077	2,142
Bridgeport	142,546	135,554	-4.9	51,611	1,277,745	1,398,547	10,317	27,098	*	*	*
Danbury	60,470	61,551	1.8	22,562	633,272	717,372	11,655	31,796	*	*	*
Greenwich	59,578	58,036	-2.6	21,326	913,170	1,001,350	17,254	46,954	*	*	*
Norwalk	77,767	75,462	-3.0	28,049	908,537	1,008,258	13,361	35,946	*	*	*
Stamford	102,453	98,282	-4.1	37,721	1,348,615	1,489,304	15,153	39,482	*	*	*
Trumbull	32,989	32,590	-1.2	9,874	389,816	432,461	13,270	43,798	*	*	*
HARTFORD	807,766	795,122	-1.6	294,003	7,759,054	8,610,591	10,829	29,287	714	42,399	7,806
Bristol	57,370	57,038	-.6	20,774	514,429	572,134	10,031	27,541	*	*	*
Enfield	42,695	41,193	-3.5	12,945	334,903	366,352	8,894	28,301	*	*	*
Hartford	136,392	129,333	-5.2	52,122	1,010,848	1,093,212	8,453	20,974	*	*	*
Manchester	49,761	49,510	-.5	18,612	488,011	543,171	10,971	29,184	*	*	*
New Britain	73,840	70,455	-4.6	28,250	652,809	715,551	10,156	25,329	*	*	*
LITCHFIELD	156,769	155,950	-.5	57,185	1,343,480	1,494,682	9,584	26,138	577	3,379	17,136
Torrington	30,987	29,903	-3.5	11,488	239,193	262,153	8,767	22,820	*	*	*
Winsted	8,847	8,581	-3.0	3,314	80,589	90,091	10,499	27,185	*	*	*
MIDDLESEX	129,017	129,583	.4	47,677	1,200,716	1,352,993	10,441	28,378	239	7,034	2,475
Middletown	39,040	38,641	-1.0	13,548	332,177	370,981	9,601	27,383	*	*	*
NEW HAVEN	761,337	753,325	-1.1	276,715	6,043,575	6,588,987	8,747	23,811	423	12,502	6,238
Ansonia	19,039	18,202	-4.4	6,771	133,439	142,200	7,812	21,001	*	*	*
Meriden	57,118	56,469	-1.1	21,387	433,741	472,547	8,368	22,095	*	*	*
Milford	50,898	50,051	-1.7	16,771	405,366	439,517	8,781	26,207	*	*	*
Naugatuck	26,456	26,935	1.8	9,652	202,303	221,996	8,242	23,000	*	*	*
New Haven	126,109	121,111	-4.0	47,389	849,390	907,161	7,490	19,143	*	*	*
Wallingford	37,274	37,067	-.6	12,808	285,921	311,176	8,395	24,295	*	*	*
Waterbury	103,266	100,293	-2.9	36,667	751,692	812,260	8,099	21,007	*	*	*
NEW LONDON	238,409	229,725	-3.9	80,998	2,040,324	2,274,285	9,922	28,078	530	8,301	12,959
New London	28,842	26,175	-9.3	9,703	232,971	255,511	9,762	26,333	*	*	*
Norwich	38,074	34,557	-9.2	12,967	308,280	337,791	9,775	26,050	*	*	*
TOLLAND	114,823	112,496	-2.0	36,587	967,779	1,092,953	9,715	29,873	285	2,820	12,287
Vernon	27,974	26,871	-4.0	9,998	254,218	285,960	10,642	28,602	*	*	*
WINDHAM	92,312	91,765	-.6	33,031	588,054	639,277	6,966	19,354	484	2,265	16,944
Willimantic	14,652	14,301	-2.4	5,390	96,371	96,428	6,743	17,890	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Connecticut 1980 Cash Receipts as follows: From Crops $96,280,000; from Livestock & Livestock Products $167,903,000; Total $264,183,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

DELAWARE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	595,225	606,123	1.8	217,807	4,795,857	5,321,801	8,780	24,434	3,615	102,539	28,245
STANDARD METROPOLITAN STATISTICAL AREAS											
Wilmington, Del.-N.J.-Md.	524,108	532,426	1.6	189,548	4,353,387	4,805,551	9,026	25,353	1,515	52,637	27,201
COUNTIES, Cities											
KENT	98,219	100,279	2.1	34,466	569,325	628,573	6,268	18,237	994	36,833	9,313
Dover	23,512	24,005	2.1	7,948	159,909	178,367	7,430	22,442	*	*	*
NEW CASTLE	399,002	404,008	1.3	145,459	3,646,553	4,049,865	10,024	27,842	440	18,198	4,824
Newark	25,247	26,462	4.8	7,654	199,418	221,827	8,383	28,982	*	*	*
Wilmington	70,195	67,924	−3.2	28,522	529,456	579,102	8,526	20,304	*	*	*
SUSSEX	98,004	101,836	3.9	37,882	579,979	643,363	6,318	16,983	1,942	47,031	12,582
Milford	5,356	5,315	−.8	1,511	26,809	28,181	5,302	18,651	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Delaware 1980 Cash Receipts as follows: From Crops $95,471,000; from Livestock & Livestock Products $242,344,000; Total $337,815.000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

DIST. OF COLUMBIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	637,651	613,052	−3.9	250,534	6,296,384	6,892,300	11,243	27,510	N.A.	N.A.	N.A.
STANDARD METROPOLITAN STATISTICAL AREAS											
Washington, D.C.-Md.-Va.	3,060,240	3,084,404	.8	1,153,734	39,846,649	45,366,291	14,708	39,321	3,494	43,902	23,475
COUNTIES, Cities											
DISTRICT OF COLUMBIA	637,651	613,052	−3.9	250,534	6,296,384	6,892,300	11,243	27,510	N.A.	N.A.	N.A.
Washington	637,651	613,049	−3.9	250,534	6,296,384	6,892,300	11,243	27,510	*	*	*

FLORIDA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	9,739,992	10,506,773	7.9	4,149,227	73,892,567	83,771,633	7,973	20,190	44,165	2,187,336	666,984
STANDARD METROPOLITAN STATISTICAL AREAS											
Bradenton, Fla.	148,442	165,454	11.5	71,298	1,182,797	1,359,127	8,215	19,063	675	55,039	15,883
Daytona Beach, Fl	258,762	284,664	10.0	120,017	1,815,522	2,063,215	7,248	17,191	1,044	37,251	4,288
Fort Lauderdale-Hollywood, Fla.	1,014,043	1,082,167	6.7	457,052	9,660,658	11,141,621	10,296	24,377	470	25,741	
Fort Myers-Cape Coral, Fla.	205,266	224,006	9.1	92,882	1,729,574	2,017,429	9,006	21,720	369	37,147	2,064
Fort Walton Beach, Fla.	109,920	115,225	4.8	40,462	634,774	704,398	6,113	17,409	387	4,275	1,932
Gainesville, Fla.	151,348	164,614	8.8	61,232	1,449,386	1,682,765	10,222	27,482	1,068	15,544	10,300
Jacksonville, Fla.	737,519	766,706	4.0	268,439	4,424,637	4,859,351	6,338	18,102	1,261	26,657	56,900
Lakeland-Winter Haven, Fla.	321,652	349,494	8.7	128,021	2,118,964	2,379,574	6,809	18,587	2,382	223,382	35,697
Melbourne-Titusville-Cocoa, Fla.	272,959	289,309	6.0	111,138	1,382,493	1,447,878	5,005	13,028	545	14,945	
Miami, Fla.	1,625,979	1,764,250	8.5	682,531	12,551,413	14,059,174	7,969	20,599	1,362	114,610	
Ocala, Fla.	122,488	138,615	13.2	53,090	794,589	916,645	6,613	17,266	1,315	20,792	37,827
Orlando, Fla.	700,699	763,148	8.9	283,815	5,397,546	6,114,692	8,012	21,545	2,303	211,321	22,650
Panama City, Fla.	97,740	101,536	3.9	37,253	546,166	607,939	5,987	16,319	93	825	
Pensacola, Fla.	289,782	300,358	3.6	106,430	1,862,036	2,071,900	6,898	19,467	1,016	18,681	3,244
Sarasota, Fla.	202,251	215,125	6.4	97,312	1,807,201	2,074,807	9,645	21,321	255	4,675	
Tallahassee, Fla.	159,542	167,211	4.8	62,512	1,876,530	2,189,314	13,093	35,022	378	2,476	3,134
Tampa-St. Petersburg, Fla.	1,569,492	1,696,351	8.1	711,962	11,617,462	13,164,841	7,761	18,491	3,915	126,087	81,342
West Palm Beach-Boca Raton, Fla.	573,125	625,843	9.2	262,294	5,010,223	5,705,893	9,117	21,754	725	468,373	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
ALACHUA	151,348	164,614	8.8	61,232	1,449,385	1,682,765	10,222	27,482	1,068	15,544	10,300
Gainesville	81,371	86,252	6.0	30,126	755,053	867,216	10,054	28,786	*	*	*
BAKER	15,289	15,325	.2	4,419	72,637	81,928	5,346	18,540	220	4,140	2,864
BAY	97,740	101,536	3.9	37,253	546,166	607,939	5,987	16,319	93	825	
Panama City	33,346	32,920	–1.3	11,665	171,182	184,538	5,606	15,820	*	*	*
BRADFORD	20,023	21,135	5.6	6,836	93,107	103,862	4,914	15,193	348	1,367	2,622
BREVARD	272,959	289,309	6.0	111,138	1,382,493	1,447,878	5,005	13,028	545	14,945	
Cocoa	10,926	10,101	–7.6	5,325	50,080	55,644	5,509	10,450	*	*	*
BROWARD	1,014,043	1,082,167	6.7	457,052	9,660,658	11,141,621	10,296	24,377	470	25,741	
Fort Lauderdale	153,256	151,389	–1.2	70,328	1,615,231	1,810,737	11,961	25,747	*	*	*
Hollywood	117,188	115,725	–1.3	48,113	1,059,767	1,179,445	10,192	24,514	*	*	*
Pompano Beach	52,618	54,341	3.3	30,303	667,721	771,652	14,200	25,465	*	*	*
CALHOUN	9,294	9,869	6.2	3,517	38,102	41,673	4,223	11,849	211	6,087	
CHARLOTTE	59,115	68,633	16.1	31,407	496,637	579,504	8,444	18,451	184	9,452	
Punta Gorda	6,797	7,695	13.2	3,684	84,762	105,952	13,769	28,760	*	*	*
CITRUS	54,703	61,035	11.6	26,423	354,390	414,735	6,795	15,696	260	2,309	1,475
CLAY	67,052	73,823	10.1	24,512	388,326	450,224	6,099	18,367	224	473	17,422
Orange Park	8,766	8,745	–.2	2,857	94,733	100,741	11,520	35,261	*	*	*
COLLIER	85,791	99,603	16.1	40,621	887,099	1,036,217	10,403	25,509	221	40,470	
Naples	17,581	19,233	9.4	9,223	302,254	345,678	17,973	37,480	*	*	*
COLUMBIA	35,399	36,797	3.9	13,047	271,766	312,299	8,487	23,936	589	5,816	5,531
Lake City	9,257	8,607	–7.0	3,234	76,570	85,142	9,892	26,327	*	*	*
DADE	1,625,979	1,764,250	8.5	682,531	12,551,413	14,059,174	7,969	20,599	1,362	114,610	
Florida City	6,174	6,605	7.0	2,218	50,818	58,529	8,861	26,388	*	*	*
Homestead	20,668	23,098	11.8	9,338	123,343	140,256	6,072	15,020	*	*	*
Miami	346,931	358,105	3.2	142,672	2,089,655	2,275,589	6,355	15,950	*	*	*
DE SOTO	19,039	21,557	13.2	7,335	112,945	128,005	5,938	17,451	495	27,464	8,854
DIXIE	7,751	7,517	–3.0	2,605	29,421	32,664	4,345	12,539	111	521	
DUVAL	570,981	587,875	3.0	206,968	3,488,943	3,789,071	6,445	18,308	368	2,530	22,501
Jacksonville	540,898	549,179	1.5	191,598	3,446,343	3,737,003	6,805	19,504	*	*	*
ESCAMBIA	233,794	243,897	4.3	87,122	1,525,906	1,690,714	6,932	19,406	525	7,242	3,244
Pensacola	57,619	57,648	.1	21,989	399,669	435,311	7,551	19,797	*	*	*
FLAGLER	10,913	13,062	19.7	5,383	71,164	83,670	6,406	15,543	85	3,980	
FRANKLIN	7,661	8,062	5.2	3,036	29,308	30,937	3,837	10,190	N.A.	N.A.	N.A.
GADSDEN	41,565	42,948	3.3	12,915	226,173	255,852	5,957	19,810	452	11,965	
GILCHRIST	5,767	6,933	20.2	2,556	42,578	49,625	7,158	19,415	369	3,905	
GLADES	5,992	6,189	3.3	2,368	36,813	42,369	6,846	17,892	160	9,323	
GULF	10,658	11,067	3.8	3,958	53,633	58,443	5,281	14,766	42	1,757	
HAMILTON	8,761	9,238	5.4	3,159	52,895	59,157	6,404	18,726	355	7,924	3,125
HARDEE	19,379	19,800	2.2	6,562	101,350	113,082	5,711	17,233	993	49,924	
HENDRY	18,599	20,830	12.0	6,939	125,756	143,143	6,872	20,629	290	62,744	
HERNANDO	44,469	51,185	15.1	21,095	284,534	333,690	6,519	15,818	387	5,770	10,671
Brooksville	5,582	5,904	5.8	2,077	63,713	70,792	11,991	34,084	*	*	*
HIGHLANDS	47,526	51,252	7.8	21,031	304,602	348,185	6,794	16,556	590	54,005	
HILLSBOROUGH	646,960	700,328	8.2	265,653	4,698,751	5,330,260	7,611	20,065	2,635	78,657	63,210
Tampa	271,523	273,852	.9	107,380	1,825,713	2,007,458	7,330	18,695	*	*	*
HOLMES	14,723	16,064	9.1	5,855	82,151	94,080	5,857	16,068	646	5,459	5,285
INDIAN RIVER	59,896	65,509	9.4	26,267	445,966	512,686	7,826	19,518	453	37,753	
Vero Beach	16,176	17,100	5.7	7,766	160,955	185,035	10,821	23,826	*	*	*
JACKSON	39,154	40,000	2.2	14,060	234,398	263,270	6,582	18,725	1,133	29,930	
Marianna	7,074	7,084	.1	2,604	49,700	56,886	8,030	21,846	*	*	*
JEFFERSON	10,703	10,832	1.2	3,669	59,865	68,242	6,300	18,600	309	7,130	
LAFAYETTE	4,035	4,449	10.3	1,630	26,131	29,763	6,690	18,260	353	4,583	9,717
LAKE	104,870	114,624	9.3	46,927	726,765	827,868	7,222	17,642	1,681	183,883	7,001
Leesburg	13,191	13,552	2.7	5,292	95,701	106,530	7,861	20,130	*	*	*
LEE	205,266	224,006	9.1	92,882	1,729,574	2,017,429	9,006	21,720	369	37,147	2,064
Cape Coral	32,103	36,690	14.3	13,951	499,733	624,666	17,026	44,776	*	*	*
Fort Myers	36,638	37,714	2.9	12,875	248,862	281,915	7,475	21,896	*	*	*
LEON	148,655	155,191	4.4	58,218	1,788,300	2,085,319	13,437	35,819	282	2,045	2,346
Tallahassee	81,548	80,876	–.8	31,373	986,222	1,134,075	14,022	36,148	*	*	*
LEVY	19,870	21,403	7.7	8,112	85,426	95,643	4,469	11,790	485	5,592	
LIBERTY	4,260	4,594	7.8	1,607	17,957	19,660	4,279	12,234	86	385	
MADISON	14,894	15,424	3.6	5,344	89,847	101,449	6,577	18,984	688	10,411	6,655
MANATEE	148,442	165,454	11.5	71,298	1,182,797	1,359,127	8,215	19,063	675	55,039	15,883
Bradenton	30,170	33,263	10.3	12,774	191,132	217,396	6,536	17,019	*	*	*
MARION	122,488	138,615	13.2	53,090	794,589	916,645	6,613	17,266	1,315	20,792	37,827
Ocala	37,170	41,607	11.9	13,915	250,099	285,692	6,866	20,531	*	*	*
MARTIN	64,014	69,983	9.3	29,110	517,360	605,090	8,646	20,786	222	55,612	10,088
Stuart	9,467	10,173	7.5	4,476	145,885	182,356	17,925	40,741	*	*	*
MONROE	63,098	66,350	5.2	28,565	564,633	641,997	9,676	22,475	13	117	
Key West	24,292	23,193	–4.5	7,759	151,521	162,110	6,990	20,893	*	*	*
NASSAU	32,894	34,624	5.3	11,912	177,170	201,111	5,808	16,883	239	420	11,799
OKALOOSA	109,920	115,225	4.8	40,462	634,774	704,398	6,113	17,409	387	4,275	1,932
Fort Walton Beach	20,829	20,938	.5	6,817	127,254	136,899	6,538	20,082	*	*	*
OKEECHOBEE	20,264	24,168	19.3	8,639	139,095	161,302	6,674	18,671	293	3,462	64,313
ORANGE	471,660	508,345	7.8	189,916	3,712,278	4,165,535	6,194	21,934	1,398	174,828	5,860
Orlando	128,394	136,923	6.6	52,406	924,194	1,028,755	7,513	19,630	*	*	*
OSCEOLA	49,287	56,706	15.1	22,054	295,425	337,911	5,959	15,322	415	18,560	14,716
PALM BEACH	573,125	625,843	9.2	262,294	5,010,223	5,705,893	9,117	21,754	725	468,373	
Boca Raton	49,505	54,059	9.2	23,032	592,655	668,162	12,360	29,010	*	*	*
Palm Beach	9,729	9,766	.4	7,100	266,963	299,507	30,668	42,184	*	*	*
West Palm Beac	62,530	63,044	.8	24,261	410,399	441,168	6,998	18,184	*	*	*
PASCO	194,123	218,664	12.6	94,781	1,137,324	1,314,220	6,010	13,866	1,044	39,990	18,132

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PINELLAS	728,409	777,359	6.7	351,528	5,781,387	6,520,361	8,388	18,549	236	7,440	
Clearwater	85,450	91,192	6.7	41,108	728,301	831,385	9,117	20,224	*	*	*
St. Petersburg	236,893	240,187	1.4	105,107	1,675,482	1,831,860	7,627	17,429	*	*	*
POLK	321,652	349,494	8.7	128,021	2,118,964	2,379,574	6,809	18,587	2,382	223,382	35,697
Lake Wales	8,466	8,577	1.3	3,311	75,769	77,676	9,056	23,460	*	*	*
Lakeland	47,406	49,299	4.0	19,849	368,460	408,061	8,277	20,558	*	*	*
Winter Haven	21,119	22,619	7.1	9,597	174,560	196,294	8,678	20,454	*	*	*
PUTNAM	50,549	54,638	8.1	20,491	252,716	283,250	5,184	13,823	534	12,157	3,988
Palatka	10,175	10,414	2.3	3,217	40,636	43,850	4,211	13,631	*	*	*
ST. JOHNS	51,303	55,059	7.3	20,628	297,561	337,017	6,121	16,338	210	19,094	2,314
St. Augustine	11,985	11,488	-4.2	4,077	65,512	69,352	6,037	17,011	*	*	*
ST. LUCIE	87,182	99,831	14.5	38,405	593,993	683,505	6,847	17,797	442	71,605	
Fort Pierce	33,802	35,874	6.1	13,169	196,675	217,830	6,072	16,541	*	*	*
SANTA ROSA	55,988	56,461	.8	19,308	336,130	381,186	6,751	19,742	491	11,439	
SARASOTA	202,251	215,125	6.4	97,312	1,807,201	2,074,807	9,645	21,321	255	4,675	
Sarasota	48,868	49,045	.4	20,507	404,348	449,818	9,172	21,935	*	*	*
SEMINOLE	179,752	198,097	10.2	71,845	1,389,843	1,611,246	8,134	22,427	490	17,933	2,074
Sanford	23,176	23,797	2.7	8,868	135,437	152,070	6,390	17,148	*	*	*
SUMTER	24,272	27,537	13.5	10,081	135,340	154,708	5,618	15,346	645	9,322	8,953
SUWANNEE	22,287	24,655	10.6	8,830	152,222	173,757	7,048	19,678	1,140	14,781	8,331
TAYLOR	16,532	16,775	1.5	6,086	77,576	85,122	5,074	13,987	205	662	886
UNION	10,166	10,217	.5	2,158	53,650	60,353	5,907	27,967	252	3,055	2,094
VOLUSIA	258,762	284,664	10.0	120,017	1,815,522	2,063,215	7,248	17,191	1,044	37,251	4,288
Daytona Beach	54,176	56,880	5.0	23,884	355,265	395,078	6,946	16,542	*	*	*
De Land	15,354	16,453	7.2	6,287	94,296	105,649	6,421	16,804	*	*	*
WAKULLA	10,887	12,020	10.4	4,294	88,230	103,995	8,652	24,219	96	431	788
WALTON	21,300	23,136	8.6	8,955	102,564	114,706	4,958	12,809	488	6,128	5,441
WASHINGTON	14,509	15,796	8.9	5,903	60,668	67,507	4,274	11,436	428	2,956	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Florida 1980 Cash Receipts as follows: From Crops $2,778,815,000; from Livestock & Livestock Products $967,504,000; Total $3,746,319,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

GEORGIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,464,265	5,735,290	5.0	2,024,119	36,450,863	40,859,495	7,124	20,186	58,682	925,269	616,907
STANDARD METROPOLITAN STATISTICAL AREAS											
Albany, Ga.	112,662	117,885	4.6	39,640	774,077	873,423	7,409	22,034	383	28,248	4,784
Athens, Ga.	130,015	137,564	5.8	49,603	900,580	1,014,032	7,371	20,443	1,621	6,068	12,123
Atlanta, Ga.	2,029,618	2,147,556	5.8	784,206	15,199,106	17,111,978	7,968	21,821	4,149	13,451	24,297
Augusta, Ga.-S.C.	327,372	348,629	6.5	119,472	2,375,089	2,676,855	7,678	22,406	1,093	10,269	4,387
Chattanooga, Tenn.-Ga.	426,540	432,321	1.4	157,369	2,589,847	2,864,841	6,627	18,205	2,000	6,009	14,613
Columbus, Ga.-Ala	239,196	241,499	1.0	81,430	1,640,698	1,827,673	7,568	22,445	351	5,015	120
Macon, Ga.	254,623	261,225	2.6	91,401	1,973,589	2,238,602	8,570	24,492	771	13,310	6,671
Savannah, Ga.	230,728	238,326	3.3	85,417	1,352,995	1,494,050	6,269	17,491	504	7,521	
COUNTIES, Cities											
APPLING	15,565	15,908	2.2	5,370	77,144	85,657	5,385	15,951	739	9,281	10,559
ATKINSON	6,141	6,504	5.9	2,189	27,301	30,365	4,669	13,872	834	5,470	3,248
BACON	9,379	9,438	.6	3,227	46,765	51,127	5,417	15,844	505	7,756	2,711
BAKER	3,808	3,906	2.6	1,233	14,830	16,110	4,124	13,066	229	13,685	3,731
BALDWIN	34,686	35,682	2.9	10,754	230,002	255,426	7,158	23,752	188	447	1,817
BANKS	8,702	8,829	1.5	3,160	39,431	43,251	4,899	13,687	370	657	2,044
BARROW	21,293	23,819	11.9	8,396	125,548	141,034	5,921	16,798	377	385	2,793
BARTOW	40,760	40,868	.3	14,283	241,757	266,922	6,531	18,688	422	3,495	5,580
Cartersville	9,508	8,935	-6.0	3,359	65,466	71,180	7,966	21,191	*	*	*
BEN HILL	16,000	17,023	6.4	6,176	94,807	105,766	6,213	17,125	263	7,264	1,520
BERRIEN	13,525	13,890	2.7	4,924	70,743	78,565	5,656	15,956	653	14,790	5,473
BIBB	151,085	154,212	2.1	55,575	1,151,396	1,294,054	8,391	23,285	166	815	1,664
Macon	116,860	116,111	-.7	43,122	885,218	985,339	8,486	22,850	*	*	*
BLECKLEY	10,767	10,463	-2.8	3,578	73,049	82,558	7,890	23,074	289	4,345	
BRANTLEY	8,701	9,593	10.3	3,171	46,225	52,838	5,508	16,663	369	2,244	1,025
BROOKS	15,255	15,980	4.8	5,359	70,917	78,764	4,929	14,698	597	18,861	14,497
BRYAN	10,175	10,217	.4	3,288	52,327	60,094	5,882	18,277	109	1,342	
BULLOCH	35,785	37,118	3.7	12,096	207,160	230,714	6,216	19,074	813	26,674	12,051
Statesboro	14,866	15,009	1.0	4,722	101,336	111,547	7,432	23,623	*	*	*
BURKE	19,349	20,706	7.0	6,802	104,098	118,359	5,716	17,401	402	18,931	5,549
BUTTS	13,665	14,776	8.1	4,515	70,791	79,264	5,364	17,556	169	513	
CALHOUN	5,717	5,785	1.2	1,944	25,455	27,691	4,787	14,244	140	22,419	
CAMDEN	13,371	14,765	10.4	5,013	92,094	103,723	7,025	20,691	61	71	206
CANDLER	7,518	8,193	9.0	2,872	40,942	45,983	5,612	16,011	328	7,327	4,782
CARROLL	56,346	58,230	3.3	20,193	320,380	358,037	6,149	17,731	817	470	5,452
Carrollton	14,078	13,961	-.8	5,083	90,822	101,497	7,270	19,968	*	*	*
CATOOSA	36,991	37,429	1.2	13,144	219,725	245,311	6,554	18,663	291	471	3,132

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1987 estimate Income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CHARLTON	7,343	8,085	10.1	2,478	36,964	41,205	5,096	16,628	126	616	782
CHATHAM	202,226	208,309	3.0	75,647	1,190,458	1,307,938	6,279	17,290	87	2,148	
Savannah	141,634	145,894	3.0	53,066	762,569	850,089	5,827	16,019	*	*	*
CHATTAHOOCHEE	21,732	21,875	.7	3,060	97,429	108,901	4,978	35,589	21	21	
CHATTAOGA	21,856	23,147	5.9	8,473	128,279	140,900	6,087	16,629	315	911	2,282
CHEROKEE	51,699	58,239	12.7	19,620	315,455	363,367	6,239	18,520	514	499	4,186
CLARKE	74,498	76,460	2.6	28,134	591,792	666,052	8,711	23,674	95	943	1,623
Athens	42,549	41,740	−1.9	15,113	308,516	340,167	8,150	22,508	*	*	*
CLAY	3,553	3,389	−4.6	1,125	15,045	16,099	4,750	14,310	98	6,533	
CLAYTON	150,357	158,363	5.3	54,756	1,036,149	1,185,134	7,484	21,644	79	166	
Jonesboro	4,132	3,978	−3.7	1,356	60,070	75,088	18,876	55,375	*	*	*
CLINCH	6,660	7,124	7.0	2,297	34,957	38,888	5,459	16,930	127	699	950
COBB	297,694	325,009	9.2	120,026	2,298,769	2,626,603	8,082	21,884	208	457	665
Marietta	30,805	31,750	3.1	13,774	251,467	283,174	8,919	20,559	*	*	*
COFFEE	26,894	29,134	8.3	9,892	152,010	169,609	5,822	17,146	1,023	18,576	13,601
COLQUITT	35,376	36,749	3.9	12,985	204,033	226,619	6,167	17,452	967	28,938	
Moultrie	15,708	16,302	3.8	5,956	100,514	111,647	6,849	18,745	*	*	*
COLUMBIA	40,118	45,623	13.7	15,079	272,172	317,651	6,963	21,066	202	635	
1COLUMBUS											
CONSOL. GOVT.											
1Columbus											
COOK	13,490	14,021	3.9	4,830	74,757	83,212	5,935	17,228	428	11,492	3,278
COWETA	39,268	39,365	.2	13,770	253,670	282,276	7,171	20,499	320	2,094	
CRAWFORD	7,684	8,442	9.9	2,706	39,923	45,299	5,366	16,740	176	2,635	
CRISP	19,489	20,031	2.8	6,989	120,508	134,247	6,702	19,208	280	17,403	
Cordele	10,914	11,052	1.3	3,556	59,028	64,582	5,843	18,161	*	*	*
DADE	12,318	12,688	3.0	4,199	52,867	57,484	4,531	13,690	171	208	616
DAWSON	4,774	4,808	.7	1,747	22,861	25,670	5,339	14,694	188	240	941
DECATUR	25,495	26,732	4.9	8,966	134,463	149,650	5,598	16,691	548	22,597	
DE KALB	483,024	490,417	1.5	180,880	3,981,473	4,445,901	9,066	24,579	84	242	
DODGE	16,955	17,077	.7	6,116	106,720	119,577	7,002	19,552	557	6,952	5,955
DOOLY	10,826	10,818	−.1	3,597	51,752	57,276	5,295	15,923	376	28,272	
DOUGHERTY	100,978	105,431	4.4	35,668	701,268	788,826	7,482	22,116	194	11,674	4,784
Albany	73,934	75,240	1.8	26,121	491,081	546,869	7,268	20,936	*	*	*
DOUGLAS	54,573	57,996	6.3	18,545	355,462	409,811	7,066	22,098	124	352	379
EARLY	13,158	13,672	3.9	4,571	67,763	75,808	5,545	16,585	472	24,112	
ECHOLS	2,297	2,304	.3	719	10,659	11,713	5,084	16,291	100	987	
EFFINGHAM	18,327	19,800	8.0	6,482	110,210	126,018	6,365	19,441	308	4,031	
ELBERT	18,758	20,061	6.9	7,245	109,489	121,726	6,068	16,801	412	1,913	2,806
EMANUEL	20,795	21,638	4.1	7,469	109,721	121,251	5,604	16,234	634	9,567	5,633
EVANS	8,428	8,414	−.2	2,980	41,076	46,014	5,469	15,441	249	5,476	2,493
FANNIN	14,748	15,561	5.5	5,986	71,539	77,968	5,010	13,025	201	635	
FAYETTE	29,043	35,060	20.7	11,491	213,439	251,496	7,173	21,886	244	470	
FLOYD	79,800	82,733	3.7	30,417	522,642	575,001	6,950	18,904	478	2,145	3,156
Rome	29,654	29,810	.5	11,680	199,947	217,756	7,305	18,643	*	*	*
FORSYTH	27,958	32,016	14.5	11,096	170,360	196,119	6,126	17,675	549	430	2,494
FRANKLIN	15,185	16,148	6.3	5,840	76,953	85,075	5,268	14,568	638	692	2,815
FULTON	589,904	610,155	3.4	240,334	4,717,120	5,202,630	8,527	21,647	322	2,942	1,321
2Atlanta	425,022	423,170	−.4	168,086	2,794,498	2,992,690	7,072	17,805	*	*	*
Roswell	23,337	24,010	2.9	8,586	444,009	504,556	21,014	58,765	*	*	*
GILMER	11,110	12,222	10.0	4,501	54,412	60,789	4,974	13,506	244	668	3,065
GLASCOCK	2,382	2,541	6.7	939	14,481	16,114	6,342	17,161	123	1,108	738
GLYNN	54,981	57,355	4.3	21,359	407,582	456,503	7,959	21,373	62	99	
Brunswick	17,605	17,446	−.9	6,274	100,396	108,855	6,240	17,350	*	*	*
GORDON	30,070	32,668	8.6	11,493	183,981	205,465	6,289	17,827	564	3,040	5,563
GRADY	19,845	21,037	6.0	7,264	108,938	122,155	5,807	16,816	756	18,914	14,561
GREENE	11,391	12,118	6.4	4,109	56,482	62,454	5,154	15,199	209	214	5,429
GWINNETT	166,903	188,480	12.9	64,268	1,027,183	1,199,185	6,362	18,659	414	634	1,607
Lawrenceville	8,928	9,747	9.2	3,497	180,840	205,501	21,084	58,765	*	*	*
HABERSHAM	25,020	26,143	4.5	9,010	134,880	149,400	5,715	16,582	386	487	1,685
HALL	75,649	81,834	8.2	29,092	475,974	534,353	6,530	18,368	761	319	6,28[illegible]
Gainesville	15,280	15,557	1.8	5,867	126,870	140,530	9,033	23,958	*	*	*
HANCOCK	9,466	9,029	−4.6	2,748	35,385	38,918	4,310	14,16[illegible]	172	384	
HARALSON	18,422	19,134	3.9	6,965	105,012	115,939	6,059	16,646	268	354	1,816
HARRIS	15,464	16,628	7.5	5,830	92,247	104,732	6,299	17,964	252	701	1,696
HART	18,585	19,365	4.2	6,763	103,177	114,792	5,928	16,974	518	1,982	4,642
HEARD	6,520	6,331	−2.9	2,165	28,901	31,927	5,043	14,747	194	138	1,470
HENRY	36,309	40,372	11.2	13,293	242,367	278,334	6,894	20,938	339	1,972	4,430
HOUSTON	77,605	79,199	2.1	26,875	631,630	724,308	9,145	26,951	294	10,453	
Warner Robins	39,893	40,404	1.3	14,378	358,799	411,316	10,180	28,607	*	*	*
IRWIN	8,988	9,321	3.7	3,257	46,866	52,111	5,591	16,000	489	21,929	
JACKSON	25,343	27,432	8.2	9,593	137,471	153,258	5,587	15,976	713	744	5,127
JASPER	7,553	10,324	36.7	3,641	47,591	54,686	5,297	15,020	223	423	3,338
JEFF DAVIS	11,473	11,678	1.8	3,993	58,367	64,681	5,539	16,199	438	8,051	2,993
JEFFERSON	18,403	18,891	2.7	6,252	106,334	120,252	6,366	19,234	401	8,316	
JENKINS	8,841	9,027	2.1	3,018	46,978	52,481	5,814	17,389	308	5,133	9,018
JOHNSON	8,660	8,716	.6	3,119	50,061	56,308	6,460	18,053	338	2,779	
JONES	16,579	18,398	11.0	6,074	139,580	162,134	8,813	26,693	162	141	5,007
LAMAR	12,215	12,267	.4	4,160	70,761	78,380	6,390	18,841	243	457	2,450
LANIER	5,654	5,959	5.4	2,003	29,203	32,786	5,502	16,368	201	5,114	1,205
LAURENS	36,990	38,163	3.2	13,225	253,806	286,631	7,511	21,673	982	11,241	9,841
Dublin	16,083	16,339	1.6	5,660	121,550	136,447	8,351	24,107	*	*	*
LEE	11,684	12,454	6.6	3,972	72,809	84,597	6,793	21,298	189	16,574	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LIBERTY	37,583	44,003	17.1	11,456	178,828	209,394	4,759	18,276	62	129	
LINCOLN	6,949	7,573	9.0	2,554	38,415	43,560	5,752	17,056	190	132	1,884
LONG	4,524	4,507	–.4	1,541	20,313	23,019	5,107	14,938	123	808	
LOWNDES	67,972	71,051	4.5	24,367	425,071	474,001	6,671	19,453	582	11,091	
Valdosta	37,596	38,800	3.2	13,514	246,325	273,165	7,040	20,213	*	*	*
LUMPKIN	10,762	11,566	7.5	3,741	54,579	61,015	5,275	16,310	270	154	1,685
MCDUFFIE	18,546	19,483	5.1	6,804	114,991	129,819	6,663	19,080	185	1,317	
MCINTOSH	8,046	8,363	3.9	2,825	39,601	44,323	5,300	15,690	34	32	
MACON	14,003	14,347	2.5	4,593	69,881	77,958	5,434	16,973	319	14,392	5,421
MADISON	17,747	19,819	11.7	7,029	98,303	111,162	5,609	15,815	555	1,996	2,787
MARION	5,297	5,309	.2	1,747	27,166	30,462	5,738	17,437	185	2,960	1,310
MERIWETHER	21,229	22,859	7.7	7,677	116,734	129,839	5,680	16,913	372	1,213	4,136
MILLER	7,038	7,242	2.9	2,511	37,040	41,665	5,753	16,593	385	18,990	
MITCHELL	21,114	21,272	.7	6,755	105,704	117,367	5,517	17,375	601	33,114	
MONROE	14,610	16,008	9.6	5,294	96,025	108,918	6,804	20,574	172	170	6,470
MONTGOMERY	7,011	6,973	–.6	2,281	34,596	38,255	5,486	16,771	321	3,928	3,483
MORGAN	11,572	12,412	7.3	4,032	57,282	63,900	5,148	15,848	340	3,184	13,784
MURRAY	19,685	21,694	10.2	7,455	114,359	128,953	5,944	17,298	283	1,303	1,373
MUSCOGEE	170,108	172,788	1.6	61,841	1,221,137	1,352,936	7,830	21,878	35	34	120
Columbus	169,441	171,934	1.5	61,533	1,215,076	1,345,694	7,827	21,869	*	*	*
NEWTON	34,489	37,036	7.4	12,162	203,330	227,245	6,136	18,685	249	704	4,606
OCONEE	12,427	13,853	11.5	4,847	73,014	83,560	6,032	17,240	258	2,385	2,586
OGLETHORPE	8,929	9,275	3.9	3,172	44,319	49,806	5,370	15,702	347	2,256	2,082
PAULDING	26,042	27,513	5.6	9,515	149,224	169,692	6,168	17,834	267	135	1,056
PEACH	19,151	19,567	2.2	6,516	131,091	148,808	7,605	22,837	190	9,649	
PICKENS	11,652	12,705	9.0	4,701	67,201	75,025	5,905	15,959	214	101	480
PIERCE	11,897	13,117	10.3	4,414	68,550	77,012	5,871	17,447	559	12,353	6,127
PIKE	8,937	9,451	5.8	3,090	46,365	51,368	5,435	16,624	286	1,577	2,375
POLK	32,386	33,188	2.5	12,010	177,230	192,108	5,788	15,996	288	1,743	2,399
PULASKI	8,950	9,182	2.6	3,245	55,078	61,856	6,737	19,062	201	10,268	
PUTNAM	10,295	10,909	6.0	3,730	69,109	78,558	7,201	21,061	160	164	
QUITMAN	2,357	2,165	–8.2	707	8,174	9,039	4,175	12,785	35	1,446	
RABUN	10,466	10,361	–1.0	3,960	51,043	56,526	5,456	14,274	163	691	686
RANDOLPH	9,599	10,140	5.6	3,362	41,419	45,457	4,483	13,521	207	13,937	
RICHMOND	181,629	192,490	6.0	64,980	1,342,622	1,502,430	7,805	23,121	146	1,296	
Augusta	47,532	46,004	–3.2	19,191	319,351	344,141	7,481	17,932	*	*	*
ROCKDALE	36,747	38,231	4.0	12,475	235,782	273,118	7,144	21,893	114	396	
Conyers	6,567	6,421	–2.2	2,369	46,430	52,761	8,217	22,271	*	*	*
SCHLEY	3,433	3,818	11.2	1,270	18,176	20,375	5,337	16,043	120	3,206	1,598
SCREVEN	14,043	14,997	6.8	5,269	83,286	94,110	6,275	17,861	487	16,111	
SEMINOLE	9,057	9,964	10.0	3,443	56,047	63,894	6,412	18,558	279	14,454	
SPALDING	47,899	52,041	8.6	18,152	325,320	365,957	7,032	20,161	226	927	
Griffin	20,728	20,943	1.0	7,870	149,986	164,612	7,860	20,916	*	*	*
STEPHENS	21,763	22,353	2.7	8,235	123,293	134,565	6,020	16,341	200	112	2,651
STEWART	5,896	6,161	4.5	2,072	27,334	30,048	4,877	14,502	133	5,610	1,820
SUMTER	29,360	30,509	3.9	10,154	183,164	205,216	6,726	20,210	365	19,830	
Americus	16,120	16,381	1.6	5,444	102,393	113,426	6,924	20,835	*	*	*
TALBOT	6,536	7,086	8.4	2,285	33,790	37,725	5,324	16,510	171	730	
TALIAFERRO	2,032	1,978	–2.7	812	9,558	10,202	5,158	12,564	89	28	2,110
TATTNALL	18,134	18,647	2.8	5,959	91,074	101,005	5,417	16,950	716	12,513	9,127
TAYLOR	7,902	8,388	6.2	2,903	44,723	49,813	5,939	17,159	254	5,201	1,701
TELFAIR	11,445	11,201	–2.1	4,001	68,387	76,326	6,814	19,077	495	4,923	3,686
TERRELL	12,017	12,370	2.9	4,056	59,664	66,634	5,387	16,429	236	17,888	4,858
THOMAS	38,098	38,182	.2	13,160	212,150	234,239	6,135	17,799	616	17,510	
Thomasville	18,463	18,131	–1.8	6,449	109,346	119,360	6,583	18,508	*	*	*
TIFT	32,862	34,593	5.3	11,688	211,987	239,003	6,909	20,449	468	29,505	
Tifton	13,749	14,264	3.7	4,902	109,047	122,307	8,575	24,950	*	*	*
TOOMBS	22,592	23,746	5.1	8,367	126,539	141,863	5,974	16,955	456	7,452	5,967
TOWNS	5,638	6,270	11.2	2,359	28,544	31,989	5,102	13,560	148	144	781
TREUTLEN	6,087	6,441	5.8	2,307	37,278	42,241	6,558	18,310	231	1,902	1,816
TROUP	50,003	52,177	4.3	18,823	310,590	343,401	6,581	18,244	250	217	3,798
La Grange	24,204	24,766	2.3	9,069	155,569	170,368	6,879	18,786	*	*	*
West Point	4,294	4,366	1.7	1,685	27,089	30,099	6,894	17,863	*	*	*
TURNER	9,510	10,122	6.4	3,356	51,767	57,640	5,695	17,175	350	14,868	
TWIGGS	9,354	9,416	.7	2,877	50,983	58,106	6,171	20,197	149	1,901	
UNION	9,390	10,494	11.8	3,915	40,612	45,358	4,322	11,586	292	610	1,420
UPSON	25,998	26,250	1.0	9,565	166,942	183,927	7,007	19,229	231	611	2,062
WALKER	56,470	55,466	–1.8	19,858	318,583	346,163	6,241	17,432	504	1,376	3,887
WALTON	31,211	33,893	8.6	11,230	182,202	204,079	6,021	18,173	473	3,539	3,553
WARE	37,180	38,784	4.3	13,752	225,266	248,417	6,405	18,064	428	5,441	1,597
Waycross	19,371	19,776	2.1	7,474	123,737	135,345	6,844	18,109	*	*	*
WARREN	6,583	6,711	1.9	2,261	32,417	35,762	5,329	15,817	185	634	
WASHINGTON	18,842	20,381	8.2	6,830	106,293	118,409	5,810	17,337	445	5,837	
WAYNE	20,750	22,444	8.2	7,640	124,250	139,057	6,196	18,201	470	5,823	
WEBSTER	2,341	2,404	2.7	822	12,026	13,457	5,598	16,371	124	6,738	
WHEELER	5,155	5,676	10.1	2,012	30,666	34,678	6,110	17,236	294	3,182	3,875
WHITE	10,120	10,117		3,597	52,372	58,728	5,805	16,327	269	204	1,733
WHITFIELD	65,780	69,923	6.3	24,655	441,166	489,640	7,003	19,860	340	1,096	1,232
Dalton	20,743	21,631	4.3	8,252	159,724	177,368	8,200	21,494	*	*	*
WILCOX	7,682	7,713	.4	2,672	39,489	44,123	5,721	16,513	313	11,062	
WILKES	10,951	11,018	.6	4,008	61,801	68,246	6,194	17,027	360	554	6,757
WILKINSON	10,368	11,317	9.2	3,800	62,417	70,307	6,213	18,502	172	594	804
WORTH	18,064	18,473	2.3	6,107	91,578	102,338	5,540	16,757	603	28,916	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Georgia 1980 Cash Receipts as follows: From Crops $1,148,623,000; from Livestock & Livestock Products $1,677,911,000; Total $2,826,534,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

HAWAII POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	964,856	1,018,817	5.6	320,069	7,583,637	8,500,563	8,344	26,559	4,312	331,450	70,979
STANDARD METROPOLITAN STATISTICAL AREAS											
Honolulu, Hawaii	762,874	801,796	5.1	249,387	6,396,092	7,158,912	8,929	28,706	1,057	65,748	38,389
COUNTIES, Cities											
HAWAII	92,053	99,966	8.6	32,767	549,827	618,498	6,187	18,876	2,261	126,657	20,392
Hilo	35,269	37,744	7.0	11,043	217,170	240,589	6,374	21,787	*	*	*
HONOLULU	762,874	801,796	5.1	249,387	6,396,092	7,158,912	8,929	28,706	1,057	65,748	38,389
Honolulu	365,048	377,279	3.4	138,688	3,608,131	4,034,830	10,695	29,093	*	*	*
KAUAI	39,082	41,730	6.8	13,231	218,858	244,163	5,851	18,454	369	44,356	
MAUI	70,847	75,325	6.3	24,684	418,860	478,990	6,359	19,405	625	94,690	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Hawaii 1980 Cash Receipts as follows: From Crops $340,813,000; from Livestock & Livestock Products $80,359,000; Total $421,172,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IDAHO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	943,935	970,186	2.8	343,639	6,673,753	7,544,693	7,777	21,955	26,506	799,625	832,440
STANDARD METROPOLITAN STATISTICAL AREAS											
Boise City, Ida.	173,036	183,939	6.3	69,195	1,492,931	1,711,449	9,304	24,734	1,245	12,551	
COUNTIES, Cities											
ADA	173,036	183,939	6.3	69,195	1,492,931	1,711,449	9,304	24,734	1,245	12,551	
Boise City	102,451	106,625	4.1	43,376	949,124	1,080,987	10,138	24,921	*	*	*
ADAMS	3,347	3,305	-1.3	1,233	23,176	25,898	7,836	21,004	197	344	6,829
BANNOCK	65,421	66,122	1.1	23,417	452,215	507,319	7,672	21,665	540	9,781	
Pocatello	46,340	46,031	-.7	17,156	332,008	369,550	8,028	21,541	*	*	*
BEAR LAKE	6,931	7,592	9.5	2,454	41,176	45,572	6,003	18,570	453	2,157	9,914
BENEWAH	8,292	8,463	2.1	3,071	58,761	66,841	7,898	21,765	199	8,274	1,388
BINGHAM	36,489	36,316	-.5	11,062	218,580	243,971	6,718	22,055	1,430	71,883	60,837
Blackfoot	10,065	9,846	-2.2	3,338	69,501	77,172	7,838	23,119	*	*	*
BLAINE	9,841	10,918	10.9	4,547	90,972	104,909	9,609	23,072	222	5,336	10,045
BOISE	2,999	3,466	15.6	1,333	21,017	24,021	6,930	18,020	62	104	853
BONNER	24,163	24,538	1.6	9,280	151,365	173,092	7,054	18,652	485	736	4,364
Sandpoint	4,460	4,207	-5.7	1,355	22,158	24,620	5,852	18,170	*	*	*
BONNEVILLE	65,980	67,946	3.0	22,640	503,689	566,433	8,337	25,019	996	38,926	18,843
Idaho Falls	39,590	39,624	.1	14,140	326,679	363,953	9,185	25,739	*	*	*
BOUNDARY	7,289	7,087	-2.8	2,493	44,757	50,550	7,133	20,277	276	4,818	2,837
BUTTE	3,342	3,618	8.3	1,167	22,123	24,652	6,814	21,124	245	7,887	5,529
CAMAS	818	674	-17.6	296	7,691	8,551	12,687	28,889	112	4,061	3,394
CANYON	83,756	85,136	1.6	29,958	542,835	611,398	7,181	20,409	2,043	73,766	
Caldwell	17,699	17,661	-.2	6,572	119,907	133,736	7,572	20,349	*	*	*
Nampa	25,112	24,904	-.8	9,353	163,284	182,289	7,320	19,490	*	*	*
CARIBOU	8,695	8,714	.2	2,774	57,594	65,249	7,488	23,522	461	15,664	10,445
CASSIA	19,427	20,236	4.2	6,533	121,734	136,020	6,722	20,820	957	62,042	41,911
Burley	8,761	8,956	2.2	3,052	56,688	62,585	6,988	20,506	*	*	*
CLARK	798	801	.4	308	5,815	6,522	8,142	21,175	79	5,248	4,803
CLEARWATER	10,390	10,156	-2.3	3,677	82,917	92,728	9,130	25,218	199	2,443	
CUSTER	3,385	3,599	6.3	1,371	22,594	25,508	7,088	18,605	241	1,836	
ELMORE	21,565	21,929	1.7	7,148	129,519	145,269	6,625	20,323	305	26,693	56,229
FRANKLIN	8,895	8,915	.2	2,774	41,996	46,161	5,178	16,641	667	6,445	
FREMONT	10,813	10,956	1.3	3,466	67,072	74,793	6,827	21,579	532	27,596	14,913
GEM	11,972	12,388	3.5	4,516	74,525	84,221	6,799	18,649	520	6,435	10,372
GOODING	11,874	12,891	8.6	4,661	81,418	92,021	7,138	19,743	761	19,274	43,912
IDAHO	14,769	14,307	-3.1	5,132	99,749	112,048	7,832	21,833	706	12,464	
JEFFERSON	15,304	16.471	7.6	4,951	82,625	92,633	5,624	18,710	848	27,144	28,568
JEROME	14,840	15,926	7.3	5,627	86,780	98,056	6,157	17,426	872	32,297	37,725
KOOTENAI	59,770	62,727	4.9	23,113	430,067	494,660	7,886	21,402	508	12,490	
Coeur d'Alene	20,054	19,909	-.7	7,096	133,098	148,197	7,444	20,885	*	*	*
LATAH	28,749	28,785	.1	10,502	211,617	238,236	8,276	22,685	653	23,668	3,121
Moscow	16,513	16,575	.4	5,698	122,111	137,106	8,272	24,062	*	*	*
LEMHI	7,460	7,512	.7	2,774	48,459	54,878	7,305	19,783	326	539	10,225
LEWIS	4,118	3,689	-10.4	1,432	33,830	37,303	10,112	26,050	230	12,461	1,495
LINCOLN	3,436	3,406	-.9	1,233	20,780	23,076	6,775	18,715	341	9,339	
MADISON	19,480	19,900	2.2	5,312	107,289	120,441	6,052	22,673	571	28,715	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IDAHO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MINIDOKA	19,718	19,484	−1.2	6,246	116,802	130,893	6,718	20,956	1,003	43,644	44,731
NEZ PERCE	33,220	32,523	−2.1	12,627	261,437	292,981	9,008	23,203	442	23,152	5,062
Lewiston	27,986	27,278	−2.5	10,683	216,797	241,549	8,855	22,611	*	*	*
ONEIDA	3,258	3,305	1.4	1,130	18,259	19,774	5,983	17,499	380	7,093	5,566
OWYHEE	8,272	8,906	7.7	2,902	40,030	44,744	5,024	15,418	591	20,395	
PAYETTE	15,722	16,816	7.0	6,107	97,595	109,923	6,537	18,000	646	14,612	
POWER	6,844	6,738	−1.6	2,199	42,925	48,010	7,125	21,833	340	37,926	
SHOSHONE	19,226	19,330	.5	7,090	142,439	158,201	8,184	22,313	33	17	96
Kellogg	3,417	3,354	−1.9	1,293	21,519	23,910	7,129	18,492	*	*	*
Wallace	1,736	1,651	−4.9	692	15,438	17,543	10,626	25,351	*	*	*
TETON	2,897	2,905	.3	925	14,809	16,406	5,648	17,736	301	9,608	6,166
TWIN FALLS	52,927	53,356	.8	19,622	370,400	416,630	7,808	21,233	1,630	56,499	59,172
Twin Falls	26,209	26,103	−.4	9,989	197,548	221,439	8,483	22,168	*	*	*
VALLEY	5,604	5,738	2.4	2,140	41,447	47,406	8,262	22,152	117	359	5,410
WASHINGTON	8,803	8,657	−1.7	3,201	49,942	55,246	6,382	17,259	496	9,250	21,866

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Idaho 1980 Cash Receipts as follows: From Crops $1,085,420,000; from Livestock & Livestock Products $906,632,000; Total $1,992,052,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,418,461	11,612,020	1.7	4,235,742	101,136,361	112,250,815	9,667	26,501	109,770	3,915,290	1,951,822
STANDARD METROPOLITAN STATISTICAL AREAS											
Bloomington-Normal, Ill.	119,149	120,623	1.2	43,510	1,141,354	1,284,938	10,653	29,532	2,217	145,197	25,751
Champaign-Urbana-Rantoul, Ill.	168,392	166,516	−1.1	59,299	1,614,952	1,810,045	10,870	30,524	1,999	128,427	8,656
Chicago, Ill.	7,102,328	7,238,408	1.9	2,610,460	63,330,419	70,098,767	9,684	26,853	4,842	205,953	92,130
Davenport-Rock Island-Moline, Iowa-Ill.	383,958	389,815	1.5	144,633	3,573,285	4,006,527	10,278	27,701	3,939	103,580	155,129
Decatur, Ill.	131,375	134,831	2.6	51,128	1,157,108	1,282,834	9,514	25,091	1,013	68,310	
Kankakee, Ill.	102,926	104,541	1.6	36,543	758,630	830,452	7,944	22,725	1,252	76,802	9,629
Peoria, Ill.	365,864	372,083	1.7	137,107	3,834,643	4,321,553	11,614	31,520	3,616	145,662	35,184
Rockford, Ill.	279,514	282,614	1.1	103,211	2,315,469	2,547,579	9,014	24,683	1,592	47,330	42,365
St. Louis, Mo.-Ill.	2,355,276	2,314,272	−1.8	847,113	19,765,372	21,651,543	9,356	25,559	9,162	174,288	120,687
Springfield, Ill.	187,789	189,432	.9	75,022	1,634,412	1,804,349	9,525	24,051	1,977	113,788	32,027
COUNTIES, Cities											
ADAMS	71,622	72,681	1.5	27,638	707,187	795,618	10,947	28,787	1,831	35,624	
Quincy	42,352	42,065	−.7	16,967	427,772	478,873	11,384	28,224	*	*	*
ALEXANDER	12,264	12,495	1.9	4,962	71,328	76,985	6,161	15,515	260	10,637	
Cairo	5,931	5,913	−.3	2,419	27,080	30,089	5,089	12,439	*	*	*
BOND	16,224	16,875	4.0	6,228	134,007	151,349	8,969	24,301	817	18,549	
BOONE	28,630	30,194	5.5	10,536	230,669	257,414	8,525	24,432	640	23,879	15,397
Belvidere	15,176	15,837	4.4	5,900	127,165	141,397	8,928	23,966	*	*	*
BROWN	5,411	5,609	3.7	2,261	43,476	48,940	8,725	21,645	531	10,648	
BUREAU	39,114	38,938	−.5	14,581	303,366	332,738	8,545	22,820	1,781	89,785	43,244
Spring Valley	5,822	5,830	.1	2,192	42,773	49,893	8,558	22,761	*	*	*
CALHOUN	5,867	5,600	−4.6	2,052	44,701	49,581	8,854	24,162	591	6,610	10,543
CARROLL	18,779	18,929	.8	7,192	166,825	184,680	9,756	25,679	902	20,598	63,393
CASS	15,084	15,412	2.2	5,929	118,062	132,022	8,566	22,267	567	27,437	18,449
Beardstown	6,338	6,405	1.1	2,442	51,502	57,801	9,024	23,670	*	*	*
CHAMPAIGN	168,392	166,516	−1.1	59,299	1,614,952	1,810,045	10,870	30,524	1,999	128,427	8,656
Champaign	58,133	57,337	−1.4	21,300	579,028	649,813	11,333	30,508	*	*	*
Urbana	35,978	36,074	.3	12,255	335,805	376,380	10,434	30,712	*	*	*
CHRISTIAN	36,446	36,461		14,181	292,288	322,867	8,855	22,768	1,203	73,046	8,965
Taylorville	11,386	11,470	.7	4,659	104,728	115,814	10,097	24,858	*	*	*
CLARK	16,913	16,709	−1.2	6,569	146,667	164,487	9,844	25,040	1,046	37,471	14,063
Casey	3,026	2,964	−2.1	1,254	26,381	28,506	9,617	22,732	*	*	*
CLAY	15,283	15,793	3.3	6,128	122,076	136,759	8,659	22,317	964	21,482	9,130
Flora	5,379	5,527	2.8	2,192	43,961	45,957	8,315	20,966	*	*	*
CLINTON	32,617	34,287	5.1	11,724	237,915	267,444	7,800	22,812	1,207	24,031	29,974
COLES	52,992	54,533	2.9	20,114	451,701	507,143	9,300	25,213	927	46,004	8,961
Charleston	19,355	20,204	4.4	6,454	151,145	169,576	8,393	26,275	*	*	*
Mattoon	19,787	19,857	.4	8,304	190,609	214,287	10,792	25,805	*	*	*
COOK	5,253,190	5,288,023	.7	1,950,163	44,717,638	49,038,154	9,273	25,146	454	23,731	2,039
Arlington Heigh.	66,116	67,568	2.2	23,065	823,172	904,974	13,394	39,236	*	*	*
Bartlett	13,254	16,203	22.2	5,519	171,862	214,828	13,259	38,925	*	*	*
Buffalo Grove	22,230	25,519	14.8	8,782	203,375	254,219	9,962	28,948	*	*	*
Chicago	3,005,072	2,964,571	−1.4	1,127,249	24,349,835	26,487,450	8,935	23,497	*	*	*
Des Plaines	53,568	53,505	−.1	18,738	568,402	615,787	11,509	32,863	*	*	*
Elk Grove Villag	28,907	31,349	8.4	10,311	312,797	354,768	11,317	34,407	*	*	*
Hanover Park	28,850	34,068	18.1	10,744	193,005	241,256	7,082	22,455	*	*	*
Hoffman Estates	38,258	43,379	13.4	15,307	449,746	517,442	11,928	33,804	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Mount Prospect.	52,634	58,448	11.0	21,078	700,831	805,063	13,774	38,194	*	*	*
Palatine	32,166	34,456	7.1	11,558	375,916	422,678	12,267	36,570	*	*	*
Prospect Height.	11,808	12,044	2.0	4,442	102,447	114,945	9,544	25,877	*	*	*
Rolling Meadow	20,167	20,781	3.0	7,684	225,640	251,143	12,085	32,684	*	*	*
Schaumberg	52,319	62,587	19.6	23,581	81,268	1,387,312	22,166	58,832	*	*	*
Streamwood	23,456	25,325	8.0	6,99[illegible]	187,001	208,293	8,225	29,760	*	*	*
Wheeling	23,266	26,038	11.9	10,470	277,881	321,977	12,366	30,752	*	*	*
CRAWFORD	20,818	21,378	2.7	8,523	200,835	226,272	10,584	26,548	773	26,453	
Robinson	7,285	7,411	1.7	3,187	75,570	76,353	10,303	23,958	*	*	*
CUMBERLAND	11,062	11,479	3.8	4,311	91,977	104,568	9,110	24,256	908	25,504	11,096
DE KALB	74,624	75,621	1.3	25,375	724,933	817,974	10,817	32,235	1,215	68,524	39,800
De Kalb	33,099	33,225	.4	9,827	296,581	332,948	10,021	33,881	*	*	*
DE WITT	18,108	18,573	2.6	7,288	172,350	192,425	10,360	26,403	696	43,590	4,401
Clinton	8,014	8,207	2.4	3,367	75,876	79,462	9,682	23,600	*	*	*
DOUGLAS	19,774	19,798	.1	7,423	178,585	200,148	10,110	26,963	851	53,117	7,209
DU PAGE	658,177	698,229	6.1	242,595	7,522,189	8,591,784	12,305	35,416	234	18,248	1,178
Wheaton	43,043	45,936	6.7	15,849	505,724	580,587	12,639	36,632	*	*	*
EDGAR	21,725	21,993	1.2	8,654	180,122	200,931	9,136	23,218	1,134	63,162	
Paris	9,885	9,968	.8	4,081	83,091	89,664	8,995	21,971	*	*	*
EDWARDS	7,961	8,300	4.3	3,364	64,759	73,222	8,822	21,766	495	11,660	10,119
EFFINGHAM	30,944	32,957	6.5	11,662	249,834	285,399	8,660	24,473	1,304	26,520	21,823
Effingham	11,270	11,865	5.3	4,610	106,012	121,169	10,212	26,284	*	*	*
FAYETTE	22,167	23,091	4.2	8,558	174,837	195,732	8,477	22,871	1,548	30,234	12,042
FORD	15,265	14,798	−3.1	5,706	136,259	150,681	10,183	26,407	897	55,835	8,573
Paxton	4,258	4,176	−1.9	1,606	36,537	40,839	9,779	25,429	*	*	*
FRANKLIN	43,201	43,640	1.0	17,681	291,532	320,539	7,345	18,129	733	12,208	
Benton	7,778	7,874	1.2	3,258	53,261	57,884	7,351	17,767	*	*	*
West Frankfort	9,437	9,406	−.3	3,896	67,290	69,306	7,368	17,789	*	*	*
FULTON	43,687	43,712	.1	16,803	318,689	346,163	7,919	20,601	1,502	37,868	25,918
Canton	14,626	14,583	−.3	5,835	115,056	125,028	8,574	21,427	*	*	*
GALLATIN	7,590	7,887	3.9	3,008	54,719	61,268	7,768	20,368	372	18,269	
GREENE	16,661	16,373	−1.7	6,248	134,071	149,347	9,122	23,903	998	31,597	33,169
GRUNDY	30,582	32,127	5.1	11,620	284,760	319,455	9,944	27,492	675	38,204	
Morris	8,833	9,129	3.4	3,687	86,799	90,942	9,962	24,666	*	*	*
HAMILTON	9,172	8,993	−2.0	3,690	62,170	69,933	7,776	18,952	763	15,551	
HANCOCK	23,877	24,453	2.4	9,394	170,342	187,872	7,683	19,999	1,647	44,085	40,717
HARDIN	5,383	5,409	.5	2,158	33,061	36,737	6,792	17,024	218	913	
HENDERSON	9,114	9,465	3.9	3,654	67,245	74,885	7,912	20,494	594	24,043	21,026
HENRY	57,968	59,585	2.8	21,735	526,334	592,459	9,943	27,258	1,910	54,767	86,776
Kewanee	14,508	14,258	−1.7	5,726	125,914	139,179	9,761	24,306	*	*	*
IROQUOIS	32,976	32,682	−.9	12,304	282,779	313,150	9,582	25,451	2,065	121,244	25,336
Watseka	5,543	5,585	.8	2,158	44,765	48,136	8,619	22,306	*	*	*
JACKSON	61,522	63,646	3.5	24,038	482,881	543,017	8,532	22,590	846	18,938	6,842
Carbondale	27,194	28,546	5.0	9,800	204,090	228,800	8,015	23,347	*	*	*
Murphysboro	9,866	9,877	.1	3,907	73,318	80,957	8,197	20,721	*	*	*
JASPER	11,318	12,381	9.4	4,514	101,176	114,707	9,265	25,411	1,067	31,605	14,816
JEFFERSON	36,354	37,003	1.8	14,641	269,105	299,579	8,096	20,462	1,225	18,812	9,012
Mount Vernon	16,995	16,888	−.6	7,189	145,638	161,359	9,555	22,445	*	*	*
JERSEY	20,538	21,501	4.7	7,352	180,942	204,480	9,510	27,813	761	18,629	
JO DAVIESS	23,520	24,212	2.9	8,871	198,414	224,441	9,270	25,301	1,167	10,787	48,397
East Dubuque	2,194	2,159	−1.6	708	21,951	25,883	11,988	36,558	*	*	*
JOHNSON	9,624	10,226	6.3	3,639	62,437	70,330	6,878	19,327	543	3,654	
KANE	278,405	289,197	3.9	100,290	2,527,923	2,816,305	9,738	28,082	995	47,120	38,786
Aurora	81,293	84,195	3.6	29,832	700,481	777,875	9,239	26,075	*	*	*
Elgin	63,798	66,269	3.9	25,326	603,412	677,354	10,221	26,745	*	*	*
KANKAKEE	102,926	104,541	1.6	36,543	758,630	830,452	7,944	22,725	1,252	76,802	9,629
Kankakee	30,141	29,944	−.7	11,194	231,886	249,289	8,325	22,270	*	*	*
KENDALL	37,202	37,866	1.8	12,631	350,280	401,513	10,604	31,788	658	29,002	14,979
KNOX	61,607	62,783	1.9	23,947	522,914	576,828	9,188	24,088	1,346	48,155	41,710
Galesburg	35,305	35,594	.8	13,956	305,025	340,503	9,566	24,398	*	*	*
LAKE	440,372	459,391	4.3	150,234	4,396,946	4,940,448	10,754	32,885	505	20,821	
North Chicago	38,774	37,071	−4.4	6,801	209,973	224,816	6,064	33,056	*	*	*
Waukegan	67,653	68,706	1.6	24,858	598,184	661,332	9,626	26,604	*	*	*
LA SALLE	109,139	109,786	.6	41,411	921,251	1,012,914	9,226	24,460	2,303	112,785	30,941
La Salle	10,347	10,390	.4	4,276	85,632	94,045	9,051	21,994	*	*	*
Oglesby	3,979	3,972	−.2	1,501	33,218	36,959	9,305	24,623	*	*	*
Ottawa	18,166	18,223	.3	7,153	167,575	184,866	10,145	25,845	*	*	*
Peru	10,886	10,782	−1.0	4,110	95,216	103,902	9,637	25,280	*	*	*
Streator	14,769	14,718	−.4	5,797	121,051	132,693	9,016	22,890	*	*	*
LAWRENCE	17,807	17,582	−1.3	6,866	140,496	157,260	8,944	22,904	583	21,306	
Lawrenceville	5,652	5,499	−2.7	2,322	41,495	46,106	8,384	19,856	*	*	*
LEE	36,328	36,802	1.3	13,167	339,846	377,813	10,266	28,694	1,330	64,786	32,439
Dixon	15,659	15,409	−1.6	5,669	153,361	169,015	10,969	29,814	*	*	*
LIVINGSTON	41,381	41,258	−.3	14,485	368,782	411,498	9,974	28,409	1,980	116,353	21,146
Pontiac	11,227	11,316	.8	3,749	93,305	102,209	9,032	27,263	*	*	*
LOGAN	31,802	31,618	−.6	11,562	282,018	313,570	9,917	27,121	1,118	69,990	12,879
Lincoln	16,327	16,137	−1.2	6,142	145,783	161,967	10,037	26,370	*	*	*
MCDONOUGH	37,236	38,306	2.9	13,237	277,199	305,429	7,973	23,074	1,238	44,226	25,479
Macomb	19,632	20,114	2.5	6,159	147,536	162,410	8,074	26,370	*	*	*
MCHENRY	147,724	156,393	5.9	53,480	1,335,648	1,516,547	9,697	28,357	1,271	37,681	36,755
Crystal Lake	18,590	19,545	5.1	6,589	186,155	210,195	10,754	31,901	*	*	*
Woodstock	11,725	12,040	2.7	4,521	105,100	117,768	9,781	26,049	*	*	*
MCLEAN	119,149	120,623	1.2	43,510	1,141,354	1,284,938	10,653	29,532	2,217	145,197	25,751
Bloomington	44,189	44,393	.5	19,122	468,889	530,532	11,951	27,745	*	*	*
Normal	35,672	37,422	4.9	10,326	317,761	360,802	9,641	34,941	*	*	*
MACON	131,375	134,831	2.6	51,128	1,157,108	1,282,834	9,514	25,091	1,013	68,310	
Decatur	94,081	96,310	2.4	38,012	848,323	940,260	9,763	24,736	*	*	*

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1983 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MACOUPIN	49,384	50,971	3.2	19,387	442,673	498,200	9,774	25,698	1,840	50,123	42,264
MADISON	247,671	248,414	.3	92,137	2,230,772	2,476,702	9,970	26,881	1,756	38,799	18,546
Alton	34,171	33,037	-3.3	13,147	294,375	322,325	9,756	24,517	*	*	*
East Alton	7,123	7,111	-.2	3,025	65,686	73,724	10,368	24,372	*	*	*
Edwardsville	12,460	12,910	3.6	5,075	127,075	143,160	11,089	28,209	*	*	*
Wood River	12,449	12,323	-1.0	4,909	116,574	129,060	10,473	26,290	*	*	*
MARION	43,523	46,312	6.4	18,014	367,561	414,030	8,940	22,984	1,268	23,324	
Central City	1,377	1,544	12.1	551	4,270	9,117	5,905	16.546	*	*	*
Centralia	15,126	15,622	3.3	6,273	145,230	162,358	10,393	25,882	*	*	*
MARSHALL	14,479	14,867	2.7	5,537	113,232	124,741	8,390	22,529	667	30,792	9,719
MASON	19,492	19,525	.2	7,407	165,303	185,349	9,493	25,023	707	40,149	
MASSAC	14,990	15,943	6.4	6,291	110,779	123,331	7,736	19,604	552	6,983	7,705
MENARD	11,700	11,203	-4.3	4,105	80,191	88,416	7,892	21,539	527	28,947	12,376
MERCER	19,286	18,684	-3.1	6,765	132,854	146,835	7,859	21,705	1,124	36,219	34,260
MONROE	20,117	20,851	3.6	7,513	165,842	185,502	8,897	24,691	804	24,798	15,125
MONTGOMERY	31,686	29,805	-5.9	11,594	260,823	291,711	9,787	25,161	1,502	47,083	21,563
Litchfield	7,204	6,700	-7.0	2,644	55,487	61,652	9,202	23,318	*	*	*
MORGAN	37,502	37,257	-.7	13,974	379,820	425,436	11,419	30,445	1,129	45,308	23,526
Jacksonville	20,284	19,889	-2.0	7,425	205,464	228,956	11,512	30,836	*	*	*
MOULTRIE	14,546	14,867	2.2	5,432	120,724	135,504	9,114	24,946	642	36,372	7,683
OGLE	46,338	47,486	2.5	17,211	443,220	500,863	10,548	29,101	1,536	56,810	62,330
PEORIA	200,466	201,123	.3	75,849	2,098,484	2,347,284	11,671	30,947	1,191	39,216	
Peoria	124,160	122,929	-1.0	48,019	1,318,234	1,469,023	11,950	30,593	*	*	*
PERRY	21,714	21,844	.6	8,403	160,636	178,291	8,162	21,218	765	13,923	9,174
Du Quoin	6,594	6,451	-2.2	2,627	53,918	54,487	8,446	20,741	*	*	*
Pickneyville	3,319	3,244	-2.3	1,349	27,476	27,946	8,615	20,716	*	*	*
PIATT	16,581	16,951	2.2	6,248	153,305	171,773	10,134	27,492	713	60,988	
PIKE	18,896	18,250	-3.4	7,264	156,081	173,173	9,489	23,840	1,399	35,907	
POPE	4,404	4,047	-8.1	1,418	22,496	24,448	6,041	17,241	339	2,579	3,658
PULASKI	8,840	8,952	1.3	3,508	46,785	51,380	5,739	14,647	316	7,347	3,737
PUTNAM	6,085	6,909	13.5	2,470	48,840	54,650	7,910	22,126	282	11,786	5,709
RANDOLPH	35,566	37,868	6.5	12,984	316,800	358,467	9,466	27,608	1,204	21,404	17,272
RICHLAND	17,587	16,628	-5.5	6,600	134,120	148,916	8,956	22,563	766	20,626	7,109
Olney	9,026	8,443	-6.5	3,566	75,171	83,626	9,905	23,451	*	*	*
ROCK ISLAND	165,968	165,556	-.3	62,741	1,694,258	1,900,133	11,477	30,285	858	18,268	19,674
East Moline	20,907	20,894	-.1	7,945	217,114	244,896	11,721	30,824	*	*	*
Moline	45,709	45,492	-.5	18,364	503,041	564,387	12,406	30,733	*	*	*
Rock Island	47,036	46,155	-1.9	17,842	478,611	533,179	11,552	29,883	*	*	*
ST. CLAIR	265,469	267,110	.6	93,770	2,164,148	2,379,677	8,909	25,378	1,371	40,509	15,437
Belleville	42,150	43,261	2.6	17,097	416,250	462,563	10,692	27,055	*	*	*
SALINE	27,360	28,714	4.9	11,699	198,551	218,921	7,624	18,713	648	11,986	3,576
Eldorado	5,198	5,741	10.4	2,470	36,606	45,757	7,970	18,525	*	*	*
Harrisburg	9,322	9,563	2.6	3,996	71,014	77,364	8,090	19,360	*	*	*
SANGAMON	176,089	178,229	1.2	70,917	1,554,221	1,715,933	9,628	24,196	1,450	84,841	19,651
Springfield	99,637	100,716	1.1	42,790	912,987	1,011,705	10,045	23,643	*	*	*
SCHUYLER	8,365	7,678	-8.2	2,967	68,571	76,843	10,008	25,899	691	17,179	15,257
SCOTT	6,142	5,892	-4.1	2,254	51,998	57,843	9,817	25,662	444	14,963	
SHELBY	23,923	25,014	4.6	9,388	185,408	206,855	8,270	22,034	1,641	59,917	14,483
Shelbyville	5,259	5,604	6.6	2,139	37,143	39,087	6,975	18,273	*	*	*
STARK	7,389	7,294	-1.3	2,665	53,960	58,732	8,052	22,038	489	30,328	8,301
STEPHENSON	49,536	48,947	-1.2	18,754	464,056	520,322	10,630	27,745	1,485	23,557	75,455
Freeport	26,406	25,648	-2.9	10,638	265,826	296,937	11,577	27,913	*	*	*
TAZEWELL	132,078	136,142	3.1	49,281	1,418,864	1,612,954	11,848	32,730	1,228	55,341	17,053
Pekin	33,967	34,771	2.4	13,802	374,875	425,737	12,244	30,846	*	*	*
UNION	16,851	17,434	3.5	6,759	125,552	138,693	7,955	20,520	732	10,280	5,792
VERMILION	95,222	96,439	1.3	36,894	887,271	982,951	10,192	26,643	1,523	91,449	12,474
Danville	38,985	38,734	-.7	15,632	380,128	418,566	10,806	26,776	*	*	*
Hoopeston	6,411	6,506	1.5	2,712	58,657	69,107	10,622	25,482	*	*	*
WABASH	13,713	14,841	8.2	5,775	123,615	139,141	9,375	24,094	363	15,108	
Mount Carmel	8,908	9,704	8.9	3,816	79,589	86,345	8,898	22,627	*	*	*
WARREN	21,943	22,467	2.4	8,372	161,200	176,364	7,850	21,066	1,050	43,322	
Monmouth	10,706	10,828	1.1	4,095	79,594	86,230	7,964	21,057	*	*	*
WASHINGTON	15,472	16,080	3.9	5,989	130,114	146,068	9,084	24,389	1,180	32,647	21,417
Wamac	1,665	1,768	6.2	704	10,249	11,388	6,441	16,176	*	*	*
WAYNE	18,059	17,822	-1.3	7,087	139,444	155,217	8,709	21,902	1,401	31,632	15,571
WHITE	17,864	17,870		7,209	148,885	167,713	9,385	23,264	740	26,014	
Carmi	6,264	6,275	.2	2,608	52,434	54,367	8,664	20,846	*	*	*
WHITESIDE	65,970	66,478	.5	24,245	613,628	691,796	10,406	28,534	1,500	49,110	59,747
Rock Falls	10,624	10,663	.4	3,876	95,151	107,323	10,065	27,689	*	*	*
Sterling	16,273	16,235	-.2	6,332	163,935	185,068	11,399	29,227	*	*	*
WILL	324,460	347,175	7.0	113,698	2,830,075	3,195,529	9,204	28,105	1,383	58,352	13,372
Joliet	77,956	78,070	.1	28,997	703,658	773,906	9,913	26,689	*	*	*
WILLIAMSON	56,538	59,299	4.9	23,658	428,516	480,575	8,104	20,313	699	4,541	3,489
Herrin	10,040	10,274	2.3	4,225	75,853	84,281	8,203	19,948	*	*	*
Marion	14,031	14,837	5.7	6,190	114,637	129,169	8,706	20,867	*	*	*
WINNEBAGO	250,884	252,420	.6	92,675	2,084,800	2,290,165	9,073	24,712	952	23,451	26,968
Rockford	139,712	137,851	-1.3	53,399	1,182,044	1,287,937	9,343	24,119	*	*	*
Rockton	2,313	2,374	2.6	918	17,744	22,932	9,660	24,980	*	*	*
South Beloit	4,088	4,170	2.0	1,678	29,877	33,522	8,039	19,977	*	*	*
WOODFORD	33,320	34,818	4.5	11,977	317,295	361,315	10,377	30,167	1,197	51,105	18,131

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Illinois 1980 Cash Receipts as follows: From Crops $5,543,949,000; from Livestock & Livestock Products $2,409,711,000; Total $7,953,660,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,490,179	5,547,936	1.1	2,006,588	41,075,415	45,613,936	8,222	22,732	88,458	1,937,957	1,208,865
STANDARD METROPOLITAN STATISTICAL AREAS											
Anderson, Ind.	139,336	139,314		51,477	934,947	1,015,262	7,288	19,723	1,207	39,351	
Bloomington, Ind.	98,387	98,083	-.3	34,578	897,019	1,024,643	10,447	29,633	574	3,313	
Cincinnati, O.-Ky.-Ind.	1,401,403	1,405,359	.3	514,775	13,685,930	15,372,267	10,938	29,862	5,469	51,212	16,232
Elkhart, Ind.	137,330	141,441	3.0	51,083	1,096,589	1,209,307	8,550	23,673	1,611	19,655	34,852
Evansville, Ind.-Ky	309,408	314,741	1.7	119,039	2,452,301	2,751,857	8,743	23,117	3,530	116,456	27,321
Fort Wayne, Ind.	382,961	386,996	1.1	139,922	2,943,897	3,251,553	8,402	23,238	5,364	106,896	57,475
Gary-Hammond-East Chicago, In	642,781	652,363	1.5	224,323	4,678,903	5,212,318	7,990	23,236	1,403	48,838	14,043
Indianapolis, Ind.	1,166,929	1,179,675	1.1	435,950	9,562,469	10,627,353	9,009	24,377	6,957	201,854	48,561
Kokomo, Ind.	103,715	105,808	2.1	38,972	792,773	877,525	8,287	22,517	1,479	58,590	23,973
Lafayette-West Lafayette, Ind.	121,702	120,384	-1.1	41,371	1,174,463	1,323,937	10,998	32,002	1,018	35,734	15,709
Louisville, Ky.-Ind.	906,240	904,795	-.2	332,951	6,447,944	7,091,827	7,838	21,300	3,126	26,849	15,881
Muncie, Ind.	128,587	127,884	-.6	45,784	877,222	960,918	7,514	20,988	992	28,768	12,745
South Bend-Mishawaka, Ind	280,772	283,036	.8	103,652	1,934,184	2,122,976	7,501	20,482	2,414	45,160	30,776
Terre Haute, Ind.	176,583	177,748	.7	66,824	1,430,905	1,590,873	8,950	23,807	2,660	78,761	11,045
COUNTIES, Cities											
ADAMS	29,619	31,222	5.4	10,502	202,309	224,752	7,199	21,401	1,321	23,554	22,088
Decatur	8,649	8,950	3.5	3,412	55,380	61,533	6,875	18,034	*	*	*
ALLEN	294,335	296,492	.7	108,390	2,335,109	2,579,679	8,701	23,800	1,860	36,493	22,180
Fort Wayne	172,196	169,674	-1.5	67,770	1,347,086	1,479,610	8,720	21,833	*	*	*
BARTHOLOMEW	65,088	66,086	1.5	23,818	498,602	558,191	8,446	23,436	851	22,410	10,731
Columbus	30,292	30,756	1.5	12,005	257,849	289,883	9,425	24,147	*	*	*
BENTON	10,218	10,017	-2.0	3,663	83,484	91,217	9,106	24,902	711	49,539	
BLACKFORD	15,570	16,046	3.1	5,967	107,810	117,730	7,337	19,730	486	9,525	6,496
Hartford City	7,622	7,741	1.6	3,040	55,394	62,983	8,136	20,718	*	*	*
BOONE	36,446	37,562	3.1	13,440	272,046	304,795	8,114	22,678	998	37,189	13,665
Lebanon	11,456	11,793	2.9	4,734	86,790	97,789	8,292	20,657	*	*	*
BROWN	12,377	13,392	8.2	4,976	81,809	92,666	6,920	18,623	229	1,067	
CARROLL	19,722	19,684	-.2	7,145	142,339	158,640	8,059	22,203	935	30,798	36,772
CASS	40,936	41,636	1.7	15,475	314,763	347,728	8,352	22,470	1,005	29,772	18,257
Logansport	17,899	17,789	-.6	7,210	133,523	145,710	8,191	20,209	*	*	*
CLARK	88,838	88,838		31,837	474,598	518,463	5,836	16,285	886	9,488	5,663
Jeffersonville	21,220	20,723	-2.4	7,883	114,274	123,701	5,969	15,692	*	*	*
CLAY	24,862	25,603	3.0	[illegible],759	192,542	215,079	8,401	22,039	771	20,423	7,042
Brazil	7,852	7,916	.8	3,164	51,770	57,522	7,267	18,180	*	*	*
CLINTON	31,545	31,976	1.4	11,796	227,188	251,590	7,868	21,328	902	38,435	24,281
Frankfort	15,168	15,295	.8	5,864	108,020	119,839	7,835	20,436	*	*	*
CRAWFORD	9,820	10,508	7.0	3,842	51,543	56,920	5,417	14,815	484	1,771	2,758
DAVIESS	27,836	28,189	1.3	10,262	202,298	226,752	8,044	22,096	1,277	26,320	25,591
Washington	11,325	11,321		4,694	93,131	104,193	9,204	22,197	*	*	*
DEARBORN	34,291	36,933	7.7	12,735	196,057	215,520	5,835	16,923	936	3,935	5,247
DECATUR	23,841	24,401	2.3	8,517	173,837	194,886	7,987	22,882	923	24,696	26,353
Greensburg	9,254	9,524	2.9	3,495	71,708	80,325	8,434	22,983	*	*	*
DE KALB	33,606	34,390	2.3	12,108	223,770	246,259	7,161	20,339	1,076	17,042	
Auburn	8,122	8,341	2.7	3,170	54,178	65,588	7,863	20,690	*	*	*
DELAWARE	128,587	127,884	-.6	45,784	877,222	960,918	7,514	20,988	992	28,768	12,745
Muncie	77,216	76,794	-.6	28,341	502,729	557,980	7,266	19,688	*	*	*
DUBOIS	34,238	34,560	.9	11,645	217,857	240,742	6,966	20,673	1,080	10,837	28,370
Jasper	9,097	9,066	-.4	3,319	67,804	75,011	8,274	22,600	*	*	*
ELKHART	137,330	141,441	3.0	51,083	1,096,589	1,209,307	8,550	23,673	1,611	19,655	34,852
Elkhart	41,305	41,142	-.4	16,877	364,353	398,971	9,697	23,640	*	*	*
Goshen	19,665	20,281	3.1	7,655	149,057	164,610	8,116	21,504	*	*	*
FAYETTE	28,272	28,004	-1.0	10,193	183,685	201,637	7,200	19,782	505	9,770	11,251
Connersville	17,023	16,375	-3.8	6,288	108,408	116,896	7,139	18,590	*	*	*
FLOYD	61,169	62,771	2.6	22,684	329,873	361,933	5,766	15,955	474	2,959	1,583
New Albany	37,103	36,792	-.8	14,331	199,296	215,206	5,849	15,017	*	*	*
FOUNTAIN	19,033	18,275	-4.0	6,929	125,990	139,152	7,614	20,083	748	27,673	7,551
Attica	3,841	3,548	-7.6	1,376	29,147	29,585	8,339	21,501	*	*	*
FRANKLIN	19,612	20,611	5.1	6,661	122,829	137,755	6,684	20,681	1,032	9,004	14,860
FULTON	19,335	19,332		7,399	149,193	166,535	8,614	22,508	939	18,398	15,924
Rochester	5,050	4,998	-1.0	1,904	33,324	37,027	7,408	19,447	*	*	*
GIBSON	33,156	33,255	.3	12,536	228,354	254,899	7,665	20,333	1,010	34,241	12,967
Princeton	8,976	9,218	2.7	3,826	66,619	83,274	9,034	21,765	*	*	*
GRANT	80,934	80,812	-.2	28,797	551,980	604,330	7,478	20,986	967	31,368	16,650
Marion	35,874	35,216	-1.8	13,394	248,915	271,450	7,708	20,267	*	*	*
GREENE	30,416	31,579	3.8	12,306	226,791	256,131	8,111	20,814	1,115	17,663	10,699
Bloomfield	2,705	2,761	2.1	1,192	22,216	26,158	9,474	21,945	*	*	*
Linton	6,315	6,594	4.4	2,796	39,751	44,168	6,698	15,797	*	*	*
HAMILTON	82,381	85,843	4.2	29,389	672,021	771,060	8,982	26,236	941	29,711	11,056
Noblesville	12,056	12,675	5.1	4,657	80,194	91,984	7,257	19,752	*	*	*
HANCOCK	43,939	45,809	4.3	15,559	328,428	370,438	8,087	23,809	839	26,821	
Greenfield	11,439	11,696	2.2	4,181	83,560	94,395	8,071	22,577	*	*	*
HARRISON	27,276	27,345	.3	9,351	163,322	182,109	6,660	19,475	1,500	9,209	11,828
HENDRICKS	69,804	70,927	1.6	23,726	530,964	599,409	8,451	25,264	1,063	26,156	
HENRY	53,336	51,704	-3.1	18,774	355,795	387,698	7,498	20,651	1,147	27,902	15,975
New Castle	20,056	19,072	-4.9	7,442	133,782	144,924	7,599	19,474	*	*	*
HOWARD	86,896	88,447	1.8	32,560	648,838	715,783	8,093	21,984	815	27,793	13,930
Kokomo	47,808	49,141	2.8	19,484	351,381	391,828	7,974	20,110	*	*	*
HUNTINGTON	35,596	35,303	-.8	12,619	252,650	277,047	7,848	21,955	991	24,825	14,837
Huntington	16,202	15,991	-1.3	5,992	118,727	130,301	8,148	21,746	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	HOUSEHOLDS 1983 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	INCOME Income per capita	E&P 1982 estimate income per household	FARM PRODUCTS (1978) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JACKSON	36,523	36,928	1.1	13,560	271,862	305,607	8,276	22,537	1,099	19,949	16,521
Seymour	15,050	15,306	1.7	5,870	118,045	133,408	8,716	22,727	*	*	*
JASPER	26,138	26,470	1.3	8,631	188,894	214,888	8,118	24,897	934	44,752	25,491
Rensselaer	4,944	4,789	-3.1	1,885	39,660	44,067	9,202	23,378	*	*	*
JAY	23,239	22,658	-2.5	8,397	148,008	160,423	7,080	19,105	1,160	18,562	10,366
Portland	7,074	6,915	-2.3	2,743	43,847	44,858	6,487	16,354	*	*	*
JEFFERSON	30.419	32,273	6.1	11,282	222,940	251,711	7,799	22,311	1,046	10,462	5,975
Madison	12,472	12,668	1.6	4,843	105,635	117,640	9,286	24,291	*	*	*
JENNINGS	22,854	22,938	.4	7,604	147,589	166,138	7,243	21,849	733	9,534	
JOHNSON	77,240	79,034	2.3	26,710	580,363	655,556	8,295	24,543	814	20,894	
Edinburg	4,856	4,685	-3.5	1,639	45,081	49,255	10,513	30,052	*	*	*
Franklin	11,563	11,212	-3.0	3,721	76,624	83,933	7,486	22,557	*	*	*
KNOX	41,838	42,282	1.1	16,177	308,105	344,780	8,154	21,313	730	40,354	
Bicknell	4,713	5,024	6.6	2,144	26,873	28,819	5,736	13,442	*	*	*
Vincennes	20,857	21,285	2.1	8,071	153,424	172,460	8,102	21,368	*	*	*
KOSCIUSKO	59,555	61,903	3.9	22,364	486,729	552,053	8,918	24,685	1,527	26,186	28,876
Warsaw	10,647	11,364	6.7	3,317	97,567	112,414	9,892	33,890	*	*	*
LAGRANGE	25,550	26,277	2.8	8,181	153,168	171,148	6,513	20,920	1,379	15,989	31,219
LAKE	522,965	526,487	.7	181,989	3,760,947	4,161,824	7,905	22,869	655	23,401	6,647
East Chicago	39,786	38,717	-2.7	14,114	251,533	274,463	7,089	19,446	*	*	*
Gary	151,953	148,693	-2.2	51,744	962,714	1,051,251	7,070	20,316	*	*	*
Hammond	93,714	91,787	-2.1	34,342	700,537	765,730	8,342	22,297	*	*	*
LA PORTE	108,632	108,414	-.2	38,479	803,803	884,729	8,161	22,993	1,064	37,837	15,470
La Porte	21,796	21,469	-1.5	8,471	166,399	182,368	8,494	21,529	*	*	*
Michigan City	36,850	35,812	-2.8	12,625	259,230	281,551	7,862	22,283	*	*	*
LAWRENCE	42,472	42,250	-.5	15,931	277,770	304,156	7,199	19,092	930	5,471	8,934
Bedford	14,410	14,283	-.9	6,021	109,988	121,113	8,480	20,115	*	*	*
MADISON	139,336	139,314		51,477	934,947	1,015,262	7,288	19,723	1,207	39,351	
Anderson	64,695	62,984	-2.7	25,029	436,654	469,254	7,450	18,748	*	*	*
Elwood	10,867	10,748	-1.1	4,090	63,520	68,746	6,396	16,808	*	*	*
MARION	765,233	766,976	.2	294,589	6,527,524	7,196,077	9,382	24,428	431	11,305	3,878
Indianapolis	700,807	697,082	-.5	267,634	5,921,957	6,502,380	9,328	24,296	*	*	*
MARSHALL	39,155	40,880	4.4	14,716	248,291	274,912	6,725	18,681	1,320	19,984	19,840
Plymouth	7,693	7,813	1.6	2,923	47,070	52,300	6,694	17,893	*	*	*
MARTIN	11,001	10,800	-1.8	3,898	64,578	70,587	6,536	18,109	423	2,879	6,715
MIAMI	39,820	39,504	-.8	13,953	264,688	293,127	7,420	21,008	989	24,928	24,237
Peru	13,764	13,497	-1.9	5,343	94,516	104,607	7,750	19,578	*	*	*
MONROE	98,387	98,083	-.3	34,578	897,019	1,024,643	10,447	29,633	574	3,313	
Bloomington	51,646	51,915	.5	17,000	426,023	486,277	9,367	28,605	*	*	*
MONTGOMERY	35,501	34,742	-2.1	13,110	268,714	297,768	8,571	22,713	1,112	39,275	
Crawfordsville	13,325	12,746	-4.4	5,114	105,182	116,023	9,103	22,687	*	*	*
MORGAN	51,999	52,454	.9	17,868	365,133	412,097	7,856	23,063	824	15,669	7,921
Martinsville	11,311	11,381	.6	4,210	77,383	84,857	7,456	20,156	*	*	*
NEWTON	14,844	14,611	-1.6	5,101	110,952	125,851	8,613	24,672	571	37,883	
NOBLE	35,443	36,193	2.1	12,725	237,854	265,198	7,327	20,841	1,189	15,363	19,224
Kendallville	7,299	7,352	.7	2,498	51,734	52,571	7,151	21,045	*	*	*
OHIO	5,114	5,495	7.5	2,021	35,221	39,762	7,236	19,674	318	1,625	1,963
ORANGE	18,677	19,099	2.3	7,087	106,586	117,023	6,127	16,512	726	6,028	11,883
OWEN	15,840	16,007	1.1	5,895	108,409	123,891	7,740	21,016	786	7,070	5,370
Spencer	2,732	2,677	-2.0	986	19,406	21,562	8,055	21,868	*	*	*
PARKE	16,372	17,594	7.5	6,544	104,041	115,853	6,585	17,704	701	18,858	
PERRY	19,346	19,201	-.8	6,976	114,130	125,279	6,525	17,959	583	2,549	5,340
PIKE	13,465	14,222	5.6	5,458	95,880	107,942	7,590	19,777	500	10,071	4,886
PORTER	119,816	125,876	5.1	42,334	917,956	1,050,494	8,345	24,814	748	25,437	7,396
Chesterton	8,531	8,969	5.1	3,201	65,090	79,572	8,872	24,858	*	*	*
Valparaiso	22,247	22,338	.4	7,652	167,367	187,185	8,380	24,462	*	*	*
POSEY	26,414	27,178	2.9	9,643	180,684	202,727	7,459	21,023	705	30,130	
Mount Vernon	7,656	7,748	1.2	2,966	56,643	61,198	7,899	20,633	*	*	*
PULASKI	13,258	13,590	2.5	4,994	103,382	116,342	8,561	23,296	847	32,309	14,340
PUTNAM	29,163	29,107	-.2	9,609	219,125	245,074	8,420	25,505	1,082	19,315	17,976
Greencastle	8,403	8,095	-3.7	2,553	59,972	66,635	8,232	26,101	*	*	*
RANDOLPH	29,997	29,879	-.4	11,005	190,726	208,308	6,972	18,928	1,322	30,793	15,218
Union City	3,908	3,831	-2.0	1,513	26,135	26,998	7,047	17,844	*	*	*
Winchester	5,659	5,626	-.6	2,256	31,775	35,306	6,276	15,650	*	*	*
RIPLEY	24,398	24,765	1.5	8,573	159,148	178,354	7,202	20,804	1,267	13,675	9,813
RUSH	19,604	20,020	2.1	7,018	145,446	161,960	8,090	23,078	949	29,657	27,397
Rushville	6,113	6,160	.8	2,311	46,812	54,808	8,897	23,716	*	*	*
ST. JOSEPH	241,617	242,156	.2	88,936	1,685,893	1,848,064	7,632	20,780	1,094	25,176	10,936
Mishawaka	40,224	41,676	3.6	17,481	281,896	315,048	7,559	18,022	*	*	*
South Bend	109,727	106,322	-3.1	42,336	789,344	854,507	8,037	20,184	*	*	*
SCOTT	20,422	20,079	-1.7	6,832	132,209	149,271	7,434	21,849	478	6,017	
SHELBY	39,887	41,070	3.0	14,669	285,990	317,921	7,[illegible]41	21,673	1,047	34,109	12,041
Shelbyville	14,989	15,185	1.3	5,777	105,918	117,156	7,715	20,280	*	*	*
SPENCER	19,361	20,336	5.0	6,954	129,567	146,638	7,211	21,087	930	14,381	13,555
STARKE	21,997	21,439	-2.5	7,502	149,920	169,144	7,890	22,547	565	16,671	4,018
STEUBEN	24,694	25,475	3.2	9,341	167,078	184,083	7,305	19,921	765	9,220	11,420
SULLIVAN	21,107	22,309	5.7	8,674	158,056	176,442	7,909	20,341	729	24,411	
Sullivan	4,774	4,994	4.6	2,170	37,189	38,152	7,640	17,582	*	*	*
SWITZERLAND	7,153	7,212	.8	2,672	45,827	51,108	7,087	19,127	764	5,183	
TIPPECANOE	121,702	120,384	-1.1	41,371	1,174,463	1,323,937	10,998	32,002	1,018	35,734	15,709
Lafayette	43,011	40,895	-4.9	16,978	458,247	514,107	12,571	30,281	*	*	*
West Lafayette	21,247	20,998	-1.2	7,246	231,610	260,170	12,390	35,905	*	*	*
TIPTON	16,819	17,441	3.7	6,412	143,935	161,742	9,274	25,225	664	30,797	10,043
Tipton	5,004	5,131	2.5	2,031	44,378	50,009	9,746	24,623	*	*	*

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
UNION	6,860	7,324	6.8	2,609	47,439	52,086	7,112	19,964	360	8,953	10,409
VANDERBURGH	167,515	168,933	.8	66,521	1,425,755	1,590,189	9,413	23,905	434	13,776	3,147
Evansville	130,496	129,613	-.7	52,702	1,076,266	1,192,307	9,199	22,624	*	*	*
VERMILLION	18,229	16,999	-6.8	6,692	130,778	144,861	8,522	21,647	408	14,830	4,003
Clinton	5,267	4,790	-9.1	2,055	36,666	40,740	8,505	19,825	*	*	*
VIGO	112,385	112,837	.4	41,699	949,529	1,054,491	9,345	25,288	752	19,097	
Terre Haute	61,125	59,293	-3.0	23,040	496,637	544,138	9,177	23,617	*	*	*
WABASH	36,640	36,457	-.5	12,946	280,554	312,524	8,572	24,141	1,068	22,865	36,009
Wabash	12,985	12,715	-2.1	4,824	101,811	112,743	8,867	23,371	*	*	*
WARREN	8,976	9,015	.4	3,185	57,839	64,266	7,129	20,178	565	31,878	
WARRICK	41,474	43,773	5.5	14,933	301,380	345,059	7,883	23,107	569	12,625	4,508
WASHINGTON	21,932	22,659	3.3	8,099	130,415	144,340	6,370	17,822	1,283	11,153	17,641
WAYNE	76,058	76,969	1.2	28,581	538,512	589,701	7,662	20,633	1,037	24,220	22,120
Richmond	41,349	41,584	.6	16,376	290,178	317,546	7,636	19,391	*	*	*
WELLS	25,401	24,892	-2.0	8,922	182,709	200,863	8,069	22,513	1,107	29,807	13,207
Bluffton	8,705	8,493	-2.4	3,379	63,819	70,659	8,320	20,911	*	*	*
WHITE	23,867	23,552	-1.3	8,983	179,668	201,052	8,537	22,381	902	43,006	
Monticello	5,162	5,008	-3.0	1,696	55,951	69,939	13,965	41,238	*	*	*
WHITLEY	26,215	26,244	.1	9,351	184,802	204,863	7,806	21,908	1,110	15,933	16,298
Columbia City	5,091	4,999	-1.8	1,948	37,552	38,063	7,614	19,540	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Indiana 1980 Cash Receipts as follows: From Crops $2,787,995,000; from Livestock & Livestock Products $1,614,027,000; Total $4,402,022,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IOWA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,913,387	2,955,204	1.4	1,100,749	22,547,730	25,101,518	8,494	22,804	126,379	3,149,543	4,910,199
STANDARD METROPOLITAN STATISTICAL AREAS											
Cedar Rapids, Iow	169,775	170,083	.2	63,813	1,353,154	1,498,703	8,812	23,486	1,859	38,879	40,057
Davenport-Rock Island-Moline, Iowa-Ill.	383,958	389,815	1.5	144,633	3,573,285	4,006,527	10,278	27,701	3,939	103,580	155,129
Des Moines, Iowa	338,048	344,080	1.8	132,471	2,901,500	3,232,396	9,394	24,401	2,537	52,994	44,239
Dubuque, Iowa	93,745	95,028	1.4	31,357	763,350	856,939	9,018	27,328	1,700	9,551	95,725
Iowa City, Iowa	81,717	84,695	3.6	32,294	673,851	765,684	9,040	23,710	1,554	27,936	50,724
Omaha, Neb.-Iow.	570,399	583,578	2.3	214,330	4,409,505	4,882,280	8,366	22,779	2,868	83,196	170,362
Sioux City, Iowa-Neb.	117,457	120,706	2.8	44,831	889,812	977,778	8,100	21,810	2,070	57,251	96,354
Waterloo-Cedar Falls, Iowa	137,961	138,964	.7	50,032	1,217,347	1,372,160	9,874	27,426	1,377	43,373	38,598
COUNTIES, Cities											
ADAIR	9,509	9,991	5.1	3,934	79,141	89,193	8,927	22,672	1,134	18,511	40,205
ADAMS	5,731	5,669	-1.1	2,245	39,518	43,352	7,647	19,310	783	11,220	26,201
ALLAMAKEE	15,108	14,807	-2.0	5,234	84,580	93,842	6,338	17,929	1,185	9,001	53,066
APPANOOSE	15,511	15,738	1.5	6,313	102,059	113,218	7,194	17,934	950	9,582	15,928
Centerville	6,558	6,601	.7	2,752	44,251	45,182	6,845	16,418	*	*	*
AUDUBON	8,559	8,547	-.2	3,263	59,733	65,730	7,690	20,144	1,000	20,823	55,104
BENTON	23,649	23,639	-.1	8,837	168,002	186,916	7,907	21,152	1,644	49,420	66,943
Vinton	5,040	5,048	.2	2,101	34,543	37,655	7,459	17,922	*	*	*
BLACK HAWK	137,961	138,964	.7	50,032	1,217,347	1,372,160	9,874	27,426	1,377	43,373	38,598
Cedar Falls	36,322	36,585	.7	12,136	328,614	374,499	10,236	30,859	*	*	*
Evansdale	4,798	4,722	-1.6	1,624	46,571	51,834	10,977	31,917	*	*	*
Waterloo	75,985	75,895	-.1	29,169	675,758	759,893	10,012	26,051	*	*	*
BOONE	26,184	26,544	1.4	10,173	191,965	211,170	7,955	20,758	1,250	43,164	36,932
Boone	12,602	12,854	2.0	5,216	98,200	108,291	8,425	20,761	*	*	*
BREMER	24,820	25,470	2.6	8,988	182,299	205,673	8,075	22,883	1,385	28,687	34,723
BUCHANAN	22,900	22,934	.1	7,946	148,092	166,833	7,274	20,996	1,466	38,658	49,894
BUENA VISTA	20,774	21,091	1.5	8,037	181,170	202,754	9,613	25,228	1,276	50,209	54,789
BUTLER	17,668	17,122	-3.1	6,331	114,271	127,258	7,432	20,101	1,475	36,555	49,444
CALHOUN	13,542	13,344	-1.5	5,210	91,352	99,278	7,440	19,055	1,216	48,797	42,544
CARROLL	22,951	23,532	2.5	8,357	170,204	191,372	8,132	22,900	1,422	32,888	118,898
Carroll	9,705	10,216	5.3	3,630	78,252	88,674	8,680	24,428	*	*	*
CASS	16,932	17,622	4.1	7,025	139,253	155,550	8,827	22,142	1,157	24,851	50,210
Atlantic	7,789	8,107	4.1	3,354	61,239	69,089	8,522	20,599	*	*	*
CEDAR	18,635	19,037	2.2	7,168	148,872	166,898	8,767	23,284	1,402	42,672	69,357
CERRO GORDO	48,458	48,664	.4	19,313	382,975	426,884	8,772	22,103	1,119	48,790	35,073
Mason City	30,144	30,272	.4	11,642	228,936	253,655	8,379	21,788	*	*	*
CHEROKEE	16,238	16,574	2.1	6,286	136,358	153,178	9,242	24,368	1,249	34,315	
Cherokee	7,004	7,197	2.8	2,798	58,288	60,778	8,445	21,722	*	*	*
CHICKASAW	15,437	16,094	4.3	5,815	98,242	110,408	6,860	18,987	1,206	28,071	41,212
CLARKE	8,612	9,157	6.3	3,694	64,097	71,686	7,829	19,406	787	9,348	17,937
CLAY	19,576	19,473	-.5	7,517	144,879	161,067	8,271	21,427	1,093	41,219	50,768
Spencer	11,726	11,878	1.3	4,571	88,615	98,959	8,331	21,649	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CLAYTON	21,098	21,042	−.3	7,709	125,428	139,841	6,646	18,140	1,762	16,733	86,109
CLINTON	57,122	56,951	−.3	20,946	448,806	498,141	8,747	23,782	1,656	39,851	88,186
Clinton	32,828	32,158	−2.1	12,434	275,692	304,331	9,464	24,476	*	*	*
CRAWFORD	18,935	18,686	−1.3	6,766	135,138	150,241	8,040	22,205	1,591	30,499	74,805
DALLAS	29,513	29,545	.1	11,002	213,808	238,636	8,077	21,690	1,268	36,000	27,617
Perry	7,053	6,882	−2.4	2,767	55,032	56,437	8,201	20,396	*	*	*
DAVIS	9,104	9,996	9.8	3,700	63,609	71,304	7,133	19,271	958	11,160	
DECATUR	9,794	10,429	6.5	3,843	55,348	60,815	5,831	15,825	791	11,694	22,225
DELAWARE	18,933	19,663	3.9	6,621	122,235	137,876	7,012	20,824	1,504	22,333	92,463
DES MOINES	46,203	47,078	1.9	18,188	378,896	421,143	8,946	23,155	853	26,555	20,045
Burlington	29,529	29,459	−.2	11,604	235,815	259,178	8,798	22,335	*	*	*
DICKINSON	15,629	16,779	7.4	6,735	116,546	131,668	7,847	19,550	700	25,887	35,596
DUBUQUE	93,745	95,028	1.4	31,357	763,350	856,939	9,018	27,328	1,700	9,551	95,725
Dubuque	62,321	62,599	.4	21,878	544,540	611,067	9,762	27,931	*	*	*
EMMET	13,336	13,152	−1.4	4,906	88,602	96,965	7,373	19,765	757	33,592	29,648
Estherville	7,518	7,360	−2.1	2,844	51,834	58,204	7,908	20,466	*	*	*
FAYETTE	25,488	24,553	−3.7	8,974	161,389	177,954	7,248	19,830	1,742	40,830	75,900
Oelwein	7,564	7,347	−2.9	2,857	47,385	52,935	7,205	18,528	*	*	*
FLOYD	19,597	19,924	1.7	7,433	137,609	151,998	7,629	20,449	1,144	43,305	29,153
Charles City	8,778	8,829	.6	3,467	66,864	73,525	8,328	21,207	*	*	*
FRANKLIN	13,036	12,668	−2.8	5,014	86,980	94,210	7,437	18,789	1,263	47,304	54,382
FREMONT	9,401	9,909	5.4	3,838	74,153	82,366	8,312	21,461	827	34,306	31,229
GREENE	12,119	12,537	3.4	4,979	95,558	104,887	8,366	21,066	1,132	48,902	
GRUNDY	14,366	15,074	4.9	5,604	108,102	120,410	7,988	21,486	1,224	49,990	55,211
GUTHRIE	11,983	11,893	−.8	4,716	82,649	91,341	7,680	19,368	1,154	25,008	33,563
HAMILTON	17,862	18,361	2.8	7,037	130,818	143,629	7,823	20,411	1,283	48,880	44,058
Webster City	8,572	8,903	3.9	3,417	59,732	61,575	6,916	18,020	*	*	*
HANCOCK	13,833	14,116	2.0	5,275	89,037	97,990	6,942	18,576	1,275	50,605	44,193
HARDIN	21,776	21,807	.1	8,415	161,514	176,900	8,112	21,022	1,278	45,532	60,402
HARRISON	16,348	16,327	−.1	6,165	120,017	132,750	8,131	21,533	1,278	40,475	28,535
HENRY	18,890	18,592	−1.6	6,768	132,714	146,379	7,873	21,628	1,022	25,758	29,514
Mount Pleasant	7,322	7,209	−1.6	2,640	44,883	49,870	6,918	18,890	*	*	*
HOWARD	11,114	11,411	2.7	4,247	78,189	87,750	7,690	20,662	1,099	24,617	36,169
HUMBOLDT	12,246	12,640	3.2	4,940	90,788	99,588	7,879	20,160	895	40,055	34,974
IDA	8,908	9,435	5.9	3,707	87,131	98,122	10,400	26,469	918	24,715	57,816
IOWA	15,429	16,376	6.1	6,118	104,988	117,225	7,158	19,161	1,213	21,136	56,560
JACKSON	22,503	22,905	1.8	8,006	151,365	168,838	7,371	21,089	1,412	10,515	61,690
JASPER	36,425	36,126	−.8	13,860	282,770	312,256	8,644	22,529	1,675	36,044	65,201
Newton	15,292	14,963	−2.2	6,128	134,131	147,361	9,848	24,047	*	*	*
JEFFERSON	16,316	16,658	2.1	6,007	121,230	134,783	8,091	22,438	968	18,224	26,023
Fairfield	9,428	9,740	3.3	3,481	64,735	70,682	7,257	20,305	*	*	*
JOHNSON	81,717	84,695	3.6	32,294	673,851	765,684	9,040	23,710	1,554	27,936	50,724
Iowa City	50,508	51,717	2.4	19,426	400,787	452,039	8,741	23,270	*	*	*
JONES	20,401	20,434	.2	7,090	135,549	150,233	7,352	21,189	1,372	24,007	69,783
KEOKUK	12,921	12,852	−.5	5,008	82,436	89,866	6,992	17,944	1,258	24,662	50,924
KOSSUTH	21,891	23,135	5.7	8,469	149,619	165,215	7,141	19,508	2,034	86,567	74,540
LEE	43,106	42,962	−.3	16,130	326,048	359,750	8,374	22,303	1,099	18,592	32,792
Fort Madison	13,520	13,332	−1.4	5,105	106,199	116,531	8,741	22,827	*	*	*
Keokuk	13,536	13,196	−2.5	5,367	105,638	115,750	8,772	21,567	*	*	*
LINN	169,775	170,083	.2	63,813	1,353,154	1,498,703	8,812	23,486	1,859	38,879	40,057
Cedar Rapids	110,243	109,171	−1.0	42,433	910,654	1,005,314	9,209	23,692	*	*	*
Marion	19,474	19,698	1.2	7,161	160,863	178,803	9,077	24,969	*	*	*
LOUISA	12,055	12,856	6.6	4,643	86,831	96,951	7,541	20,881	771	26,099	21,338
LUCAS	10,313	10,187	−1.2	4,098	70,498	77,646	7,622	18,947	800	7,503	
LYON	12,896	13,031	1.0	4,627	91,972	102,896	7,896	22,238	1,421	30,585	82,880
MADISON	12,597	12,163	−3.5	4,602	88,249	98,083	8,064	21,313	1,205	16,173	28,326
MAHASKA	22,507	22,128	−1.7	8,526	143,470	156,823	7,087	18,394	1,345	25,077	69,334
Oskaloosa	10,629	10,255	−3.5	4,215	75,508	81,886	7,985	19,427	*	*	*
MARION	29,669	30,484	2.7	10,982	220,855	248,925	8,166	22,667	1,300	17,025	42,101
MARSHALL	41,652	42,594	2.3	16,219	330,962	366,045	8,594	22,569	1,228	36,735	39,917
Marshalltown	26,938	27,648	2.6	10,730	222,677	246,284	8,908	22,953	*	*	*
MILLS	13,406	14,196	5.9	4,960	115,390	130,308	9,179	26,272	793	27,101	32,355
MITCHELL	12,329	12,399	.6	4,616	83,863	93,436	7,536	20,242	1,065	32,365	47,284
MONONA	11,692	11,466	−1.9	4,501	88,063	97,659	8,517	21,697	1,058	40,096	40,715
MONROE	9,209	9,355	1.6	3,715	61,406	68,081	7,277	18,326	768	6,165	17,735
MONTGOMERY	13,413	14,009	4.4	5,728	114,509	127,822	9,124	22,315	796	23,774	34,433
MUSCATINE	40,436	41,896	3.6	15,164	322,99.	362,113	8,643	23,880	1,054	26,390	
Muscatine	23,467	24,087	2.6	8,845	186,136	207,008	8,594	23,404	*	*	*
O'BRIEN	16,972	16,992	.1	6,460	125,938	140,170	8,249	21,698	1,368	47,406	99,901
OSCEOLA	8,371	8,553	2.2	3,200	57,040	63,156	7,384	19,736	857	31,074	45,360
PAGE	19,063	18,918	−.8	7,496	145,373	160,978	8,509	21,475	1,166	30,743	41,123
Shenandoah	6,274	6,259	−.2	2,645	47,664	55,253	8,828	20,890	*	*	*
PALO ALTO	12,721	12,812	.7	4,826	89,011	97,897	7,641	20,285	1,096	48,686	43,190
PLYMOUTH	24,743	26,122	5.6	9,140	189,708	213,975	8,191	23,411	1,943	39,428	117,923
Le Mars	8,276	8,728	5.5	3,189	61,660	77,001	8,822	24,146	*	*	*
POCAHONTAS	11,369	11,088	−2.5	4,266	77,919	85,059	7,671	19,939	1,177	54,507	38,607
POLK	303,170	307,011	1.3	119,830	2,641,934	2,938,358	9,571	24,521	1,131	33,973	15,859
Des Moines	191,003	187,678	−1.8	76,227	1,578,223	1,728,375	9,209	22,674	*	*	*
POTTAWATTAMIE	86,500	86,607	.1	31,740	759,965	846,720	9,777	26,677	1,890	57,813	113,167
Council Bluffs	56,449	55,558	−1.6	21,165	501,552	556,489	10,016	26,293	*	*	*
POWESHIEK	19,306	19,900	3.1	7,254	143,752	160,603	8,071	22,140	1,221	29,276	43,713
RINGGOLD	6,112	6,403	4.8	2,606	43,849	48,531	7,579	18,623	824	12,424	26,080
SAC	14,118	13,890	−1.6	5,394	117,163	129,918	9,353	24,086	1,184	35,691	81,319
SCOTT	160,022	164,674	2.9	60,157	1,352,693	1,513,935	9,194	25,166	1,171	30,545	48,679
Bettendorf	27,381	28,177	2.9	9,748	271,010	306,357	10,873	31,428	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Davenport	103,264	104,512	1.2	39,954	855,573	950,635	9,096	23,793	*	*	*
SHELBY	15,043	14,989	-.4	5,331	113,218	126,516	8,441	23,732	1,368	31,182	64,215
SIOUX	30,813	29,988	-2.7	9,947	202,285	227,662	7,592	22,888	2,184	38,853	240,931
STORY	72,326	75,498	4.4	25,431	554,195	622,445	8,245	24,476	1,330	44,620	32,933
Ames	45,775	47,849	4.5	14,995	349,442	392,280	8,198	26,161	*	*	*
Nevada	5,912	6,222	5.2	2,449	48,586	58,464	9,396	23,873	*	*	*
TAMA	19,533	19,624	.5	7,395	132,379	145,426	7,411	19,665	1,628	45,546	54,116
TAYLOR	8,353	8,524	2.0	3,498	52,622	57,504	6,746	16,439	976	14,165	24,282
UNION	13,858	13,923	.5	5,549	93,823	104,253	7,488	18,788	823	9,300	22,845
Creston	8,429	8,479	.6	3,520	60,835	67,495	7,960	19,175	*	*	*
VAN BUREN	8,626	8,971	4.0	3,412	51,082	56,215	6,266	16,476	968	12,529	
WAPELLO	40,241	39,772	-1.2	15,747	305,193	335,309	8,431	21,294	971	15,476	
Ottumwa	27,381	26,811	-2.1	10,940	211,415	231,919	8,650	21,199	*	*	*
WARREN	34,878	37,069	6.3	12,641	259,566	294,038	7,932	23,261	1,406	19,021	28,380
WASHINGTON	20,141	21,288	5.7	7,837	152,886	171,205	8,042	21,846	1,310	30,772	65,972
Washington	6,584	6,928	5.2	2,812	49,890	57,896	8,357	20,589	*	*	*
WAYNE	8,199	9,008	9.9	3,738	58,612	65,306	7,250	17,471	872	14,062	22,337
WEBSTER	45,953	45,906	-.1	17,404	343,367	375,140	8,172	21,555	1,417	66,682	27,850
Fort Dodge	29,423	29,324	-.3	11,352	230,727	252,102	8,597	22,208	*	*	*
WINNEBAGO	13,010	12,912	-.8	4,929	94,293	105,370	8,161	21,378	929	34,870	21,478
WINNESHIEK	21,876	22,550	3.1	7,539	147,749	165,749	7,350	21,986	1,826	16,807	77,080
WOODBURY	100,884	102,595	1.7	38,387	739,087	805,709	7,853	20,989	1,659	46,503	84,696
Sioux City	82,003	82,807	1.0	31,273	612,725	665,740	8,040	21,288	*	*	*
WORTH	9,075	8,995	-.9	3,486	67,456	75,144	8,354	21,556	874	33,085	27,563
WRIGHT	16,319	16,023	-1.8	6,330	142,677	155,623	9,712	24,585	1,090	58,707	31,917

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Iowa 1980 Cash Receipts as follows: From Crops $4,743,530,000; from Livestock & Livestock Products $5,672,759,000; Total $10,416,289,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,363,208	2,449,597	3.7	932,139	19,918,066	22,287,823	9,099	23,910	77,087	1,448,837	3,543,036
STANDARD METROPOLITAN STATISTICAL AREAS											
Kansas City, Mo.-Kans.	1,327,020	1,327,060		507,905	11,465,251	12,569,362	9,472	24,747	6,421	84,714	80,517
Lawrence, Kans.	67,640	70,471	4.2	25,579	647,515	740,914	10,514	28,966	854	9,518	16,027
Topeka, Kans.	185,442	192,068	3.6	74,435	1,505,742	1,657,758	8,631	22,271	2,817	32,369	36,151
Wichita, Kans.	411,313	431,909	5.0	166,638	3,183,452	3,544,213	8,206	21,269	2,950	34,901	33,680
COUNTIES, Cities											
ALLEN	15,654	16,450	5.1	6,563	83,472	90,365	5,493	13,769	782	8,338	12,827
Iola	6,938	7,335	5.7	2,848	36,137	39,005	5,318	13,696	*	*	*
ANDERSON	8,749	8,405	-3.9	3,285	42,971	46,390	5,519	14,122	757	9,096	15,445
ATCHISON	18,397	18,142	-1.4	6,340	142,774	158,119	8,716	24,940	765	11,834	12,287
Atchison	11,407	11,079	-2.9	3,861	91,337	100,745	9,093	26,093	*	*	*
BARBER	6,548	7,012	7.1	2,877	67,169	74,847	10,674	26,016	524	10,756	34,609
BARTON	31,343	31,251	-.3	12,125	314,559	353,675	11,317	29,169	1,030	21,945	65,093
Great Bend	16,608	16,596	-.1	6,495	182,441	205,186	12,364	31,591	*	*	*
BOURBON	15,969	16,651	4.3	6,874	90,107	98,305	5,904	14,301	910	6,494	18,495
Fort Scott	8,893	9,131	2.7	3,838	45,165	50,183	5,496	13,075	*	*	*
BROWN	11,955	12,194	2.0	4,859	95,786	107,024	8,777	22,026	833	20,529	25,527
Hiawatha	3,702	3,848	3.9	1,570	27,496	29,926	7,777	19,061	*	*	*
BUTLER	44,782	45,458	1.5	16,834	278,481	308,249	6,781	18,311	1,335	9,433	
Augusta	6,968	7,075	1.5	2,678	43,293	44,562	6,299	16,640	*	*	*
El Dorado	10,510	9,856	-6.2	4,161	70,124	75,127	7,622	18,055	*	*	*
CHASE	3,309	3,298	-.3	1,333	27,549	30,427	9,226	22,826	313	2,301	
CHAUTAUQUA	5,016	5,558	10.8	2,323	40,078	44,520	8,010	19,165	449	2,224	11,652
CHEROKEE	22,304	23,080	3.5	9,139	134,296	148,550	6,436	16,255	879	16,885	6,303
Columbus	3,426	3,530	3.0	1,533	20,697	20,745	5,877	13,532	*	*	*
CHEYENNE	3,678	3,446	-6.3	1,515	32,280	36,100	10,476	23,828	543	16,013	10,256
CLARK	2,599	2,730	5.0	1,141	26,163	29,076	10,651	25,483	327	5,226	27,602
CLAY	9,802	9,809	.1	3,902	63,766	69,593	7,095	17,835	760	12,255	
Clay Center	4,948	4,961	.3	2,089	32,236	33,933	6,840	16,244	*	*	*
CLOUD	12,494	12,452	-.3	4,905	82,828	90,368	7,257	18,424	794	15,182	12,851
Concordia	6,847	6,866	.3	2,589	44,704	48,944	7,128	18,905	*	*	*
COFFEY	9,370	10,858	15.9	4,218	49,233	54,181	4,990	12,845	668	7,809	
COMANCHE	2,554	2,704	5.9	1,130	25,121	28,092	10,389	24,860	288	5,332	14,688
COWLEY	36,824	38,503	4.6	15,007	341,329	383,961	9,972	25,585	1,111	12,554	48,013
Arkansas City	13,201	13,609	3.1	5,721	124,055	138,824	10,201	24,266	*	*	*
Winfield	10,736	10,893	1.5	4,241	105,349	117,396	10,777	27,681	*	*	*
CRAWFORD	37,916	39,864	5.1	16,565	250,209	277,169	6,953	16,732	950	11,236	13,498
Pittsburg	18,770	19,341	3.0	8,201	132,515	145,840	7,540	17,783	*	*	*
DECATUR	4,509	4,939	9.5	2,006	40,843	45,613	9,235	22,738	545	10,245	39,587

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1983	POPULATION % Pop. Change 83 vs 80	HOUSEHOLDS 1983 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1982 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1982 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
DICKINSON	20,175	19,987	–.9	7,894	131,216	142,005	7,105	17,989	1,158	16,553	31,923
Abilene	6,572	6,471	–1.5	2,666	39,128	43,475	6,718	16,307	*	*	*
DONIPHAN	9,268	9,472	2.2	3,515	75,269	84,220	8,891	23,960	649	17,779	16,395
DOUGLAS	67,640	70,471	4.2	25,579	647,515	740,914	10,514	28,966	854	9,518	16,027
Lawrence	52,738	54,792	3.9	20,193	512,526	586,862	10,711	29,063	*	*	*
EDWARDS	4,271	4,432	3.8	1,860	44,577	50,282	11,345	27,033	411	16,015	32,706
ELK	3,918	4,500	14.9	1,889	35,859	40,222	8,938	21,293	463	1,872	12,803
ELLIS	26,098	26,017	–.3	9,378	232,605	265,268	10,196	28,286	760	8,632	47,913
Hays	16,301	16,259	–.3	6,274	159,277	181,981	11,193	29,006	*	*	*
ELLSWORTH	6,640	7,298	9.9	2,953	57,819	65,052	8,914	22,029	560	6,713	7,936
FINNEY	23,825	25,685	7.8	8,998	238,384	275,291	10,718	30,595	572	46,885	
Garden City	18,256	19,616	7.4	6,725	182,352	209,615	10,686	31,170	*	*	*
FORD	24,315	25,608	5.3	9,524	227,293	258,375	10,090	27,129	827	21,664	159,780
Dodge City	18,001	19,578	8.8	7,269	172,582	198,305	10,129	27,281	*	*	*
FRANKLIN	21,813	23,122	6.0	8,816	124,870	137,562	5,949	15,604	1,007	10,411	16,409
Ottawa	11,016	11,411	3.6	4,553	65,044	70,979	6,220	15,590	*	*	*
GEARY	29,852	29,908	.2	10,330	251,073	279,577	9,348	27,065	301	3,422	8,353
Junction City	19,305	19,112	–1.0	7,528	171,204	189,593	9,920	25,185	*	*	*
GOVE	3,726	3,473	–6.8	1,323	31,439	35,003	10,079	26,457	513	11,060	64,707
GRAHAM	3,995	3,838	–3.9	1,515	38,437	42,502	11,074	28,054	498	9,230	8,720
GRANT	6,977	6,838	–2.0	2,373	63,780	72,244	10,565	30,444	288	20,707	158,767
GRAY	5,138	5,011	–2.5	1,748	43,657	49,179	9,814	28,134	554	37,760	96,996
GREELEY	1,845	2,160	17.1	844	19,762	22,507	10,420	26,667	306	14,971	
GREENWOOD	8,764	8,679	–1.0	3,684	70,799	77,237	8,899	20,966	672	2,560	28,944
HAMILTON	2,514	2,491	–.9	1,022	22,903	25,208	10,120	24,665	293	11,883	
HARPER	7,778	8,270	6.3	3,518	59,518	65,056	7,867	18,492	729	20,126	21,741
HARVEY	30,531	31,641	3.6	11,660	228,915	256,803	8,116	22,024	917	13,384	21,414
Newton	16,332	16,680	2.1	6,520	131,247	146,819	8,802	22,518	*	*	*
HASKELL	3,814	3,806	–.2	1,336	33,868	38,203	10,038	28,595	343	36,903	189,734
HODGEMAN	2,269	2,279	.4	915	23,891	26,627	11,684	29,101	484	8,589	56,514
JACKSON	11,644	12,931	11.1	4,775	103,662	117,474	9,085	24,602	1,148	7,757	16,163
JEFFERSON	15,207	16,315	7.3	5,794	93,732	104,254	6,390	17,993	1,038	10,665	12,954
JEWELL	5,241	5,424	3.5	2,267	44,492	48,767	8,991	21,512	808	14,196	27,324
JOHNSON	270,269	288,184	6.6	106,480	3,296,430	3,768,675	13,077	35,393	709	9,807	8,589
Olathe	37,258	43,176	15.9	14,698	317,016	373,271	8,645	25,396	*	*	*
KEARNY	3,435	3,293	–4.1	1,126	26,198	29,113	8,841	25,855	276	21,045	77,584
KINGMAN	8,960	9,271	3.5	3,618	58,732	64,112	6,915	17,720	884	16,321	15,837
KIOWA	4,046	4,000	–1.1	1,641	41,960	47,196	11,799	28,761	390	11,573	
LABETTE	25,682	26,200	2.0	10,194	138,013	148,116	5,653	14,530	1,081	10,161	39,039
Parsons	12,898	13,142	1.9	5,204	74,657	79,999	6,087	15,373	*	*	*
LANE	2,472	2,491	.8	1,022	25,808	28,955	11,624	28,332	333	11,952	54,410
LEAVENWORTH	54,809	55,408	1.1	17,672	509,574	576,441	10,404	32,619	1,068	7,523	12,277
Leavenworth	33,656	35.805	6.4	11,514	290,942	332,188	9,278	28,851	*	*	*
LINCOLN	4,145	4,074	–1.7	1,733	32,950	36,443	8,945	21,029	632	10,225	12,677
LINN	8,234	8,764	6.4	3,450	44,483	48,177	5,497	13,964	784	6,645	12,936
LOGAN	3,478	3,631	4.4	1,449	31,996	35,758	9,848	24,678	412	11,387	13,255
LYON	35,108	37,143	5.8	14,171	321,791	365,502	9,840	25,792	968	7,371	31,835
Emporia	25,287	26,694	5.6	10,288	232,627	264,295	9,901	25,690	*	*	*
MCPHERSON	26,855	27,811	3.6	10,450	198,317	221,199	7,954	21,167	1,506	21,590	29.482
McPherson	11,753	12,172	3.6	4,763	96,923	108,713	8,931	22,824	*	*	*
MARION	13,522	13,377	–1.1	5,223	84,531	91,324	6,827	17,485	1,198	12,721	32,289
MARSHALL	12,720	12,468	–2.0	5,116	96,466	105,144	8,433	20,552	1,214	18,105	26,710
MEADE	4,788	5,146	7.5	1,967	46,658	52,437	10,190	26,658	481	18,317	25,388
MIAMI	21,618	22,539	4.3	8,198	123,565	134,816	5,981	16,445	1,148	9,656	12,911
MITCHELL	8,117	8,370	3.1	3,414	73,812	83,893	10,023	24,573	678	17,802	30,523
Beloit	4,367	4,554	4.3	1,826	38,389	42,073	9,239	23,041	*	*	*
MONTGOMERY	42,281	44,124	4.4	17,627	281,520	309,203	7,008	17,541	1,031	6,826	15,282
Coffeyville	15,185	15,625	2.9	6,254	102,439	111,930	7,164	17,897	*	*	*
Independence	10,598	10,962	3.4	4,671	79,511	87,365	7,970	18,704	*	*	*
MORRIS	6,419	7,005	9.1	2,916	62,838	70,587	10,077	24,207	627	5,708	27,737
Council Grove	2,381	2,590	8.8	990	19,147	21,274	8,214	21,489	*	*	*
MORTON	3,454	3,723	7.8	1,343	35,782	40,290	10,816	30,000	246	10,765	4,679
NEMAHA	11,211	11,636	3.8	4,360	86,864	97,256	8,358	22,306	1,108	12,564	30,928
NEOSHO	18,967	18,921	–.3	7,498	126,059	140,091	7,404	18,684	848	8,383	14,318
Chanute	10,506	10,500	–.1	4,326	71,994	79,988	7,618	18,490	*	*	*
NESS	4,498	4,633	3.0	1,860	35,526	39,288	8,480	21,123	650	11,179	15,351
NORTON	6,689	6,963	4.1	2,795	54,582	59,934	8,607	21,443	546	8,330	14,794
Norton	3,400	3,560	4.7	1,449	27,224	33,607	9,440	23,193	*	*	*
OSAGE	15,319	16,749	9.3	6,364	93,756	105,263	6,285	16,540	924	9,660	14,741
OSBORNE	5,959	6,457	8.4	2,629	53,391	59,619	9,233	22,677	698	12,074	17,971
OTTAWA	5,971	6,210	4.0	2,466	40,145	43,920	7,072	17,810	622	11,667	23,323
PAWNEE	8,065	8,085	.2	3,174	78,823	88,219	10,911	27,794	581	19,709	28,838
Lerned	4,811	4,943	2.7	2,059	42,966	52,381	10,597	25,440	*	*	*
PHILLIPS	7,406	7,844	5.9	3,135	56,620	62,229	7,933	19,850	714	9,006	16,031
POTTAWATOMIE	14,782	14,325	.3	5,549	122,845	139,690	9,423	25,174	890	7,615	
PRATT	10,275	10,071	–2.0	4,091	102,978	115,817	11,500	28,310	570	19,501	63,275
Pratt	6,885	6,757	–1.9	2,778	62,101	69,001	10,212	24,838	*	*	*
RAWLINS	4,105	4,086	–.5	1,636	33,923	37,745	9,238	23,072	602	13,351	11,814
RENO	64,983	65,240	.4	25,344	481,104	532,097	8,156	20,995	1,652	28,747	40,258
Hutchinson	40,284	40,443	.4	16,308	304,234	338,207	8,363	20,739	*	*	*
REPUBLIC	7,569	7,990	5.6	2,424	60,537	66,926	8,376	19,546	966	21,937	38,138
RICE	11,900	11,891	–.1	4,613	81,073	88,199	7,417	19,120	699	17,822	31,051
Lyons	4,152	4,133	–.5	1,695	25,492	28,324	6,853	16,710	*	*	*
RILEY	63,505	66,043	4.0	20,588	517,630	587,895	8,902	28,555	562	5,893	14,631
Manhattan	32,644	34,399	5.4	13,593	336,634	383,662	11,153	28,225	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ROOKS	7,006	6,971	–.5	2,758	59,365	65,774	9,435	23,848	548	8,864	12,306
RUSH	4,516	4,601	1.9	1,949	41,376	45,341	9,855	23,264	601	10,828	
RUSSELL	8,868	9,347	5.4	3,960	92,629	103,762	11,101	26,203	624	9,841	9,628
Russell	5,427	5,817	7.2	2,372	54,010	55,502	9,541	23,399	*	*	*
SALINE	48,905	50,123	2.5	19,633	374,198	415,831	8,296	21,180	748	11,762	30,215
Salina	41,843	43,395	3.7	17,259	334,442	373,060	8,597	21,515	*	*	*
SCOTT	5,782	5,695	–1.5	2,153	54,187	61,384	10,779	28,511	411	17,441	140,427
SEDGEWICK	366,531	386,451	5.4	149,804	2,904,971	3,235,964	8,374	21,601	1,615	25,468	33,680
Derby	9,786	10,724	9.6	3,421	74,571	96,874	9,033	28,317	*	*	*
Haysville	8,006	8,779	9.7	2,682	88,555	110,694	12,609	41,273	*	*	*
Wichita	279,272	291,771	4.5	119,139	2,276,171	2,527,548	8,663	21,215	*	*	*
SEWARD	17,071	17,746	4.0	6,592	172,760	196,088	11,050	29,746	279	14,431	
Liberal	14,911	15,480	3.8	5,750	150,377	170,225	10,996	29,604	*	*	*
SHAWNEE	154,916	159,004	2.6	62,277	1,318,254	1,448,241	9,108	23,255	855	12,044	8,456
Topeka	115,266	115,695	.4	47,755	1,004,499	1,094,432	9,460	22,918	*	*	*
SHERIDAN	3,544	3,479	–1.8	1,326	26,001	29,220	8,399	22,036	559	18,754	42,278
SHERMAN	7,759	7,595	–2.1	2,870	68,622	77,368	10,187	26,957	545	30,841	26,498
Goodland	5,708	5,644	–1.1	2,117	49,098	60,889	10,788	28,762	*	*	*
SMITH	5,947	5,623	–5.5	2,328	44,364	48,245	8,580	20,724	804	12,179	27,957
STAFFORD	5 539	5,482	–1.0	2,250	57,685	64,090	11,691	28,484	590	19,636	31,071
STANTON	2,339	2,660	13.7	945	21,088	23,682	8,903	25,060	246	21,646	
STEVENS	4,736	5,158	8.9	1,905	50,751	57,798	11,206	30,340	354	22,260	
SUMNER	24,928	26,253	5.3	10,230	172,482	191,551	7,296	18,724	1,410	34,569	
Wellington	8,212	8,564	4.3	3,530	47,272	52,524	6,133	14,879	*	*	*
THOMAS	8,451	8,938	5.8	3,372	80,137	90,938	10,174	26,969	623	28,576	24,259
Colby	5,544	5,937	7.1	2,183	51,560	62,072	10,455	28,434	*	*	*
TREGO	4,165	4,346	4.3	1,659	35,981	40,231	9,257	24,250	529	8,144	9,900
WABAUNSEE	6,867	7,124	3.7	2,714	56,385	63,025	8,847	23,222	685	5,606	20,090
WALLACE	2,045	1,990	–2.7	715	16,478	18,560	9,327	25,958	311	15,675	9,056
WASHINGTON	8,543	8,466	–.9	3,372	60,125	65,938	7,789	19,555	1,114	16,777	37,266
WICHITA	3,041	2,766	–9.1	1,013	25,357	28,211	10,199	27,849	348	21,492	166,558
WILSON	12,128	12,982	7.0	5,243	78,410	86,347	6,651	16,469	689	7,636	10,820
Fredonia	3,047	3,192	4.8	1,351	18,883	20,981	6,573	15,530	*	*	*
WOODSON	4,600	4,747	3.2	1,969	22,548	23,863	5,027	12,119	462	5,219	18,422
WYANDOTTE	172,335	174,922	1.5	66,315	1,352,283	1,490,346	8,520	22,474	231	4,341	
Kansas City	161,087	163,506	1.5	62,413	1,261,851	1,397,484	8,547	22,391	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Kansas 1980 Cash Receipts as follows: From Crops $2,585,954,000; from Livestock & Livestock Products $3,355,098,000; Total $5,941,052,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,661,433	3,716,423	1.5	1,320,474	23,993,301	26,915,939	7,242	20,384	110,002	978,396	838,073
STANDARD METROPOLITAN STATISTICAL AREAS											
Cincinnati, O.-Ky.-Ind.	1,401,403	1,405,359	.3	514,775	13,685,930	15,372,267	10,938	29,862	5,469	51,212	16,232
Clarksville-Hopkinsville, Tenn-Ky	150,220	151,919	1.1	48,672	817,532	922,458	6,072	18,953	2,694	50,726	9,238
Evansville, Ind.-Ky	309,408	314,741	1.7	119,039	2,452,301	2,751,857	8.743	23.117	3,530	116,456	27,321
Huntington-Ashland, W.Va.-Ky.-O.	311,350	312,677	.4	114,550	2,252,621	2,531,819	8,097	22,102	2,069	5,865	5,079
Lexington-Fayette, Ky.	318,136	321,433	1.0	118,556	2,118,239	2,369,422	7,371	19,986	5,651	82,133	106,365
Louisville, Ky.-Ind.	906,240	904,795	–.2	332,951	6,447,944	7,091,827	7,838	21,300	3,126	26,849	15,881
Owensboro, Ky.	85,949	88,781	3.3	32,169	482,664	535,343	6,030	16,642	1,575	34,961	
COUNTIES, Cities											
ADAIR	15,233	15,034	–1.3	5,486	82,086	92,030	6,121	16,775	1,664	7,200	13,303
ALLEN	14,128	14,123		5,343	77,164	86,870	6,151	16,259	1,306	7,487	
ANDERSON	12,567	13,574	8.0	4,858	101,454	116,382	8,574	23,957	777	3,949	4,902
BALLARD	8,798	8,189	–6.9	3,137	53,258	58,473	7,140	18,640	641	13,440	
BARREN	34,009	35,519	4.4	13,240	216,274	244,356	6,880	18,456	2,491	17,549	23,510
Glasgow	12,958	13,433	3.7	4,928	93,104	104,675	7,792	21,241	*	*	*
BATH	10,025	9,802	–2.2	3,489	51,317	57,394	5,855	16,450	972	8,092	
BELL	34,330	35,091	2.2	11,999	169,522	189,689	5,406	15,809	52	32	
Middlesborough	12,251	12,309	.5	4,630	79,596	88,531	7,192	19,121	*	*	*
BOONE	45,842	50,438	10.0	16,850	459,448	532,880	10,565	31,625	847	5,062	4,667
BOURBON	19,405	18,830	–3.0	6,848	124,274	137,083	7,280	20,018	1,045	17,151	31,181
Paris	7,935	7,632	–3.8	3,021	45,182	50,202	6,578	16,618	*	*	*
BOYD	55,513	55,375	–.3	20,516	439,826	495,109	8,941	24,133	196	492	
Ashland	27,064	26,021	–3.9	10,561	231,937	258,387	9,930	24,466	*	*	*
BOYLE	25,066	25,252	.7	9,087	201,285	229,916	9,105	25,302	802	6,476	9,374
Danville	12,942	12,866	–.6	4,748	114,568	130,146	10,115	27,411	*	*	*
BRACKEN	7,738	7,925	2.4	2,814	44,966	50,272	6,343	17,865	803	8,095	4,156

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KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BREATHITT	17,004	16,941	–.4	5,412	63,836	72,380	4,272	13,374	331	1,199	
BRECKINRIDGE	16,861	17,296	2.6	6,262	89,953	100,296	5,799	16,017	1,557	14,216	10,808
BULLITT	43,346	45,943	6.0	14,139	221,726	252,032	5,486	17,825	621	2,351	4,550
BUTLER	11,064	11,179	1.0	3,961	45,364	50,067	4,479	12,640	761	5,763	4,477
CALDWELL	13,473	13,151	–2.4	5,110	73,301	79,323	6,032	15,523	731	8,736	9,604
CALLOWAY	30,031	29,411	–2.1	10,776	182,195	203,634	6,924	18,897	1,129	18,036	
Murray	14,248	13,850	–2.8	4,645	90,405	100,452	7,253	21,626	*	*	*
CAMPBELL	83,317	82,541	–.9	29,211	759,004	849,950	10,297	29,097	513	1,511	1,728
CARLISLE	5,487	5,300	–3.4	2,052	26,343	28,840	5,442	14,055	485	7,162	
CARROLL	9,270	8,983	–3.1	3,379	64,392	72,863	8,111	21,563	443	4,691	1,889
CARTER	25,060	26,244	4.7	8,904	155,870	180,276	6,869	20,247	995	3,687	1,718
CASEY	14,818	15,417	4.0	5,483	80,865	92,080	5,973	16,794	1,678	8,527	9,155
CHRISTIAN	66,878	67,276	.6	20,256	373,639	417,701	6,209	20,621	1,463	36,058	
Hopkinsville	27,318	27,481	.6	10,062	187,943	212,415	7,730	21,111	*	*	*
CLARK	28,322	29,081	2.7	10,468	195,189	219,259	7,540	20,946	962	10,062	
Winchester	15,216	15,501	1.9	6,001	108,826	122,045	7,873	20,337	*	*	*
CLAY	22,752	23,940	5.2	7,442	87,818	100,981	4,218	13,569	690	2,967	857
CLINTON	9,321	9,134	–2.0	3,295	41,425	47,105	5,157	14,296	884	3,400	5,625
CRITTENDEN	9,207	9,465	2.8	3,654	46,661	50,799	5,367	13,902	597	4,733	5,152
CUMBERLAND	7,289	8,099	11.1	3,050	40,071	45,368	5,602	14,875	760	3,656	3,118
DAVIESS	85,949	88,781	3.3	32,169	482,664	535,343	6,030	16,642	1,575	34,961	
Owensboro	54,450	56,254	3.3	21,497	328,175	364,771	6,484	16,968	*	*	*
EDMONSON	9,962	9,880	–.8	3,413	44,061	47,924	4,851	14,042	766	3,366	3,871
ELLIOTT	6,908	6,888	–.3	2,286	35,129	40,661	5,903	17,787	558	1,900	561
ESTILL	14,495	14,892	2.7	5,232	88,113	100,854	6,772	19,276	531	1,921	1,296
FAYETTE	204,165	204,908	.4	77,992	1,362,418	1,516,862	7,403	19,449	962	17,737	36,323
1Lexington	204,165	204,908	.4	77,992	1,362,418	1,516,862	7,403	19,449	*	*	*
FLEMING	12,323	12,726	3.3	4,596	72,766	81,755	6,424	17,788	1,296	9,639	
FLOYD	48,764	50,655	3.9	17,073	259,443	297.414	5,871	17,420	114	248	
FRANKLIN	41,830	42,606	1.9	16,496	410,704	471,847	11,075	28,604	824	8,363	3,988
Frankfort	25,973	26,327	1.4	10,852	274,555	315,611	11,988	29,083	*	*	*
FULTON	8,971	8,595	–4.2	3,345	43,744	46,944	5,462	14,034	277	13,285	2,203
Fulton	3,137	3,076	–2.0	1,317	14,160	15,147	4,924	11,501	*	*	*
GALLATIN	4,842	4,724	–2.4	1,650	26,313	29,595	6,265	17,936	349	3,837	1,317
GARRARD	10,853	11,654	7.4	4,338	76,581	87,313	7,492	20,127	999	8,648	10,564
GRANT	13,308	13,143	–1.2	4,494	82,923	93,807	7,137	20,874	1,062	7,179	4,076
GRAVES	34,049	33,990	–.2	13,140	198,541	220,833	6,497	16,806	1,770	25,032	10,657
Mayfield	10,705	10,417	–2.7	4,409	69,986	77,170	7,408	17,503	*	*	*
GRAYSON	20,854	21,302	2.1	7,597	98,996	110,764	5,200	14,580	1,659	8,038	10,786
GREEN	11,043	11,605	5.1	4,282	63,268	69,304	5,972	16,185	1,436	8,810	9,951
GREENUP	39,132	39,691	1.4	13,502	255,422	291,258	7,338	21,571	765	2,952	1,472
HANCOCK	7,742	7,613	–1.7	2,569	45,183	49,055	6,444	19,095	563	5,230	
HARDIN	88,917	90,150	1.4	25,610	495,264	542,641	6,019	21,189	1,906	11,021	15,739
Elizabethtown	15,380	15,593	1.4	5,923	122,802	135,847	8,712	22,936	*	*	*
HARLAN	41,889	42,142	.6	14,341	214,656	237,660	5,640	16,572	33	109	
Harlan	3,024	2,882	–4.7	1,191	20,997	22,920	7,953	19,244	*	*	*
HARRISON	15,166	15,649	3.2	5,838	87,503	96,435	6,162	16,518	1,270	12,259	9,040
HART	15,402	15,924	3.4	5,760	72,600	79,873	5,016	13,867	1,666	11,582	13,469
HENDERSON	40,849	41,602	1.8	15,406	316,128	358,983	8,629	23,302	812	25,684	6,699
Henderson	24,834	24,996	.7	9,848	206,631	233,831	9,355	23,744	*	*	*
HENRY	12,740	13,770	8.1	5,098	99,360	113,870	8,269	22,336	1,110	12,315	10,091
HICKMAN	6,065	6,430	6.0	2,474	36,830	40,786	6,343	16,486	451	11,298	
HOPKINS	46,174	48,481	5.0	17,854	271,116	301,791	6,225	16,903	724	12,530	4,287
Madisonville	16,979	17,473	2.9	6,810	115,474	126,624	7,247	18,594	*	*	*
JACKSON	11,996	12,388	3.3	4,306	51,298	58,695	4,738	13,631	931	3,948	2,870
JEFFERSON	684,793	676,158	–1.3	255,022	5,258,769	5,771,097	8,535	22,630	695	6,371	4,085
Louisville	298,451	280,343	–6.1	115,545	2,037,241	2,180,541	7,778	18,872	*	*	*
JESSAMINE	26,653	28,214	5.9	9,399	167,896	192,607	6,827	20,492	874	8,754	9,182
JOHNSON	24,432	24,782	1.4	8,581	121,592	138,186	5,576	16,104	243	653	
KENTON	137,058	139,834	2.0	50,520	1,318,982	1,498,421	10,716	29,660	573	1,911	
Covington	49,013	48,318	–1.4	19,221	386,005	433,019	8,962	22,528	*	*	*
KNOTT	17,940	19,002	5.9	5,965	72,373	82,319	4,332	13,800	27	14	
KNOX	30,239	31,720	4.9	10,741	136,877	156,246	4,926	14,547	447	1,172	792
LARUE	11,983	12,500	4.3	4,625	67,318	74,805	5,984	16,174	1,073	6,925	11,275
LAUREL	38,982	39,065	.2	13,256	223,737	259,553	6,644	19,580	1,486	5,535	4,380
LAWRENCE	14,121	13,623	–3.5	4,658	71,713	82,280	6,040	17,664	370	969	687
LEE	7,754	7,515	–3.1	2,673	32,806	37,245	4,956	13,934	236	616	312
LESLIE	14,882	15,257	2.5	4,865	57,272	66,273	4,344	13,622	60	133	
LETCHER	30,687	32,221	5.0	10,841	152,105	172,419	5,351	15,904	44	39	
LEWIS	14,545	15,866	9.1	5,213	90.344	103,814	6,543	19,914	983	6,010	4,516
LINCOLN	19,053	19,132	.4	6,782	109,876	123,858	6,474	18,263	1,611	9,156	
LIVINGSTON	9,219	8,944	–3.0	3,402	45,671	50,216	5,614	14,761	465	4,308	5,591
LOGAN	24,138	23,500	–2.7	8,617	149,075	167,177	7,114	19,401	1,640	28,941	14,318
LYON	6,490	7,035	8.4	2,441	36,637	40,645	5,778	16,651	325	2,367	
MCCRACKEN	61,310	61,507	.3	24,269	447,816	497,264	8,085	20,490	618	7,433	
Paducah	29,315	28,413	–3.1	12,093	212,243	232,891	8,197	19,258	*	*	*
MCCREARY	15,634	15,735	.6	5,032	56,711	64,618	4,107	12,841	122	113	
MCLEAN	10,090	10,117	.3	3,802	67,095	75,157	7,429	19,768	692	17,939	
MADISON	53,352	54,437	2.0	17,596	375,233	429,781	7,895	24,425	1,626	13,356	
Richmond	21,705	22,147	2.0	6,787	153,843	176,041	7,949	25,938	*	*	*
MAGOFFIN	13,515	14,257	5.5	4,484	62,352	72,277	5,070	16,119	489	1,607	244
MARION	17,910	17,217	–3.9	5,513	100,135	113,550	6,595	20,597	1,118	7,910	14,444
MARSHALL	25,637	27,324	6.6	10,378	165,061	187,646	6,867	18,081	794	6,050	2,909
MARTIN	13,925	13,923		4,316	52,439	60,151	4,320	13,937	23	14	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MASON	17,760	17,830	.4	6,577	129,624	146,112	8,195	22,216	938	11,977	9,657
Maysville	7,983	8,114	1.6	3,248	44,076	48,973	6,036	15,078	*	*	*
MEADE	22,854	22,938	.4	7,399	129,591	146,491	6,386	19,799	827	5,091	6,706
MENIFEE	5,117	5,532	8.1	1,820	27,318	31,439	5,683	17,274	416	1,727	
MERCER	19,011	19,399	2.0	7,190	122,133	136,498	7,036	18,984	1 170	8,704	13,802
METCALFE	9,484	10,115	6.7	3,600	49,242	56,075	5,544	15,576	1,159	7,919	7,899
MONROE	12,353	12,229	−1.0	4,525	61,731	69,107	5,651	15,272	1,240	5,447	
MONTGOMERY	20,046	21,722	8.4	7,751	140,430	161,183	7,420	20,795	883	7,328	7,574
MORGAN	12,103	12,749	5.3	4,360	58,774	67,464	5,292	15,473	929	4,254	
MUHLENBERG	32,238	34,674	7.6	12,317	179,478	199,440	5,752	16,192	769	7,901	
NELSON	27,584	28,885	4.7	9,313	178,465	204,164	7,068	21,922	1,416	8,262	
NICHOLAS	7,157	7,212	.8	2,672	46,872	53,212	7,378	19,915	721	6,619	
OHIO	21,765	21,966	.9	7,928	109,526	121,439	5,528	15,318	1,190	10,886	4,490
OLDHAM	28,094	31,085	10.6	9,269	162,978	188,302	6,058	20,315	450	5,680	
OWEN	8,924	9,532	6.8	3,507	57,512	65,077	6,827	18,556	1,067	10,274	5,846
OWSLEY	5,709	5,642	−1.2	1,964	20,645	23,515	4,168	11,973	416	1,716	
PENDLETON	10,989	11,698	6.5	4,106	72,582	82,272	7,033	20,037	957	6,238	4,416
PERRY	33,763	34,826	3.1	11,238	165,370	187,359	5,380	16,672	35	87	46
PIKE	81,123	81,859	.9	27,396	438,730	500,199	6,110	18,258	51	60	
POWELL	11,101	11,118	.2	3,597	66,164	77,298	6,953	21,490	344	1,135	639
PULASKI	45,803	47,118	2.9	17,067	269,045	306,408	6,503	17,953	2,457	11,076	15,769
Somerset	10,649	10,356	−2.8	3,539	70,300	77,648	7,498	21,941	*	*	*
ROBERTSON	2,270	2,094	−7.8	819	12,135	13,574	6,482	16,574	357	2,781	1,172
ROCKCASTLE	13,973	15,290	9.4	5,299	74,352	84,164	5,505	15,883	914	4,765	4,279
ROWAN	19,049	19,998	5.0	6,417	125,733	143,876	7,195	22,421	497	1,764	
RUSSELL	13,708	13,363	−2.5	4,985	72,052	81,916	6,130	16,432	1,233	4,987	8,445
SCOTT	21,813	21,836	.1	7,501	139,814	158,193	7,245	21,090	1,108	14,783	12,722
SHELBY	23,328	23,296	−.1	8,140	180,316	205,934	8,840	25,299	1,588	17,979	23,063
SIMPSON	14,673	14,809	.9	5,411	95,392	107,673	7,271	19,899	781	17,463	7,951
SPENCER	5,929	5,799	−2.2	2,051	35,913	40,308	6,951	19,653	665	5,688	8,167
TAYLOR	21,178	22,474	6.1	8,219	122,106	136,525	6,075	16,611	1,180	7,781	13,684
TODD	11,874	11,762	−1.0	4,228	67,321	75,527	6,421	17,864	871	21,452	9,120
TRIGG	9,384	9,079	−3.3	3,377	56,206	63,632	7,009	18,843	612	10,436	7,007
TRIMBLE	6,253	6,853	9.6	2,344	40,941	46,683	6,812	19,916	573	5,152	2,103
UNION	17,821	18,197	2.1	5,632	123,139	136,613	7,507	24,257	508	17,526	
WARREN	71,828	73,883	2.9	26,321	513,265	583,520	7,898	22,169	2,116	16,083	18,158
Bowling Green	40,450	40,554	.3	14,587	306,350	345,887	8,529	23,712	*	*	*
WASHINGTON	10,764	10,609	−1.4	3,491	60,266	68,188	6,427	19,533	1,224	8,839	13,277
WAYNE	17,022	17,252	1.4	6,074	68,815	78,247	4,536	12,882	1,113	5,450	7,778
WEBSTER	14,832	15,342	3.4	5,771	94,275	104,909	6,838	18,179	690	15,214	4,893
WHITLEY	33,396	33,456	.2	11,714	171,510	195,425	5,841	16.683	374	585	1,746
Corbin	8,075	7,708	−4.6	3,181	64,724	80,905	10,496	25,434	*	*	*
WOLFE	6,698	6,711	.2	2,363	25,457	29,280	4,363	12,391	507	2,108	446
WOODFORD	17,778	18,564	4.4	6,348	128,648	145,418	7,833	22,908	700	13,646	16,957

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Kentucky 1980 Cash Receipts as follows: From Crops $1,339,179,000; from Livestock & Livestock Products $893,312,000; Total $2,232,491,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,203,972	4,293,789	2.1	1,484,181	30,198,403	34,024,025	7,924	22,924	38,973	847,910	261,694
STANDARD METROPOLITAN STATISTICAL AREAS											
Alexandria, La.	151,985	154,432	1.6	52,913	1,099,583	1,240,396	8,032	23,442	1,268	25,513	7,349
Baton Rouge, La.	493,973	518,042	4.9	177,131	3,668,694	4,158,835	8,028	23,479	1,371	12,536	2,506
Lafayette, La.	150,017	150,618	.4	52,089	1,417,648	1,640,081	10,889	31,486	813	13,294	5,289
Lake Charles, La.	167,048	174,511	4.5	60,658	1,279,037	1,446,844	8,291	23,852	692	25,317	3,896
Monroe, La.	139,241	141,948	1.9	49,698	847,293	949,845	6,691	19,112	460	10,431	3,480
New Orleans, La.	1,186,725	1,207,798	1.8	438,074	9,594,125	10,718,258	8,874	24,467	606	5,058	4,467
Shreveport, La.	376,646	381,186	1.2	138,794	2,626,112	2,911,138	7,637	20,975	1,517	15,280	5,638
COUNTIES, Cities											
ACADIA	56,427	58,008	2.8	19,210	313,685	352,278	6,073	18,338	1,026	48,964	2,470
Crowley	16,036	16,126	.6	5,543	93,175	103,553	6,421	18,682	*	*	*
ALLEN	21,390	20,289	−5.2	7,075	116,394	129,789	6,397	18,345	394	12,514	1,309
ASCENSION	50,068	53,913	7.7	17.175	301,346	342,953	6,361	19,968	255	5,075	
ASSUMPTION	22,084	22,000	−.4	6,626	128,000	145,909	6,632	22,021	145	12,009	
AVOYELLES	41,393	41,337	−.1	13,963	214.082	241,689	5,847	17,309	1,419	40,968	2,876
BEAUREGARD	29,692	31,967	7.7	10,538	211.427	240,002	7,508	22,775	798	9,115	
BIENVILLE	16,387	16,193	−1.2	5,947	90,568	101,862	6,290	17,128	349	569	3,698
BOSSIER	80,721	82,517	2.2	28,077	532,014	598,345	7,251	21,311	419	4,279	5,638
CADDO	252,294	253,831	.6	94,096	1,847,942	2,040,037	8,037	21,680	612	10,512	
Shreveport	205,815	207,069	.6	77,170	1,573,157	1,739,271	8,399	22.538	*	*	*
CALCASIEU	167,048	174,511	4.5	60,658	1,279,037	1,446,844	8,291	23,852	692	25,317	3,896
Lake Charles	75,051	74,906	−.2	26,822	590,030	657,190	8,774	24,502	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

LOUISIANA POPULATION

INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CALDWELL	10,761	10,818	.5	4,008	64,391	73,484	6,793	18,334	284	6,814	
CAMERON	9,336	9,876	5.8	3,272	66,373	74,973	7,591	22,914	397	5,162	2,703
CATAHOULA	12,287	12,233	−.4	4,218	53,036	58,373	4,772	13,839	574	26,503	
CLAIBORNE	17,095	16,701	−2.3	6,136	97,583	108,724	6,510	17,661	390	371	5,364
CONCORDIA	22,981	22,419	−2.5	7,598	117,710	131,364	5,859	17,289	419	33,481	
DE SOTO	25,664	26,996	5.2	9,688	148,102	166,168	6,155	17,152	662	1,091	19,858
EAST BATON ROUGE	366,164	378,736	3.4	132,554	2,914,292	3,296,386	8,704	24,868	538	2,745	
Baton Rouge	219,486	227,022	3.4	83,419	1,775,853	2,014,024	8,871	24,143	*	*	*
EAST CARROLL	11,772	12,336	4.8	3,942	43,668	47,637	3,862	12,084	374	41,326	902
EAST FELICIANA	19,015	18,723	−1.5	5,136	108,149	122,298	6,532	23,812	449	2,418	6,752
EVANGELINE	33,343	33,723	1.1	11,705	174,840	196,931	5,840	16,825	777	28,796	2,414
FRANKLIN	24,141	23,721	−1.7	8,214	101,683	111,467	4,699	13,570	1,077	33,681	3,350
GRANT	16,703	16,671	−.2	5,944	97,614	111,864	6,710	18,820	282	2,339	1,777
IBERIA	63,752	66,405	4.2	21,413	452,306	513,592	7,734	23,985	401	19,562	3,035
New Iberia	32,766	33,949	3.6	11,309	247,943	281,149	8,282	24,861	*	*	*
IBERVILLE	32,159	32,890	2.3	10,174	201,370	227,144	6,906	22,326	234	10,931	
JACKSON	17,321	17,809	2.8	6,472	116,404	131,680	7,394	20,346	229	132	1,006
JEFFERSON	454,592	472,380	3.9	166,788	4,160,007	4,733,635	10,021	28,381	70	537	
JEFFERSON DAVIS	32,168	33,451	4.0	11,089	193,303	216,580	6,475	19,531	652	48,991	1,441
Jennings	12,401	12,792	3.2	4,308	80,605	89,992	7,035	20,890	*	*	*
LAFAYETTE	150,017	150,618	.4	52,089	1,417,648	1,640,081	10,889	31,486	813	13,294	5,289
Lafayette	81,961	80,256	−2.1	28,567	802,267	921,130	11,477	32,245	*	*	*
LAFOURCHE	82,483	83,832	1.6	26,638	633,335	726,833	8,670	27,286	399	15,304	
Thibodaux	15,810	15,582	−1.5	5,106	123,059	140,079	8,990	27,434	*	*	*
LA SALLE	17,004	17,410	2.4	6,341	101,589	115,924	6,658	18,282	212	563	
LINCOLN	39,763	40,276	1.3	12,865	272,635	309,499	7,684	24,057	330	1,208	3,409
Ruston	20,585	20,887	1.5	6,789	157,256	178,330	8,538	26,267	*	*	*
LIVINGSTON	58,655	66,261	13.0	21,442	352,992	407,375	6,148	18,999	459	467	2,506
MADISON	14,733	15,171	3.0	4,980	58,206	63,442	4,182	12,739	409	38,420	
MOREHOUSE	34,803	35,881	3.1	12,305	168,771	186,583	5,200	15,163	450	43,395	
Bastrop	15,527	15,949	2.7	5,701	81,943	90,385	5,667	15,854	*	*	*
NATCHITOCHES	39,863	40,015	.4	13,717	272,992	310,306	7,755	22,622	686	17,860	7,287
ORLEANS	557,482	548,674	−1.6	209,366	4,096,699	4,440,810	8,094	21,211	N.A.	N.A.	N.A.
New Orleans	557,482	548,674	−1.6	209,366	4,096,383	4,440,423	8,093	21,209	*	*	*
OUACHITA	139,241	141,948	1.9	49,698	847,293	949,845	6,691	19,112	460	10,431	3,480
Monroe	57,597	56,404	−2.1	19,615	337,386	369,666	6,554	18,846	*	*	*
West Monroe	14,993	14,630	−2.4	6,037	104,968	116,331	7,952	19,270	*	*	*
PLAQUEMINES	26,049	26,311	1.0	8,066	213,006	240,339	9,135	29,797	126	677	
POINTE COUPEE	24,045	24,040		7,912	131,881	149,269	6,209	18,866	566	19,009	
RAPIDES	135,282	137,761	1.8	46,969	1,001,969	1,128,532	8,192	24,027	986	23,174	5,572
Alexandria	51,565	52,510	1.8	19,101	391,540	443,611	8,448	23,224	*	*	*
Pineville	12,034	12,675	5.3	4,726	116,410	145,513	11,480	30,790	*	*	*
RED RIVER	10,433	10,760	3.1	3,784	67,197	76,891	7,146	20,320	294	5,211	
RICHLAND	22,187	22,787	2.7	7,654	98,765	107,770	4,729	14,080	734	27,336	4,071
SABINE	25,280	27,178	7.5	9,834	141,759	160,553	5,907	16,326	472	128	2,654
ST. BERNARD	64,097	65,676	2.5	21,726	517,596	589,859	8,981	27,150	29		
ST. CHARLES	37,259	37,730	1.3	12,005	318,957	369,414	9,791	30,772	55	232	
ST. HELENA	9,827	9,809	−.2	3,183	50,725	57,885	5,901	18,186	413	608	11,405
ST. JAMES	21,495	21,136	−1.7	6,165	140,980	162,103	7,670	26,294	116	9,488	149
ST. JOHN THE BAPTIST	31,924	34,413	7.8	10,364	230,897	268,347	7,798	25,892	42	3,418	111
ST. LANDRY	84,128	84,608	.6	27,834	469,559	532,490	6,294	19,131	1,570	38,100	4,216
Opelousas	18,903	18,400	−2.7	6,182	119,310	134,260	7,297	21,718	*	*	*
ST. MARTIN	40,214	43,128	7.2	13,465	224,885	259,058	6,007	19,239	434	10,395	1,102
ST. MARY	64,395	64,507	.2	20,757	510,095	579,013	8,976	27,895	113	13,866	
Franklin	9,584	9,525	−.6	3,094	76,425	80,235	8,424	25,932	*	*	*
Morgan City	16,114	15,773	−2.1	5,354	140,761	158,770	10,066	29,766	*	*	*
ST. TAMMANY	110,554	121,068	9.5	40,194	819,823	953,954	7,879	23,734	507	4,521	4,467
Slidell	26,718	29,062	8.8	8,542	206,877	239,174	8,230	28,000	*	*	*
TANGIPAHOA	80,698	81,531	1.0	27,042	486,528	555,611	6,815	20,546	1,155	3,562	36,840
Hammond	15,043	15,145	.7	4,682	104,029	117,670	7,770	25,132	*	*	*
TENSAS	8,525	8,310	−2.5	2,943	29,653	31,861	3,834	10,826	334	32,673	
TERREBONNE	94,393	97,863	3.7	31,288	760,957	876,269	8,954	28,007	131	6,136	
Houma	32,602	32,536	−.2	11,285	288,135	328,223	10,088	29,085	*	*	*
UNION	21,167	21,502	1.6	7,527	125,416	142,537	6,629	18,937	498	349	4,128
VERMILION	48,458	48,903	.9	16,862	296,202	333,894	6,828	19,802	1,395	39,378	3,756
Abbeville	12,391	12,512	1.0	4,475	75,245	83,315	6,659	18,618	*	*	*
VERNON	53,475	54,484	1.9	16,057	318,328	357,233	6,557	22,248	535	643	3,394
WASHINGTON	44,207	43,766	−1.0	15,719	309,643	349,257	7,980	22,219	917	2,599	24,464
Bogalusa	16,976	16,212	−4.5	6,181	127,488	142,110	8,766	22,991	*	*	*
WEBSTER	43,631	44,838	2.8	16,621	246,156	272,756	6,083	16,410	486	489	
Minden	15,074	15,432	2.4	5,465	82,236	90,067	5,836	16,481	*	*	*
WEST BATON ROUGE	19,086	19,132	.2	5,960	100,064	112,121	5,860	18,812	119	4,249	
WEST CARROLL	12,922	12,368	−4.3	4,400	57,527	62,526	5,055	14,210	831	15,578	
WEST FELICIANA	12,186	12,488	2.5	2,500	63,684	71,493	5,725	28,597	184	2,267	
WINN	17,253	17,152	−.6	6,173	98,665	110,284	6,430	17,866	211	433	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Louisiana 1980 Cash Receipts as follows: From Crops $1,142,825,000; from Livestock & Livestock Products $504,789,000; Total $1,647,614,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MAINE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,124,660	1,149,924	2.2	416,368	7,574,635	8,468,571	7,364	20,339	8,177	110,331	86,881
STANDARD METROPOLITAN STATISTICAL AREAS											
Bangor, Me.	83,919	88,608	5.6	30,205	554,105	643,572	7,263	21,307	N.A.	N.A.	N.A.
Lewiston-Auburn, Me.	72,378	69,463	−4.0	25,578	458,246	483,769	6,964	18,913	N.A.	N.A.	N.A.
Portland, Me.	183,625	192,103	4.6	72,605	1,435,081	1,651,473	8,597	22,746	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, N.H.-Me.	163,880	176,658	7.8	62,892	1,289,049	1,528,514	8,652	24,304	N.A.	N.A.	N.A.
COUNTIES, Cities											
ANDROSCOGGIN	99,657	100,131	.5	36,383	608,707	675,404	6,745	18,564	346	3,903	9,683
Auburn	23,128	22,445	−3.0	8,305	154,283	169,152	7,536	20,367	*	*	*
Lewiston	40,481	39,408	−2.7	14,592	244,143	266,819	6,771	18,285	*	*	*
AROOSTOOK	91,331	91,918	.6	30,301	551,135	608,724	6,622	20,089	1,369	66,795	
CUMBERLAND	215,789	226,442	4.9	85,215	1,803,778	2,016,946	8,907	23,669	491	4,821	5,352
Brunswick	17,366	18,022	3.8	1,887	32,692	36,324	2,016	19,250	*	*	*
Portland	61,572	61,794	.4	24,756	455,927	496,660	8,037	20,062	*	*	*
FRANKLIN	27,098	26,843	−1.0	9,664	173,943	196,816	7,332	20,366	259	728	3,802
HANCOCK	41,781	42,449	1.6	16,160	264,596	296,457	6,984	18,345	254	2,087	182
KENNEBEC	109,889	114,605	4.3	41,478	745,367	833,786	7,275	20,102	607	3,411	14,466
Augusta	21,819	20,029	−8.2	7,205	146,734	154,876	7,733	21,496	*	*	*
Waterville	17,779	17,657	−.7	5,764	109,260	118,616	6,718	20,579	*	*	*
KNOX	32,941	34,632	5.1	13,177	209,298	232,772	6,721	17,665	198	1,104	1,244
LINCOLN	25,691	24,536	−4.5	9,349	158,064	177,682	7,242	19,005	210	697	1,623
OXFORD	48,968	49,581	1.3	18,240	319,342	358,932	7,239	19,678	329	4,206	5,074
PENOBSCOT	137,015	142,360	3.9	49,309	941,246	1,054,694	7,409	21,389	633	4,775	11,379
Bangor	31,643	31,718	.2	11,397	219,607	242,561	7,647	21,283	*	*	*
PISCATAQUIS	17,634	17,470	−.9	6,386	107,583	119,477	6,839	18,709	144	675	
SAGADOHOC	28,795	30,667	6.5	10,984	183,929	206,107	6,721	18,764	109	653	1,452
Bath	10,246	10,545	2.9	3,455	58,532	65,036	6,167	18,824	*	*	*
SOMERSET	45,028	42,470	−5.7	14,862	259,855	289,902	6,826	19,506	510	1,543	11,693
WALDO	28,414	29,031	2.2	10,418	170,002	191,282	6,589	18,361	470	1,257	6,961
WASHINGTON	34,963	35,502	1.5	12,768	180,404	200,092	5,636	15,671	350	5,493	772
YORK	139,666	141,287	1.2	51,674	897,386	1,009,498	7,145	19,536	506	4,990	5,509
Biddeford	19,638	18,727	−4.6	5,773	90,398	96,413	5,148	16,701	*	*	*
Saco	12,921	12,708	−1.7	3,892	70,425	76,856	6,048	19,747	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Maine 1980 Cash Receipts as follows: From Crops $129,916,000; from Livestock & Livestock Products $302,601,000; Total $432,517,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MARYLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,216,446	4,349,755	3.2	1,553,932	35,301,753	39,424,109	9,064	25,371	18,985	281,374	254,525
STANDARD METROPOLITAN STATISTICAL AREAS											
Baltimore, Md.	2,174,023	2,271,556	4.5	816,274	13,244,858	14,376,743	6,329	17,613	3,893	49,503	69,657
Cumberland, Md.-W.Va.	107,782	108,021	.2	40,361	599,778	649,410	6,012	16,090	529	1,819	1,602
Hagerstown, Md.	113,086	114,758	1.5	41,801	613,211	667,446	5,816	15,967	878	9,821	30,271
Washington, D.C.-Md.-Va.	3,060,240	3,084,404	.8	1,153,734	39,846,649	45,366,291	14,708	39,321	3,494	43,902	23,475
Wilmington, Del.-N.J.-Md.	524,108	532,426	1.6	189,548	4,353,387	4,805,551	9,026	25,353	1,515	52,637	27,201
COUNTIES, Cities											
ALLEGANY	80,548	80,518		30,539	402,623	423,194	5,256	13,857	247	1,385	1,602
Cumberland	25,933	25,270	−2.6	10,809	137,110	142,773	5,650	13,209	*	*	*
ANNE ARUNDEL	370,775	381,702	2.9	128,501	2,241,323	2,474,101	6,482	19,254	584	6,655	1,865
Annapolis	31,740	31,568	−.6	12,880	198,093	215,518	6,827	16,733	*	*	*
BALTIMORE	655,615	738,293	12.6	275,984	5,099,685	5,619,527	7,612	20,362	911	16,320	12,600
BALTIMORE CITY	786,775	781,612	−.7	288,109	3,760,232	3,873,689	4,956	13,445	N.A.	N.A.	N.A.
Baltimore	786,775	781,612	−.7	288,109	3,760,232	3,873,689	4,956	13,445	*	*	*
CALVERT	34,638	38,793	12.0	12,416	162,673	183,422	4,728	14,773	633	6,518	654
CAROLINE	23,143	23,506	1.6	8,627	110,329	120,339	5,120	13,949	734	20,489	4,936
CARROLL	96,356	102,070	5.9	33,479	492,334	544,329	5,333	16,259	1,234	10,871	27,607
Westminster	8,808	9,087	3.2	3,572	47,296	52,291	5,754	14,639	*	*	*
CECIL	60,430	61,602	1.9	20,302	266,417	281,400	4,568	13,861	458	9,107	11,994
CHARLES	72,751	79,856	9.8	24,236	465,967	533,839	6,685	22,027	744	9,780	1,705
DORCHESTER	30,623	29,799	−2.7	11,348	155,396	167,061	5,606	14,722	444	19,441	3,680
Cambridge	11,703	11,293	−3.5	4,167	52,634	55,461	4,911	13,310	*	*	*
FREDERICK	114,263	122,702	7.4	41,240	635,527	706,883	5,761	17,141	1,414	8,058	63,826
Frederick	27,557	28,719	4.2	11,189	179,622	197,990	6,894	17,695	*	*	*
GARRETT	26,498	27,278	2.9	9,328	98,818	108,120	3,964	11,591	636	1,556	10,406
HARFORD	145,930	149,081	2.2	48,892	798,097	882,648	5,921	18,053	747	7,842	18,273
HOWARD	118,572	118,798	.2	41,309	853,187	982,449	8,270	23,783	417	7,815	9,312

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MARYLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
KENT	16,695	15,908	-4.7	6,056	89,228	96,397	6,060	15,918	368	19,787	8,559
MONTGOMERY	579,053	587,410	1.4	216,740	9,641,402	11,140,510	18,965	51,400	667	10,359	11,769
PRINCE GEORGES	665,071	661,676	-.5	230,573	8,223,088	9,310,269	14,071	40,379	761	11,231	2,142
QUEEN ANNES	25,508	25,910	1.6	9,241	136,207	152,494	5,886	16,502	497	22,384	7,488
ST. MARYS	59,895	63,305	5.7	20,509	276,710	302,259	4,775	14,738	870	11,511	5,404
SOMERSET	19,188	18,713	-2.5	6,775	73,589	77,508	4,142	11,440	421	11,127	2,086
TALBOT	25,604	25,756	[illegible]	10,362	159,820	174,242	6,765	16,815	358	16,474	4,187
Easton	7,536	7,626	1.[illegible]	3,039	46,474	50,224	6,586	16,526	*	*	*
WASHINGTON	113,086	114,758	1.[illegible]	41,801	613,211	667,446	5,816	15,967	878	9,821	30,271
Hagerstown	34,132	33,416	-2.1	14,141	186,254	199,750	5,978	14,126	*	*	*
WICOMICO	64,540	67,953	5.3	24,829	381,482	418,390	6,157	16,851	920	16,364	3,290
Salisbury	16,429	16,894	2.8	6,901	104,506	113,936	6,744	16,510	*	*	*
WORCESTER	30,889	32,756	6.0	12,736	164,408	183,593	5,605	14,415	708	13,821	4,836

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Maryland 1980 Cash Receipts as follows: From Crops $267,161,000; from Livestock & Livestock Products $609,890,000; Total $877,051,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MASSACHUSETTS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,737,037	5,615,037	-2.1	2,048,794	47,512,172	52,681,783	9,382	25,714	5,905	101,461	95,799
STANDARD METROPOLITAN STATISTICAL AREAS											
Boston, Mass.	2,763,357	2,691,060	-2.6	990,882	24,568,893	26,318,714	9,780	26,561	N.A.	N.A.	N.A.
Brockton, Mass.	169,374	164,534	-2.9	54,843	1,331,292	1,422,574	8,646	25,939	N.A.	N.A.	N.A.
Fall River, Mass.-R	176,831	174,325	-1.4	64,097	1,110,501	1,204,240	6,908	18,788	N.A.	N.A.	N.A.
Fitchburg-Leominster, Mas	99,957	98,091	-1.9	35,551	734,773	793,162	8,086	22,311	N.A.	N.A.	N.A.
Lawrence-Haverhill, Mass.-N.H.	281,981	274,412	-2.7	101,316	2,677,992	2,866,719	10,447	28,295	N.A.	N.A.	N.A.
Lowell, Mass.-N.H.	233,410	225,816	-3.3	82,152	2,178,369	2,318,245	10,266	28,219	N.A.	N.A.	N.A.
New Bedford, Mas	169,425	166,877	-1.5	61,945	1,046,079	1,133,382	6,792	18,297	N.A.	N.A.	N.A.
Pittsfield, Mass.	90,505	88,521	-2.2	32,488	623,084	670,368	7,573	20,634	N.A.	N.A.	N.A.
Providence-Warwick-Pawtucket, R.I.-Mass.	919,216	926,821	.8	342,068	7,111,213	7,887,051	8,510	23,057	N.A.	N.A.	N.A.
Springfield-Chicopee-Holyoke, Mass-Conn.	530,668	515,138	-2.9	184,805	3,895,519	4,159,668	8,075	22,508	N.A.	N.A.	N.A.
Worcester, Mass.	372,940	365,546	-2.0	131,768	2,785,512	3,003,314	8,216	22,792	N.A.	N.A.	N.A.
COUNTIES, Cities											
BARNSTABLE	147,925	150,410	1.7	61,313	1,288,223	1,485,155	9,874	24,223	118	1,977	58
Hyannis	10,662	10,872	2.0	3,483	72,932	81,036	7,454	23,266	*	*	*
BERKSHIRE	145,110	142,777	-1.6	53,022	996,021	1,090,561	7,638	20,568	323	1,852	10,620
North Adams	18,063	17,605	-2.5	6,290	99,407	106,830	6,068	16,984	*	*	*
Pittsfield	51,974	50,237	-3.4	17,999	345,492	372,668	7,418	20,705	*	*	*
BRISTOL	474,641	470,987	-.8	170,696	3,040,413	3,366,361	7,147	19,721	555	8,422	9,717
Attleboro	34,196	33,686	-1.5	12,018	241,688	266,596	7,914	22,183	*	*	*
Fall River	92,574	89,150	-3.7	34,791	535,742	584,749	6,559	16,807	*	*	*
New Bedford	98,478	95,158	-3.4	37,268	562,619	613,527	6,447	16,463	*	*	*
North Attleboro.	21,095	21,219	.6	7,459	150,464	167,194	7,879	22,415	*	*	*
Taunton	45,001	44,209	-1.8	16,076	296,587	327,841	7,416	20,393	*	*	*
DUKES	8,942	8,915	-.3	4,008	80,122	91,769	10,294	22,896	55	257	124
ESSEX	633,632	618,867	-2.3	229,761	5,527,148	6,121,208	9,891	26,642	348	6,690	3,845
Beverly	37,655	36,627	-2.7	13,209	326,889	361,404	9,867	27,360	*	*	*
Gloucester	27,768	27,099	-2.4	11,321	239,504	267,286	9,863	23,610	*	*	*
Haverhill	46,865	46,014	-1.8	17,527	359,672	398,014	8,650	22,709	*	*	*
Lawrence	63,175	60,808	-3.8	24,106	475,246	521,597	8,578	21,638	*	*	*
Lynn	78,471	73,948	-5.8	29,616	606,822	659,890	8,924	22,282	*	*	*
Newburyport	15,900	15,569	-2.1	6,116	125,921	140,108	8,999	22,908	*	*	*
Peabody	45,976	44,404	-3.4	15,119	391,486	429,612	9,675	28,415	*	*	*
Salem	38,220	36,771	-3.8	14,719	305,990	336,723	9,157	22,877	*	*	*
FRANKLIN	64,317	65,952	2.5	25,581	429,477	477,859	7,246	18,680	457	6,699	12,185
Greenfield	18,436	18,588	.8	7,050	111,677	121,997	6,563	17,305	*	*	*
HAMPDEN	443,018	430,234	-2.9	158,093	3,202,350	3,503,616	8,144	22,162	366	8,886	4,546
Holyoke	44,678	42,427	-5.0	16,673	290,620	313,902	7,399	18,827	*	*	*
Springfield	152,319	146,191	-4.0	54,884	1,004,363	1,090,249	7,458	19,865	*	*	*
Westfield	36,465	37,046	1.6	12,873	266,625	297,046	8,018	23,075	*	*	*
HAMPSHIRE	138,813	134,921	-2.8	44,017	969,272	1,081,017	8,012	24,559	493	9,851	9,105
Amherst	33,229	33,166	-.2	7,475	199,852	221,638	6,683	29,651	*	*	*
Northampton	29,286	27,555	-5.9	9,756	211,174	233,101	8,459	23,893	*	*	*
MIDDLESEX	1,367,034	1,307,822	-4.3	468,870	12,652,949	14,027,972	10,726	29,919	577	20,559	17,626
Framingham	65,113	62,892	-3.4	23,663	685,172	761,306	12,105	32,173	*	*	*
Hudson	16,408	15,863	-3.3	5,285	130,480	143,883	9,070	27,225	*	*	*
Lowell	92,418	88,394	-4.4	33,212	670,479	737,505	8,343	22,206	*	*	*
Malden	53,386	50,645	-5.1	20,269	444,617	488,975	9,655	24,124	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MASSACHUSETTS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Marlborough	30,617	30,149	−1.5	11,275	267,658	299,029	9,918	26,521	*	*	*
Medford	58,076	54,336	−6.4	19,230	482,960	526,068	9,682	27,357	*	*	*
Melrose	30,055	28,152	−6.3	10,232	293,482	321,266	11,412	31,398	*	*	*
Wakefield	24,895	23,806	−4.4	8,393	233,050	256,825	10,788	30,600	*	*	*
Waltham	58,200	55,118	−5.3	20,007	508,368	559,275	10,147	27,954	*	*	*
Woburn	36,626	35,016	−4.4	12,108	318,878	351,867	10,049	29,061	*	*	*
NANTUCKET	5,087	4,812	−5.4	2,160	41,732	46,980	9,763	21,750	N.A.	N.A.	N.A.
NORFOLK	606,587	607,977	.2	214,748	6,221,428	6,950,260	11,432	32,365	207	4,303	1,235
Dedham	25,298	24,904	−1.6	8,341	238,297	263,171	10,567	31,551	*	*	*
Quincy	84,743	83,990	−.9	34,310	826,815	924,669	11,009	26,950	*	*	*
PLYMOUTH	405,437	398,926	−1.6	134,373	3,217,459	3,640,564	9,126	27,093	590	19,331	5,435
Brockton	95,172	90,857	−4.5	29,844	672,181	744,093	8,190	24,933	*	*	*
Hanover	11,358	10,977	−3.4	2,800	98,967	129,543	11,801	46,265	*	*	*
SUFFOLK	650,142	635,807	−2.2	253,559	5,092,642	5,527,654	8,694	21,800	N.A.	N.A.	N.A.
Boston	562,994	549,477	−2.4	220,810	4,374,861	4,743,853	8,633	21,484	*	*	*
Chelsea	25,431	24,483	−3.7	9,445	185,974	200,203	8,177	21,197	*	*	*
WORCESTER	646,352	636,630	−1.5	228,593	4,752,936	5,270,807	8,279	23,058	864	11,298	19,539
Athol	10,634	10,284	−3.3	3,999	74,894	82,238	7,997	20,565	*	*	*
Clinton	12,771	12,362	−3.2	4,634	94,026	103,866	8,402	22,414	*	*	*
Fitchburg	39,580	37,875	−4.3	14,223	269,399	294,003	7,762	20,671	*	*	*
Gardner	17,900	17,096	−4.5	6,917	139,103	153,445	8,975	22,184	*	*	*
Milford	23,390	24,018	2.7	8,492	151,377	170,199	7,086	20,042	*	*	*
Southbridge	16,665	16,234	−2.6	6,224	120,196	132,315	8,150	21,259	*	*	*
Worcester	161,799	154,967	−4.2	57,182	1,154,575	1,260,562	8,134	22,045	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Massachusetts 1980 Cash Receipts as follows: From Crops $146,217,000; from Livestock & Livestock Products $126,890,000; Total $272,464,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MICHIGAN POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	9,258,344	9,338,010	.9	3,321,358	75,718,602	83,974,128	8,993	25,283	68,158	1,014,130	853,142
STANDARD METROPOLITAN STATISTICAL AREAS											
Ann Arbor, Mich.	264,748	267,712	1.1	96,854	2,422,820	2,732,699	10,208	28,215	1,362	18,641	19,925
Battle Creek, Mich	187,338	187,637	.2	68,687	1,537,625	1,699,907	9,060	24,749	2,340	25,867	35,020
Bay City, Mich.	119,881	118,289	−1.3	42,021	806,689	889,049	7,516	21,157	1,168	31,748	2,820
Benton Harbor, Mich.	171,276	174,270	1.7	63,259	1,261,028	1,385,893	7,953	21,908	1,926	44,281	7,849
Detroit, Mich.	4,352,762	4,357,780	.1	1,557,199	37,339,177	41,094,827	9,430	26,390	5,358	85,526	46,484
Flint, Mich.	521,589	529,388	1.5	186,141	3,838,973	4,230,139	7,991	22,725	2,374	27,954	29,407
Grand Rapids, Mic	601,680	621,140	3.2	219,311	6,111,416	6,919,973	11,141	31,553	3,051	70,113	56,190
Jackson, Mich.	151,495	150,123	−.9	52,022	1,041,167	1,138,898	7,586	21,893	1,190	13,532	21,560
Kalamazoo-Portage, Mich.	279,192	285,259	2.2	103,851	2,289,039	2,564,327	8,989	24,692	2,591	60,760	28,302
Lansing-East Lansing, Mich.	468,482	477,386	1.9	167,252	3,503,193	3,902,047	8,174	23,330	5,215	72,458	83,520
Muskegon-Norton Shores-Muskegon Heights, Mich.	179,591	179,767	.1	63,907	1,163,063	1,277,799	7,108	19,995	1,265	30,292	5,407
Saginaw, Mich.	228,059	231,352	1.4	79,629	2,142,455	2,397,198	10,362	30,105	1,817	42,600	10,772
Toledo, O.-Mich.	791,599	803,339	1.5	290,246	7,035,775	7,827,123	9,743	26,967	5,709	158,320	55,745
COUNTIES, Cities											
ALCONA	9,740	9,749	.1	3,790	52,576	58,422	5,993	15,415	287	661	
ALGER	9,225	9,124	−1.1	3,292	63,166	70,770	7,756	21,498	94	234	
ALLEGAN	81,555	81,816	.3	28,222	517,690	574,771	7,025	20,366	1,923	28,255	40,885
ALPENA	32,315	32,354	.1	11,509	219,949	244,560	7,559	21,249	450	1,683	5,015
Alpena	12,214	11,663	−4.5	3,820	79,151	84,982	7,286	22,247	*	*	*
ANTRIM	16,194	16,227	.2	5,857	101,583	114,148	7,034	19,489	269	6,762	3,573
ARENAC	14,706	15,752	7.1	5,602	95,097	107,614	6,832	19,210	430	7,033	5,295
BARAGA	8,484	8,171	−3.7	2,862	57,936	64,931	7,947	22,687	93	107	
BARRY	45,781	48,243	5.4	16,780	337,100	378,625	7,848	22,564	1,032	8,348	15,448
BAY	119,881	118,289	−1.3	42,021	806,689	889,049	7,516	21,157	1,168	31,748	2,820
Bay City	41,593	38,906	−6.5	15,016	272,791	293,035	7,532	19,515	*	*	*
BENZIE	11,205	11,586	3.4	4,313	84,068	95,278	8,224	22,091	176	5,093	1,082
BERRIEN	171,276	174,270	1.7	63,259	1,261,028	1,385,893	7,953	21,908	1,926	44,281	7,849
Benton Harbor	14,707	14,343	−2.5	4,571	66,362	69,478	4,844	15,200	*	*	*
Niles	13,115	13,215	.8	5,032	102,094	111,466	8,435	22,151	*	*	*
St. Joseph	9,622	9,328	−3.1	4,010	87,628	93,852	10,061	23,404	*	*	*
BRANCH	40,188	41,170	2.4	14,773	265,407	291,226	7,074	19,713	1,196	18,359	
Coldwater	9,461	9,628	1.8	3,137	53,752	57,508	5,973	18,332	*	*	*
CALHOUN	141,557	139,394	−1.5	51,907	1,200,525	1,321,282	9,479	25,455	1,308	17,519	19,572
Albion	11,059	10,632	−3.9	3,543	75,557	82,124	7,724	23,179	*	*	*
Battle Creek	35,724	34,387	−3.8	14,137	276,323	299,842	8,720	21,210	*	*	*
Marshall	7,201	7,078	−1.7	2,744	62,716	73,000	10,314	26,603	*	*	*
CASS	49,499	51,570	4.2	18,548	349,145	390,515	7,573	21,054	1,066	14,600	25,969
Dowagiac	6,307	6,278	−.5	2,002	51,873	53,804	8,570	26,875	*	*	*
CHARLEVOIX	19,907	20,667	3.8	7,489	134,228	150,056	7,261	20,037	247	1,563	2,629
CHEBOYGAN	20,649	19,723	−4.5	7,189	127,967	143,480	7,275	19,958	221	863	2,344

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Cheboygan	5,106	4,523	−11.4	1,086	34,360	38,178	8,441	35,155	*	*	*
CHIPPEWA	29,029	28,442	−2.0	9,964	190,774	208,447	7,329	20,920	369	1,275	
Sault Ste. Marie	14,448	14,377	−.5	3,557	71,017	74,116	5,155	20,837	*	*	*
CLARE	23,822	24,718	3.8	9,308	145,933	165,618	6,700	17,793	313	1,038	6,347
CLINTON	55,893	55,926	.1	18,293	376,243	420,193	7,513	22,970	1,517	15,881	27,510
CRAWFORD	9,465	10,431	10.2	3,822	64,131	73,152	7,013	19,140	16	42	
DELTA	38,947	39,332	1.0	14,070	292,944	330,132	8,393	23,464	332	1,753	4,515
Escanaba	14,355	13,928	−3.0	4,676	109,490	120,709	8,667	25,815	*	*	*
DICKINSON	25,341	25,710	1.5	9,967	200,722	225,089	8,755	22,583	116	1,310	1,722
Iron Mountain	8,341	8,227	−1.4	3,134	66,332	73,790	8,969	23,545	*	*	*
Kingsford	5,290	5,282	−.2	1,827	45,008	45,891	8,688	25,118	*	*	*
EATON	88,337	90,983	3.0	31,995	683,549	775,862	8,528	24,249	1,398	18,141	11,925
EMMET	22,992	23,406	1.8	8,524	163,389	184,235	7,871	21,614	230	1,160	2,304
Petoskey	6,097	5,814	−4.7	1,656	35,165	36,785	6,327	22,213	*	*	*
GENESEE	450,449	455,015	1.0	160,990	3,319,577	3,651,460	8,025	22,681	990	11,689	10,310
Flint	159,611	152,499	−4.5	57,064	1,061,423	1,130,369	7,412	19,809	*	*	*
GLADWIN	19,957	21,135	5.9	7,797	129,217	147,899	6,998	18,969	419	2,253	3,550
GOGEBIC	19,686	18,563	−5.7	7,332	126,932	138,543	7,463	18,896	72	59	
Ironwood	7,741	7,167	−7.4	2,491	45,076	50,084	6,988	20,106	*	*	*
GRAND TRAVERSE	54,899	56,093	2.2	20,224	482,683	553,757	9,872	27,381	487	17,957	
Traverse City	15,516	14,107	−9.1	4,606	129,198	140,291	9,945	30,458	*	*	*
GRATIOT	40,448	40,452		13,696	277,151	305,713	7,557	22,321	1,334	28,589	19,450
Alma	9,652	9,535	−1.2	3,073	68,221	74,758	7,840	24,327	*	*	*
HILLSDALE	42,071	42,579	1.2	15,012	263,815	289,485	6,799	19,284	1,543	16,930	23,740
Hillsdale	7,432	7,213	−3.0	2,435	48,321	51,316	7,114	21,074	*	*	*
HOUGHTON	37,872	37,449	−1.1	13,183	228,802	254,403	6,793	19,298	212	739	1,509
Houghton	7,512	7,645	1.8	1,502	36,931	48,027	6,282	31,975	*	*	*
HURON	36,459	36,438	−.1	13,114	224,697	249,047	6,835	18,991	1,800	36,559	51.538
Bad Axe	3,184	3,177	−.2	931	22,380	27,975	8,805	30,048	*	*	*
INGHAM	272,437	276,166	1.4	99,374	2,086,732	2,306,418	8,352	23,209	1,068	20,530	20,642
East Lansing	48,309	48,622	.6	13,010	311,200	335,752	6,905	25,807	*	*	*
Lansing	130,414	130,380		51,171	994,946	1,096,546	8,410	21,429	*	*	*
IONIA	51,815	54,311	4.8	17,590	356,669	399,574	7,357	22,716	1,232	17,906	23,443
Ionia	5,920	5,898	−.4	2,231	49,316	52,287	8,865	23.437	*	*	*
IOSCO	28,349	26,347		10,481	172,106	193,791	6,836	18,490	237	1,098	3,561
IRON	13,635	13,608	−.2	5,543	97,680	108,155	7,948	19,512	92	560	
ISABELLA	54,110	54,558	.8	16,625	338,867	381,119	6,986	22,924	999	8,892	
Mount Pleasant	23,746	23,696	−.2	5,826	133,463	147,125	6,209	25,253	*	*	*
JACKSON	151,495	150,123	−.9	52,022	1,041,167	1,138,898	7,586	21,893	1,190	13,532	21,560
Jackson	39,739	37,406	−5.9	14,157	249,464	264,731	7,077	18,700	*	*	*
KALAMAZOO	212,378	214,590	1.0	78,588	1,780,999	1,991,054	9,278	25,335	976	20,266	17,109
Kalamazoo	79,722	77,914	−2.3	28,774	594,989	652,121	8,370	22,664	*	*	*
KALKASKA	10,952	11,753	7.3	4,198	59,319	68,925	5,864	16,419	92	748	891
KENT	444,506	461,107	3.7	166,389	4,638,968	5,239,540	11,363	31,490	1,462	32,953	24,597
Grand Rapids	181,843	180,577	−.7	67,421	1,760,617	1,949,743	10,797	28,919	*	*	*
KEWEENAW	1,963	1,873	−4.6	809	11,035	11,902	6,355	14,712	N.A.	N.A.	N.A.
LAKE	7,711	7,837	1.6	3,174	39,711	44,705	5,704	14,085	126	204	
LAPEER	70,[illegible]	72,320	3.3	22,594	412,732	463,790	6,413	20,527	1,323	19,856	21,338
LEELANAU	14,007	14,147	1.0	5,258	111,926	128,054	9,052	24,354	421	18,780	
LENAWEE	89,948	90,193	.3	31,083	624,602	686,739	7,614	22,094	1,840	45,381	27,155
Adrian	21,186	20,956	−1.1	6,942	140,143	152,368	7,271	21,949	*	*	*
LIVINGSTON	100,289	104,507	4.2	33,621	856,837	994,066	9,512	29,567	793	10,245	13,711
LUCE	6,659	6,485	−2.6	2,252	52,613	58,473	9,017	25,965	30	345	
MACKINAC	10,178	10,217	.4	3,802	71,616	80,358	7,865	21,136	87	162	1,875
MACOMB	694,600	693,162	−.2	236,540	6,018,023	6,747,653	9,735	28,526	839	18,768	6,696
Mount Clemens	18,806	17,818	−5.3	7,001	152,414	166,824	9,363	23,829	*	*	*
MANISTEE	23,019	22,458	−2.4	8,537	174,006	195,132	8,689	22,857	341	8,673	795
Manistee	7,566	7,093	−6.3	2,169	67,219	73,026	10,296	33,668	*	*	*
MARQUETTE	74,101	73,947	−.2	25,217	563,995	637,730	8,624	25,290	101	598	991
Marquette	23,288	22,806	−2.1	6,687	176,152	196,000	8,594	29,311	*	*	*
MASON	26,365	27,178	3.1	10,272	214,358	241,079	8,870	23,470	496	7,347	5,760
Ludington	8,937	8,842	−1.1	2,839	86,262	110,889	12,541	39,059	*	*	*
MECOSTA	36,961	38,163	3.3	11,860	217,059	244,481	6,406	20,614	687	5,359	
Big Rapids	14,361	14,531	1.2	2,501	58,148	62,137	4,276	24,845	*	*	*
MENOMINEE	26,201	25,295	−3.5	9,195	172,643	193,847	7,663	21,082	488	1,416	
Menominee	10,099	9,425	−6.7	3,260	66,955	73,356	7,782	22,502	*	*	*
MIDLAND	73,578	75,192	2.2	25,851	669,482	758,296	10,085	29,333	524	9,508	4,566
Midland	37,250	37,287	.1	13,258	403,810	454,675	12,194	34,294	*	*	*
MISSAUKEE	10,009	9,944	−.7	3,576	50,873	57,185	5,751	15,991	361	1,254	
MONROE	134,659	138,964	3.2	45,875	1,316,528	1,488,086	10,708	32,438	1,529	36,287	7,666
Monroe	23,531	23,409	−.5	8,186	235,545	261,738	11,181	31,974	*	*	*
MONTCALM	47,555	48,712	2.4	17,464	309,685	345,692	7,097	19,795	1,213	20,858	
Greenville	8,019	7,999	−.3	2,645	60,463	79,185	9,899	29,938	*	*	*
MONTMORENCY	7,492	7,526	.5	2,961	39,272	44,242	5,879	14,942	110	442	1,587
MUSKEGON	157,589	158,137	.3	56,441	1,033,343	1,133,412	7,167	20,081	493	10,232	
Muskegon	40,823	39,939	−2.2	15,463	255,355	275,649	6,902	17,826	*	*	*
Muskegon Heights	14,611	14,012	−4.1	5,013	73,582	78,351	5,592	15,630	*	*	*
NEWAYGO	34,917	35,306	1.1	12,599	215,524	242,642	6,873	19,259	807	11,949	11,392
OAKLAND	1,011,793	1,024,096	1.2	370,722	10,578,690	11,853,185	11,574	31,973	622	12,886	4,074
Pontiac	76,715	73,283	−4.5	26,040	491,290	524,808	7,161	20,154	*	*	*
Royal Oak	70,893	66,238	−6.6	26,424	712,462	760,404	11,480	28,777	*	*	*
OCEANA	22,002	21,630	−1.7	7,466	129,720	144,387	6,675	19,339	772	20,060	5,407
OGEMAW	16,436	17,162	4.4	6,363	93,571	105,846	6,167	16,635	303	1,414	5,893
ONTONAGON	9,861	9,755	−1.1	3,574	73,695	81,368	8,341	22,767	149	307	
OSCEOLA	18,928	20,527	8.4	7,306	115,939	130,084	6,337	17,805	546	1,660	

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MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OSCODA	6,858	6,911	.8	2,569	40,828	46,019	6,659	17,913	80	163	
OTSEGO	14,993	15,393	2.7	5,229	107,683	123,756	8,040	23,667	152	708	1,137
OTTAWA	157,174	160,033	1.8	52,922	1,472,448	1,680,433	10,501	31,753	1,589	37,160	31,593
Grand Haven	11,763	11,378	–3.3	4,553	127,242	143,268	12,592	31,467	*	*	*
Holland	26,281	25,453	–3.2	9,030	256,114	286,469	11,255	31,724	*	*	*
PRESQUE ISLE	14,267	14,062	–1.4	5,049	80,423	88,760	6,312	17,580	347	2,439	3,683
ROSCOMMON	16,374	18,232	11.3	7,526	113,992	130,509	7,158	17,341	31	111	
SAGINAW	228,059	231,352	1.4	79,629	2,142,455	2,397,198	10,362	30,105	1,817	42,600	10,772
Saginaw	77,508	74,301	–4.1	27,243	663,677	724,818	9,755	26,606	*	*	*
ST. CLAIR	138,802	139,452	.5	48,934	1,068,798	1,199,152	8,599	24,505	1,316	12,865	
Port Huron	33,981	32,463	–4.5	12,017	250,257	274,572	8,458	22,849	*	*	*
ST. JOSEPH	56,083	56,659	1.0	20,596	382,803	423,325	7,471	20,554	1,083	24,416	15,001
Sturgis	9,468	9,220	–2.6	3,476	70,242	76,277	8,273	21,944	*	*	*
Three Rivers	7,015	6,711	–4.3	2,489	51,485	57,206	8,524	22,984	*	*	*
SANILAC	40,789	40,702	–.2	14,334	258,429	288,247	7,082	20,109	1,969	26,803	45,486
SCHOOLCRAFT	8,575	8,251	–3.8	3,059	57,019	63,751	7,726	20,840	54	114	
SHIAWASSEE	71,140	74,373	4.5	25,151	519,396	578,679	7,781	23,008	1,384	16,265	19,097
Owosso	16,455	16,489	.2	6,299	129,918	142,774	8,659	22,666	*	*	*
TUSCOLA	56,951	58,200	2.2	19,306	394,215	438,240	7,530	22,700	1,563	41,495	15,386
VAN BUREN	66,814	70,669	5.8	25,263	508,040	573,273	8,112	22,692	1,615	40,494	11,193
South Haven	5,943	5,887	–1.0	2,181	58,794	59,461	10,100	27,263	*	*	*
WASHTENAW	264,748	267,712	1.1	96,854	2,422,820	2,732,699	10,208	28,215	1,362	18,641	19,925
Ann Arbor	107,316	107,085	–.2	38,827	959,497	1,068,297	9,976	27,514	*	*	*
Ypsilanti	24,031	22,320	–7.1	8,254	186,259	203,665	9,125	24,675	*	*	*
WAYNE	2.337,240	2,324,243	–.6	844,788	18,404,097	19,836,981	8,535	23,482	465	10,906	665
Detroit	1,203,339	1,164,130	–3.3	443,860	8,369,818	8,800,449	7,560	[illegible]	*	*	*
WEXFORD	25,102	27,693	10.3	10,223	160,458	179,543	6,483	17,563	227	808	
Cadillac	10,199	10,683	4.7	3,421	59,723	64,257	6,015	18,783	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Michigan 1980 Cash Receipts as follows: From Crops $1,538,265,000; from Livestock & Livestock Products $1,227,551,000; Total $2,765,816,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,077,148	4,145,229	1.7	1,512,351	32,317,645	36,130,278	8,716	23,890	102,984	2,082,469	2,159,502
STANDARD METROPOLITAN STATISTICAL AREAS											
Duluth-Superior, Minn.-Wis.	266,650	267,658	.4	101,232	1,877,036	2,073,271	7,746	20,480	1,378	3,896	8,879
Fargo-Moorhead, N.D.-Minn.	137,574	137,627		50,336	906,672	1,002,581	7,285	19,918	2,589	156,993	26,335
Grand Forks, Minn.-N.D.	100,944	100,490	–.5	35,049	749,175	835,791	8,317	23,846	3,056	180,530	25,267
Minneapolis-St. Paul, Minn.-Wis.	2,114,256	2,160,886	2.2	801,615	18,934,941	21,172,104	9,798	26,412	10,590	126,868	210,774
Rochester, Minn.	91,971	95,882	4.3	35,092	845,056	964,520	10,059	27,485	1,556	22,572	42,266
ⓔSt. Cloud, Minn.	163,256	173,810	6.5	54,113	1,051,780	1,197,713	6,891	22,134	5,054	31,679	129,875
COUNTIES, Cities											
AITKIN	13,404	13,216	–1.4	5,071	64,251	70,936	5,367	13,989	735	4,214	6,447
ANOKA	195,998	199,264	1.7	63,462	1,548,212	1,751,110	8,788	27,593	637	10,003	4,119
BECKER	29,336	28,239	–3.7	9,965	174,772	196,928	6,974	19,762	1,390	13,308	20,482
BELTRAMI	30,982	32,153	3.8	10,750	159,542	178,237	5,543	16,580	809	4,193	8,512
Bemidji	10,949	10,775	–1.6	3,044	52,501	55,897	5,188	18,363	*	*	*
BENTON	25,187	26,656	5.8	9,045	172,717	197,271	7,401	21,810	1,054	4,257	21,378
BIG STONE	7,716	8,032	4.1	3,090	61,938	70,078	8,725	22,679	591	16,840	
BLUE EARTH	52,314	51,731	–1.1	18,271	353,105	386,596	7,473	21,159	1,589	60,391	35,454
Mankato	28,651	27,740	–3.2	9,810	197,276	214,296	7,725	21,845	*	*	*
BROWN	28,645	28,948	1.1	10,379	175,620	191,431	6,613	18,444	1,465	37,885	35,303
New Ulm	13,755	14,123	2.7	5,174	91,142	99,806	7,067	19,290	*	*	*
CARLTON	29,936	29,272	–2.2	10,147	178,312	196,948	6,728	19,409	714	2,198	
CARVER	37,046	40,109	8.3	13,356	252,845	284,871	7,102	21,329	1,166	7,917	34,120
CASS	21,050	21,403	1.7	7,805	103,174	114,426	5,346	14,661	702	2,046	
CHIPPEWA	14,941	15,125	1.2	5,857	119,258	134,388	8,885	22,945	1,074	39,956	15,182
CHISAGO	25,717	26,286	2.2	8,846	140,245	156,716	5,962	17,716	1,082	6,043	13,907
CLAY	49,327	43,845	–11.1	14,618	379,746	425,575	9,706	29,113	1,156	57,670	10,701
Moorhead	29,998	26,340	–12.2	8,575	239,851	267,631	10,161	31,211	*	*	*
CLEARWATER	8,761	8,619	–1.6	2,982	38,969	42,302	4,908	14,186	741	4,793	
COOK	4,092	4,049	–1.1	1,661	27,450	30,909	7,634	18,609	N.A.	N.A.	N.A.
COTTONWOOD	14,854	14,379	–3.2	5,429	119,656	134,053	9,323	24,692	1.198	45,262	43,716
CROW WING	41,722	41,281	–1.1	15,466	236,091	262,300	6,354	16,960	622	1,665	5,745
Brainerd	11,489	10,826	–5.8	2,830	47,055	47,639	4,400	16,834	*	*	*
DAKOTA	194,111	205,442	5.8	69,825	1,795,587	2,063,337	10,043	29,550	1,074	31,294	25,373
DODGE	14,773	15,635	5.8	5,487	92,826	104,125	6,660	18,977	983	28,088	28,559
DOUGLAS	27,839	29,709	6.7	10,977	190,438	216,353	7,282	19,710	1,369	7,962	24,964
FARIBAULT	19,714	19,519	–1.0	7,560	163,592	183,462	9,399	24,267	1,419	67,106	38,275

* Estimates produced for Editor & Publisher by Marketing Economics Insitute, Ltd.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
FILLMORE	21,930	21,281	-3.0	7,790	114,937	124,902	5,869	16,034	1,913	24,326	68,301
FREEBORN	36,329	36,634	.8	13,760	236,444	258,790	7,064	18,807	1,635	60,031	44,323
Albert Lea	19,190	19,531	1.8	7,740	136,845	150,377	7,699	19,429	*	*	*
GOODHUE	38,749	40,441	4.4	14,704	271,935	302,762	7,487	20,590	1,952	26,494	55,322
Red Wing	13,736	14,865	8.2	5,740	108,467	122,353	8,231	21,316	*	*	*
GRANT	7,171	7,191	.3	2,766	51,599	57,526	8,000	20,798	684	23,890	
HENNEPIN	941,411	948,968	.8	379,479	9,267,772	10,298,806	10,853	27,139	932	14,008	13,678
Minneapolis	370,951	359,416	-3.1	163,047	3,133,884	3,414,271	9,499	20,940	*	*	*
HOUSTON	19,617	17,411	-11.3	6,159	112,172	124,718	7,163	20,250	1,177	6,652	43,110
HUBBARD	14,098	14,123	.2	5,241	67,861	76,249	5,399	14,549	520	4,325	3,743
ISANTI	23,600	25,475	7.9	8,350	167,922	192,653	7,562	23,072	925	6,431	
ITASCA	43,006	43,439	1.0	15,613	242,215	270,134	6,219	17,302	572	1,369	3,533
JACKSON	13,690	12,904	-5.8	4,888	104,538	116,700	9,044	23,875	1,330	52,050	48,677
KANABEC	12,161	13,024	7.1	4,703	84,264	95,568	7,338	20,321	808	2,379	13,965
KANDIYOHI	36,763	38,629	5.1	13,918	304,487	348,094	9,011	25,010	1,533	33,442	34,339
Willmar	15,895	16,790	5.6	5,561	132,041	149,846	8,925	26,946	*	*	*
KITTSON	6,672	6,476	-2.9	2,453	47,623	52,653	8,130	21,465	680	34,720	3,809
KOOCHICHING	17,571	17,842	1.5	6,411	107,185	117,864	6,606	18,385	317	775	
International Fal	5,611	5,447	-2.9	2,032	32,968	36,631	6,725	18,027	*	*	*
LAC QUI PARLE	10,592	10,709	1.1	4,107	75,954	85,039	7,941	20,706	1,152	31,886	19,371
LAKE	13,043	13,468	3.3	4,883	86,845	95,941	7,124	19,648	53	82	230
LAKE OF THE WOODS	3,764	3,466	-7.9	1,321	18,070	19,383	5,592	14,673	260	2,941	2,023
LE SUEUR	23,434	24,543	4.7	8,707	148,346	164,973	6,722	18,947	1,156	25,799	27,289
LINCOLN	8,207	8,470	3.2	3,103	50,474	56,583	6,680	18,235	917	12,502	26,967
LYON	25,207	24,638	-2.3	8,698	193,802	218,911	8,885	25,168	1,191	32,853	46,018
Marshall	11,161	11,141	-.2	3,841	78,869	84,721	7,604	22,057	*	*	*
MCLEOD	29,657	31,547	6.4	11,417	213,289	238,433	7,558	20,884	1,564	24,267	33,602
MAHNOMAN	5,535	5,283	-4.6	1,738	30,204	33,750	6,388	19,419	454	7,475	6,064
MARSHALL	13,027	12,468	-4.3	4,400	82,147	90,680	7,273	20,609	1,585	61,386	7,655
MARTIN	24,687	24,934	1.0	9,696	220,489	249,159	9,993	25,697	1,476	62,746	45,428
Fairmont	11,506	11,779	2.4	4,784	112,492	127,657	10,838	26,684	*	*	*
MEEKER	20,594	21,776	5.7	7,798	124,292	138,297	6,351	17,735	1,396	24,071	31,437
MILLE LACS	18,430	19,165	4.0	6,871	113,394	127,942	6,676	18,621	1,016	2,816	17,540
MORRISON	29,311	30,391	3.7	10,148	169,035	190,290	6,261	18,751	2,070	6,189	40,361
Little Falls	7,250	7,292	.6	2,421	46,176	48,164	6,605	19,894	*	*	*
MOWER	40,390	41,167	1.9	15,722	291,336	316,724	7,694	20,145	1,599	44,966	41,346
Austin	23,020	23,436	1.8	9,473	184,394	200,972	8,575	21,215	*	*	*
MURRAY	11,507	11,218	-2.5	4,074	87,958	98,835	8,810	24,260	1,224	30,094	45,311
NICOLLET	26,929	27,748	3.0	9,105	172,833	192,847	6,950	21,180	1,013	31,645	29,402
North Mankato	9,145	9,692	6.0	3,536	61,410	76,763	7,920	21,709	*	*	*
NOBLES	21,840	21,390	-2.1	7,859	175,641	198,022	9,258	25,197	1,479	41,200	52,745
Worthington	10,243	10,268	.2	4,003	97,415	111,243	10,834	27,790	*	*	*
NORMAN	9,379	9,147	-2.5	3,468	61,675	67,675	7,399	19,514	909	45,466	9,394
OLMSTED	91,971	95,082	4.3	35,092	845,056	964,520	10,059	27,485	1,556	22,572	42,266
Rochester	57,855	60,074	3.8	23,523	571,296	652,597	10,863	27,743	*	*	*
OTTER TAIL	51,937	51,824	-.2	19,068	340,035	383,066	7,392	20,089	3,408	27,483	64,189
Fergus Falls	12,519	12,138	-3.1	3,380	78,430	84,531	6,964	25,009	*	*	*
PENNINGTON	15,258	16,292	6.8	6,029	125,996	142,085	8,721	23,567	703	15,322	5,289
PINE	19,871	20,075	1.0	7,109	118,718	132,847	6,618	18,687	1,292	3,533	20,374
PIPESTONE	11,690	10,874	-7.0	4,158	80,395	89,051	8,189	21,417	847	13,577	30,166
POLK	34,844	32,279	-7.4	11,549	249,944	279,662	8,664	24,215	1,970	108,191	18,962
Crookston	8,628	8,043	-6.8	2,683	61,659	64,752	8,051	24,134	*	*	*
E. Grand Forks	8,537	8,115	-5.0	2,788	67,500	84,375	10,397	30,264	*	*	*
POPE	11,657	12,069	3.5	4.474	107,392	121,609	10,076	27,181	1,069	17,695	24,390
RAMSEY	459,784	467,064	1.6	178,422	4,116,671	4,552,687	9,747	25,516	108	3,937	
St. Paul	270,230	264,699	-1.3	108,887	2,278,527	2,462,426	9,308	22,798	*	*	*
RED LAKE	5,471	5,391	-1.5	1,844	35,246	39,121	7,257	21,215	501	11,861	
REDWOOD	19,341	19,735	2.0	7,230	151,338	171,144	8,672	23,671	1,674	60,055	44,813
RENVILLE	20,401	19,936	-2.3	7,363	148,454	166,442	8,349	22,605	1,787	80,441	32,864
RICE	46,087	48,441	5.1	15,444	318,261	355,799	7,345	23,038	1,429	21,000	34,971
Faribault	16,241	16,527	1.8	5,922	124,399	138,012	8,351	23,305	*	*	*
ROCK	10,703	10,676	-.3	3,992	91,235	101,875	9,542	25,520	1,019	21,661	47,167
ROSEAU	12,574	12,168	-3.2	4,297	90,015	100,724	8,278	23,441	1,337	27,040	9,941
ST. LOUIS	222,229	223,206	.4	84,285	1,483,425	1,631,011	7,307	19,351	1,007	2,905	5,514
Duluth	92,811	90,982	-2.0	31,960	591,379	633,090	6,958	19,809	*	*	*
Hibbing	21,193	21,266	.3	7,371	133,405	149,227	7,017	20,245	*	*	*
Virginia	11,056	10,733	-2.9	4,288	76,388	82,054	7,645	19,136	*	*	*
SCOTT	43,784	47,660	8.9	15,144	284,270	323,639	6,791	21,371	997	11,287	20,520
SHERBURNE	29,908	33,656	12.5	10,402	207,197	239,408	7,113	23,016	682	11,644	8,872
SIBLEY	15,448	15,703	1.7	5,576	90,105	98,747	6,288	17,709	1,483	34,255	39,326
STEARNS	108,161	113,498	4.9	34,666	671,866	761,034	6,705	21,953	3,318	15,778	99,625
1St. Cloud	42,566	44,066	3.5	13,776	296,649	332,590	7,548	24,143	*	*	*
STEELE	30,328	32,410	6.9	11,716	230,044	259,675	8,012	22,164	1,148	28,799	25,230
Owatonna	18,632	20,249	8.7	7,441	150,065	169,842	8,388	22,825	*	*	*
STEVENS	11,322	11,109	-1.9	3,902	86,497	97,893	8,812	25,088	738	23,426	30,728
SWIFT	12,920	12,785	-1.1	4,816	92,221	103,053	8,060	21,398	1,078	38,269	
TODD	24,991	24,808	-.7	8,690	136,487	152,848	6,161	17,589	2,125	8,079	43,494
TRAVERSE	5,542	5,590	.9	2,151	44,505	49,764	8,902	23,135	562	25,128	7,101
WABASHA	19,335	19,458	.6	6,966	124,384	138,973	7,142	19,950	1,105	12,488	39,633
WADENA	14,192	14,328	1.0	5,004	87,735	98,990	6,909	19,782	759	2,587	10,978
WASECA	18,448	19,104	3.6	6,917	122,875	136,359	7,138	19,714	950	34,738	21,229
Waseca	8,219	8.692	5.8	3,280	55,677	69,596	8,007	21,218	*	*	*

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MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WASHINGTON	113,571	115,993	2.1	36,886	907,308	1,035,703	8,929	28,078	777	16,200	9,595
Stillwater	12,290	12,233	-.5	4,138	93,021	104,578	8,549	25,[illegible]73	*	*	*
WATONWAN	12,361	12,964	4.9	4,987	102,103	114,215	8,810	22,903	922	36,426	24,281
WILKIN	8,382	8,481	1.2	3,071	62,353	68,967	8,132	22,45[illegible]	656	40,119	5,884
Breckenridge	3,909	3,998	2.3	1,484	28,024	30,866	7,720	20,7[illegible]	*	*	*
WINONA	46,256	45,192	-2.3	15,659	293,371	323,777	7,164	20,677	1,221	10,874	
Winona	25,075	23,877	-4.8	8,518	168,567	183,584	7,689	21,552	*	*	*
WRIGHT	58,962	64,864	10.0	20,938	323,175	368,641	5,683	17,6[illegible]6	2,081	14,665	38,061
YELLOW MEDICIN.	13,653	13,436	-1.6	5,105	101,640	113,694	8,462	22,2[illegible]1	1,312	41,691	26,592

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Minnesota 1980 Cash Receipts as follows: From Crops $2,909,190,000; from Livestock & Livestock Products $3,064,021,000; Total $5,973,211,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,520,638	2,566,467	1.8	867,956	14,211,316	15,933,187	6,208	18,357	54,306	962,139	358,855
STANDARD METROPOLITAN STATISTICAL AREAS											
Biloxi-Gulfport, Miss.	191,918	197,868	3.1	67,280	1,104,426	1,217,426	6,153	18,095	787	3,732	1,772
Jackson, Miss.	320,425	329,656	2.9	114,101	2,732,324	3,123,130	9,474	27,372	1,762	20,014	5,849
Memphis, Tenn.-Ark.-Miss.	912,887	935,261	2.5	329,576	6,749,686	7,626,701	8,155	23,141	2,564	135,484	3,525
Pascagoula-Moss Point, Miss.	118,015	118,197	.2	38,843	677,856	762,661	6,452	19,634	234	1,248	931
COUNTIES, Cities											
ADAMS	38,035	38,669	1.7	13,429	229,182	255,926	6,618	19,058	209	7,422	
Natchez	22,015	22,884	3.9	8,364	135,640	153,228	6,696	18,320	*	*	*
ALCORN	33,036	34,730	5.1	12,975	202,479	227,316	6,545	17,520	555	3,712	1,768
Corinth	13,839	14,497	4.8	5,954	99,177	111,593	7,698	18,743	*	*	*
AMITE	13,369	13,532	1.2	4,525	56,542	62,927	4,650	13,907	689	1,923	10,582
ATTALA	19,865	19,697	-.9	6,975	93,021	102,799	5,219	14,738	606	5,228	
BENTON	8,153	8,010	-1.8	2,568	30,862	34,402	4,295	13,396	345	5,268	1,400
BOLIVAR	45,965	44,594	-3.0	13,551	205,336	225,049	5,047	16,608	594	75,219	
Cleveland	14,524	14,659	.9	4,573	93,719	103,822	7,082	22,703	*	*	*
CALHOUN	15,664	15,150	-3.3	5,419	72,020	79,984	5,279	14,760	573	11,556	2,370
CARROLL	9,776	10,247	4.8	3,435	39,134	43,616	4,256	12,698	539	7,978	4,105
CHICKASAW	17,853	17,224	-3.5	5,821	87,944	97,285	5,648	16,713	607	9,271	5,619
CHOCTAW	8.996	8,939	-.6	3,091	37,334	41,706	4,666	13,493	317	1,[illegible]38	1,645
CLAIBORNE	12,279	17,364	41.4	5,388	66,074	76,482	4,405	14,195	286	5,071	
CLARKE	16,945	12,860	-24.1	4,465	65,066	70,234	5,461	15,730	482	915	2,619
CLAY	21,082	21,801	3.4	7,245	112,513	125,067	5,737	17,263	459	6,796	4,089
West Point	8,811	8,875	.7	3,242	44,807	49,785	5,610	15,356	*	*	*
COAHOMA	36,918	35,803	-3.0	11,700	167,931	183,748	5,132	15,705	327	51,239	310
Clarksdale	21,137	20,825	-1.5	6,901	110,936	121,525	5,836	17,610	*	*	*
COPIAH	26,503	26,912	1.5	8,926	121,664	135,752	5,044	15,209	691	4,066	5,820
COVINGTON	15,927	16,756	5.2	5,589	77,841	87,527	5,224	15,661	654	3,610	3,172
DE SOTO	53,930	55,149	2.3	17,186	378,806	441,894	8,013	25,712	611	19,831	
FORREST	66,018	67,155	1.7	24,043	424,850	474,959	7,073	19,755	394	2,442	3,535
Hattiesburg	40,829	40,848		15,156	284,380	316,332	7,744	20,872	*	*	*
FRANKLIN	8,208	7,959	-3.0	2,960	38,022	42,148	5,296	14,239	218	1,740	
GEORGE	15,297	16,204	5.9	5,221	86,945	97,775	6,034	18,727	419	3,115	2,765
GREENE	9,827	9,662	-1.7	3,098	38,840	43,133	4,464	13,923	388	1,151	1,306
GRENADA	21,043	21,008	-.2	7,321	101,071	111,503	5,308	15,231	293	5,487	3,068
Grenada	12,641	13,123	3.8	4,656	62,037	77,546	5,909	16,655	*	*	*
HANCOCK	24,537	26,695	8.8	9,238	127,053	144,194	5,402	15,609	228	1,057	
HARRISON	157,665	160,921	2.1	54,749	931,090	1,022,277	6,353	18,672	280	1,404	
Biloxi	49,311	48,603	-1.4	16,378	286,802	311,556	6,410	19,023	*	*	*
Gulfport	39,676	38,635	-2.6	14,536	262,064	281,915	7,297	19,394	*	*	*
HINDS	250,998	254,24[illegible]	1.3	89,700	2,204,457	2,509,001	9,868	27,971	1,015	13,818	
Jackson	202,895	205,[illegible]	1.3	74,089	1,816,415	2,077,999	10,110	28,047	*	*	*
HOLMES	22,970	22,702	-1.2	7,182	68,039	73,295	3,229	10,205	641	27,410	
HUMPHREYS	13,931	14,159	1.6	4,430	53,182	58,614	4,140	13,231	332	33,003	
ISSAQUENA	2,513	2,704	7.6	822	12,013	13,451	4,974	16,364	144	19,407	
ITAWAMBA	20,518	22,056	7.5	7,791	112,607	127,258	5,770	16,334	666	3,372	2,527
JACKSON	118,015	118,197	.2	38,843	677,856	762,661	6,452	19,634	234	1,248	931
Moss Point	18,998	17,702	-6.8	5,270	93,956	101,937	5,759	19,343	*	*	*
Pascagoula	29,318	27,972	-4.6	9,876	197,680	219,049	7,831	22,180	*	*	*
JASPER	17,265	17,329	.4	5,754	73,681	82,182	4,742	14,283	627	538	5,285
JEFFERSON	9,181	9,672	5.3	2,997	27,647	30,729	3,177	10,252	272	5,623	
JEFFERSON DAVIS	13,846	12,949	-6.5	4,157	58,993	66,049	5,101	15,889	565	1,491	2,850
JONES	61,912	64,216	3.7	23,041	374,643	417,373	6,500	18,114	1,044	1,767	8,684
Laurel	21,897	21,582	-1.4	8,254	146,179	159,822	7,405	19,363	*	*	*
KEMPER	10,148	9,889	-2.6	3,279	34,408	38,206	3,863	11,652	604	1,924	3,167
LAFAYETTE	31,030	31,786	2.4	10,138	166,606	187,378	5,895	18,483	518	4,541	2,750

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Oxford	9,882	8,711	-11.9	3,358	87,067	94,857	10,889	28,248	*	*	*
LAMAR	23,821	25,676	7.8	8,780	133,210	152,843	5,953	17,408	425	1,722	5,174
LAUDERDALE	77,285	80,636	4.3	28,910	477,343	533,051	6,611	18,438	534	1,059	
Meridian	46,577	47,311	1.6	17,952	306,871	339,568	7,177	18,915	*	*	*
LAWRENCE	12,518	12,521		4,316	63,176	70,704	5,647	16,382	424	2,028	2,703
LEAKE	18,790	18,587	-1.1	6,493	81,359	90,616	4,875	13,956	891	3,124	5,322
LEE	57,061	58,297	2.2	21,046	379,872	426,663	7,319	20,273	738	7,643	6,510
Tupelo	23,905	24,114	.9	9,176	193,341	216,147	8,964	23,556	*	*	*
LEFLORE	41,525	41,659	.3	13,459	213,579	235,911	5,663	17,528	343	56,466	
Greenwood	20,115	19,659	-2.3	7,425	132,174	144,978	7,375	19,526	*	*	*
LINCOLN	30,174	30,022	-.5	10,370	150,631	167,711	5,586	16,173	614	1,673	
Brookhaven	10,800	10,397	-3.7	3,664	59,662	65,495	6,299	17,875	*	*	*
LOWNDES	57,304	58,022	1.3	19,423	340,928	380,051	6,550	19,567	497	10,384	3,233
Columbus	27,383	27,177	-.8	9,460	167,344	184,788	6,799	19,534	*	*	*
MADISON	41,613	43,139	3.7	13,592	170,885	193,756	4,491	14,255	674	18,318	6,100
MARION	25,708	26,859	4.5	9,254	124,251	138,886	5,171	15,008	670	848	6,383
MARSHALL	29,296	29,470	.6	8,787	102,718	114,977	3,901	13,085	755	9,438	6,475
MONROE	36,404	36,312	-.3	12,589	192,331	212,604	5,855	16,888	811	14,029	4,575
MONTGOMERY	13,366	13,753	2.9	4,772	62,020	69,255	5,036	14,513	414	3,949	
NESHOBA	23,789	24,755	4.1	8,641	120,654	134,222	5,422	15,533	866	432	5,233
NEWTON	19,944	19,721	-1.1	7,086	103,699	115,115	5,837	16,245	780	2,218	8,771
NOXUBEE	13,212	13,413	1.5	4,210	52,221	57,932	4,319	13,761	567	15,881	6,554
OKTIBBEHA	36,018	38,114	5.8	11,965	208,311	236,715	6,211	19,784	419	2,855	
Starkville	15,169	16,261	7.2	6,065	108,795	123,956	7,623	20,438	*	*	*
PANOLA	28,164	27,558	-2.2	8,911	109,574	120,160	4,360	13,484	845	22,325	
PEARL RIVER	33,795	34,417	1.8	11,559	191,401	215,482	6,261	18,642	669	3,831	
Picayune	10,361	10,033	-3.2	3,326	60,908	67,468	6,725	20,285	*	*	*
PERRY	9,864	9,886	.2	3,208	43,650	48,400	4,896	15,087	304	1,701	1,350
PIKE	36,173	37,555	3.8	13,158	178,957	198,998	5,299	15,124	560	1,682	10,450
McComb	12,331	12,491	1.3	4,800	73,694	80,926	6,479	16,860	*	*	*
PONTOTOC	20,918	22,063	5.5	8,076	103,065	115,730	5,245	14,330	867	8,971	4,857
PRENTISS	24,025	25,123	4.6	8,909	126,374	141,757	5,643	15,912	580	5,952	
QUITMAN	12,636	12,689	.4	4,068	50,218	54,131	4,266	13,307	369	34,359	577
RANKIN	69,427	75,392	8.6	24,401	527,867	614,129	8,146	25,168	747	6,196	5,849
SCOTT	24,556	25,713	4.7	8,652	118,230	132,938	5,170	15,365	854	2,740	6,086
SHARKEY	7,964	7,724	-3.0	2,235	30,756	33,370	4,320	14,931	178	39,467	
SIMPSON	23,441	23,807	1.6	8,003	116,979	131,209	5,511	16,395	765	2,121	4,614
SMITH	15,077	15,879	5.3	5,465	78,753	87,833	5,531	16,072	888	1,556	5,449
STONE	9,716	10,252	5.5	3,293	46,283	50,955	4,970	15,474	279	1,271	1,772
SUNFLOWER	34,844	34,124	-2.1	9,798	143,542	157,284	4,609	16,053	522	70,030	
TALLAHATCHIE	17,157	16,411	-4.4	5,173	62,493	68,074	4,148	13,159	534	46,791	
TATE	20,119	20,133	.1	6,268	86,252	96,563	4,796	15,406	653	10,539	8,205
TIPPAH	18,739	19,465	3.9	6,868	91,155	101,987	5,240	14,850	740	5,036	3,378
TISHOMINGO	18,434	19,677	6.7	7,476	98,959	111,915	5,688	14,970	407	1,573	
TUNICA	9,652	9,232	-4.4	2,720	31,750	33,823	3,664	12,435	204	40,024	1,197
UNION	21,741	23,172	6.6	8,557	125,072	140,376	6,058	16,405	762	6,283	3,435
WALTHALL	13,761	13,823	.5	4,624	61,163	68,487	4,955	14,811	773	2,507	13,629
WARREN	51,627	52,054	.8	17,973	323,691	363,901	6,991	20,247	268	8,885	1,418
Vicksburg	25,434	24,758	-2.7	9,030	154,941	171,578	6,930	19,001	*	*	*
WASHINGTON	72,344	73,688	1.9	24,096	398,261	441,286	5,989	18,314	488	59,837	
Greenville	40,613	41,364	1.8	13,724	232,942	257,391	6,223	18,755	*	*	*
WAYNE	19,135	18,802	-1.8	6,292	87,764	98,182	5,222	15,604	502	467	2,355
WEBSTER	10,300	9,940	-3.5	3,569	46,406	51,341	5,165	14,385	425	4,630	2,195
WILKINSON	10,021	9,602	-4.2	3,148	37,348	40,653	4,234	12,914	291	2,879	
WINSTON	19,474	19,542	.3	6,820	99,855	111,344	5,698	16,326	732	1,251	
YALOBUSHA	13,139	13,122	-.1	4,727	54,277	59,530	4,537	12,594	397	4,975	2,468
YAZOO	27,349	27,702	1.3	9,164	108,281	118,437	4,275	12,924	694	47,677	5,479
Yazoo City	12,426	13,014	4.7	4,342	48,280	52,878	4,063	12,178	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Mississippi 1980 Cash Receipts as follows: From Crops $1,149,847,000; from Livestock & Livestock Products $878,067,000; Total $2,027,914,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,917,444	4,862,235	-1.1	1,826,886	36,813,044	40,224,836	8,273	22,018	121,826	1,404,764	1,779,443
STANDARD METROPOLITAN STATISTICAL AREAS											
Columbia, Mo.	100,376	102,477	2.1	37,079	823,936	926,948	9,045	24,999	1,333	12,403	13,783
Joplin, Mo.	127,513	126,395	-.9	49,518	802,389	877,633	6,944	17,724	3,105	17,901	34,401
Kansas City, Mo.-Kans.	1,327,020	1,327,060		507,905	11,465,251	12,569,362	9,472	24,747	6,421	84,714	80,517
St. Joseph, Mo.	101,868	98,228	-3.6	37,621	577,059	604,892	6,158	16,079	1,948	30,252	26,799
St. Louis, Mo.-Ill.	2,355,276	2,314,272	-1.8	847,113	19,765,372	21,651,543	9,356	25,559	9,162	174,288	120,687
Springfield, Mo.	207,704	211,489	1.8	80,932	1,507,574	1,669,953	7,896	20,634	3,447	6,207	53,358

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1983	POPULATION % Pop. Change 83 vs 80	HOUSEHOLDS 1983 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1982 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1982 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
COUNTIES, Cities											
ADAIR	24,870	25,147	1.1	9,362	182,845	203,329	8,086	21,719	1,016	10,517	12,923
Kirksville	17,167	17,350	1.1	6,394	130,027	144,113	8,306	22,539	*	*	*
ANDREW	13,980	14,023	.3	5,138	72,619	77,350	5,516	15,054	1,033	14,924	17,127
ATCHISON	8,605	8,573	–.4	3,375	70,468	76,267	8,896	22,598	737	28,347	17,705
AUDRAIN	26,458	27,343	3.3	10,389	213,598	234,910	8,591	22,611	1,342	32,738	34,904
Mexico	12,276	12,680	3.3	5,038	113,030	124,605	9,827	24,733	*	*	*
BARRY	24,408	24,816	1.7	9,784	132,327	145,973	5,882	14,920	1,802	3,593	26,567
Monett	6,148	5,986	–2.6	2,190	36,038	40,042	6,689	18,284	*	*	*
BARTON	11,292	11,605	2.8	4,699	73,324	80,200	6,911	17,067	990	21,948	14,492
Lamar	4,053	4,158	2.6	1,733	22,635	25,150	6,049	14,512	*	*	*
BATES	15,873	15,695	–1.1	6,256	112,936	123,169	7,848	19,688	1,512	17,808	31,212
BENTON	12,183	12,220	.3	5,035	70,390	77,704	6,359	15,433	1,004	5,791	12,066
BOLLINGER	10,301	9,895	–4.0	3,692	49,310	54,151	5,473	14,667	981	5,414	
BOONE	100,376	102,477	2.1	37,079	823,936	926,948	9,045	24,999	1,333	12,403	13,783
Columbia	62,061	61,019	–1.7	21,629	528,088	587,154	9,622	27,147	*	*	*
BUCHANAN	87,888	84,205	–4.2	32,483	504,440	527,542	6,265	16,241	915	15,328	9,672
St. Joseph	76,691	74,154	–3.3	28,909	441,049	464,327	6,262	16,062	*	*	*
BUTLER	37,693	38,865	3.1	15,109	244,541	271,664	6,990	17,980	1,093	27,133	4,015
Poplar Bluff	17,139	17,281	.8	7,062	120,832	132,663	7,677	18,785	*	*	*
CALDWELL	8,660	8,613	–.6	3,391	53,787	58,697	6,815	17,310	964	10,434	17,272
CALLAWAY	32,252	34,359	6.5	11,750	243,041	273,335	7,955	23,263	1,402	13,467	18,037
Fulton	11,046	10,860	–1.7	3,410	83,920	91,620	8,436	26,868	*	*	*
CAMDEN	19,963	20,049	.4	8,270	128,846	145,255	7,245	17,564	548	865	7,833
CAPE GIRARDEAU	58,837	59,105	.5	21,707	423,661	469,697	7,947	21,638	1,468	15,005	18,635
Cape Girardeau.	34,361	33,874	–1.4	12,578	266,577	293,985	8,679	23,373	*	*	*
CARROLL	12,131	12,551	3.5	5,088	90,944	98,642	7,859	19,387	1,159	32,346	22,231
Carrollton	4,700	4,872	3.7	2,018	35,573	42,254	8,673	20,939	*	*	*
CARTER	5,428	5,286	–2.6	1,981	37,143	42,067	7,958	21,235	232	205	
CASS	51,029	51,625	1.2	18,214	320,172	353,691	6,851	19,419	1,718	16,379	20,218
CEDAR	11,894	13,099	10.1	5,483	74,635	83,142	6,347	15,164	952	2,748	10,865
CHARITON	10,489	10,140	–3.3	4,079	67,649	73,579	7,256	18,038	1,328	32,230	30,792
CHRISTIAN	22,402	23,907	6.7	8,821	144,197	163,193	6,826	18,501	1,398	2,208	20,282
CLARK	8,493	7,986	–6.0	2,970	51,296	56,311	7,051	18,960	792	19,319	9,999
CLAY	136,488	132,741	–2.8	49,836	1,126,399	1,225,214	9,230	24,585	692	5,987	15,246
Excelsior Spring.	10,424	10,146	–2.7	4,055	88,488	110,610	10,902	27,277	*	*	*
CLINTON	15,916	16,089	1.1	5,782	115,897	128,972	8,016	22,306	845	9,503	
COLE	56,663	58,043	2.4	20,867	479,322	533,235	9,187	25,554	1,032	2,824	10,399
Jefferson City	33,619	33,098	–1.6	12,861	329,012	362,842	10,963	28,213	*	*	*
COOPER	14,643	15,318	4.6	5,790	125.161	136,422	8,906	23,562	1,040	13,810	21,847
Boonville	6,959	7,134	2.5	2,757	63,863	67,026	9,395	24,311	*	*	*
CRAWFORD	18,300	18,517	1.2	6,822	108,561	120,258	6,494	17,628	720	1,203	7,003
DADE	7,383	7,412	.4	2,980	42,568	46,425	6,263	15,579	991	7,178	
DALLAS	12,996	12,252	1.3	4,609	61,605	68,257	5,571	14,810	1,165	1,877	17,217
DAVIESS	8,905	8,819	–1.0	3,496	55,000	60,429	6,852	17,285	1,057	17,236	15,890
DE KALB	8,222	7,744	–5.8	2,954	53,784	59,211	7,646	20,044	915	10,122	19,963
DENT	14,517	15,796	8.8	6,117	105,731	119,427	7,561	19,524	769	857	7,795
DOUGLAS	11,594	11,619	.2	4,316	55,353	61,666	5,307	14,288	1,273	1,647	17,770
DUNKLIN	36,324	34,947	–3.8	13,483	216,605	238,064	6,812	17,657	956	54,751	
Kennett	10,145	9,585	–5.5	3,769	70,815	77,324	8,067	20,516	*	*	*
FRANKLIN	71,233	73,028	2.5	25,397	455,802	504,525	6,909	19,866	1,732	7,312	22,436
GASCONADE	13,181	13,939	5.8	5,467	83,635	91,326	6,552	16,705	869	3,206	9,706
GENTRY	7,887	7,461	–5.4	3,062	49,623	53,809	7,212	17,573	838	12,454	16,960
GREENE	185,302	187,582	1.2	72,111	1,363,377	1,506,760	8,033	20,895	2,049	3,999	33,076
Springfield	133,116	132,030	–.8	53,000	1,016,528	1,116,773	8,458	21,071	*	*	*
GRUNDY	11,959	11,710	–2.1	4,928	86,767	95,179	8,128	19,314	786	14,943	13,392
Trenton	6,811	6,836	.4	3,020	43,682	56,634	8,285	18,753	*	*	*
HARRISON	9,890	9,124	–7.8	3,968	57,579	62,106	6,807	15,652	1,154	15,199	21,885
HENRY	19,672	19,591	–.4	7,936	138,117	150,766	7,696	18,998	1,185	13,081	18,204
Clinton	8,366	8,430	.8	3,353	57,368	59,341	7,039	17,698	*	*	*
HICKORY	6,367	7,121	11.8	3,053	36,040	40,174	5,642	13,159	587	1,452	8,129
HOLT	6,882	6,911	.4	2,877	55,400	60,422	8,743	21,002	745	26,753	11,459
HOWARD	10,008	9,855	–1.5	3,676	65,725	71,476	7,253	19,444	760	11,466	14,471
HOWELL	28,807	30,310	5.2	11.714	175,098	195,676	6,456	16,704	1,725	2,043	24,500
West Plains	7,741	7,986	3.2	3,397	51,709	58,041	7,268	17,086	*	*	*
IRON	11,084	10,577	–4.6	3,787	69,887	77,246	7,303	20,398	306	403	2,402
JACKSON	629,180	611,941	–2.7	242,456	4,874,805	5,183,472	8,471	21,379	947	13,131	10,839
Independence	111,806	108,446	–3.0	41,020	882,575	946,452	8,727	23,073	*	*	*
[1]Kansas City	448,159	425,221	–5.1	173,442	3,488,582	3,703,813	8,710	21,355	*	*	*
JASPER	86,958	85,410	–1.8	34,000	556,911	606,857	7,105	17,849	1,391	12,712	16,702
Carthage	11,104	10,686	–3.8	4,345	70,002	75,289	7,046	17,328	*	*	*
[2]Joplin	38,893	37,271	–4.2	15,938	277,430	300,093	8,052	18,829	*	*	*
JEFFERSON	146,814	152,002	3.5	50,591	1,011,811	1,138,562	7,490	22,505	724	2,827	4,970
Crystal City	3,573	3,355	–6.1	1,307	29,465	32,739	9,758	25,049	*	*	*
Festus	7,574	7,291	–3.7	2,629	57,470	63,856	8,758	24,289	*	*	*
JOHNSON	39,059	39,165	.3	12,948	268,195	299,485	7,647	23,130	1,832	13,477	26,995
Warrensburg	13,807	13,569	–1.7	4,134	104,048	115,363	8,502	27,906	*	*	*
KNOX	5,508	5,275	–4.2	2,042	34,146	36,878	6,991	18,060	711	16,090	11,913
LACLEDE	24,323	24,314		9,288	146,736	162,031	6,664	17,445	1,260	1,986	20,761
Lebanon	9,507	9,284	–2.4	3,941	67,746	74,933	8,071	19,014	*	*	*
LAFAYETTE	29,925	29,591	–1.1	11,151	247,910	274,454	9,275	24,613	1,636	26,228	37,704
Lexington	5,063	4,777	–5.7	1,907	38,831	43,146	9,032	22,625	*	*	*
LAWRENCE	28,973	29,550	2.0	11,329	166,405	182,204	6,166	16,083	1,845	7,021	29,669
Aurora	6,437	6,594	2.4	2,725	35,584	40,676	6,169	14,927	*	*	*
LEWIS	10,901	9,717	–10.9	3,662	70,082	76,001	7,821	20,754	830	14,489	15,583

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LINCOLN	22,193	23,613	6.4	8,430	159,496	179,256	7,591	21,264	1,320	17,114	
LINN	15,495	15,719	1.4	6,616	111,128	121,857	7,752	18,419	1,042	16,681	
Brookfield	5,555	5,614	1.1	2,473	36,244	40,271	7,173	16,284	*	*	*
LIVINGSTON	15,739	15,338	−2.6	6,028	117,382	128,524	8,379	21,321	922	18,808	
Chillicothe	9,089	3,693	−4.4	3,538	74,493	80,682	9,281	22,804	*	*	*
MCDONALD	14,917	14,621	−2.0	5,586	73,382	80,225	5,487	14,362	1,070	1,323	13,332
MACON	16,313	15,990	−2.0	6,459	117,515	130,202	8,143	20,158	1,311	17,138	
Macon	5,680	5,584	−1.7	2,282	41,243	47,899	8,578	20,990	*	*	*
MADISON	10,725	10,718	−.1	4,213	76,253	85,574	7,984	20,312	431	766	
MARIES	7,551	7,145	−5.4	2,749	41,920	45,710	6,397	16,628	866	1,755	10,879
MARION	28,638	27,819	−2.9	10,676	211,544	230,607	8,290	21,601	821	14,055	13,240
3Hannibal	18,811	18,209	−3.2	7,100	133,597	145,157	7,972	20,445	*	*	*
MERCER	4,685	4,582	−2.2	1,941	32,256	35,569	7,763	18,325	696	7,839	12,654
MILLER	18,532	18,868	1.8	7,154	112,577	124,411	6,594	17,390	1,099	2,101	13,270
MISSISSIPPI	15,726	14,891	−5.3	5,398	84,730	92,180	6,190	17,077	421	46,549	3,923
MONITEAU	12,068	12,010	−.5	4,452	69,431	75,386	6,277	16,933	1,010	5,803	17,026
MONROE	9,716	9,593	−1.3	3,690	61,717	67,493	7,036	18,291	1,050	17,774	18,593
MONTGOMERY	11,537	12,444	7.9	4,709	86,439	95,783	7,697	20,340	985	14,554	18,562
MORGAN	13,807	14,035	1.7	5,611	82,529	91,835	6,543	15,367	894	3,295	14,055
NEW MADRID	22,945	22,457	−2.1	8,089	129,819	142,007	6,324	17,556	713	58,643	
NEWTON	40,555	40,985	1.1	15,518	245,478	270,776	6,607	17,449	1,714	5,189	17,699
Neosho	9,493	9,593	1.1	3,928	59,508	66,109	6,891	16,830	*	*	*
NODAWAY	21,996	22,636	2.9	8,189	162,217	177,480	7,841	21,673	1,567	27,903	
Maryville	9,558	9,784	2.4	3,356	67,573	89,528	9,150	26,677	*	*	*
OREGON	10,238	10,641	3.9	4,198	56,478	62,733	5,895	14,944	992	834	
OSAGE	12,014	12,020		4,110	74,991	82,174	6,836	19,994	1,163	3,683	21,529
OZARK	7,961	8,361	5.3	3,291	40,537	45,116	5,383	13,709	860	738	13,252
PEMISCOT	24,987	25,345	1.4	9,352	143,598	155,890	6,151	16,669	622	49,753	
PERRY	16,784	17,026	1.4	6,056	93,482	102,293	6,008	16,863	1,056	8,861	18,421
PETTIS	36,378	36,143	−.7	14,213	266,366	292,285	8,087	20,565	1,380	16,904	25,052
Sedalia	20,927	19,944	−4.7	8,453	158,622	171,501	8,599	20,289	*	*	*
PHELPS	33,633	32,743	−2.7	11,505	228,801	251,062	7,668	21,822	737	1,424	7,694
Rolla	13,303	12,553	−5.6	4,187	100,277	108,515	8,645	25,917	*	*	*
PIKE	17,568	16,819	−4.3	6,265	125,368	138,312	8,224	22,077	1,180	18,718	30,771
PLATTE	46,341	46,137	−.5	16,865	384,848	430,336	9,327	25,517	897	14,698	8,942
POLK	18,822	19,159	1.8	7,147	111,850	124,420	6,494	17,409	1,645	3,493	29,335
PULASKI	42,011	40,894	−2.7	10,413	210,342	213,829	5,229	20,535	540	688	
Saint Robert	1,735	1,924	10.9	916	6,961	8,701	4,522	9,499	*	*	*
Waynesville	2,879	2,858	−.7	1,141	16,506	22,015	7,703	19,294	*	*	*
PUTNAM	6,092	5,861	−3.8	2,344	33,326	36,421	6,214	15,538	744	6,534	
RALLS	8,911	9,595	7.7	3,493	64,357	71,816	7,485	20,560	754	15,551	12,057
RANDOLPH	25,460	26,277	3.2	9,859	189,834	210,695	8,018	21,371	876	11,396	
Moberly	13,418	13,524	.8	5,496	108,557	119,675	8,849	21,775	*	*	*
RAY	21,378	21,510	.6	7,739	110,314	117,628	5,469	15,199	1,227	20,371	16,683
Richmond	5,499	5,422	−1.4	2,259	26,117	29,019	5,352	12,846	*	*	*
REYNOLDS	7,230	7,536	4.2	2,859	43,226	48,792	6,475	17,066	386	460	3,736
RIPLEY	12,458	12,277	−1.5	4,684	63,320	70,774	5,765	15,110	611	2,904	
ST. CHARLES	143,455	143,739	.2	47,782	1,090,012	1,244,088	8,655	26,037	1,071	21,139	11,907
ST. CLAIR	8,622	8,144	−5.6	3,362	48,750	52,976	6,505	15,757	881	5,937	
ST. FRANCOIS	42,600	45,159	6.0	16,606	342,440	383,403	8,490	23,088	666	2,957	5,939
Farmington	8,270	8,928	8.0	3,246	62,869	73,749	8,260	22,720	*	*	*
Flat River	4,443	4,513	1.6	1,786	40,948	41,309	9,153	23,129	*	*	*
ST. LOUIS	974,815	949,129	−2.6	345,951	9,491,505	10,444,203	11,004	30,190	497	14,873	2,292
ST. LOUIS CITY	453,085	425,712	−6.1	172,248	2,917,565	3,010,840	7,072	17,480	N.A.	N.A.	N.A.
St. Louis	453,085	425,702	−6.1	172,248	2,917,565	3,010,840	7,073	17,480	*	*	*
STE. GENEVIEVE	15,180	15,891	4.7	5,293	92,720	102,205	6,432	19,309	688	3,682	13,454
SALINE	24,919	23,860	−4.3	9,218	189,008	206,157	8,640	22,365	1,300	33,842	27,986
Marshall	12,781	12,410	−2.9	4,604	98,862	108,212	8,720	23,504	*	*	*
SCHUYLER	4,979	5,008	.6	2,055	28,640	31,441	6,278	15,300	567	5,818	
SCOTLAND	5,415	5,183	−4.3	2,045	31,677	34,369	6,631	16,806	690	13,894	12,483
SCOTT	39,647	39,666		14,386	303,044	338,890	8,544	23,557	733	27,746	6,595
4Sikeston	17,431	17,424	−.1	6,453	146,315	163,541	9,386	25,343	*	*	*
SHANNON	7,885	7,702	−2.3	2,873	44,904	50,461	6,552	17,564	507	583	
SHELBY	7,826	7,586	−3.1	3,072	54,012	58,907	7,765	19,175	806	17,108	18,982
STODDARD	29,009	29,185	.6	11,124	181,240	200,249	6,861	18,002	1,441	51,720	7,831
Dexter	7,043	7,150	1.5	2,916	38,607	42,897	6,000	14,711	*	*	*
STONE	15,587	16,147	3.6	6,562	110,358	126,036	7,806	19,207	847	879	13,046
SULLIVAN	7,434	7,613	2.4	3,083	52,943	57,971	7,615	18,803	940	10,924	
TANEY	20,467	20,667	1.0	8,310	135,092	153,251	7,415	18,442	607	454	6,106
TEXAS	21,070	20,731	−1.6	7,950	121,043	134,145	6,471	16,874	1,624	2,581	23,749
VERNON	19,806	19,023	−4.0	7,395	127,640	138,532	7,282	18,733	1,403	16,807	17,649
Nevada	9,044	8,428	−6.8	3,295	57,084	63,427	7,526	19,249	*	*	*
WARREN	14,900	14,925	.2	5,343	107,157	120,496	8,073	22,552	679	7,152	9,877
WASHINGTON	17,983	18,926	5.2	6,472	90,806	100,221	5,295	15,485	483	610	3,847
WAYNE	11,277	11,413	1.2	4,430	66,383	74,701	6,545	16,863	475	1,571	4,707
WEBSTER	20,414	20,974	2.7	7,314	113,393	127,117	6,061	17,380	1,550	2,290	27,435
WORTH	3,008	2,866	−4.7	1,217	22,847	24,890	8,685	20,452	401	5,153	7,884
WRIGHT	16,188	16,103	−.5	6,234	86,872	96,031	5,964	15,404	1,452	2,623	25,608

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Missouri 1980 Cash Receipts as follows: From Crops $1,946,911,000; from Livestock & Livestock Products $2,503,013,000; Total $4,449,924,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MONTANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	786,415	802,278	2.0	298,042	5,537,607	6,203,551	7,732	20,814	24,501	490,335	689,198
STANDARD METROPOLITAN STATISTICAL AREAS											
Billings, Mont.	108,035	110,392	2.2	42,034	905,790	1,027,590	9,309	24,447	1,024	15,567	
Great Falls, Mont.	80,696	80,187	–.6	30,054	600,852	661,552	8,250	22,012	786	15,984	
COUNTIES, Cities											
BEAVERHEAD	8,186	7,995	–2.3	2,973	42,924	46,479	5,814	15,634	319	3,431	30,304
BIG HORN	11,096	11,101		3,416	112,584	131,841	11,576	38,595	496	10,532	23,175
BLAINE	6,999	6,767	–3.3	2,246	41,194	45,786	6,766	20,386	494	12,875	15,788
BROADWATER	3,267	3,274	.2	1,155	16,176	17,873	5,459	15,474	205	5,817	
CARBON	8,099	8,094	–.1	3,218	90,550	105,633	13,051	32,826	613	7,980	17,647
CARTER	1,799	1,790	–.5	714	17,168	19,112	10,677	26,768	345	2,521	14,951
CASCADE	80,696	80,187	–.6	30,054	600,852	661,552	8,250	22,012	786	15,984	
Great Falls	56,725	55,673	–1.9	22,165	456,334	500,694	8,993	22,589	*	*	*
CHOUTEAU	6,092	5,860	–3.8	2,140	53,245	59,139	10,092	27,635	825	46,061	13,001
CUSTER	13,109	12,653	–3.5	4,906	101,501	114,439	9,044	23,326	376	3,860	
Miles City	9,602	9,245	–3.7	3,734	74,259	86,498	9,356	23,165	*	*	*
DANIELS	2,835	2,672	–5.8	1,015	21,482	23,728	8,880	23,377	409	14,914	4,561
DAWSON	11,805	12,032	1.9	4,356	102,385	116,063	9,646	26,644	546	12,780	8,697
DEER LODGE	12,518	11,651	–6.9	4,219	65,825	67,991	5,836	16,115	63	250	
Anaconda	12,518	11,651	–6.9	4,219	36,476	40,529	3,479	9,606	*	*	*
FALLON	3,763	3,565	–5.3	1,321	28,208	31,615	8,868	23,933	306	4,345	8,808
FERGUS	13,076	13,334	2.0	4,974	106,859	120,730	9,054	24,272	810	14,788	24,313
FLATHEAD	51,966	53,296	2.6	19,919	305,261	343,629	6,448	17,251	812	5,738	9,224
Kalispell	10,648	10,277	–3.5	3,981	61,470	66,636	6,484	16,739	*	*	*
GALLATIN	42,865	46,098	7.5	16,589	270,929	305,447	6,626	18,413	760	13,643	
Bozeman	21,645	22,651	4.6	7,477	126,220	139,249	6,148	18,624	*	*	*
GARFIELD	1,656	1,696	2.4	614	11,074	12,391	7,306	20,181	269	5,106	
GLACIER	10,628	10,273	–3.4	3,376	68,816	76,896	7,485	22,777	364	12,854	9,022
GOLDEN VALLEY	1,026	1,002	–2.3	411	7,959	8,879	8,861	21,603	140	1,581	9,608
GRANITE	2,700	2,595	–3.9	922	13,496	14,357	5,533	15,572	141	333	
HILL	17,985	17,677	–1.7	6,353	147,135	165,444	9,359	26,042	694	32,595	
Havre	10,891	10,699	–1.8	3,912	92,903	103,952	9,716	26,573	*	*	*
JEFFERSON	7,029	6,932	–1.4	2,405	35,934	39,869	5,751	16,578	188	1,562	6,284
JUDITH BASIN	2,646	2,942	11.2	1,041	19,498	21,669	7,365	20,816	345	6,824	
LAKE	19,056	19,132	.4	6,885	93,391	104,437	5,459	15,169	986	6,482	
LEWIS AND CLAR.	43,039	45,830	6.5	17,711	308,736	346,936	7,570	19,589	356	2,825	11,405
Helena	23,938	24,330	1.6	9,318	168,452	184,277	7,574	19,776	*	*	*
LIBERTY	2,329	2,187	–6.1	816	20,976	23,484	10,738	28,779	280	16,326	
LINCOLN	17,752	17,584	–1.0	6,149	110,981	123,100	7,001	20,020	204	245	1,273
MCCONE	2,702	2,366	–12.4	809	21,319	23,533	9,946	29,089	453	13,418	7,618
MADISON	5,448	7,265	33.4	2,917	42,700	47,682	6,563	16,346	433	3,357	23,523
MEAGHER	2,154	2,089	–3.0	714	9,247	9,819	4,700	13,752	136	1,870	
MINERAL	3,675	3,656	–.5	1,354	21,570	23,745	6,495	17,537	57	162	
MISSOULA	76,016	78,698	3.5	29,892	501,484	566,172	7,194	18,941	385	1,032	4,974
Missoula	33,388	33,525	.4	13,838	223,943	249,184	7,433	18,007	*	*	*
MUSSELSHELL	4,428	5,251	18.6	2,047	30,573	34,339	6,540	16,775	228	2,944	8,063
PARK	12,660	13,832	9.3	5,506	76,300	83,409	6,030	15,149	377	2,390	13,730
Livingston	6,994	7,439	6.4	2,798	40,906	45,451	6,110	16,244	*	*	*
PETROLEUM	655	593	–9.5	203	3,434	3,566	6,013	17,567	100	1,085	
PHILLIPS	5,367	5,646	5.2	2,069	40,897	46,100	8,165	22,281	512	9,513	16,763
PONDERA	6,731	6,848	1.7	2,480	51,218	57,131	8,343	23,037	511	21,914	
POWDER RIVER	2,520	2,479	–1.6	916	21,511	23,872	9,630	26,061	345	3,368	
POWELL	6,958	6,645	–4.5	2,238	38,727	41,849	6,298	18,699	194	1,029	
PRAIRIE	1,836	1,694	–7.7	613	12,617	13,871	8,188	22,628	199	3,084	9,026
RAVALLI	22,493	22,905	1.8	8,422	114,027	129,553	5,656	15,383	855	2,271	14,007
Hamilton	2,661	2,507	–5.8	1,174	11,583	12,870	5,134	10,963	*	*	*
RICHLAND	12,243	13,974	14.1	5,066	98,567	113,794	8,143	22,462	612	19,166	17,795
ROOSEVELT	10,467	10,517	.5	3,494	71,041	79,509	7,560	22,756	700	19,743	7,642
ROSEBUD	9,899	11,118	12.3	3,654	58,343	67,225	5,047	18,398	350	6,470	22,520
SANDERS	8,675	9,082	4.7	3,388	47,812	52,848	5,819	15,599	312	1,368	4,176
SHERIDAN	5,414	5,267	–2.7	2,039	48,372	54,564	10,360	26,760	642	20,736	5,326
SILVER BOW	38,092	37,403	–1.8	14,758	200,844	211,163	5,646	14,308	91	27	
Butte	37,205	36,532	–1.8	14,407	194,560	220,254	6,029	15,288	*	*	*
STILLWATER	5,598	6,390	14.1	2,471	73,648	86,318	13,508	34,932	435	5,457	
SWEET GRASS	3,216	3,480	8.2	1,365	23,274	26,046	7,484	19,081	284	1,074	9,251
TETON	6,491	6,511	.3	2,363	54,194	60,693	9,322	25,685	645	20,465	18,834
TOOLE	5,559	5,267	–5.3	2,039	44,108	48,869	9,278	23,967	351	19,508	
TREASURE	981	886	–9.7	303	6,074	6,541	7,383	21,587	112	3,041	
VALLEY	10,250	10,003	–2.4	3,657	80,516	88,678	8,865	24,249	738	20,417	14,758
WHEATLAND	2,359	2,180	–7.6	813	13,763	14,830	6,803	18,241	159	2,229	
WIBAUX	1,476	1,622	9.9	520	10,498	11,723	7,227	22,544	200	3,572	5,298
YELLOWSTONE	108,035	110,392	2.2	42,034	905,790	1,027,590	9,309	24,447	1,024	15,567	
Billings	66,798	66,242	–.8	26,791	601,743	677,635	10,230	25,293	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Montana 1980 Cash Receipts as follows: From Crops $650,741,000; from Livestock & Livestock Products $726,653,000; Total $1,377,394,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEBRASKA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,570,006	1,621,060	3.3	608,143	11,708,883	13,011,710	8,027	21,396	65,991	1,725,149	3,405,412
STANDARD METROPOLITAN STATISTICAL AREAS											
Lincoln, Neb.	192,884	202,851	5.2	77,815	1,377,269	1,511,852	7,453	19,429	1,510	28,840	18,353
Omaha, Neb.-Iow.	570,399	583,578	2.3	214,330	4,409,505	4,882,280	8,366	22,779	2,868	83,196	170,362
Sioux City, Iowa-Neb.	117,457	120,706	2.8	44,831	889,812	977,778	8,100	21,810	2,070	57,251	96,354
COUNTIES, Cities											
ADAMS	30,656	31,839	3.9	12,610	297,764	335,842	10,548	26,633	797	35,722	77,065
Hastings	23,045	23,770	3.1	9,844	232,126	260,890	10,976	26,502	*	*	*
ANTELOPE	8,675	8,470	-2.4	3,271	54,153	60,162	7,103	18,393	1,123	30,751	59,029
ARTHUR	513	495	-3.5	203	3,608	3,946	7,972	19,438	78	937	
BANNER	918	1,002	9.2	308	6,860	7,408	7,393	24,052	213	6,696	
BLAINE	867	785	-9.5	302	7,078	7,862	10,015	26,033	121	897	
BOONE	7,391	7,491	1.4	2,767	49,975	55,435	7,400	20,034	912	19,357	39,562
BOX BUTTE	13,696	15,225	11.2	5,749	93,169	105,251	6,913	18,308	564	22,323	21,158
Alliance	9,869	11,089	12.4	4,187	64,446	76,378	6,888	18,242	*	*	*
BOYD	3,331	3,406	2.3	1,336	16,496	18,151	5,329	13,586	476	3,651	13,386
BROWN	4,377	4,407	.7	1,747	33,080	37,202	8,442	21,295	362	9,201	43,714
BUFFALO	34,797	36,717	5.5	13,362	252,423	284,915	7,760	21,323	1,208	36,652	64,992
Kearney	21,158	22,266	5.2	8,008	157,781	177,820	7,986	22,205	*	*	*
BURT	8,813	9,215	4.6	3,597	62,908	68,322	7,414	18,994	847	33,280	46,385
BUTLER	9,330	9,455	1.3	3,508	67,941	76,125	8,051	21,700	1,067	35,307	22,562
CASS	20,297	20,328	.2	7,367	125,114	138,174	6,797	18,756	976	25,018	44,981
CEDAR	10,852	10,488	-3.4	3,553	50,589	53,993	5,148	15,196	1,194	16,729	53,637
CHASE	4,758	4,341	-8.8	1,619	25,842	28,212	6,499	17,426	453	33,571	28,702
CHERRY	6,758	6,702	-.8	2,566	58,965	65,781	9,815	25,636	674	4,703	61,944
CHEYENNE	10,057	10,855	7.9	4,413	77,881	85,543	7,881	19,384	747	18,783	
CLAY	8,106	8,433	4.0	3,193	65,672	73,518	8,718	23,025	719	36,496	46,959
COLFAX	9,890	10,466	5.8	4,066	70,754	79,650	7,610	19,589	872	18,518	68,033
CUMING	11,664	11,583	-.7	4,200	71,464	77,772	6,714	18,517	1,305	24,382	203,375
CUSTER	13,877	13,908	.2	5,440	100,145	111,171	7,993	20,436	1,462	26,733	73,008
DAKOTA	16,573	18,111	9.3	6,444	150,725	172,069	9,501	26,702	411	10,748	11,659
DAWES	9,609	10,173	5.9	3,823	79,769	89,422	8,790	23,391	461	4,622	13,007
DAWSON	22,162	23,690	6.9	8,982	175,192	198,303	8,371	22,078	1,049	35,261	156,299
DEUEL	2,462	2,379	-3.4	915	19,149	20,633	8,673	22,550	312	10,808	9,084
DIXON	7,137	6,969	-2.4	2,553	42,973	46,628	6,691	18,264	804	11,804	
DODGE	35,847	36,759	2.5	14,090	280,428	307,211	8,357	21,803	1,075	35,707	53,046
Fremont	23,979	24,678	2.9	9,474	191,141	209,712	8,498	22,136	*	*	*
DOUGLAS	397,884	404,524	1.7	153,450	3,079,099	3,390,093	8,380	22,092	518	13,135	
Omaha	311,681	305,502	-2.0	118,035	2,283,480	2,460,138	8,053	20,842	*	*	*
DUNDY	2,861	3,024	5.7	1,241	27,291	30,573	10,110	24,636	396	16,288	16,737
FILLMORE	7,920	8,233	4.0	3,193	71,446	80,303	9,754	25,150	843	38,411	33,492
FRANKLIN	4,377	4,173	-4.7	1,733	33,135	36,731	8,802	21,195	569	17,095	19,949
FRONTIER	3,647	3,359	-7.9	1,317	26,503	29,407	8,755	22,329	531	16,458	16,621
FURNAS	6,486	6,622	2.1	2,779	50,349	56,081	8,469	20,180	565	14,404	
GAGE	24,456	24,590	.5	9,639	163,626	179,926	7,317	18,666	1,411	26,571	43,261
Beatrice	12,891	13,252	2.8	5,569	96,326	106,549	8,040	19,133	*	*	*
GARDEN	2,802	2,687	-4.1	1,123	20,474	22,643	8,427	20,163	343	7,022	29,926
GARFIELD	2,363	2,295	-2.9	921	17,643	19,698	8,583	21,388	263	2,331	11,105
GOSPER	2,140	2,096	-2.1	819	17,89[illegible]	20,148	9,613	24,601	336	14,400	10,152
GRANT	877	786	-10.4	303	8,243	9,178	11,677	30,290	82	463	9,054
GREELEY	3,462	3,359	-3.0	1,216	20,240	22,329	6,648	18,363	458	8,468	17,927
HALL	47,690	50,338	5.6	19,036	399,238	451,888	8,977	23,739	859	36,638	69,809
Grand Island	33,180	34,621	4.3	13,771	283,766	320,670	9,262	23,286	*	*	*
HAMILTON	9,301	9,746	4.8	3,541	72,708	82,041	8,418	23,169	864	49,336	29,921
HARLAN	4,292	4,189	-2.4	1,637	31,894	35,283	8,423	21,553	451	14,441	
HAYES	1,356	1,286	-5.2	507	9,472	10,522	8,182	20,753	337	8,911	9,440
HITCHCOCK	4,079	4,226	3.6	1,652	30,277	33,731	7,982	20,418	462	11,562	19,717
HOLT	13,552	14,584	7.6	5,336	102,307	116,176	7,966	21,772	1,335	39,562	61,149
HOOKER	990	879	-11.2	401	9,938	11,181	12,720	27,883	60	131	4,159
HOWARD	6,773	6,702	-1.1	2,463	41,573	46,012	6,865	18,681	721	14,143	
JEFFERSON	9,817	9,774	-.4	4,093	75,739	84,092	8,604	20,545	790	19,164	28,106
JOHNSON	5,285	5,587	5.7	2,293	32,975	36,162	6,473	15,771	603	7,035	12,469
KEARNEY	7,053	7,662	8.6	2,830	70,633	80,437	10,498	28,423	624	33,458	
KEITH	9,364	8,827	-5.7	3,357	69,899	77,455	8,775	23,073	410	15,680	28,596
KEYA PAHA	1,301	1,302	.1	514	8,728	9,650	7,412	18,774	279	2,469	11,581
KIMBALL	4,882	4,973	1.9	1,837	41,266	44,528	8,954	24,240	370	9,580	6,058
KNOX	11,457	11,504	.4	4,310	63,968	70,991	6,171	16,471	1,328	11,022	64,712
LANCASTER	192,884	202,851	5.2	77,815	1,377,269	1,511,852	7,453	19,429	1,510	28,840	18,353
Lincoln	171,932	180,817	5.2	70,439	1,248,565	1,371,901	7,587	19,476	*	*	*
LINCOLN	36,455	38,578	5.8	14,401	279,291	316,315	8,199	21,965	1,071	26,392	50,065
North Platte	24,479	26,005	6.2	9,624	189,376	214,479	8,248	22,286	*	*	*
LOGAN	983	1,239	26.0	424	10,199	11,628	9,385	27,425	162	1,961	6,911
LOUP	859	901	4.9	308	7,326	8,143	9,038	26,438	156	1,962	11,164
MCPHERSON	593	601	1.3	206	3,633	3,973	6,611	19,286	131	355	8,717
MADISON	31,382	32,187	2.6	12,226	241,604	274,120	8,516	22,421	1,025	23,486	47,858
Norfolk	19,449	20,050	3.1	7,945	166,156	189,463	9,450	23,847	*	*	*
MERRICK	8,945	9,052	1.2	3,302	60,717	68,052	7,518	20,609	708	29,043	
MORRILL	6,085	6,523	7.2	2,509	36,678	40,217	6,165	16,029	562	15,689	20,320
NANCE	4,740	4,681	-1.3	1,737	29,445	32,485	6,940	18,702	519	13,138	18,772
NEMAHA	8,367	8,664	3.5	3,411	61,000	67,228	7,759	19,709	705	16,439	14,938
NUCKOLLS	6,726	7,116	5.8	2,816	52,539	58,698	8,249	20,844	668	15,129 *	29,771

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEBRASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OTOE	15,183	15,626	2.9	6,165	104,895	114,290	7,314	18,539	1,082	21,756	21,677
Nebraska City	7,127	7,303	2.5	2,930	49,840	52,476	7,186	17,910	*	*	*
PAWNEE	3,937	3,867	−1.8	1,628	21,183	22,657	5,859	13,917	385	7,310	12,064
PERKINS	3,637	3,880	6.7	1,467	29,524	32,705	8,429	22,294	566	27,653	8,120
PHELPS	9,769	9,816	.5	3,802	93,504	105,181	10,715	27,665	623	41,901	
Holdrege	5,624	5,621	−.1	2,283	56,401	64,141	11,411	28,095	*	*	*
PIERCE	8,481	8,633	1.8	3,193	50,789	56,675	6,565	17,750	932	17,401	35,195
PLATTE	28,852	30,584	6.0	11,018	227,648	258,263	8,444	23,440	1,326	33,562	54,484
Columbus	17,328	18,495	6.7	6,885	142,487	161,878	8,753	23,512	*	*	*
POLK	6,320	6,450	2.1	2,481	53,054	59,074	9,159	23,811	797	30,780	82,969
REDWILLOW	12,615	13,171	4.4	5,197	113,401	127,646	9,691	24,561	506	14,810	35,154
McCook	8,404	8,730	3.9	3,502	78,973	88,720	10,163	25,334	*	*	*
RICHARDSON	11,315	11,517	1.8	4,726	70,745	76,671	6,657	16,223	876	19,581	20,493
Falls City	5,374	5,567	3.6	2,327	31,399	35,678	6,409	15,332	*	*	*
ROCK	2,383	2,290	−3.9	919	15,773	17,536	7,658	19,082	326	9,428	25,788
SALINE	13,131	13,122	−.1	5,035	107,357	120,254	9,164	23,884	994	23,803	28,781
SARPY	86,015	92,447	7.5	29,140	570,441	645,477	6,982	22,151	460	12,248	57,195
SAUNDERS	18,716	19,099	2.0	6,983	112,580	124,547	6,521	17,836	1,471	38,602	68,185
SCOTTS BLUFF	38,344	40,025	4.4	14,903	284,525	316,764	7,914	21,255	1,082	35,582	119,765
Scottsbluff	14,156	14,476	2.3	5,643	112,679	124,591	8,607	22,079	*	*	*
SEWARD	15,789	16,663	5.5	5,768	130,999	148,645	8,921	25,771	1,038	31,631	50,625
SHERIDAN	7,544	8,263	9.5	3,139	67,760	76,409	9,247	24,342	723	10,580	31,093
SHERMAN	4,226	4,174	−1.2	1,529	25,024	27,651	6,625	18,084	569	7,763	15,568
SIOUX	1,845	1,790	−3.0	714	14,640	16,024	8,952	22,443	388	5,231	24,323
STANTON	6,549	6,511	−.6	2,158	37,225	41,688	6,403	19,318	749	14,297	63,223
THAYER	7,582	7,752	2.2	3,098	55,772	62,519	8,065	20,180	760	27,521	36,118
THOMAS	973	1,121	15.2	418	7,246	8,182	7,299	19,574	91	255	
THURSTON	7,186	7,386	2.8	2,491	37,177	40,754	5,518	16,360	584	14,123	27,788
VALLEY	5,633	5,810	3.1	2,261	36,315	40,319	6,940	17,832	562	9,353	28,230
WASHINGTON	15,508	15,514		5,409	106,700	117,165	7,552	21,661	851	18,926	36,360
WAYNE	9,858	10,417	5.7	3,597	62,748	68,406	6,567	19,018	852	14,117	45,220
WEBSTER	4,858	4,875	.3	1,939	34,904	38,358	7,868	19,782	519	10,043	15,985
WHEELER	1,060	1,221	15.2	418	7,023	7,900	6,470	18,900	182	5,239	10,912
YORK	14,798	15,624	5.6	5,867	133,555	151,289	9,683	25,786	978	45,633	38,647
York	7,723	8,260	7.0	3,196	65,857	79,685	9,647	24,933	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Nebraska 1980 Cash Receipts as follows: From Crops $2,569,000,000; from Livestock & Livestock Products $3,872,598,000; Total $6,441,642,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEVADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	799,184	899,297	12.5	352,442	6,946,997	7,906,917	8,792	22,435	2,880	60,208	143,601
STANDARD METROPOLITAN STATISTICAL AREAS											
Las Vegas, Nev.	461,816	521,457	12.9	202,075	3,917,823	4,469,303	8,571	22,117	195	857	10,922
Reno, Nev.	193,623	216,581	11.9	88,960	1,961,556	2,235,456	10,322	25,129	218	1,936	4,976
COUNTIES, Cities											
CARSON CITY	32,022	36,673	14.5	14,236	281,443	322,887	8,804	22,681	26	51	
Carson City	32,022	36,673	14.5	14,236	281,443	322,887	8,804	22,681	*	*	*
CHURCHILL	13,917	15,151	8.9	5,721	89,029	98,275	6,486	17,178	464	3,837	19,882
Fallon	4,262	4,712	10.6	1,906	33,307	41,634	8,836	21,844	*	*	*
CLARK	461,816	521,457	12.9	202,075	3,917,823	4,469,303	8,571	22,117	195	857	10,922
Las Vegas	164,674	178,031	8.1	68,100	1,365,881	1,522,898	8,554	22,363	*	*	*
North Las Vega.	42,739	45,209	5.8	14,017	235,687	258,098	5,709	18,413	*	*	*
DOUGLAS	19,421	23,662	21.8	9,247	172,426	202,848	8,573	21,937	131	968	8,272
ELKO	17,269	18,419	6.7	6,939	117,442	127,158	6,904	18,325	271	509	29,218
Elko	8,758	9,196	5.0	3,248	65,258	83,441	9,074	25,690	*	*	*
ESMERALDA	777	690	−11.2	303	3,218	3,513	5,091	11,594	29	1,035	
EUREKA	1,198	1,376	14.9	543	7,295	8,029	5,835	14,786	84	2,746	
HUMBOLDT	9,434	11,044	17.1	3,960	62,054	69,705	6,312	17,602	174	25,454	11,431
LANDER	4,082	4,606	12.8	1,648	22,963	25,655	5,570	15,567	57	1,279	
LINCOLN	3,732	3,687	−1.2	1,261	19,989	22,338	6,059	17,715	80	1,236	
LYON	13,594	15,461	13.7	5,879	92,913	104,472	6,757	17,770	288	6,002	
MINERAL	6,217	6,589	6.0	2,496	45,766	49,667	7,538	19,899	32	131	
NYE	9,048	11,193	23.7	4,348	71,644	81,551	7,286	18,756	118	1,800	4,482
PERSHING	3,408	3,190	−6.4	1,227	20,711	22,495	7,052	18,333	107	10,206	
STOREY	1,459	1,770	21.3	681	10,005	11,621	6,566	17,065	N.A.	N.A.	N.A.
WASHOE	193,623	216,581	11.9	88,960	1,961,556	2,235,456	10,322	25,129	218	1,936	4,976
Reno	100,756	109,957	9.1	47,847	1,016,691	1,143,477	10,399	23,899	*	*	*
WHITE PINE	8,167	7,748	−5.1	2,918	50,720	51,944	6,704	17,801	124	774	5,603
East Ely	1,777	1,660	−6.6	624	9,954	13,165	7,931	21,098	*	*	*
Ely	4,882	4,887	.1	1,804	20,680	24,267	4,966	13,452	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Nevada 1980 Cash Receipts as follows: From Crops $65,116,000; from Livestock & Livestock Products $150,280,000; Total $215,396,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW HAMPSHIRE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	920,610	970,995	5.5	351,594	7,126,199	8,024,153	8,264	22,822	3,304	23,045	48,406
STANDARD METROPOLITAN STATISTICAL AREAS											
Lawrence-Haverhill, Mass.-N.H.	281,981	274,412	–2.7	101,316	2,677,992	2,866,719	10,447	28,295	N.A.	N.A.	N.A.
Lowell, Mass.-N.H.	233,410	225,816	–3.3	32,152	2,178,369	2,318,245	10,266	28,219	N.A.	N.A.	N.A.
Manchester, N.H.	160,767	169,360	5.3	61,192	1,157,906	1,341,776	7,923	21,927	N.A.	N.A.	N.A.
Nashua, N.H.	114,221	122,754	7.5	43,236	886,707	1,048,244	8,539	24,245	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, N.H.-Me.	163,880	176,658	7.8	62,892	1,289,049	1,528,514	8,652	24,304	N.A.	N.A.	N.A.
COUNTIES, Cities											
BELKNAP	42,884	46,711	8.9	17,484	328,089	369,943	7,920	21,159	134	485	
Laconia	15,575	16,089	3.3	4,668	95,119	101,945	6,336	21,839	*	*	*
CARROLL	27,931	27,946	.1	11,406	203,932	232,546	8,321	20,388	110	495	1,331
CHESHIRE	62,116	63,473	2.2	22,999	470,948	528,715	8,330	22,989	222	563	
Keene	21,449	21,278	–.8	6,977	152,514	167,202	7,858	23,965	*	*	*
COOS	35,147	34,403	–2.1	13,094	221,677	242,248	7,041	18,501	199	361	
GRAFTON	65,806	67,012	1.8	24,336	486,531	542,677	8,098	22,299	355	810	10,329
Hanover	9,119	9,049	–.8	1,741	66,428	75,022	8,291	43,091	*	*	*
Lebanon	11,134	11,221	.8	3,544	92,331	102,287	9,116	28,862	*	*	*
HILLSBOROUGH	276,608	293,892	6.2	105,017	2,159,276	2,419,106	8,231	23,035	390	8,137	5,495
Manchester	90,936	92,691	1.9	35,778	667,169	735,482	7,935	20,557	*	*	*
Nashua	67,865	71,859	5.9	26,365	562,719	629,492	8,760	23,876	*	*	*
MERRIMACK	98,302	103,239	5.0	37,536	776,219	877,644	8,501	23,381	370	2,335	7,344
Concord	30,400	30,549	.5	10,986	242,100	268,625	8,793	24,452	*	*	*
ROCKINGHAM	190,345	205,525	8.0	73,275	1,567,459	1,785,354	8,687	24,365	365	4,076	3,851
Portsmouth	26,254	26,539	1.1	8,895	174,691	192,865	7,267	21,682	*	*	*
STRAFFORD	85,408	90,476	5.9	31,825	651,830	736,163	8,137	23,132	192	4,371	2,451
Dover	22,377	23,037	2.9	8,348	176,552	197,404	8,569	23,647	*	*	*
SULLIVAN	36,063	38,318	6.3	14,622	260,238	289;757	7,562	19,817	179	663	4,630
Claremont	14,557	14,976	2.9	5,112	90,265	97,264	6,495	19,027	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Hampshire 1980 Cash Receipts as follows: From Crops $27,058,000; from Livestock & Livestock Products $69,262,000; Total $96,320,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW JERSEY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	7,364,158	7,322,796	–.6	2,611,895	67,192,032	74,564,085	10,182	28,548	9,932	254,003	88,483
STANDARD METROPOLITAN STATISTICAL AREAS											
Allentown-Bethlehem-Easton, Pa.-N.J.	636,714	646,901	1.6	241,600	5,177,616	5,771,976	8,923	23,891	1,992	37,521	35,087
Atlantic City, N.J.	194,119	193,234	–.5	73,831	1,731,078	1,959,086	10,138	26,535	407	26,235	438
Jersey City, N.J.	556,972	550,277	–1.2	211,662	4,407,700	4,695,497	8,533	22,184	N.A.	N.A.	N.A.
Long Branch-Asbury Park, N.J.	503,173	502,160	–.2	174,996	5,211,143	5,872,486	11,694	33,558	744	23,939	4,772
New Brunswick-Perth Amboy-Sayreville, N.J.	595,893	595,166	–.1	202,246	6,375,254	7,203,890	12,104	35,619	268	16,334	1,476
New York, N.Y.-N.	9,119,737	8,984,313	–1.5	3,546,696	83,912,231	92,253,998	10,268	26,011	451	13,974	2,448
Newark, N.J.	1,965,304	1,937,289	–1.4	687,675	17,792,595	19,578,229	10,106	28,470	822	18,565	2,668
Paterson-Clifton-Passaic, N.J.	447,585	445,298	–.5	157,364	3,045,081	3,262,177	7,326	20,730	49	1,133	
Philadelphia, Pa.-N.J.	4,716,818	4,734,527	.4	1,695,859	39,471,496	43,598,574	9,209	25,709	5,208	229,230	85,894
Trenton, N.J.	307,863	307,835		109,070	2,580,833	2,841,242	9,230	26,050	298	7,675	1,067
Vineland-Millville-Bridgeton, N.J.	132,866	133,677	.6	45,953	738,319	798,538	5,974	17,377	611	35,551	2,669
Wilmington, Del.-N.J.-Md.	524,108	532,426	1.6	189,548	4,353,387	4,805,551	9,026	25,353	1,515	52,637	27,201
COUNTIES, Cities											
ATLANTIC	194,119	193,234	–.5	73,831	1,731,078	1,959,086	10,138	26,535	407	26,235	438
Atlantic City	40,199	37,173	–7.5	16,610	280,737	307,040	8,260	18,485	*	*	*
BERGEN	845,385	829,922	–1.8	304,430	9,770,794	10,866,180	13,093	35,694	152	6,630	147
Hackensack	36,039	35,931	–.3	16,418	407,949	453,733	12,628	27,636	*	*	*
BURLINGTON	362,542	355,239	–2.0	115,924	3,314,767	3,721,776	10,477	32,105	719	27,090	9,909
Burlington	10,246	9,354	–8.7	3,651	83,964	91,864	9,821	25,161	*	*	*
Willingboro	39,912	37,115	–7.0	10,131	316,849	360,056	9,701	35,540	1,000,000		
CAMDEN	471,650	471,275	–.1	167,402	4,486,048	4,998,335	10,606	29,858	162	7,739	
Camden	84,910	79,933	–5.9	29,596	565,387	611,453	7,650	20.660	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW JERSEY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CAPE MAY	82,266	85,375	3.8	34,677	622,919	701,305	8,214	20,224	109	2,587	384
CUMBERLAND	132,866	133,677	.6	45,953	738,319	798,538	5,974	17,377	611	35,551	2,669
Bridgeton	18,795	18,059	–3.9	6,628	99,036	104,473	5,785	15,762	*	*	*
Millville	24,815	25,313	2.0	9,290	148,271	161,498	6,380	17,384	*	*	*
Vineland	53,753	54,530	1.4	17,742	302,475	327,084	5,998	18,436	*	*	*
ESSEX	850,451	830,205	–2.4	301,884	6,869,804	7,470,349	8,998	24,746	39	1,225	
Newark	329,248	316,571	–3.9	113,859	1,830,477	1,975,935	6,242	17,354	*	*	*
GLOUCESTER	199,917	203,100	1.6	68,196	1,710,725	1,924,949	9,478	28,227	701	27,918	6,047
Woodbury	10,353	9,671	–6.6	3,788	97,854	106,244	10,986	28,048	*	*	*
HUDSON	556,972	550,277	–1.2	211,662	4,407,700	4,695,497	8,533	22,184	N.A.	N.A.	N.A.
Jersey City	223,532	217,124	–2.9	82,742	1,672,341	1,761,131	8,111	21,285	*	*	*
Union City	55,593	55,417	–.3	20,747	389,405	411,117	7,419	19,816	*	*	*
HUNTERDON	87,361	89,015	1.9	29,955	709,655	795,156	8,933	26,545	1,107	8,991	11,379
MERCER	307,863	307,835		109,070	2,580,833	2,841,242	9,230	26,050	298	7,675	1,067
Trenton	92,124	88,661	–3.8	33,722	599,812	650,089	7,332	19,278	*	*	*
MIDDLESEX	595,893	595,166	–.1	202,246	6,375,254	7,203,890	12,104	35,619	268	16,334	1,476
New Brunswick	41,442	41,006	–1.1	13,923	347,870	389,255	9,493	27,958	*	*	*
Perth Amboy	38,951	38,695	–.7	13,959	324,236	362,693	9,373	25,983	*	*	*
Woodbridge	90,074	87,182	–3.2	28,872	1,206,894	1,508,617	17,304	52,252	*	*	*
MONMOUTH	503,173	502,160	–.2	174,996	5,211,143	5,872,486	11,694	33,558	744	23,939	4,772
Asbury Park	17,015	16,731	–1.7	7,588	126,763	141,319	8,447	18,624	*	*	*
Middletown	62,574	63,185	1.0	18,723	640,144	800,180	12,664	42,738	*	*	*
Red Bank	12,031	11,533	–4.1	4,733	113,606	124,658	10,809	26,338	*	*	*
Shrewsbury	2,962	2,805	–5.3	901	43,359	46,051	16,417	51,111	*	*	*
MORRIS	407,630	410,004	.6	136,679	3,954,227	4,418,719	10,777	32,329	356	6,027	2,624
Dover	14,681	14,428	–1.7	4,945	108,608	119,215	8,263	24,108	*	*	*
Morristown	16,614	16,168	–2.7	6,503	154,931	170,267	10,531	26,183	*	*	*
Parsippany	49,868	48,042	–3.7	16,817	777,796	972,245	20,237	57,813	*	*	*
OCEAN	346,038	352,453	1.9	134,812	2,709,119	3,123,427	8,862	23,169	172	1,611	1,165
Brick Township	53,629	57,437	7.1	21,969	499,856	588,066	10,238	26,768	*	*	*
Point Pleasant	17,747	16,744	–5.7	5,225	112,716	121,764	7,272	23,304	*	*	*
Toms River	7,303	9,564	31.0	3,358	20,091	81,765	8,549	24,349	*	*	*
PASSAIC	447,585	445,298	–.5	157,364	3,045,081	3,262,177	7,326	20,730	49	1,133	
Clifton	74,388	72,550	–2.5	28,483	607,551	649,725	8,956	22,811	*	*	*
Passaic	52,463	51,881	–1.1	19,480	310,078	329,748	6,356	16,928	*	*	*
Paterson	137,970	136,473	–1.1	47,256	720,093	762,169	5,585	16,129	*	*	*
SALEM	64,676	66,816	3.3	23,787	440,417	474,286	7,098	19,939	617	25,332	10,383
Salem	6,959	6,882	–1.1	2,667	40,559	45,065	6,548	16,897	*	*	*
SOMERSET	203,129	200,699	–1.2	68,491	2,161,493	2,403,627	11,976	35,094	391	5,460	
Bridgewater	29,175	28,334	–2.9	8,676	292,831	332,763	11,744	38,354	*	*	*
Somerville	11,973	11,344	–5.3	4,557	122,633	134,567	11,862	29,530	*	*	*
SUSSEX	116,119	121,435	4.6	40,078	878,004	1,002,446	8,255	25,012	539	2,861	13,457
Newton	7,748	7,543	–2.7	2,547	48,440	52,652	7,007	20,751	*	*	*
UNION	504,094	496,381	–1.5	180,621	4,807,071	5,285,534	10,648	29,263	36	5,853	44
Elizabeth	106,201	104,991	–1.1	40,279	820,027	898,567	8,559	22,309	*	*	*
WARREN	84,429	83,230	–1.4	29,837	667,581	745,080	8,952	24,972	549	7,933	14,391
Phillipsburg	16,647	15,574	–6.5	5,926	124,021	135,546	8,703	22,873	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Jersey 1980 Cash Receipts as follows. From Crops $383,262,000; from Livestock & Livestock Products $121,503,000; Total $504,765,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW MEXICO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,299,968	1,331,204	2.4	464,997	8,791,907	9,940,804	7,468	21,378	14,288	189,831	597,336
STANDARD METROPOLITAN STATISTICAL AREAS											
Albuquerque, N.M	454,499	471,481	3.7	172,657	3,149,127	3,550,162	7,530	20,562	692	4,494	5,172
Las Cruces, N.M.	96,340	99,766	3.6	32,431	544,497	615,781	6,172	18,987	848	51,883	
COUNTIES, Cities											
BERNALILLO	419,700	435,216	3.7	161,420	2,989,604	3,364,468	7,731	20,843	376	2,838	
Albuquerque	331,767	344,032	3.7	132,210	2,523,289	2,846,452	8,274	21,530	*	*	*
CATRON	2,720	2,917	7.2	1,069	22,682	25,884	8,874	24,213	217	23	
CHAVES	51,103	52,287	2.3	19,202	317,458	351,554	6,724	18,308	558	18,347	64,787
Roswell	39,676	40,517	2.1	14,988	257,517	284,688	7,026	18,994	*	*	*
COLFAX	13,706	13,775	.5	5,092	87,931	98,029	7,116	19,252	299	826	
Raton	8,225	8,363	1.7	2,439	50,750	61,095	7,305	25,049	*	*	*
CURRY	42,019	41,180	–2.0	14,561	296,829	331,382	8,047	22,758	722	25,635	62,845
Clovis	31,194	30,791	–1.3	11,408	226,610	253,868	8,245	22,254	*	*	*
DE BACA	2,454	2,504	2.0	1,028	15,653	17,406	6,951	16,932	217	1,390	
DONA ANA	96,340	99,766	3.6	32,431	544,497	615,781	6,172	18,987	848	51,883	
Las Cruces	45,086	45,315	.5	16,476	308,151	345,937	7,634	20,996	*	*	*
EDDY	47,855	47,510	–.7	17,006	285,197	315,625	6,643	18,560	463	13,350	
Artesia	10,385	9,943	–4.3	3,643	62,044	67,844	6,823	18,623	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW MEXICO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Carlsbad	25,496	25,312	–.7	9,195	157,229	173,438	6,852	18,862	*	*	*
GRANT	26,204	27,345	4.4	9,210	155,727	175,472	6,417	19,052	251	319	
Silver City	9,887	10,468	5.9	3,563	65,167	81,459	7,782	22,862	*	*	*
GUADALUPE	4,496	4,145	–7.8	1,417	21,827	23,981	5,786	16,924	248	100	14,554
HARDING	1,090	981	–10.0	402	7,545	8,164	8,322	20,308	181	156	11,783
HIDALGO	6,049	5,847	–3.3	1,861	27,848	30,925	5,289	16,617	159*	5,492	7,397
LEA	55,634	56,060	.8	19,514	361,535	398,124	7,102	20,402	510	6,750	
Hobbs	28,794	28,919	.4	10,218	190,965	209,639	7,249	20,517	*	*	*
Lovington	9,727	9,736	.1	3,192	65,042	66,718	6,853	20,902	*	*	*
LINCOLN	10,997	11,018	.2	4,213	65,654	74,436	6,756	17,668	306	344	12,457
LOS ALAMOS	17,599	18,789	6.8	6,884	291,528	335,906	17,878	48,795	N.A.	N.A.	N.A.
Los Alamos	11,039	11,284	2.2	4,574	150,727	167,474	14,842	36,614	*	*	*
LUNA	15,585	15,713	.8	5,795	83,236	93,888	5,975	16,202	212	14,758	
Deming	9,964	9,822	–1.4	3,555	58,902	78,626	8,005	22,117	*	*	*
MCKINLEY	54,950	53,380	–2.9	14,700	314,761	361,006	6,763	24,558	195	53	9,927
Gallup	18,161	17,562	–3.3	5,393	152,442	173,267	9,866	32,128	*	*	*
MORA	4,205	4,472	6.3	1,564	15,020	16,302	3,645	10,423	309	203	8,599
OTERO	44,665	43,183	–3.3	14,527	272,402	300,619	6,962	20,694	348	2,060	6,512
Alamogordo	24,024	22,986	–4.3	7,598	149,166	161,959	7,046	21,316	*	*	*
QUAY	10,577	10,373	–1.9	3,991	71,463	78,086	7,528	19,566	622	4,588	21,597
RIO ARRIBA	29,282	28,965	–1.1	9,215	161,177	184,603	6,373	20,033	636	946	10,761
ROOSEVELT	15,695	15,006	–4.4	5,607	102,160	111,403	7,424	19,869	868	18,416	
Portales	9,940	9,478	–4.7	3,524	59,431	64,403	6,795	18,276	*	*	*
SANDOVAL	34,799	36,265	4.2	11,237	159,523	185,694	5,120	16,525	316	1,656	5,172
SAN JUAN	80,833	89,298	10.5	28,338	621,071	720,896	8,073	25,439	512	3,795	5,253
Farmington	30,729	33,387	8.6	11,198	316,350	364,778	10,926	32,575	*	*	*
SAN MIGUEL	22,751	22,375	–1.7	7,480	108,850	120,452	5,383	16,103	423	164	15,116
Las Vegas	14,322	15,317	6.9	4,596	63,830	79,788	5,209	17,360	*	*	*
SANTA FE	75,306	77,285	2.6	27,777	670,020	775,713	10,037	27,926	221	1,355	8,361
Santa Fe	48,899	48,553	–.7	18,093	451,616	517,453	10,657	28,600	*	*	*
SIERRA	8,454	9,113	7.8	4,143	44,178	49,399	5,421	11,923	178	2,617	
SOCORRO	12,969	12,847	–1.0	4,079	58,010	65,082	5,066	15,955	307	1,821	
TAOS	18,862	18,657	–1.1	6,483	113,469	128,322	6,878	19,794	333	198	1,198
TORRANCE	7,491	7,512	.3	2,774	41,123	47,145	6,276	16,995	420	3,551	10,161
UNION	4,725	4,694	–.7	1,742	29,155	31,822	6,779	18,268	441	2,636	81,098
VALENCIA	60,853	62,726	3.1	20,235	434,773	503,235	8,023	24,870	635	2,583	10,658
Grants	11,451	11,506	.5	3,528	99,536	112,769	9,801	31,964	*	*	*
Milan	3,747	3,943	5.2	1,188	12,067	13,712	3,478	11,542	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Mexico 1980 Cash Receipts as follows: From Crops $272,536,000; from Livestock & Livestock Products $850,445,000; Total $1,122,981,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	17,557,288	17,407,558	–.9	6,469,802	146,054,493	160,824,536	9,239	24,858	49,323	547,979	1,250,003
STANDARD METROPOLITAN STATISTICAL AREAS											
Albany-Schenectady-Troy, N.Y.	795,019	794,452	–.1	295,756	5,662,503	6,224,545	7,835	21,046	2,479	20,821	39,833
Binghamton, N.Y.-Pa.	301,336	298,924	–.8	108,818	1,891,779	2,067,397	6,916	18,999	2,333	7,336	69,375
Buffalo, N.Y.	1,242,573	1,220,778	–1.8	451,127	8,443,483	9,156,797	7,501	20,298	2,530	44,898	44,763
Elmira, N.Y.	97,656	98,527	.9	35,848	495,139	528,935	5,368	14,755	368	2,814	6,830
Glens Falls, N.Y.	109,649	108,476	–1.1	38,033	567,116	619,846	5,714	16,298	998	4,397	481
Nassau-Suffolk, N.Y.	2,605,813	2,586,568	–.7	827,327	28,363,294	31,618,489	12,224	38,218	877	66,447	1,300
New York, N.Y.-N.	9,119,737	8,984,313	–1.5	3,546,696	83,912,231	92,253,998	10,268	26,011	451	13,974	2,448
Newburgh-Middletown, N.	259,603	267,377	3.0	89,440	1,457,372	1,607,832	6,013	17,977	844	27,828	25,580
Poughkeepsie, N.	245,055	247,415	1.0	83,879	1,643,355	1,822,275	7,365	21,725	593	7,317	20,060
Rochester, N.Y.	971,879	975,646	.4	354,034	7,732,161	8,578,975	8,793	24,232	4,490	122,773	83,306
Syracuse, N.Y.	642,375	640,430	–.3	229,783	4,575,237	5,087,030	7,943	22,138	2,625	24,620	37,668
Utica-Rome, N.Y.	320,180	316,254	–1.2	113,802	1,857,333	2,007,650	6,348	17,642	2,258	10,980	44,343
COUNTIES, Cities											
ALBANY	285,909	284,982	–.3	109,507	2,219,666	2,438,334	8,556	22,266	509	8,237	
Albany	101,727	97,813	–3.9	42,298	766,179	831,255	8,498	19,652	*	*	*
ALLEGANY	51,742	51,198	–1.1	16,820	260,354	286,812	5,602	17,052	961	2,280	20,335
Wellsville	5,769	5,541	–4.0	1,865	29,861	33,179	5,988	17,790	*	*	*
BRONX	1,169,115	1,172,545	.3	443,820	8,326,439	8,895,342	7,586	20,043	N.A.	N.A.	N.A.
BROOME	213,648	212,457	–.6	78,730	1,393,646	1,516,220	7,137	19,258	667	2,311	19,190
Binghamton	55,860	54,051	–3.2	22,707	367,199	396,482	7,335	17,461	*	*	*
CATTARAUGUS	85,697	87,300	1.9	30,717	453,164	495,465	5,675	16,130	1,265	4,532	35,660
Olean	18,207	18,050	–.9	6,458	93,493	99,759	5,527	15,447	*	*	*
Salamanca	6,890	6,688	–2.9	2,327	36,427	40,474	6,052	17,393	*	*	*
CAYUGA	79,894	80,240	.4	27,850	423,808	462,408	5,763	16,604	1,174	18,537	34,445
Auburn	32.548	31,869	–2.1	10,768	157,633	167,297	5,250	15,536	*	*	*

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NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CHAUTAUQUA	146,925	146,452	-.3	54,325	836,533	910,883	6,220	16,767	2,221	23,617	40,633
Dunkirk	15,310	14,871	-2.9	5,217	74,776	79,449	5,343	15,229	*	*	*
Fredonia	11,126	11,306	1.6	3,146	58,761	63,207	5,591	20,091	*	*	*
Jamestown	35,775	34,658	-3.1	13,428	197,459	209,704	6,051	15,617	*	*	*
CHEMUNG	97,656	98,527	.9	35,848	495,139	528,935	5,368	14,755	368	2,814	6,830
Elmira	35,327	34,829	-1.4	13,090	156,570	164,165	4,713	12,541	*	*	*
CHENANGO	49,344	50,398	2.1	17,790	267,279	292,894	5,812	16,464	1,054	2,212	37,897
Norwich	8,082	7,927	-1.9	3,057	51,867	55,694	7,026	18,219	*	*	*
CLINTON	80,750	83,119	2.9	26,397	418,282	465,356	5,599	17,629	681	7,321	
Plattsburgh	21,057	21,756	3.3	6,768	107,034	117,494	5,401	17,360	*	*	*
COLUMBIA	59,487	58,624	-1.5	21,597	314,967	346,572	5,912	16,047	643	10,485	28,480
Hudson	7,986	7,364	-7.8	2,705	36,503	38,890	5,281	14,377	*	*	*
CORTLAND	48,820	49,249	.9	16,945	262,223	287,755	5,843	16,982	619	1,519	
Cortland	20,138	20,127	-.1	6,843	104,272	113,242	5,626	16,549	*	*	*
DELAWARE	46,931	46,330	-1.3	16,835	244,382	267,963	5,784	15,917	1,146	2,185	46,027
DUTCHESS	245,055	247,415	1.0	83,879	1,643,355	1,822,275	7,365	21,725	593	7,317	20,060
Beacon	12,937	12,650	-2.2	4,345	73,528	80,148	6,336	18,446	*	*	*
Poughkeepsie	29,757	28,719	-3.5	12,178	195,556	213,381	7,430	17,522	*	*	*
ERIE	1,015,472	997,657	-1.8	369,921	6,965,601	7,539,616	7,557	20,382	1,400	22,943	31,028
Buffalo	357,870	336,220	-6.1	142,810	2,202,821	2,330,853	6,933	16,321	*	*	*
Tonawanda	18,693	17,976	-3.8	6,441	119,693	127,278	7,080	19,761	*	*	*
ESSEX	36,176	34,917	-3.5	12,858	191,015	209,674	6,005	16,307	253	2,362	4,932
Lake Placid	2,490	2,317	-7.0	989	15,065	16,880	7,285	17,068	*	*	*
FRANKLIN	44,929	44,939		15,644	217,327	237,236	5,279	15,165	607	2,633	25,514
Malone	7,668	7,518	-2.0	2,276	32,052	32,926	4,380	14,467	*	*	*
Saranac Lake	5,578	5,414	-3.0	2,025	29,834	30,491	5,632	15,057	*	*	*
Tupper Lake	4,478	4,354	-2.8	1,318	20,993	23,326	5,357	17,698	*	*	*
FULTON	55,153	54,560	-1.1	20,745	283,710	306,674	5,621	14,783	260	665	
Gloversville	17,836	16,956	-4.9	6,077	79,990	82,338	4,856	13,549	*	*	*
Johnstown	9,360	8,961	-4.3	3,072	45,237	46,732	5,215	15,212	*	*	*
GENESEE	59,400	58,470	-1.6	20,439	341,896	370,135	6,330	18,109	795	15,622	26,858
Batavia	16,703	16,222	-2.9	6,064	99,837	107,349	6,617	17,703	*	*	*
GREENE	40,861	41,647	1.9	15,680	209,273	231,723	5,564	14,778	304	2,461	5,880
Catskill	4,718	4,427	-6.2	1,388	33,342	34,642	7,825	24,958	*	*	*
HAMILTON	5,034	5,183	3.0	1,981	22,221	24,062	4,642	12,146	N.A.	N.A.	N.A.
HERKIMER	66,714	67,045	.5	24,571	371,610	402,831	6,008	16,395	851	2,401	
Herkimer	8,383	8,287	-1.2	2,850	43,459	44,839	5,411	15,733	*	*	*
Ilion	9,190	9,088	-1.1	2,969	51,272	56,969	6,269	19,188	*	*	*
Little Falls	6,156	5,866	-4.7	2.217	34,561	38,401	6,546	17,321	*	*	*
JEFFERSON	88,151	87,663	-.6	31,518	471,388	510,056	5,818	16,183	1,320	3,715	55,899
Watertown	27,861	26,989	-3.1	8,254	125,883	128,252	4,752	15,538	*	*	*
KINGS	2,230,936	2,178,935	-2.3	833,875	16,412,836	17,910,233	8,220	21,478	N.A.	N.A.	N.A.
LEWIS	25,035	24,602	-1.7	8,207	124,162	137,279	5,580	16,727	771	1,352	
LIVINGSTON	57,006	56,867	-.3	18,758	368,501	408,228	7,179	21,763	837	15,160	25,925
MADISON	65,150	65,975	1.3	21,732	413,881	460,322	6,977	21,182	921	5,518	
Oneida	10,810	10,624	-1.7	3,792	66,831	72,848	6,857	19,211	*	*	*
MONROE	702,238	706,653	.6	261,599	6,021,359	6,681,814	9,456	25,542	784	21,123	10,501
Rochester	241,741	230,922	-4.5	96,751	1,733,637	1,873,450	8,113	19,364	*	*	*
MONTGOMERY	53,439	51,425	-3.8	19,693	291,463	313,367	6,094	15,913	668	2,922	28,728
Amsterdam	21,872	20,423	-6.6	8,643	124,030	131,315	6,430	15,193	*	*	*
NASSAU	1,321,582	1,305,167	-1.3	430,894	16,209,080	17,827,030	13,659	41,372	97	3,042	185
Bethpage	17,794	17,732	-.4	5,473	214,039	243,226	13,717	44,441	*	*	*
Garden City	22,927	22,495	-1.9	7,158	343,732	370,460	16,469	51,755	*	*	*
Hempstead	40,404	40,999	1.5	15,170	415,331	458,226	11,177	30,206	*	*	*
Hicksville	46,102	45,942	-.4	14,180	546,301	551,713	12,009	38,908	*	*	*
NEW YORK	1,427,533	1,372,160	-3.9	696,954	15,140,453	16,591,802	12,092	23,806	N.A.	N.A.	N.A.
NIAGARA	227,101	223,121	-1.8	81,206	1,477,882	1,617,181	7,248	19,915	1,130	21,955	13,735
Lockport	24,844	24,446	-1.6	9,677	171,611	188,042	7,692	19,432	*	*	*
Niagara Falls	71,384	67,435	-5.5	27,153	454,192	488,136	7,239	17,977	*	*	*
North Tonawan .	35,760	35,332	-1.2	12,741	229,046	251,048	7,105	19,704	*	*	*
ONEIDA	253,466	249,209	-1.7	89,231	1,485,723	1,604,819	6,440	17,985	1,407	8,579	44,343
Rome	43,826	42,329	-3.4	14,479	250,051	267,679	6,324	18,487	*	*	*
Utica	75,632	72,041	-4.8	28,724	417,148	438,515	6,087	15,267	*	*	*
ONONDAGA	463,324	459,605	-.8	169,332	3,487,147	3,871,581	8,424	22,864	869	11,308	24,016
Syracuse	170,105	162,873	-4.3	67,795	1,196,381	1,309,173	8,038	19,311	*	*	*
ONTARIO	88,909	88,869	-.1	31,221	544,922	605,448	6,813	19,392	968	18,341	22,316
Canandaigua	10,419	10,075	-3.3	3,622	63,234	68,710	6,820	18,970	*	*	*
Geneva	15,133	14,262	-5.8	4,711	83,142	88,323	6,193	18,748	*	*	*
ORANGE	259,603	267,377	3.0	89,440	1,457,372	1,607,832	6,013	17,977	844	27,828	25,580
Middletown	21,454	20,914	-2.5	7,553	120,882	131,017	6,265	17,346	*	*	*
Newburgh	23,438	22,497	-4.0	8,861	116,384	124,299	5,525	14,028	*	*	*
Port Jervis	8,699	8,560	-1.6	3,341	42,403	45,919	5,364	13,744	*	*	*
ORLEANS	38,496	38,577	.2	13,397	246,369	271,936	7,049	20,298	709	27,878	11,462
Medina	6,392	6,345	-.7	2,261	41,302	44,745	7,052	19,790	*	*	*
OSWEGO	113,901	114,850	.8	38,719	674,209	755,127	6,575	19,503	835	7,794	13,652
Fulton	13,312	12,816	-3.7	4,663	79,016	85,921	6,704	18,426	*	*	*
Oswego	19,793	18,415	-7.0	6,404	124,875	136,385	7,406	21,297	*	*	*
OTSEGO	59,075	59,139	.1	20,842	311,140	339,416	5,739	16,285	1,166	2,547	43,989
Oneonta	14,933	14,469	-3.1	3,907	75,355	78,896	5,453	20,193	*	*	*
PUTNAM	77,193	79,380	2.8	25,834	488,902	552,581	6,961	21,390	58	501	1,103
QUEENS	1,891,325	1,876,069	-.8	727,950	18,228,430	19,993,772	10,657	27,466	16		
RENSSELAER	151,966	153,230	.8	54,797	999,962	1,092,771	7,132	19,942	559	3,615	
Troy	56,638	55,520	-2.0	21,001	344,110	370,995	6,682	17,666	*	*	*
RICHMOND	352,121	358,269	1.7	120,105	3,109,729	3,533,806	9,864	29,423	17		
ROCKLAND	259,530	261,403	.7	80,789	2,500,695	2,823,061	10,800	34,944	38	964	
Nyack	6,428	6,218	-3.3	2,661	60,340	68,063	10,946	25,578	*	*	*
ST. LAWRENCE	114,254	113,198	-.9	36,520	587,658	642,662	5,677	17,598	1,834	3,382	56,651

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Ogdensburg	12,375	11,680	–5.6	3,509	57,114	59,429	5,088	16,936	*	*	*
SARATOGA	153,759	155,660	1.2	54,138	1,012,894	1,145,663	7,360	21,162	542	4,597	11,105
Saratoga Spring	23,906	24,226	1.3	8,510	144,512	162,625	6,713	19,110	*	*	*
SCHENECTADY	149,946	149,155	–.5	57,621	1,138,518	1,234,410	8,276	21,423	201	1,450	
Schenectady	67,972	66,433	–2.3	28,814	488,942	527,134	7,935	18,294	*	*	*
SCHOHARIE	29,710	31,375	5.6	10,517	152,565	169,893	5,415	16,154	670	3,739	21,606
SCHUYLER	17,686	17,273	–2.3	6,043	92,711	102,285	5,922	16,926	444	3,575	5,623
SENECA	33,733	33,923	.6	11,805	194,823	213,180	6,284	18,058	506	9,525	7,878
STEUBEN	99,135	99,119		36,153	571,556	625,467	6,310	17,301	1,549	13,769	37,832
Corning	12,953	12,296	–5.1	4,827	83,890	88,570	7,203	18,349	*	*	*
Hornell	10,234	9,777	–4.5	3,580	52,669	55,485	5,675	15,499	*	*	*
SUFFOLK	1,284,231	1,281,401	–.2	396,433	12,154,214	13,791,459	10,763	34,789	780	63,405	1,115
SULLIVAN	65,155	66,370	1.9	24,204	350,890	388,117	5,848	16,035	476	1,349	9,980
TIOGA	49,812	48,123	–3.4	16,456	290,617	321,404	6,679	19,531	639	2,260	19,693
Waverly	4,738	4,371	–7.8	1,692	24,330	27,033	6,185	15,977	*	*	*
TOMPKINS	87,085	90,059	3.4	31,533	578,907	650,166	7,219	20,619	601	4,310	20,947
Ithaca	28,732	29,496	2.7	9,614	158,720	175,738	5,958	18,279	*	*	*
ULSTER	158,158	159,843	1.1	58,200	911,915	1,000,655	6,260	17,193	563	23,905	7,530
Kingston	24,481	23,756	–3.0	8,549	126,247	134,236	5,651	15,702	*	*	*
WARREN	54,854	55,164	.6	20,144	303,303	333,709	6,049	16,566	66	231	481
Glens Falls	15,897	15,225	–4.2	4,621	69,318	71,105	4,670	15,387	*	*	*
WASHINGTON	54,795	53,312	–2.7	17,889	263,813	286,137	5,367	15,995	932	4,166	
WAYNE	85,230	84,680	–.7	29,059	551,010	611,549	7,222	21,045	1,192	40,271	13,102
WESTCHESTER	866,599	855,630	–1.3	312,939	9,933,953	11,087,221	12,958	35,429	170	5,879	1,198
Mamaroneck	17,616	17,206	–2.3	6,341	202,113	215,911	12,549	34,050	*	*	*
Mount Kisco	8,025	7,949	–1.0	3,163	87,643	97,531	12,270	30,835	*	*	*
Mount Vernon	66,713	64,887	–2.7	25,510	619,178	658,134	10,143	25,799	*	*	*
New Rochelle	70,794	69,290	–2.1	25,706	790,365	842,811	12,164	32,787	*	*	*
North Tarrytown	7,994	7,868	–1.6	2,986	88,363	94,419	12,000	31,621	*	*	*
Ossining	20,196	19,731	–2.3	7,265	192,110	204,821	10,381	28,193	*	*	*
Peekskill	18,236	17,882	–2.0	7,098	169,969	184,642	10,326	26,013	*	*	*
Port Chester	23,565	22,898	–2.8	8,980	212,129	226,952	9,911	25,273	*	*	*
Tarrytown	10,648	10,477	–1.6	3,958	128,153	139,033	13,270	35,127	*	*	*
White Plains	46,999	45,929	–2.3	18,796	560,576	597,372	13,006	31,782	*	*	*
Yonkers	195,351	192,118	–1.7	74,764	2,029,176	2,172,010	11,306	29,052	*	*	*
WYOMING	39,895	40,334	1.1	13,345	218,882	240,581	5,965	18,028	934	7,678	47,587
YATES	21,459	21,140	–1.5	7,811	118,769	131,351	6,213	16,816	628	15,385	8,112
New York City	7,071,030	6,957,978	–1.6	2,822,704	61,217,887	66,924,955	9,618	23,710	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New York 1980 Cash Receipts as follows: From Crops $705,209,000; from Livestock & Livestock Products $1,686,052,000; Total $2,391,261,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,874,429	5,914,813	.7	2,117,304	39,112,731	43,846,014	7,413	20,708	89,477	1,705,241	571,231
STANDARD METROPOLITAN STATISTICAL AREAS											
Asheville, N.C.	177,761	178,470	.4	68,367	2,065,800	2,400,343	13,450	35,110	2,898	10,850	
Burlington, N.C.	99,136	96,649	–2.5	36,081	595,366	637,969	6,601	17,682	1,014	9,488	11,060
Charlotte-Gastonia, N.C.	637,218	642,053	.8	235,027	4,889,724	5,466,786	8,515	23,260	2,252	25,342	20,082
Fayetteville, N.C.	247,160	251,652	1.8	78,706	1,281,859	1,413,148	5,615	17,955	780	17,616	6,829
Greensboro-Winston-Salem-High Point, N.C.	827,385	817,524	–1.2	303,842	5,676,284	6,287,337	7,691	20,693	8,391	88,702	42,000
Hickory, N.C.	130,207	133,125	2.2	48,242	840,899	935,596	7,028	19,394	1,272	6,357	8,885
Jacksonville, N.C.	112,784	112,930	.1	31,162	653,319	724,881	6,419	23,262	740	16,211	
Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	806,691	826,459	2.5	280,525	5,674,328	6,309,414	7,634	22,491	1,074	44,291	22,357
Raleigh-Durham, N.C.	530,673	538,626	1.5	197,528	4,537,361	5,151,466	9,564	26,080	2,400	56,276	18,958
Salisbury-Concord, N.C.	185,081	190,101	2.7	70,378	1,162,500	1,277,285	6,719	18,149	1,437	6,950	16,437
Wilmington, N.C.	139,238	142,670	2.5	52,906	974,583	1,102,247	7,726	20,834	754	10,967	
COUNTIES, Cities											
ALAMANCE	99,136	96,649	–2.5	36,081	595,366	637,969	6,601	17,682	1,014	9,488	11,060
Burlington	37,266	36,413	–2.3	14,281	249,593	268,153	7,364	18,777	*	*	*
ALEXANDER	24,999	27,136	8.5	9,566	147,614	166,854	6,149	17,442	639	3,653	4,079
ALLEGHANY	9,587	9,616	.3	3,699	50,459	56,552	5,881	15,288	599	1,574	10,159
ANSON	25,562	24,608	–3.7	8,278	106,617	116,439	4,732	14,066	437	9,120	2,483
ASHE	22,325	22,559	1.0	8,340	106,831	119,737	5,308	14,357	1,514	3,726	8,074
AVERY	14,409	14,505	.7	4,995	70,781	78,700	5,426	15,756	314	2,956	
BEAUFORT	40,266	40,020	–.6	14,582	254,536	286,631	7,162	19,656	1,047	35,013	
Washington	8,418	7,993	–5.1	2,786	50,361	55,689	6,967	19,989	*	*	*
BERTIE	21,024	20,207	–3.9	6,876	93,747	104,390	5,166	15,182	950	35,574	6,287
BLADEN	30,448	30,818	1.2	10,574	170,513	193,569	6,281	18,306	1,274	28,480	6,232

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BRUNSWICK	35,767	37,102	3.7	13,295	205,225	234,960	6,333	17,673	671	9,661	
BUNCOMBE	160,934	161,991	.7	62,527	1,931,513	2,244,428	13,855	35,895	1,370	5,134	
Asheville	53,281	51,094	–4.1	20,858	657,259	755,702	14,790	36,231	*	*	*
BURKE	72,504	74,090	2.2	26,690	454,831	507,271	6,847	19,006	408	1,265	1,710
Morganton	13,763	13,484	–2.0	4,859	101,248	111,490	8,268	22,945	*	*	*
CABARRUS	85,895	89,693	4.4	32,923	555,748	614,329	6,849	18,660	544	2,637	5,080
Concord	16,942	16,617	–1.9	6,520	117,975	127,082	7,648	19,491	*	*	*
Kannapolis	29,628	28,233	–4.7	10,748	185,029	194,409	6,886	18,088	*	*	*
CALDWELL	67,746	68,421	1.0	24,269	390,701	436,723	6,383	17,995	436	2,266	2,375
Lenoir	13,748	13,048	–5.1	4,923	89,051	96,936	7,429	19,690	*	*	*
CAMDEN	5,829	5,810	–.3	1,952	32,571	36,417	6,268	18,656	166	9,301	
CARTERET	41,092	40,255	–2.0	15,291	305,997	351,233	8,725	22,970	183	5,142	358
CASWELL	20,705	21,102	1.9	6,869	104,554	116,030	5,499	16,892	980	17,528	
CATAWBA	105,208	105,989	.7	38,676	693,285	768,742	7,253	19,876	633	2,704	4,806
Hickory	20,757	20,207	–2.7	7,925	162,241	178,698	8,843	22,549	*	*	*
Newton	7,624	7,343	–3.7	2,752	60,302	69,285	9,436	25,176	*	*	*
CHATHAM	33,415	34,190	2.3	12,736	185,872	207,527	6,070	16,295	1,092	4,863	10,010
CHEROKEE	18,933	18,799	–.7	7,050	96,485	107,852	5,737	15,298	291	605	1,440
CHOWAN	12,558	12,099	–3.7	4,308	71,093	79,697	6,587	18,500	312	10,914	3,401
CLAY	6,619	7,110	7.4	2,789	33,723	38,544	5,421	13,820	219	404	1,681
CLEVELAND	83,435	86,621	3.8	30,463	503,198	559,382	6,458	18,363	939	8,655	10,271
Shelby	15,310	15,081	–1.5	5,688	99,100	107,445	7,125	18,890	*	*	*
COLUMBUS	51,037	52,443	2.8	18,281	302,249	340,667	6,496	18,635	2,164	53,537	4,815
CRAVEN	71,043	70,672	–.5	24,028	485,584	550,280	7,786	22,902	701	24,125	5,373
New Bern	14,557	13,996	–3.9	5,817	106,723	120,054	8,578	20,638	*	*	*
CUMBERLAND	247,160	251,652	1.8	78,706	1,281,859	1,413,148	5,615	17,955	780	17,616	6,829
Fayetteville	59,507	59,923	.7	22,074	371,184	409,360	6,831	18,545	*	*	*
CURRITUCK	11,089	11,567	4.3	4,207	82,889	96,077	8,306	22,837	147	8,122	
DARE	13,377	15,566	16.4	6,410	115,146	135,425	8,700	21,127	N.A.	N.A.	N.A.
DAVIDSON	113,162	114,687	1.3	41,872	753,274	839,785	7,322	20,056	1,267	8,576	8,328
Lexington	15,711	14,899	–5.2	5,740	113,028	123,021	8,257	21,432	*	*	*
Thomasville	14,144	13,472	–4.8	4,827	91,823	99,353	7,375	20,583	*	*	*
DAVIE	24,599	24,641	.2	8,837	135,843	151,844	6,162	17,183	662	2,852	7,281
DUPLIN	40,952	40,234	–1.8	14,169	234,230	264,092	6,564	18,639	2,244	46,249	31,448
DURHAM	152,785	151,369	–.9	56,728	1,288,800	1,439,522	9,510	25,376	350	7,030	
Durham	100,831	97,829	–3.0	37,905	827,826	916,021	9,363	24,166	*	*	*
EDGECOMBE	55,988	55,979		18,901	340,383	382,147	6,827	20,218	757	47,735	5,883
Tarboro	8,634	8,281	–4.1	3,056	68,312	85,390	10,312	27,942	*	*	*
FORSYTH	243,683	235,360	–3.4	89,604	1,700,037	1,878,686	7,982	20,967	929	9,262	2,785
Winston-Salem	131,885	123,029	–6.7	48,443	925,841	1,009,334	8,204	20,835	*	*	*
FRANKLIN	30,055	31,478	4.7	10,834	184,144	209,124	6,643	19,303	1,088	26,925	8,084
GASTON	162,568	163,659	.7	58,523	1,167,563	1,305,157	7,975	22,302	415	1,094	4,204
Gastonia	47,333	46,587	–1.6	17,221	367,430	408,413	8,767	23,716	*	*	*
GATES	8,875	9,108	2.6	3,114	46,174	51,901	5,698	16,667	386	9,372	5,586
GRAHAM	7,217	7,212	–.1	2,569	35,851	39,951	5,540	15,551	202	623	338
GRANVILLE	33,995	33,745	–.7	10,684	162,462	179,195	5,310	16,772	1,192	25,230	4,808
GREENE	16,117	16,114		5,269	88,523	100,600	6,243	19,093	797	37,134	17,912
GUILFORD	317,154	311,467	–1.8	115,318	2,297,434	2,536,463	8,144	21,995	1,446	20,506	7,467
Greensboro	155,647	152,206	–2.2	57,067	1,205,796	1,331,324	8,747	23,329	*	*	*
High Point	64,107	61,673	–3.8	23,102	433,877	474,281	7,690	20,530	*	*	*
HALIFAX	55,286	53,762	–2.8	18,281	295,660	331,050	6,158	18,109	722	37,332	10,179
Roanoke Rapids	14,702	14,516	–1.3	5,286	106,884	119,208	8,212	22,552	*	*	*
HARNETT	59,570	59,699	.2	20,860	367,240	417,350	6,991	20,007	1,382	39,140	
Dunn	8,962	8,764	–2.2	3,188	61,071	68,824	7,853	21,588	*	*	*
HAYWOOD	46,495	45,333	–2.5	17,042	281,712	311,067	6,862	18,253	983	4,214	
HENDERSON	58,580	59,799	2.1	23,539	383,319	434,788	7,271	18,471	647	18,162	6,725
Hendersonville	6,862	6,631	–3.4	2,731	43,060	47,581	7,176	17,423	*	*	*
HERTFORD	23,368	22,884	–2.1	7,586	123,835	138,326	6,045	18,234	437	19,959	1,119
HOKE	20,383	21,168	3.9	6,431	103,021	117,060	5,530	18,202	273	11,536	
HYDE	5,873	5,806	–1.2	2,054	26,394	29,348	5,055	14,288	213	10,719	2,993
IREDELL	82,538	86,101	4.3	31,307	496,553	551,447	6,405	17,614	1,346	5,042	16,064
Statesville	18,622	18,418	–1.1	6,856	118,916	129,446	7,028	18,881	*	*	*
JACKSON	25,811	25,626	–.7	8,624	137,423	154,455	6,027	17,910	256	810	577
JOHNSTON	70,599	69,203	–2.0	25,450	415,961	470,247	6,795	18,477	2,791	69,675	18,323
JONES	9,705	9,598	–1.1	3,282	52,119	58,231	6,067	17,743	419	16,691	1,899
LEE	36,718	36,761	.1	13,359	267,527	304,242	8,276	22,774	503	8,865	1,084
Sanford	14,773	14,790	.1	5,634	108,950	124,534	8,420	22,104	*	*	*
LENOIR	59,819	59,401	–.7	21,137	429,549	485,264	8,169	22,958	1,018	46,983	7,088
Kinston	25,234	25,319	.3	9,185	178,186	200,453	7,917	21,824	*	*	*
LINCOLN	42,372	43,427	2.5	15,450	267,228	298,942	6,884	19,349	569	3,176	4,015
MCDOWELL	35,135	35,526	1.1	12,735	189,662	210,557	5,927	16,534	208	789	1,157
MACON	20,178	20,565	1.9	8,123	104,716	118,054	5,741	14,533	378	693	2,210
MADISON	16,827	16,479	–2.1	5,840	134,287	155,915	9,461	26,698	1,528	5,716	
MARTIN	25,948	25,618	–1.3	8,726	131,455	146,210	5,707	16,756	872	36,263	4,575
MECKLENBURG	404,270	407,509	.8	152,677	3,288,609	3,674,034	9,016	24,064	421	7,747	4,680
Charlotte	314,447	316,966	.8	121,322	2,516,515	2,850,397	8,993	23,494	*	*	*
MITCHELL	14,428	14,390	–.3	5,471	75,185	82,771	5,752	15,129	419	1,497	
MONTGOMERY	22,469	22,194	–1.2	7,865	105,946	117,499	5,294	14,939	321	2,790	2,572
MOORE	50,505	52,420	3.8	19,928	322,757	365,964	6,981	18,364	957	11,738	3,589
NASH	67,153	67,201	.1	24,192	455,262	513,729	7,645	21,235	1,214	53,372	5,266
Rocky Mount	41,283	41,858	1.4	15,387	321,105	361,925	8,646	23,521	*	*	*
NEW HANOVER	103,471	105,568	2.0	39,611	769,358	867,287	8,215	21,895	83	1,306	
Wilmington	44,000	42,015	–4.5	16,475	286,480	312,403	7,436	18,962	*	*	*
NORTHAMPTON	22,584	21,866	–3.2	7,138	101,837	112,427	5,142	15,750	666	28,436	5,385
ONSLOW	112,784	112,930	.1	31,162	653,319	724,881	6,419	23,262	740	16,211	
Jacksonville	17,056	16,963	–.6	5,821	134,044	148,590	8,760	25,527	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ORANGE	77,055	79,807	3.6	28,853	675,759	769,394	9,641	26,666	565	6,368	9,034
Chapel Hill	32,421	33,243	2.5	10,418	309,347	349,730	10,520	33,570	*	*	*
PAMLICO	10,398	10,384	–.1	3,827	61,657	69,538	6,697	18,170	174	9,606	
PASQUOTANK	28,462	27,615	–3.0	9,716	187,660	211,013	7,641	21,718	290	14,664	
Elizabeth City	13,784	13,088	–5.1	4,806	91,801	102,233	7,811	21,272	*	*	*
PENDER	22,215	22,237	.1	7,707	122,813	139,718	6,283	18,129	652	13,110	2,731
PERQUIMANS	9,486	9,516	.3	3,391	46,099	51,748	5,438	15,260	397	12,899	5,910
PERSON	29,164	29,256	.3	10,177	160,836	179,013	6,119	17,590	927	20,911	2,505
PITT	83,651	83,146	–.6	28,364	559,780	635,313	7,641	22,399	1,342	78,903	13,276
Greenville	35,740	36,189	1.3	11,790	258,644	294,531	8,139	24,981	*	*	*
POLK	12,984	13,739	5.8	5,470	76,910	85,521	6,225	15,635	194	613	1,032
Tryon	1,796	1,809	.7	816	10,095	11,217	6,201	13,746	*	*	*
RANDOLPH	91,861	92,372	.6	34,163	586,501	654,241	7,083	19,151	1,563	10,270	15,367
Asheboro	15,252	15,836	3.8	6,526	117,810	129,629	8,186	19,863	*	*	*
RICHMOND	45,481	47,214	3.8	16,953	276,309	309,626	6,558	18,264	325	7,186	1,316
Rockingham	8,300	9,011	8.6	3,344	63,685	72,388	8,033	21,647	*	*	*
ROBESON	101,577	102,774	1.2	32,666	470,024	527,037	5,128	16,134	2,331	74,515	
Lumberton	18,340	18,117	–1.2	6,585	114,306	126,462	6,980	19,205	*	*	*
ROCKINGHAM	83,426	84,324	1.1	30,888	524,122	579,863	6,877	18,773	1,512	28,281	2,964
Eden	15,672	15,625	–.3	5,723	93,158	111,403	7,130	19,466	*	*	*
Reidsville	12,492	11,899	–4.8	4,497	79,707	85,249	7,164	18,957	*	*	*
ROWAN	99,186	100,408	1.2	37,455	606,752	662,956	6,603	17,700	893	4,313	11,357
East Spencer	2,150	2,105	–2.1	711	14,941	15,462	7,345	21,747	*	*	*
Spencer	2,938	2,865	–2.5	1,177	20,816	22,405	7,820	19,036	*	*	*
Salisbury	22,677	22,430	–1.1	8,267	150,720	163,268	7,279	19,749	*	*	*
RUTHERFORD	53,787	54,698	1.7	20,167	310,441	342,748	6,266	16,995	615	1,801	2,868
Forest City	7,688	7,705	.2	2,888	48,500	53,527	6,947	18,534	*	*	*
SAMPSON	49,687	51,491	3.6	17,816	276,247	312,609	6,071	17,547	2,311	59,229	26,108
Clinton	7,552	7,738	2.5	2,894	56,213	63,772	8,241	22,036	*	*	*
SCOTLAND	32,273	33,005	2.3	10,936	183,512	207,025	6,273	18,931	174	9,294	
STANLY	48,517	50,356	3.8	18,623	286,895	315,303	6,261	16,931	716	7,961	6,877
STOKES	33,086	33,889	2.4	11,902	182,093	205,407	6,061	17,258	1,732	20,612	1,718
SURRY	59,449	61,940	4.2	22,905	349,804	389,329	6,286	16,998	1,839	28,547	6,734
Mount Airy	6,862	6,772	–1.3	2,804	52,909	58,887	8,696	21,001	*	*	*
SWAIN	10,283	9,853	–4.2	3,507	47,196	52,922	5,371	15,090	80	197	270
TRANSYLVANIA	23,417	24,485	4.6	8,797	157,593	177,266	7,240	20,151	185	756	999
TYRRELL	3,975	3,589	–9.7	1,330	19,127	21,377	5,956	16,073	173	7,161	4,372
UNION	70,380	70,885	.7	23,827	433,552	487,595	6,879	20,464	1,416	16,501	11,198
Monroe	12,639	12,349	–2.3	4,483	84,068	93,104	7,539	20,768	*	*	*
VANCE	36,748	36,996	.7	12,686	192,620	214,242	5,791	16,888	658	15,520	1,360
Henderson	13,522	13,114	–3.0	4,543	79,284	86,375	6,586	19,013	*	*	*
WAKE	300,833	307,450	2.2	111,947	2,572,802	2,942,550	9,571	26,285	1,485	42,878	9,924
Raleigh	149,771	151,069	.9	56,286	1,380,282	1,571,498	10,403	27,920	*	*	*
WARREN	16,232	15,717	–3.2	5,238	80,923	90,303	5,746	17,240	593	12,018	2,519
WASHINGTON	14,801	14,616	–1.3	4,827	89,639	101,105	6,917	20,946	387	14,077	9,817
WATAUGA	31,678	32,120	1.4	11,191	178,286	202,782	6,313	18,120	876	2,530	3,142
WAYNE	97,054	97,016		33,315	615,584	692,622	7,139	20,790	1,661	53,723	11,775
Goldsboro	31,871	31,858	–.1	10,927	195,473	219,551	6,892	20,093	*	*	*
WILKES	58,657	59,016	.6	21,294	303,257	337,766	5,723	15,862	1,349	5,095	4,919
WILSON	63,132	62,681	–.7	22,087	410,324	461,483	7,362	20,894	1,118	52,957	5,471
Wilson	34,424	34,178	–.7	12,276	249,479	280,765	8,215	22,871	*	*	*
YADKIN	28,439	29,749	4.6	10,983	156,945	172,755	5,807	15,729	1,454	19,476	6,335
YANCEY	14,934	15,292	2.4	5,543	67,030	74,659	4,882	13,469	831	3,054	1,930

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of North Carolina 1980 Cash Receipts as follows: From Crops $2,181,257,000; from Livestock & Livestock Products $1,493,550,000; Total $3,674,817,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NORTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	652,695	667,483	2.3	240,255	4,853,935	5,441,878	8,153	22,650	41,172	1,296,303	491,132
STANDARD METROPOLITAN STATISTICAL AREAS											
Bismarck, N.D.	79,988	81,926	2.4	29,428	701,069	811,956	9,911	27,591	1,860	24,041	39,610
Fargo-Moorhead, N.D.-Minn.	137,574	137,627		50,336	906,672	1,002,581	7,285	19,918	2,589	156,993	26,335
Grand Forks, Minn.-N.D.	100,944	100,490	–.5	35,049	749,175	835,791	8,317	23,846	3,056	180,530	25,267
COUNTIES, Cities											
ADAMS	3,584	3,745	4.5	1,454	37,126	42,422	11,328	29,176	420	8,690	7,455
BARNES	13,960	13,974	.1	5,222	97,171	106,419	7,616	20,379	1,147	48,479	10,249
Valley City	7,774	7,867	1.2	2,886	51,601	58,053	7,379	20,115	*	*	*
BENSON	7,944	7,670	–3.5	2,452	39,740	42,924	5,596	17,506	865	26,603	6,226
BILLINGS	1,138	1,439	26.4	527	9,928	11,455	7,960	21,736	295	2,649	5,195
BOTTINEAU	9,338	9,455	1.3	3,405	64,528	70,572	7,464	20,726	1,077	35,886	
BOWMAN	4,229	4,381	3.6	1,672	40,062	45,872	10,471	27,435	414	7,163	7,835
BURKE	3,822	3,319	–13.2	1,302	24,077	26,287	7,920	20,190	650	14,439	3,130

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NORTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BURLEIGH	54,811	56,316	2.7	20,497	484,774	560,453	9,952	27,343	828	12,882	14,459
Bismarck	44,485	45,266	1.8	16,965	414,709	478,729	10,576	28,219	*	*	*
CASS	88,247	93,782	6.3	35,718	526,926	577,006	6,153	16,154	1,433	99,323	15,634
Fargo	61,308	64,549	5.3	25,316	387,600	423,149	6,555	16,715	*	*	*
CAVALIER	7,636	7,238	−5.2	2,645	47,681	50,378	6,960	19,047	1,101	43,716	
DICKEY	7,207	7,368	2.2	2,589	55,724	62,955	8,544	24,316	706	21,728	15,190
DIVIDE	3,494	3,324	−4.9	1,304	25,108	27,531	8,282	21,113	671	16,339	3,921
DUNN	4,627	4,908	6.1	1,644	39,069	44,587	9,085	27,121	748	9,545	18,351
EDDY	3,554	3,459	−2.7	1,318	22,113	23,912	6,913	18,143	368	10,568	
EMMONS	5,877	5,284	−10.1	1,807	44,605	49,641	9,395	27,471	925	14,141	15,979
FOSTER	4,611	4,481	−2.8	1,635	35,977	39,452	8,804	24,130	371	17,317	9,518
GOLDEN VALLEY	2,391	2,391		920	24,513	27,962	11,695	30,393	332	6,534	8,316
GRAND FORKS	66,100	68,211	3.2	23,500	499,231	556,129	8,153	23,665	1,086	72,339	6,305
Grand Forks	43,765	45,565	4.1	16,561	355,443	397,504	8,724	24,002	*	*	*
GRANT	4,274	4,039	−5.5	1,516	34,678	39,116	9,685	25,802	744	9,530	14,855
GRIGGS	3,714	3,806	2.5	1,439	25,171	27,421	7,205	19,056	512	16,395	5,415
HETTINGER	4,275	4,389	2.7	1,535	37,346	42,405	9,662	27,625	548	17,131	7,442
KIDDER	3,833	4,059	5.9	1,457	27,965	31,422	7,741	21,566	593	9,112	14,637
LA MOURE	6,473	7,264	12.2	2,661	51,809	57,345	7,894	21,550	875	25,656	12,823
LOGAN	3,493	3,595	2.9	1,332	36,418	41,178	11,454	30,914	582	8,877	13,410
MCHENRY	7,858	7,502	−4.5	2,836	45,629	49,349	6,578	17,401	1,045	19,172	15,096
MCINTOSH	4,800	4,895	2.0	1,947	48,993	55,797	11,399	28,658	654	10,097	11,731
MCKENZIE	7,132	8,130	14.0	2,780	68,737	79,610	9,792	28,637	804	14,262	
MCLEAN	12,288	13,338	8.5	4,736	87,416	99,230	7,440	20,952	1,270	29,268	10,286
MERCER	9,378	10,606	13.1	3,846	82,760	97,147	9,160	25,259	579	7,006	9,808
MORTON	25,177	25,610	1.7	8,931	216,295	251,503	9,820	28,161	1,032	11,159	25,151
MOUNTRAIL	7,679	7,438	−3.1	2,645	48,855	53,991	7,259	20,412	935	20,730	7,405
NELSON	5,233	4,838	−7.6	1,924	31,200	33,236	6,870	17,274	716	22,348	4,499
OLIVER	2,495	2,779	11.4	950	22,444	26,135	9,404	27,511	386	4,549	8,023
PEMBINA	10,399	10,065	−3.2	3,783	72,917	79,940	7,942	21,131	946	61,880	3,803
PIERCE	6,166	6,310	2.3	2,261	39,420	43,455	6,887	19,219	613	12,828	
RAMSEY	13,048	12,377	−5.2	4,506	91,076	99,381	8,029	22,055	772	30,695	
Devils Lake	7,442	7,131	−4.2	2,614	49,782	54,565	7,652	20,874	*	*	*
RANSOM	6,698	6,822	1.9	2,573	57,439	64,336	9,431	25,004	596	19,913	
RENVILLE	3,608	3,745	3.8	1,350	25,989	28,333	7,566	20,987	541	17,526	2,582
RICHLAND	19,207	19,232	.1	6,577	151,963	172,338	8,961	26,203	1,368	70,137	13,043
Wahpeton	9,064	9,464	4.4	2,857	74,188	92,735	9,799	32,459	*	*	*
ROLETTE	12,177	12,169	−.1	3,508	58,386	65,118	5,351	18,563	658	13,065	4,407
SARGENT	5,512	5,259	−4.6	1,934	43,122	48,167	9,159	24,905	628	19,827	11,349
SHERIDAN	2,819	2,559	−9.2	909	18,884	20,915	8,173	23,009	530	11,184	6,966
SIOUX	3,620	3,389	−6.4	920	19,558	22,428	6,618	24,378	226	2,470	6,425
SLOPE	1,157	1,184	2.3	405	11,920	13,445	11,356	33,198	333	6,351	6,410
STARK	23,697	25,454	7.4	8,740	209,270	244,180	9,593	27,938	826	13,793	16,901
Dickinson	15,924	17,321	8.8	6,15	150,960	176,562	10,194	28,709	*	*	*
STEELE	3,106	3,068	−1.2	1,117	24,788	27,023	8,808	24,192	513	29,630	
STUTSMAN	24,154	24,186	.1	8,957	174,525	193,965	8,020	21,655	1,219	45,162	
Jamestown	16,280	16,442	1.0	6,063	117,899	131,552	8,001	21,698	*	*	*
TOWNER	4,052	3,959	−2.3	1,523	30,162	32,747	8,272	21,502	628	25,782	
TRAILL	9,624	9,398	−2.4	3,487	63,738	70,490	7,501	20,215	787	52,537	3,326
WALSH	15,371	14,806	−3.7	5,199	102,598	112,836	7,621	21,703	1,172	71,436	5,174
WARD	58,392	59,411	1.7	20,900	437,403	483,701	8,142	23,144	1,359	36,942	10,427
Minot	32,643	33,600	2.3	12,797	277,974	309,338	9,206	24,173	*	*	*
WELLS	6,979	7,091	1.6	2,664	49,310	54,012	7,617	20,275	800	29,399	10,901
WILLIAMS	22,237	23,966	7.8	8,796	187,398	214,226	8,939	24,355	1,133	25,557	9,612
Williston	13,336	14,457	8.4	5,096	113,549	129,625	8,966	25,437	*	*	*

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OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	10,797,419	10,919,042	1.1	3,993,891	85,320,841	94,550,777	8,659	23,674	95,821	1,610,843	1,119,606
STANDARD METROPOLITAN STATISTICAL AREAS											
Akron, O.	660,328	665,108	.7	242,927	4,709,973	5,135,379	7,721	21,140	1,202	11,938	11,203
Canton, O.	404,421	407,133	.7	147,958	2,849,402	3,143,978	7,722	21,249	2,068	17,800	26,259
Cincinnati, Ohio-Ky.-Ind.	1,401,403	1,405,359	.3	514,775	13,685,930	15,372,267	10,938	29,862	5,469	51,212	16,232
Cleveland, O.	1,898,720	1,910,977	.6	719,457	15,649,033	17,114,410	8,956	23,788	2,207	42,214	24,005
Columbus, O.	1,093,293	1,110,540	1.6	415,649	9,804,000	10,999,744	9,905	26,464	4,779	152,735	65,738
Dayton, O.	830,070	833,527	.4	310,610	5,877,860	6,421,625	7,704	20,674	4,830	101,882	61,195
Hamilton-Middletown, O.	258,787	268,870	3.9	94,401	1,856,396	2,077,189	7,726	22,004	1,118	14,613	13,437
Huntington-Ashland, W.Va.-Ky.-O.	311,350	312,677	.4	114,550	2,252,621	2,531,819	8,097	22,102	2,069	5,865	5,079

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OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1983	POPULATION % Pop. Change 83 vs 80	HOUSE-HOLDS 1983 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1982 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1982 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
Lima, O.	218,244	220,667	1.1	77,869	1,475,806	1,635,953	7,414	21,009	5,205	130,123	60,455
Lorain-Elyria, O.	274,909	284,315	3.4	96,809	1,845,769	2,037,217	7,165	21,044	1,087	28,534	10,150
Mansfield, O.	131,205	129,898	−1.0	47,360	823,576	894,774	6,888	18,893	1,190	14,179	14,650
Newark, O.	120,981	123,011	1.7	44,258	923,313	1,037,876	8,437	23,451	1,572	21,469	16,239
Parkersburg-Marietta, W.Va.-O.	162,836	164,637	1.1	60,347	1,139,024	1,275,776	7,749	21,141	1,638	4,041	12,516
Springfield, O.	183,885	185,529	.9	67,729	1,148,049	1,246,337	6,718	18,402	2,043	61,268	29,125
Steubenville-Weirton, O.-W.Va.	163,099	163,665	.3	59,525	1,559,643	1,752,722	10,709	29,445	641	1,869	4,344
Toledo, O.-Mich.	791,599	803,339	1.5	290,246	7,035,775	7,827,123	9,743	26,967	5,709	158,320	55,745
Wheeling, W.Va.-	185,566	186,445	.5	69,994	1,462,962	1,631,579	8,751	23,310	1,350	3,217	2,148
Youngstown-Warren, O.	531,350	531,560		192,423	3,760,612	4,128,806	7,767	21,457	1,759	13,600	19,393
COUNTIES, Cities											
ADAMS	24,328	24,708	1.6	8,622	129,710	146,451	5,927	16,986	1,569	10,147	11,043
ALLEN	112,241	112,948	.6	40,580	780,878	863,895	7,649	21,289	1,244	25,927	11,587
Delphos	7,314	7,248	−.9	2,469	50,668	62,220	8,584	25,200	*	*	*
Lima	47,381	45,915	−3.1	17,810	308,422	335,687	7,311	18,848	*	*	*
ASHLAND	46,178	46,645	1.0	16,537	348,148	387,609	8,310	23,439	1,218	8,899	24,560
Ashland	20,326	20,309	−.1	7,460	165,503	183,471	9,034	24,594	*	*	*
ASHTABULA	104,215	104,925	.7	37,157	766,715	852,050	8,121	22,931	1,262	10,997	18,849
Ashtabula	23,449	23,009	−1.9	8,184	164,723	180,742	7,855	22,085	*	*	*
Conneaut	13,835	13,524	−2.3	4,963	94,569	102,648	7,590	20,683	*	*	*
Geneva	6,655	6,651	−.1	2,131	50,735	60,214	9,053	28,256	*	*	*
ATHENS	56,399	56,431	.1	18,921	396,873	446,007	7,904	23,572	572	1,125	3,991
Athens	19,743	18,623	−5.7	5,145	143,175	156,786	8,419	30,473	*	*	*
AUGLAIZE	42,554	43,039	1.1	15,201	311,051	347,893	8,083	22,886	1,292	23,961	26,050
St. Marys	8,414	8,492	.9	3,030	60,983	67,164	7,909	22,166	*	*	*
Wapakoneta	8,402	8,578	2.1	3,196	58,491	78,199	9,116	24,468	*	*	*
BELMONT	82,569	83,105	.6	31,338	714,308	801,434	9,644	25,574	758	1,381	
Bellaire	8,241	7,906	−4.1	3,250	63,614	70,682	8,940	21,748	*	*	*
Martins Ferry	9,331	8,988	−3.7	3,740	84,469	93,156	10,364	24,908	*	*	*
BROWN	31,920	32,397	1.5	11,218	208,300	235,604	7,272	21,002	1,845	21,535	8,429
BUTLER	258,787	268,870	3.9	94,401	1,856,396	2,077,189	7,726	22,004	1,118	14,613	13,437
Hamilton	63,189	62,198	−1.6	24,199	429,679	470,058	7,557	19,425	*	*	*
Middletown	43,719	42,615	−2.5	17,128	338,066	368,031	8,636	21,487	*	*	*
CARROLL	25,598	25,402	−.8	8,825	156,859	174,725	6,878	19,799	765	3,054	8,781
CHAMPAIGN	33,649	35,303	4.9	12,702	220,392	242,747	6,876	19,111	1,111	30,462	
Urbana	10,762	10,878	1.1	4,310	78,247	84,907	7,805	19,700	*	*	*
CLARK	150,236	150,226		55,027	927,657	1,003,590	6,681	18,238	932	30,806	29,125
Springfield	72,563	71,027	−2.1	28,072	423,570	455,786	6,417	16,236	*	*	*
CLERMONT	128,483	131,285	2.2	44,097	1,154,071	1,328,745	10,121	30,132	1,162	10,570	4,590
CLINTON	34,603	34,446	−.5	12,502	266,493	300,581	8,726	24,043	1,043	27,808	
Wilmington	10,431	10,236	−1.9	3,988	91,374	102,748	10,038	25,764	*	*	*
COLUMBIANA	113,572	115,608	1.8	41,921	790,632	875,750	7,575	20,890	1,110	9,179	18,148
East Liverpool	16,687	15,976	−4.3	6,363	109,492	117,409	7,349	18,452	*	*	*
Lisbon	3,159	3,080	−2.5	1,197	24,929	24,964	8,105	20,855	*	*	*
Salem	12,869	12,582	−2.2	4,965	101,262	110,087	8,750	22,173	*	*	*
COSHOCTON	36,024	37,476	4.0	14,000	256,441	285,839	7,627	20,417	974	6,760	14,833
Coshocton	13,405	13,587	1.4	5,557	107,093	118,074	8,690	21,248	*	*	*
CRAWFORD	50,075	49,501	−1.2	18,670	404,510	450,195	9,095	24,113	1,057	27,572	14,240
Bucyrus	13,433	13,388	−.3	5,449	111,058	124,070	9,267	22,769	*	*	*
Galion	12,391	12,080	−2.5	4,987	108,607	120,675	9,990	24,198	*	*	*
CUYAHOGA	1,498,295	1,492,868	−.4	578,533	12,511,915	13,585,159	9,100	23,482	215	15,560	
Cleveland	573,822	552,018	−3.8	224,726	3,708,527	3,947,518	7,151	17,566	*	*	*
DARKE	55,096	55,583	.9	19,562	431,911	487,370	8,768	24,914	2,352	49,322	37,268
Greenville	12,999	12,899	−.8	5,060	114,768	128,853	9,989	25,465	*	*	*
Union City	1,716	1,657	−3.4	659	17,734	18,970	11,448	28,786	*	*	*
DEFIANCE	39,987	42,070	5.2	14,456	307,211	344,068	8,178	23,801	1,118	21,676	10,605
Defiance	16,810	17,468	3.9	6,3'1	140,213	157,056	8,991	24,886	*	*	*
DELAWARE	53,840	54,988	2.1	18,557	425,444	478,812	8,708	25,802	1,010	26,146	10,176
Delaware	18,780	19,169	2.1	6,552	140,302	158,091	8,247	24,129	*	*	*
ERIE	79,655	81,135	1.9	29,164	670,727	746,184	9,197	25,586	551	16,102	5,868
Sandusky	31,360	31,179	−.6	11,976	253,229	278,123	8,920	23,223	*	*	*
FAIRFIELD	93,678	94,958	1.4	33,162	739,132	842,267	8,870	25,399	1,289	21,653	16,679
Lancaster	34,953	33,968	−2.8	13,175	294,288	330,451	9,728	25,082	*	*	*
FAYETTE	27,467	28,632	4.2	10,453	200,778	225,826	7,887	21,604	743	35,422	14,223
Washington	12,682	13,017	2.6	5,122	101,229	113,494	8,719	22,158	*	*	*
FRANKLIN	869,109	383,178	1.6	338,113	8,076,345	9,045,092	10,242	26,752	739	26,250	4,954
Columbus	564,871	573,826	1.6	230,565	4,917,628	5,528,245	9,634	23,977	*	*	*
FULTON	37,751	39,214	3.9	13,479	292,500	326,521	8,327	24,224	1,322	33,288	37,630
GALLIA	30,098	30,150	.2	10,584	201,872	228,432	7,577	21,583	875	2,658	
Gallipolis	5,576	4,949	−11.3	1,881	44,643	49,006	9,902	26,053	*	*	*
GEAUGA	74,474	75,848	1.8	24,014	573,516	646,082	8,518	26,904	591	2,249	7,603
Chardon	4,434	4,451	.4	1,615	34,695	39,060	8,776	24,186	*	*	*
GREENE	129,769	131,961	1.7	45,161	887,973	976,714	7,402	21,627	994	24,238	16,188
Beaver Creek	31,589	33,186	5.1	10,576	209,407	261,759	7,888	24,750	*	*	*
Fairborn	29,702	29,240	−1.6	11,330	215,504	234,769	8,029	20,721	*	*	*
Xenia	24,653	24,619	−.1	9,034	150,461	164,358	6,676	18,193	*	*	*
GUERNSEY	42,024	43,584	3.7	16,058	278,197	310,213	7,11[illegible]	19,318	879	1,109	
Cambridge	13,573	13,666	.7	5,629	95,509	105,287	7,704	18,704	*	*	*
HAMILTON	873,136	863,027	−1.2	328,143	8,869,098	9,885,906	11,455	30,127	390	9,387	
Cincinnati	385,457	370,114	−4.0	160,928	3,619,100	3,996,593	10,798	24,835	*	*	*
HANCOCK	64,581	64,720	.2	23,853	563,135	630,852	9,747	26,447	1,364	43,594	10,803
Findlay	35,594	35,109	−1.4	13,618	332,010	370,955	10,566	27,240	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1983	POPULATION % Pop. Change 83 vs 80	HOUSEHOLDS 1983 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1982 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1982 estimate income per household	FARM PRODUCTS (1978) Number of farms	FARM PRODUCTS (1978) Value of crops (Thousands)	FARM PRODUCTS (1978) Value of livestock (Thousands)
HARDIN	32,719	33,122	1.2	11,602	225,435	251,936	7,606	21,715	1,263	32,882	13,379
Kenton	8,605	8,652	.5	3,392	54,692	60,769	7,024	17,915	*	*	*
HARRISON	18,152	18,691	3.0	6,669	115,051	127,473	6,820	19,114	503	817	
HENRY	28,383	28,481	.3	10,014	214,350	237,180	8,328	23,685	1,322	39,436	14,954
Napoleon	8,614	8,762	1.7	3,258	61,509	69,936	7,982	21,466	*	*	*
HIGHLAND	33,477	35,108	4.9	12,885	225,936	255,281	7,271	19,812	1,561	22,362	15,148
Greenfield	5,034	5,163	2.6	1,801	28,327	31,474	6,096	17,476	*	*	*
Hillsboro	6,356	6,644	4.5	2,581	43,510	53,022	7,980	20,543	*	*	*
HOCKING	24,304	25,442	4.7	9,230	182,915	208,196	8,183	22,556	414	1,239	1,531
Logan	6,557	6,646	1.4	2,566	57,126	57,300	8,622	22,330	*	*	*
HOLMES	29,416	29,817	1.4	8,503	153,662	172,151	5,774	20,246	1,527	3,102	32,606
HURON	54,608	57,404	5.1	20,261	419,552	468,960	8,169	23,146	1,117	38,843	10,158
Bellevue	8,187	8,282	1.2	3,033	73,023	81,209	9,805	26,775	*	*	*
Norwalk	14,358	14,994	4.4	5,554	112,815	125,668	8,381	22,627	*	*	*
JACKSON	30,592	31,879	4.2	11,567	202,096	227,573	7,139	19,674	522	5,178	4,337
JEFFERSON	91,564	90,585	−1.1	33,328	879,122	986,074	10,886	29,587	476	1,284	3,414
Steubenville	26,400	25,404	−3.8	10,146	265,704	294,769	11,603	29,053	*	*	*
KNOX	46,309	46,875	1.2	16,549	329,363	366,998	7,829	22,176	1,358	12,408	18,027
Mount Vernon	14,380	14,449	.5	5,686	112,103	124,361	8,607	21,871	*	*	*
LAKE	212,801	219,506	3.2	76,631	1,738,544	1,944,105	8,857	25,370	294	16,187	761
Mentor	42,065	43,881	4.3	14,585	353,749	396,513	9,036	27,186	*	*	*
Painesville	16,391	16,501	.7	6,476	120,639	133,888	8,114	20,674	*	*	*
Willoughby	19,329	19,699	1.9	7,804	198,113	221,558	11,247	28,390	*	*	*
LAWRENCE	63,849	66,143	3.6	23,529	369,446	410,326	6,204	17,439	551	1,562	2,737
Ironton	14,290	14,177	−.8	5,767	93,142	101,712	7,174	17,637	*	*	*
LICKING	120,981	123,011	1.7	44,258	923,313	1,037,876	8,437	23,451	1,572	21,469	16,239
Newark	41,200	40,502	−1.7	16,317	317,601	353,362	8,725	21,656	*	*	*
LOGAN	39,155	41,098	5.0	15,456	289,617	324,603	7,898	21,002	1,143	25,430	17,269
Bellefontaine	11,888	12,310	3.5	4,031	78,351	85,496	6,945	21,210	*	*	*
LORAIN	274,909	284,315	3.4	96,809	1,845,769	2,037,217	7,165	21,044	1,087	28,534	10,150
Elyria	57,504	59,547	3.6	22,246	413,541	458,709	7,703	20,620	*	*	*
Lorain	75,416	75,855	.6	27,104	483,358	528,049	6,961	19,482	*	*	*
LUCAS	471,741	474,110	.5	178,384	4,221,373	4,661,205	9,831	26,130	600	23,819	
Toledo	354,635	351,101	−1.0	136,309	3,046,457	3,337,927	9,507	24,488	*	*	*
MADISON	33,004	33,423	1.3	11,084	254,480	289,148	8,651	26,087	809	40,447	16,102
London	6,958	6,908	−.7	2,687	81,643	102,054	14,773	37,981	*	*	*
MAHONING	289,487	289,533		105,642	2,021,360	2,211,736	7,639	20,936	767	7,442	9,104
Youngstown	115,436	110,782	−4.0	42,156	712,565	764,631	6,902	18,138	*	*	*
MARION	67,974	70,273	3.4	25,384	531,103	591,801	8,421	23,314	873	29,387	11,025
Marion	37,040	37,350	.8	14,486	291,718	323,167	8,652	22,309	*	*	*
MEDINA	113,150	122,755	8.5	40,279	825,058	939,064	7,650	23,314	1,107	8,218	15,641
Medina	15,268	16,633	8.9	6,375	130,447	149,708	9,001	23,484	*	*	*
MEIGS	23,641	24,941	5.5	9,131	147,282	166,736	6,685	18,260	587	2,105	4,672
Middleport	2,971	3,052	2.7	1,244	18,004	20,004	6,554	16,080	*	*	*
Pomeroy	2,728	2,770	1.5	1,105	17,679	19,643	7,091	17,776	*	*	*
MERCER	38,334	39,098	2.0	12,814	282,254	317,117	8,111	24,748	1,634	29,420	38,860
Celina	9,137	9,433	3.2	3,324	74,122	83,760	8,879	25,199	*	*	*
MIAMI	90,381	91,285	1.0	33,387	560,162	614,000	6,726	18,390	1,293	30,293	15,958
Piqua	20,480	20,238	−1.2	7,725	118,794	128,945	6,371	16,692	*	*	*
Troy	19,086	19,445	1.9	7,489	120,783	133,235	6,852	17,791	*	*	*
MONROE	17,382	17,983	3.5	6,394	123,179	139,938	7,782	21,886	798	582	5,281
MONTGOMERY	571,697	571,283	−.1	218,205	4,211,222	4,591,637	8,037	21,043	1,149	20,197	7,425
Dayton	203,588	196,951	-3.3	80,762	1,271,237	1,363,513	6,923	16,883	*	*	*
MORGAN	14,241	14,797	3.9	5,270	99,205	111,689	7,548	21,193	635	951	5,105
MORROW	26,480	27,278	3.0	9,328	179,988	202,289	7,416	21,686	1,065	15,874	11,092
MUSKINGUM	83,340	86,484	3.8	31,523	576,493	644,079	7,447	20,432	1,132	4,538	12,729
Zanesville	28,655	28,082	−2.0	11,423	189,813	207,309	7,382	18,148	*	*	*
NOBLE	11,310	11,843	4.7	4,294	77,888	87,951	7,426	20,482	609	378	3,782
OTTAWA	40,076	40,167	.2	14,694	314,261	349,651	8,705	23,795	698	15,322	2,238
Oak Harbor	2,678	2,597	−3.0	678	24,351	29,304	11,284	43,221	*	*	*
Port Clinton	7,223	7,100	−1.7	1,771	61,007	65,130	9,173	36,776	*	*	*
PAULDING	21,302	21,335	.2	7,193	141,329	157,485	7,382	21,894	817	26,779	4,400
PERRY	31,032	32,317	4.1	11,366	178,170	198,549	6,144	17,469	714	3,632	4,910
PICKAWAY	43,662	43,993	.8	14,733	308,599	344,425	7,829	23,378	932	38,239	17,827
Circleville	11,700	11,534	−1.4	4,371	90,203	100,272	8,694	22,940	*	*	*
PIKE	22,802	23,206	1.8	8,109	151,964	174,255	7,509	21,489	567	4,655	3,524
PORTAGE	135,856	140,841	3.7	47,327	913,273	1,014,093	7,200	21,427	891	8,033	10,048
Kent	26,164	26,057	−.4	8,809	171,260	186,997	7,176	21,228	*	*	*
Ravenna	11,987	12,236	2.1	4,700	82,284	90,364	7,385	19,226	*	*	*
PREBLE	38,223	38,998	2.0	13,857	218,503	239,274	6,136	17,267	1,394	27,154	21,624
PUTNAM	32,991	33,175	.6	10,448	186,935	207,337	6,250	19,845	1,630	41,490	15,681
RICHLAND	131,205	129,898	−1.0	47,360	823,576	894,774	6,888	18,893	1,190	14,179	14,650
Mansfield	53,927	52,954	−1.8	21,481	354,124	385,867	7,287	17,963	*	*	*
Shelby	9,645	9,471	−1.8	3,618	62,297	65,211	6,885	18,039	*	*	*
ROSS	65,004	67,242	3.4	23,546	492,256	554,743	8,250	23,558	943	19,753	12,236
Chillicothe	23,420	23,459	.2	9,431	211,904	236,910	10,099	25,120	*	*	*
SANDUSKY	63,267	63,773	.8	22,392	477,986	529,362	8,301	23,641	1,077	37,847	9,290
Fremont	17,834	17,626	−1.2	6,513	129,026	141,121	8,006	21,668	*	*	*
SCIOTO	84,545	87,345	3.3	31,404	609,260	685,450	7,848	21,827	715	4,975	4,138
Portsmouth	25,943	25,712	−.9	10,760	217,842	242,223	9,421	22,511	*	*	*
SENECA	61,901	61,690	−.4	21,369	464,956	518,218	8,400	24,251	1,517	40,152	15,308
Fostoria	15,743	15,514	−1.5	5,922	128,921	142,934	9,213	24,136	*	*	*
Tiffin	19,549	18,857	−3.5	6,918	156,984	173,208	9,185	25,037	*	*	*
SHELBY	43,089	44,772	3.9	15,170	339,626	384,502	8,588	25,346	1,268	23,547	23,371
Sidney	17,657	18,102	2.5	6,590	146,289	164,929	9,111	25,027	*	*	*
STARK	378,823	381,731	.8	139,133	2,692,543	2,969,253	7,778	21 341	1,303	14,746	17,478
Alliance	24,315	23,778	−2.2	9,231	165,262	179,678	7,556	19,465	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Canton	94,730	91,198	–3.7	36,535	629,917	680,608	7,463	18,629	*	*	*
Massillon	30,557	30,076	–1.6	11,690	202,798	221,105	7,352	18,914	*	*	*
SUMMIT	524,472	524,267		195,600	3,796,700	4,121,286	7,861	21,070	311	3,905	1,155
Akron	237,177	230,761	–2.7	92,063	1,605,000	1,719,244	7,450	18,675	*	*	*
TRUMBULL	241,863	242,027	.1	86,781	1,739,252	1,917,070	7,921	22,091	992	6,158	10,289
Niles	23,088	23,249	.7	8,886	167,787	186,760	8,033	21,017	*	*	*
Warren	56,629	54,353	–4.0	21,134	407,835	441,056	8,115	20,869	*	*	*
TUSCARAWAS	84,614	86,210	1.9	31,943	587,558	655,013	7,598	20,506	1,099	4,971	15,351
Dennison	3,398	3,352	–1.4	1,240	25,861	28,525	8,510	23,004	*	*	*
Dover	11,526	11,470	–.5	4,403	91,233	101,017	8,807	22,943	*	*	*
New Philadelphi	16,883	17,261	2.2	7,019	130,218	145,866	8,451	20,782	*	*	*
Uhrichsville	6,130	6,208	1.3	2,449	41,017	43,780	7,052	17,877	*	*	*
UNION	29,536	30,651	3.8	10,657	230,009	258,509	8,434	24,257	1,127	30,518	
Marysville	7,414	7,756	4.6	3,032	71,671	89,589	11,551	29,548	*	*	*
VAN WERT	30,458	31,505	3.4	11,640	196,942	216,828	6,882	18,628	1,039	38,745	7,137
Van Wert	11,035	11,208	1.6	4,530	78,727	86,134	7,685	19,014	*	*	*
VINTON	11,584	13,930	20.3	4,872	81,081	93,264	6,695	19,143	246	501	
WARREN	99,276	101,301	2.0	33,219	929,270	1,060,845	10,472	31,935	1,048	18,836	
WASHINGTON	64,266	65,877	2.5	23,606	423,844	472,493	7,172	20,016	998	2,967	8,671
Marietta	16,467	16,278	–1.2	6,347	120,811	133,016	8,172	20,957	*	*	*
WAYNE	97,408	101,502	4.2	34,673	755,749	848,055	8,355	24,459	1,874	15,470	59,547
Wooster	19,289	19,694	2.1	7,580	178,013	198,548	10,082	26,194	*	*	*
WILLIAMS	36,369	37,195	2.3	13,554	270,088	300,691	8,084	22,185	1,135	21,844	18,103
Bryan	7,879	8,139	3.3	3,251	50,023	55,581	6,829	17,097	*	*	*
WOOD	107,372	110,884	3.3	37,814	891,113	1,001,660	9,033	26,489	1,560	49,604	8,211
Bowling Green	25,728	26,497	3.0	7,423	176,078	196,854	7,429	26,519	*	*	*
WYANDOT	22,651	22,416	–1.0	8,008	161,592	179,551	8,010	22,421	866	30,143	8,732
Upper Sandusky	5,967	5,932	–.6	2,315	42,671	47,002	7,923	20,303	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Ohio 1980 Cash Receipts as follows: From Crops $2,359,820,000; from Livestock & Livestock Products $1,414,505,000; Total $3,774,325,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,025,266	3,217,171	6.3	1,225,784	23,350,615	26,354,485	8,192	21,500	79,530	624,910	1,651,526
STANDARD METROPOLITAN STATISTICAL AREAS											
Enid, Okla.	62,820	66,017	5.1	25,870	484,652	542,588	8,219	20,974	1,327	25,754	26,659
Fort Smith, Ark.-Okla.	203,269	215,673	6.1	79,927	1,225,217	1,380,407	6,400	17,271	3,911	11,620	30,981
Lawton, Okla.	112,456	112,693	.2	36,095	927,663	1,043,511	9,260	28,910	1,044	5,458	18,784
Oklahoma City, Okla.	834,088	887,277	6.4	341,741	7,892,679	8,944,388	10,081	26,173	5,144	27,107	79,326
Tulsa, Okla.	689,628	748,064	8.5	288,342	4,991,318	5,596,276	7,481	19,408	6,305	28,244	39,091
COUNTIES, Cities											
ADAIR	18,575	18,999	2.3	6,462	134,736	157,333	8,281	24,347	943	1,019	10,903
ALFALFA	7,077	6,994	–1.2	2,870	49,946	54,835	7,840	19,106	888	19,287	
ATOKA	12,748	13,870	8.8	4,885	70,577	78,963	5,693	16,164	1,037	1,237	18,970
BEAVER	6,806	7,261	6.7	2,833	68,711	78,750	10,846	27,797	919	9,812	46,376
BECKHAM	19,243	21,410	11.3	8,570	130,549	148,110	6,918	17,282	898	12,239	11,446
Elk City	9,579	10,657	11.3	4,218	61,964	74,658	7,006	17,700	*	*	*
Sayre	3,177	3,505	10.3	1,500	16,263	18,070	5,155	12,047	*	*	*
BLAINE	13,443	13,790	2.6	5,344	78,737	87,834	6,369	16,436	938	12,514	18,709
BRYAN	30,535	32,652	6.9	12,761	198,976	226,294	6,930	17,733	1,374	5,611	14,746
Durant	11,972	12,498	4.4	4,933	86,350	97,280	7,784	19,720	*	*	*
CADDO	30,905	30,576	–1.1	11,312	177,787	198,211	6,483	17,522	1,812	39,094	30,745
Anadarko	6,378	6,121	–4.0	2,269	31,865	35,406	5,784	15,604	*	*	*
CANADIAN	56,452	64,687	14.6	22,195	471,242	549,564	8,496	24,761	1,078	12,917	38,915
El Reno	15,486	16,145	4.3	5,943	118,313	133,261	8,254	22,423	*	*	*
CARTER	43,610	45,678	4.7	17,559	312,013	352,686	7,721	20,086	1,005	1,181	
Ardmore	23,689	24,641	4.0	9,802	185,025	208,626	8,467	21,284	*	*	*
CHEROKEE	30,684	33,336	8.6	11,867	295,057	347,457	10,423	29,279	1,032	17,999	10,426
Tahlequah	9,708	9,833	1.3	3,500	102,532	104,251	10,602	29,786	*	*	*
CHOCTAW	17,203	18,452	7.3	7,085	99,293	111,440	6,039	15,729	889	1,075	
Hugo	7,172	7,610	6.1	3,022	44,423	49,835	6,549	16,491	*	*	*
CIMARRON	3,648	3,871	6.1	1,463	36,188	40,849	10,553	27,921	490	12,645	52,924
CLEVELAND	133,173	148,703	11.7	52,731	1,192,109	1,378,658	9,271	26,145	908	1,876	8,732
Norman	68,020	73,083	7.4	27,590	632,966	723,446	9,899	26,221	*	*	*
COAL	6,041	6,460	6.9	2,525	31,565	35,031	5,423	13,874	559	473	9,159
COMANCHE[A]	112,456	112,693	.2	36,095	927,663	1,043,511	9,260	28,910	1,044	5,458	18,784
Lawton	80,054	80,223	.2	28,829	711,209	801,945	9,996	27,817	*	*	*
COTTON	7,338	7,999	9.0	3,156	54,741	61,985	7,749	19,640	627	9,331	15,358
CRAIG	15,014	15,438	2.8	5,796	78,808	85,422	5,533	14,738	1,117	4,084	29,247
Vinita	6,740	7,137	5.9	2,667	26,268	29,187	4,090	10,944	*	*	*
CREEK	59,210	61,135	3.3	22,270	318,871	356,303	5,828	15,999	1,058	765	
Sapulpa	15,853	15,574	–1.8	5,937	91,344	100,294	6,440	16,893	*	*	*
CUSTER	25,995	27,726	6.7	10,468	222,314	253,551	9,145	24,222	980	17,820	27,610
Clinton	8,796	9,146	4.0	3,617	76,338	84,820	9,274	23,450	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Weatherford	9,640	10,412	8.0	3,718	77,236	96,545	9,272	25,967	*	*	*
DELAWARE	23,946	26,265	9.7	9,956	226,913	267,716	10,193	26,890	1,170	1,562	14,189
DEWEY	5,922	6,066	2.4	2,385	49,121	55,796	9,198	23,395	765	6,779	
ELLIS	5,596	5,822	4.0	2,410	47,139	53,858	9,251	22,348	684	3,697	16,502
GARFIELD	62,820	66,017	5.1	25,870	484,652	542,588	8,219	20,974	1,327	25,754	26,659
Enid	50,363	52,926	5.1	21,024	399,868	448,332	8,471	21,325	*	*	*
GARVIN	27,856	30,287	8.7	11,837	218,216	247,200	8,162	20,884	1,338	6,405	
Pauls Valley	5,664	5,954	5.1	2,624	38,392	42,658	7,165	16,257	*	*	*
GRADY	39,490	44,180	11.9	16,481	281,823	322,040	7,289	19,540	1,542	11,416	35,402
Chickasha	15,828	17,015	7.5	6,865	119,923	135,528	7,965	19,742	*	*	*
GRANT	6,518	6,604	1.3	2,771	40,704	44,631	6,758	16,106	1,004	27,366	18,606
GREER	6,877	7,106	3.3	2,978	43,671	48,305	6,798	16,221	583	10,203	
HARMON	4,519	4,601	1.8	1,847	29,923	33,503	7,282	18,139	423	9,779	
HARPER	4,715	4,451	−5.6	1,827	41,641	46,993	10,558	25,721	530	5,365	47,918
HASKELL	11,010	11,386	3.4	4,420	54,473	61,159	5,371	13,837	815	1,251	
HUGHES	14,338	15,479	8.0	6,205	87,173	97,293	6,285	15,680	916	4,176	9,139
Holdenville	5,469	5,862	7.2	2,485	34,928	43,157	7,362	17,367	*	*	*
JACKSON	30,356	30,881	1.7	11,041	199,756	221,675	7,178	20,077	727	26,413	21,832
Altus	23,101	23,557	2.0	8,199	155,924	173,054	7,346	21,107	*	*	*
JEFFERSON	8,183	8,214	.4	3,288	49,254	55,161	6,715	16,776	581	4,279	20,475
JOHNSTON	10,356	11,477	10.8	4,321	54,652	62,207	5,420	14,396	607	1,987	10,373
KAY	49,852	48,873	−2.0	19,647	387,204	430,148	8,801	21,894	1,086	21,344	17,046
Blackwell	8,400	8,124	−3.3	3,404	53,816	59,796	7,360	17,566	*	*	*
Ponca City	26,238	25,653	−2.2	10,513	225,918	251,033	9,786	23,878	*	*	*
KINGFISHER	14,187	15,773	11.2	5,922	115,462	130,776	8,291	22,083	1,060	16,232	49,500
KIOWA	12,711	12,877	1.3	5,264	77,243	86,201	6,694	16,376	859	19,533	15,078
Hobart	4,735	4,802	1.4	1,951	24,268	26,964	5,615	13,821	*	*	*
LATIMER	9,840	10,396	5.7	3,696	54,905	61,651	5,930	16,680	530	113	
LE FLORE	40,698	43,321	6.4	15,848	176,418	197,952	4,569	12,491	1,421	3,098	12,463
LINCOLN	26,601	28,114	5.7	10,575	183,249	210,455	7,486	19,901	1,591	1,872	16,133
LOGAN	26,881	29,493	9.7	10,627	184,460	211,500	7,171	19,902	949	7,129	15,101
Guthrie	10,312	10,737	4.1	4,053	72,419	80,466	7,494	19,853	*	*	*
LOVE	7,469	7,512	.6	2,877	44,201	50,216	6,685	17,454	603	2,752	11,951
MCCLAIN	20,291	22,302	9.9	7,953	132,203	151,099	6,775	18,999	888	4,465	21,060
MCCURTAIN	36,151	36,246	.3	12,778	175,189	195,653	5,398	15,312	1,317	2,638	12,780
Idabell	7,622	7,642	.3	2,937	42,918	53,648	7,020	18,266	*	*	*
MCINTOSH	15,495	15,640	.9	6,187	76,425	86,107	5,506	13,917	872	1,844	6,895
MAJOR	8,772	8,688	−1.0	3,317	56,148	63,191	7,273	19,051	896	9,227	18,930
MARSHALL	10,550	11,633	10.3	4,774	73,351	84,423	7,257	17,684	410	1,447	8,289
MAYES	32,261	48,881	51.5	18,245	222,993	257,983	5,278	14,140	1,258	1,821	16,848
Pryor	8,483	12,493	47.3	4,600	71,052	87,272	6,986	18,972	*	*	*
MURRAY	12,147	13,331	9.7	5,089	83,754	94,969	7,124	18,662	400	656	7,807
MUSKOGEE	66,939	73,143	9.3	27,939	431,140	484,062	6,618	17,326	1,319	7,306	13,833
Muskogee	40,011	43,204	8.0	17,491	290,533	325,572	7,536	18,614	*	*	*
NOBLE	11,573	11,987	3.6	4,624	74,456	83,405	6,958	18,037	775	10,756	13,427
Perry	5,796	5,912	2.0	2,431	32,035	35,594	6,021	14,642	*	*	*
NOWATA	11,486	12,073	5.1	4,658	55,587	61,499	5,094	13,203	711	1,462	12,529
Nowata	4,270	4,479	4.9	1,824	15,421	17,134	3,825	9,394	*	*	*
OKFUSKEE	11,125	11,431	2.8	4,359	55,549	61,399	5,371	14,086	764	1,118	
OKLAHOMA	568,933	591,900	4.0	236,518	5,718,953	6,434,320	10,871	27,204	1,002	4,754	
Edmond	34,637	36,026	4.0	12,453	319,316	372,041	10,327	29,876	*	*	*
Midwest City	49,559	50,917	2.7	18,823	500,818	561,714	11,032	29,842	*	*	*
Oklahoma City	403,213	420,829	4.4	173,792	4,025,397	4,538,310	10,784	26,113	*	*	*
OKMULGEE	39,169	41,161	5.1	15,546	218,685	244,284	5,935	15,714	981	1,668	
Henryetta	6,432	6,586	2.4	2,761	34,651	38,501	5,846	13,945	*	*	*
Okmulgee	16,263	16,954	4.2	6,596	97,951	109,212	6,442	16,557	*	*	*
OSAGE	39,327	40,096	2.0	15,121	234,496	265,428	6,620	17,554	1,012	2,921	
Pawhuska	4,771	4,701	−1.5	2,035	22,626	25,140	5,348	12,354	*	*	*
OTTAWA	32,870	34,721	5.6	13,344	185,046	202,496	5,832	15,175	927	5,960	
Miami	14,237	14,763	3.7	5,605	89,787	97,420	6,599	17,381	*	*	*
PAWNEE	15,310	16,060	4.9	6,271	110,322	126,156	7,855	20,117	648	2,101	13,953
PAYNE	62,435	67,299	7.8	24,686	507,010	579,494	8,611	23,475	1,071	2,712	
Cushing	7,720	7,967	3.2	3,510	69,656	77,395	9,714	22,050	*	*	*
Stillwater	38,268	41,234	7.8	14,291	317,519	362,441	8,790	25,361	*	*	*
PITTSBURG	40,524	41,483	2.4	15,854	263,744	291,162	7,019	18,365	1,315	1,528	15,230
McAlester	17,255	16,902	−2.1	6,074	118,105	127,902	7,567	21,057	*	*	*
PONTOTOC	32,598	34,362	5.4	13,339	223,491	250,783	7,298	18,801	1,011	990	16,479
Ada	15,902	16,414	3.2	6,875	122,561	136,768	8,332	19,894	*	*	*
POTTAWATOMIE	55,239	59,685	8.0	22,344	378,172	430,747	7,217	19,278	1,268	3,095	10,619
Shawnee	26,506	27,408	3.4	11,092	204,163	230,163	8,398	20,750	*	*	*
PUSHMATAHA	11,773	12,980	10.3	4,940	58,241	65,485	5,045	13,256	781	174	10,551
ROGER MILLS	4,799	5,695	18.7	2,125	42,099	48,102	8,446	22,636	769	4,324	16,684
ROGERS	46,436	52,327	12.7	18,152	260,148	295,912	5,655	16,302	1,201	2,174	14,330
Claremore	12,085	13,144	8.8	5,064	81,999	88,116	6,704	17,400	*	*	*
SEMINOLE	27,473	29,656	7.9	11,265	161,010	180,235	6,078	16,000	941	1,358	
Seminole	8,590	9,264	7.8	3,840	52,303	58,198	6,282	15,156	*	*	*
Wewoka	5,480	5,835	6.5	2,317	24,062	26,735	4,582	11,539	*	*	*
SEQUOYAH	30,749	32,825	6.8	11,512	134,879	152,184	4,636	13,220	921	2,474	6,679
STEPHENS	43,419	46,414	6.9	18,215	349,201	396,596	8,545	21,773	1,146	4,166	17,868
Duncan	22,517	23,762	5.5	9,718	208,956	237,087	9,978	24,397	*	*	*
TEXAS	17,727	18,803	6.1	6,919	175,621	200,117	10,643	28,923	877	28,651	289,315
Guymon	8,492	9,060	6.7	3,328	87,974	102,311	11,293	30,742	*	*	*
TILLMAN	12,398	13,278	7.1	5,159	81,127	90,487	6,815	17,540	785	30,949	18,107
Frederick	6,153	6,664	8.3	2,608	39,521	42,873	6,434	16,439	*	*	*
TULSA	470,593	500,817	6.4	199,339	3,749,835	4,184,601	8,356	20,992	890	5,107	7,913
Broken Arrow	35,761	38,058	6.4	12,946	230,488	271,367	7,130	20,961	*	*	*

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OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Tulsa	360,919	377,474	4.6	157,120	3,059,961	3,402,096	9,013	21,653	*	*	*
WAGONER	41,801	44,808	7.2	15,215	204,975	236,049	5,268	15,514	886	15,456	
WASHINGTON	48,113	50,331	4.6	20,231	376,555	415,073	8,247	20,517	628	2,088	7,153
Bartlesville	34,568	36,161	4.6	14,800	280,009	309,559	8,561	20,916	*	*	*
WASHITA	13,798	14,853	7.6	5,714	92,107	104,042	7,005	18,208	1,262	28,123	
WOODS	10,923	11,614	6.3	4,912	107,978	122,158	10,518	24,869	849	13,980	27,404
Alva	6,416	6,705	4.5	2,756	66,614	86,240	12,862	31,292	*	*	*
WOODWARD	21,172	23,723	12.0	8,800	197,989	228,973	9,652	26,020	772	5,521	20,036
Woodward	13,610	15,250	12.0	5,795	123,406	143,405	9,404	24,746	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Oklahoma 1980 Cash Receipts as follows: From Crops $1,148,515,000; from Livestock & Livestock Products $1,985,523,000; Total $3,134,038,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OREGON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,632,663	2,733,971	3.8	1,060,292	20,610,857	23,252,560	8,505	21,930	34,875	694,155	531,047
STANDARD METROPOLITAN STATISTICAL AREAS											
Eugene-Springfield, Ore.	275,226	276,760	.6	107,281	2,125,232	2,409,232	8,705	22,457	1,708	24,440	13,100
Medford, Ore.	132,456	134,190	1.3	51,065	891,660	1,011,060	7,535	19,799	1,228	16,663	
Portland, Ore.-Wash.	1,242,187	1,306,851	5.2	516,334	10,655,840	11,989,977	9,175	23,221	6,084	97,897	45,198
Salem, Ore.	249,895	266,536	6.7	99,648	1,757,064	1,989,300	7,461	19,963	3,573	111,640	30,491
COUNTIES, Cities											
BAKER	16,134	17,182	6.5	6,820	106,511	117,313	6,828	17,201	628	3,767	22,301
Baker	9,471	9,912	4.7	3,695	62,568	68,044	6,865	18,415	*	*	*
BENTON	68,211	70,885	3.9	25,752	585,178	666,112	9,397	25,866	589	14,677	
Corvallis	40,960	41,823	2.1	15,451	347,656	393,261	9,403	25,452	*	*	*
CLACKAMAS	241,919	251,573	4.0	90,812	2,003,231	2,290,298	9,104	25,220	2,659	34,645	13,517
Oregon City	14,673	15,495	5.6	5,719	106,518	122,402	7,899	21,403	*	*	*
CLATSOP	32,489	32,820	1.0	13,342	235,004	261,569	7,970	19,605	233	146	3,206
Astoria	9,998	9,705	−2.9	3,623	65,737	70,803	7,296	19,543	*	*	*
COLUMBIA	35,646	36,481	2.3	13,388	241,516	272,398	7,467	20,346	577	1,935	4,570
COOS	64,047	66,930	4.5	25,695	460,460	512,212	7,653	19,934	672	2,243	
Coos Bay	14,424	14,866	3.1	5,855	115,061	126,791	8,529	21,655	*	*	*
North Bend	9,779	10,240	4.7	3,799	69,819	77,178	7,537	20,315	*	*	*
CROOK	13,091	13,420	2.5	5,189	87,286	97,734	7,283	18,835	335	4,451	
CURRY	16,992	17,461	2.8	7,208	123,204	138,589	7,937	19,227	162	1,743	
DESCHUTES	62,142	70,651	13.7	26,897	462,625	537,307	7,605	19,976	617	2,564	7,563
Bend	17,263	18,183	5.3	6,958	122,512	137,201	7,546	19,718	*	*	*
DOUGLAS	93,748	99,734	6.4	36,610	623,841	703,870	7,057	19,226	1,434	3,262	15,509
Roseburg	16,644	17,231	3.5	6,732	130,989	146,717	8,515	21,794	*	*	*
GILLIAM	2,057	1,979	−3.8	711	14,041	15,405	7,784	21,667	171	11,032	5,249
GRANT	8,210	9,031	10.0	3,408	55,780	61,658	6,827	18,092	309	884	
HARNEY	8,314	8,757	5.3	3,171	57,750	64,894	7,411	20,465	343	3,192	18,156
HOOD RIVER	15,835	15,693	−.9	6,128	122,487	137,317	8,750	22,408	519	30,260	
JACKSON	132,456	134,190	1.3	51,065	891,660	1,011,060	7,535	19,799	1,228	16,663	
Ashland	14,943	14,704	−1.6	6,010	101,936	114,347	7,777	19,026	*	*	*
Medford	39,603	40,070	1.2	16,161	287,804	326,290	8,143	20,190	*	*	*
JEFFERSON	11,599	13,029	12.3	4,564	81,363	93,293	7,160	20,441	364	24,873	9,217
JOSEPHINE	58,820	61,659	4.8	23,611	349,634	398,787	6,468	16,890	455	2,013	6,918
Grants Pass	14,997	14,849	−1.0	6,076	97,927	108,761	7,324	17,900	*	*	*
KLAMATH	59,117	60,300	2.0	22,808	421,825	468,651	7,772	20,548	904	20,738	
Klamath Falls	16,661	16,542	−.7	6,448	115,226	125,157	7,566	19,410	*	*	*
LAKE	7,532	8,449	12.2	3,210	53,999	60,037	7,106	18,703	306	3,344	13,698
LANE	275,226	276,760	.6	107,281	2,125,232	2,409,232	8,705	22,457	1,708	24,440	13,100
Eugene	105,624	106,213	.6	43,382	879,065	1,001,029	9,425	23,075	*	*	*
LINCOLN	35,264	38,079	8.0	16,232	253,138	286,993	7,537	17,681	232	632	1,804
LINN	89,495	91,434	2.2	34,567	685,152	777,799	8,507	22,501	1,695	43,138	18,095
Albany	26,546	27,960	5.3	11,396	229,358	264,028	9,443	23,168	*	*	*
MALHEUR	26,896	28,466	5.8	10,158	165,710	185,463	6,515	18,258	1,276	51,855	87,166
Ontario	8,814	9,631	9.3	3,549	62,231	70,386	7,308	19,833	*	*	*
MARION	204,692	220,458	7.7	82,450	1,449,930	1,642,125	7,449	19,917	2,559	91,436	23,479
1Salem	89,233	95,460	7.0	38,184	695,407	786,394	8,238	20,595	*	*	*
MORROW	7,519	8,247	9.7	2,966	57,330	65,926	7,994	22,227	335	60,139	10,238
MULTNOMAH	562,640	566,674	.7	242,025	4,862,193	5,373,319	9,482	22,202	522	20,552	
Portland	366,383	363,707	−.7	163,042	3,119,158	3,423,194	9,412	20,996	*	*	*
POLK	45,203	46,078	1.9	17,198	307,134	347,175	7,535	20,187	1,014	20,204	7,012
SHERMAN	2,172	2,204	1.5	822	14,534	15,836	7,185	19,265	192	11,474	
TILLAMOOK	21,164	20,895	−1.3	8,491	142,123	158,802	7,600	18,702	388	235	
UMATILLA	58,861	60,834	3.4	22,483	417,262	472,800	7,772	21,029	1,252	79,324	50,241
Pendleton	14,521	14,442	−.6	5,588	115,831	129,618	8,975	23,196	*	*	*
UNION	23,921	24,307	1.6	9,143	159,576	177,668	7,309	19,432	655	13,930	13,571
La Grande	11,354	11,421	.6	4,414	77,396	80,377	7,038	18,210	*	*	*
WALLOWA	7,273	8,230	13.2	3,313	53,883	50,496	7,351	18,260	442	5,962	12,920

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OREGON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WASCO	21,732	22,390	3.0	8,770	170,114	190,676	8,516	21,742	461	21,132	6,086
The Dalles	10,820	12,072	11.6	4,514	82,329	93,528	7,748	20,720	*	*	*
WASHINGTON	245,401	270,194	10.1	102,986	2,351,206	2,703,570	10,006	26,252	1,634	36,803	13,000
WHEELER	1,513	1,269	−16.1	501	7,943	8,042	6,337	16,052	115	660	4,055
YAMHILL	55,332	57,228	3.4	20,517	411,002	468,134	8,180	22,817	1,545	22,804	12,738

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Oregon 1980 Cash Receipts as follows: From Crops $972,894,000; from Livestock & Livestock Products $621,248,000; Total $1,594,142,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,866,728	11,990,040	1.0	4,394,629	92,603,780	102,655,726	8,562	23,359	59,973	648,474	1,208,707
STANDARD METROPOLITAN STATISTICAL AREAS											
Allentown-Bethlehem-Easton, Pa.-N.J.	636,714	646,901	1.6	241,600	5,177,616	5,771,976	8,923	23,891	1,992	37,521	35,087
Altoona, Pa.	136,621	134,751	−1.4	49,915	912,173	1,005,423	7,461	20,143	533	4,891	17,649
Binghamton, N.Y.-Pa.	301,336	298,924	−.8	108,818	1,891,779	2,067,397	6,916	18,999	2,333	7,336	69,375
Erie, Pa.	279,780	285,999	2.2	102,025	1,992,803	2,205,964	7,713	21,622	1,532	28,010	22,216
Harrisburg, Pa.	446,072	459,992	3.1	173,293	4,783,580	5,417,078	11,776	31,260	2,674	21,652	58,376
Johnstown, Pa.	264,506	264,004	−.2	94,532	1,654,821	1,831,023	6,936	19,369	1,731	10,151	33,735
Lancaster, Pa.	362,346	367,679	1.5	129,564	2,843,350	3,188,610	8,672	24,610	4,915	50,054	224,901
Northeast Pennsylvania, P	640,396	639,460	−.2	239,463	4,177,539	4,598,897	7,192	19,205	1,096	9,531	4,941
Philadelphia, Pa.-N.J.	4,716,818	4,734,527	.4	1,695,859	39,471,496	43,598,574	9,209	25,709	5,208	229,230	85,894
Pittsburgh, Pa.	2,263,894	2,262,944	−.1	853,615	19,225,729	21,302,020	9,413	24,955	4,011	21,800	40,477
Reading, Pa.	312,509	320,892	2.7	121,242	2,413,107	2,669,976	8,320	22,022	1,944	44,720	56,248
Sharon, Pa.	128,299	129,788	1.2	46,685	937,074	1,042,902	8,035	22,339	1,459	7,566	17,318
State College, Pa.	112,760	113,357	.5	37,391	891,919	1,008,089	8,893	26,961	824	5,806	19,957
Williamsport, Pa.	118,416	121,805	2.9	44,663	773,558	855,631	7,025	19,157	939	8,452	13,811
York, Pa.	381,255	395,996	3.9	144,805	2,836,235	3,168,104	8,000	21,878	3,515	49,568	62,355
COUNTIES, Cities											
ADAMS	68,292	72,558	6.2	25,095	447,625	503,077	6,933	20,047	1,166	23,171	25,756
Gettysgurg	7,194	7,286	1.3	2,571	46,820	51,403	7,055	19,993	*	*	*
ALLEGHENY	1,450,085	1,447,923	−.2	556,356	13,041,653	14,407,622	9,951	25,896	450	6,401	2,878
Brackenridge	4,297	4,272	−.6	1,773	32,753	36,392	8,519	20,526	*	*	*
Clairton	12,188	11,822	−3.0	4,823	92,719	102,059	8,633	21,161	*	*	*
Duquesne	10,094	10,004	−.9	4,200	76,782	85,449	8,541	20,345	*	*	*
McKeesport	31,012	30,140	−2.8	12,565	221,671	241,319	8,007	19,206	*	*	*
Monroeville	30,977	32,259	4.1	11,591	336,776	380,358	11,791	32,815	*	*	*
Pittsburgh	423,938	411,840	−2.9	170,563	3,425,926	3,731,303	9,060	21,876	*	*	*
Tarentum	6,419	6,335	−1.3	2,695	55,689	59,426	9,381	22,050	*	*	*
ARMSTRONG	77,768	77,930	.2	28,978	480,257	531,551	6,821	18,343	812	29,488	8,123
Kittanning	5,432	5,209	−4.1	2,179	36,501	39,660	7,614	18,201	*	*	*
BEAVER	204,441	203,503	−.5	73,624	1,579,632	1,754,937	8,624	23,836	589	2,731	5,112
Aliquippa	17,094	15,973	−6.6	6,132	121,988	132,574	8,300	21,620	*	*	*
Ambridge	9,575	9,153	−4.4	4,084	76,278	83,858	9,162	20,533	*	*	*
Beaver	5,441	5,270	−3.2	2,358	48,813	52,800	10,019	22,392	*	*	*
Rochester	4,759	4,735	−.5	2,004	34,877	36,049	7,613	17,989	*	*	*
BEDFORD	46,784	46,035	−1.6	16,566	328,762	366,312	7,957	22,112	1,136	4,705	24,734
Bedford	3,326	3,197	−3.9	1,277	22,398	24,887	7,784	19,489	*	*	*
BERKS	312,509	320,892	2.7	121,242	2,413,107	2,669,976	8,320	22,022	1,944	44,720	56,248
Reading	78,686	77,364	−1.7	33,114	549,827	597,304	7,721	18,038	*	*	*
BLAIR	136,621	134,751	−1.4	49,915	912,173	1,005,423	7,461	20,143	533	4,891	17,649
Altoona	57,078	54,610	−4.3	20,953	366,846	398,079	7,289	18,999	*	*	*
Tyrone	6,346	6,060	−4.5	2,396	40,649	45,166	7,453	18,851	*	*	*
BRADFORD	62,919	63,739	1.3	22,383	425,292	476,422	7,475	21,285	1,610	5,209	51,853
Athens	3,622	3,458	−4.5	1,261	27,189	30,210	8,736	23,957	*	*	*
Sayre	6,951	6,754	−2.8	2,335	54,926	54,960	8,137	23,537	*	*	*
Towanda	3,526	3,335	−5.4	1,209	31,982	33,608	10,077	27,798	*	*	*
BUCKS	479,211	488,370	1.9	164,486	3,938,188	4,420,426	9,051	26,874	990	21,916	13,367
Bristol	10,867	10,384	−4.5	4,010	81,713	90,103	8,677	22,470	*	*	*
Doylestown	8,717	8,688	−.3	3,534	78,765	86,802	9,991	24,562	*	*	*
Levittown	32,085	54,943	71.2	16,245	395,327	494,159	8,994	30,419	*	*	*
Quakertown	8,867	9,145	3.1	3,619	71,353	80,168	8,766	22,152	*	*	*
Warminster	35,543	35,105	−1.2	10,269	410,956	513,695	14,633	50,024	*	*	*
BUTLER	147,912	153,776	4.0	52,867	1,019,229	1,142,080	7,427	21,603	1,271	21,432	11,301
Butler	17,026	16,644	−2.3	7,034	119,615	130,860	7,862	18,604	*	*	*
CAMBRIA	183,263	182,085	−.7	64,896	1,165,910	1,285,504	7,060	19,809	600	4,591	6,444
Johnstown	35,496	33,795	−4.8	14,076	218,504	236,977	7,012	16,836	*	*	*
CAMERON	6,674	6,990	4.7	2,806	50,712	55,787	7,981	19,881	26	50	112
CARBON	53,285	53,389	.2	20,243	350,379	390,976	7,323	19,314	192	1,343	893
Jim Thorpe	5,263	5,148	−2.2	1,715	37,335	38,288	7,437	22,325	*	*	*
Lansford	4,466	4,246	−4.9	1,738	26,147	29,052	6,842	16,716	*	*	*
Lehighton	5,826	5,684	−2.4	1,928	42,578	44,785	7,879	23,229	*	*	*

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PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1983 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Mouch Chunk-East Mouch Chunk											
Palmerton	5,455	5,344	-2.0	1,892	34,449	38,277	7,163	20,231	*	*	*
CENTRE	112,760	113,357	.5	37,391	891,919	1,008,089	8,893	26,961	824	5,806	19,957
Bellefonte	6,300	6,001	-4.8	2,300	70,172	75,438	12,571	32,799	*	*	*
State College	36,130	35,792	-.9	9,431	251,326	277,784	7,761	29,454	*	*	*
CHESTER	316,660	320,533	1.2	109,233	2,790,083	3,147,756	9,820	28,817	1,771	127,811	42,465
Coatesville	10,698	10,094	-5.7	3,867	76,341	83,247	8,247	21,528	*	*	*
Phoenixville	14,165	13,702	-3.3	5,421	110,922	123,457	9,010	22,774	*	*	*
West Chester	17,435	16,619	-4.7	5,670	125,624	138,391	8,327	24,408	*	*	*
CLARION	43,362	44,998	3.8	15,142	314,292	355,183	7,893	23,457	602	2,600	
CLEARFIELD	83,578	84,756	1.4	30,443	598,990	678,544	8,006	22,289	464	1,859	4,498
Clearfield	7,580	7,314	-3.5	2,894	66,086	74,485	10,184	25,738	*	*	*
Curwensville	3,116	3,048	-2.2	1,104	25,673	26,146	8,578	23,683	*	*	*
Du Bois	9,290	8,943	-3.7	3,358	74,595	82,189	9,190	24,476	*	*	*
CLINTON	38,971	39,901	2.4	14,301	228,855	251,113	6,293	17,559	288	2,455	6,606
Lock Haven	9,617	9,299	-3.3	2,899	51,023	53,421	5,745	18,427	*	*	*
Renovo	1,812	1,676	-7.5	656	11,010	12,233	7,299	18,648	*	*	*
COLUMBIA	61,967	64,459	4.0	23,234	373,899	413,251	6,411	17,786	906	11,327	7,932
Berwick	12,189	12,281	.8	4,773	73,012	79,147	6,445	16,582	*	*	*
Bloomsburg	11,717	11,846	1.1	3,680	68,918	74,230	6,266	20,171	*	*	*
CRAWFORD	88,869	92,009	3.5	33,069	600,042	669,567	7,277	20,248	1,540	6,656	26,652
Meadville	15,544	15,452	-.6	5,230	100,112	107,484	6,956	20,551	*	*	*
Titusville	6,884	6,846	-.6	2,168	37,521	39,883	5,826	18,396	*	*	*
CUMBERLAND	178,037	184,244	3.5	66,817	2,003,160	2,277,386	12,361	34,084	1,139	10,089	30,366
Carlisle	18,314	18,447	.7	7,245	195,002	220,021	11,927	30,369	*	*	*
DAUPHIN	232,317	237,003	2.0	92,656	2,473,946	2,789,176	11,769	30,102	801	7,192	15,835
Harrisburg	53,264	50,389	-5.4	23,462	513,035	563,030	11,174	23,998	*	*	*
DELAWARE	555,007	554,731	-.1	198,190	4,938,042	5,409,076	9,751	27,292	118	5,542	1,226
Chester	45,794	44,334	-3.2	16,992	292,392	314,749	7,099	18,523	*	*	*
ELK	38,338	40,120	4.6	13,892	228,986	251,096	6,259	18,075	160	307	
Ridgeway	5,604	5,723	2.1	1,826	36,637	39,108	6,833	21,417	*	*	*
St. Marys	6,417	6,422	.1	1,946	45,510	47,556	7,405	24,438	*	*	*
ERIE	279,780	285,999	2.2	102,025	1,992,803	2,205,964	7,713	21,622	1,532	28,010	22,216
Corry	7,149	7,112	-.5	2,770	53,842	55,199	7,761	19,927	*	*	*
Erie	119,123	117,207	-1.6	44,435	816,572	888,877	7,584	20,004	*	*	*
FAYETTE	160,395	162,323	1.2	59,409	1,131,587	1,275,884	7,860	21,476	944	4,265	
Brownsville	4,043	3,862	-4.5	1,652	34,078	41,734	10,806	25,263	*	*	*
Connellsville	10,319	10,010	-3.0	3,741	70,783	77,972	7,789	20,843	*	*	*
South Connelsville	2,296	2,275	-.9	799	17,449	18,624	8,186	23,309	*	*	*
Uniontown	14,510	14,096	-2.9	5,840	114,730	127,117	9,018	21,767	*	*	*
FOREST	5,072	4,690	-7.5	1,843	29,482	32,436	6,916	17,600	52	81	501
FRANKLIN	113,629	114,523	.8	41,606	777,656	871,279	7,608	20,941	1,514	15,842	61,576
Chambersburg	16,174	15,521	-4.0	6,461	121,061	133,257	8,586	20,625	*	*	*
Waynesboro	9,726	9,431	-3.0	3,897	65,496	71,645	7,597	18,385	*	*	*
FULTON	12,842	12,762	-.6	4,572	84,734	95,469	7,481	20,881	520	1,797	8,378
GREENE	40,355	40,467	.3	14,592	279,816	315,774	7,803	21,640	821	1,193	5,359
Waynesburg	4,482	4,209	-6.1	1,683	33,230	36,922	8,772	21,938	*	*	*
HUNTINGDON	42,253	44,035	4.2	15,582	295,105	329,690	7,487	21,158	659	2,661	
Huntingdon	7,042	7,203	2.3	2,442	50,651	62,428	8,667	25,564	*	*	*
Mt. Union	3,101	3,031	-2.3	1,171	24,271	26,968	8,897	23,030	*	*	*
INDIANA	92,281	96,146	4.2	32,209	708,998	808,377	8,408	25,098	973	6,933	15,065
Indiana	16,051	16,097	.3	4,515	120,669	134,118	8,332	29,705	*	*	*
JEFFERSON	48,303	50,544	4.6	18,579	367,614	416,036	8,231	22,393	544	2,285	7,031
Punxsutawney	7,479	7,541	.8	2,808	53,522	59,575	7,900	21,216	*	*	*
JUNIATA	19,188	18,775	-2.2	6,695	131,970	147,686	7,866	22,059	619	3,169	13,446
LACKAWANNA	227,908	226,191	-.8	83,907	1,485,212	1,621,876	7,170	19,329	359	2,628	
Carbondale	11,255	10,846	-3.6	4,093	68,703	74,047	6,827	18,091	*	*	*
Scranton	88,117	84,241	-4.4	32,661	579,298	621,473	7,377	19,028	*	*	*
LANCASTER	362,346	367,679	1.5	129,564	2,843,350	3,188,610	8,672	24,610	4,915	50,054	224,901
Columbia	10,466	10,095	-3.6	3,900	78,955	86,391	8,558	22,152	*	*	*
Lancaster	54,725	53,037	-3.1	21,031	373,140	410,259	7,735	19,507	*	*	*
LAWRENCE	107,150	109,956	2.6	39,593	737,367	816,717	7,428	20,628	776	4,199	10,844
Ellwood City	9,998	10,025	.3	3,991	69,799	76,436	7,625	19,152	*	*	*
New Castle	33,621	33,248	-1.1	12,866	217,978	237,732	7,150	18,478	*	*	*
LEBANON	109,829	111,452	1.5	40,049	821,458	916,032	8,219	22,873	929	8,340	36,017
Lebanon	25,711	24,728	-3.8	10,070	192,509	210,102	8,497	20,864	*	*	*
LEHIGH	273,582	280,080	2.4	107,300	2,352,960	2,627,830	9,382	24,490	615	15,822	5,416
Allentown	103,758	102,762	-1.0	42,763	862,159	952,031	9,264	22,263	*	*	*
LUZERNE	343,079	342,652	-.1	129,155	2,196,847	2,408,902	7,030	18,651	550	5,721	4,941
Hazleton	27,318	26,456	-3.2	10,559	180,893	195,575	7,392	18,522	*	*	*
Pittston	9,930	9,605	-3.3	3,551	60,934	65,754	6,846	18,517	*	*	*
West Hazleton	4,871	4,592	-5.7	1,917	28,652	31,836	6,933	16,607	*	*	*
Wilkes-Barre	51,551	49,613	-3.8	19,570	327,647	353,525	7,126	18,065	*	*	*
LYCOMING	118,416	121,805	2.9	44,663	773,558	855,631	7,025	19,157	939	8,452	13,811
Jersey Shore	4,631	4,533	-2.1	1,597	36,446	37,683	8,313	23,596	*	*	*
Williamsport	33,401	32,794	-1.8	12,280	204,628	220,709	6,730	17,973	*	*	*
MCKEAN	50,635	51,166	1.0	19,041	335,294	367,703	7,186	19,311	262	564	
Bradford	11,211	11,035	-1.6	4,193	71,981	77,521	7,025	18,488	*	*	*
Kane	4,916	4,974	1.2	1,833	31,873	32,576	6,549	17,772	*	*	*
MERCER	128,299	129,788	1.2	46,685	937,074	1,042,902	8,035	22,339	1,459	7,566	17,318
Farrell	8,645	8,184	-5.3	3,139	61,026	65,908	8,053	20,996	*	*	*
Greenville	7,730	7,539	-2.5	2,813	58,356	68,727	9,116	24,432	*	*	*
Sharon	19,057	18,340	-3.8	7,230	143,307	156,643	8,541	21,666	*	*	*
Sharpsville	5,375	5,227	-2.8	1,969	47,197	53,496	10,235	27,169	*	*	*
Wheatland	1,132	1,076	-5.0	422	7,870	8,744	8,126	20,720	*	*	*
MIFFLIN	46,908	46,978	.1	17,366	366,744	410,053	8,729	23,612	641	2,159	18,761

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Lewistown	9,830	9,438	−4.0	4,112	80,824	88,659	9,394	21,561	*	*	*
MONROE	69,409	70,617	1.7	26,401	495,480	568,119	8,045	21,519	187	1,182	
East Stroudsber.	8,039	7,505	−6.7	1,676	77,284	87,193	11,618	52,024	*	*	*
Stroudsburg	5,148	4,709	−8.5	1,579	27,675	29,444	6,253	18,647	*	*	*
MONTGOMERY	643,621	652,620	1.4	233,374	6,540,178	7,291,139	11,172	31,242	747	11,214	12,880
Hatboro	7,579	7,310	−3.6	2,790	68,156	74,624	10,208	26,747	*	*	*
King of Prussia	26,138	26,940	3.1	9,791	350,994	438,742	16,286	44,811	*	*	*
Lansdale	16,526	16,130	−2.4	6,260	141,673	154,870	9,601	24,740	*	*	*
Norristown	34,684	33,978	−2.0	12,837	250,893	274,491	8,078	21,383	*	*	*
Pottstown	22,729	22,190	−2.4	9,120	176,367	194,203	8,752	21,294	*	*	*
MONTOUR	16,675	16,481	−1.2	5,636	101,524	111,099	6,741	19,712	332	2,861	4,785
Danville	5,239	4,936	−5.8	2,043	37,318	39,882	8,080	19,521	*	*	*
NORTHAMPTON	225,418	230,202	2.1	84,220	1,806,696	2,008,090	8,723	23,843	636	12,423	14,387
Bangor	5,006	4,933	−1.5	2,014	38,792	43,102	8,737	21,401	*	*	*
1Bethlehem	70,419	70,284	−.2	26,798	596,974	660,035	9,391	24,630	*	*	*
Easton	26,027	25,195	−3.2	9,566	175,711	190,047	7,543	19,867	*	*	*
Wilson	7,564	7,388	−2.3	2,968	61,780	68,644	9,291	23,128	*	*	*
NORTHUMBERLAN	100,381	100,567	.2	39,048	572,627	621,970	6,185	15,928	793	9.758	12,477
Milton	6,730	6,475	−3.8	2,509	58,421	73,026	11,278	29,106	*	*	*
Mount Carmel	8,190	7,897	−3.6	3,573	41,628	46,253	5,857	12,945	*	*	*
Shamokin	10,357	9,999	−3.5	4,640	59,409	63,626	6,363	13,713	*	*	*
Sunbury	12,292	12,070	−1.8	5,083	70,661	76,136	6,308	14,979	*	*	*
PERRY	35,718	38,745	8.5	13,820	306,474	350,516	9,047	25,363	734	4,371	12,175
PHILADELPHIA	1,688,210	1,688,659		639,054	11,753,465	12,685,117	7,512	19,850	N.A.	N.A.	N.A.
Philadelphia	1,688,210	1,688,659		639,054	11,753,465	12,685,117	7,512	19,850	*	*	*
PIKE	18,271	20,135	10.2	8,131	130,403	149,041	7,402	18,330	34	305	176
POTTER	17,726	17,742	.1	6,308	107,328	119,042	6,710	18,872	349	2,055	
SCHUYLKILL	160,630	161,317	.4	62,019	921,471	998,191	6,188	16,095	773	8,344	10,341
Ashland	4,235	4,123	−2.7	1,682	26,124	29,117	7,062	17,311	*	*	*
Mahanoy City	6,167	5,928	−3.9	2,769	32,774	36,416	6,143	43,151	*	*	*
Pottsville	18,195	17,857	−1.9	6,946	110,961	118,800	6,653	17,103	*	*	*
Shenandoah	7,589	7,433	−2.1	3,494	33,382	37,091	4,990	10,616	*	*	*
SNYDER	33,584	33,969	1.1	11,164	242,392	272,266	8,015	24,388	758	5,020	13,551
SOMERSET	81,243	81,919	.8	29,636	488,911	545,519	6,659	18,407	1,131	5,560	27,291
Somerset	6,474	6,470	−.1	2,641	49,961	55,824	8,628	21,137	*	*	*
SULLIVAN	6,349	6,841	7.7	2,409	36,563	40,634	5,940	16,868	196	664	3,827
SUSQUEHANNA	37,876	38,344	1.2	13,632	207,516	229,773	5,992	16,855	1,027	2,765	30,492
TIOGA	40,973	41,905	2.3	14,503	264,947	296,872	7,084	20,470	970	3,614	27,134
UNION	32,870	32,941	.2	10,294	242,699	272,367	8,268	26,459	505	3,865	13,008
VENANGO	64,444	65,238	1.2	23,688	411,609	455,703	6,985	19,238	506	1,395	3,985
Franklin	8,146	8,046	−1.2	204	3,110	3,456	430	16,941	*	*	*
Oil City	13,881	13,630	−1.8	4,863	85,248	92,811	6,809	19,085	*	*	*
WARREN	47,449	47,014	−.9	17,034	334,979	367,923	7,826	21,599	477	1,178	
Warren	12,146	11,831	−2.6	3,963	76,386	81,124	6,857	20,470	*	*	*
WASHINGTON	217,074	213,911	−1.5	78,209	1,540,842	1,705,832	7,974	21,811	1,577	5,368	17,188
Charleroi	5,717	5,355	−6.3	2,536	45,912	50,279	9,389	19,826	*	*	*
Donora	7,524	7,052	−6.3	2,862	45,073	50,081	7,102	17,499	*	*	*
Monongahela	5,950	5,551	−6.7	2,371	40,570	45,078	8,121	19,012	*	*	*
Washington	18,363	17,574	−4.3	7,134	123,191	134,742	7,667	18,887	*	*	*
WAYNE	35,237	37,253	5.7	13,482	237,165	267,366	7,177	19,831	804	1,970	20,359
WESTMORELAND	392,294	397,607	1.4	145,426	3,063,602	3,433,629	8,636	23,611	1,395	7,300	15,299
Arnold	6,853	6,558	−4.3	2,934	51,739	57,488	8,766	19,594	*	*	*
Greensburg	17,558	18,049	2.8	7,446	152,893	172,622	9,564	23,183	*	*	*
Irwin	4,995	5,260	5.3	2,439	51,961	59,958	11,399	24,583	*	*	*
Jeannette	13,106	12,627	−3.7	5,090	101,541	111,445	8,826	21,895	*	*	*
Latrobe	10,799	10,575	−2.1	4,251	89,922	99,225	9,383	23,342	*	*	*
Monessen	11,928	11,236	−5.8	4,618	92,148	100,804	8,972	21,828	*	*	*
New Kensington	17,660	17,051	−3.5	7,000	138,813	153,022	8,974	21,860	*	*	*
Vandergrift	6,823	6,583	−3.5	2,724	52,601	58,446	8,878	21,456	*	*	*
WYOMING	26,433	26,512	.3	9,171	163,537	185,310	6,990	20,206	394	1,696	10,744
YORK	312,963	323,438	3.3	119,710	2,388,610	2,665,027	8,240	22,262	2,349	26,397	36,599
Hanover	14,890	14,661	−1.5	6,175	117,707	128,645	8,775	20,833	*	*	*
York	44,619	43,118	−3.4	18,429	300,480	325,499	7,549	17,662	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Pennsylvania 1980 Cash Receipts as follows: From Crops $748,036,000; from Livestock & Livestock Products $1,883,582,000; Total $2,631,618,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

RHODE ISLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS*	947,154	955,248	.9	352,048	7,347,451	8,138,339	8,520	23,117	865	15,678	7,493
STANDARD METROPOLITAN STATISTICAL AREAS											
Fall River, Mass.-R	176,831	174,325	−1.4	64,097	1,110,501	1,204,240	6,908	18,788	N.A.	N.A.	N.A.
New London-Norwich, Conn-R.I.	248,554	239,193	−3.8	84,449	2,205,592	2,334,778	9,761	27,647	N.A.	N.A.	N.A.
Providence-Warwick-Pawtucket, R.I.-Mass.	919,216	926,821	.8	342,068	7,111,213	7,887,051	8,510	23,057	N.A.	N.A.	N.A.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

RHODE ISLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
BRISTOL	46,942	45,648	−2.8	15,404	371,701	411,804	9,021	26,734	37	676	582
KENT	154,163	155,393	.8	56,318	1,273,540	1,426,186	9,178	25,324	55	316	
West Warwick	27,026	27,415	1.4	10,389	201,878	226,610	8,266	21,812	*	*	*
NEWPORT	81,383	80,162	−1.5	28,601	732,720	813,302	10,146	28,436	142	5,341	2,264
Newport	29,259	28,275	−3.4	10,117	236,426	260,050	9,197	25,704	*	*	*
PROVIDENCE	571,349	577,984	1.2	218,701	4,287,044	4,716,791	8,161	21,567	267	2,251	2,003
Central Falls	16,995	16,811	−1.1	7,077	108,776	119,186	7,090	16,841	*	*	*
Pawtucket	71,204	70,772	−.6	28,426	517,832	565,407	7,989	19,890	*	*	*
Providence	156,804	153,686	−2.0	63,598	1,139,873	1,238,873	8,061	19,480	*	*	*
Woonsocket	45,914	46,350	.9	17,802	299,758	328,877	7,096	18,474	*	*	*
WASHINGTON	93.317	96,061	2.9	33,024	682,446	770,256	8,018	23,324	172	6,640	
Westerly	18,580	18,962	2.1	6,580	140,452	157,762	8,320	23,976	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Rhode Island 1980 Cash Receipts as follows: From Crops $18,785,000; from Livestock & Livestock Products $13,625,000; Total $32,410,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,119,208	3,182,028	2.0	1,083,026	19,563,768	21,994,519	6,912	20,306	33,450	550,797	183,794
STANDARD METROPOLITAN STATISTICAL AREAS											
Andersen, S.C.	133,235	135,182	1.5	49,140	721,056	799,331	5,913	16,266	1,153	5,521	9,112
Augusta, Ga.-S.C.	327,372	348,629	6.5	119,472	2,375,089	2,676,855	7,678	22,406	1,093	10,269	4,387
Charleston-North Charleston, S.C.	430,301	440,584	2.4	145,403	3,107,419	3,525,990	8,003	24,250	1,296	25,096	896
Columbia, S.C.	408,176	416,646	2.1	139,940	3,014,731	3,395,187	8,149	24,262	1,293	11,585	4,245
Florence, S.C.	110,163	112,970	2.5	37,751	674,388	785,877	6,957	20,817	1,575	51,790	2,954
Greenville-Spartanburg, S...	568,758	583,094	2.5	208,659	3,945,078	4,421,902	7,584	21,192	2,281	17,249	15,029
Rock Hill, S.C.	106,720	107,980	1.2	36,339	608,390	681,699	6,313	18,759	620	3,884	4,779
COUNTIES, Cities											
ABBEVILLE	22,627	23,155	2.3	8,127	137,235	153,460	6,628	18,883	474	1,094	2,638
AIKEN	105,625	110,516	4.6	39,413	760,295	856,774	7,752	21,738	745	8,338	4,387
Aiken	14,978	15,524	3.6	6,060	130,415	146,727	9,452	24,212	*	*	*
ALLENDALE	10,700	11,124	4.0	3,664	47,642	53,113	4,775	14,496	207	10,081	
ANDERSON	133,235	135,182	1.5	49,140	721,056	799,331	5,913	16,266	1,153	5,521	9,112
Anderson	27,313	26,148	−4.3	9,817	156,847	170,230	6,510	17,340	*	*	*
BAMBERG	18,118	18,265	.8	5,830	82,743	92,814	5,082	15,920	332	7,221	
BARNWELL	19,868	19,683	−.9	6,627	105,945	118,553	6,023	17,889	342	9,016	2,704
BEAUFORT	65,364	67,345	3.0	21,386	445,211	502,956	7,468	23,518	162	9,413	
Beaufort	8,634	8,194	−5.1	2,548	93,668	115,184	14,057	45,206	*	*	*
BERKELEY	94,727	99,633	5.2	31,408	626,184	730,231	7,329	23,250	522	4,001	
CALHOUN	12,206	12,588	3.1	4,200	55,989	63,055	5,009	15,013	396	10,128	
CHARLESTON	277,308	279,983	1.0	94,384	2,154,861	2,416,807	8,632	25,606	256	15,922	896
Charleston	69,510	68,870	−.9	25,247	568,799	633,305	9,196	25,084	*	*	*
CHEROKEE	40,983	42,170	2.9	14,560	217,668	241,768	5,733	16,605	450	6,487	2,256
CHESTER	30,148	29,892	−.9	10,256	151,596	165,748	5,545	16,161	393	1,849	3,602
CHESTERFIELD	38,161	39,933	4.6	13,796	213,084	239,501	5,998	17,360	618	13,590	1,873
CLARENDON	27,464	26,231	−4.5	8,256	102,435	114,526	4,366	13,872	648	25,819	3,898
COLLETON	31,676	31,705	.1	10,599	177,885	201,980	6,371	19,057	675	7,172	3,578
DARLINGTON	62,717	61,508	−1.9	20,241	341,053	382,368	6,217	18,891	688	28,674	4,258
DILLON	31,083	31,000	−.3	9,602	143,186	161,051	5,195	16,773	563	29,786	
DORCHESTER	58,266	60,968	4.6	19,611	326,374	378,952	6,216	19,323	518	5,173	
EDGEFIELD	17,528	18,459	5.3	5,997	90,443	102,389	5,547	17,073	264	13,201	
FAIRFIELD	20,700	21,102	1.9	6,629	93,799	104,524	4,953	15,768	201	132	1,415
FLORENCE	110,163	112,970	2.5	37,751	694,388	785,877	6,957	20,817	1,575	51,790	2,954
Florence	30,062	30,413	1.2	10,439	212,655	238,378	7,838	22,835	*	*	*
GEORGETOWN	42,461	42,427	−.1	13,706	244,879	280,037	6,600	20,432	326	6,614	621
GREENVILLE	287,913	292,053	1.4	106,297	2,161,888	2,423,924	8,300	22,803	700	3,671	5,770
Greenville	58,242	55,718	−4.3	21,793	444,239	488,054	8,759	22,395	*	*	*
GREENWOOD	57,847	57,896	.1	20,963	327,321	362,539	6,262	17,294	342	1,107	2,498
Greenwood	21,613	20,969	−3.0	7,748	118,967	129,838	6,192	16,758	*	*	*
HAMPTON	18,159	17,925	−1.3	5,992	81,812	91,688	5,115	15,302	388	11,053	
HORRY	101,419	105,903	4.4	37,466	616,037	706,711	6,673	18,863	1,878	61,028	7,248
Myrtle Beach	18,758	19,587	4.4	6,969	165,423	192,461	9,826	27,617	*	*	*
JASPER	14,504	15,484	6.8	5,010	72,095	82,297	5,315	16,427	206	1,858	
KERSHAW	39,015	40,935	4.9	14,208	248,899	279,497	6,828	19,672	342	2,179	1,312
Camden	7,462	7,330	−1.8	2,687	57,021	62,325	8,503	23,195	*	*	*
LANCASTER	53,361	53,841	.9	18,550	301,921	337,624	6,271	18,201	432	1,843	1,561
LAURENS	52,214	53,109	1.7	17,849	270,170	295,229	5,559	16,540	648	2,039	6,114
LEE	18,929	19,281	1.9	5,903	78,248	87,683	4,548	14,854	363	22,862	1,965
LEXINGTON	140,353	145,041	3.3	50,754	1,030,135	1,181,673	8,147	23,282	937	7,563	2,591
MCCORMICK	7,797	7,952	2.0	2,478	33,387	37,142	4,671	14,989	99	118	
MARION	34,179	34,012	−.5	11,079	167,201	186,337	5,479	16,819	471	23,194	
MARLBORO	31,634	32,020	1.2	10,258	148,905	167,339	5,226	16,313	275	18,554	
NEWBERRY	31,111	32,201	3.5	11,567	193,594	216,433	6,721	18,711	628	2,513	10,604

* **Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

SOUTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OCONEE	48,611	49,516	1.9	18,263	246,849	269,996	5,453	14,784	549	3,385	2,966
ORANGEBURG	82,276	83,305	1.3	26,777	404,516	455,610	5,469	17,015	1,493	25,777	23,405
Orangeburg	14,933	14,964	.2	4,745	101,155	112,870	7,543	23,787	*	*	*
PICKENS	79,292	82,127	3.6	27,692	519,737	588,057	7,160	21,236	449	675	1,632
RICHLAND	267,823	271,605	1.4	89,186	1,984,596	2,213,514	8,150	24,819	356	4,022	1,654
Columbia	99,296	93,785	−5.6	29,366	659,441	710,126	7,572	24,182	*	*	*
SALUDA	16,150	17,376	7.6	5,801	87,594	98,846	5,689	17,039	649	5,943	7,079
SPARTANBURG	201,553	208,914	3.7	74,670	1,263,453	1,409,921	6,749	18,882	1,132	12,903	7,627
Spartanburg	43,968	43,748	−.5	16,342	308,410	339,322	7,756	20,764	*	*	*
SUMTER	88,243	89,300	1.2	28,420	460,453	516,462	5,783	18,172	683	22,251	7,190
Sumter	24,890	24,603	−1.2	8,654	152,925	169,532	6,891	19,590	*	*	*
UNION	30,751	29,782	−3.2	10,525	159,281	174,102	5,846	16,542	299	368	
Union	10,523	9,987	−5.1	3,705	59,668	64,569	6,465	17,428	*	*	*
WILLIAMSBURG	38,226	38,631	1.1	11,796	163,335	184,381	4,773	15,631	1,267	33,932	4,148
YORK	106,720	107,980	1.2	36,339	608,390	681,699	6,313	18,759	620	3,884	4,779
Rock Hill	35,344	34,277	−3.0	11,596	202,167	221,835	6,472	19,130	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Carolina 1980 Cash Receipts as follows: From Crops $642,270,000; from Livestock & Livestock Products $368,876,000; Total $1,011,146,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	690,178	702,711	1.8	254,368	4,538,611	5,041,545	7,174	19,820	39,667	568,071	1,315,918
STANDARD METROPOLITAN STATISTICAL AREAS											
Rapid City, S.D.	90,850	92,626	2.0	33,084	564,900	625,754	6,756	18,914	1,292	9,309	44,348
Sioux Falls, S.D.	109,435	111,786	2.1	42,220	736,345	817,538	7,313	19,364	1,490	22,087	47,068
COUNTIES, Cities											
AURORA	3,628	3,452	−4.9	1,214	19,514	21,229	6,150	17,487	501	3,877	18,578
BEADLE	19,195	18,763	−2.3	7,435	148,876	164,686	8,777	22,150	933	10,857	36,101
Huron	13,000	12,674	−2.5	5,091	105,469	116,120	9,162	22,809	*	*	*
BENNETT	3,236	3,205	−1.0	1,028	16,608	18,197	5,678	17,701	298	4,418	10,408
BON HOMME	8,059	8,213	1.9	2,980	49,899	55,336	6,738	18,569	879	8,959	30,042
BROOKINGS	24,332	25,326	4.1	8,590	192,698	217,986	8,607	25,377	1,114	14,262	37,601
Brookings	14,951	15,540	3.9	4,880	121,247	136,503	8,784	27,972	*	*	*
BROWN	36,962	37,436	1.3	13,900	267,989	299,277	7,994	21,531	1,235	27,894	52,327
Aberdeen	25,956	26,133	.7	9,747	197,773	220,283	8,429	22,600	*	*	*
BRULE	5,245	5,163	−1.6	1,935	36,112	39,954	7,739	20,648	455	3,691	19,245
BUFFALO	1,795	1,679	−6.5	405	6,551	7,283	4,338	17,983	101	1,420	6,433
BUTTE	8,372	7,933	−5.3	2,950	47,095	51,095	6,441	17,320	487	4,139	22,911
Belle Fourche	4,692	4,480	−4.5	1,695	25,902	29,265	6,532	17,265	*	*	*
CAMPBELL	2,243	2,295	2.3	819	18,329	20,240	8,819	24,713	381	5,362	8,745
CHARLES MIX	9,680	10,009	3.4	3,423	53,616	59,807	5,975	17,472	922	12,009	41,993
CLARK	4,894	5,160	5.4	1,972	29,974	32,714	6,340	16,589	714	13,154	
CLAY	13,135	12,994	−1.1	4,306	91,513	101,925	7,844	23,670	609	17,781	21,502
CODINGTON	20,885	21,302	2.0	8,013	175,374	197,973	9,294	24,706	699	9,642	18,192
Watertown	15,649	15,962	2.0	6,276	135,093	153,632	9,625	24,479	*	*	*
CORSON	5,196	5,602	7.8	1,567	20,396	22,091	3,943	14,098	489	5,904	16,140
CUSTER	6,000	7,084	18.1	2,603	41,739	47,005	6,635	18,058	272	521	
DAVISON	17,820	18,517	3.9	7,163	135,087	151,841	8,200	21,198	508	4,689	18,824
Mitchell	13,916	14,484	4.1	5,802	111,985	125,826	8,687	21,687	*	*	*
DAY	8,133	8,364	2.8	3,101	45,462	50,013	5,980	16,128	851	13,712	15,924
DEUEL	5,289	5,167	−2.3	1,835	44,551	49,553	9,590	27,004	747	9,681	19,708
DEWEY CO.	5,366	5,299	−1.3	1,538	20,645	22,427	4,232	14,582	372	4,166	10,770
DOUGLAS	4,181	4,066	−2.8	1,424	21,549	23,777	5,848	16,697	529	4,689	19,582
EDMUNDS	5,159	4,751	−7.9	1,726	29,127	31,965	6,728	18,520	563	8,878	17,877
FALL RIVER	8,439	9,294	10.1	3,496	53,756	58,694	6,315	16,789	307	2,200	37,935
FAULK	3,327	3,724	11.9	1,380	24,808	27,687	7,435	20,063	399	7,356	15,000
GRANT	9,013	8,687	−3.6	3,176	61,885	68,842	7,925	21,676	735	10,545	22,880
GREGORY	6,015	6,248	3.9	2,378	33,814	36,996	5,921	15,558	689	5,829	25,708
HAAKON	2,794	3,161	13.1	1,151	19,032	21,022	6,650	18,264	313	6,447	12,406
HAMLIN	5,261	5,448	3.6	1,966	36,388	40,584	7,449	20,643	581	8,964	
HAND	4,948	4,978	.6	1,839	38,008	42,371	8,512	23,040	650	8,798	26,627
HANSON	3,415	3,519	3.0	1,238	18,076	20,050	5,698	16,195	462	4,845	15,683
HARDING	1,700	1,842	8.4	630	9,699	10,092	5,479	16,019	308	2,965	14,986
HUGHES	14,220	14,591	2.6	5,443	125,098	142,063	9,736	26,100	244	5,400	5,269
Pierre	11,973	12,304	2.8	4,610	105,592	121,229	9,853	26,297	*	*	*
HUTCHINSON	9,350	10,000	7.0	3,768	59,651	66,843	6,684	17,740	1,120	13,046	40,043
HYDE	2,069	1,861	−10.1	703	10,350	11,070	5,948	15,747	246	2,373	9,653
JACKSON	3,437	3,300	−4.0	1,026	13,938	15,170	4,597	14,786	154	2,515	
JERAULD	2,929	2,766	−5.6	1,013	15,189	16,623	6,010	16,410	362	2,599	14,180
JONES	1,463	1,479	1.1	607	9,200	9,943	6,723	16,381	222	4,794	5,610
KINGSBURY	6,679	6,646	−.5	2,544	50,827	56,303	8,472	22,132	768	11,757	24,793
LAKE	10,724	10,940	2.0	4,119	73,565	81,526	7,452	19,793	753	10,119	24,819
Madison	6,210	6,420	3.4	2,098	40,268	53,472	8,329	25,487	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

SOUTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LAWRENCE	18,339	19,074	4.0	7,285	111,176	122,078	6,400	16,757	258	686	5,698
Deadwood	2,035	1,993	–2.1	819	11,612	12,902	6,474	15,753	*	*	*
Lead	4,330	4,185	–3.4	1,597	31,484	34,982	8,359	21,905	*	*	*
LINCOLN	13,942	15,265	9.5	5,433	94,245	106,057	6,948	19,521	1,187	20,436	34,501
LYMAN	3,864	3,892	.7	1,331	24,073	26,373	6,776	19,814	437	8,878	12,137
MCCOOK	6,444	6,358	–1.3	2,344	37,150	40,746	6,409	17,383	793	8,190	22,259
MCPHERSON	4,027	4,079	1.3	1,633	24,363	26,677	6,540	16,336	522	6,956	16,596
MARSHALL	5,404	5,145	–4.8	1,928	29,381	32,494	6,316	16,854	551	10,682	17,941
MEADE	20,717	22,493	8.6	7,157	125,026	141,146	6,275	19,721	722	4,919	28,419
MELLETTE	2,249	2,191	–2.6	715	10,072	10,936	4,991	15,295	250	2,502	9,545
MINER	3,739	4,101	9.7	1,578	23,103	25,682	6,262	16,275	546	4,608	13,466
MINNEHAHA	109,435	111,786	2.1	42,220	736,345	817,538	7,313	19,364	1,490	22,087	47,068
Sioux Falls	81,343	82,622	1.6	32,466	580,507	644,618	7,802	19,855	*	*	*
MOODY	6,692	7,090	5.9	2,597	44,394	48,843	6,889	18,807	782	16,889	24,434
PENNINGTON	70,133	70,133		25,927	439,874	484,608	6,910	18,691	570	4,390	15,929
Rapid City	46,492	45,298	–2.6	16,769	293,752	318,762	7,037	19,009	*	*	*
PERKINS	4,700	4,927	4.8	1,857	29,296	32,105	6,516	17,289	645	6,815	19,397
POTTER	3,674	3,440	–6.4	1,311	24,402	26,934	7,830	20,545	365	7,434	17,659
ROBERTS	10,911	10,996	.8	3,794	64,592	71,892	6,538	18,949	1,112	20,284	20,614
SANBORN	3,213	3,058	–4.8	1,113	18,708	20,567	6,726	18,479	493	3,345	20,505
SHANNON	11,323	11,319		2,363	31,395	35,279	3,117	14,930	155	1,594	
SPINK	9,201	9,125	–.8	3,256	57,391	62,864	6,889	19,307	898	22,449	26,497
STANLEY	2,533	2,395	–5.5	819	14,373	15,557	6,496	18,995	177	6,175	13,229
SULLY	1,990	1,866	–6.2	705	12,702	13,696	7,340	19,427	314	11,790	7,126
TODD	7,328	7,918	8.1	2,110	28,632	32,368	4,088	15,340	250	1,864	11,392
TRIPP	7,268	7,131	–1.9	2,540	53,504	58,981	8,271	23,221	772	10,875	25,737
TURNER	9,255	8,939	–3.4	3,464	56,314	61,564	6,887	17,773	1,155	17,559	43,532
UNION	10,938	11,873	8.5	4,448	82,998	93,403	7,867	20,999	784	19,681	24,925
WALWORTH	7,011	6,837	–2.5	2,541	46,787	50,942	7,451	20,048	416	7,453	9,449
TWASHABAUGH											
YANKTON	18,952	18,922	–.2	6,881	143,125	160,095	8,461	23,266	788	11,338	24,952
Yankton	12,011	12,025	.1	4,545	95,342	106,672	8,871	23,470	*	*	*
ZIEBACH	2,308	2,094	–9.3	614	9,202	9,867	4,712	16,070	212	2,413	7,360

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Dakota 1980 Cash Receipts as follows: From Crops $722,743,000; from Livestock & Livestock Products $1,710,435,000; Total $2,433,178,000.County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,590,750	4,694,783	2.3	1,696,867	30,481,729	34,648,677	7,380	20,419	96,792	673,812	650,361
STANDARD METROPOLITAN STATISTICAL AREAS											
Chattanooga, Tenn.-Ga.	426,540	432,321	1.4	157,369	2,589,847	2,864,841	6,627	18,205	2,000	6,009	14,613
Clarksville-Hopkinsville, Tenn-Ky	150,220	151,919	1.1	48,672	817,532	922,458	6,072	18,953	2,694	50,726	9,238
Johnson City-Kingsport-Bristol, Tenn.-Va	433,638	442,379	2.0	162,016	2,239,665	2,503,531	5,659	15,452	10,771	37,449	26,830
Knoxville, Tenn.	476,517	476,559		179,943	4,493,287	5,204,543	10,921	28,923	3,416	10,349	9,890
Memphis, Tenn.-Ark.-Miss.	912,887	935,261	2.5	329,576	6,749,686	7,626,701	8,155	23,141	2,564	135,484	3,525
Nashville-Davidson, Tenn.	850,505	874,512	2.8	310,896	6,879,611	7,881,626	9,013	25,351	11,014	69,670	81,111
COUNTIES, Cities											
ANDERSON	67,346	61,306	–9.0	23,016	614,590	706,449	11,523	30,694	440	488	2,150
Oak Ridge	27,662	24,320	–12.1	9,897	356,660	407,712	16,764	41,196	*	*	*
BEDFORD	27,916	29,437	5.4	10,838	182,537	206,814	7,026	19,082	1,301	4,699	13,657
Shelbyville	13,530	14,226	5.1	5,405	89,395	101,069	7,105	18,699	*	*	*
BENTON	14,901	15,292	2.6	5,857	93,176	107,179	7,009	18,299	459	2,094	2,585
BLEDSOE	9,478	9,643	1.7	3,157	41,944	47,974	4,975	15,196	467	2,791	5,703
BLOUNT	77,770	79,543	2.3	29,691	689,139	799,738	10,054	26,935	1,066	4,260	
Alcoa	6,870	6,485	–5.6	2,444	68,591	78,963	12,176	32,309	*	*	*
Maryville	17,480	17,873	2.2	6,889	168,164	195,099	10,916	28,320	*	*	*
BRADLEY	67,547	69,419	2.8	24,410	383,084	437,026	6,295	17,904	672	958	7,895
Cleveland	26,415	26,929	1.9	10,399	169,152	193,481	7,185	18,606	*	*	*
CAMPBELL	34,841	35,812	2.8	12,742	129,060	145,368	4,059	11,409	464	1,005	
CANNON	10,234	11,484	12.2	4,177	52,776	60,223	5,244	14,418	747	2,692	5,965
CARROLL	28,285	29,069	2.8	10,882	182,135	207,287	7,131	19,049	1,234	8,885	8,229
CARTER	50,205	51,753	3.1	18,992	215,550	240,367	4,645	12,656	874	2,631	2,485
Elizabethton	12,431	12,392	–.3	4,834	65,021	71,329	5,756	14,756	*	*	*
CHEATHAM	21,616	22,738	5.2	7,669	135,047	158,430	6,968	20,658	617	4,171	
CHESTER	12,727	13,089	2.8	4,406	67,184	77,346	5,909	17,555	528	3,729	2,111
CLAIBORNE	24,595	25,743	4.7	8,909	93,974	106,271	4,128	11,928	1,651	5,917	5,936
CLAY	7,676	7,555	–1.6	2,790	27,299	30,909	4,091	11,078	629	1,939	3.552

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COCKE	28,792	29,216	1.5	10,578	121,616	136,901	4,686	12,942	1,203	5,971	5,442
COFFEE	38,311	40,021	4.5	14,708	246,031	280,093	6,999	19,044	942	7,038	10,699
CROCKETT	14,941	15,375	2.9	5,707	77,863	87,199	5,671	15,279	644	24,716	2,685
CUMBERLAND	28,676	29,114	1.5	10,379	157,237	183,424	6,300	17,673	605	3,178	6,570
DAVIDSON	477,811	487,376	2.0	178,034	4,333,304	4,915,138	10,085	27,608	668	2,553	
Nashville	455,651	459,050	.7	168,147	4,306,206	4,881,470	10,634	29,031	*	*	*
DECATUR	10,857	11,417	5.2	4,432	68,201	78,375	6,865	17,684	523	1,431	4,995
DE KALB	13,589	14,902	9.7	5,666	72,904	83,503	5,603	14,738	962	5,523	4,228
DICKSON	30,037	30,050		10,790	180,904	210,142	6,993	19,476	1,087	3,700	6,117
DYER	34,663	35,250	1.7	13,273	196,611	220,988	6,269	16,649	855	33,190	6,855
Dyersburg	15,856	15,958	.6	6,332	105,802	118,839	7,447	18,768	*	*	*
FAYETTE	25,305	25,057	−1.0	7,536	92,892	106,226	4,239	14,096	835	22,674	9,151
FENTRESS	14,826	16,422	10.8	5,758	67,058	77,464	4,717	13,453	500	2,438	4,500
FRANKLIN	31,983	32,260	.9	11,171	170,773	192,803	5,977	17,259	1,094	9,220	14,011
GIBSON	49,467	48,906	−1.1	18,571	287,370	321,977	6,584	17,338	1,518	27,728	13,783
Milan	8,083	8,130	.6	3,121	52,624	65,780	8,091	21,077	*	*	*
GILES	24,625	24,664	.2	9,125	132,585	149,332	6,055	16,365	1,560	3,729	
GRAINGER	16,751	17,196	2.7	6,054	70,143	79,843	4,643	13,188	1,302	4,074	
GREENE	54,406	56,589	4.0	20,545	270,658	304,978	5,389	14,844	3,505	13,487	20,119
Greeneville	14,097	14,278	1.3	5,479	86,190	95,821	6,711	17,489	*	*	*
GRUNDY	13,787	14,191	2.9	4,818	58,970	68,171	4,804	14,149	384	919	2,316
HAMBLEN	49,300	50,484	2.4	18,168	277,540	315,261	6,245	17,353	885	2,825	7,108
Morristown	19,683	18,865	−4.2	7,238	112,830	125,147	6,634	17,290	*	*	*
HAMILTON	287,740	291,852	1.4	107,955	1,859,273	2,059,566	7,057	19,078	540	2,143	3,511
Chattanooga	169,565	171,986	1.4	65,243	962,685	1,087,407	6,323	16,667	*	*	*
HANCOCK	6,887	6,911	.3	2,466	19,742	21,700	3,140	8,800	832	3,008	2,099
HARDEMAN	23,873	23,390	−2.0	7,691	109,690	124,425	5,320	16,178	673	10,298	4,799
HARDIN	22,280	23,439	5.2	8,618	121,886	140,321	5,987	16,282	701	4,749	5,107
HAWKINS	43,751	44,550	1.8	16,044	178,570	200,795	4,507	12,515	2,051	6,493	
HAYWOOD	20,318	20,821	2.5	6,843	85,512	96,557	4,637	14,110	681	28,634	2,779
HENDERSON	21,390	21,803	1.9	8,115	118,344	135,821	6,229	16,737	1,035	6,248	9,056
HENRY	28,656	29,850	4.2	11,721	177,323	202,577	6,786	17,283	1,069	9,604	11,143
Paris	10,728	10,896	1.6	3,976	75,491	80,986	7,433	20,369	*	*	*
HICKMAN	15,151	15,378	1.5	5,364	50,816	56,313	3,662	10,498	677	1,654	
HOUSTON	6,871	6,200	−9.8	2,221	22,912	25,279	4,077	11,382	248	652	1,797
HUMPHREYS	15,957	16,259	1.8	5,867	70,206	77,876	4,796	13,274	592	1,857	4,284
JACKSON	9,398	9,895	5.3	3,701	35,996	40,456	4,089	10,931	827	2,554	2,196
JEFFERSON	31,284	32,086	2.6	11,285	157,252	179,354	5,590	15,893	1,315	4,496	8,981
JOHNSON	13,745	13,511	−1.7	4,965	55,083	62,121	4,598	12,512	947	3,242	
KNOX	319,694	324,273	1.4	123,291	3,134,047	3,634,308	11,208	29,477	1,252	3,623	5,851
Knoxville	183,139	181,377	−1.0	73,567	1,808,075	2,083,055	11,485	28,315	*	*	*
LAKE	7,455	7,471	.2	2,657	36,433	40,463	5,416	15,229	134	14,611	54
LAUDERDALE	24,555	25,743	4.8	8,909	103,179	117,083	4,548	13,142	726	23,914	
LAWRENCE	34,110	34,157	.1	12,228	121,426	133,918	3,921	10,952	1,508	7,483	11,694
LEWIS	9,700	10,450	7.7	3,465	37,410	42,457	4,063	12,253	225	448	1,264
LINCOLN	26,483	26,377	−.4	9,812	155,871	175,746	6,663	17,911	1,727	8,239	17,764
LOUDON	28,553	28,809	.9	10,652	152,202	171,382	5,949	16,089	704	10,329	6,740
MCMINN	41,878	43,757	4.5	15,881	217,845	245,627	5,613	15,467	1,028	2,333	15,617
Athens	12,080	12,195	1.0	4,650	71,066	79,202	6,495	17,033	*	*	*
MCNAIRY	22,525	22,537	.1	8,426	115,844	133,381	5,918	15,830	912	6,146	
MACON	15,700	16,716	6.5	6,216	72,156	82,283	4,922	13,237	1,302	5,911	4,962
MADISON	74,546	77,671	4.2	28,735	474,175	539,079	6,941	18,760	839	15,745	4,132
Jackson	49,131	51,191	4.2	19,316	326,563	373,199	7,290	19,321	*	*	*
MARION	24,416	26,099	6.9	9,138	104,578	116,522	4,465	12,751	327	1,129	2,109
MARSHALL	19,698	20,536	4.3	7,690	127,382	144,388	7,031	18,776	1,038	2,381	14,601
MAURY	51,095	51,407	.6	18,863	329,506	375,647	7,307	19,914	1,704	7,283	16,190
Columbia	25,767	26,115	1.4	9,758	178,892	204,464	7,829	20,953	*	*	*
MEIGS	7,431	7,557	1.7	2,655	32,767	37,747	4,995	14,217	317	1,198	2,837
MONROE	28,700	30,430	6.0	10,547	130,758	148,440	4,878	14,074	946	3,057	9,888
MONTGOMERY	83,342	84,643	1.6	28,416	443,893	504,757	5,963	17,763	1,231	14,668	9,238
Clarksville	54,777	55,632	1.6	18,557	297,139	343,017	6,166	18,485	*	*	*
MOORE	4,510	4,913	8.9	1,716	25,506	28,747	5,851	16,752	424	650	7,499
MORGAN	16,604	13,466	−18.9	4,441	69,936	78,937	5,862	17,775	269	1,744	1,448
OBION	32,781	32,855	.2	12,434	189,062	211,728	6,444	17,028	966	25,366	11,932
South Fulton	2,735	2,581	−5.6	1,030	19,382	22,076	8,553	21,433	*	*	*
Union City	10,436	9,843	−5.7	3,836	70,444	76,491	7,771	19,940	*	*	*
OVERTON	17,575	18,608	5.9	6,682	69,017	78,428	4,215	11,737	912	2,266	
PERRY	6,111	6,397	4.7	2,434	21,493	23,267	3,637	9,559	288	1,118	1,872
PICKETT	4,358	4,407	1.1	1,644	17,922	20,195	4,582	12,284	408	1,165	2,458
POLK	13,602	13,990	2.9	4,924	66,020	74,294	5,311	15,088	220	543	3,060
PUTNAM	47,601	49,883	4.8	18,049	265,658	304,942	6,113	16,895	1,180	3,131	6,768
Cookeville	20,350	21,326	4.8	7,634	132,845	153,280	7,187	20,079	*	*	*
RHEA	24,235	24,929	2.9	8,738	107,839	123,564	4,957	14,141	325	2,882	
ROANE	48,425	50,317	3.9	18,262	271,031	308,445	6,130	16,890	498	747	
Harriman	8,303	8,072	−2.8	3.062	47,614	52,904	6,554	17,278	*	*	*
ROBERTSON	37,021	38,898	5.1	13,514	214,607	246,255	6,331	18,222	1,756	32,374	13,494
RUTHERFORD	84,058	86,811	3.3	29,825	553,341	640,758	7,381	21,484	1,599	3,970	18,248
Murfreesboro	32,845	33,093	.8	11,855	242,564	278,560	8,417	23,497	*	*	*
SCOTT	19,259	19,857	3.1	6,578	87,561	101,278	5,100	15,396	219	207	1,227
SEQUATCHIE	8,605	8,787	2.1	3,075	34,821	39,795	4,529	12,941	167	682	1,358
SEVIER	41,418	41,837	1.0	15,306	217,272	250,365	5,984	16,357	1,157	3,302	
SHELBY	777,113	800,524	3.0	285,997	5,962,653	6,724,959	8,401	23,514	762	22,573	
Memphis	646,356	659,446	2.0	241,913	4,981,601	5,592,125	8,480	23,116	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SMITH	14,935	15,967	6.9	5,956	89,168	101,558	6,360	17,051	1,255	5,255	
STEWART	8,665	9,213	6.3	3,398	29,172	31,801	3,452	9,359	457	3,360	1,925
SULLIVAN	143,968	146,076	1.5	54,340	790,293	879,157	6,018	16,179	1,590	4,380	6,752
Bristol, Tenn.-Bristol, Va.	43,028	43,289	.6	17,194	256,506	280,155	6,472	16,294	*	*	*
Kingsport	32,027	31,517	–1.6	12,751	215,262	237,752	7,544	18,646	*	*	*
SUMNER	85,790	89,841	4.7	30,829	641,163	751,016	8,359	24,361	2,038	12,876	14,105
TIPTON	32,747	31,626	–3.4	10,677	138,695	156,386	4,945	14,647	809	29,096	3,525
TROUSDALE	6,137	5,901	–3.9	2,257	31,404	35,823	6,071	15,872	467	3,088	2,561
UNICOI	16,362	16,427	.4	6,165	72,019	78,693	4,790	12,764	365	1,117	
UNION	11,707	11,437	–2.3	3,945	55,511	64,048	5,600	16,235	658	1,978	1,889
VAN BUREN	4,728	4,708	–.4	1,644	25,604	29,352	6,234	17,854	214	570	2,190
WARREN	32,653	34,224	4.8	12,834	182,452	208,044	6,079	16,210	1,293	23,238	13,707
WASHINGTON	88,755	90,521	2.0	32,775	448,658	501,636	5,542	15,305	2,006	7,953	14,699
Johnson City	39,753	40,364	1.5	14,566	215,373	240,578	5,960	16,516	*	*	*
WAYNE	13,946	13,954	.1	4,979	46,690	51,249	3,673	10,293	671	1,395	4,136
WEAKLEY	32,896	34,313	4.3	12,436	197,013	224,338	6,538	18,039	1,293	15,005	17,097
WHITE	19,567	20,367	4.1	7,492	96,671	110,144	5,408	14,702	1,087	3,197	11,838
WILLIAMSON	58,108	60,768	4.6	20,145	425,830	499,615	8,222	24,801	1,462	6,199	16,947
WILSON	56,064	58,030	3.5	20,090	395,415	460,272	7,932	22,911	1,787	3,827	12,200
Lebanon	11,872	11,083	–6.7	4,146	80,495	89,997	8,120	21,707	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D of A., Economic Research Service Bulletin indicates State of Tennessee 1980 Cash Receipts as follows: From Crops $834,263,000; from Livestock & Livestock Products $996,113,000; Total $1,830,376,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	14,228,383	14,920,756	4.9	5,328,700	115,794,914	131,061,647	8,784	24,595	194,461	2,711,318	5,213,805
STANDARD METROPOLITAN STATISTICAL AREAS											
Abilene, Tex.	139,192	142,231	2.2	51,562	1,320,597	1,505,621	10,586	29,200	2,634	22,639	12,294
Amarillo, Tex.	173,699	180,349	3.8	68,937	1,755,282	1,996,647	11,071	28,963	719	10,882	
Austin, Tex.	536,450	551,986	2.9	207,419	4,930,336	5,716,152	10,356	27,558	3,235	33,075	15,726
Beaumont-Port Arthur-Orange, Tex.	375,497	380,662	1.4	137,609	2,957,623	3,283,045	8,625	23,858	949	25,135	975
Brownsville-Harlingen-San Benito, Tex.	209,680	230,330	9.8	66,216	1,064,933	1,214,663	5,274	18,344	1,236	67,845	
Bryan-College Station, Tex.	93,588	101,100	8.0	36,236	971,264	1,138,627	11,262	31,423	802	5,855	9,991
Corpus Christi, Te..	326,228	330,059	1.2	109,043	2,078,946	2,312,532	7,006	21,208	1,358	78,894	
Dallas-Fort Worth, Tex.	2,974,878	3,134,814	5.4	1,169,062	25,703,328	29,037,451	9,263	24,838	12,359	77,631	53,242
El Paso, Tex.	479,899	490,616	2.2	148,403	2,252,303	2,495,903	5,087	16,818	380	18,313	33,353
Galveston-Texas City, Tex.	195,940	203,466	3.8	74,250	1,308,955	1,457,990	7,166	19,636	363	3,816	2,190
Houston, Tex.	2,905,350	3,169,781	9.1	1,154,837	31,685,155	36,148,671	11,404	31,302	5,925	138,841	47,237
Killeen-Temple, Te	214,656	214,086	–.3	68,518	1,287,399	1,450,918	6,777	21,176	2,547	14,806	22,364
Laredo, Tex.	99,258	104,607	5.4	28,135	487,912	555,812	5,313	19,755	442	4,106	22,341
Longview-Marshall, Tex.	151,752	161,357	6.3	59,104	1,030,205	1,158,647	7,181	19,604	1,258	1,204	3,147
Lubbock, Tex.	211,651	222,843	5.3	78,959	1,508,497	1,679,263	7,536	21,268	1,227	64,248	59,309
McAllen-Pharr-Edinburg, Tex.	283,229	306,076	8.1	84,329	1,200,972	1,375,251	4,493	16,308	2,814	197,565	10,915
Midland, Tex.	82,636	85,675	3.7	31,722	886,962	1,008,537	11,772	31,793	301	5,162	
Odessa, Tex.	115,374	124,980	8.3	45,130	1,087,746	1,239,591	9,918	27,467	169	93	
San Angelo, Tex.	84,784	86,777	2.4	32,039	745,408	848,108	9,773	26,471	783	12,119	
San Antonio, Tex.	1,071,954	1,090,138	1.7	366,255	7,582,073	8,501,583	7,799	23,212	3,861	22,579	15,278
Sherman-Denison, Tex.	89,796	91,051	1.4	35,561	747,976	843,250	9,261	23,713	1,512	9,296	22,043
Texarkana, Tex.-Ark.	127,019	129,115	1.7	47,804	619,676	667,466	5,170	13,963	2,000	14,083	25,540
Tyler, Tex.	128,366	137,299	7.0	50,825	1,111,470	1,268,721	9,241	24,963	1,504	6,948	12,047
Victoria, Tex.	68,807	69,649	1.2	24,023	544,987	627,400	9,008	26,117	965	10,789	
Waco, Tex.	170,755	178,259	4.4	66,307	1,108,455	1,226,658	6,881	18,500	1,788	11,681	24,010
Wichita Falls, Tex.	130,664	130,925	.2	48,276	1,219,083	1,366,930	10,441	28,515	1,394	10,417	27,323
COUNTIES, Cities											
ANDERSON	38,381	41,509	8.1	13,870	250,876	286,322	6,898	20,643	1,198	1,916	
Palestine	15,948	16,426	3.0	6,216	128,867	145,346	8,849	23,383	*	*	*
ANDREWS	13,323	13,575	1.9	4,642	103,778	117,201	8,634	25,248	106	4,606	
ANGELINA	64,172	67,245	4.8	23,561	429,995	486,889	7,241	20,665	618	320	
Lufkin	28,562	29,630	3.7	10,371	204,645	230,549	7,781	22,230	*	*	*
ARANSAS	14,250	15,058	5.6	5,647	116,617	135,533	9,001	24,001	49	306	540
ARCHER	7,266	6,901	–5.0	2,565	81,369	93,732	13,582	36,543	425	2,083	
ARMSTRONG	1,994	2,003	.5	822	15,234	16,608	8,292	20,204	236	2,996	17,535
Poteet	3,086	2,988	–3.2	847	22,910	25,006	8,369	29,523	*	*	*
ATASCOSA	25,055	25,784	2.9	8,498	149,828	171,473	6,650	20,178	1,212	12,716	23,013
AUSTIN	17,726	19,288	8.8	7,205	114,385	130,532	6,768	18,117	1,516	4,041	14,751

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BAILEY	8,168	8,193	.3	2,767	57,031	62,171	7,588	22,469	494	35,675	
BANDERA	7,084	6,815	−3.8	2,817	54,029	61,835	9,073	21,951	429	211	
BASTROP	24,726	27,189	10.0	9,915	199,503	231,807	8,526	23,379	1,298	1,743	
BAYLOR	4,919	5,033	2.3	2,169	38,737	42,732	8,490	19,701	346	5,903	
BEE	26,030	25,351	−2.6	8,224	163,140	183,505	7,239	22,313	656	7,572	
BELL	157,889	158,124	.1	54,350	1,016,210	1,145,076	7,242	21,069	1,570	12,124	11,590
Belton	10,660	10,600	−.6	3,625	86,002	107,503	10,142	29,656	*	*	*
Killeen	46,296	46,625	.7	18,064	322,908	364,989	7,828	20,205	*	*	*
Temple	42,483	42,547	.2	15,798	307,457	346,648	8,147	21,943	*	*	*
BEXAR	988,800	1,001,833	1.3	334,871	7,049,710	7,896,774	7,882	23,582	1,841	13,323	
San Antonio	785,410	795,762	1.3	269,228	5,287,010	5,862,916	7,368	21,777	*	*	*
BLANCO	4,681	5,031	7.5	2,043	36,429	41,428	8,235	20,278	440	1,913	5,548
BORDEN	859	793	−7.7	305	7,937	8,447	10,652	27,695	143	2,033	4,422
BOSQUE	13,401	14,345	7.0	6,079	95,511	108,161	7,540	17,793	974	1,696	13,013
BOWIE	75,301	76,206	1.2	28,626	325,191	342,613	4,496	11,969	1,041	3,257	15,350
1Texarkana	52,730	52,581	−.3	20,669	272,866	268,581	5,108	12.994	*	*	*
BRAZORIA	169,587	187,483	10.6	61,509	1,709,131	1,989,134	10,610	32,339	1,161	30,882	10,958
Alvin	16,515	18,223	10.3	6,321	176,457	205,031	11,251	32,436	*	*	*
Angleton	11,091	13,877	25.1	4,605	29,397	114,825	8,274	24,935	*	*	*
Clute	9,577	10,613	10.8	3,560	90,688	113,073	10,654	31,762	*	*	*
Freeport	13,444	13,919	3.5	4,745	122,848	139,277	10,006	29,352	*	*	*
Lake Jackson	19,102	20,793	8.9	6,996	248,713	289,056	13,902	41,317	*	*	*
BRAZOS	93,588	101,100	8.0	36,236	971,264	1,138,627	11,262	31,423	802	5,855	9,991
Bryan	44,337	46,217	4.2	16,994	456,327	529,191	11,450	31,140	*	*	*
College Station	37,272	40,264	8.0	13,151	395,665	468,302	11,631	35,610	*	*	*
BREWSTER	7,573	7,752	2.4	2,892	37,605	40,087	5,171	13,861	111	88	
BRISCOE	2,579	2,590	.4	1,022	19,721	21,526	8,311	21,063	287	11,539	
BROOKS	8,428	8,964	6.4	2,926	42,089	46,510	5,189	15,895	283	1,416	
BROWN	33,057	33,523	1.4	12,844	235,274	266,236	7,942	20,728	1,120	3,101	18,270
Brownwood	19,203	18,862	−1.8	6,754	130,730	145,273	7,702	21,509	*	*	*
BURLESON	12,313	13,106	6.4	4,908	92,866	106,832	8,151	21,767	1,174	5,670	14,780
BURNET	17,803	19,735	10.9	7,922	133,554	153,598	7,783	19,389	740	1,109	9,011
CALDWELL	23,637	23,475	−.7	7,545	163,832	185,967	7,922	24,648	878	3,810	9,214
CALHOUN	19,574	20,000	2.2	6,770	159,095	180,645	9,032	26,683	258	11,821	3,208
Port Lavaca	10,911	10,993	.8	2,979	76,284	84,769	7,711	28,456	*	*	*
CALLAHAN	10,992	11,272	2.5	4,350	80,161	91,589	8,125	21,055	776	1,846	
CAMERON	209,680	230,330	9.8	66,216	1,064,933	1,214,663	5,274	18,344	1,236	67,845	
Brownsville	84,997	93,368	9.8	24,514	387,645	442,383	4,738	18,046	*	*	*
Harlingen	43,543	46,627	7.1	14,208	258,163	290,224	6,224	20,427	*	*	*
CAMP	9,275	9,676	4.3	3,696	57,935	65,236	6,742	17,650	387	390	5,041
CARSON	6,672	6,474	−3.0	2,350	52,527	58,046	8,966	24,700	359	12,200	
CASS	29,430	29,887	1.6	11,025	207,909	237,306	7,940	21,524	840	604	5,202
CASTRO	10,556	10,510	−.4	3,183	63,207	69,835	6,645	21,940	557	66,926	203,617
CHAMBERS	18,538	20,893	12.7	7,254	155,064	179,290	8,581	24,716	301	23,194	
CHEROKEE	38,127	40,369	5.9	14,867	259,078	292,699	7,251	19,688	1,308	7,642	15,030
Jacksonville	12,264	12,985	5.9	4,627	87,122	108,903	8,387	23,536	*	*	*
CHILDRESS	6,950	7,086	2.0	2,908	54,341	60,598	8,552	20,838	376	7,552	
CLAY	9,582	9,984	4.2	3,907	76,420	85,660	8,580	21,925	825	4,065	19,591
COCHRAN	4,825	4,659	−3.5	1,525	27,338	28,891	6,201	18,945	311	22,745	
COKE	3,196	3,205	.3	1,336	18,061	19,525	6,092	14,615	342	227	
COLEMAN	10,439	10,417	−.2	4,419	68,984	76,526	7,346	17,317	857	2,164	
COLLIN	144,490	157,595	9.1	52,108	1,137,231	1,330,780	8,444	25,539	1,408	16,378	
McKinney	16,249	15,718	−3.3	5,648	112,143	125,482	7,983	22,217	*	*	*
Plano	72,331	78,891	9.1	24,738	514,570	643,212	8,153	26,001	*	*	*
COLLINGSWORTH	4,648	4,808	3.4	1,850	31,473	34,437	7,162	18,615	456	9,087	11,585
COLORADO	18,823	20,124	6.9	7,650	139,565	157,586	7,831	20,599	1,289	24,374	14,235
COMAL	36,446	36,828	1.0	13,456	231,866	263,488	7,155	19,581	528	821	3,297
New Braunfels	22,402	21,878	−2.3	7,083	121,937	138,567	6,334	19,563	*	*	*
COMANCHE	12,617	12,549	−.5	5,149	85,664	94,645	7,542	18,381	1,256	15,878	
CONCHO	2,915	3,142	7.8	1,144	22,343	24,269	7,724	21,214	396	2,823	12,103
COOKE	27,656	29,479	6.6	11,035	217,765	246,541	8,363	22,342	1,191	4,744	
Gainesville	14,081	14,484	2.9	5,604	113,669	126,602	8,741	22,591	*	*	*
CORYELL	56,767	55,962	−1.4	14,168	271,189	305,842	5,465	21,587	977	2,682	10,774
COTTLE	2,947	3,030	2.8	1,243	21,738	23,641	7,802	19,019	244	10,081	3,819
CRANE	4,600	4,608	.2	1,644	36,639	40,870	8,869	24,860	30		1,032
CROCKETT	4,608	5,332	15.7	1,823	29,174	31,761	5,957	17,422	160	114	13,922
CROSBY	8,859	8,462	−4.5	2,860	55,662	60,405	7,138	21,121	465	40,070	
CULBERSON	3,315	3,406	2.7	1,028	15,897	17,197	5,049	16,729	74	2,290	4,288
DALLAM	6,531	6,407	−1.9	2,362	41,488	45,361	7,080	19,204	385	23,400	116,341
Dalhart	6,854	6,532	−4.7	2,370	40,472	44,181	6,764	18,642	*	*	*
DALLAS	1,556,549	1,628,301	4.6	623,265	15,655,072	17,657,538	10,844	28,331	982	8,991	11,221
Carrollton	40,591	42,459	4.6	15,438	388,457	460,152	10,838	29,806	*	*	*
Dallas	904,078	925,365	2.4	381,682	9,224,046	10,284,343	11,114	26,945	*	*	*
Farmers Branch	24,863	24,337	−2.1	8,328	279,894	305,368	12,547	36,668	*	*	*
Garland	138,857	145,246	4.6	48,283	1,301,783	1,497,979	10,313	31,025	*	*	*
Grand Prairie	71,462	77,523	8.5	25,998	620,624	703,024	9,069	27,041	*	*	*
Irving	109,943	114,032	3.7	42,697	1,163,072	1,304,093	11,436	30,543	*	*	*
Mesquite	67,053	70,139	4.6	22,232	559,797	626,598	8,934	28,185	*	*	*
Richardson	72,496	75,832	4.6	25,367	882,487	1,008,208	13,295	39,745	*	*	*
DAWSON	16,184	15,647	−3.3	5,419	113,288	123,837	7,914	22,852	687	28.867	3,490
DEAF SMITH	21,165	21,245	.4	6,746	138,812	157,026	7,391	23,277	652	39,201	376,304
Hereford	15.853	16.130	1.7	5,136	103,007	115,753	7,176	22,538	*	*	*
DELTA	4,839	4,908	1.4	2,055	25,014	27,060	5,513	13,168	435	2,927	
DENTON	143,126	163,401	14.2	58,008	1,169,462	1,361,178	8,330	23,465	1,265	8,816	13,894
Denton	48,063	50,846	5.8	18,939	386,141	436,363	8,582	23,040	*	*	*
Lewisville	24,273	27,711	14.2	9,212	324,775	405,969	14,650	44,070	*	*	*
DE WITT	18,903	19,563	3.5	7,552	128,521	144,184	7,370	19,092	1,533	1,813	16,140

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
DICKENS	3,539	3,165	−10.6	1,319	23,394	25,103	7,931	19,032	378	6,500	12,066
DIMMIT	11,367	11,293	−.7	3,236	43,021	48,099	4,259	14,864	208	3,732	
DONLEY	4,075	4,107	.8	1,644	29,278	32,434	7,897	19,729	380	6,803	20,744
DUVAL	12,517	13,027	4.1	3,967	60,125	66,681	5,119	16,809	977	5,434	
EASTLAND	19,480	20,387	4.7	8,366	128,820	143,486	7,038	17,151	1,074	8,807	
ECTOR	115,374	124,980	8.3	45,130	1,087,746	1,239,591	9,918	27,467	169	93	
Odessa	90,027	95,619	6.2	34,751	862,920	977,682	10,225	28,134	*	*	*
EDWARDS	2,033	2,223	9.3	829	12,080	12,855	5,783	15,507	214	21	10,853
ELLIS	59,743	63,667	6.6	21,879	396,461	444,602	6,983	20,321	1,471	15,591	
Ennis	12,110	12,464	2.9	4,300	78,489	86,675	6,954	20,157	*	*	*
Waxahachie	14,624	15,019	2.7	5,328	101,505	112,288	7,476	21,075	*	*	*
EL PASO	479,899	490,616	2.2	148,403	2,252,303	2,495,903	5,087	16,818	380	18,313	33,353
El Paso	425,259	433,738	2.0	134,512	2,054,834	2,273,648	5,242	16,903	*	*	*
ERATH	22,560	21,831	−3.2	8,670	139,766	157,166	7,199	18,128	1,451	4,829	48,401
Stephenville	11,881	11,562	−2.7	4,482	70,002	77,527	6,705	17,297	*	*	*
FALLS	17,946	17,561	−2.2	6,960	83,969	91,958	5,236	13,212	1,110	9,927	23,501
Martin	7,099	7,078	−.3	2,834	27,751	30,834	4,356	10,880	*	*	*
FANNIN	24,285	24,340	.2	9,556	130,991	143,259	5,886	14,992	1,513	11,129	17,811
Bonham	7,338	7,131	−2.8	2,779	46,086	46,750	6,556	16,823	*	*	*
FAYETTE	18,832	19,631	4.2	8,034	145,041	165,260	8,418	20,570	2,379	3,914	17,469
FISHER	5,891	5,767	−2.1	2,244	38,345	41,715	7,233	18,590	714	10,458	
FLOYD	9,834	9,869	.4	3,375	61,126	65,251	6,612	19,334	691	56,975	39,472
FOARD	2,158	2,094	−3.0	819	13,324	13,894	6,635	16,965	288	5,458	
FORT BEND	130,846	153,369	17.2	48,245	1,028,449	1,215,869	7,928	25,202	1,126	36,521	7,322
Richmond Rosenberg	17,995	19,736	9.7	6,443	150,290	172,511	8,741	26,775	*	*	*
FRANKLIN	6,893	6,911	.3	2,672	44,497	50,163	7,258	18,774	465	259	11,053
FREESTONE	14,830	15,192	2.4	5,937	127,020	146,756	9,660	24,719	980	638	
FRIO	13,785	14,050	1.9	4,209	74,583	86,655	6,168	20,588	517	21,514	
GAINES	13,150	12,820	−2.5	4,213	89,230	99,244	7,741	23,557	707	55,261	12,102
GALVESTON	195,940	203,466	3.8	74,250	1,308,955	1,457,990	7,166	19,636	363	3,816	2,190
Galveston	61,902	62,028	.2	24,034	371,312	406,787	6,558	16,925	*	*	*
League City	16,578	18,191	9.7	5,621	119,627	134,933	7,418	24,005	*	*	*
Texas City	41,403	42,157	1.8	13,173	244,159	265,959	6,309	20,190	*	*	*
GARZA	5,336	5,309	−.5	1,850	35,223	38,497	7,251	20,809	258	4,846	
GILLESPIE	13,532	13,770	1.8	5,482	107,827	122,946	8,929	22,427	1,180	1,870	
GLASSCOCK	1,304	1,559	19.6	426	7,561	7,984	5,121	18,742	198	7,545	
GOLIAD	5,193	5,621	8.2	1,992	33,807	37,840	6,732	18,996	596	1,601	14,526
GONZALES	16,883	17,378	2.9	6,323	103,290	115,384	6,640	18,248	1,559	2,150	22,639
Gonzales	7,152	7,661	7.1	2,473	44,253	55,316	7,220	22,368	*	*	*
GRAY	26,386	25,962	−1.6	10,346	219,175	243,376	9,374	23,524	361	5,151	82,935
Pampa	21,396	21,075	−1.5	8,314	176,900	196,642	9,331	23,652	*	*	*
GRAYSON	89,796	91,051	1.4	35,561	747,976	843,250	9,261	23,713	1,512	9,296	22,043
Denison	23,884	23,463	−1.8	8,897	185,476	212,498	9,057	23,884	*	*	*
Sherman	30,413	30,593	.6	11,508	280,086	314,816	10,290	27,356	*	*	*
GREGG	99,487	105,909	6.5	39,402	709,834	799,853	7,552	20,300	338	449	3,147
Kilgore	10,968	11,366	3.6	4,461	78,865	88,718	7,806	19,887	*	*	*
Longview	62,762	66,814	6.5	25,034	474,429	537,393	8,043	21,467	*	*	*
GRIMES	13,580	14,533	7.0	5,393	104,343	120,175	8,269	22,284	1,020	805	
GUADALUPE	46,708	51,477	10.2	17,928	300,497	341,321	6,631	19,038	1,492	8,435	11,981
Sequin	17,854	18,807	5.3	5,884	96,405	105,447	5,607	17,921	*	*	*
HALE	37,592	37,685	.2	12,748	247,408	272,882	7,241	21,406	936	90,499	52,856
Plainview	22,187	22,519	1.5	7,419	148,507	163,487	7,260	22,036	*	*	*
HALL	5,594	5,467	−2.3	2,243	44,485	49,128	8,986	21,903	408	15,073	
HAMILTON	8,297	7,996	−3.6	3,384	51,414	56,710	7,092	16,758	1,001	1,308	14,303
HANSFORD	6,209	5,975	−3.8	2,248	51,156	56,793	9,505	25,264	355	21,851	207,533
HARDEMAN	6,368	6,267	−1.6	2,449	47,154	51,528	8,222	21,040	403	8,698	
HARDIN	40,721	42,604	4.6	14,852	243,382	275,760	6,473	18,567	252	1,293	
HARRIS	2,409,544	2,610,279	8.3	971,800	27,373,076	31,101,367	11,915	32,004	1,632	26,862	12,377
Baytown	56,923	60,875	6.9	21,312	620,721	707,730	11,626	33,208	*	*	*
Houston	1,594,086	1,704,441	6.9	661,138	17,842,300	20,509,590	12,033	31,022	*	*	*
Pasadena	112,560	119,736	6.4	43,049	1,323,682	1,515,290	12,655	35,199	*	*	*
HARRISON	52,265	55,448	6.1	19,702	320,371	358,794	6,471	18,211	920	755	
Marshall	24,921	25,997	4.3	9,141	156,529	172,963	6,653	18,922	*	*	*
HARTLEY	3,987	4,349	9.1	1,523	34,361	38,686	8,895	25,401	202	13,024	
HASKELL	7,725	7,936	2.7	3,195	56,076	61,522	7,752	19,256	740	16,677	5,518
HAYS	40,594	43,606	7.4	13,938	329,480	384,520	8,818	27,588	530	1,927	6,586
San Marcos	23,420	24,361	4.0	6,629	159,703	186,382	7,651	28,116	*	*	*
HEMPHILL	5,304	6,432	21.3	2,348	34,864	39,650	6,164	16,887	214	1,372	
HENDERSON	42,606	45,242	6.2	17,579	313,051	364,430	8,055	20,731	1,362	2,673	15,801
Athens	10,197	9,971	−2.2	2,930	91,187	101,319	10,161	34,580	*	*	*
HIDALGO	283,229	306,076	8.1	84,329	1,200,972	1,375,251	4,493	16,308	2,814	197,565	10,915
Edinburg	24,075	25,548	6.1	6,772	108,331	122,446	4,793	18,081	*	*	*
McAllen	67,042	72,450	8.1	20,866	358,494	412,513	5,694	19,770	*	*	*
HILL	25,024	25,964	3.8	10,382	138,155	152,306	5,866	14,670	1,470	16,021	
Hillsborb	7,397	7,524	1.7	2,757	37,121	41,245	5,482	14,960	*	*	*
HOCKLEY	23,230	24,355	4.8	8,117	151,256	168,391	6,914	20,745	721	36,025	19,183
HOOD	17,714	19,199	8.4	7,509	103,364	121,494	6,328	16,180	528	3,648	9,570
HOPKINS	25,247	25,242		9,865	196,061	223,283	8,846	22,634	1,578	1,201	68,705
Sulphur Springs	12,804	12,764	−.3	4,909	103,819	117,544	9,209	23,945	*	*	*
HOUSTON	22,299	22,323	.1	7,424	117,292	132,449	5,933	17,841	1,346	3,864	
HOWARD	33,142	33,512	1.1	12,483	265,170	290,560	8,670	23,276	434	10,906	
Big Spring	24,804	24,979	.7	9,483	197,841	215,975	8,646	22,775	*	*	*
HUDSPETH	2,728	2,998	9.9	955	11,139	11,643	3,884	12,192	139	11,235	6,783
HUNT	55,248	58,434	5.8	22,203	357,845	400,565	6,855	18,041	1,645	6,810	11,490

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Greenville	22,161	22,645	2.2	8,389	151,249	166,822	7,367	19,886	*	*	*
HUTCHINSON	26,304	27,767	5.6	10,683	220,405	246,153	8,865	23,042	167	6,480	
Borger	15,837	16,859	6.5	6,504	133,854	150,049	8,900	23,070	*	*	*
IRION	1,386	1,402	1.2	514	6,330	6,643	4,738	12,924	117	175	
JACK	7,408	7,345	–.9	2,993	49,240	54,615	7,436	18,248	608	507	9,735
JACKSON	13,352	13,197	–1.2	4,820	97,655	109,460	8,294	22,710	751	30,285	7,381
JASPER	30,781	32,321	5.0	11,584	194,932	222,095	6,872	19,173	476	345	2,457
JEFF DAVIS	1,647	1,603	–2.7	617	6,863	7,299	4,553	11,830	68	179	
JEFFERSON	250,938	249,750	–.5	92,454	2,053,814	2,266,098	9,073	24,511	469	22,677	
Beaumont	118,102	117,344	–.7	44,419	992,770	1,095,425	9,335	24,661	*	*	*
Port Arthur	61,195	60,902	–.5	22,813	429,918	476,208	7,819	20,874	*	*	*
JIM HOGG	5,168	4,987	–3.5	1,535	19,691	21,762	4,364	14,177	177	1,035	8,893
JIM WELLS	36,498	36,413	–.2	11,486	233,680	263,809	7,245	22,968	692	7,879	
Alice	20,961	20,600	–1.7	6,287	132,425	147,855	7,177	23,518	*	*	*
JOHNSON	67,649	68,447	1.2	24,132	362,107	408,945	5,975	16,946	1,416	5,339	
Cleburne	19,218	18,677	–2.8	7,273	106,272	117,965	6,316	16,220	*	*	*
JONES	17,268	17,671	2.3	6,668	147,026	164,455	9,306	24,663	953	16,608	12,294
KARNES	13,593	13,879	2.1	4,746	83,696	93,873	6,764	19,779	1,051	2,747	11,771
KAUFMAN	39,015	40,889	4.8	14,229	245,646	271,796	6,647	19,102	1,276	3,532	
Terrell	13,225	12,992	–1.8	4,274	79,836	85,423	6,575	19,987	*	*	*
KENDALL	10,635	11,883	11.7	4,393	90,177	104,187	8,768	23,717	512	414	6,901
KENEDY	543	642	18.2	220	3,660	3,843	5,986	17,468	24	33	3,708
KENT	1,145	1,230	7.4	526	8,356	8,690	7,065	16,521	164	2,117	
KERR	28,780	31,888	10.8	12,801	258,516	299,080	9,379	23,364	415	709	6,022
Kerrville	15,276	16,276	6.5	5,997	126,988	144,189	8,859	24,044	*	*	*
KIMBLE	4,063	4,263	4.9	1,666	21,085	22,875	5,366	13,730	382	252	
KING	425	395	–7.1	101	1,950	2,167	5,486	21,455	48	2,931	
KINNEY	2,279	2,199	–3.5	718	6,723	6,737	3,064	9,383	108	2,294	9,335
KLEBERG	33,358	33,730	1.1	10,710	209,662	231,902	6,875	21,653	218	9,419	
KNOX	5,329	5,396	1.3	2,153	33,376	36,179	6,705	16,804	407	12,845	5,428
LAMAR	42,156	43,005	2.0	16,544	236,113	262,653	6,107	15,876	1,393	5,753	16,185
Paris	25,498	25,578	.3	10,125	147,635	162,974	6,372	16,096	*	*	*
LAMB	18,669	19,137	2.5	6,751	117,546	129,829	6,784	19,231	918	69,985	86,734
LAMPASAS	12,005	11,754	–2.1	4,470	75,811	84,590	7,197	18,924	569	542	8,633
LA SALLE	5,514	5,722	3.8	1,782	23,851	26,167	4,573	14,684	264	1,932	
LAVACA	19,004	18,857	–.8	7,306	130,808	148,8[illegible]5	7,894	20,376	2,166	4,884	12,928
LEE	10,952	12,053	10.1	4,447	82,312	95,222	7,900	21,413	1,289	2,985	10,011
LEON	9,594	10,377	8.2	4,321	79,833	92,171	8,882	21,331	1,088	1,172	11,764
LIBERTY	47,088	51,470	9.3	18,291	356,706	408,917	7,945	22,356	753	28,801	4,033
LIMESTONE	20,224	19,318	–4.5	7,253	98,232	107,536	5,567	14,826	1,195	2,451	13,799
Mexia	7,094	6,880	–3.0	2,616	28,445	31,605	4,594	12,081	*	*	*
LIPSCOMB	3,766	4,100	8.9	1,577	30,629	33,687	8,216	21,361	331	4,703	21,638
LIVE OAK	9,606	10,512	9.4	3,704	65,348	75,463	7,179	20,373	723	5,640	9,376
LLANO	10,144	10,117	–.3	4,521	80,825	93,205	9,213	20,616	469	468	
LOVING	91	97	6.6		6	7	72		13		
LUBBOCK	211,651	222,843	5.3	78,959	1,508,497	1,679,263	7,536	21,268	1,227	64,248	59,309
Lubbock	173,979	182,702	5.0	65,500	1,334,331	1,489,539	8,153	22,741	*	*	*
LYNN	8,605	8,246	–4.2	2,854	59,470	65,140	7,900	22,824	650	35,178	
MCCULLOCH	8,735	9,089	4.1	3,626	64,910	72,461	7,972	19,984	537	1,867	14,356
MCLENNAN	170,755	178,259	4.4	66,307	1,108,455	1,226,658	6,881	18,500	1,788	11,681	24,010
Mart	2,324	2,378	2.3	970	14,423	16,026	6,739	16,522	*	*	*
Waco	101,261	103,553	2.3	39,433	674,803	740,275	7,149	18,773	*	*	*
MCMULLEN	789	931	18.0	318	5,905	5,948	6,389	18,704	210	366	
MADISON	10,649	10,856	1.9	3,288	73,261	84,994	7,829	25,850	665	12,874	
MARION	10,360	11,009	6.3	4,262	63,655	73,040	6,635	17,137	197	154	2,227
MARTIN	4,684	4,481	–4.3	1,532	29,718	31,722	7,079	20,706	412	14,848	
MASON	3,683	3,467	–5.9	1,423	23,701	26,251	7,572	18,448	569	4,371	21,381
MATAGORDA	37,828	38,965	3.0	13,954	289,049	332,144	8,524	23,803	704	44,244	7,916
Bay City	17,837	18,749	5.1	6,009	123,159	141,202	7,531	23,498	*	*	*
MAVERICK	31,398	33,288	6.0	8,243	122,038	141,585	4,253	17,176	190	2,386	
MEDINA	23,164	23,239	.3	7,707	155,827	178,008	7,660	23,097	1,337	10,576	
MENARD	2,346	2,596	10.7	1,065	11,536	11,793	4,543	11,073	268	259	
MIDLAND	82,636	85,675	3.7	31;722	886,962	1,008,537	11,772	31,793	301	5,162	
Midland	70,525	72,135	2.3	26,906	775,171	877,932	12,171	32,630	*	*	*
MILAM	22,732	24,073	5.9	9,077	122,279	134,329	5,580	14,799	1,430	10,228	15,244
MILLS	4,477	4,507	.7	1,850	27,941	30,423	6,750	16,445	689	2,917	24,279
MITCHELL	9,088	8,897	–2.1	3,282	60,483	66,271	7,449	20,192	411	11,014	
MONTAGUE	17,410	17,429	.1	7,090	124,284	139,923	8,028	19,735	1,018	2,377	16,476
MONTGOMERY	128,487	145,609	13.3	48,484	1,099,632	1,298,999	8,921	26,792	595	2,968	4,608
Conroe	18,034	19,099	5.9	7,073	169,289	194,784	10,199	27,539	*	*	*
MOORE	16,575	16,846	1.6	5,866	131,763	147,840	8,776	25,203	265	19,378	160,720
MORRIS	14,629	16,241	11.0	5,981	125,996	144,017	8,867	24,079	364	1,140	2,562
MOTLEY	1,950	1,879	–3.7	812	14,158	14,839	7,897	18,275	257	5,419	
NACOGDOCHES	46,786	47,612	1.8	17,251	351,282	404,135	8,488	23,427	1,177	915	13,315
Nacogdoches	27,149	27,253	.4	9,337	213,423	244,029	8,954	26,136	*	*	*
NAVARRO	35,323	37,429	6.0	14,558	205,890	227,927	6,090	15,656	1,436	9,035	15,527
Corsicana	21,712	22,783	4.9	8,653	138,718	152,776	6,706	17,656	*	*	*
NEWTON	13,254	13,858	4.6	4,844	72,608	82,461	5,950	17,023	264	304	1,220
NOLAN	17,359	17,429	.4	6,679	124,793	138,616	7,953	20,754	473	7,279	23,111
Sweetwater	12,242	12,130	–.9	4,606	87,588	96,513	7,957	20,954	*	*	*
NUECES	268,215	270,861	1.0	90,606	1,759,664	1,953,214	7,211	21,557	750	37,646	
Corpus Christi	231,999	234,287	1.0	78,311	1,564,944	1,735,617	7,408	22,163	*	*	*
OCHILTREE	9,588	10,310	7.5	3,837	91,980	102,915	9,982	26,822	403	15,424	
OLDHAM	2,283	2,304	.9	719	16,334	17,522	7,605	24,370	148	2,957	
ORANGE	83,838	88,308	5.3	30,303	660,427	741,187	8,393	24,459	228	1,165	975

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Orange	23,628	23,673	.2	8,659	190,714	211,416	8,931	24,416	*	*	*
PALO PINTO	24,062	24,629	2.4	9,411	204,419	230,105	9,343	24,451	623	914	7,339
Mineral Wells	14,468	14,604	.9	4,728	106,016	116,541	7,980	24,649	*	*	*
PANOLA	20,724	22,460	8.4	8,291	140,770	160,595	7,150	19,370	879	614	7,710
PARKER	44,609	44,674	.1	16,133	286,028	324,774	7,270	20,131	1,452	5,733	18,557
Weatherford	12,049	11,396	−5.4	4,616	77,855	86,593	7,599	18,759	*	*	*
PARMER	11,038	10,779	−2.4	3,481	73,710	80,498	7,468	23,125	753	76,426	
PECOS	14,618	15,624	6.9	5,029	79,381	86,160	5,515	17,133	239	4,133	28,173
POLK	24,407	25,910	6.2	9,753	141,258	161,273	6,224	16,536	456	526	2,603
POTTER	98,637	98,441	−.2	38,865	864,341	966,185	9,815	24,860	168	1,438	
Amarillo	149,230	180,349	20.9	68,937	1,467,228	1,996,647	11,071	28,963	*	*	*
PRESIDIO	5,188	5,402	4.1	1,777	18,599	19,596	3,628	11,028	136	3,888	6,346
RAINS	4,839	4,770	−1.4	1,978	29,559	33,695	7,064	17,035	460	538	7,673
RANDALL	75,062	81,908	9.1	30,072	890,941	1,030,462	12,581	34,266	551	9,444	
REAGAN	4,135	4,750	14.9	1,516	23,213	25,361	5,339	16,729	114	3,403	4,028
REAL	2,469	2,285	−7.5	815	8,097	8,565	3,748	10,509	144	26	
RED RIVER	16,101	16,937	5.2	6,529	97,003	108,893	6,429	16,678	1,051	3,516	14,240
REEVES	15,801	16,527	4.6	5,138	76,587	82,638	5,000	16,084	153	6,175	
Pecos	12,855	13,614	5.9	4,074	63,108	67,979	4,993	16,686	*	*	*
REFUGIO	9,289	9,516	2.4	3,391	73,283	82,826	8,704	24,425	247	11,458	4,991
ROBERTS	1,187	1,202	1.3	411	6,640	7,082	5,892	17,231	96	1,400	
ROBERTSON	14,653	15,137	3.3	5,901	104,686	119,203	7,875	20,200	1,029	6,924	
ROCKWALL	14,528	16,754	15.3	5,767	114,886	134,078	8,003	23,249	169	1,265	
RUNNELS	11,872	11,575	−2.5	4,504	80,295	87,639	7,571	19,458	941	10,370	
RUSK	41,382	42,230	2.0	15,773	286,535	324,504	7,684	20,573	1,285	1,534	10,326
Henderson	11,473	11,512	.3	4,218	86,916	97,244	8,447	23,055	*	*	*
SABINE	8,702	8,602	−1.2	3,426	46,478	52,537	6,108	15,335	239	49	1,142
SAN AUGUSTINE	8,785	8,222	−6.4	3,049	42,824	47,944	5,831	15,724	343	248	2,223
SAN JACINTO	11,434	11,419	−.1	4,213	53,357	61,357	5,373	14,564	276	287	1,478
SAN PATRICIO	58,013	59,198	2.0	18,437	319,282	359,318	6,070	19,489	608	41,248	
SAN SABA	5,693	5,866	3.0	2,386	37,806	41,895	7,142	17,559	651	2,930	14,320
SCHLEICHER	2,820	3,135	11.2	1,072	15,424	16,592	5,293	15,478	257	513	
SCURRY	18,192	17,757	−2.4	6,381	142,247	159,719	8,995	25,030	631	9,883	
Snyder	12,705	12,366	−2.7	4,260	98,499	110,138	8,907	25,854	*	*	*
SHACKELFORD	3,915	4,256	8.7	1,704	33,363	37,166	8,733	21,811	256	664	
SHELBY	23,084	23,506	1.8	8,939	139,208	157,913	6,718	17,666	1,118	876	6,269
SHERMAN	3,174	3,058	−3.7	1,113	25,351	27,428	8,969	24,643	283	24,515	150,214
SMITH	128,366	137,299	7.0	50,825	1,111,470	1,268,721	9,241	24,963	1,504	6,948	12,047
Tyler	70,508	74,192	5.2	27,770	680,655	771,570	10,400	27,784	*	*	*
SOMERVELL	4,154	5,300	27.6	1,997	31,153	35,858	6,766	17,956	217	462	1,336
STARR	27,266	28,815	5.7	7,470	93,192	107,921	3,745	14,447	735	9,049	20,359
STEPHENS	9,926	10,909	9.9	4,476	75,560	85,173	7,808	19,029	429	343	6,557
STERLING	1,206	1,202	−.3	411	6,748	6,815	5,670	16,582	74	61	5,240
STONEWALL	2,406	2,404	−.1	925	21,322	23,422	9,743	25,321	339	3,961	
SUTTON	5,130	5,700	11.1	1,876	23,968	26,663	4,678	14,213	160		9,583
SWISHER	9,723	9,332	−4.0	3,259	66,423	72,591	7,779	22,274	628	35,546	129,540
TARRANT	860,880	904,369	5.1	336,018	6,077,675	6,807,068	7,527	20,258	1,027	5,518	
Arlington	160,123	168,203	5.0	65,188	1,271,403	1,467,334	8,724	22,509	*	*	*
Euless	24,002	25,394	5.8	9,780	263,022	328,777	12,947	33,617	*	*	*
Fort Worth	385,141	384,463	−.2	147,886	2,518,966	2,752,081	7,158	18,609	*	*	*
Haltom City	29,014	29,378	1.3	10,659	193,742	212,499	7,233	19,936	*	*	*
Hurst	31,420	32,709	4.1	12,148	262,241	293,261	8,966	24,141	*	*	*
TAYLOR	110,932	113,288	2.1	40,544	1,093,410	1,249,577	11,030	30,820	905	4,185	
Abilene	98,315	99,617	1.3	35,261	980,193	1,117,602	11,219	31,695	*	*	*
TERRELL	1,595	1,730	8.5	626	8,137	8,165	4,720	13,043	75		6,422
TERRY	14,581	14,266	−2.2	4,912	105,155	116,057	8,135	23,627	599	35,232	
THROCKMORTON	2,053	1,986	−3.3	815	15,377	16,381	8,248	20,099	316	1,707	
TITUS	21,442	21,803	1.7	8,115	156,952	178,734	8,198	22,025	726	481	8,377
Mount Pleasant	11,003	11,108	1.0	4,097	90,533	113,356	10,205	27,668	*	*	*
TOM GREEN	84,784	86,777	2.4	32,039	745,408	848,108	9,773	26,471	783	12,119	
San Angelo	73,240	74,274	1.4	27,360	636,962	721,933	9,720	26,386	*	*	*
TRAVIS	419,335	422,570	.8	164,620	4,060,741	4,697,205	11,116	28,534	916	7,434	9,140
Austin	345,496	346,024	.2	137,088	3,317,684	3,831,844	11,074	27,952	*	*	*
TRINITY	9,450	10,226	8.2	4,068	53,125	59,897	5,857	14,724	480	346	
TYLER	16,223	17,410	7.3	6,455	99,678	113,594	6,525	17,598	383	408	
UPSHUR	28,595	29,382	2.8	10,675	190,431	217,275	7,395	20,354	912	640	12,211
UPTON	4,619	4,489	−2.8	1,535	24,335	25,328	5,642	16,500	82	3,448	3,816
UVALDE	22,441	23,007	2.5	7,303	95,200	104,702	4,551	14,337	511	11,926	
VAL VERDE	35,910	38,832	8.1	11,521	153,491	169,904	4,375	14,747	214	62	
Del Rio	30,034	32,478	8.1	9,121	115,106	127,656	3,931	13,996	*	*	*
VAN ZANDT	31,426	32,922	4.8	12,639	240,599	277,270	8,422	21,938	2,115	6,617	18,522
VICTORIA	68,807	69,649	1.2	24,023	544,987	627,400	9,008	26,117	965	10,789	
Victoria	50,695	50,866	.3	17,613	417,259	478,997	9,417	27,196	*	*	*
WALKER	41,789	43,706	4.6	12,825	241,989	270,917	6,199	21,124	532	1,081	
Huntsville	23,936	24,575	2.7	6,329	137,257	151,496	6,165	23,937	*	*	*
WALLER	19,798	21,571	9.0	6,508	118,161	134,385	6,230	20,649	658	12,807	7,939
WARD	13,976	14,684	5.1	5,231	86,228	94,300	6,422	18,027	70	241	
WASHINGTON	21,998	23,583	7.2	8,701	184,921	212,614	9,016	24,436	1,685	2,488	15,969
Brenham	10,966	11,884	8.4	3,765	100,901	126,126	10,613	33,500	*	*	*
WEBB	99,258	104,607	5.4	28,135	487,912	555,812	5,313	19,755	442	4,106	22,341
Laredo	91,449	95,875	4.8	25,444	430,360	488,527	5,095	19,200	*	*	*
WHARTON	40,242	39,761	−1.2	14,112	273,440	307,838	7,742	21,814	1,328	72,578	6,642
WHEELER	7,137	7,599	6.5	3,055	58,857	66,110	8,700	21,640	510	3,696	
WICHITA	121,082	120,941	−.1	44,369	1,142,663	1,281,270	10,594	28,878	569	6,352	7,732
Wichita Falls	94,201	93,425	−.8	34,578	908,521	1,017,404	10,890	29,423	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WILBARGER	15,931	15,422	–3.2	5,920	109,567	120,831	7,835	20,411	599	23,397	12,111
Vernon	12,695	12,478	–1.7	4,824	87,052	96,810	7,758	20,068	*	*	*
WILLACY	17,495	16,739	–4.3	4,702	74,212	81,576	4,873	17,349	340	37,703	843
WILLIAMSON	76,521	85,810	12.1	28,861	540,115	634,427	7,393	21,982	1,789	23,714	
Taylor	10,619	10,708	.8	3,848	78,181	86,868	8,112	22,575	*	*	*
WILSON	16,756	18,011	7.5	6,016	106,418	121,986	6,773	20,277	1,457	10,707	17,624
WINKLER	9,944	9,793	–1.5	3,486	76,361	84,913	8,671	24,358	31		
WISE	26,575	27,518	3.5	10,014	155,396	175,198	6,367	17,495	1,365	2,820	
WOOD	24,697	25,109	1.7	9,660	182,290	207,817	8,277	21,513	1,191	2,803	17,808
YOAKUM	8,299	8,295	–.1	2,802	63,624	71,064	8,567	25,362	331	17,697	
YOUNG	19,001	20,059	5.6	7,997	145,938	164,457	8,199	20,565	690	3,155	9,313
ZAPATA	6,628	7,496	13.1	2,417	27,601	31,828	4,246	13,168	318	2,485	
ZAVALA	11,666	11,617	–.4	3,185	44,654	49,554	4,266	15,559	257	20,084	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Texas 1980 Cash Receipts as follows: From Crops $4,113,818,000; from Livestock & Livestock Products $5,919,786,000; Total $10,033,604,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,461,037	1,554,816	6.4	492,225	9,285,348	10,492,295	6,748	21,316	13,843	104,529	313,236
STANDARD METROPOLITAN STATISTICAL AREAS											
Provo-Orem, Utah.	218,106	231,318	6.1	64,144	1,063,428	1,202,895	5,200	18,753	1,612	12,789	26,252
Salt Lake City-Ogden, Utah	936,255	999,946	6.8	327,386	6,203,884	6,981,836	6,982	21,326	2,270	21,011	10,699
COUNTIES, Cities											
BEAVER	4,378	4,994	14.1	1,708	32,421	36,468	7,302	21,351	189	2,781	8,759
BOX ELDER	33,222	35,037	5.5	10,709	244,077	276,599	7,894	25,829	1,108	19,892	32,431
CACHE	57,176	57,663	.9	18,274	359,395	407,949	7,075	22,324	1,214	6,467	
Logan	26,844	26,433	–1.5	9,380	184,152	208,112	7,873	22.187	*	*	*
CARBON	22,179	23,339	5.2	7,875	165,350	189,788	8,132	24,100	174	178	
DAGGETT	769	801	4.2	206	4,743	5,288	6,602	25,670	28	6	
DAVIS	146,540	157,029	7.2	44,237	902,368	1,028,339	6,549	23,246	565	8,103	10,699
DUCHESNE	12,565	13,355	6.3	3,853	79,320	91,362	6,841	23,712	590	1,469	12,565
EMERY	11,451	13,663	19.3	3,988	68,087	79,952	5,852	20,048	378	478	3,478
GARFIELD	3,673	3,919	6.7	1,269	24,618	27,867	7,111	21,960	216	341	
GRAND	8,241	8,248	.1	2,820	71,741	82,725	10,030	29,335	59	293	
IRON	17,349	17,895	3.1	5,550	116,430	133,356	7,452	24,028	349	7,107	8,256
JUAB	5,530	6,152	11.2	1,925	36,287	41,320	6,717	21,465	225	1,192	4,471
KANE	4,024	4,374	8.7	1,423	29,992	34,731	7,940	24,407	128	213	
MILLARD	8,970	9,015	.5	2,877	54,713	61,930	6,870	21,526	676	17,046	
MORGAN	4,917	5,195	5.7	1,492	35,118	39,750	7,652	26,642	198	301	6,065
PIUTE	1,329	1,171	–11.9	400	7,396	8,228	7,026	20,570	115	284	
RICH	2,100	2,553	21.6	764	14,578	16,633	6,515	21,771	162	527	
SALT LAKE	619,066	667,980	7.9	224,420	4,147,721	4,670,030	6,991	20,809	663	7,074	
Salt Lake City	163,033	160,847	–1.4	70,301	1,202,886	1,307,296	8,128	18,596	*	*	*
SAN JUAN	12,253	12,412	1.3	3,157	60,702	68,661	5,532	21,749	213	2,733	
SANPETE	14,620	14,992	2.5	4,708	79,793	89,368	5,961	18,982	757	2,290	18,807
SEVIER	14,727	15,092	2.5	4,812	85,521	96,611	6,401	20,077	458	2,259	23,538
SUMMIT	10,198	10,217	.2	3,494	69,402	80,338	7,863	22,993	352	477	
TOOELE	26,033	27,713	6.5	8,731	175,040	195,175	7,043	22,354	265	2,474	
UINTAH	20,506	22,370	9.1	6,666	142,766	165,461	7,397	24,822	526	1,139	
UTAH	218,106	231,318	6.1	64,144	1,063,428	1,202,895	5,200	18,753	1,612	12,789	26,252
Provo	73,907	76,679	3.8	21,486	344,208	383,554	5,002	17,918	*	*	*
WASATCH	8,523	8,882	4.2	2,755	54,152	61,192	6,889	22,211	261	310	6,239
WASHINGTON	26,065	30,117	15.5	9,325	170,918	200,111	6,644	21,460	340	1,757	
St. George	7,097	10,471	47.5	3,482	78,348	87,053	8,314	25,001	*	*	*
WAYNE	1,911	2,096	9.7	645	10,516	11,876	5,666	18,412	181	205	
WEBER	144,616	147,224	1.8	49,998	978,755	1,088,292	7,392	21,767	777	3,360	
Ogden	64,407	62,048	–3.7	24,202	437,892	476,187	7,674	19,676	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Utah 1980 Cash Receipts as follows: From Crops $123,990,000; from Livestock & Livestock Products $376,292,000; Total $500,292,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VERMONT POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS......	511,456	526,413	2.9	189,261	3,380,412	3,776,382	7,174	19,953	7,304	17,556	250,925
STANDARD METROPOLITAN STATISTICAL AREAS											
Burlington, Vt.......	114,070	117,820	3.3	40,571	905,348	1,028,622	8,730	25,354	N.A.	N.A.	N.A.
COUNTIES, Cities											
ADDISON..............	29,406	31,112	5.8	10,213	198,619	225,455	7,247	22,075	701	3,868	
BENNINGTON.......	33,345	32,591	–2.3	12,036	202,633	223,284	6,851	18,551	175	758	4,332
Bennington........	15,815	16,912	6.9	5,001	73,185	81,440	4,816	16,285	*	*	*
CALEDONIA..........	25,808	27,115	5.1	10,010	143,951	158,458	5,844	15,830	454	936	
St. Johnsbury.....	7,938	7,954	.2	2,774	42,558	47,287	5,945	17,047	*	*	*
CHITTENDEN.........	115,534	119,365	3.3	41,098	934,662	1,058,370	8,867	25,752	447	1,394	20,057
Burlington..........	37,712	37,249	–1.2	13,086	281,858	312,800	8,398	23,903	*	*	*
ESSEX.....................	6,313	6,597	4.5	2,326	32,907	36,112	5,474	15,525	92	221	
FRANKLIN...............	34,788	34,214	–1.7	11,734	216,607	240,468	7,028	20,493	752	954	46,893
St. Albans..........	7,308	6,807	–6.9	2,365	44,811	48,539	7,131	20,524	*	*	*
GRAND ISLE..........	4,613	5,269	14.2	1,946	36,158	41,585	7,892	21,369	129	704	5,221
LAMOILLE..............	16,767	16,828	.4	6,063	104,889	118,274	7,028	19,508	245	574	
ORANGE.................	22,739	24,501	7.7	8,593	127,196	142,320	5,809	16,562	535	1,023	17,749
ORLEANS...............	23,440	23,726	1.2	8,462	136,573	152,263	6,418	17,994	637	1,026	
Newport...............	4,756	4,662	–2.0	1,473	46,408	58,010	12,443	39,382	*	*	*
RUTLAND...............	58,347	59,867	2.6	21,763	343,623	379,328	6,336	17,430	525	1,313	18,858
Rutland................	18,436	18,189	–1.3	5,949	97,714	103,660	5,699	17,425	*	*	*
WASHINGTON.......	52,393	54,076	3.2	19,782	327,983	363,780	6,727	18,389	374	751	9,591
Barre....................	9,824	9,792	–.3	3,587	54,233	58,097	5,933	16,197	*	*	*
Montpelier.........	8,241	8,202	–.5	2,965	60,425	62,179	7,581	20,971	*	*	*
WINDHAM.............	36,933	38,070	3.1	14,763	236,695	261,244	6,862	17,696	272	2,435	
Bellows Falls......	3,456	3,460	.1	1,101	19,741	21,934	6,339	19,922	*	*	*
Brattleboro.........	11,886	11,851	–.3	3,535	58,445	60,807	5,131	17,201	*	*	*
WINDSOR..............	51,030	53,082	4.0	20,472	337,916	375,441	7,073	18,339	522	840	9,422
Hartford.............	7,963	8,395	5.4	2,973	44,689	49,654	5,915	16,702	*	*	*
Springfield.........	10,190	10,253	.6	3,321	55,700	60,553	5,906	18,233	*	*	*
White River Junction..............	2,379	2,196	–7.7	853	14,630	16,255	7,402	19,056	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Vermont 1980 Cash Receipts as follows: From Crops $24,092,000; from Livestock & Livestock Products $350,799,000; Total $374,891,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS......	5,346,279	5,474,036	2.4	1,964,908	41,880,278	47,082,731	8,601	23,962	56,685	528,877	556,698
STANDARD METROPOLITAN STATISTICAL AREAS											
Charlottesville, Va	113,568	116,033	2.2	42,281	728,618	814,629	7,021	19,267	1,257	3,724	3,592
Danville, Va.	111,789	112,161	.3	41,033	562,979	613,392	5,469	14,949	2,127	36,907	7,049
Johnson City-Kingsport-Bristol, Tenn.-Va.............	433,638	442,379	2.0	162,016	2,239,665	2,503,531	5,659	15,452	10,771	37,449	26,830
Lynchburg, Va.	153,260	155,877	1.7	54,714	1,036,895	1,149,464	7,374	21,009	1,653	7,769	9,351
Newport News-Hampton, Va.	364,449	363,049	–.4	127,469	2,326,191	2,558,389	7,047	20,071	298	5,772	476
Norfolk-Virginia Beach-Portsmouth, Va.-N.C......................	806,691	826,459	2.5	280,525	5,674,328	6,309,414	7,634	22,491	1,074	44,291	22,357
Petersburg-Colonial Heights-Hopewell, Va.....	129,296	130,132	.6	43,855	694,532	753,300	5,789	17,177	771	14,995	4,871
Richmond, Va.	632,015	658,670	4.2	243,465	4,862,400	5,428,720	8,242	22,298	1,625	18,729	11,045
Roanoke, Va.........	224,548	228,026	1.5	87,152	1,748,860	1,933,507	8,479	22,185	1,016	3,209	9,452
Washington, D.C.-Md.-Va.	3,060,240	3,084,404	.8	1,153,734	39,846,649	45,366,291	14,708	39,321	3,494	43,902	23,475
COUNTIES, Cities											
ACCOMAC............	31,268	31,543	.9	12,031	204,185	230,194	7,298	19,133	450	25,586	1,145
ALBEMARLE..........	50.689	51,519	1.6	19,418	362,090	410,111	7,960	21,120	751	2,941	
ALLEGHANY..........	14,333	13,915	–2.9	4,827	58,905	63,113	4,536	13,075	155	62	
AMELIA.................	8,405	8,681	3.3	2,934	36,498	40,087	4,618	13,663	445	4,688	6,637
AMHERST...............	29,122	29,416	1.0	9,366	176,383	194,455	6,611	20,762	431	433	2,967
APPOMATTOX......	11,971	12,195	1.9	4,310	63,787	70,873	5,812	16,444	438	1,538	
ARLINGTON...........	152,599	151,968	–.4	73,568	2,452,180	2,714,807	17,864	36,902	N.A.	N.A.	N.A.
AUGUSTA..............	53,732	56,510	5.2	19,467	312,632	344,858	6,103	17,715	1,483	3,571	31,429
BATH.....................	5,860	6,159	5.1	2,106	20,901	22,668	3,680	10,764	145	128	
BEDFORD...............	34,927	35,662	2.1	12,583	181,416	200,584	5,625	15,941	1,246	1,875	
BLAND...................	6,349	6,716	5.8	2,226	26,032	28,725	4,277	12,904	363	256	3,973
BOTETOURT..........	23,270	24,441	5.0	8,606	133,170	151,567	6,201	17,612	547	1,695	5,944
BRUNSWICK..........	15,632	15,874	1.5	5,256	63,350	68,495	4,315	13,032	658	10,378	
BUCHANAN...........	37,989	38,277	.8	12,219	224,928	255,239	6,668	20,889	92	194	123
BUCKINGHAM.......	11,751	12,162	3.5	4,089	47,857	52,673	4,331	12,882	421	811	2,825
CAMPBELL............	45,424	46,105	1.5	15,870	311,030	348,379	7,556	21,952	784	5,798	6,384

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CAROLINE	17,904	18,297	2.2	6,048	95,648	108,052	5,905	17,866	272	4,754	
CARROLL	27,270	26,983	−1.1	9,953	114,388	126,859	4,701	12,746	1,037	2,998	9,301
CHARLES CITY	6,692	6,711	.3	2,055	27,766	30,993	4,618	15,082	70	2,963	
CHARLOTTE	12,266	11,334	−7.6	3,876	46,642	50,122	4,422	12,931	739	7,565	5,328
CHESTERFIELD	141,372	158,163	11.9	52,933	1,105,915	1,279,052	8,087	24,164	201	2,662	430
CLARKE	9,965	10,965	10.0	3,964	65,742	73,981	6,747	18,663	256	9,387	
CRAIG	3,948	3,906	−1.1	1,541	19,933	22,620	5,791	14,679	186	156	1,719
CULPEPER	22,620	23,005	1.7	8,006	116,131	128,793	5,598	16,087	501	3,530	
Culpeper	6,621	6,540	−1.2	2,558	48,588	60,735	9,287	23,743	*	*	*
CUMBERLAND	7,881	8,281	5.1	2,761	31,243	35,044	4,232	12,693	331	1,369	4,002
DICKENSON	19,806	21,235	7.2	7,048	102,110	115,390	5,434	16,372	115	148	
DINWIDDIE	22,602	23,008	1.8	6,773	108,004	119,298	5,185	17,614	568	10,408	3,567
ESSEX	8,864	9,488	7.0	3,423	52,286	59,114	6,230	17,270	200	7,038	1,728
FAIRFAX	596,901	630,581	5.6	223,503	8,808,058	10,223,494	16,213	45,742	189	2,782	1,371
FAUQUIER	35,889	36,327	1.2	12,112	202,387	226,865	6,245	18,731	836	3,972	23,427
FLOYD	11,563	11,987	3.7	4,414	48,441	53,431	4,457	12,105	840	1,095	7,786
FLUVANNA	10,244	10,217	−.3	3,494	49,445	55,373	5,420	15,848	284	420	1,572
FRANKLIN	35,740	36,520	2.2	12,453	171,742	190,709	5,222	15,314	1,138	6,981	16,454
FREDERICK	34,150	34,068	−.3	11,753	190,110	212,108	6,226	18,047	565	11,582	5,020
GILES	17,810	17,374	−2.5	6,351	73,145	78,843	4,538	12,414	332	287	2,177
GLOUCESTER	20,107	21,235	5.6	7,795	114,889	129,226	6,086	16,578	157	2,971	476
GOOCHLAND	11,761	11,591	−1.5	3,723	65,080	72,508	6,256	19,476	278	1,518	2,572
GRAYSON	16,579	17,208	3.8	6,372	68,601	75,504	4,388	11,849	942	1,517	8,769
GREENE	7,625	8,654	13.5	2,960	36,510	41,717	4,821	14,094	222	363	2,020
GREENSVILLE	10,903	11,517	5.6	3,798	48,214	53,567	4,651	14,104	285	8,665	3,366
HALIFAX	30,418	30,863	1.5	10,622	127,506	140,153	4,541	13,195	1,748	27,202	
HANOVER	50,398	51,953	3.1	17,311	344,538	389,830	7,504	22,519	630	6,138	6,042
HENRICO	180,735	187,244	3.6	71,615	1,609,891	1,807,564	9,654	25,240	155	2,696	2,001
HENRY	57,654	58,898	2.2	20,627	319,782	356,630	6,055	17,289	369	2,390	
HIGHLAND	2,937	3,455	17.6	1,396	12,578	13,655	3,952	9,782	328	79	4,008
ISLE OF WIGHT	21,603	22,004	1.9	7,386	117,763	131,947	5,997	17,864	351	13,707	6,741
JAMES CITY	22,763	22,585	−.8	7,827	140,574	158,467	7,016	20,246	63	1,665	
KING AND QUEEN	5,968	6,010	.7	2,158	33,661	38,308	6,374	17,752	188	3,987	1,129
KING GEORGE	10,543	11,340	7.6	3,878	78,856	87,920	7,753	22,671	161	2,151	1,601
KING WILLIAM	9,327	9,315	−.1	3,185	54,601	60,839	6,531	19,102	151	4,624	2,768
LANCASTER	10,129	9,389	−7.3	3,751	58,527	64,702	6,891	17,249	133	2,552	
LEE	25,956	26,580	2.4	9,406	121,201	137,178	5,161	14,584	1,468	5,573	4,238
LOUDOUN	57,427	60,067	4.6	20,151	531,089	616,532	10,264	30,596	837	8,722	
LOUISA	17,825	19,013	6.7	6,537	81,153	89,977	4,732	13,764	454	1,020	3,751
LUNENBURG	12,124	12,670	4.5	4,575	51,410	55,879	4,410	12,214	604	8,706	1,658
MADISON	10,232	10,104	−1.3	3,421	44,134	48,809	4,831	14,267	418	1,454	10,550
MATHEWS	7,995	8,013	.2	3,288	55,860	62,171	7,759	18,908	102	1,506	122
MECKLENBURG	29,444	28,685	−2.6	10,151	128,919	139,182	4,852	13,711	1,162	20,490	
MIDDLESEX	7,719	8,080	4.7	3,188	43,564	48,965	6,060	15,359	146	2,291	
MONTGOMERY	63,516	65,187	2.6	21,973	310,546	351,146	5,387	15,981	527	504	
Christiansburg	10,345	10,945	5.8	3,689	51,064	59,428	5,430	16,110	*	*	*
1NANSEMOND											
NELSON	12,204	11,723	−4.0	4,281	51,486	56,063	4,782	13,096	396	1,635	
NEW KENT	8,781	9,179	4.5	3,139	47,990	54,899	5,981	17,489	93	2,161	
NORTHAMPTON	14,625	15,612	6.7	5,928	89,851	100,951	6,466	17,030	237	24,516	
NORTHUMBERLAN	9,828	10,166	3.4	4,067	58,138	64,243	6,319	15,796	231	5,987	
NOTTOWAY	14,666	14,362	−2.1	5,116	72,105	77,765	5,415	15,200	372	2,910	3,891
ORANGE	17,827	18,244	2.3	6,556	90,549	100,449	5,506	15,322	420	1,158	8,994
PAGE	19,401	19,800	2.1	7,292	94,723	104,338	5,270	14,309	447	569	4,250
PATRICK	17,585	17,629	.3	6,371	81,368	89,275	5,064	14,013	790	5,387	
PITTSYLVANIA	66,147	66,098	−.1	22,810	291,768	327,036	4,948	14,337	2,127	36,907	7,049
POWHATAN	13,062	13,856	6.1	3,955	65,550	74,355	5,366	18,800	198	591	
PRINCE EDWARD	16,456	16,527	.4	5,097	78,430	84,847	5,134	16,646	423	2,622	4,704
PRINCE GEORGE	25,733	25,519	−.8	6,621	124,068	132,513	5,193	20,014	203	4,587	1,304
PRINCE WILLIAM	144,703	145,819	.8	45,471	1,309,534	1,533,468	10,516	33,724	296	1,028	6,488
Woodbridge	14,867	15,164	2.0	4,729	139,872	156,936	10,349	33,186	*	*	*
PULASKI	35,229	35,574	1.0	12,862	165,259	181,918	5,114	14,144	333	373	
Pulaski	10,106	9,730	−3.7	3,680	48,938	52,324	5,378	14,218	*	*	*
RAPPAHANNOCK	6,093	6,397	5.0	2,328	29,468	32,566	5,091	13,989	266	1,941	2,119
RICHMOND	6,952	6,944	−.1	2,478	34,926	38,737	5,578	15,632	206	5,454	911
ROANOKE	72,945	75,253	3.2	26,847	647,763	723,805	9,618	26,960	283	1,358	1,789
ROCKBRIDGE	17,911	18,884	5.4	6,912	76,581	83,820	4,439	12,127	667	912	7,911
ROCKINGHAM	57,038	58,197	2.0	20,006	309,315	345,812	5,942	17,285	1,874	6,025	49,776
RUSSELL	31,761	34,164	7.6	11,826	130,255	145,416	4,256	12,296	1,177	4,015	7,555
SCOTT	25,068	25,391	1.3	9,096	132,670	149,118	5,873	16,394	1,752	5,843	2,894
Gate City	2,494	2,669	7.0	1,029	8,866	9,851	3,691	9,573	*	*	*
SHENANDOAH	27,559	29,235	6.1	10,955	145,064	159,794	5,466	14,586	820	3,219	11,473
Strasburg	2,431	2,875	18.3	936	7,313	11,287	3,926	12,059	*	*	*
SMYTH	33,366	32,952	−1.3	11,610	156,792	170,162	5,164	14,657	886	3,241	9,014
SOUTHAMPTON	18,731	18,085	−3.5	5,740	86,815	95,094	5,258	16,567	573	27,623	8,640
SPOTSYLVANIA	34,435	35,192	2.2	11,477	173,745	200,480	5,697	17,468	288	1,980	4,178
STAFFORD	40,470	42,618	5.3	13,236	213,756	241,295	5,662	18,230	182	767	1,156
SURRY	6,046	6,266	3.6	2,177	32,791	36,384	5,807	16,713	220	7,895	3,019
SUSSEX	10,874	10,757	−1.1	3,679	58,610	64,943	6,037	17,652	292	11,786	
TAZEWELL	50,511	53,522	6.0	18,624	345,384	392,921	7,341	21,098	471	471	10,463
WARREN	21,200	21,947	3.5	8,323	125,497	140,182	6,387	16,843	225	834	
WASHINGTON	46,487	48,709	4.8	17,183	277,640	314,454	6,456	18,300	2,133	9,032	
WESTMORELAND	14,041	14,734	4.9	5,496	75,464	84,610	5,743	15,395	215	8,828	

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WISE	43,863	45,017	2.6	15,605	266,635	304,269	6,759	19,498	141	237	575
WYTHE	25,522	25,201	-1.3	9,204	114,506	125,827	4,993	13,671	737	634	14,033
YORK	35,463	34,560	-2.6	10,886	217,488	247,517	7,162	22,737	78	1,136	
INDEPENDENT CITIES											
ALEXANDRIA	103,217	101,948	-1.2	49,897	1,452,584	1,638,578	16,073	32,839	-	-	-
BEDFORD	5,991	6,367	6.3	2,488	42,104	46,526	7,307	18,700	-	-	-
BRISTOL	19,042	18,952	-.5	7,421	124,265	139,311	7,351	18,773	-	-	-
BUENA VISTA	6,717	6,885	2.5	2,389	29,326	31,160	4,526	13,043	-	-	-
CHARLOTTESVILLE	45,010	45,643	1.4	16,409	280,573	307,428	6,735	18,735	-	-	-
CHESAPEAKE	114,226	116,594	2.1	38,236	756,773	853,014	7,316	22,309	288	11,712	3,286
CLIFTON FORGE	5,046	4,974	-1.4	1,939	23,455	24,547	4,935	12,660	-	-	-
COLONIAL HEIGH	16,509	16,395	-.7	5,985	109,448	118,708	7,241	19,834	-	-	-
COVINGTON	9,063	8,709	-3.9	3,452	41,523	43,648	5,012	12,644	-	-	-
DANVILLE	45,642	46,063	.9	18,223	271,211	286,356	6,217	15,714	-	-	-
EMPORIA	4,840	5,072	4.8	1,873	31,074	33,821	6,668	18,057	-	-	-
FAIRFAX	19,390	20,415	5.3	7,465	288,058	325,147	15,927	43,556	-	-	-
FALLS CHURCH	9,515	9,696	1.9	4,512	159,694	181,277	18,696	40,177	-	-	-
FRANKLIN	7,308	7,206	-1.4	2,670	43,983	47,625	6,609	17,837	-	-	-
FREDERICKSBURG	15,322	15,593	1.8	6,232	116,025	127,269	8,162	20,422	-	-	-
GALAX	6,524	6,785	4.0	2,805	39,042	42,918	6,325	15,301	-	-	-
HAMPTON	122,617	120,892	-1.4	42,332	784,170	850,154	7,032	20,083	-	-	-
HARRISONBURG	19,671	20,340	3.4	6,281	113,414	126,745	6,231	20,179	-	-	-
HOPEWELL	23,397	23,777	1.6	8,954	142,459	154,873	6,514	17,297	-	-	-
LEXINGTON	7,292	7,177	-1.6	2,147	35,410	37,998	5,294	17,698	-	-	-
LYNCHBURG	66,743	68,161	2.1	25,168	485,695	535,757	7,860	21,287	-	-	-
MANASSAS	15,438	15,426	-.1	5,138	158,723	186,539	12,093	36,306	-	-	-
MANASSAS PARK	6,524	6,490	-.5	1,946	59,888	69,531	10,714	35,730	-	-	-
MARTINSVILLE	18,149	17,778	-2.1	6,724	115,991	124,756	7,017	18,554	-	-	-
NEWPORT NEWS	144,903	145,876	.7	53,219	950,681	1,041,714	7,141	19,574	-	-	-
NORFOLK	266,979	266,384	-.2	90,279	1,721,168	1,819,418	6,830	20,153	-	-	-
NORTON	4,757	4,617	-3.0	1,647	34,020	38,088	8,250	23,126	-	-	-
PETERSBURG	41,055	41,433	.9	15,522	210,553	227,908	5,501	14,683	-	-	-
POQUOSON	8,726	8,714	-.1	2,877	57,102	66,375	7,617	23,071	-	-	-
PORTSMOUTH	104,577	104,859	.3	38,009	695,726	754,713	7,197	19,856	-	-	-
RADFORD	13,225	13,758	4.0	4,213	66,188	72,146	5,244	17,125	-	-	-
RICHMOND	219,214	219,973	.3	88,734	1,595,670	1,719,519	7,817	19,378	-	-	-
ROANOKE	100,427	99,776	-.7	40,962	752,246	818,371	8,202	19,979	-	-	-
SALEM	23,958	24,650	2.9	9,196	195,748	217,144	8,809	23,613	-	-	-
SOUTH BOSTON	7,093	7,386	4.1	2,802	41,907	46,920	6,353	16,745	-	-	-
STAUNTON	21,857	22,428	2.6	8,628	154,752	167,610	7,473	19,426	-	-	-
SUFFOLK	47,621	46,789	-1.8	15,897	269,862	321,369	6,868	20,216	410	15,860	8,345
VIRGINIA BEACH	262,199	280,266	6.9	93,897	2,147,910	2,464,823	8,795	26,250	229	8,597	10,726
WAYNESBORO	15,329	14,991	-2.2	5,907	112,837	122,946	8,201	20,814	-	-	-
WILLIAMSBURG	9,870	9,187	-6.9	2,533	61,287	64,936	7,068	25,636	-	-	-
WINCHESTER	20,217	20,225		8,215	131,822	146,374	7,237	17,818	-	-	-

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Virginia 1980 Cash Receipts as follows: From Crops $500,451,000; from Livestock & Livestock Products $829,271,000; Total $1,329,722,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WASHINGTON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,130,163	4,565,764	10.5	1,754,203	36,452,027	41,005,477	8,981	23,376	37,778	1,303,577	719,540
STANDARD METROPOLITAN STATISTICAL AREAS											
Bellingham, Wash.	106,701	117,065	9.7	44,846	858,015	964,064	8,235	21,497	1,446	15,970	67,205
Bremerton, Wash.	146,609	166,380	13.5	61,602	2,151,449	2,451,917	14,737	39,803	260	800	737
Olympia, Wash.	124,264	144,864	16.6	55,786	1,322,612	1,521,911	10,506	27,281	619	5,936	17,680
Portland, Ore.-Wash.	1,242,187	1,306,851	5.2	516,334	10,655,840	11,989,977	9,175	23,221	6,084	97,897	45,198
Richland-Kennewick-Pasco, Wash.	144,469	167,111	15.7	60,722	1,467,360	1,699,675	10,171	27,991	1,833	179,813	39,539
Seattle-Everett, Wash.	1,606,765	1,755,985	9.3	695,607	14,279,090	16,015,057	9,120	23,023	2,433	29,578	69,290
Spokane, Wash.	341,835	371,973	8.8	144,028	3,003,394	3,372,563	9,067	23,416	1,859	39,693	11,702
Tacoma, Wash.	485,643	534,169	10.0	197,834	3,586,937	3,992,618	7,474	20,182	1,078	12,872	26,839
Yakima, Wash.	172,508	194,070	12.5	71,036	1,306,941	1,463,075	7,539	20,596	4,301	240,904	113,960
COUNTIES, Cities											
ADAMS	13,267	13,322	.4	4,624	121,371	134,442	10,092	29,075	696	82,228	
ASOTIN	16,823	18,457	9.7	7,381	157,541	177,856	9,636	24,096	157	5,[illegible]83	
Clarkston	6,903	7,387	7.0	3,149	70,579	84,182	11,396	26,733	*	*	*
BENTON	109,444	126,537	15.6	46,448	1,141,290	1,324,058	10,464	28,506	1,035	91,572	20,169
Kennewick	34,397	39,769	15.6	15,764	363,271	428,203	10,767	27,163	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WASHINGTON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Richland	33,578	37,217	10.8	13,995	398,457	456,524	12,267	32,621	*	*	*
CHELAN	45,061	48,597	7.8	19,772	388,043	431,402	8,877	21,819	1,303	70,036	524
Wenatchee	17,257	18,305	6.1	6,741	132,466	143,888	7,861	21,345	*	*	*
CLALLAM	51,648	58,856	14.0	23,492	402,197	456,441	7,755	19,430	325	1,374	
Port Angeles	17,311	18,375	6.1	7,296	135,176	148,632	8,089	20,372	*	*	*
CLARK	192,227	218,410	13.6	80,511	1,439,210	1,622,790	7,430	20,156	1,269	5,897	18,681
Vancouver	42,834	44,700	4.4	20,313	363,112	397,297	8,888	19,559	*	*	*
COLUMBIA	4,057	4,232	4.3	1,654	38,227	41,785	9,874	25,263	230	21,500	1,945
COWLITZ	79,548	87,266	9.8	33,386	771,852	865,116	9,902	25,913	323	1,776	3,682
Kelso	11,129	12,019	8.0	4,963	96,678	107,496	8,944	21,659	*	*	*
Longview	31,052	33,640	8.3	13,621	325,253	363,705	10,812	26,702	*	*	*
DOUGLAS	22,144	23,718	7.1	8,828	223,528	253,490	10,688	28,714	892	58,085	8,434
FERRY	5,811	7,389	27.2	2,564	53,370	61,575	8,333	24,015	200	639	2,206
FRANKLIN	35,025	40,574	15.8	14,274	326,070	375,617	9,258	26,315	798	88,241	19,370
Pasco	17,944	20,579	14.7	7,951	162,007	186,197	9,048	23,418	*	*	*
GARFIELD	2,468	2,366	−4.1	910	20,354	21,598	9,128	23,734	212	14,924	2,017
GRANT	48,522	52,900	9.0	19,328	451,297	509,051	9,623	26,337	1,669	154,774	
Moses Lake	10,629	11,261	5.9	3,913	105,510	117,583	10,442	30,049	*	*	*
GRAYS HARBOR	66,314	73,004	10.1	28,560	497,925	549,032	7,521	19,224	382	1,511	
Aberdeen	18,739	20,140	7.5	7,882	131,023	141,621	7,032	17,968	*	*	*
ISLAND	44,048	51,399	16.7	19,094	363,203	417,510	8,123	21,866	245	897	4,027
JEFFERSON	15,965	18,321	14.8	7,584	123,216	140,073	7,645	18,470	130	159	1,521
KING	1,269,749	1,376,885	8.4	555,975	11,650,334	13,050,247	9,478	23,473	1,187	18,001	31,374
Auburn	26,417	29,284	10.9	12,307	224,875	247,400	8,448	20,102	*	*	*
Bellevue-Kirklan	92,682	102,796	10.9	40,793	949,421	1,078,887	10,495	26,448	*	*	*
Kent	23,152	26,492	14.4	12,328	236,941	267,466	10,096	21,696	*	*	*
Renton	30,612	33,536	9.6	9,359	175,548	182,173	5,432	19,465	*	*	*
Seattle	493,846	512,411	3.8	233,630	4,402,265	4,846,890	9,459	20,746	*	*	*
KITSAP	146,609	166,380	13.5	61,602	2,151,449	2,451,917	14,737	39,803	260	800	737
Bremerton	36,208	38,158	5.4	15,009	504,628	561,440	14,714	37,407	*	*	*
KITTITAS	24,877	25,516	2.6	9,996	228,437	253,098	9,919	25,320	624	8,746	
Ellensburg	11,752	11,594	−1.4	4,001	97,554	105,101	9,065	26,269	*	*	*
KLICKITAT	15,822	17,466	10.4	6,594	147,216	166,143	9,512	25,234	502	11,111	7,242
LEWIS	55,279	61,969	12.1	23,586	474,406	533,128	8,603	22,604	1,137	3,361	22,103
Centralia	10,809	11,777	9.0	4,762	88,190	97,601	8,287	20,496	*	*	*
Chehalis	6,100	6,631	8.7	2,534	52,193	57,207	8,627	22,576	*	*	*
LINCOLN	9,604	10,210	6.3	4,044	104,218	114,529	11,217	28,321	767	52,928	8,150
MASON	31,184	35,429	13.6	13,836	247,579	282,156	7,964	20,393	112	253	578
OKANOGAN	30,639	32,596	6.4	12,421	225,760	251,125	7,704	20,218	1,296	56,957	13,664
PACIFIC	17,237	19,034	10.4	7,916	129,302	142,701	7,497	18,027	278	2,448	
PEND OREILLE	8,580	9,811	14.3	3,501	55,221	61,561	6,275	17,584	245	504	2,153
PIERCE	485,643	534,169	10.0	197,834	3,586,937	3,992,618	7,474	20.182	1,078	12,872	26,839
Tacoma	158,501	168,406	6.2	69,209	1,124,710	1,230,083	7,304	17,773	*	*	*
SAN JUAN	7,838	9,015	15.0	3,948	68,733	79,084	8,772	20,031	121	129	1,344
SKAGIT	64,138	70,783	10.4	27,847	548,061	613,661	8,670	22,037	779	25,024	32,667
Mount Vernon	13,009	14,883	14.4	5,712	105,072	119,131	8,005	20,856	*	*	*
SKAMANIA	7,919	9,374	18.4	3,497	66,903	75,934	8,100	21,714	69	620	248
SNOHOMISH	337,016	379,100	12.5	139,632	2,628,756	2,964,810	7,821	21,233	1,246	11,577	37,916
Everett	54,413	58,051	6.7	24,233	421,713	478,406	8,241	19,742	*	*	*
SPOKANE	341,835	371,973	8.8	144,028	3,003,394	3,372,563	9,067	23,416	1,859	39,693	11,702
Spokane	171,300	178,821	4.4	76,635	1,518,840	1,679,821	9,394	21,920	*	*	*
STEVENS	28,979	34,774	20.0	12,152	232,032	267,753	7,700	22,034	1,008	4,838	10,378
THURSTON	124,264	144,864	16.6	55,786	1,322,612	1,521,911	10,506	27,281	619	5,936	17,680
Olympia	27,447	30,219	10.1	13,079	319,538	360,386	11,926	27,555	*	*	*
WAHKIAKUM	3,832	3,680	−4.0	1,327	23,384	25,136	6,830	18,942	150	24	4,227
WALLA WALLA	47,435	52,725	11.2	19,514	493,170	553,801	10,504	28,380	753	71,604	67,924
Walla Walla	25,618	28,229	10.2	10,854	261,885	292,348	10,356	26,935	*	*	*
WHATCOM	106,701	117,065	9.7	44,846	858,015	964,064	8,235	21,497	1,446	15,970	67,205
Bellingham	45,794	49,055	7.1	18,204	337,234	370,712	7,557	20,364	*	*	*
WHITMAN	40,103	43,428	8.3	14,885	380,473	422,626	9,732	28,393	1,299	112,281	10,800
YAKIMA	172,508	194,070	12.5	71,036	1,306,941	1,463,075	7,539	20,596	4,301	240,904	113,960
Yakima	49,826	54,955	10.3	22,284	408,565	452,653	8,237	20,313	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Washington 1980 Cash receipts as follows: From Crops $1,806,643,000; from Livestock & Livestock Products $806,760,000; Total $2,613,403,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,949,644	1,951,415	.1	706,246	13,063,151	14,685,050	7,525	20,793	20,619	46,994	118,459
STANDARD METROPOLITAN STATISTICAL AREAS											
Charleston, W.Va.	269,595	267,354	−.8	101,528	2,360,192	2,672,533	9,996	26,323	697	1,237	1,448
Cumberland, Md.-W.Va.	107,782	108,021	.2	40,361	599,778	649,410	6,012	16,090	529	1,819	1,602
Huntington-Ashland, W.Va.-Ky.-O.	311,350	312,677	.4	114,550	2,252,621	2,531,819	8,097	22,102	2,069	5,865	5,079

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

METRO AREAS COUNTIES Cities.	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Parkersburg-Marietta, W.Va.-O.	162,836	164,637	1.1	60,347	1,139,024	1,275,776	7.749	21,141	1,638	4,041	12,516
Steubenville-Weirton, O.-W.Va.	163,099	163,665	.3	59,525	1,559,643	1,752,722	10,709	29,445	641	1,869	4,344
Wheeling, W.Va.-	185,566	186,445	.5	69,994	1,462,962	1,631,579	8,751	23,310	1,350	3,217	2,148
COUNTIES, Cities											
BARBOUR	16,639	17,587	5.7	6,155	83,237	92,390	5,253	15,011	502	603	2,229
BERKELEY	46,775	48,105	2.8	17,474	281,708	318,248	6,616	18,213	460	10,406	5,586
Martinsburg	13,063	12,279	–6.0	5,010	80,924	87,759	7,147	17,517	*	*	*
BOONE	30,447	30,451		10,481	145,358	160,855	5,282	15,347	39	63	30
BRAXTON	13,894	14,384	3.5	5,232	76,679	86,614	6,022	16,555	345	179	1,215
BROOKE	31,117	31,651	1.7	11,100	274,554	308,706	9,753	27,811	83	125	742
CABELL	106,835	105,657	–1.1	40,955	894,237	1,000,596	9,470	24,432	382	641	
1Huntington	63,684	60,278	–5.4	24,937	546,040	601,757	9,983	24,131	*	*	*
CALHOUN	8,250	7,891	–4.4	2,869	44,549	50,953	6,457	17,760	176	78	420
CLAY	11,265	11,467	1.8	3,781	51,229	58,829	5,130	15,559	87	111	
DODDRIDGE	7,433	7,836	5.4	2,856	44,801	51,244	6,540	17,943	245	82	
FAYETTE	57,863	55,979	–3.3	19,826	273,153	299,339	5,347	15.098	232	129	
GILMER	8,334	8,526	2.3	3,020	43,256	49,305	5,783	16,326	220	84	953
GRANT	10,210	10,990	7.6	3,935	69,095	78,922	7,181	20,056	358	196	2,479
GREENBRIER	37,665	38,496	2.2	14,276	264,312	303,494	7,884	21,259	754	516	
Lewisburg	3,065	3,188	4.0	1,287	21,177	24,064	7,548	18,698	*	*	*
Ronceverte	2,312	2,360	2.1	862	15,166	17,235	7,303	19,994	*	*	*
White Sulphur Springs	3,371	3,574	6.0	1,389	25,905	29,438	8,237	21,194	*	*	*
HAMPSHIRE	14,867	15,251	2.6	5,497	99,691	115,020	7,542	20,924	511	6,399	2,944
HANCOCK	40,418	41,429	2.5	15,097	405,967	457,942	11,054	30,333	82	460	188
2Weirton	24,736	24,584	–.6	9,283	271,805	304,902	12,402	32,845	*	*	*
HARDY	10,030	9,427	–6.0	3,461	59,007	67,580	7,169	19,526	463	650	5,242
HARRISON	77,710	78,188	.6	29,497	507,357	558,030	7,137	18,918	561	223	2,827
Clarksburg	22,371	21,510	–3.9	9,411	166,095	179,524	8,346	19,076	*	*	*
JACKSON	25,794	27,469	6.5	7,365	156,800	177,774	6,472	24,138	642	486	
JEFFERSON	30,302	30,718	1.4	10,470	176,496	201,083	6,546	19,206	371	6,732	10,425
KANAWHA	231,414	226,164	–2.3	87,118	2,097,566	2,369,746	10,478	27,202	195	362	469
Charleston	63,968	60,490	–5.4	26,062	683,056	765,221	12,650	29,362	*	*	*
LEWIS	18,813	18,234	–3.1	6,645	117,555	132,811	7,284	19,987	379	195	2,551
LINCOLN	23,675	24,132	1.9	8,006	125,040	144,371	5,983	18,033	300	640	246
LOGAN	50,679	50,779	.2	16,985	252,952	275,647	5,428	16,229	27	20	147
Logan	3,029	2,895	–4.4	1,255	21,485	23,254	8,032	18,529	*	*	*
MCDOWELL	49,899	48,928	–2.0	16,185	218,459	233,242	4,767	14,411	N.A.	N.A.	N.A.
Welch	3,885	3,759	–3.3	1,554	16,703	18,981	5,049	12,214	*	*	*
MARION	65,789	64,235	–2.4	24,595	419,444	460,430	7,168	18,720	349	272	1,063
Fairmont	23,863	22,324	–6.5	9,468	174,495	188,660	8,451	19,926	*	*	*
MARSHALL	41,608	42,037	1.0	14,995	281,662	315,603	7,508	21,047	429	499	2,148
Moundsville	12,419	11,933	–3.9	4,404	103,231	112,947	9,465	25,646	*	*	*
MASON	27,045	28,618	5.8	10,312	189,722	216,820	7,576	21,026	685	1,869	6,209
Point Pleasant	5,682	5,732	.9	2,225	37,807	42,963	7,495	19,309	*	*	*
MERCER	73,942	75,091	1.6	27,737	425,772	473,502	6,306	17,071	325	185	
3Bluefield	16,060	15,720	–2.1	6,215	108,192	118,243	7,522	19,025	*	*	*
MINERAL	27,234	27,503	1.0	9,822	197,155	226,216	8,225	23,032	282	434	
Keyser	6,569	6,363	–3.1	2,437	49,767	56,553	8,888	23,206	*	*	*
MINGO	37,336	36,220	–3.0	11,907	148,951	163,946	4,526	13,769	N.A.	N.A.	N.A.
Williamson	5,219	4,755	–8.9	1,937	20,747	23,577	4,958	12,172	*	*	*
MONONGALIA	75,024	73,953	–1.4	27,530	494,131	552,578	7,472	20,072	362	480	1,453
Morgantown	27,605	25,671	–7.0	9,212	180,160	197,105	7,678	21,397	*	*	*
MONROE	12,873	13,457	4.5	4,742	77,056	88,146	6,550	18,588	680	545	8,957
MORGAN	10,711	10,374	–3.2	3,823	54,003	60,936	5,874	15,939	150	2,574	508
NICHOLAS	28,126	27,949	–.6	9,697	178,832	205,188	7,342	21,160	300	194	1,405
OHIO	61,389	61,303	–.2	23,661	466,992	514,542	8,393	21,746	163	1,337	
Wheeling	43,070	42,182	–2.1	17,488	332,194	364,109	8,632	20,821	*	*	*
PENDLETON	7,910	7,874	–.5	2,900	48,031	54,888	6,971	18,927	645	319	5,650
PLEASANTS	8,236	8,738	6.1	2,953	90,610	105,833	12,112	35,839	76	176	
POCAHONTAS	9,919	8,154	–17.8	2,958	49,330	55,318	6,784	18,701	436	189	2,985
PRESTON	30,460	30,646	.6	10,653	149,426	167,692	5,472	15,741	721	872	
PUTNAM	38,181	41,190	7.9	14,410	262,626	302,787	7,351	21,012	502	875	979
RALEIGH	86,821	87,912	1.3	31,496	453,378	504,100	5,734	16,005	257	459	
Beckley	20,492	19,866	–3.1	8,230	139,748	152,795	7,691	18,566	*	*	*
RANDOLPH	28,734	27,711	–3.6	9,647	174,956	198,714	7,171	20,599	379	308	
Elkins	8,536	7,982	–6.5	2,866	53,143	60,390	7,566	21,071	*	*	*
RITCHIE	11,442	11,780	3.0	4,413	68,889	78,158	6,635	17,711	314	109	1,208
ROANE	15,952	16,000	.3	5,713	94,367	107,066	6,692	18,741	454	152	1,694
SUMMERS	15,875	16,007	.8	5,543	89,459	101,746	6,356	18,356	317	302	1,460
TAYLOR	16,584	16,995	2.5	6,160	89,494	99,550	5,858	16,161	232	1,717	
Grafton	6,845	6,827	–.3	2,637	35,513	40,356	5,911	15,304	*	*	*
TUCKER	8,675	9,432	8.7	3,509	56,662	64,986	6,890	18,520	170	157	735
TYLER	11,320	11,182	–1.2	4,030	109,360	127,195	11,375	31,562	268	160	1,172
UPSHUR	23,427	23,730	1.3	8,395	150,955	172,983	7,290	20,605	367	174	1,682
WAYNE	46,021	45,811	–.5	16,048	293,690	334,530	7,302	20,846	175	218	870
WEBSTER	12,245	12,387	1.2	4,411	62,223	71,234	5,751	16,149	99	63	166
WETZEL	21,874	21,685	–.9	7,725	236,688	275,274	12,694	35,634	242	104	538
WIRT	4,922	4,689	–4.7	1,638	22,243	24,951	5,321	15,233	210	301	1,131
WOOD	93,648	94,071	.5	35,103	692,937	778,332	8,274	22,173	430	773	2,714
Parkersburg	39,967	38,273	–4.2	15,867	311,303	344,755	9,008	21,728	*	*	*
WYOMING	35,993	34,942	–2.9	11,434	171,049	189,065	5,411	16,535	40	18	

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of West Virginia 1980 Cash receipts as follows: From Crops $60,839,000; from Livestock & Livestock Products $178,623,000; Total $239,462,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,705,335	4,807,089	2.2	1,739,633	36,131,638	40,355,273	8,395	23,198	90,006	677,420	2,678,174
STANDARD METROPOLITAN STATISTICAL AREAS											
Appleton-Oshkosh, Wis.	291,325	298,142	2.3	104,909	2,012,452	2,242,146	7,520	21,372	4,068	27,701	103,613
Duluth-Superior, Minn.-Wis.	266,650	267,658	.4	101,232	1,877,036	2,073,271	7,746	20,480	1,378	3,896	8,879
Eau Claire, Wis.	130,507	135,406	3.8	47,677	723,288	793,928	5,863	16,652	2,953	12,944	89,757
Green Bay, Wis.	175,280	179,632	2.5	63,304	1,291,616	1,446,958	8,055	22,857	1,459	7,416	52,587
Janesville-Beloit, Wis.	139,420	140,733	.9	51,052	822,489	893,917	6,352	17,510	1,691	32,891	53,837
Kenosha, Wis.	123,137	124,987	1.5	45,089	1,092,264	1,230,333	9,844	27,287	586	10,847	15,104
La Crosse, Wis.	91,056	93,823	3.0	33,969	759,140	860,117	9,167	25,321	899	4,372	29,530
Madison, Wis.	323,545	331,384	2.4	127,420	3,690,683	4,228,172	12,759	33,183	3,286	46,505	133,183
Milwaukee, Wis.	1,397,143	1,416,208	1.4	522,335	11,414,228	12,505,124	8,830	23,941	3,035	42,410	64,865
Minneapolis-St. Paul, Minn.-Wis.	2,114.256	2,160,886	2.2	801,615	18,934,941	21,172,104	9,798	26,412	10,590	126,868	210,774
Racine, Wis.	173,132	174,885	1.0	61,863	1,435,437	1,600,455	9,151	25,871	886	23,694	
Sheboygan, Wis.	100,935	103,752	2.8	37,589	673,993	743,280	7,164	19,774	1,454	8,286	48,758
Wausau, Wis.	111,270	117,502	5.6	41,060	713,480	799,342	6,803	19,468	3,256	14,478	102,869
COUNTIES, Cities											
ADAMS	13,457	13,851	2.9	5,128	85,905	99,595	7,190	19,422	457	12,145	6,109
ASHLAND	16,783	16,291	−2.9	6,049	97,333	108,277	6,646	17,900	315	593	3,966
Ashland	9,115	8,706	−4.5	2,926	45,380	51,568	5,923	17,624	*	*	*
BARRON	38,730	40,591	4.8	14,864	270,995	307,699	7,580	20,701	1,876	8,109	
BAYFIELD	13,822	14,689	6.3	5,624	84,723	96,437	6,565	17,147	489	1,335	6,254
BROWN	175,280	179,632	2.5	63,304	1,291,616	1,446,958	8,055	22,857	1,459	7,416	52,587
Green Bay	87,899	87,755	−.2	34,198	656,239	728,425	8,301	21,300	*	*	*
BUFFALO	14,309	14,554	1.7	5,288	89,849	100,965	6,937	19,093	1,146	6,518	43,271
BURNETT	12,340	13,949	13.0	5,312	74,010	84,749	6,076	15,954	511	1,551	
CALUMET	30,867	31,319	1.5	10,157	190,138	213,878	6,829	21,057	1,090	4,918	
CHIPPEWA	51,702	53,125	2.8	18,270	269,857	296,065	5,573	16,205	1,806	6,011	62,238
Chippewa Falls	11,845	11,782	−.5	4,324	64,077	68,704	5,831	15,889	*	*	*
CLARK	32,910	32,986	.2	11,384	172,548	191,584	5,808	16,829	2,528	4,794	82,508
COLUMBIA	43,222	42,702	−1.2	15,836	310,495	350,342	8,204	22,123	1,742	23,982	60,969
Portage	7,896	7,674	−2.8	2,913	53,666	60,985	7,947	20,935	*	*	*
CRAWFORD	16,556	16,628	.4	5,960	121,388	138,392	8,323	23,220	1,173	5,530	27,064
DANE	323,545	331,384	2.4	127,420	3,690,683	4,228,172	12,759	33,183	3,286	46,505	133,183
Madison	170,616	169,534	−.6	67,652	1,914,586	2,171,067	12,806	32,092	*	*	*
DODGE	74,747	74,641	−.2	25,420	526,047	590,728	7,914	23,239	2,487	20,314	104,911
Beaver Dam	14,149	13,805	−2.4	5,184	107,719	119,540	8,659	23,059	*	*	*
DOOR	25,029	26,430	5.6	10,034	191,696	220,275	8,334	21,953	1,107	9,551	19,004
DOUGLAS	44,421	44,452	.1	16,947	393,611	442,260	9,949	26,097	371	991	3,365
Superior	29,571	28,929	−2.2	9,815	233,593	256,029	8,850	26,085	*	*	*
DUNN	34,314	36,020	5.0	11,965	224,252	255,473	7,093	21,352	1,758	11,732	53,850
EAU CLAIRE	78,805	82,281	4.4	29,407	453,431	497,863	6,051	16,930	1,147	6,933	27,519
Eau Claire	51,509	53,589	4.0	19,444	306,051	334,561	6,243	17,206	*	*	*
FLORENCE	4,172	4,850	16.3	1,839	28,653	32,865	6,776	17,871	120	503	
FOND DU LAC	88,952	90,918	2.2	31,472	570,035	627,945	6,907	19,952	2,083	16,698	76,727
Fond du Lac	35,863	36,256	1.1	13,286	239,794	262,204	7,230	19,735	*	*	*
FOREST	9,044	8,700	−3.8	2,975	45,917	51,563	5,927	17,332	146	291	1,831
GRANT	51,736	53,352	3.1	17,722	427,292	489,722	9,179	27,634	2,569	12,451	117,900
GREEN	30,012	31,022	3.4	11,448	292,705	335,951	10,829	29,346	1,567	8,871	73,139
Monroe	10,027	10,438	4.1	4,326	113,590	130,967	12,547	30,274	*	*	*
GREEN LAKE	18,370	19,780	7.7	7,465	132,318	149,357	7,551	20,008	741	7,203	25,284
IOWA	19,802	21,233	7.2	7,504	193,246	222,384	10,474	29,635	1,432	11,837	60,278
IRON	6,730	6,867	2.0	2,797	41,185	45,568	6,636	16,292	62	329	
Hurley	2,015	1,939	−3.8	538	8,358	9,497	4,898	17,652	*	*	*
JACKSON	16,831	17,345	3.1	6,489	128,244	146,361	8,438	22,555	969	6,131	24,206
JEFFERSON	66,152	69,348	4.8	24,028	485,340	546,901	7,886	22,761	1,743	26,030	46,911
Fort Atkinson	9,785	10,181	4.0	3,816	71,048	80,736	7,930	21,157	*	*	*
Watertown	18,113	19,205	6.0	6,481	126,979	142,857	7,439	22,042	*	*	*
JUNEAU	21,039	22,214	5.6	8,229	147,213	167,928	7,560	20,407	886	6,129	20,609
KENOSHA	123,137	124,987	1.5	45,089	1,092,264	1,230,333	9,844	27,287	586	10,847	15,104
Kenosha	77,685	77,633	−.1	27,470	646,380	720,758	9,284	26,238	*	*	*
KEWAUNEE	19,539	19,425	−.6	6,574	152,658	173,692	8,942	26,421	1,184	5,679	37,297
LA CROSSE	91,056	93,823	3.0	33,969	759,140	860,117	9,167	25,321	899	4,372	29,530
La Crosse	48,347	47,527	−1.7	18,326	408,731	455,935	9,593	24,879	*	*	*
LAFAYETTE	17,412	16,983	−2.5	5,944	138,125	156,547	9,218	26,337	1,390	15,359	73,753
LANGLADE	19,978	19,696	−1.4	7,180	117,640	131,082	6,655	18,257	600	10,757	
Antigo	8,653	8,348	−3.5	2,495	39,295	44,653	5,349	17,897	*	*	*
LINCOLN	26,311	27,816	5.7	10,108	176,805	199,391	7,168	19,726	615	2,142	
Merrill	9,578	9,858	2.9	2,972	51,113	58,082	5,892	19,543	*	*	*
MANITOWOC	82,918	83,626	.9	29,762	524,559	576,078	6,889	19,356	1,829	9,761	63,091
Manitowoc	32,547	32,517	−.1	12,599	225,497	246,462	7,579	19,562	*	*	*
Two Rivers	13,354	13,385	.2	4,910	84,420	92,285	6,895	18,795	*	*	*
MARATHON	111,270	117,502	5.6	41,060	713,480	799,342	6,803	19,468	3,256	14,478	102,869
Wausau	32,426	33,010	1.8	13,268	237,164	262,467	7,951	19,782	*	*	*
MARINETTE	39,314	38,875	−1.1	14,426	268,388	304,743	7,839	21,125	877	3,295	18,002
Marinette	11,965	11,362	−5.0	3,092	63,744	68,590	6,037	22,183	*	*	*
MARQUETTE	11,672	12,454	6.7	4,831	86,048	99,099	7,957	20,513	586	6,475	
MENOMINEE	3,373	3,792	12.4	973	13,224	15,574	4,107	16,006	N.A.	N.A.	N.A.
MILWAUKEE	964,988	965,713	.1	375,067	7,832,219	8,473,070	8,774	22,591	186	5,829	644
Milwaukee	636,212	630,765	−.9	249,377	4,675,842	5,022,878	7,963	20,142	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MONROE	35,074	36,524	4.1	12,805	243,413	276,125	7,560	21,564	1,792	6,456	47,218
OCONTO	28,947	28,579	−1.3	10,220	176,153	200,614	7,020	19,630	1,373	6,710	37,577
ONEIDA	31,216	33,350	6.8	12,548	220,775	251,628	7,545	20,053	124	3,149	1,085
Rhinelander	7,873	7,842	−.4	1,592	32,575	33,783	4,308	21,220	*	*	*
OUTAGAMIE	128,726	133,499	3.7	45,755	886,091	991,558	7,427	21,671	1,859	13,595	70,915
Appleton	59,032	60,553	2.6	22,314	450,491	503,163	8,309	22,549	*	*	*
OZAUKEE	66,981	68,817	2.7	23,004	580,547	656,227	9,536	28,527	601	6,962	16,016
PEPIN	7,477	8,144	8.9	2,924	55,796	63,159	7,755	21,600	512	2,823	14,228
PIERCE	31,149	32,804	5.3	10,688	224,640	255,672	7,794	23,921	1,498	9,521	40,734
POLK	32,351	33,161	2.5	12,007	219,697	250,136	7,543	20,833	1,824	7,368	44,625
PORTAGE	57,420	56,620	−1.4	18,567	416,885	478,202	8,446	25,755	1,240	26,924	24,875
Stevens Point	22,970	21,493	−6.4	6,969	171,032	192,866	8,973	27,675	*	*	*
PRICE	15,788	16,544	4.8	6,181	95,725	107,685	6,509	17,422	634	754	10,912
RACINE	173,132	174,885	1.0	61,863	1,435,437	1,600,455	9,151	25,871	886	23,694	
Racine	85,725	83,797	−2.3	31,625	689,152	758,261	9,049	23,977	*	*	*
RICHLAND	17,476	17,298	−1.0	6,360	107,977	121,558	7,027	19,113	1,343	5,014	
ROCK	139,420	140,733	.9	51,052	822,489	893,917	6,352	17,510	1,691	32,891	53,837
Beloit	35,207	34,885	−.9	12,904	204,591	219,427	6,290	17,005	*	*	*
Janesville	51,071	52,078	2.0	19,097	316,560	345,814	6,640	18,108	*	*	*
RUSK	15,589	16,125	3.4	5,654	89,174	100,069	6,206	17,699	840	1,150	20,395
ST. CROIX	43,872	45,236	3.1	15,257	296,656	336,594	7,441	22,062	1,736	11,514	51,401
SAUK	43,469	45,699	5.1	16,818	357,987	408,982	8,949	24,318	1,713	9,673	64,043
Baraboo	8,081	8,309	2.8	3,162	62,805	71,369	8,589	22,571	*	*	*
SAWYER	12,843	13,556	5.6	5,028	72,119	82,191	6,063	16,347	231	1,199	
SHAWANO	35,928	36,694	2.1	13,035	256,757	293,523	7,999	22,518	1,856	5,687	63,128
Shawano	7,013	7,133	1.7	2,496	46,470	52,807	7,403	21,157	*	*	*
SHEBOYGAN	100,935	103,752	2.8	37,589	673,993	743,280	7,164	19,774	1,454	8,286	48,758
Sheboygan	48,085	48,752	1.4	18,692	325,358	356,716	7,317	19,084	*	*	*
TAYLOR	18,817	19,523	3.8	6,606	91,518	102,241	5,237	15,477	1,255	1,373	37,673
TREMPEALEAU	26,158	26,244	.3	9,454	169,587	192,460	7,333	20,358	1,682	9,573	50,176
VERNON	25,642	26,542	3.5	9,873	161,290	181,912	6,854	18,425	2,462	11,150	53,967
VILAS	16,535	17,997	8.8	6,991	107,144	123,976	6,889	17,734	52	1,631	252
WALWORTH	71,507	70,978	−.7	25,339	516,266	582,813	8,211	23,001	1,152	25,661	37,879
WASHBURN	13,174	14,419	9.5	5,467	87,958	99,992	6,935	18,290	412	1,101	
WASHINGTON	84,848	87,145	2.7	28,263	626,647	710,637	8,155	25,144	1,185	8,410	31,116
West Bend	21,484	21,959	2.2	7,421	167,796	190,286	8,666	25,642	*	*	*
WAUKESHA	280,326	294,533	5.1	96,001	2,374,815	2,665,190	9,049	27,762	1,063	21,209	17,089
Waukesha	50,319	52,846	5.0	19,006	407,802	459,926	8,703	24,199	*	*	*
WAUPACA	42,831	43,096	.6	15,499	305,857	348,060	8,076	22,457	1,711	7,680	46,585
WAUSHARA	18,526	20,290	9.5	7,832	129,800	149,598	7,373	19,101	837	18,398	15,467
WINNEBAGO	131,732	133,324	1.2	48,997	936,223	1,036,710	7,776	21,159	1,119	9,188	32,698
Menasha	14,728	14,793	.4	5,616	106,110	118,289	7,996	21,063	*	*	*
Neenah	23,272	23,558	1.2	8,431	181,646	200,918	8,529	23,831	*	*	*
Oshkosh	49,678	49,146	−1.1	18,367	328,073	358,402	7,293	19,513	*	*	*
WOOD	72,799	75,132	3.2	26,636	486,947	544,784	7,251	20,453	1,349	8,451	34,250
Marshfield	18,290	19,099	4.4	7,279	134,462	151,391	7,927	20,798	*	*	*
Wisconsin Rapid	17,995	17,907	−.5	7,063	137,887	152,394	8,510	21,576	*	*	*

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Wisconsin 1980 Cash receipts as follows: From Crops $949,704,000; from Livestock & Livestock Products $3,739,226,000; Total $4,688,930,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	470,816	528,800	12.3	192,155	4,085,137	4,656,062	8,805	24,231	8,500	91,479	443,980
STANDARD METROPOLITAN STATISTICAL AREAS											
Casper, Wyo.	71,856	79,541	10.7	29,485	733,672	840,042	10,561	28,490	260	1,002	16,506
COUNTIES, Cities											
ALBANY	29,062	31,315	7.8	11,797	261,614	297,525	9,501	25,220	215	629	21,624
Laramie	24,410	26,022	6.6	9,284	209,517	236,886	9,103	25,516	*	*	*
BIG HORN	11,896	13,424	12.8	4,804	87,447	97,578	7,269	20,312	504	11,306	14,876
CAMPBELL	24,367	28,822	18.3	9,781	252,997	295,173	10,241	30,178	382	2,481	21,753
Gillette	12,134	14,145	16.6	4,927	80,116	91,041	6,436	18,478	*	*	*
CARBON	21,896	24,353	11.2	8,623	175,863	199,452	8,190	23,130	253	623	35,099
Rawlins	11,547	12,625	9.3	4,128	82,560	93,819	7,431	22,727	*	*	*
CONVERSE	14,069	16,958	20.5	5,837	103,273	120,200	7,088	20,593	274	766	17,385
CROOK	5,308	5,815	9.6	2,130	38,535	42,932	7,383	20,156	412	1,712	16,831
FREMONT	40,251	45,437	12.9	15,501	311,026	354,713	7,807	22,883	757	6,651	26,126
Riverton	9,588	10,470	9.2	3,662	71,422	81,162	7,752	22,163	*	*	*
GOSHEN	12,040	12,700	5.5	4,833	87,113	96,562	7,603	19,980	728	15,934	35,546
HOT SPRINGS	5,710	6,434	12.7	2,449	44,392	49,447	7,685	20,191	117	680	8,574
JOHNSON	6,700	7,272	8.5	2,771	55,681	62,386	8,579	22,514	247	668	18,701
LARAMIE	68,649	74,552	8.6	28,306	604,065	678,026	9,095	23,953	531	8,506	17,608
Cheyenne	47,283	50,760	7.4	20,051	442,583	495,981	9,771	24,736	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1978)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1983	% Pop. Change 83 vs 80	1983 number of households	E&P 1980 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LINCOLN	12,177	13,248	8.8	4,349	86,012	97,075	7,328	22,321	487	2,214	13,244
NATRONA	71,856	79,541	10.7	29,485	733,672	840,042	10,561	28,490	260	1,002	16,506
Casper	51,016	55,642	9.1	20,657	532,539	606,556	10,901	29,363	*	*	*
NIOBRARA	2,924	3,024	3.4	1,241	23,665	25,267	8,355	20,360	270	1,287	16,393
PARK	21,639	23,295	7.7	8,535	178,200	201,857	8,665	23,650	586	14,915	40,411
PLATTE	11,975	14,114	17.9	5,275	88,390	101,416	7,185	19,226	430	5,895	23,492
SHERIDAN	25,048	28,266	12.8	10,902	199,640	226,611	8,017	20,786	481	1,828	22,516
Sheridan	15,146	17,083	12.8	6,585	116,987	131,961	7,725	20,040	*	*	*
SUBLETTE	4,548	5,232	15.0	1,932	47,105	52,765	10,085	27,311	198	777	14,886
SWEETWATER	41,723	50,270	20.5	17,456	352,446	410,407	8,164	23,511	129	291	
Rock Springs	19,458	22,560	15.9	8,369	173,652	199,438	8,840	23,831	*	*	*
TETON	9,355	10,150	8.5	4,230	104,574	122,408	12,060	28,938	103	508	
UINTA	13,021	15,903	22.1	5,176	114,363	132,973	8,362	25,690	244	218	9,059
WASHAKIE	9,496	10,820	13.9	3,879	73,687	82,442	7,619	21,253	213	9,936	27,057
Worland	6,391	7,300	14.2	2,564	45,230	51,398	7,041	20,046	*	*	*
WESTON	7,106	7,855	10.5	2,863	61,377	68,805	8,759	24,032	224	649	16,739

FARM PRODUCTS: From 1978 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin inidcates State of Wyoming 1980 Cash receipts as follows: From Crops $110,292,000; from Livestock & Livestock Products $572,029,000; Total $682,321,000.County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosuie of confidential information and because of differences in the mailing lists used to gather the data.

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS #		
METRO AREAS PROVINCES Cities	1976 Statistics Canada Census	E&P estimate Jan 1, 1983	% Pop. Change 83 vs. 76	1983 Number of households	E&P 71 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 Estimate income per household	Number of farms 1976 Census	1980 cash receipts of crops (Thousands)	1980 cash receipts of livestock (Thousands)
CANADA TOTALS.	22,992,604	24,566,711	6.8	8,400,333	58,350,511	250,338,869	10,190	29,801	300,118	6,899,704	8,517,724
CANADIAN METROPOLITAN AREAS											
Calgary	469,917	597,418	27.1	226,648	1,395,093	8,853,778	14,820	39,064	N.A.	N.A.	N.A.
Chicoutimi-Jonquiere	128,216	127,708	–.4	40,864	343,429	1,642,692	12,863	40,199	N.A.	N.A.	N.A.
Edmonton	552,111	670,725	21.5	254,460	1,611,024	9,501,536	14,166	37,340	N.A.	N.A.	N.A.
Halifax	266,212	282,688	6.2	102,491	606,557	2,689,979	9,516	26,246	N.A.	N.A.	N.A.
Hamilton	528,380	545,639	3.3	204,549	1,598,988	6,468,862	11,856	31,625	N.A.	N.A.	N.A.
Kitchener	270,832	304,381	12.4	114,106	657,749	3,174,885	10,431	27,824	N.A.	N.A.	N.A.
London	270,063	284,221	5.2	110,224	824,062	3,108,427	10,937	28,201	N.A.	N.A.	N.A.
Montreal	2,779,293	2,780,663		1,054,928	8,247,199	30,939,983	11,127	29,329	N.A.	N.A.	N.A.
Oshawa	132,240	152,871	15.6	53,727	363,109	1,770,466	11,581	32,953	N.A.	N.A.	N.A.
Ottawa-Hull	641,917	651,590	1.5	244,268	1,910,858	8,762,626	13,448	35,873	N.A.	N.A.	N.A.
Quebec	537,316	571,912	6.4	203,418	1,178,810	4,944,481	8,646	24,307	N.A.	N.A.	N.A.
Regina	151,029	179,794	19.0	67,304	397,747	2,402,820	13,364	35,701	N.A.	N.A.	N.A.
St Catharines-Niagara	299,823	309,218	3.1	115,920	1,034,693	2,368,825	7,661	20,435	N.A.	N.A.	N.A.
St John	112,680	118,777	5.4	46,042	280,939	1,592,409	13,407	34,586	N.A.	N.A.	N.A.
St John's	142,465	153,969	8.1	45,207	267,242	1,287,269	8,361	28,475	N.A.	N.A.	N.A.
Saskatoon	133,750	156,612	17.1	60,648	348,780	2,065,125	13,186	34,051	N.A.	N.A.	N.A.
Sudbury	156,579	150,669	–3.8	49,838	475,714	1,615,748	10,724	32,420	N.A.	N.A.	N.A.
Thunder Bay	119,176	121,497	1.9	44,078	345,628	1,444,833	11,892	32,779	N.A.	N.A.	N.A.
Toronto	2,775,259	2,917,711	5.1	1,093,792	8,626,060	35,851,220	12,287	32,777	N.A.	N.A.	N.A.
Vancouver	1,149,399	1,213,811	5.6	502,724	3,281,059	15,921,269	13,117	31,670	N.A.	N.A.	N.A.
Victoria	214,610	234,761	9.4	104,713	603,581	2,976,677	12,680	28,427	N.A.	N.A.	N.A.
Windsor	247,132	238,077	–3.7	89,250	784,535	2,977,023	12,504	33,356	N.A.	N.A.	N.A.
Winnipeg	578,451	595,400	2.9	235,475	1,718,262	7,267,936	12,207	30,865	N.A.	N.A.	N.A.
PROVINCES, Cities											
ALBERTA	1,838,037	2,265,877	23.3	754,808	4,469,585	25,417,860	11,218	33,675	57,310	1,453,370	1,647,360
Calgary	469,917	597,418	27.1	224,503	1,395,093	8,769,969	14,680	39,064	*	*	*
Edmonton	461,361	526,510	14.1	201,958	1,415,027	7,268,202	13,804	35,989	*	*	*
Fort McMurray	15,424	28,626	85.6	8,907	8,955	153,437	5,360	17,227	*	*	*
Grande Prairie	17,626	25,300	43.5	8,777	35,167	317,089	12,533	36,127	*	*	*
Lethbridge	46,752	57,902	23.8	22,146	113,304	720,666	12,446	32,542	*	*	*
Medicine Hat	32,811	44,034	34.2	16,663	66,020	477,367	10,841	28,648	*	*	*
Red Deer	32,184	40,846	26.9	14,158	79,705	568,736	13,924	40,171	*	*	*
BRITISH COLUMBI.	2,466,608	2,783,171	12.8	970,198	6,258,353	31,678,679	11,382	32,652	13,033	271,399	467,424
Cranbrook	13,510	15,199	12.5	5,507	40,451	212,109	13,955	38,516	*	*	*
Kamloops	58,311	72,096	23.6	25,843	79,052	853,842	11,843	33,040	*	*	*
Kelowna	51,955	66,265	27.5	26,121	59,010	693,954	10,472	26,567	*	*	*
Kimberley	7,111	6,337	–10.9	2,464	19,637	65,690	10,366	26,660	*	*	*
Nanaimo	40,336	47,702	18.3	18,927	47,337	622,920	13,059	32,912	*	*	*
Nelson	9,235	8,848	–4.2	3,701	31,383	127,927	14,458	34,566	*	*	*
New Westminister	38,393	32,512	–15.3	16,097	120,425	451,015	13,872	28,019	*	*	*
Penticton	21,344	25,062	17.4	10,538	51,090	284,699	11,360	27,016	*	*	*
Port Alberni	19,585	18,605	–5.0	6,780	69,722	264,761	14,231	39,050	*	*	*
Prince George	59,929	72,414	20.8	24,617	95,818	985,159	13,605	40,019	*	*	*
Prince Rupert	14,754	13,268	–10.1	4,600	52,884	185,408	13,974	40,306	*	*	*
Trail	9,976	8,428	–15.5	3,547	37,905	137,619	16,329	38,799	*	*	*
Vancouver	410,188	382,262	–6.8	173,164	1,582,486	5,470,606	14,311	31,592	*	*	*
Vernon	17,546	22,712	29.4	9,277	35,929	244,903	10,783	26,399	*	*	*
Victoria	62,551	62,365	–.3	33,302	197,725	825,390	13,235	24,785	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—*Continued*

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS #		
METRO AREAS PROVINCES Cities	1976 Statistics Canada Census	E&P estimate Jan 1, 1983	% Pop. Change 83 vs. 76	1983 Number of households	E&P 71 estimate (Thousands)	E&P 1982 estimate (Thousands)	Income per capita	E&P 1982 Estimate income per household	Number of farms 1976 Census	1980 cash receipts of crops (Thousands)	1980 cash receipts of livestock (Thousands)
MANITOBA	1,021,506	1,029,397	.8	359,100	2,723,857	10,383,426	10,087	28,915	29,963	830,635	603,064
Brandon	34,901	38,497	10.3	14,986	87,185	393,368	10,218	26,249	*	*	*
Dauphin	9,109	9,079	–.3	3,701	26,794	113,972	12,553	30,795	*	*	*
Flin Flon	8,152	6,554	–19.6	2,491	30,236	84,777	12,935	34,033	*	*	*
Portage La Prair	12,555	11,645	–7.3	4,220	31,473	110,298	9,472	26,137	*	*	*
Swan River	3,742	3,761	.5	1,322	11,250	37,672	10,016	28,496	*	*	*
Thompson	17,291	14,728	–14.8	4,592	23,999	69,754	4,736	15,190	*	*	*
Winnipeg	560,874	574,596	2.4	226,281	821,114	6,474,069	11,267	28,611	*	*	*
NEW BRUNSWICK	677,250	722,998	6.8	218,665	1,276,345	5,362,462	7,417	24,524	3,244	51,075	94,571
Fredericton	45,248	48,881	8.0	19,524	68,434	577,817	11,821	29,595	*	*	*
Moncton	55,934	56,525	1.1	22,248	140,056	748,948	13,250	33,664	*	*	*
Saint John	85,956	80,867	–5.9	30,912	240,896	948,413	11,728	30,681	*	*	*
NEWFOUNDLAND	557,725	594,891	6.7	154,781	921,519	4,016,450	6,752	25,949	398		
Corner Brook	25,198	23,414	–7.1	6,321	63,440	206,540	8,821	32,675	*	*	*
St. John's	86,576	82,850	–4.3	24,385	202,307	684,552	8,263	28,073	*	*	*
NOVA SCOTIA	828,571	868,113	4.8	271,816	1,712,856	7,155,909	8,243	26,326	3,441	35,065	160,352
Amherst	10,263	10,501	2.3	3,972	19,685	94,534	9,002	23,800	*	*	*
Halifax	117,882	110,988	–5.9	42,929	264,215	1,085,203	9,778	25,279	*	*	*
New Glasgow	10,672	10,293	–3.6	3,826	26,436	102,437	9,952	26,774	*	*	*
Sydney	30,645	27,112	–11.5	9,855	90,577	351,899	12,979	39,740	*	*	*
Truro	12,840	12,392	–3.5	4,954	35,170	133,853	10,802	27,019	*	*	*
ONTARIO	8,264,465	8,747,133	5.8	3,112,580	23,497,006	95,794,383	10,952	30,777	76,983	1,463,347	2,745,727
Barrie	34,389	41,997	22.1	15,413	86,916	473,343	11,271	30,711	*	*	*
Belleville	35,311	34,539	–2.2	13,321	113,482	422,515	12,233	31,718	*	*	*
Brampton	103,459	142,240	37.5	44,916	146,798	1,987,353	13,972	44,246	*	*	*
Brantford	66,950	68,278	2.0	25,848	192,679	716,454	10,493	27,718	*	*	*
Brockville	19,903	19,513	–2.0	7,593	67,890	218,921	11,219	28,832	*	*	*
Cambridge	72,383	80,031	10.6	28,116	226,741	983,074	12,284	34,965	*	*	*
Chatham	38,655	41,824	8.2	15,541	104,714	445,068	10,641	28,638	*	*	*
Cobourg	11,421	11,273	–1.3	4,204	33,261	97,441	8,644	23,178	*	*	*
Cornwall	46,121	43,562	–5.6	15,488	134,481	474,162	10,885	30,615	*	*	*
Fort Frances	9,325	8,313	–10.9	3,106	35,929	84,504	10,165	27,207	*	*	*
Guelph	67,538	75,145	11.3	27,666	174,762	78,126	1,040	2,824	*	*	*
Hamilton	312,003	306,736	–1.7	118,568	1,043,604	3,611,235	11,773	30,457	*	*	*
Ingersoll	8,198	8,495	3.6	3,235	25,833	110,379	12,993	34,120	*	*	*
Kenora	10,565	9,786	–7.4	3,208	35,511	102,958	10,521	32,094	*	*	*
Kingston	56,032	50,776	–9.4	20,918	187,229	619,018	12,191	29,593	*	*	*
Kirkland Lake	13,567	12,264	–9.6	7,837	44,965	247,813	20,207	31,621	*	*	*
Kitchener	131,870	147,179	11.6	54,958	335,578	1,527,605	10,379	27,796	*	*	*
Lindsay	13,062	13,094	.2	5,060	34,225	117,786	8,995	23,278	*	*	*
London	240,392	255,508	6.3	99,499	687,271	2,747,387	10,753	27,612	*	*	*
Niagara Falls	69,423	70,390	1.4	25,655	207,243	795,973	11,308	31,026	*	*	*
North Bay	51,639	53,304	3.2	17,009	156,225	652,479	12,241	38,361	*	*	*
Orillia	24,412	24,193	–.9	8,586	60,215	159,960	6,612	18,630	*	*	*
Oshawa	107,023	119,361	11.5	41,711	315,747	1,483,820	12,431	35,574	*	*	*
Ottawa	3,044,620	298,503	–90.2	123,908	10,617,440	4,153,341	13,914	33,520	*	*	*
Owen Sound	19,525	20,319	4.1	7,870	54,450	182,286	8,971	23,162	*	*	*
Pembroke	14,927	12,636	–15.4	4,537	39,744	126,925	10,045	27,976	*	*	*
Peterborough	59,683	59,994	.5	22,567	129,872	790,270	13,172	35,019	*	*	*
Port Colborne	20,536	18,867	–8.1	6,815	65,389	204,394	10,833	29,992	*	*	*
Port Hope	9,788	10,681	9.1	4,070	28,721	131,963	12,355	32,423	*	*	*
St. Catharines	123,351	137,271	11.3	50,869	359,024	1,597,762	11,639	31,409	*	*	*
St. Thomas	27,206	28,556	5.0	11,038	87,970	350,222	12,264	31,729	*	*	*
Sarnia	55,576	51,443	–7.4	19,368	208,972	736,747	14,322	38,039	*	*	*
Saulte Ste. Mari	81,048	79,656	–1.7	26,389	280,986	1,155,549	14,507	43,789	*	*	*
SimcOe	14,189	18,128	27.8	6,853	42,461	270,219	14,906	39,431	*	*	*
Sioux Lookout	3,108	3,282	5.6	951	7,564	24,865	7,576	26,146	*	*	*
Stratford	25,657	26,396	2.9	10,222	71,385	272,395	10,320	26,648	*	*	*
Sudbury	97,604	91,291	–6.5	32,075	272,272	1,112,385	12,165	34,681	*	*	*
Thunder Bay	111,476	112,217	.7	39,695	334,221	1,283,882	11,441	32,344	*	*	*
Timmins	44,747	45,740	2.2	15,709	148,042	450,350	9,846	28,668	*	*	*
Toronto	633,318	52,496	–91.7	21,478	2,519,223	646,696	12,319	30,110	*	*	*
Waterloo	46,623	55,970	20.0	20,808	113,002	586,768	10,484	28,199	*	*	*
Welland	45,047	44,596	–1.0	16,107	139,418	474,847	10,648	29,481	*	*	*
Whitby	28,173	31,015	10.1	10,143	91,543	404,726	13,049	39,902	*	*	*
Windsor	196,526	182,552	–7.1	68,749	715,317	2,365,375	12,957	34,406	*	*	*
Woodstock	26,779	18,776	–29.9	7,160	55,178	213,169	11,353	29,772	*	*	*
PRINCE EDWARD ISLAND	118,229	126,662	7.1	36,373	210,724	918,310	7,250	25,247	3,054	63,506	71,947
Charlottetown	17,063	14,604	–14.4	4,792	43,432	133,247	9,124	27,806	*	*	*
Summerside	8,592	7,563	–12.0	2,248	22,627	79,410	10,500	35,325	*	*	*
QUEBEC	6,234,445	6,364,802	2.1	2,164,024	14,982,405	59,144,631	9,292	27,331	43,097	229,009	1,821,917
Chicoutimi	57,737	59,319	2.7	18,772	93,271	774,597	13,058	41,263	*	*	*
Granby	37,132	39,861	7.3	15,009	83,140	387,726	9,727	25,833	*	*	*
Montreal	1,080,546	903,653	–16.4	401,800	4,069,921	11,526,438	12,755	28,687	*	*	*
Quebec	177,082	160,169	–9.6	65,441	429,785	1,486,871	9,283	22,721	*	*	*
Rouyn	17,678	17,110	–3.2	6,211	46,779	234,597	13,711	37,771	*	*	*
Sherbrooke	76,804	70,342	–8.4	27,473	202,640	682,728	9,706	24,851	*	*	*
Trois Rivieres	52,518	47,316	–9.9	18,619	155,893	516,211	10,910	27,725	*	*	*
SASKATCHEWAN	921,323	999,428	8.5	339,166	2,195,080	9,857,210	9,863	29,063	69,578	2,502,298	705,362
Moose Jaw	32,581	36,637	12.4	14,267	88,413	450,448	12,295	31,573	*	*	*
Prince Albert	28,631	31,517	10.1	11,019	70,213	369,025	11,709	33,490	*	*	*
Regina	149,593	177,965	19.0	65,996	397,747	2,356,092	13,239	35,701	*	*	*
Saskatoon	133,750	156,612	17.1	58,911	348,780	2,005,994	12,809	34,051	*	*	*
YUKON NW TERRITORIES	64,445	64,239	–.3	18,822	102,781	609,549	9,489	32,385	17		

1980 farm cash figures latest available; totals for Canada exclude figures from Newfoundland and Yukon/Northwest Territories.

*—Included in provincial totals.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

EDITOR & PUBLISHER'S RETAIL SALES CENSUS & ESTIMATES* FOR 1982

ALABAMA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,704,902	15,004,349	16,212,853	1,578	994,005	1,316	1,845,830	5,887	3,882,783	3,196	3,399,621	3,562	1,596,456	2,511	808,419	2,403	689,715	4,102	1,101,087	1,034	507,235
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anniston, Ala.	335,020	425,133	449,632	53	24,856	41	53,471	153	111,745	98	90,394	129	40,682	48	23,327	75	19,980	128	33,930	36	14,820
Birmingham, Ala.	2,802,334	4,063,779	4,422,058	300	223,891	203	536,286	945	994,052	573	965,712	721	402,242	508	269,187	546	196,922	986	327,485	230	139,206
Columbus, Ga.-Ala.	695,446	916,901	970,057	76	38,061	47	134,368	277	190,829	147	202,088	209	101,168	134	47,006	157	47,247	321	79,272	51	26,874
Florence, Ala.	381,442	577,827	634,479	52	46,286	50	85,485	235	149,577	129	134,634	104	58,532	114	34,027	82	26,807	140	38,388	42	16,783
Gadsden, Ala.	307,723	434,416	469,337	42	29,993	33	59,952	136	105,666	98	98,144	102	35,968	82	30,968	88	22,001	118	32,705	33	14,308
Huntsville, Ala.	952,445	1,224,658	1,298,976	121	87,072	87	164,393	409	280,713	332	299,585	233	92,294	242	64,318	201	53,742	332	101,396	69	32,924
Mobile, Ala.	1,309,603	2,050,342	2,261,414	193	135,567	122	310,772	518	510,346	333	437,908	376	254,166	244	88,729	253	95,355	523	175,265	114	75,383
Montgomery, Ala.	849,619	1,087,602	1,152,401	105	59,926	58	171,733	337	225,145	174	240,466	229	133,335	181	58,108	158	45,767	316	91,511	60	28,779
Tuscaloosa, Ala.	400,031	526,212	560,621	37	47,636	25	72,835	178	126,569	107	101,474	117	55,585	78	28,548	97	25,169	150	43,977	31	16,21
COUNTIES, Cities																					
AUTAUGA	61,721	82,884	88,664	13	5,418	9	8,042	39	23,878	24	19,234	25	12,473	18	3,965	15	1,618	27	6,204	7	3,420
BALDWIN	206,631	357,922	402,670	55	29,824	37	22,389	120	100,407	70	67,653	99	78,856	41	9,989	53	14,960	108	29,349	25	12,770
BARBOUR	54,705	73,531	78,654	15	3,018	18	6,909	60	22,452	18	15,013	25	6,607	14	2,710	15	3,224	36	3,900	9	3,382
BIBB	23,013	28,660	30,193	3	464	11	1,380	27	9,539	12	10,099	16	3,393	5	782	10	725	7	1,543	5	1,027
BLOUNT	51,609	62,747	65,786	11	4,618	7	2,447	44	17,202	28	16,194	28	6,011	27	3,476	18	2,107	21	4,605	6	2,213
BULLOCK	20,150	31,090	34,187	7	2,188	9	2,748	37	12,310	7	4,301	11	4,277	4	1,262	5	675	8	783	3	966
BUTLER	51,090	72,390	78,255	11	5,937	9	4,302	69	26,660	27	9,037	32	11,925	17	3,475	12	3,545	21	3,969	7	2,953
CALHOUN	335,020	425,133	449,632	53	24,856	41	53,471	153	111,745	98	90,394	129	40,682	48	23,327	75	19,980	128	33,930	36	14,820
Anniston	230,799	290,951	307,305	26	11,957	21	32,926	68	72,188	60	80,266	65	23,343	25	16,376	47	13,357	72	19,350	19	9,246
CHAMBERS	74,504	137,556	156,703	11	5,066	16	9,996	77	51,371	30	25,809	41	29,374	15	2,994	14	4,920	32	8,727	13	7,180
Lanett	32,382	60,644	67,710	5	2,541	5	4,630	15	24,281	14	11,133	15	10,426	6	2,066	5	248	8	1,831	5	3,410
CHEROKEE	37,488	52,941	57,187	8	3,322	11	2,727	32	16,381	16	14,238	23	7,337	17	2,004	5	650	18	2,205	5	2,010
CHILTON	57,828	83,705	90,884	19	5,650	9	2,872	57	30,863	23	16,971	42	10,167	14	5,157	20	4,853	27	3,909	7	2,612
CHOCTAW	27,258	48,377	54,688	8	2,298	15	2,604	33	14,705	17	9,111	18	6,200	14	1,896	4	1,025	18	7,193	7	1,530
CLARKE	77,449	97,881	103,429	18	9,633	22	7,262	57	29,002	30	20,389	31	9,100	27	5,475	19	5,936	30	4,979	12	4,266
CLAY	23,290	31,076	33,201	9	3,893	11	1,751	37	10,283	14	5,978	13	3,973	11	1,374	6	746	8	1,554	5	1,404
CLEBURNE	17,339	23,797	25,560	5	1,538	8	1,666	20	5,937	11	8,263	14	3,544	4	350	2	365	11	1,633	4	1,107
COFFEE	102,504	147,093	159,411	20	11,462	19	8,741	78	33,966	50	49,991	40	8,956	35	6,707	31	9,696	36	6,548	11	5,018
Enterprise	83,098	119,909	130,093	12	9,791	8	7,084	36	24,933	40	44,806	23	6,413	28	5,358	24	8,316	27	5,723	6	3,658
COLBERT	171,724	291,994	327,793	27	35,741	21	38,967	108	74,609	44	69,501	45	35,664	43	15,537	29	10,375	64	19,874	18	7,752
Muscle Shoals	65,543	120,788	134,599	9	13,395	6	29,412	16	27,705	15	22,161	12	7,375	22	11,667	14	4,580	29	12,648	4	1,626
Sheffield	63,067	91,675	99,616	8	9,874	6	5,469	22	28,860	16	23,630	11	4,886	10	1,979	8	3,206	24	5,422	6	2,936
Tuscumbia	34,058	63,557	70,932	6	10,575	6	3,779	42	10,116	10	23,018	16	14,590	9	1,891	6	1,727	7	1,394	6	1,852
CONECUH	24,115	28,834	30,138	6	1,827	7	1,469	41	10,512	12	5,510	28	5,413	14	810	1	218	6	386	2	660
COOSA	6,659	11,575	13,030	3	961	4	476	20	4,545	7	712	15	3,462	4	257	2	104	4	241	3	561
COVINGTON	99,966	125,864	132,917	17	5,942	19	8,641	97	38,075	47	28,622	48	11,976	34	6,466	35	6,259	54	5,861	15	5,237
Andalusia	52,196	68,066	72,034	9	3,638	7	3,509	41	19,429	23	15,829	18	5,758	19	4,521	20	3,752	24	3,437	6	3,078
CRENSHAW	22,030	31,332	33,898	7	960	11	1,222	58	11,819	10	6,904	20	5,252	6	1,086	9	684	12	797	4	1,350
CULLMAN	157,900	260,058	289,663	28	30,865	18	14,674	104	72,217	81	66,486	52	32,574	44	16,371	45	11,273	40	12,555	15	8,812
Cullman	127,273	212,508	237,313	20	18,803	14	13,889	59	57,946	58	63,854	34	18,378	39	15,942	31	9,723	33	11,548	13	6,389
DALE	72,650	111,188	122,066	20	8,898	13	6,080	76	35,150	31	20,338	45	18,436	18	6,622	17	1,950	40	9,717	8	3,039
DALLAS	147,925	192,365	204,447	18	9,224	26	21,003	106	54,252	39	37,889	55	23,733	37	11,840	40	10,226	64	10,909	9	6,442
Selma	137,403	178,440	189,597	16	8,996	21	20,498	79	49,587	37	37,456	37	19,258	36	11,769	38	10,112	53	10,066	9	6,442
DE KALB	112,408	160,961	174,382	30	17,932	26	6,342	83	42,520	75	54,054	47	13,824	35	5,668	38	9,737	36	5,449	16	6,430
Fort Payne	70,028	105,991	114,982	10	11,037	10	4,273	36	22,672	27	45,093	21	7,716	22	5,162	15	4,956	20	3,834	6	2,586
ELMORE	63,630	86,626	92,891	23	5,315	13	3,711	89	34,372	28	13,792	38	11,940	21	3,823	17	4,435	25	3,122	15	3,589
ESCAMBIA	100,403	139,947	150,802	30	9,471	20	13,537	71	40,427	42	25,369	50	19,160	29	6,936	30	8,200	44	7,587	12	6,018
ETOWAH	307,723	434,416	469,337	42	29,993	33	59,952	136	105,666	98	98,144	102	35,968	82	30,968	88	22,001	118	32,705	33	14,308
Gadsden	245,255	339,207	364,921	26	23,308	23	51,206	88	71,690	70	91,154	59	19,990	61	24,689	64	18,678	82	23,112	23	11,013
FAYETTE	41,190	60,851	66,327	12	4,443	5	2,838	42	21,652	16	13,837	14	4,965	15	3,777	10	2,437	12	1,693	4	2,246
FRANKLIN	71,904	91,087	96,294	12	11,166	9	4,750	63	25,016	32	23,356	32	10,385	25	3,942	23	3,953	34	3,748	8	3,291
GENEVA	41,117	60,879	66,385	11	4,566	16	5,933	51	25,855	27	12,352	18	6,589	13	1,379	16	2,231	17	1,161	7	2,648
GREENE	17,339	28,900	32,261	1	451	5	2,957	25	9,666	6	7,717	12	6,151	3	228	2	307	15	1,572	2	822
HALE	18,696	28,138	30,790	3	1,245	11	1,764	48	13,406	7	6,255	16	2,050	6	645	4	261	7	585	4	1,011
HENRY	29,861	37,592	39,687	9	6,796	13	2,111	42	12,432	19	4,329	11	2,020	12	1,227	11	1,195	15	1,436	6	1,108
HOUSTON	304,805	370,139	388,182	29	29,533	27	63,392	136	73,339	69	92,354	65	28,762	75	17,680	90	21,241	107	24,507	20	8,259
Dothan	277,547	341,595	359,075	26	29,304	16	54,652	104	62,876	56	90,739	51	25,281	70	17,451	82	20,886	93	23,748	15	7,374
JACKSON	113,741	144,836	153,286	17	9,834	26	13,045	102	42,374	44	38,827	53	15,243	36	4,504	23	6,995	56	6,641	13	5,034
Scottsboro	83,879	105,933	111,447	7	8,224	13	11,263	34	27,919	27	29,404	22	8,321	24	3,950	17	5,944	32	4,545	10	3,703
JEFFERSON	2,428,057	3,524,651	3,837,059	212	166,489	141	512,451	694	830,594	428	821,521	551	342,525	420	246,158	459	175,943	848	298,046	192	119,422
Birmingham	1,292,635	1,667,596	1,769,619	83	76,093	59	217,387	314	285,633	197	452,267	245	136,846	188	129,001	231	102,381	474	155,425	86	42,759
LAMAR	26,950	44,080	49,030	9	2,233	12	2,809	43	16,478	19	8,959	10	2,777	10	3,892	8	1,898	14	1,177	8	2,090
LAUDERDALE	209,718	285,833	306,686	25	10,545	29	45,518	127	74,968	85	65,133	59	22,868	71	18,490	53	16,432	76	18,514	24	9,031
Florence	184,556	296,373	273,683	21	7,416	25	46,256	83	63,100	64	57,995	45	18,779	59	17,781	46	15,323	64	17,307	19	7,336

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* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALABAMA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	34,483	51,252	55,931	5	2,459	10	2,135	50	21,424	15	7,543	28	9,173	19	3,009	12	2,672	18	1,492	7	2,091
LEE	208,441	319,284	350,589	32	21,871	23	45,403	99	74,810	41	77,391	51	30,451	51	13,036	35	14,137	75	26,387	19	9,187
Auburn	112,683	172,201	188,998	12	10,475	6	30,093	30	35,226	15	44,085	23	17,737	27	6,857	12	3,330	42	15,735	6	4,119
Opelika	90,842	140,523	154,583	20	11,396	14	14,680	53	36,293	23	33,058	26	12,502	24	6,179	23	10,807	29	10,494	12	4,979
LIMESTONE	95,457	135,734	146,862	19	11,337	12	10,202	68	41,942	41	28,275	40	15,647	35	7,545	25	6,321	35	7,142	7	5,306
Athens	85,999	123,529	133,911	17	11,077	11	9,880	51	37,685	39	27,972	31	10,721	30	7,148	23	6,212	28	6,488	7	5,306
LOWNDES	16,974	22,752	24,328	1		4	1,474	31	7,006	8	4,151	11	4,541	1	115	2	125	7	769	2	873
MACON	34,216	45,412	48,454	8	2,761	6	1,254	45	17,133	15	7,035	22	6,439	13	1,466	8	1,526	17	3,286	6	2,650
MADISON	632,407	813,667	862,943	58	48,684	38	133,248	207	164,931	125	172,426	140	64,957	139	46,883	121	37,159	234	81,886	42	21,071
Huntsville	596,968	768,594	815,256	50	47,658	31	132,158	127	149,364	110	168,237	115	58,571	125	45,317	108	35,072	214	77,267	38	20,293
MARENGO	57,791	80,519	86,765	13	5,938	16	5,677	54	30,465	14	13,893	25	9,120	15	3,457	16	3,574	12	3,065	6	2,211
MARION	52,224	60,059	62,293	15	5,511	13	2,741	55	19,481	31	12,947	30	4,943	24	2,860	15	2,524	25	3,469	8	4,111
MARSHALL	224,581	275,257	289,171	44	27,051	37	20,943	134	73,840	166	98,884	53	11,690	68	9,890	55	10,262	63	12,368	20	6,547
MOBILE	1,102,972	1,692,420	1,858,744	138	105,743	85	288,383	398	409,939	263	370,255	277	175,310	203	78,740	200	80,395	415	145,916	89	62,613
Chickasaw	36,907	57,021	62,050	5	3,610	6	12,859	11	24,903	15	2,744	10	3,435	6	2,793	7	852	12	5,489	2	3,765
Mobile	853,157	1,351,078	1,439,034	71	65,530	52	262,098	219	250,152	144	337,418	162	119,937	163	66,214	137	66,667	304	119,330	61	44,642
Prichard	63,199	88,880	95,928	16	9,035	10	4,001	39	23,609	35	7,499	33	18,064	15	5,660	20	6,340	33	4,762	8	2,138
MONROE	47,349	61,550	65,399	13	7,675	17	5,945	46	19,574	14	11,610	19	5,598	14	2,372	10	2,934	18	2,163	6	2,209
MONTGOMERY	724,268	918,092	970,846	69	49,193	36	159,980	209	166,895	122	207,440	166	108,922	142	50,320	126	39,714	264	82,185	38	21,770
Montgomery	690,894	880,193	931,647	56	45,935	28	159,554	165	158,134	110	205,951	140	98,857	138	48,129	115	32,753	243	80,092	38	21,770
MORGAN	260,045	299,256	310,397	41	22,295	23	26,203	123	66,545	92	71,113	104	30,746	62	20,543	86	16,598	92	21,052	29	10,528
Decatur	200,980	231,748	240,475	30	18,584	12	23,674	64	44,347	61	61,461	57	16,366	49	17,949	63	12,927	62	16,960	21	7,098
PERRY	20,206	27,338	29,279	7	916	9	1,491	34	9,380	10	5,490	9	2,503	11	2,182	2	589	12	1,097	3	1,312
PICKENS	38,417	55,988	60,862	11	3,362	14	3,498	52	25,278	20	10,743	21	6,947	13	1,475	10	2,347	14	1,341	5	1,677
PIKE	67,537	82,622	86,743	11	3,622	17	5,798	83	24,744	21	20,815	20	6,111	27	4,132	10	2,064	40	6,620	6	2,994
Troy	54,617	67,707	71,266	6	2,851	10	5,224	42	18,389	16	18,245	16	5,527	22	3,677	8	1,784	29	6,142	4	2,576
RANDOLPH	37,818	49,327	52,458	10	2,907	17	3,532	33	15,741	15	12,333	33	6,107	15	1,690	13	2,048	15	1,684	6	2,219
RUSSELL	86,039	107,550	113,468	20	6,719	11	11,544	77	36,208	40	14,122	47	15,383	19	2,706	24	2,243	43	8,440	10	4,299
ST. CLAIR	64,994	105,389	117,013	20	6,058	16	4,952	64	34,562	23	31,274	32	13,966	12	3,404	12	2,688	38	6,429	7	3,898
SHELBY	114,594	167,347	181,990	38	22,871	19	4,906	82	57,295	39	35,864	52	21,170	26	5,640	28	6,498	44	9,91[illegible]	12	6,180
SUMTER	29,224	41,636	45,064	5	2,415	18	3,597	38	11,991	11	4,619	19	12,274	11	921	5	1,997	16	[illegible],113	4	1,453
TALLADEGA	161,315	235,779	256,592	21	13,121	25	23,987	116	82,448	66	47,818	82	21,625	53	10,393	41	9,995	71	14,941	26	10,908
Sylacauga	70,475	99,430	107,400	8	7,137	11	10,556	33	35,686	37	18,392	26	8,131	21	5,547	20	4,024	23	5,521	12	5,367
Talladega	71,076	110,765	122,031	9	5,447	6	12,016	48	34,575	22	27,985	37	10,356	19	3,656	17	5,784	27	5,950	10	4,219
TALLAPOOSA	94,536	122,205	129,715	16	6,123	15	9,118	90	41,700	35	25,732	41	9,427	23	6,272	26	7,034	31	5,496	14	5,372
Alexander City	63,939	81,890	86,751	9	1,907	9	7,756	45	25,852	22	13,785	24	6,880	13	5,480	23	6,461	19	4,166	8	3,991
TUSCALOOSA	400,031	526,212	560,621	37	47,636	25	72,835	178	126,569	107	101,474	117	55,585	78	28,548	97	25,169	150	43,977	31	16,212
Northport	37,554	55,860	60,437	7	3,305	4	3,125	23	26,124	13	5,680	9	6,726	6	1,384	14	2,787	22	5,097	5	2,491
Tuscaloosa	301,313	385,844	408,754	22	30,805	16	48,292	95	74,265	76	82,404	89	40,409	69	26,491	73	21,253	112	35,324	25	11,971
WALKER	194,689	266,392	285,996	30	28,473	27	13,977	105	71,601	83	77,053	86	24,581	50	13,985	47	11,793	56	13,095	19	9,706
Jasper	140,955	193,718	208,162	19	24,693	10	10,913	38	44,113	53	65,835	39	12,389	33	12,395	30	9,389	28	8,841	8	4,481
WASHINGTON	18,120	34,002	38,854	8	3,606	6	1,600	28	11,724	9	6,457	19	8,464	4	184	3	652	12	1,536	4	1,449
WILCOX	20,216	28,890	31,279	8	3,026	9	2,400	46	10,939	8	4,349	12	1,970	4	826	3	390	13	1,049	3	709
WINSTON	53,848	69,489	73,742	18	9,017	11	5,058	40	21,953	21	13,899	33	7,686	15	2,576	17	2,887	28	2,860	5	1,842

ALASKA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,798,858	2,225,509	2,417,610	188	185,062	161	272,989	365	579,075	244	267,788	204	172,813	231	83,199	219	74,412	764	344,740	56	105,675
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anchorage, Alaska	962,140	1,075,540	1,151,175	66	95,212	21	163,568	132	238,871	94	166,102	77	81,267	103	44,023	114	44,269	293	143,376	23	44,151
COUNTIES, Cities																					
ALEUTIAN ISLANDS	7,333	11,472	13,068			7	6,356	5	280					1				11	4,944		
ANCHORAGE	962,140	1,075,540	1,151,175	66	95,212	21	163,568	132	238,871	94	166,102	77	81,267	103	44,023	114	44,269	293	143,376	23	44,151
Anchorage	962,140	1,075,540	1,151,175	66	95,212	21	163,568	132	238,871	94	166,102	77	81,267	103	44,023		44,269		143,376		44,151
BETHEL	14,803	30,778	36,947			23	11,714	12	14,938	1	1,191	2						5	2,488		
BRISTOL BAY	2,599	5,318	6,365	1				4	1,711			1						6	3,912		
DILLINGHAM	6,991	14,411	17,273	3	406	10	3,415	9	8,446	4	426	2	256					5	1,866		
FAIRBANKS NORTH STAR	320,011	296,585	306,568	34	36,487	12	20,347	30	59,928	47	39,459	35	25,868	40	8,194	31	12,018	108	46,528	9	19,091
Fairbanks	297,638	276,161	285,517	31	34,286	10	18,265	26	54,889	39	38,209	31	22,051	39	7,862		11,449		42,498		19,091
HAINES	5,739	13,580	16,687	4	1,393	4	658	3	5,495	2	332	3	1,663	2	1,323			7	2,421		
JUNEAU	82,523	160,046	189,760	13	20,271	3	3,792	16	50,197	13	19,102	6	8,048	18	10,462	12	5,236	44	25,766	4	10,100
Juneau	82,523	160,046	189,760	13	20,271	3	3,792	16	50,197	13	19,102	6	8,048	18	10,462		5,236		25,766		10,100
KENAI PENINSULA	92,263	107,508	102,557	23	7,095	12	3,969	33	28,401	25	10,574	22	9,238	13	1,871	12	977	60	11,687	4	7,078
Kenai	46,123	27,220	22,494	8	2,103	2	720	13	6,603	4	1,902	4	1,039	6	556	5	228	24	2,193	1	882
KETCHIKAN GATEWAY	57,930	98,717	114,291	8	5,558	4	2,751	12	29,017	13	8,006	3	6,251	14	6,887	12	5,271	44	19,942	5	9,432
Ketchikan	57,795	102,786	114,034	8	5,558	4	2,751	11	28,875	12	7,969	3	6,251	14	6,887	11	5,246	42	19,889	5	9,432
KOBUK	10,494	16,635	18,997	1		15	9,770	11	2,303	3	131							6	3,867		
KODIAK ISLAND	41,282	69,376	80,103	4	1,441	3	2,308	7	33,129	6	8,570	2	2,090	5	807	8	2,212	19	12,812	3	2,202
Kodiak	40,524	71,107	78,753	4	1,441	2	2,049	7	33,129	5	8,090	2	2,090	5	807	8	2,212	17	12,357	3	2,202
MATANUSKA-SUSITNA	34,020	70,285	84,293	12	5,736	5	5,864	10	23,211	9	7,321	15	15,192	4	991	8	827	33	10,155	3	3,951
NOME	20,773	38,633	45,448	2	361	7	7,260	16	14,298	5	739	2	477	3	1,082	2	473	10	5,574	1	3,428
NORTH SLOPE	28,938	28,801	30,160			8	12,196	2	1,106					1		1		15	16,140		
PRINCE OF WALES-OUTER KETCHIKAN	2,114	4,637	4,157		14	2	441	6	862				17			1		9	2,337		
SITKA	26,980	46,291	53,652	3	4,445	2	628	7	13,633	5	3,854	2	4,673	11	3,952	9	2,802	16	6,919	1	3,362
Sitka	26,980	46,291	53,652	3	4,445	2	628	7	13,633	5	3,854	2	4,673	11	3,952		2,802		6,919		3,362

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALASKA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SKAGWAY-YAKUTAT-ANGOON	7,705	14,033	14,126	2	140	2	365	9	4,673	1		2	1,109	2	33	1	95	12	4,319		
SOUTHEAST FAIRBANKS	8,957	11,994	13,277	1	346	2	143	4	4,329	5	293	9	5,028			3	53	11	1,482		
VALDEZ-CORDOVA	26,642	36,850	35,175	5	2,415	3	2,024	14	9,531	4	1,032	12	5,299	5	1,370	4	179	22	6,929	1	1,679
WADE HAMPTON	6,956	16,877	20,830			7	9,737	3	8,985	1		1						1	1,996		
WRANGELL-PETERSBURG	19,518	38,534	45,828	4	3,077	3	1,666	8	21,237	1	507	6	3,755	8	2,204			16	6,043	2	1,201
YUKON-KOYUKUK	12,147	18,608	16,873	2	665	6	4,017	12	4,494	5	149	2	2,562	1		1		11	3,237		

ARIZONA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	8,169,933	13,507,658	14,861,808	900	811,241	520	1,767,887	2,257	3,584,333	1,487	2,644,998	1,656	1,527,281	1,332	484,094	1,638	734,152	4,134	1,468,622	455	507,871
STANDARD METROPOLITAN STATISTICAL AREAS																					
Phoenix, Ariz.	4,835,775	7,905,348	8,672,549	453	470,324	195	1,043,442	1,111	2,022,977	778	1,647,653	760	725,892	744	281,377	951	490,424	2,133	881,693	249	309,510
Tucson, Ariz.	1,657,817	3,016,694	3,381,135	128	160,085	73	449,609	469	808,640	302	630,733	248	358,547	252	103,495	313	161,574	768	309,967	89	114,865
COUNTIES, Cities																					
APACHE	55,093	86,415	93,960	7	1,631	30	29,242	39	19,334	8	3,656	29	22,323	7	848	6	424	34	6,074	2	2,080
COCHISE	188,941	267,350	284,633	37	12,756	25	30,669	90	74,435	44	52,420	72	38,570	52	8,579	58	11,114	147	22,610	15	10,770
Bisbee	14,121	19,168	20,430	3	819	5	931	14	5,210	3	2,735	8	2,584	3	461	7	928	22	1,992	1	2,193
Douglas	48,981	68,536	72,487	10	2,347	12	13,881	18	23,172	11	6,181	13	7,978	21	4,248	13	3,218	26	3,956	5	3,431
Sierra Vista	82,833	119,616	127,867	9	6,226	5	15,707	24	30,253	17	38,457	10	8,419	14	2,617	23	5,353	31	9,030	2	1,905
COCONINO	241,854	398,745	437,955	27	21,822	34	50,038	63	94,258	40	44,168	105	86,321	35	7,958	30	11,179	142	63,046	13	9,231
Flagstaff	152,590	250,681	275,107	16	18,768	14	33,065	32	61,185	29	28,608	59	50,309	29	5,714	23	9,517	81	35,886	9	5,290
GILA	95,554	39,757	149,818	19	7,146	13	9,940	53	50,684	32	23,492	33	17,888	28	5,031	20	3,077	102	16,094	8	3,932
GRAHAM	55,924	78,839	83,874	11	8,034	11	8,233	25	24,139	20	18,117	16	7,758	15	4,206	13	2,680	39	5,538	5	1,167
GREENLEE	23,111	32,216	34,192	4	284	8	2,361	11	15,530	2	4,106	13	4,510	3	380	5	1,805	18	1,533	3	1,165
MARICOPA	4,835,775	7,905,348	8,672,549	453	470,324	195	1,043,442	1,111	2,022,977	778	1,647,653	760	725,892	744	281,377	951	490,424	2,133	881,693	249	309,510
Chandler	55,535	84,107	90,799	15	10,336	5	5,747	21	28,759	14	6,108	18	15,372	14	3,161	14	1,250	41	9,124	5	3,768
Mesa	579,794	1,038,729	1,160,157	68	92,768	19	164,228	92	224,075	86	283,762	46	59,466	60	24,970	99	65,475	141	62,625	23	42,661
Phoenix	2,559,011	3,905,979	4,222,898	216	157,541	110	560,106	600	961,554	444	699,210	436	391,956	377	149,550	504	274,386	1,261	497,886	135	153,321
Scottsdale	526,252	915,765	1,016,815	33	43,372	18	149,413	79	176,924	47	223,811	55	60,877	129	57,770	100	46,969	194	113,446	22	29,804
Sun City	NO DATA AVAILABLE FOR THIS CITY																				
Tempe	328,880	562,571	622,482	27	26,502	10	53,556	79	168,271	44	121,218	49	55,642	34	4,807	66	33,110	144	83,264	15	17,903
MOHAVE	159,068	263,806	290,123	47	27,026	16	9,591	51	81,546	54	34,402	73	65,173	31	5,879	52	6,507	121	26,060	10	7,860
Kingman	68,522	113,363	124,573	11	5,264	7	4,093	18	28,554	19	21,981	40	33,092	13	3,308	20	2,557	43	12,342	4	3,067
NAVAJO	165,346	252,743	273,376	28	23,239	41	24,188	60	75,138	31	29,271	78	58,001	26	4,178	27	5,309	108	22,025	8	4,064
PIMA	1,657,817	3,016,694	3,381,135	128	160,085	73	449,609	469	808,640	302	630,733	248	358,547	252	103,495	313	161,574	768	309,967	89	114,865
Tucson	1,392,110	2,472,417	2,756,697	94	106,833	58	430,746	353	619,901	256	603,533	197	191,801	220	95,697	263	137,348	601	237,083	76	95,028
PINAL	168,380	204,216	210,699	37	14,706	22	10,485	101	73,234	58	30,901	67	31,343	39	7,068	30	3,672	146	18,251	17	5,540
Casa Grande	66,247	78,032	80,019	16	6,885	5	6,743	25	25,907	16	15,461	21	6,593	16	3,057	8	635	30	5,652	6	3,393
SANTA CRUZ	87,184	180,494	207,546	8	10,708	12	33,753	25	51,632	13	15,194	18	18,255	24	35,421	15	11,873	43	15,176	6	7,479
Nogales	69,424	140,199	160,371	4	4,918	8	21,037	19	37,056	13	15,194	12	12,766	21	34,697	14	10,666	28	11,321	5	5,931
YAVAPAI	173,852	323,123	363,632	49	28,669	18	19,951	75	103,117	45	45,615	75	39,597	36	9,480	62	11,703	168	42,223	14	14,512
Cottonwood	27,358	42,478	53,098	11	9,760	3	2,663	7	11,851	10	9,555	9	5,453	6	392	10	1,779	13	3,337	4	4,366
Prescott	102,557	189,468	212,916	20	13,695	6	11,250	34	59,739	26	35,147	25	14,470	21	8,204	38	7,803	69	23,028	8	7,849
YUMA	262,034	357,912	378,316	45	24,811	22	46,385	84	89,669	60	65,270	69	53,103	40	10,194	56	12,811	165	38,332	16	15,696
Yuma	207,185	280,676	296,169	24	18,118	14	44,777	51	65,029	43	58,672	37	28,698	31	8,664	42	11,219	105	29,820	11	13,214

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,383,258	8,963,104	9,689,026	1,126	622,903	748	1,058,910	3,595	2,310,818	2,255	2,002,319	2,407	975,734	1,731	461,669	1,571	393,598	3,088	612,144	634	300,424
STANDARD METROPOLITAN STATISTICAL AREAS																					
Fayetteville-Springdale, Ark.	502,622	756,660	830,067	104	68,640	41	118,351	181	194,835	171	155,353	157	57,061	119	37,167	130	38,731	265	60,705	44	21,647
Fort Smith, Ark.-Okla.	595,140	895,978	979,709	94	65,766	54	123,723	273	231,176	206	196,941	204	101,121	152	43,629	143	43,099	326	71,955	54	24,862
Little Rock-North Little Rock, Ark.	1,431,019	2,113,821	2,306,256	151	130,561	74	330,780	380	456,568	325	491,987	313	213,684	308	124,202	294	105,735	465	164,248	92	77,110
Memphis, Tenn.-Ark.-Miss.	2,949,115	4,443,395	4,856,161	243	176,509	193	661,181	1,062	1,104,491	506	973,878	639	530,818	519	233,546	491	221,610	1,119	372,107	167	149,442
Pine Bluff, Ark.	273,075	332,800	349,194	28	17,795	24	46,925	126	76,580	74	68,518	82	40,668	52	13,816	73	17,328	128	21,620	21	11,682
Texarkana, Tex.-Ark.	387,708	667,081	742,908	46	28,701	31	90,693	198	178,350	125	163,594	145	74,715	99	37,628	85	26,848	161	52,747	29	18,096
COUNTIES, Cities																					
ARKANSAS	75,577	96,903	102,799	22	4,244	11	8,562	48	27,650	32	17,239	31	13,277	28	4,592	18	4,190	37	4,977	7	4,203
Stuttgart	55,566	72,269	77,495	12	1,719	8	7,788	24	18,987	14	13,052	18	9,759	13	3,611	13	3,493	27	3,762	5	3,375
ASHLEY	58,749	81,713	88,019	12	4,601	12	8,933	43	25,721	23	22,045	32	8,834	12	2,844	10	3,234	24	3,546	8	2,910
BAXTER	71,408	101,112	109,306	25	10,659	8	10,659	51	29,415	25	16,590	34	9,031	24	3,852	23	5,814	57	8,209	7	2,547
BENTON	180,450	303,013	338,788	50	38,117	17	34,832	77	92,641	76	64,170	70	24,367	55	15,651	56	15,101	104	25,211	17	6,880
Bentonville	15,013	42,046	48,804	3	3,847	2	10,510	8	9,562	10	10,997	9	3,818	4	1,511	1	2,200	6	3,439	3	571
Rogers	72,486	123,236	138,108	19	9,399	3	13,577	13	31,669	35	33,799	23	9,075	23	8,641	21	6,519	37	13,192	7	3,749

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BOONE	97,927	118,876	124,619	20	14,915	10	11,001	32	25,888	40	30,975	39	8,660	25	7,866	26	6,883	42	6,523	7	2,742
Harrison	90,044	108,646	113,753	18	13,153	9	9,702	23	25,026	36	27,320	34	7,301	25	7,866	25	6,524	33	5,589	7	2,742
BRADLEY	30,848	34,947	36,132	7	2,803	5	2,234	27	11,457	13	6,536	14	4,000	13	1,463	8	977	8	801	4	1,337
CALHOUN	6,579	9,303	10,034	1	427	2	406	10	4,801	5	695	6	808	2	38	2	73	7	615	1	287
CARROLL	34,375	49,063	53,125	12	6,591	7	4,216	25	14,711	14	4,508	18	5,167	9	1,479	12	1,610	38	4,211	9	1,442
CHICOT	34,457	41,205	43,069	10	2,563	10	2,273	50	11,948	19	8,134	18	6,479	9	1,407	6	550	24	1,475	8	2,628
CLARK	75,043	109,844	119,517	11	6,882	10	8,685	39	25,107	22	34,685	34	19,690	25	5,219	18	2,682	25	7,202	9	3,108
Arkadelphia	64,799	94,726	102,208	9	5,979	6	7,899	22	19,377	16	31,169	22	15,562	19	4,619	15	2,360	19	6,716	6	2,390
CLAY	33,822	44,294	47,148	12	3,488	11	2,051	36	15,127	49	8,770	26	7,275	23	1,358	13	1,313	23	2,088	4	1,712
CLEBURNE	37,980	46,949	49,397	12	5,331	11	3,762	32	13,346	17	9,868	19	5,222	15	1,197	12	2,114	29	2,474	6	1,458
CLEVELAND	4,215	5,585	5,957	2	287	3	343	16	2,338	3	506	7	1,466	2	19	1	137	1	69	1	190
COLUMBIA	64,016	94,533	103,154	8	5,992	9	10,611	68	28,930	28	18,339	33	7,364	25	10,345	14	4,128	30	5,331	6	3,057
Magnolia	57,870	87,931	96,398	8	5,992	4	9,849	40	25,927	25	17,993	21	6,178	23	10,187	12	3,967	25	4,994	6	3,057
CONWAY	53,009	73,903	79,636	13	3,086	4	7,024	37	17,946	28	19,347	20	5,950	12	3,314	14	2,390	35	4,002	7	1,886
CRAIGHEAD	227,399	302,938	323,708	41	22,328	15	42,258	102	65,582	76	72,967	80	22,129	73	22,767	70	16,376	92	20,412	19	9,903
Jonesboro	210,281	286,135	306,820	31	19,534	12	42,056	67	59,057	59	71,502	58	19,267	66	22,608	61	16,054	77	19,661	15	9,546
CRAWFORD	76,137	115,505	126,595	12	7,302	13	10,934	44	35,349	22	19,736	32	29,796	15	2,404	18	4,451	36	9,510	11	2,825
CRITTENDEN	160,667	227,017	245,321	17	11,044	19	14,763	82	53,489	48	60,563	60	60,424	30	4,995	20	5,310	50	11,083	11	7,796
West Memphis	126,443	182,153	197,556	13	10,233	11	14,303	41	40,889	35	54,523	33	36,590	22	4,517	16	5,264	39	10,117	7	7,239
CROSS	48,036	68,589	74,267	8	4,565	12	6,976	32	22,655	21	14,918	19	6,989	16	2,760	8	1,696	34	3,443	8	2,620
DALLAS	29,878	30,876	31,351	10	1,582	8	2,763	29	8,869	12	7,026	21	3,250	11	1,192	8	1,239	11	1,007	5	1,192
DESHA	52,307	77,063	83,968	10	6,385	12	8,366	38	24,643	24	14,362	21	4,615	14	3,351	8	1,806	30	2,958	7	2,700
DREW	43,579	56,863	60,470	7	3,348	8	5,859	33	16,059	20	14,577	18	4,345	12	1,951	14	1,298	19	4,121	3	1,290
FAULKNER	108,529	151,552	163,466	20	18,509	11	13,893	58	37,992	39	22,615	43	24,461	36	8,919	29	8,671	49	11,624	10	4,495
Conway	101,293	144,146	155,959	18	18,354	7	13,549	36	34,134	32	22,302	35	22,971	32	8,873	26	8,539	40	11,207	8	4,449
FRANKLIN	24,871	34,276	36,847	6	3,854	5	643	14	8,525	9	9,557	14	3,301	6	657	5	841	18	3,409	5	1,736
FULTON	12,557	17,080	18,316	7	1,510	5	812	12	4,860	11	2,202	16	3,507	10	548	4	612	13	860	5	1,689
GARLAND	229,427	303,771	323,988	38	16,230	13	31,580	90	77,177	59	59,147	65	23,802	63	14,893	62	12,591	156	33,763	20	10,928
Hot Springs	222,529	296,030	315,998	35	16,137	12	31,461	70	73,992	56	58,320	59	22,444	59	14,783	58	12,571	145	32,890	20	10,928
GRANT	23,667	27,756	28,895	4	1,418	7	754	19	7,831	15	7,924	19	4,603	4	338	10	654	13	1,450	2	1,025
GREENE	81,656	97,099	101,387	19	10,796	7	10,872	57	23,050	63	19,340	25	8,274	34	5,869	25	3,603	43	5,578	9	2,575
Paragould	78,146	92,370	96,316	16	10,573	6	10,273	42	21,260	58	19,063	20	7,192	33	5,804	24	3,549	39	5,396	8	2,506
HEMPSTEAD	47,615	59,399	62,803	7	2,828	5	4,548	38	19,004	19	9,700	23	7,483	20	4,564	12	3,174	18	2,814	9	2,273
Hope	45,945	57,402	60,255	7	2,828	4	4,063	28	18,042	19	9,700	21	7,136	20	4,564	12	3,174	14	2,481	9	2,273
HOT SPRING	59,413	71,898	75,336	14	2,810	5	7,991	51	19,618	28	16,760	30	10,264	14	3,822	21	3,106	29	2,718	7	2,227
Malvern	57,088	68,945	71,909	11	2,548	5	7,991	37	18,488	27	16,531	26	8,966	13	3,717	19	2,992	26	2,610	7	2,227
HOWARD	37,066	50,018	53,548	8	3,519	5	4,839	41	16,662	13	10,859	17	4,967	11	2,250	3	1,838	14	2,475	6	2,194
INDEPENDENCE	84,840	140,038	156,050	19	12,670	10	16,115	57	35,389	37	39,149	29	11,415	30	6,078	27	5,740	30	8,481	10	4,736
Batesville	77,104	127,906	140,607	13	10,730	8	15,652	25	28,392	29	37,446	18	9,393	24	5,929	20	5,317	25	7,754	8	4,599
IZARD	17,119	23,144	24,789	8	1,755	7	3,512	20	4,279	8	5,633	20	4,325	4	524	7	379	9	758	3	1,178
JACKSON	58,163	76,778	81,835	10	3,158	9	6,844	46	21,169	24	14,132	25	5,990	20	5,016	16	2,443	43	5,842	7	3,691
Newport	51,408	67,386	71,380	8	2,495	6	6,635	30	18,074	18	13,441	12	4,138	20	4,988	13	2,376	26	4,951	5	2,596
JEFFERSON	273,075	332,800	349,194	28	17,795	24	46,925	126	78,580	74	68,518	82	40,668	52	13,816	73	17,328	128	21,620	21	11,682
Pine Bluff	258,419	315,790	331,517	26	17,193	23	45,754	101	71,339	70	58,309	73	34,473	52	13,816	70	17,297	117	20,685	20	11,372
JOHNSON	39,688	47,714	49,917	10	1,601	7	4,529	29	11,745	15	15,138	24	6,404	11	1,411	10	1,322	13	2,871	5	1,633
LAFAYETTE	12,663	14,135	14,574	6	720	5	553	26	4,322	8	3,281	14	2,208	9	400	4	264	10	600	4	740
LAWRENCE	41,890	53,610	56,797	7	1,926	7	5,073	27	16,951	29	12,376	28	6,777	15	1,631	9	2,330	29	2,512	4	1,358
LEE	24,138	32,104	34,272	6	1,092	6	1,629	39	12,914	10	6,038	11	3,132	7	963	3	688	15	1,601	4	1,306
LINCOLN	14,098	18,428	19,608	3	951	10	1,173	26	6,792	11	4,548	11	2,891	1	70	5	165	11	1,147	2	483
LITTLE RIVER	25,776	42,542	47,408	3	388	4	2,042	30	15,208	13	13,710	17	5,969	10	1,339	3	255	9	1,101	5	386
LOGAN	48,060	60,560	63,968	7	2,326	11	3,975	28	19,617	14	16,573	15	5,057	14	1,844	17	3,678	27	3,884	7	1,791
LONOKE	70,424	92,285	98,229	18	8,075	14	3,569	51	26,299	38	25,640	38	12,850	22	2,528	17	2,570	21	3,075	8	3,732
MADISON	17,459	25,676	27,966	4	2,969	7	1,405	17	7,637	6	6,376	12	2,323	3	163	3	2,199	13	1,181	5	1,540
MARION	13,989	15,325	15,742	6	2,311	2	469	13	5,960	14	2,190	12	2,258	3	51	2	147	20	884	3	461
MILLER	107,910	156,662	170,262	8	5,195	10	11,318	52	57,679	20	4,924	41	18,892	29	16,305	17	3,169	68	13,991	7	4,779
Texarkana, Ark.-Texarkana, Tex.	332,681	521,331	582,220	23	21,273	27	84,927	128	129,449	73	134,320	125	48,539	72	33,941	51	23,370	122	43,300	25	13,040
MISSISSIPPI	162,927	193,100	201,526	32	10,742	19	23,399	108	47,056	49	50,138	68	21,934	40	7,983	41	6,546	89	10,510	12	5,651
Blytheville	105,805	129,617	136,135	20	6,857	9	15,491	44	27,434	25	37,862	36	15,621	23	5,948	26	3,727	46	7,712	6	3,362
MONROE	39,330	46,168	48,083	11	4,590	6	3,722	46	13,987	16	5,153	17	6,297	15	3,185	11	1,473	30	3,066	6	1,614
MONTGOMERY	8,719	10,368	10,824	4	1,081	4	1,087	18	4,565	3	555	9	1,025	4	125	3		7	485	2	233
NEVADA	22,085	27,328	28,755	11	3,250	4	350	27	7,262	7	4,789	12	7,331	9	1,115	7	1,616	6	753	5	1,052
NEWTON	3,907	4,656	4,862	2		2	392	16	2,989			2	577	2				5	333	2	
OUACHITA	80,532	125,053	137,750	14	8,831	16	12,665	59	37,920	33	28,886	35	8,743	18	7,462	23	6,022	41	6,789	8	2,432
Camden	55,710	90,458	100,471	9	6,011	8	10,880	38	26,069	19	18,966	26	7,733	13	5,513	17	5,085	33	5,998	4	1,501
PERRY	4,370	7,003	7,758	2	555			14	2,900	4	828	6	1,326	2				7	457	1	347
PHILLIPS	88,149	101,366	105,254	12	4,956	14	8,377	75	34,008	34	18,404	28	6,867	36	6,571	24	4,342	51	5,189	10	3,396
Helena	45,471	50,690	52,236	4	2,272	6	2,007	25	15,957	14	14,916	11	2,082	20	5,003	10	1,949	21	1,671	5	1,857
West Helena	28,753	37,429	39,787	4	1,528	4	5,733	18	11,664	15	2,736	8	3,578	9	1,173	9	1,604	21	3,252	3	1,014
PIKE	27,674	41,382	45,214	7	2,612	9	1,992	30	13,227	15	16,792	16	3,989	7	597	4	577	17	1,706	4	1,695
POINSETT	59,087	75,142	79,508	14	4,975	17	4,109	71	25,235	42	17,079	37	6,656	21	1,589	20	2,290	55	4,632	12	2,983
POLK	38,604	45,955	47,984	17	5,043	6	4,140	33	13,674	20	9,990	27	5,245	11	1,823	8	1,928	16	2,107	4	1,232
Mena	33,625	39,918	41,491	10	3,655	4	3,691	19	11,047	17	9,500	19	4,399	11	1,823	7	1,850	10	1,683	4	1,232
POPE	123,112	224,559	255,185	20	14,645	14	24,993	49	56,906	45	60,862	45	23,161	32	17,743	26	10,684	45	17,031	15	7,366
Russellville	112,469	206,432	234,861	17	14,551	8	24,209	24	47,219	36	59,382	29	18,490	29	17,211	21	10,349	37	15,988	10	6,593
PRAIRIE	24,022	29,645	31,179	8	1,598	6	630	22	6,208	9	9,872	17	6,851	6	751	4	620	11	802	3	805
PULASKI	1,325,501	1,980,032	2,164,778	131	117,618	61	318,160	338	420,702	282	456,857	275	199,749	285	119,057	267	99,521	429	155,965	84	73,376
Jacksonville	82,905	150,891	171,389	15	12,648	4	19,316	21	34,736	32	60,854	22	12,813	17	3,963	19	2,504	22	11,659	4	2,866
Little Rock	780,309	1,340,014	1,205,720	31	43,161	32	178,001	173	212,547	114	283,562	132	81,282	176	76,816	160	68,759	243	93,365	44	53,297
North Little Rock	335,559	498,294	543,774	39	39,849	19	105,213	85	113,192	81	64,261	67	74,527	78	33,692	51	13,617	108	38,564	27	13,488
RANDOLPH	31,832	38,852	40,772	5	2,062	8	4,765	32	12,654	14	7,101	23	4,296	7	1,413	15	1,435	19	1,780	4	1,344
ST. FRANCIS	86,023	125,551	136,552	12	5,072	9	8,043	79	34,513	27	20,890	32	30,811	25	4,846	17	5,604	50	7,488	10	2,801
Forrest City	61,266	87,702	94,998	10	4,798	5	6,876	36	25,533	17	15,271	19	9,681	21	4,444	15	5,390	38	5,283	8	2,738
SALINE	105,518	133,789	141,478	20	12,943	13	12,620	42	35,866	43	35,130	38	13,935	23	5,145	27	6,214	36	8,283	8	3,734
Benton	97,325	123,480	130,593	17	11,643	11	11,324	31	32,941	41	34,480	33	12,157	19	4,545	27	6,214	29	7,031	6	3,108
SCOTT	13,855	18,664	19,972	5	1,162	1	963	16	5,120	7	5,863	12	1,947	8	764	4	518	9	1,116	2	1,018
SEARCY	15,242	19,140	20,199	4	1,717	6	1,041	26	6,050	7	3,417	19	3,650	4	340	5	375	8	493	4	1,071

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SEBASTIAN	396,062	608,789	669,184	53	49,547	19	97,955	118	131,378	117	140,348	102	50,877	100	35,818	94	33,704	196	49,941	26	17,073
Fort Smith	377,548	572,585	627,474	42	43,360	16	97,424	92	110,540	107	135,810	86	46,214	93	35,173	86	32,836	182	48,873	22	16,269
SEVIER	36,259	47,486	50,154	11	3,861	4	[illegible]	31	15,000	16	10,300	24	7,380	12	1,345	8	1,061	18	3,092	5	1,555
De Queen	31,607	39,405	41,354	10	3,600	3	3,023	14	11,615	14	9,340	11	5,092	12	1,345	7	992	13	2,800	4	1,324
SHARP	27,473	35,875	38,154	11	1,139	7	2,088	29	14,292	9	5,025	31	6,084	13	703	13	1,658	23	2,453	3	2,189
STONE	17,746	23,489	25,055	5	2,637	6	1,640	21	7,389	8	4,717	11	3,762	6	544	4	796	13	953	1	420
UNION	147,299	216,097	235,390	23	11,337	19	20,193	83	59,376	53	57,623	42	11,110	47	15,978	46	10,619	82	13,280	15	9,641
El Dorado	129,498	194,964	213,331	20	10,664	16	20,108	56	53,387	43	50,248	32	9,463	40	15,347	42	10,203	69	11,630	11	8,998
VAN BUREN	20,495	32,224	35,569	7	1,560	8	1,570	27	10,289	13	9,135	18	3,347	7	736	7	1,075	14	1,560	5	1,499
WASHINGTON	322,172	453,647	491,279	54	30,523	24	83,519	104	102,194	95	91,183	87	32,694	64	21,516	74	23,630	161	35,494	27	14,767
Fayetteville	189,763	301,407	333,279	19	9,756	13	69,439	42	61,422	34	63,721	42	20,980	43	18,145	43	18,061	85	24,948	13	10,208
Springdale	112,457	129,978	135,731	20	13,883	8	13,788	33	37,805	48	24,696	27	8,891	16	2,476	28	5,441	51	8,538	11	3,981
WHITE	134,581	201,122	220,056	27	21,332	20	22,722	93	53,465	66	58,439	60	17,447	31	8,671	36	8,181	56	10,220	12	4,445
Searcy	96,783	154,192	170,633	17	18,241	8	20,522	31	35,728	34	50,040	24	9,349	19	7,552	21	7,354	29	6,373	7	2,920
WOODRUFF	20,735	28,378	30,470	6	1,624	5	505	30	11,921	10	4,127	15	3,611	9	1,005	11	1,226	18	976	4	1,201
YELL	29,394	33,500	34,685	10	4,945	8	983	40	11,740	17	5,930	16	4,073	9	781	9	744	21	1,683	7	2,133

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	81,057,855	119,945,162	130,352,170	8,115	6,563,772	3,251	15,668,601	21,115	28,899,798	12,757	22,233,812	14,388	11,877,704	15,346	5,606,155	15,469	6,727,237	40,050	13,486,996	4,311	4,967,178
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anaheim-Santa Ana-Garden Grove, Cal.	7,377,949	11,198,108	12,185,007	702	669,202	209	1,669,975	1,388	2,453,063	1,139	2,157,963	1,093	1,069,079	1,284	469,703	1,409	665,331	2,930	1,290,947	324	358,359
Bakersfield, Cal.	1,295,066	2,032,541	2,247,014	140	132,436	74	214,802	399	534,484	262	377,095	330	[illegible]	207	75,461	227	[illegible]	686	212,324	70	88,756
Chico, Cal.	465,227	653,719	706,691	105	68,916	21	55,752	163	179,703	107	111,779	98	44,872	86	27,382	116	39,879	245	64,339	27	39,363
Fresno, Cal.	1,788,817	2,620,824	2,856,088	195	167,847	94	349,403	539	644,819	329	528,297	374	261,786	305	111,644	332	150,772	850	245,913	105	140,263
Los Angeles-Long Beach, Cal.	25,887,383	37,544,415	40,392,512	2,000	1,407,943	889	4,742,577	6,263	8,900,320	3,564	6,948,212	4,370	3,539,837	5,637	1,980,195	4,858	2,158,381	12,900	4,333,134	1,430	1,467,894
Modesto, Cal.	871,937	1,248,418	1,354,259	112	112,472	45	167,553	262	305,755	198	218,387	175	119,640	157	47,595	185	86,116	379	103,760	48	72,934
Oxnard-Simi Valley-Ventura, Cal.	1,511,465	2,423,522	2,693,715	158	135,063	63	319,191	328	865,983	292	524,939	266	239,828	274	89,407	331	422,939	662	232,187	85	105,014
Redding, Cal.	435,968	647,405	707,513	100	87,991	18	56,261	150	163,699	96	119,435	107	91,469	80	26,847	95	26,333	230	52,837	23	20,658
Riverside-San Bernardino-Ontario, Cal.	4,581,469	7,262,087	8,051,539	828	609,033	218	1,012,061	1,211	1,825,492	909	1,382,584	1,003	862,679	765	273,647	927	328,353	2,292	771,301	229	269,616
Sacramento, Cal.	3,601,643	5,190,662	5,641,002	348	338,930	129	721,689	860	1,284,762	576	1,027,575	646	531,136	508	207,606	604	298,171	1,688	552,761	190	223,369
Salinas-Seaside-Monterey, Cal.	951,602	1,344,825	1,455,835	100	69,268	38	124,181	273	309,056	172	243,277	201	146,448	237	83,894	196	73,614	533	165,937	51	64,430
San Diego, Cal.	5,895,121	8,708,207	9,345,312	606	565,029	217	1,360,388	1,379	1,879,786	960	1,589,664	902	836,876	997	354,433	1,167	536,383	2,741	974,241	235	298,384
San Francisco-Oakland, Cal.	12,136,337	17,748,764	19,358,984	970	672,110	466	2,463,197	3,577	4,319,585	1,510	3,029,894	1,749	1,519,535	2,193	938,414	2,220	1,028,722	6,433	2,215,847	661	832,938
San Jose, Cal.	4,920,896	7,439,209	8,168,848	404	417,760	162	1,145,549	983	1,686,276	651	1,519,980	899	677,312	759	359,725	787	471,910	1,813	734,383	210	287,685
Santa Barbara-Santa Maria-Lompoc, Cal.	1,112,619	1,644,205	1,795,028	125	92,914	57	163,199	276	368,773	177	252,913	226	172,363	257	77,951	271	101,751	622	232,499	66	70,115
Santa Cruz, Cal.	653,672	902,741	972,542	91	87,560	40	74,674	188	233,254	121	153,223	111	88,574	156	34,785	146	39,252	387	102,242	33	59,910
Santa Rosa, Cal.	1,009,728	1,529,052	1,677,330	177	163,485	49	160,796	313	414,442	183	257,418	238	162,097	165	52,557	213	73,511	534	150,120	53	70,801
Stockton, Cal.	1,115,368	1,610,410	1,750,156	134	100,291	46	207,322	357	389,839	242	328,633	228	167,933	178	69,446	215	96,466	606	160,328	82	81,556
Vallejo-Fairfield-Napa, Cal.	939,582	1,349,664	1,466,666	112	89,495	42	143,815	273	346,137	192	271,664	195	159,565	151	41,054	201	65,043	475	162,867	46	70,139
Visalia-Tulare-Porterville, Cal.	731,206	1,065,276	1,159,966	105	78,591	38	127,770	293	286,888	173	252,527	178	103,979	136	44,980	151	48,197	338	79,394	47	45,490
Yuba City, Cal.	294,243	429,509	467,837	42	43,187	25	49,613	115	123,185	70	75,426	65	34,462	54	20,194	67	18,099	172	40,265	17	26,506
COUNTIES, Cities																					
ALAMEDA	3,792,232	5,471,807	5,956,625	313	225,699	131	711,727	1,016	1,345,030	570	1,064,867	623	525,175	547	207,187	704	292,572	1,843	593,526	204	287,860
Alameda	186,650	245,617	261,994	13	3,105	6	20,211	46	69,993	46	61,912	28	19,194	30	6,686	31	7,193	105	28,397	11	18,826
Berkeley	387,188	538,974	581,325	35	22,278	15	25,504	131	126,118	45	96,031	48	36,601	93	25,183	87	40,748	226	70,429	24	8,552
Dublin	NO DATA AVAILABLE FOR THIS CITY																				
Fremont	430,128	614,266	666,011	36	30,504	15	102,139	79	136,774	61	157,497	60	58,407	40	15,862	75	28,894	122	49,491	14	32,099
Hayward	551,751	713,826	758,882	34	24,295	14	131,358	104	126,909	84	198,674	69	47,813	70	35,071	74	36,056	173	51,722	21	37,405
Livermore	141,459	197,702	213,412	16	11,097	5	4,382	36	64,264	22	43,035	28	21,308	24	9,259	32	6,452	54	17,144	8	16,577
Newark	63,529	143,560	170,248	7	3,222	3	27,641	21	64,137	8	13,045	12	21,247	5	862	14	5,166	31	16,321	5	10,948
Oakland	1,118,257	1,511,237	1,620,720	70	48,315	40	168,312	374	354,774	145	278,553	198	139,020	196	71,306	208	81,221	676	183,442	65	72,062
Pleasanton	88,504	186,606	211,481	9	3,256	5	38,463	19	77,156	9	8,864	13	10,396	17	6,034	28	11,137	40	22,625	5	15,693
San Ramon																					
ALPINE	1,304	2,041	2,252			3	524	1	412			2	253					5	884		
AMADOR	61,744	109,683	124,156	20	13,213	4	1,417	30	37,128	17	25,308	18	7,996	16	4,192	25	1,994	57	12,304	6	4,329
BUTTE	465,227	653,719	706,691	105	68,916	21	55,752	163	179,703	107	111,779	98	44,872	86	27,382	116	39,879	245	64,339	27	39,363
Chico	194,809	274,909	297,348	42	33,294	4	9,839	56	66,362	46	51,556	28	14,257	47	16,544	44	21,912	97	32,671	9	13,049
Oroville	84,475	128,630	141,260	20	8,966	5	8,731	28	38,616	21	23,995	30	12,175	14	4,469	26	5,640	51	11,152	8	13,192
CALAVERAS	35,908	65,611	74,689	14	5,537	5	1,937	31	28,443	11	5,206	21	8,921	18	1,760	15	3,137	54	9,780	7	2,325
COLUSA	32,216	54,999	61,781	11	3,608	3	1,365	21	18,874	15	6,164	17	12,710	9	1,558	7	1,894	39	8,287	3	3,201
Colusa	16,880	28,405	31,286	7	2,443			8	10,729	6	4,410	7	4,105	5	975	5	1,438	15	2,240	2	2,298
CONTRA COSTA	2,248,911	3,358,235	3,679,080	213	167,418	85	623,424	535	845,034	323	583,768	349	387,981	350	153,308	398	188,209	826	291,633	103	171,970
Antioch	159,112	221,736	239,260	17	12,109	6	35,956	45	71,881	25	41,888	23	17,822	22	6,687	30	9,198	68	18,693	7	9,337
Martinez	36,559	55,719	61,189	4	1,161	1	4,848	11	19,398	5	4,437	10	7,754	7	1,410	8	2,453	41	10,582	6	4,879
Pittsburg	62,621	94,611	103,744	15	11,730	2	7,173	33	29,589	11	20,184	14	12,614	5	1,070	12	3,566	34	6,347	5	6,062
Richmond	231,983	421,314	479,007	13	27,170	9	114,064	66	73,129	36	93,066	38	34,923	51	25,073	43	34,803	90	26,570	13	8,424
San Ramon																					
Walnut Creek	366,957	587,426	651,414	19	18,176	14	107,103	38	112,306	40	146,744	32	53,236	64	37,133	58	29,559	84	48,251	12	29,680
DEL NORTE	57,845	73,020	77,262	11	9,821	3	1,519	30	23,622	13	8,002	15	5,745	13	3,175	14	2,433	46	10,041	3	2,579

*** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
EL DORADO	261,083	418,087	463,814	48	43,910	19	10,784	74	118,598	46	49,844	64	60,151	52	17,258	66	15,165	193	56,581	15	33,879
South Lake Tahoe	133,799	204,195	224,326	11	20,513	5	5,309	23	54,534	15	19,394	27	26,917	24	10,289	36	7,777	84	29,717	6	18,417
FRESNO	1,788,817	2,620,824	2,856,088	195	167,847	94	349,403	539	644,819	329	528,297	374	261,786	305	111,644	332	150,712	850	245,913	105	140,263
Fresno	1,043,334	1,537,987	1,678,005	77	96,384	42	301,307	209	317,797	149	230,648	174	131,266	172	81,294	190	110,373	466	165,640	57	87,109
GLENN	55,135	88,001	97,679	17	8,493	4	3,684	29	29,172	15	15,155	26	16,135	9	1,484	12	2,225	45	10,044	4	2,250
Orland	25,852	40,554	44,229	6	4,032	3	2,601	14	12,370	10	9,496	10	6,466	5	706	7	1,363	22	2,820	1	525
Willows	25,833	41,429	45,328	8	1,993	1	1,083	7	14,383	5	5,659	12	7,429	4	778	3	813	18	6,350	3	1,725
HUMBOLDT	377,911	517,834	556,858	73	41,436	37	39,370	151	148,486	79	80,384	89	57,373	64	23,169	69	16,728	255	54,909	23	35,437
Eureka	207,779	279,053	298,900	23	19,017	18	34,177	52	51,738	41	49,621	34	27,439	40	19,915	43	13,902	111	31,298	7	25,279
IMPERIAL	298,941	498,125	558,675	37	31,199	21	73,694	122	160,738	56	76,723	74	53,882	77	43,765	37	15,407	166	39,379	22	26,625
Brawley	52,343	72,035	77,538	12	5,329	4	4,209	22	23,700	12	17,081	10	5,573	13	1,720	8	853	37	6,431	6	4,992
El Centro	127,771	194,417	213,426	14	13,322	5	33,118	36	43,749	28	35,572	27	20,426	24	9,228	15	9,933	54	17,552	8	14,463
INYO	76,300	137,854	156,571	16	8,522	7	6,117	19	33,888	16	26,098	41	29,600	13	2,669	13	3,239	51	19,840	4	3,115
KERN	1,295,066	2,032,541	2,247,014	140	132,436	74	214,802	399	534,484	262	377,095	330	288,920	207	75,461	227	106,566	686	212,324	70	88,756
Bakersfield	718,845	1,051,695	1,145,681	43	66,307	26	186,604	105	180,540	89	247,097	114	94,240	109	51,470	110	74,826	246	101,106	29	54,564
Ridgecrest	73,950	122,865	135,094	11	5,828	3	10,028	15	30,621	20	28,011	9	13,594	16	3,365	12	5,833	28	12,863	6	6,417
Taft	36,277	61,511	67,819	5	2,368	1	889	11	26,526	9	10,236	9	5,953	11	3,320	6	2,146	26	5,801	2	2,577
KINGS	191,389	302,814	335,086	24	12,562	13	27,072	79	83,817	54	73,432	53	36,337	44	12,243	33	14,297	101	27,548	17	15,795
Hanford	127,610	207,313	230,568	11	8,265	9	25,749	35	52,377	32	38,020	26	13,948	27	8,971	22	12,151	50	18,496	11	12,066
LAKE	82,743	140,874	158,136	36	15,888	6	2,522	45	55,808	42	23,637	38	15,742	17	1,496	32	5,979	93	13,993	9	3,616
LASSEN	61,059	97,233	107,704	22	8,664	7	3,529	36	31,834	16	18,784	26	10,834	11	2,978	10	1,974	53	10,785	6	3,552
LOS ANGELES	25,889,383	37,544,415	40,392,512	2,000	1,407,943	889	4,742,577	6,263	8,900,320	3,564	[illegible]	4,370	3,539,837	5,637	1,980,195	4,858	2,158,381	12,900	4,333,134	1,430	1,467,894
Arcadia	265,762	393,848	430,193	18	13,575	10	86,699	40	82,108	14	26,188	32	38,775	61	34,712	46	14,927	98	54,731	16	34,985
Bell	82,894	107,861	114,811	4	2,396	3	5,704	28	43,037	19	24,694	11	2,925	20	3,700	15	1,800	47	11,839	5	9,222
Burbank	329,290	551,722	617,363	32	36,162	17	29,239	81	162,387	60	105,160	56	53,487	59	14,682	75	33,882	203	81,598	28	32,541
Covina	257,653	341,753	365,164	20	19,191	5	58,886	60	70,253	36	103,488	36	27,479	21	2,684	38	16,726	90	22,829	9	8,517
Downey	497,679	622,929	658,031	25	26,785	11	79,428	96	108,229	37	245,897	47	33,991	57	19,863	66	26,777	172	55,247	15	16,867
Glendale	620,182	869,823	939,702	33	19,626	16	113,896	134	205,794	91	212,962	103	68,761	162	63,096	124	62,583	247	75,491	29	18,709
Hermosa Beach	68,165	116,419	130,777	7	7,318	2	13,229	21	28,629	15	18,978	9	8,656	19	5,214	11	3,930	56	20,990	3	1,145
Huntington Park	127,537	215,174	241,107	5	490	10	43,320	57	63,509	13	10,806	26	17,980	88	28,236	30	17,698	84	20,666	12	14,681
Lancaster	210,232	328,526	362,564	28	16,529	11	87,567	43	65,604	56	80,151	29	22,887	37	14,412	36	15,314	75	23,846	9	10,920
Long Beach	1,201,849	1,809,083	1,752,448	82	42,746	44	156,870	265	362,459	203	392,217	198	139,148	184	43,391	225	113,782	729	211,770	80	59,245
Los Angeles	10,287,622	14,997,701	16,324,741	772	519,925	377	1,837,120	2,658	3,533,632	1,171	2,277,084	1,776	1,479,129	2,538	870,364	2,074	970,114	5,532	1,917,832	567	619,003
Manhattan Beach	129,001	171,646	183,477	7	2,107	2	9,577	24	41,357	20	49,935	18	10,518	34	5,500	21	6,000	79	23,777	5	3,842
Maywood	30,543	46,001	50,400	3	1,728	2	8,040	17	16,576	7	3,042	12	6,938	5	395	5	1,204	39	4,986	3	2,115
Palmdale	55,732	79,410	85,329	9	6,911	4	1,362	17	31,370	20	5,508	18	14,363	12	1,485	15	3,551	42	10,007	4	4,014
Pasadena	628,097	997,706	1,104,755	42	31,563	19	228,869	90	205,163	66	228,689	73	74,875	80	39,514	114	58,919	213	102,520	32	22,059
Pomona	352,789	445,926	471,855	27	17,208	10	54,399	61	91,398	62	136,078	52	35,529	27	9,144	58	19,747	169	41,835	15	13,864
Quartz Hill																					
Redondo Beach	240,964	321,629	344,071	14	4,243	7	47,205	72	93,337	28	38,916	40	28,274	50	9,592	40	22,140	132	56,985	16	13,429
San Fernando	102,021	133,200	141,847	4	1,576	4	10,472	33	33,551	23	47,587	15	8,733	27	6,562	16	6,337	47	9,547	4	2,341
San Fernando Valley	5,912,836	8,424,572	9,052,506		207,567		1,760,103		1,898,473		1,100,499		584,934		665,197		527,813		928,797		238,552
San Gabriel Valley	1,030,175	1,531,099	1,656,330	78	65,293	38	267,114	234	374,139	173	346,362	159	133,144	166	61,410	185	71,346	439	138,701	48	49,766
San Pedro	NO DATA AVAILABLE FOR THIS CITY																				
Santa Monica	508,884	829,306	923,002	25	23,939	16	74,402	89	136,581	70	229,019	45	47,671	115	51,933	90	63,208	244	115,549	39	42,639
South Bay	2,459,940	3,609,043	3,896,319	166	148,539	69	617,579	481	844,387	311	753,860	385	297,762	516	180,332	368	200,298	1,030	345,435	117	135,429
South Gate	167,396	206,509	217,475	21	10,246	6	15,190	55	61,335	47	56,891	36	22,282	27	3,575	35	8,086	115	17,645	7	10,230
Torrance	877,141	1,240,193	1,341,978	46	43,402	23	295,106	115	240,800	79	266,844	97	71,088	173	85,532	112	80,691	252	100,013	33	42,504
West Covina	346,932	543,594	600,357	13	12,265	15	128,474	58	102,681	39	128,638	39	33,741	86	40,320	55	33,841	109	49,207	13	18,052
Whittier	387,045	487,924	516,069	19	15,841	5	64,658	64	107,743	55	142,443	47	32,218	61	22,177	80	34,116	112	31,776	20	12,881
MADERA	143,157	216,424	237,470	36	23,387	15	6,505	75	65,557	41	44,129	45	25,983	29	9,947	27	8,884	96	23,237	16	8,598
Madera	92,371	132,110	143,294	12	11,026	7	5,400	41	41,866	21	30,652	22	10,375	21	7,735	16	5,345	50	12,674	9	7,056
MARIN	888,798	1,326,870	1,453,677	98	66,401	37	124,450	230	363,899	146	271,015	123	107,729	234	63,250	204	70,983	403	151,406	48	68,008
San Rafael	346,973	516,819	564,976	27	31,468	8	91,447	55	77,654	64	126,081	33	33,459	73	31,554	82	41,583	107	40,602	15	25,760
MARIPOSA	22,498	39,053	44,006	8	2,698	6	1,244	26	14,515	4	2,519	15	10,269	4	1,270	3	501	26	3,820	1	959
MENDOCINO	226,784	336,177	367,611	68	33,707	23	19,437	104	96,424	51	52,570	64	41,549	54	14,744	52	11,506	167	38,502	16	22,172
Ukiah	94,656	156,486	174,665	17	11,053	7	6,209	34	43,562	21	26,885	20	17,876	24	11,267	24	6,978	43	16,873	9	16,689
MERCED	352,823	526,336	376,338	52	29,835	24	50,386	142	139,242	88	97,981	110	84,934	72	19,605	70	26,223	211	54,325	26	34,588
Merced	208,084	288,850	311,428	22	16,751	12	45,034	51	56,524	49	64,868	41	30,210	34	14,548	40	15,086	88	25,438	12	25,366
MODOC	22,939	35,947	39,701	6	2,451	8	497	13	7,274	8	10,570	12	7,926	6	559	6	963	16	3,173	3	1,494
MONO	29,629	70,520	84,456	5	1,977	3	2,573	17	23,540	2	148	27	21,521	4	1,762	6	1,291	42	18,122	2	994
MONTEREY	951,602	1,344,825	1,455,835	100	69,268	38	124,181	273	309,056	172	243,277	201	146,448	237	83,094	196	73,614	533	165,937	51	64,430
Monterey	189,625	262,089	282,341	14	13,034	6	30,906	38	42,040	35	47,819	25	17,123	48	17,561	36	16,102	121	49,971	7	10,088
Salinas	386,718	529,284	569,027	37	32,975	11	59,368	94	133,484	73	95,491	78	53,784	78	30,156	75	36,728	161	40,896	19	33,716
NAPA	303,470	419,169	451,751	52	37,866	15	33,720	118	120,611	65	80,938	59	42,021	72	16,208	72	17,105	163	45,270	18	16,312
Napa	253,983	339,710	363,574	40	28,142	12	32,465	80	94,102	49	72,409	49	34,545	54	13,694	59	16,158	103	29,749	13	15,945
NEVADA	146,254	255,710	288,527	33	45,485	10	9,238	66	79,037	31	32,564	35	31,738	34	8,996	28	9,747	115	29,556	11	8,900
Grass Valley	88,141	153,406	172,927	19	30,374	6	6,427	31	47,675	20	21,580	14	13,437	20	6,107	17	7,245	46	13,024	6	5,631
Nevada City	NO DATA AVAILABLE FOR THIS CITY																				
ORANGE	7,377,949	11,198,108	12,185,007	702	669,202	209	1,669,975	1,388	2,453,063	1,139	2,157,963	1,093	1,069,079	1,284	469,703	1,409	665,331	2,930	1,290,947	324	358,359
Anaheim	793,338	1,342,668	1,505,609	66	87,833	22	145,071	165	286,974	115	235,500	140	130,252	102	41,212	172	126,117	405	211,919	33	41,998
Brea	88,236	226,139	274,640	13	17,596	4	43,353	23	60,053	14	40,983	17	27,377	31	12,389	10	3,053	44	26,404	5	8,989
Costa Mesa	718,001	1,079,375	1,182,229	49	38,226	15	253,597	75	138,962	87	282,738	64	78,387	113	76,302	100	63,244	177	85,470	13	27,606
Fullerton	459,353	594,424	631,940	26	28,196	12	118,350	74	113,081	61	144,417	62	59,142	60	13,523	63	23,472	156	62,084	23	21,747
Huntington Beach	557,487	831,657	909,489	49	68,926	14	130,141	90	213,644	76	155,181	72	63,639	79	19,693	96	56,400	184	80,500	31	30,416
La Habra	202,792	263,291	280,148	27	18,236	6	33,320	46	52,152	36	81,174	33	20,205	39	9,392	45	13,660	85	24,077	9	7,530
Newport Beach	410,552	636,056	700,895	28	10,826	11	88,218	65	111,399	100	142,951	32	37,483	129	49,227	67	19,615	174	144,321	18	23,815
San Clemente	85,521	119,157	128,570	19	5,420	7	10,030	25	40,430	23	11,830	25	17,011	23	3,195	24	6,072	58	16,016	10	3,734
Santa Ana	883,042	1,139,467	1,210,861	69	90,243	19	128,125	170	198,527	140	263,248	135	115,744	95	25,636	152	79,448	354	109,935	35	33,331
PLACER	390,190	606,548	670,501	69	47,995	19	8,401	131	175,908	82	149,913	108	83,398	54	18,698	85	17,294	233	83,305	24	35,064
Auburn	85,706	120,920	130,792	16	13,427	5	2,035	24	28,968	19	29,657	23	13,132	17	5,661	21	3,428	41	7,826	7	11,340
Roseville	156,167	210,634	225,814	12	9,760	5	4,626	44	42,442	31	90,489	22	16,983	14	8,971	28	8,048	62	21,229	7	13,103
PLUMAS	57,156	91,112	100,960	21	8,057	13	16,091	33	24,216	18	15,062	30	10,092	9	1,880	12	800	64	9,991	8	3,875
RIVERSIDE	2,098,656	3,227,187	3,553,705	314	299,142	91	402,427	498	809,404	387	657,269	423	357,101	396	134,097	435	138,846	994	346,712	105	120,788
Banning	47,261	59,233	62,568	6	2,112	2	1,445	12	16,043	17	13,894	14	10,217	12	1,936	8	1,129	30	8,131	4	3,649
Beaumont	20,370	38,493	43,024	8	2,569	1	649	10	13,811	6	2,961	12	10,772	2	456	2	174	15	5,945	4	1,104
Corona	174,924	270,759	298,255	22	33,105	9	22,933	36	69,612	40	76,555	28	23,950	15	5,045	37	8,379	68	26,870	12	12,143
Hemet	151,067	194,655	206,762	28	31,265	5	13,394	25	48,917	25	44,460	20	14,709	26	8,027	25	8,361	60	14,959	7	6,516

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Indio	158,051	246,829	272,402	12	21,535	8	74,080	26	32,691	24	51,087	25	26,743	22	9,905	30	11,792	51	21,944	6	6,564
Palm Springs	254,398	368,608	400,753	28	23,199	7	27,428	39	63,349	26	67,258	29	32,799	89	41,870	49	19,583	112	50,150	10	36,333
Riverside	702,807	1,041,906	1,138,120	57	72,866	23	228,393	104	184,535	109	265,959	101	79,184	87	35,588	119	46,384	226	96,876	28	37,099
SACRAMENTO	2,881,986	4,091,860	4,431,695	236	242,235	104	703,377	643	959,940	440	777,676	467	378,521	400	170,492	466	265,319	1,267	412,093	146	167,081
Sacramento	1,082,772	1,470,541	1,578,371	99	90,881	40	207,411	280	359,786	151	237,502	189	138,891	154	53,447	163	92,894	618	180,682	65	47,058
SAN BENITO	62,232	86,889	93,793	11	6,224	4	1,352	27	26,520	16	14,468	21	15,565	12	5,052	12	2,459	36	3,586	7	5,126
Hollister	55,848	77,722	83,191	10	5,822	4	1,352	22	24,474	15	13,823	17	11,438	11	4,752	12	2,459	19	3,432	6	4,606
SAN BERNARDINO	2,482,813	4,034,900	4,497,834	314	309,891	127	609,634	713	1,016,088	522	725,315	580	505,578	369	139,550	492	189,507	1,298	424,589	124	148,828
Barstow	106,923	171,632	190,464	9	12,641	7	18,099	19	38,587	22	20,898	41	48,007	15	4,094	24	7,013	65	25,950	5	4,277
Fontana	106,823	159,605	174,609	12	9,076	5	9,524	34	47,931	39	37,081	24	13,139	12	2,713	21	5,837	50	15,886	6	16,180
Ontario	247,519	514,175	465,005	18	17,373	6	25,870	59	110,853	52	118,659	57	58,608	22	14,311	43	18,111	113	38,457	13	16,038
Redlands	147,495	220,001	240,598	13	5,448	9	43,457	24	36,690	34	67,811	23	20,648	23	6,617	29	9,341	54	23,597	9	5,238
San Bernardino	705,194	957,034	1,027,233	40	59,910	20	281,952	122	121,969	110	197,913	92	55,705	109	45,354	101	63,138	271	88,483	23	24,932
Upland	124,269	229,992	262,444	17	28,305	4	7,184	30	60,204	17	44,529	32	37,091	20	11,968	28	7,212	46	38,963	8	13,435
Victorville	114,256	198,393	223,571	10	10,498	6	28,465	20	38,547	28	60,791	27	30,414	17	5,388	28	10,307	38	19,690	5	5,956
SAN DIEGO	5,895,121	8,708,207	9,345,312	606	565,029	217	1,360,388	1,379	1,879,786	960	1,589,664	902	836,876	997	354,433	1,167	536,383	2,741	974,241	235	296,384
El Cajon	241,744	720,194	777,128	33	57,149	13	148,348	65	107,193	61	184,558	76	75,521	38	41,088	37	33,094	105	51,933	12	13,924
Escondido	400,551	539,996	578,895	39	58,013	12	111,095	51	92,007	57	127,357	51	40,705	57	18,606	89	28,942	115	38,926	9	18,278
Oceanside	208,907	317,671	348,737	19	17,621	8	57,173	55	63,622	56	70,889	44	36,788	21	8,354	42	14,795	115	36,851	9	12,652
San Diego	2,804,052	4,326,782	4,764,228	187	150,719	98	694,418	645	914,194	380	778,195	395	400,981	512	220,105	537	334,573	1,430	573,712	109	143,228
Vista	76,900	101,782	108,700	13	7,331	6	14,270	45	48,505	16	2,372	17	12,765	6	738	12	871	48	10,391	4	5,016
SAN FRANCISCO	2,849,566	4,124,140	4,483,699	160	83,870	126	493,311	1,250	916,149	175	440,501	320	275,516	715	347,998	538	256,980	2,431	787,024	186	139,470
San Francisco	1,994,702	4,124,140	4,483,699	149	83,870	155	493,311	1,270	916,149	185	440,501	437	275,516	673	347,998	484	256,980	2,286	787,024	215	139,470
SAN JOAQUIN	1,115,368	1,610,410	1,750,156	134	100,291	46	207,322	357	389,839	242	328,633	228	167,933	178	69,446	215	96,466	606	160,328	82	81,556
Lodi	176,159	226,312	240,288	25	15,943	8	4,122	40	50,748	37	57,190	38	30,735	27	14,311	39	10,159	85	20,339	13	21,330
Stockton	571,350	841,271	917,521	41	36,616	19	174,813	139	156,989	98	183,541	84	69,473	76	37,593	76	55,090	280	84,819	42	34,573
SAN LUIS OBISPO	469,966	666,360	721,774	92	54,960	32	36,361	151	176,490	96	104,311	144	92,334	120	23,601	133	31,446	291	91,431	35	30,665
Paso Robles	56,670	83,440	90,132	11	5,045	3	2,069	13	25,234	13	17,395	14	14,333	11	2,766	13	2,016	26	8,045	5	2,154
San Luis Obispo	208,358	276,324	295,245	18	12,987	11	25,310	37	56,047	41	65,561	44	28,383	51	14,471	53	18,242	84	29,335	12	10,458
SAN MATEO	2,356,850	3,467,712	3,785,903	186	128,722	87	510,285	546	849,473	296	669,743	334	303,134	347	166,671	376	219,978	930	392,258	120	165,630
Redwood City	293,592	440,285	482,060	17	17,281	10	49,351	49	102,292	52	142,148	52	42,264	24	11,744	41	15,889	113	36,746	12	26,915
San Mateo	428,368	612,060	663,596	28	19,700	2	130,802	63	123,910	36	80,104	53	55,852	75	42,195	68	27,383	164	67,004	21	33,815
SANTA BARBARA	1,112,619	1,644,205	1,795,028	125	92,914	57	163,199	276	368,773	177	252,913	226	172,363	257	77,951	271	101,751	622	232,499	66	70,115
Lompoc	84,808	116,849	125,776	11	5,726	6	15,337	23	31,383	25	23,126	22	12,617	19	4,774	31	7,264	37	10,341	4	4,451
Santa Barbara	464,527	672,524	731,170	39	30,485	16	60,639	117	152,254	63	113,422	72	50,237	121	43,206	114	47,612	245	107,752	32	32,677
Santa Maria	270,482	396,415	432,006	24	19,106	11	49,363	40	56,727	48	93,125	45	33,484	56	16,565	58	25,782	84	29,852	11	15,262
SANTA CLARA	4,920,896	7,439,209	8,168,848	404	417,760	162	1,145,549	983	1,686,276	651	1,519,980	699	677,312	759	359,725	787	471,910	1,813	734,383	210	287,685
Palo Alto	342,741	564,196	629,063	20	14,371	10	92,215	62	97,473	36	102,437	30	34,986	74	68,931	67	25,015	148	75,956	11	12,091
San Jose	1,985,594	2,891,201	3,147,076	150	158,485	59	403,473	416	679,193	276	583,153	291	278,321	303	125,730	297	183,218	744	267,838	93	108,576
Saratoga	39,496	76,839	88,539	17	8,928	2	8,741	20	22,278	5	4,589	10	15,963	13	2,479	11	2,143	23	7,500	2	2,505
SANTA CRUZ	653,672	902,741	972,542	91	87,560	40	74,674	188	233,254	121	153,223	111	88,574	156	34,785	146	39,252	387	102,242	33	59,910
Santa Cruz	284,096	388,051	417,026	28	33,641	13	36,768	64	78,653	62	95,973	36	29,419	59	11,015	56	21,857	152	49,157	12	17,101
Watsonville	137,533	174,565	184,871	18	15,642	12	17,592	42	37,090	28	44,735	25	14,746	23	5,371	30	7,860	80	12,513	10	14,796
SHASTA	435,968	647,405	707,513	100	87,991	18	56,261	150	163,699	96	119,435	107	91,469	80	26,847	95	26,333	230	52,837	23	20,658
Redding	317,426	460,533	500,902	47	65,013	6	52,515	62	73,300	52	93,205	55	57,158	55	23,402	66	23,050	119	36,312	14	19,860
SIERRA	4,295	5,726	6,123	4	832	4	168	9	1,542	2	811	2	655					14	1,066	2	613
SISKIYOU	114,424	169,373	184,924	37	13,595	16	5,838	71	57,690	31	20,328	58	31,501	23	6,088	20	4,377	110	20,517	13	5,577
Yreka City	49,532	72,916	78,762	12	5,478	2	2,417	12	22,918	9	10,886	16	11,575	7	3,383	9	2,046	31	7,252	6	3,971
SOLANO	636,112	930,495	1,014,915	60	51,629	27	110,095	155	225,526	127	190,726	136	117,544	79	24,846	129	47,938	312	117,597	28	53,827
Fairfield	171,817	275,608	305,741	10	16,744	4	48,957	32	50,522	30	62,585	31	37,613	31	10,053	33	15,226	68	30,942	7	20,610
Sui Sun	9,981	17,680	19,605	4	1,391	1	813	8	3,343	7	1,180	4	1,159	2	135	7	1,320	13	3,522		
Vallejo	276,297	361,825	385,635	22	14,140	13	51,457	62	83,134	59	90,164	48	37,089	22	6,548	51	22,325	128	30,682	11	20,378
SONOMA	1,009,728	1,529,052	1,677,330	177	163,485	49	160,796	313	414,442	183	257,418	238	162,097	165	52,557	213	73,511	534	150,120	53	70,801
Petaluma	105,285	160,362	176,103	16	18,266	6	16,411	36	51,008	16	15,235	23	15,974	18	7,460	30	5,672	59	14,839	5	11,235
Santa Rosa	454,401	668,420	728,990	38	42,842	18	124,474	99	143,609	60	94,589	94	61,237	78	33,970	102	44,227	162	59,646	21	42,057
STANISLAUS	871,937	1,248,418	1,354,259	112	112,472	45	167,553	262	305,755	198	218,387	175	119,640	157	47,595	185	86,116	379	103,760	48	72,934
Modesto	548,811	770,230	832,103	46	72,665	19	137,242	116	153,070	97	139,626	61	51,513	96	32,789	114	56,381	186	64,251	22	55,718
Turlock	104,745	163,039	179,792	10	5,615	8	8,310	26	47,793	21	32,797	24	18,070	25	8,901	24	15,246	47	16,439	9	9,937
SUTTER	164,518	246,213	269,493	25	29,600	9	35,200	57	76,360	35	37,865	36	16,768	22	9,856	30	9,944	67	20,550	8	17,359
Yuba City	137,115	268,776	229,384	17	24,471	4	24,429	39	66,871	27	33,210	24	14,125	21	9,615	21	8,327	46	17,065	7	16,748
TEHAMA	113,679	169,150	185,002	23	10,504	9	6,033	49	42,221	32	39,033	36	44,748	18	4,960	16	3,246	66	14,020	8	5,331
Corning	33,940	55,723	61,169	7	3,788	2	858	10	10,607	5	10,799	12	27,704	4	896	2	168	13	2,224	2	1,049
Red Bluff	70,323	99,173	107,270	12	6,112	6	5,051	21	26,768	23	26,055	17	12,562	13	3,990	12	3,038	36	9,127	4	4,038
TRINITY	17,081	28,038	31,249	8	1,328	7	2,708	29	12,198	4	644	11	4,563	3	268	3	475	30	4,075	2	1,165
TULARE	731,206	1,065,276	1,159,966	105	78,591	38	127,770	293	286,888	173	252,527	178	103,979	136	44,980	151	48,197	338	79,394	47	45,490
Porterville	126,243	186,394	203,445	22	10,210	7	24,866	47	60,732	34	44,781	24	13,284	26	9,305	36	6,499	54	12,310	8	6,822
Tulare	99,970	132,317	141,318	13	14,013	2	6,724	41	38,352	18	28,068	27	14,416	22	6,276	27	7,857	51	8,898	6	4,785
Visalia	329,689	471,771	511,717	32	40,727	11	88,510	61	81,712	56	121,641	43	34,667	58	20,440	53	23,275	89	36,269	14	28,673
TUOLUMNE	102,042	148,806	161,749	28	16,356	5	6,868	45	47,211	30	19,052	40	18,257	29	5,556	30	5,058	92	17,574	10	7,238
Sonora	73,148	106,332	114,628	15	7,994	2	6,242	14	33,132	24	18,189	19	12,525	20	4,593	18	3,916	38	8,398	8	5,302
VENTURA	1,511,465	2,423,522	2,693,715	158	135,063	63	319,191	328	665,983	292	524,939	266	239,828	274	89,407	331	122,939	662	232,187	85	105,014
Camarillo	92,362	145,645	161,029	15	35,568	6	10,405	16	12,735	12	12,734	18	18,230	14	3,408	16	4,599	45	14,906	4	10,058
Oxnard	389,281	549,465	594,320	21	32,311	16	85,677	70	125,157	77	119,818	63	54,845	85	25,767	65	24,763	163	50,893	19	19,313
Port Hueneme	20,766	24,459	25,517	3	938	1	1,755	14	10,319	9	629	2	699	3	396	4	349	26	5,656	4	1,542
San Buenaventura	362,578	541,400	586,106	22	14,447	12	95,436	48	106,695	71	160,234	47	42,772	46	16,393	77	37,243	133	46,440	14	15,571
Santa Paula	56,437	78,376	84,501	7	1,143	4	3,496	22	26,789	23	17,579	13	9,577	18	2,720	21	3,627	44	8,591	4	3,714
Simi Valley	164,711	306,045	349,454	18	16,092	8	69,694	39	114,758	34	30,595	35	29,201	23	7,865	43	14,226	65	29,668	9	12,227
Thousand Oaks	280,569	544,270	626,776	33	33,052	8	40,103	39	154,695	32	155,573	36	46,673	57	26,240	64	25,549	77	59,438	15	32,329
Ventura	362,578	536,764	586,106	22	14,447	12	95,436	48	106,695	71	160,234	47	42,772	46	16,393	77	37,243	133	46,440	14	15,571
YOLO	329,467	492,254	538,806	43	48,700	6	9,911	86	148,914	54	99,986	71	69,217	54	18,416	53	15,558	188	57,363	20	21,224
Davis	114,068	163,456	177,366	5	6,073	1	1,257	19	45,835	16	50,132	17	16,528	18	6,228	20	7,118	46	18,844	6	5,209
Woodland	123,264	176,637	191,664	19	19,175	3	5,871	28	54,662	25	37,362	19	14,565	27	10,654	23	6,788	50	14,392	8	11,027
YUBA	129,725	183,296	198,344	17	13,587	16	14,413	58	46,825	35	37,561	29	17,694	32	10,338	37	8,155	105	19,715	9	9,147
Marysville	93,771	129,900	139,998	8	5,184	8	14,407	22	28,249	23	34,184	18	13,449	23	6,610	28	6,880	60	15,049	5	6,444

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

COLORADO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,824,594	15,602,099	17,071,957	1,302	1,107,172	495	1,932,825	2,177	3,634,262	1,869	3,081,758	2,485	1,586,216	1,812	704,664	2,185	803,842	5,004	1,750,127	536	438,294
STANDARD METROPOLITAN STATISTICAL AREAS																					
Colorado Springs, Colo.	997,621	1,502,408	1,623,608	100	95,359	53	202,929	205	303,636	207	330,758	232	153,932	174	60,319	227	93,175	456	143,808	42	30,192
Denver-Boulder, Colo.	5,867,128	9,218,025	10,058,612	563	533,613	184	1,306,873	1,022	2,113,021	908	1,882,748	1,123	820,576	937	438,412	1,182	495,452	2,428	1,032,167	256	261,054
Fort Collins, Colo.	481,578	721,882	779,552	78	84,884	25	72,988	95	152,991	102	147,895	102	55,974	86	30,187	150	40,945	236	82,463	23	20,209
Greeley, Colo.	307,069	445,647	477,930	61	40,225	20	56,091	80	104,303	76	83,821	106	45,449	51	17,584	92	23,861	180	45,041	17	12,282
Pueblo, Colo.	406,205	559,982	594,523	41	33,043	17	86,163	122	140,984	105	112,851	113	50,141	69	23,270	87	30,663	265	52,459	26	18,006
COUNTIES, Cities																					
ADAMS	803,612	1,340,826	1,481,028	90	110,083	35	233,197	158	380,175	130	229,866	175	151,024	114	49,049	136	51,383	303	117,418	29	31,303
ALAMOSA	48,897	76,983	83,931	13	6,686	6	11,099	15	18,875	13	12,124	16	7,336	11	4,639	12	6,046	35	8,546	3	1,148
Alamosa	47,809	75,042	81,850	13	6,686	5	11,076	14	18,861	13	12,124	15	7,317	11	4,639	12	6,046	32	7,068	3	1,148
ARAPAHOE	1,199,646	2,101,693	2,344,648	86	104,042	37	399,277	160	401,994	171	585,739	169	159,413	238	144,074	188	90,824	346	186,760	34	54,070
ARCHULETA	9,820	18,703	21,189	2	2,236	1	324	5	5,118	3	1,903	10	6,585	6	1,346	3	239	13	1,770	2	245
BACA	14,066	18,620	19,596	7	3,345	6	945	8	2,675	7	3,238	12	6,415	7	417	3	70	10	984	4	567
BENT	12,673	15,301	15,807	3	772	3	768	4	3,624	2	3,429	5	1,975	4	256			11	753	2	524
BOULDER	662,971	1,000,548	1,081,610	90	82,154	21	75,178	110	236,001	131	206,091	116	83,932	143	47,482	185	58,863	282	104,503	32	33,273
Boulder	353,319	535,838	579,747	34	37,459	11	37,823	53	128,512	49	87,148	52	42,856	93	38,785	89	36,063	138	62,982	16	15,955
Longmont	160,451	228,440	243,986	23	26,224	4	17,432	24	64,725	41	40,934	26	22,649	41	7,799	55	12,808	63	18,704	10	14,342
CHAFFEE	48,234	81,257	89,838	15	5,700	8	4,076	19	23,001	19	14,449	36	17,231	16	1,541	15	1,295	45	7,899	4	1,956
Salida	30,495	49,288	53,986	7	3,107	3	3,082	8	15,436	14	12,111	17	3,670	12	1,021	9	956	25	3,458	3	1,013
CHEYENNE	5,856	11,774	13,480	5	825			5	6,823	2	820	9	2,113	2	518	2	286	8	1,241	2	394
CLEAR CREEK	16,980	26,424	28,741	4	1,227	1	176	11	7,899	2	1,058	13	6,674	2	282	4	344	38	6,490	1	
CONEJOS	9,227	13,365	14,326	4	855	1	751	12	4,580	3	398	9	3,314	3	196			12	595	3	384
COSTILLA	2,645	3,113	3,198	1	134	3	237	6	1,371			8	715			1		7	402	1	77
CROWLEY	3,565	3,329	3,264	3	322			3	673	5	1,257	4	303	1	115	2	80	5	165	1	91
CUSTER	1,117	2,143	2,430	1	158	1		2	679	1	238			2	46			4	873		
DELTA	52,527	81,654	88,788	21	10,821	7	5,006	26	23,926	16	20,467	23	7,438	17	2,877	17	2,171	34	5,192	6	2,540
DENVER	1,910,077	2,735,643	2,925,241	142	111,423	49	294,030	360	611,202	267	382,374	400	236,848	285	136,970	407	195,645	1,052	420,311	104	76,783
Denver	1,910,077	2,735,643	2,925,241	132	111,423	68	294,030	365	611,202	215	382,374	515	236,848	[illegible]	136,970	322	195,645	997	420,311	136	76,783
DOLORES	2,668	4,545	5,035					3	2,505	3	790	3	1,027					5	407		
DOUGLAS	25,624	48,502	54,879	12	2,573	3	283	12	18,130	12	10,413	11	8,203	9	711	17	1,504	16	4,530	4	2,655
EAGLE	62,473	143,074	168,090	13	13,249	4	941	20	36,328	4	1,111	24	18,937	26	6,061	12	2,154	75	38,204	3	3,139
ELBERT	5,406	8,859	9,736	4	281	1	66	5	2,376	2	240	7	2,787	4	94	2	249	12	940	1	
EL PASO	984,131	1,473,916	1,590,663	98	88,884	50	202,251	196	296,343	202	329,783	220	148,071	166	59,241	222	92,630	433	140,238	39	29,733
Colorado Springs	888,846	1,330,263	1,435,418	74	82,234	36	190,698	156	264,760	171	322,159	169	111,420	145	55,835	194	84,998	334	120,769	32	28,451
FREMONT	64,839	97,985	105,942	13	6,571	12	7,807	34	26,795	27	15,675	31	9,920	21	4,979	23	5,179	59	10,626	5	2,966
Canon City	54,870	82,506	89,415	11	6,244	6	6,133	25	21,282	19	13,133	19	7,000	18	4,533	19	4,885	43	9,063	4	2,642
GARFIELD	90,701	175,703	199,750	18	14,436	6	3,795	21	44,579	18	44,655	37	31,912	24	7,096	25	6,808	48	15,675	8	9,638
Glenwood Springs																					
GILPIN	3,356	6,113	6,864	1	121	1	72	3	756	1		2	229	2				14	3,117	1	160
GRAND	25,574	49,064	55,658	8	1,668	3	3,269	15	12,284	9	5,231	24	11,135	5	850	4	484	50	9,472	3	1,828
GUNNISON	32,693	71,567	83,341	10	3,968	1	989	15	26,814	9	9,665	12	11,787	14	3,653	9	1,994	48	9,270	3	2,693
Gunnison	29,350	65,890	75,025	7	3,596			10	24,696	8	9,327	11	11,479	10	2,825	8	1,924	24	7,816	2	2,409
HINSDALE	1,360	2,510	2,825	1	660	1	99			1		2	377	1				6	414	1	389
HUERFANO	15,833	23,431	25,225	5	1,322	2	940	8	7,328	4	2,760	20	6,277	5	360	3	627	21	1,998	2	593
JACKSON	5,322	12,810	15,193	1	1,991			5	6,316	1		2	2,310	3	332	1	698	7	1,562	1	308
JEFFERSON	1,261,842	1,984,700	2,164,342	142	123,217	38	304,836	219	464,763	196	468,265	250	180,927	146	60,126	249	97,233	415	195,528	52	62,810
KIOWA	3,487	4,703	4,967	2	296			4	893	2		2	1,744			3	215	5	1,055	1	179
KIT CARSON	26,729	44,343	48,862	13	3,529	3	947	11	12,028	9	7,823	16	13,184	8	1,900	7	1,641	12	2,121	4	1,467
LAKE	23,089	38,909	43,006	6	1,691	4	1,073	5	14,510	6	6,974	10	2,366	3	1,607	5	974	27	5,413	1	1,535
Leadville	20,903	35,033	38,566	6	1,691	4	1,073	5	14,510	5	5,962	6	1,547	3	1,607	5	974	25	5,064	1	1,535
LA PLATA	96,046	159,828	176,198	27	21,539	13	13,905	24	41,788	17	19,812	27	18,038	28	8,451	29	6,835	66	20,871	7	3,242
Durango	88,519	146,929	161,893	24	19,526	11	12,106	18	37,306	17	19,812	21	16,085	26	7,947	26	6,756	56	18,254	7	3,242
LARIMER	481,578	721,882	779,552	78	84,884	25	72,988	95	152,991	102	147,895	102	55,974	86	30,187	150	40,945	236	82,463	23	20,209
Fort Collins	288,268	431,415	465,511	35	41,650	10	59,612	44	100,135	45	87,621	50	24,514	53	21,395	86	26,268	110	42,551	13	13,692
Loveland	109,306	150,350	159,484	16	11,250	7	6,534	23	40,404	32	38,563	30	17,811	21	5,644	40	9,506	48	10,817	6	4,203
LAS ANIMAS	36,292	55,866	60,642	7	2,269	13	5,414	28	18,189	15	10,329	23	8,392	13	2,127	7	971	43	4,725	5	1,741
Trinidad	33,269	50,249	54,494	6	2,246	7	5,245	24	16,561	15	10,329	17	5,199	13	2,127	7	971	35	3,989	5	1,741
LINCOLN	19,432	36,620	41,395	4	458	1		7	6,086	4	10,739	27	14,586	3	982	4	774	19	5,285	2	313
LOGAN	70,868	107,893	116,964	14	7,315	5	9,038	19	22,478	20	22,675	38	17,926	19	6,649	20	5,205	37	8,462	4	1,750
Sterling	67,736	100,910	108,803	14	7,315	5	9,038	15	22,215	17	21,378	29	13,407	19	6,649	17	4,912	29	7,585	4	1,750
MESA	280,082	541,135	614,869	51	73,045	15	70,674	64	122,424	67	117,452	83	64,132	50	19,910	60	33,493	95	44,724	14	15,653
Grand Junction	250,783	477,920	541,460	41	64,669	12	55,862	40	98,613	57	109,205	59	48,526	49	19,677	50	32,003	73	40,667	11	13,695
MINERAL	1,906	3,162	3,484	1	624			2	1,114			2	945					3	288	1	217
MOFFAT	47,347	96,932	111,422	12	7,305	4	4,434	9	31,790	12	25,786	18	13,177	9	4,771	7	1,284	25	9,891	2	2,000
Craig	45,823	94,770	107,007	12	7,305	3	4,336	5	30,533	11	25,593	14	11,262	9	4,771	7	1,284	21	9,750	2	2,000
MONTEZUMA	63,938	107,306	118,535	14	10,522	8	7,100	19	27,680	13	24,287	29	9,420	11	2,648	16	4,504	37	13,284	6	3,426
Cortez	54,825	91,265	100,375	11	9,295	6	6,156	12	22,257	12	23,289	20	7,482	10	2,519	15	4,354	23	8,980	4	2,817
MONTROSE	76,902	105,871	112,342	21	15,917	6	7,286	25	26,146	16	19,811	23	10,925	15	4,706	19	3,282	42	9,184	9	2,641
Montrose	68,595	92,963	99,055	17	14,931	4	6,904	16	21,336	12	19,035	18	8,222	14	4,477	17	3,227	29	7,887	7	1,620
MORGAN	75,795	144,195	163,329	21	14,873	7	13,936	19	32,448	31	33,403	35	26,809	20	6,806	12	2,336	43	14,094	3	3,740
Fort Morgan	54,472	104,390	116,869	12	7,968	5	12,196	9	22,634	19	24,651	22	17,426	13	5,319	11	2,250	24	9,029	2	3,195
OTERO	63,125	93,032	100,087	13	9,623	7	8,509	30	29,581	22	17,442	18	6,867	19	4,746	20	4,987	47	6,806	8	2,627
La Junta	40,006	57,911	62,387	5	4,599	4	7,295	11	16,724	11	12,555	8	3,428	10	2,692	12	4,122	26	3,962	5	2,301
Rocky Ford	16,387	24,237	26,199	3	2,594	1	524	13	10,017	8	4,577	5	1,967	7	1,662	7	771	15	2,145	2	232
OURAY	3,238	5,983	6,735	1	263	2	195	4	1,977	1	347	2	739	1		1		14	1,828	2	200
PARK	5,825	10,566	11,852	2	675	3	105	5	1,608	1	1,110	9	2,990			2	182	13	3,105	1	225
PHILLIPS	12,834	21,952	24,337	3	2,609	4	3,751	10	4,132	8	7,531	3	2,080	1	462	5	225	9	1,262	3	179
PITKIN	77,480	155,733	178,305	13	21,376			21	24,007	6	3,413	8	9,534	38	12,787	22	7,965	95	44,971	4	9,053
PROWERS	51,938	83,572	91,512	14	6,375	6	8,198	16	23,865	20	11,740	19	17,058	11	3,061	10	4,037	37	7,086	4	2,532
Lamar	47,229	76,044	83,248	11	5,313	6	8,198	11	21,811	16	10,572	16	15,717	10	2,923	5	3,033	26	6,300	3	2,218
PUEBLO	406,205	559,982	594,523	41	33,043	17	86,163	122	140,984	105	112,851	113	50,141	69	23,270	87	30,663	265	52,459	26	18,006
Pueblo	377,991	511,674	540,954	35	31,477	15	73,233	109	131,554	92	110,433	97	42,465	65	21,448	80	27,422	230	48,584	25	17,023

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

COLORADO RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																		
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs		
RIO BLANCO	13,670	28,140	32,372	6	3,016	3	178	10	10,004	4	889	9	6,474	4	1,623	2	312	15	4,479	3	1,477	
RIO GRANDE	31,541	47,255	51,008	15	4,187	3	1,068	18	16,705	9	8,283	16	3,998	7	2,210	10	3,660	20	2,613	6	1,374	
ROUTT	44,533	105,956	125,399	10	14,565	4	2,374	13	25,582	9	10,790	17	17,196	19	7,078	15	2,661	50	17,878	7	6,066	
SAGUACHE	5,940	9,011	9,750	1	915			3	2,533	3	2,275	7	1,444	1	578	1	224	5	814	3	239	
SAN JUAN	2,334	3,809	4,183	2				1	341			5	1,277					9	1,123			
SAN MIGUEL	7,889	13,203	14,574	5	1,321	3	214	8	3,432	2	2,550	5	2,044	3	429	2	544	14	2,330	2	296	
SEDGWICK	15,327	27,406	30,659	5	1,549	1	979	6	7,026	4	6,914	12	6,709	5	1,043	5	1,102	11	2,693	3	595	
SUMMIT	38,419	97,493	116,829	6	8,752	3	522	15	28,035	6	1,894	17	14,758	19	2,671	9	1,287	60	28,355	4	2,556	
TELLER	13,490	28,492	32,945	2	6,475	3	678	9	7,293	5	975	12	5,861	8	1,078	5	545	23	3,570	3	459	
WASHINGTON	10,513	18,546	20,588	8	2,455	6	1,354	3	6,238	1	198	12	5,276	4	218	3	474	14	2,369	3	669	
WELD	307,069	445,647	477,930	61	40,225	20	56,091	80	104,303	76	83,821	106	45,449	51	17,584	92	23,861	180	45,041	17	12,282	
Greeley	223,710	317,894	339,386	37	17,273	13	53,115	38	78,593	47	61,871	56	25,068	44	17,136	62	16,185	94	21,534	9	11,317	
YUMA	25,998	43,521	48,042	10	5,757	5	5,239	12	12,118	12	9,710	10	3,488	10	1,771	13	1,848	19	3,602	4	1,079	

CONNECTICUT RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,428,005	14,787,194	15,844,494	1,193	678,027	571	1,762,371	3,207	3,758,491	1,538	2,295,322	2,215	1,568,520	1,940	781,456	2,056	657,791	5,169	1,400,952	755	476,099
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bridgeport, Conn.	1,307,419	2,328,443	2,583,699	127	121,437	73	360,080	453	604,602	172	372,924	286	258,828	246	116,391	258	130,523	600	204,907	101	78,902
Bristol, Conn.	204,024	240,312	249,384	30	9,646	12	26,926	67	67,370	30	52,020	45	24,034	30	6,497	42	10,431	104	17,302	16	5,336
Danbury, Conn.	553,646	774,035	829,132	82	40,698	29	115,595	145	190,951	85	101,003	102	70,267	88	32,653	107	29,540	234	56,610	25	16,450
Hartford, Conn.	2,558,062	3,748,844	4,046,540	251	156,993	108	472,728	619	917,474	325	575,242	496	424,101	401	211,138	459	149,791	1,150	389,245	200	125,715
Meriden, Conn.	175,175	211,765	220,912	17	9,846	7	33,358	57	44,069	23	34,816	44	17,874	47	14,994	31	11,580	96	13,374	8	5,939
New Britain, Conn.	408,125	566,303	605,847	47	26,118	25	50,713	160	162,812	70	87,323	94	69,385	68	22,533	74	27,172	251	61,947	35	23,463
New Haven-West Haven, Conn.	1,329,077	1,911,001	2,056,482	156	60,073	71	255,671	506	506,621	187	256,583	308	203,619	294	115,227	273	86,033	780	219,785	103	61,090
New London-Norwich, Conn-R.I.	880,311	1,279,827	1,379,706	102	54,217	55	165,944	260	326,079	143	229,320	206	138,696	182	45,474	181	58,498	482	111,400	63	43,575
Norwalk, Conn.	629,282	1,005,217	1,099,201	60	42,250	32	78,545	136	221,075	84	188,632	109	78,131	116	71,363	132	59,377	233	96,890	23	19,767
Springfield-Chicopee-Holyoke, Mass-Conn.	1,686,078	2,167,535	2,287,899	199	103,934	133	243,228	544	576,672	327	320,436	365	229,200	298	103,939	330	79,024	910	204,617	184	68,391
Stamford, Conn.	860,480	1,011,869	1,049,594	82	56,927	53	40,047	213	229,732	85	163,279	151	114,469	197	71,408	168	43,265	316	86,154	48	26,693
Waterbury, Conn.	680,970	862,402	907,760	87	46,332	37	104,620	265	235,245	129	131,129	147	81,051	120	43,657	146	30,492	368	71,895	59	29,816
COUNTIES, Cities																					
FAIRFIELD	3,026,657	4,495,202	4,863,767	323	235,875	164	476,639	876	1,103,172	373	677,444	578	440,867	620	274,302	613	222,672	1,303	392,401	177	131,243
Bridgeport	418,473	615,841	662,372	35	20,556	37	61,592	215	162,942	65	93,781	95	66,852	85	33,043	101	39,538	291	52,162	42	25,209
Danbury	344,946	371,994	375,586	37	23,368	21	51,032	77	61,773	48	44,643	55	28,550	44	9,121	61	18,270	122	25,110	9	3,417
Greenwich	262,533	474,319	531,820	22	16,935	11	26,010	63	118,525	37	109,854	40	52,859	66	44,108	43	18,054	90	48,292	19	10,510
Norwalk	352,475	478,910	506,873	32	21,316	23	57,470	90	113,017	54	74,902	66	40,999	39	13,921	69	23,302	138	38,978	9	8,655
Stamford	420,450	710,596	785,981	37	24,172	35	128,581	111	166,636	38	93,799	77	57,379	84	8,279	89	45,676	181	54,996	20	21,938
Trumbull	118,341	142,962	147,701	12	5,386	4	58,325	18	31,885			15	9,733	35	17,399	17	2,496	18	3,310	5	4,507
HARTFORD	2,813,743	4,022,063	4,319,923	278	176,897	130	506,399	730	978,876	338	614,776	535	434,287	456	226,646	513	174,913	1,346	428,652	220	147,810
Bristol	189,354	219,684	225,160	25	9,209	11	26,291	59	62,303	25	49,207	42	21,506	29	6,384	37	6,949	89	14,508	14	5,203
Enfield	189,032	247,506	259,983	16	5,868	15	63,838	33	51,989	18	33,594	22	16,126	37	15,163	31	13,882	53	17,364	12	5,528
Hartford	406,823	545,362	575,521	23	14,436	22	76,377	140	88,812	33	77,361	75	48,205	79	29,356	70	24,937	324	87,738	43	29,155
Manchester	230,500	315,780	334,770	21	10,231	10	49,008	47	93,211	31	48,084	43	37,244	30	19,899	42	11,159	88	27,691	11	8,954
New Britain	167,018	206,062	213,862	16	3,743	14	21,585	68	53,610	23	38,172	41	19,713	38	12,395	31	6,865	112	19,881	23	4,994
LITCHFIELD	436,953	595,084	630,468	88	37,611	41	57,379	178	158,700	111	115,618	108	58,796	81	23,803	102	21,968	279	44,158	43	21,022
Torrington	122,071	172,309	183,790	21	8,669	14	25,854	46	52,279	32	29,372	24	15,545	22	8,275	26	6,551	67	10,874	8	4,060
Winsted	20,984	32,747	33,688	6	2,531	3	555	15	8,808	7	3,715	13	5,065	11	1,794	11	2,232	21	2,088	5	1,435
MIDDLESEX	403,070	498,950	518,175	65	22,935	28	67,242	130	122,850	101	78,569	110	59,870	52	11,729	77	14,979	219	48,107	37	17,332
Middletown	133,176	171,879	180,013	14	7,193	7	34,699	36	46,796	20	25,280	[illegible]	14,238	15	5,643	20	5,409	69	16,332	11	7,203
NEW HAVEN	2,482,495	3,412,092	3,626,210	276	131,394	131	458,712	893	906,086	360	487,605	[illegible]	364,014	507	184,309	496	156,595	1,374	339,243	182	102,458
Ansonia	51,803	61,374	63,161	6	1,802	3	5,686	21	10,298	9	16,842	14	5,160	21	3,328	17	4,268	32	4,592	3	1,108
Meriden	175,175	297,240	220,912	17	9,846	7	33,358	57	44,069	23	34,816	44	17,874	47	14,994	31	11,580	96	13,374	8	5,939
Milford	234,294	368,922	402,310	22	20,511	13	41,575	62	75,013	38	78,402	53	65,675	30	11,784	39	27,322	95	37,575	14	7,324
Naugatuck	49,630	69,838	74,434	10	3,420	4	6,774	27	24,645	15	11,388	12	8,265	8	1,573	12	2,142	31	4,868	7	3,567
New Haven	357,172	562,593	613,471	26	7,602	17	85,863	162	125,143	44	54,109	85	49,796	121	54,316	93	37,601	289	71,400	44	21,030
Wallingford	146,827	172,334	177,034	17	6,473	10	23,545	40	43,057	29	44,742	32	16,975	23	3,025	20	3,719	71	14,723	6	2,950
Waterbury	410,236	489,443	504,357	31	21,871	23	89,200	142	114,755	67	70,399	75	37,620	74	26,571	80	13,742	203	36,589	30	15,770
NEW LONDON	735,017	1,076,777	1,162,692	87	42,086	47	132,407	220	275,660	129	206,875	185	126,382	134	36,965	150	51,061	402	92,724	52	34,260
New London	157,648	184,738	189,679	12	6,544	7	41,865	34	20,551	22	46,928	18	8,324	30	7,840	35	10,019	82	14,513	12	4,677
Norwich	173,974	323,489	364,786	15	8,890	12	45,397	39	95,743	23	79,113	33	34,130	32	12,267	32	18,005	75	21,789	12	8,720
TOLLAND	275,041	410,647	443,415	36	12,703	11	43,579	84	135,316	62	72,804	70	55,393	38	12,061	48	7,376	119	33,769	25	13,887
Vernon	133,605	187,671	199,933	12	2,786	3	24,971	33	56,811	21	32,860	22	19,317	23	9,714	26	5,263	44	17,990	11	7,508
WINDHAM	255,029	276,379	279,844	40	18,526	19	20,014	96	77,831	64	41,631	68	28,911	42	11,641	57	8,227	127	21,898	19	8,087
Willimantic	85,335	88,774	88,984	8	2,862	4	6,533	22	31,370	14	11,197	11	6,658	19	6,426	16	2,661	34	5,456	8	3,446

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

DELAWARE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,138,502	3,144,656	3,379,517	233	176,602	139	475,219	656	774,469	343	484,540	435	326,662	368	146,912	338	157,708	863	268,573	132	117,975
STANDARD METROPOLITAN STATISTICAL AREAS																					
Wilmington, Del.-N.J.-Md.	1,791,371	2,565,026	2,751,106	177	115,842	99	396,539	514	601,879	282	392,915	370	290,893	274	113,511	268	138,990	719	216,744	107	97,991
COUNTIES, Cities																					
KENT	371,280	448,522	460,513	45	32,849	23	61,304	111	90,628	89	96,265	78	36,807	55	18,110	62	14,480	128	38,697	18	10,985
Dover	207,094	259,040	267,770	16	15,149	15	59,537	40	50,901	40	47,279	36	19,980	36	12,589	34	10,111	76	28,295	12	7,426
NEW CASTLE	1,459,582	2,173,423	2,343,361	124	96,300	74	382,544	392	512,198	172	312,035	252	235,256	234	107,198	213	125,691	545	178,392	90	89,517
Newark	161,299	240,671	258,072	16	8,980	9	16,504	29	47,404	19	61,746	44	35,795	26	10,917	24	7,104	48	22,286	9	10,628
Wilmington	[illegible]00,211	283,337	276,555	12	11,150	19	27,382	136	28,192	42	60,486	49	21,758	73	19,946	44	9,189	208	28,427	21	7,136
SUSSEX	307,640	522,711	575,643	64	47,453	42	31,371	153	171,643	82	76,240	105	54,599	79	21,604	63	17,537	190	51,484	24	17,473
Milford	65,644	107,899	118,047	5	3,326	5	1,993	15	26,899	19	37,295	13	6,943	11	10,791	11	3,858	23	5,325	6	4,307

DIST. OF COLUMBIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,084,664	2,642,536	2,769,641	70	46,408	68	242,480	538	475,565	103	221,713	250	229,611	435	199,897	266	142,145	1,158	508,650	148	127,357
STANDARD METROPOLITAN STATISTICAL AREAS																					
Washington, D.C.-Md.-Va.	11,412,504	16,804,034	18,167,660	617	566,296	331	2,485,770	2,033	3,740,139	960	3,129,758	1,573	1,898,344	1,557	926,787	1,538	808,886	3,507	1,760,794	510	806,071
COUNTIES, Cities																					
DISTRICT OF COLUMBIA	2,084,664	2,642,576	2,769,641	70	46,408	68	242,480	538	475,565	103	221,713	250	229,611	435	199,897	266	142,145	1,158	508,650	148	127,357
Washington	2,084,664	2,642,536	2,769,641	70	46,408	68	242,480	538	475,565	103	221,713	250	229,611	435	199,897	266	142,145	1,158	508,650	148	127,357

FLORIDA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	31,413,088	52,575,613	57,597,133	4,595	2,689,461	1,922	6,971,028	11,379	13,402,448	6,069	10,387,499	7,287	5,643,553	6,830	2,388,816	6,669	2,750,115	13,673	5,591,495	1,964	2,086,474
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bradenton, Fla.	477,101	802,120	888,442	84	49,201	24	123,136	154	231,028	90	151,904	95	80,515	73	30,522	92	36,073	176	91,126	29	36,150
Daytona Beach, Fla.	861,352	1,350,965	1,475,509	154	79,542	52	155,561	307	341,816	178	231,861	266	158,654	181	54,519	180	54,951	516	179,418	64	69,618
Fort Lauderdale-Hollywood, Fla.	3,802,430	6,770,699	7,295,509	433	248,359	147	901,759	1,059	1,595,421	672	1,400,898	655	626,495	889	355,205	849	391,417	1,585	822,206	219	266,917
Fort Myers-Cape Coral, Fla.	721,152	1,361,194	1,542,105	127	131,361	40	189,605	261	366,594	131	264,522	143	126,539	155	49,402	174	96,796	300	128,400	40	44,378
Fort Walton Beach, Fla.	314,899	411,988	433,466	52	29,057	31	58,943	151	90,891	89	81,264	95	43,200	61	16,093	77	20,615	169	44,007	14	9,254
Gainesville, Fla.	485,365	802,295	885,211	70	49,802	27	106,582	183	200,068	75	146,444	126	100,885	84	40,816	75	40,750	207	85,393	32	34,288
Jacksonville, Fla.	2,435,097	3,455,176	3,706,430	304	149,374	144	416,072	923	791,017	472	777,803	578	435,516	428	141,607	435	134,947	985	309,495	144	147,589
Lakeland-Winter Haven, Fla.	1,001,126	1,685,641	1,866,532	157	124,608	72	202,077	405	456,632	255	358,097	305	194,137	158	73,621	202	70,194	374	148,962	59	69,120
Melbourne-Titusville-Cocoa, Fla.	816,733	1,266,861	1,382,383	123	70,929	66	202,320	256	314,457	200	273,525	233	140,371	130	27,464	168	46,666	372	128,864	40	54,311
Miami, Fla.	5,561,036	9,258,366	10,240,112	567	266,310	322	1,378,785	1,825	2,174,042	790	1,782,661	1,039	892,606	1,673	623,744	1,106	572,846	2,396	1,056,229	427	400,384
Ocala, Fla.	352,790	577,560	635,972	88	53,601	28	65,826	179	153,593	87	92,869	123	98,301	50	17,480	78	20,596	162	54,772	22	17,173
Orlando, Fla.	2,275,552	4,008,686	4,330,527	305	187,557	125	480,532	695	1,002,245	494	876,019	498	502,650	349	119,676	451	161,722	875	427,586	108	125,437
Panama City, Fla.	333,919	437,589	460,698	45	22,566	28	60,894	157	89,266	66	100,677	108	36,566	70	21,919	85	23,930	204	54,105	22	12,650
Pensacola, Fla.	873,621	1,156,506	1,221,069	125	63,830	53	173,898	364	295,275	212	255,381	195	115,823	147	36,700	174	49,360	379	101,339	60	38,846
Sarasota, Fla.	775,961	1,295,515	1,433,516	137	95,014	45	149,219	190	308,440	136	240,069	150	128,860	186	54,241	214	112,426	317	144,241	43	52,937
Tallahassee, Fla.	512,620	732,797	787,076	68	52,596	27	98,431	168	178,011	78	150,418	119	68,057	97	42,143	98	28,261	187	74,595	25	22,675
Tampa-St. Petersburg, Fla.	4,850,451	8,458,221	9,437,268	723	401,126	254	1,289,084	1,705	2,366,082	886	1,629,408	1,051	866,309	864	306,431	957	403,422	2,122	940,587	256	313,015
West Palm Beach-Boca Raton, Fla.	1,949,701	3,457,327	3,709,647	280	136,148	108	395,149	638	889,383	302	654,862	350	316,290	516	189,933	459	218,397	742	356,269	113	136,846
COUNTIES, Cities																					
ALACHUA	485,365	802,295	885,211	70	49,802	27	106,582	183	200,068	75	146,444	126	100,885	84	40,816	75	40,750	207	85,393	32	34,288
Gainesville	417,180	697,567	771,390	48	46,308	20	105,093	91	168,064	52	139,796	75	64,852	68	38,586	60	39,169	146	67,771	23	31,273
BAKER	27,192	38,753	41,482	6	1,053	6	1,104	26	12,039	9	9,403	17	11,615	3	566	3	804	10	1,215	3	1,102
BAY	333,919	437,589	460,698	45	22,566	28	60,894	157	89,266	66	100,677	108	36,566	70	21,919	85	23,930	204	54,105	22	12,650
Panama City	266,663	338,819	354,343	33	15,254	18	53,306	98	62,465	51	87,937	72	24,172	53	17,929	65	21,684	134	35,677	17	10,616
BRADFORD	41,280	53,215	55,820	8	2,866	6	3,281	33	19,298	13	9,082	22	8,227	4	1,057	7	1,464	21	4,345	4	2,654
BREVARD	816,733	1,266,861	1,382,383	123	70,929	66	202,320	256	314,457	200	273,525	233	140,371	130	27,464	168	46,666	372	128,864	40	54,311
Cocoa	42,155	59,335	63,359	7	1,591	6	2,437	12	20,815	3	952	10	5,727	16	2,051	9	1,345	49	19,808	3	2,480
BROWARD	3,802,430	6,770,699	7,295,509	433	248,359	147	901,759	1,059	1,595,421	672	1,400,898	655	626,495	889	355,205	849	391,417	1,585	822,206	219	266,917
Fort Lauderdale	1,077,185	1,662,142	1,808,549	89	63,999	37	184,162	207	264,858	251	506,770	149	127,420	237	88,055	185	70,987	432	255,478	45	[illegible]
Hollywood	618,399	1,236,983	1,417,508	42	26,107	26	294,541	145	324,702	80	243,561	99	104,846	147	79,785	121	49,444	228	103,895	41	[illegible]
Pompano Beach	401,584	780,649	889,461	30	19,405	16	213,216	81	131,777	57	190,140	50	48,805	108	72,951	71	39,358	114	60,598	16	20,889

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CALHOUN	21,118	40,117	45,500	5	4,580	3	1,483	20	15,962	10	6,955	20	7,523	6	791	3	1,895	12	1,332	2	14
CHARLOTTE	150,885	259,316	288,296	40	29,823	11	18,786	46	58,161	28	52,605	37	33,276	24	16,043	46	14,105	62	17,255	11	18,182
Punta Gorda	58,905	101,226	111,806	16	8,151	2	2,447	21	25,217	14	27,788	18	14,676	8	4,981	17	6,581	25	8,310	4	5,384
CITRUS	100,106	190,467	216,099	41	20,814	14	8,327	62	65,397	34	21,416	44	32,434	22	6,911	26	6,725	76	15,503	10	9,309
CLAY	175,776	356,961	410,412	36	17,132	12	97,696	74	82,120	35	43,643	39	42,000	41	20,691	35	8,481	71	35,851	12	17,234
Orange Park	52,086	116,723	132,882	13	4,925	5	13,436	13	25,248	6	3,183	12	23,027	24	13,293	12	4,771	25	15,395	4	2,696
COLLIER	342,585	583,774	648,024	66	44,348	21	64,873	108	141,164	65	119,969	68	53,427	110	33,546	96	48,858	148	58,163	15	16,220
Naples	255,220	438,197	487,157	47	27,717	11	57,223	58	107,295	44	91,320	39	33,106	90	28,732	77	36,623	91	40,838	11	13,730
COLUMBIA	106,842	157,464	169,743	23	15,498	15	11,938	49	37,752	33	28,391	43	28,727	27	5,871	22	3,783	50	16,334	8	5,712
Lake City	96,305	143,444	154,943	22	14,121	12	9,267	46	36,777	31	25,458	40	25,536	27	5,871	22	3,783	46	14,378	8	5,712
DADE	5,561,036	9,258,366	10,240,112	567	266,310	322	1,378,785	1,825	2,174,042	790	1,782,661	1,039	892,606	1,673	623,744	1,106	572,846	2,396	1,056,229	427	400,384
Florida City	12,579	26,111	29,494	5	1,901	1	1,417	9	3,753	2	1,553	9	11,747	5	433	6	2,462	8	4,317		
Homestead	100,773	149,736	161,671	21	15,734	7	26,435	45	55,020	18	15,212	14	8,817	16	3,287	18	5,453	44	9,659	6	6,028
Miami	1,495,395	2,218,890	2,394,881	169	54,647	98	292,857	599	422,966	272	447,886	287	188,691	515	167,112	372	170,708	818	264,049	141	104,296
DE SOTO	39,660	69,334	77,351	13	4,803	8	5,108	21	26,528	11	12,719	15	10,506	8	1,674	7	1,423	22	4,501	4	4,178
DIXIE	13,150	21,162	23,216	4	60	1	1,812	15	7,633	7	2,934	13	4,874	3	1,726	4	520	13	1,199	1	
DUVAL	2,025,100	2,683,557	2,831,509	221	113,319	101	297,614	690	586,097	380	649,974	437	293,226	328	108,846	359	118,361	775	234,129	112	119,711
Jacksonville	1,929,092	2,574,606	2,720,135	210	111,091	94	291,816	655	557,317	362	629,311	410	278,655	314	106,854	340	116,245	700	216,339	104	115,540
ESCAMBIA	771,857	987,220	1,034,066	101	55,259	43	164,882	301	215,163	179	225,312	155	90,894	132	35,126	142	43,435	334	90,636	49	32,616
Pensacola	304,514	375,811	390,820	25	18,255	17	14,945	106	76,808	37	126,499	58	33,658	69	18,124	52	18,437	132	33,075	23	11,752
FLAGLER	17,916	31,196	34,780	7	1,390	1	1,044	14	9,105	8	8,045	14	8,281	2		4	669	17	2,926	2	
FRANKLIN	15,726	23,814	25,811	9	2,936	2	26	34	10,844	7	2,488	10	3,499	3	54	6	651	17	2,399	3	1,032
GADSDEN	68,590	88,959	93,434	8	1,223	13	4,841	83	27,115	21	20,889	34	15,018	29	4,705	22	3,224	25	3,511	11	3,310
GILCHRIST	5,030	7,817	8,518	2	38	3	414	15	4,830			4	984	1		1	27	13	886	1	
GLADES	3,784	5,860	6,380	2	2	1	903	8	3,377	1		7	996	1		1	46	12	1,056		
GULF	19,070	22,082	22,665	6	1,705	8	1,417	24	10,698	8	2,287	10	2,309	2	28	8	997	20	1,422	4	881
HAMILTON	20,283	40,675	46,641	3		4	1,736	21	10,920	4	3,342	25	20,491	1	1,893	5	688	19	4,408	2	830
HARDEE	38,731	65,565	72,684	14	7,562	6	2,506	30	27,991	10	7,731	23	8,952	8	2,207	12	1,885	15	2,649	5	3,972
HENDRY	56,238	98,597	110,074	14	8,612	7	4,789	32	45,775	19	17,849	22	10,986	12	1,669	13	2,303	25	7,007	3	3,458
HERNANDO	82,939	154,717	174,888	37	14,332	8	10,416	44	54,148	25	25,993	31	27,230	17	2,659	19	4,334	49	11,246	5	9,633
Brooksville	77,429	129,803	142,897	19	13,594	8	10,219	31	40,826	14	23,005	31	17,866	31	2,566	10	3,863	33	8,172	2	8,760
HIGHLANDS	125,499	198,757	217,400	32	17,460	10	14,593	65	62,552	39	40,291	47	27,520	32	8,088	30	5,633	55	13,354	10	8,643
HILLSBOROUGH	2,070,389	3,725,576	4,182,539	284	161,245	102	558,268	831	1,029,461	418	756,114	502	422,075	369	142,569	379	170,331	956	421,826	102	131,486
Tampa	1,364,600	2,367,522	2,637,620	137	67,422	58	372,965	487	498,136	239	550,897	307	247,406	285	119,073	253	132,037	664	303,969	68	83,672
HOLMES	22,114	35,937	39,510	7	2,019	6	1,298	26	13,897	7	7,038	10	5,759	8	898	6	1,050	12	1,978	4	1,738
INDIAN RIVER	176,772	367,168	423,981	44	30,873	10	19,122	63	114,994	38	75,115	47	39,802	49	17,044	60	26,422	81	39,445	12	17,105
Vero Beach	131,601	272,640	307,900	32	25,976	8	17,430	38	80,255	22	35,986	29	27,464	45	16,780	50	22,427	55	31,774	11	16,471
JACKSON	99,807	119,270	123,199	23	6,013	21	9,803	93	35,966	31	26,565	49	14,715	21	3,459	22	4,050	43	7,765	11	4,007
Marianna	66,651	77,825	80,619	13	3,926	7	8,244	31	19,056	20	20,038	24	8,593	15	2,980	13	2,131	27	6,611	7	2,514
JEFFERSON	18,089	27,092	29,298	3	4,633	4	838	23	8,386	4	1,768	17	8,213	6	603	5	1,299	9	964	3	104
LAFAYETTE	4,193	8,421	9,659	3	2,279	2		5	1,168	1	27	5	2,128	2	31	1	2,429	5	451	1	10
LAKE	303,103	491,809	534,809	82	44,553	29	61,646	139	137,496	100	108,483	119	52,116	56	14,587	71	16,822	135	32,521	25	23,703
Leesburg	137,658	213,685	232,770	28	20,093	11	19,474	39	53,115	37	63,901	31	16,955	23	5,856	28	9,018	46	14,895	12	11,800
LEE	721,152	1,361,194	1,542,105	127	131,361	40	189,605	261	366,594	131	264,522	143	126,539	155	49,402	174	96,796	300	128,400	40	44,378
Cape Coral	53,168	101,765	115,608	21	12,164	2	1,622	30	44,747	9	4,050	15	10,878	25	6,690	28	8,813	35	8,951	4	6,413
Fort Myers	462,858	860,250	971,546	51	56,872	19	164,535	140	195,047	78	238,009	70	58,044	68	31,576	97	57,673	120	63,509	15	15,925
LEON	502,554	716,483	769,114	66	51,339	23	97,361	147	170,122	72	147,899	109	66,894	93	42,049	94	28,129	175	71,689	24	22,540
Tallahassee	335,444	426,284	445,801	50	36,611	15	53,097	98	104,207	58	54,983	82	39,707	62	23,213	80	23,028	145	45,505	21	15,349
LEVY	40,462	54,167	57,252	12	1,824	9	2,735	49	19,719	14	7,805	28	13,295	7	1,113	6	2,235	38	4,120	4	1,292
LIBERTY	3,252	4,156	4,351	3	77	1		4	385	1		12	2,050			1	1,556	4	38		
MADISON	27,216	35,226	36,982	7	2,778	7	544	35	11,707	9	4,267	22	8,738	6	609	7	536	12	1,332	5	3,702
MANATEE	477,101	802,120	888,442	84	49,201	24	123,136	154	231,028	90	151,904	95	80,515	73	30,522	92	36,073	176	91,126	29	36,150
Bradenton	197,186	301,417	327,336	37	24,296	10	53,445	54	57,024	44	67,775	34	27,051	41	14,123	45	16,729	62	27,217	15	14,690
MARION	352,790	577,560	635,972	88	53,601	28	65,826	179	153,593	87	92,869	123	98,301	50	17,480	78	20,596	162	54,772	22	17,173
Ocala	270,645	437,429	480,401	52	35,390	14	62,610	98	108,712	58	72,868	63	57,984	39	15,153	59	17,580	104	45,590	15	13,944
MARTIN	185,596	371,249	425,442	54	45,756	10	20,120	73	115,810	57	63,206	50	40,432	50	12,365	75	24,614	87	37,739	12	9,856
Stuart	115,663	231,992	266,015	22	23,776	4	15,016	28	67,478	30	45,152	23	21,845	32	9,732	49	19,760	49	24,150	7	6,733
MONROE	212,038	355,719	394,032	51	26,703	15	50,339	101	100,177	64	40,684	49	34,711	67	12,303	49	11,261	195	63,031	14	14,773
Key West	117,083	179,009	194,401	14	8,949	9	30,639	58	47,149	29	25,955	17	12,766	41	6,195	25	5,378	105	27,243	7	7,137
NASSAU	67,065	106,472	116,502	17	5,302	17	8,251	54	35,872	15	13,251	33	23,372	19	4,415	9	1,128	40	8,933	7	3,529
OKALOOSA	314,899	411,988	433,466	52	29,057	31	58,943	151	90,891	89	81,264	95	43,200	61	16,093	77	20,615	169	44,007	14	9,254
Fort Walton Beach	158,354	210,291	221,900	20	18,466	9	16,127	43	29,249	50	63,615	40	19,471	27	7,198	29	12,599	87	29,041	4	2,786
OKEECHOBEE	49,128	293,222	321,417	14	64,115	8	114,045	35	32,670	18	9,868	20	16,423	12	2,066	14	36,498	35	9,211	4	27,819
ORANGE	1,639,775	3,081,362	3,492,691	210	155,820	85	406,749	474	783,576	368	674,856	362	404,932	230	105,139	316	140,075	622	349,178	78	94,012
Orlando	734,485	1,215,301	1,341,037	69	52,225	35	211,494	155	223,267	129	304,757	122	120,861	119	57,522	144	74,965	257	134,571	37	36,264
OSCEOLA	132,207	248,425	281,159	25	12,547	11	18,777	61	76,435	31	58,084	43	41,057	23	5,160	28	7,939	68	33,914	9	11,404
PALM BEACH	1,949,701	3,457,327	3,709,647	280	136,148	108	395,149	638	889,383	302	654,862	350	316,290	516	189,933	459	218,397	742	356,269	113	136,846
Boca Raton	184,900	366,969	419,840	25	14,791	11	63,367	60	109,284	18	7,356	24	36,772	83	26,203	80	46,527	84	48,591	10	16,422
Palm Beach	98,803	169,978	189,025	5	1,375	7	4,872	20	35,804			5	5,460	90	50,049	20	9,548	29	26,989	7	4,737
West Palm Beach	521,733	876,565	970,041	38	27,413	22	194,006	111	146,306	64	245,859	62	46,040	103	49,912	83	50,639	157	71,139	23	31,095
PASCO	342,248	665,638	738,552	104	62,024	33	80,440	159	231,319	75	84,402	91	85,649	43	21,190	113	36,294	163	55,787	22	22,370
PINELLAS	2,437,814	4,067,007	4,496,177	335	177,857	119	650,376	715	1,105,302	393	788,892	458	358,585	452	142,672	465	196,797	1,003	462,974	132	159,159
Clearwater	514,565	780,172	845,657	51	29,126	21	123,262	95	148,721	71	221,344	79	52,143	112	31,238	92	41,743	189	106,316	18	19,465
St. Petersburg	36,266	53,894	58,190	1	157	4	1,488	13	18,930	5	898	9	6,589	20	3,365	6	1,371	40	13,247	3	3,264
POLK	1,001,126	1,685,641	1,866,532	157	124,608	72	202,077	405	456,632	255	358,097	305	194,137	158	73,621	202	70,194	374	148,962	59	69,120
Lake Wales	71,834	120,905	133,173	19	17,204	10	5,605	29	31,841	24	23,592	27	15,712	10	6,532	9	4,669	32	9,798	6	7,012
Lakeland	415,044	695,402	769,276	53	38,477	21	118,873	108	174,903	89	130,244	80	63,336	66	32,885	84	31,786	119	61,070	17	26,937
Winter Haven	208,952	350,198	387,396	32	32,650	12	46,650	79	91,187	51	64,638	44	23,578	44	25,345	47	12,540	88	34,986	14	15,811
PUTNAM	120,657	178,715	192,862	30	12,563	14	7,947	73	57,577	39	32,964	35	25,955	21	5,692	27	6,402	56	8,700	9	16,988
Palatka	91,399	132,967	142,953	13	5,690	8	6,474	34	35,643	24	29,658	20	20,525	18	5,338	21	5,932	30	6,816	6	14,535
ST. JOHNS	139,964	269,433	306,525	24	12,568	8	11,407	79	74,889	33	61,532	32	65,303	37	7,089	29	6,173	89	29,367	10	6,013
St. Augustine	126,347	239,786	271,974	22	12,205	6	10,416	63	69,053	29	58,938	43	44,944	34	6,889	27	6,026	77	27,027	10	6,013
ST. LUCIE	268,441	459,428	511,800	34	27,489	17	57,594	93	112,227	63	107,751	58	68,072	52	18,173	62	20,821	100	42,297	16	15,801
Fort Pierce	227,845	414,257	465,817	30	25,408	14	56,381	80	102,851	49	93,063	47	58,709	45	17,866	49	18,585	86	39,623	13	14,818
SANTA ROSA	101,764	169,286	187,003	24	8,571	10	9,016	63	80,062	33	30,069	40	24,929	15	1,374	32	3,925	43	10,703	11	6,230
SARASOTA	775,961	1,293,515	1,433,516	137	95,014	45	149,219	190	308,440	136	240,069	150	128,860	186	54,241	214	112,426	317	144,241	43	52,937
Sarasota	364,451	546,084	590,530	59	31,068	24	91,575	91	125,057	64	60,815	68	42,808	114	29,306	114	30,972	167	62,116	27	25,685

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SEMINOLE	503,570	678,899	556,677	70	19,190	29	55,006	160	142,234	93	143,079	93	56,661	96	9,377	107	13,708	185	44,494	21	20,021
Sanford	136,138	229,914	254,715	17	7,737	11	15,474	55	35,898	32	96,417	33	21,274	17	3,811	26	5,117	55	17,496	7	11,266
SUMTER	45,937	65,569	70,214	13	1,589	4	1,343	42	20,092	11	2,711	33	28,243	5	787	8	1,534	28	5,915	5	2,009
SUWANNEE	34,132	76,009	81,136	15	3,295	9	3,579	51	23,672	17	18,094	29	8,415	14	2,434	12	2,218	23	3,562	8	4,032
TAYLOR	47,222	55,007	56,514	9	3,538	6	2,829	37	14,091	17	9,283	29	8,221	14	2,139	13	2,545	30	5,532	6	1,600
UNION	6,770	8,764	9,200	3	1,042			12	4,141	5	1,163	9	1,363	1		4	178	2	55	1	4
VOLUSIA	861,352	1,350,965	1,475,509	154	79,542	52	155,561	307	341,816	178	231,861	266	158,654	181	54,519	180	54,951	516	179,418	64	69,618
Daytona Beach	407,973	595,802	641,058	29	29,377	19	116,536	85	83,786	63	141,223	82	46,136	108	35,948	53	23,174	234	84,476	22	19,621
De Land	75,859	119,799	130,941	16	7,026	4	5,742	28	29,094	16	39,078	22	11,669	12	3,546	20	5,157	39	13,344	6	2,783
WAKULLA	9,966	16,314	17,962	2	1,257	4	1,070	21	7,889	6	2,519	10	1,163	4	94	4	132	12	2,906	1	135
WALTON	34,773	55,623	60,954	8	4,519	8	2,233	40	20,328	8	10,014	30	12,569	8	1,285	10	1,472	26	2,940	4	2,059
WASHINGTON	23,048	110,668	145,725	4	14,770	7	6,647	41	74,494	9	9,025	18	15,299	8	2,790	10	3,574	11	6,809	2	256

GEORGIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	15,915,816	22,808,394	24,563,445	2,035	1,249,409	1,507	3,037,441	7,495	5,549,197	3,895	4,575,123	5,066	2,685,919	3,267	1,056,377	3,353	1,004,006	6,345	2,010,053	1,428	799,344
STANDARD METROPOLITAN STATISTICAL AREAS																					
Albany, Ga.	345,745	458,799	485,808	36	35,687	25	68,009	144	95,862	70	99,939	86	39,566	85	24,472	84	26,415	135	34,358	24	13,441
Athens, Ga.	373,002	519,546	555,817	45	30,028	35	57,049	169	114,991	120	122,674	135	58,922	83	20,244	78	25,430	177	49,062	38	17,273
Atlanta, Ga.	6,793,958	10,472,259	11,441,288	625	499,963	360	1,784,262	1,922	2,290,675	1,156	2,052,014	1,546	1,243,769	1,075	438,710	1,190	414,796	2,399	1,096,477	441	302,963
Augusta, Ga.-S.C.	927,931	1,256,124	1,343,035	115	73,740	59	181,640	377	310,009	233	257,235	242	132,147	160	66,273	177	52,591	390	103,556	68	39,109
Chattanooga, Tenn.-Ga.	1,339,964	1,807,443	1,930,266	156	101,661	107	248,262	523	439,451	313	374,381	432	236,488	220	78,612	262	75,673	539	142,778	109	56,871
Columbus, Ga.-Ala.	695,446	916,901	970,057	76	38,061	47	134,368	277	190,829	147	202,088	209	101,168	134	47,006	157	47,247	321	79,272	51	26,874
Macon, Ga.	807,521	1,046,429	1,102,460	79	58,301	48	150,576	326	245,028	168	201,570	252	128,350	168	54,760	149	43,131	307	85,073	67	30,063
Savannah, Ga.	722,149	1,022,064	1,100,619	61	58,996	46	133,881	264	228,798	142	198,149	223	122,139	135	55,819	145	63,710	301	95,585	52	32,753
COUNTIES, Cities																					
APPLING	30,712	40,580	42,910	7	2,039	6	3,204	31	13,934	11	8,801	21	4,424	7	1,622	5	879	17	3,204	5	908
ATKINSON	8,476	12,905	14,042	2	1,637	3	172	13	5,142	3	222	12	2,373			2	317	11	882	2	199
BACON	22,268	27,885	29,163	3	508	2	1,538	15	6,895	6	9,134	11	3,135	10	1,305	2	547	6	1,419	5	1,829
BAKER	3,785	4,759	4,981			1		8	2,124			5	990					2		1	13
BALDWIN	86,645	107,353	112,130	9	6,997	16	14,362	41	34,353	27	16,163	28	11,505	20	3,483	18	3,383	47	8,238	8	2,802
BANKS	1,452	2,972	3,430			1	315	9	1,246	3	30	1	437	1		2		4	297		
BARROW	56,825	82,252	88,592	8	3,870	8	3,323	45	24,378	25	21,855	24	11,952	16	4,420	14	1,873	23	5,145	7	3,386
BARTOW	115,848	152,857	161,598	22	12,564	13	7,776	72	33,777	34	33,529	53	29,308	25	7,499	26	7,902	39	10,059	9	5,052
Cartersville	85,890	113,487	120,012	15	9,416	11	7,013	27	27,030	17	26,384	20	12,783	23	7,116	21	6,927	26	8,823	8	5,021
BEN HILL	43,091	54,399	56,989	11	2,936	6	2,945	32	20,277	18	9,387	12	5,153	17	3,514	17	2,997	17	2,687	8	2,223
BERRIEN	38,714	45,882	47,459	4	2,761	8	1,328	31	15,324	11	15,197	15	3,002	4	1,039	9	1,212	16	1,181	3	201
BIBB	581,287	732,445	766,973	49	32,677	31	111,603	209	161,124	103	144,825	178	91,855	128	38,684	110	30,603	206	57,021	42	21,693
Macon	554,101	695,330	727,464	39	27,542	30	109,247	182	147,546	94	143,305	165	84,227	120	36,293	100	28,569	196	55,209	40	21,016
BLECKLEY	23,630	30,211	31,733	4	355	4	1,218	16	10,952	12	7,259	14	5,386	7	1,300	4	471	8	1,546	4	1,207
BRANTLEY	5,006	7,244	7,802	2	751	2	597	15	3,125	2	629	11	1,413			1	214	4	81		
BROOKS	20,642	25,881	27,078	3	1,057	12	1,572	31	8,868	7	5,944	15	1,991	4	1,214	10	1,348	12	829	3	1,281
BRYAN	15,624	29,213	33,125	5	3,649	2	41	16	9,093	6	6,121	19	8,715			2	146	9	1,476	1	418
BULLOCH	100,259	130,381	137,437	20	7,341	12	11,049	51	34,246	35	30,840	37	8,361	25	12,407	22	6,516	37	10,323	10	4,655
Statesboro	89,169	117,392	124,033	16	5,875	10	8,940	38	32,883	31	26,391	29	6,856	25	12,407	19	5,450	34	10,180	8	3,628
BURKE	37,604	51,049	54,277	9	4,382	9	2,225	48	20,439	14	7,817	12	2,751	10	2,502	10	6,015	16	1,749	5	2,211
BUTTS	25,349	37,685	40,813	4	2,014	6	670	20	11,969	13	4,863	26	10,252	10	2,243	5	914	17	2,413	4	1,460
CALHOUN	10,323	12,811	13,376	4	549	6	984	22	5,829	8	2,977	9	1,441	4	369	1	329	6	264	2	172
CAMDEN	21,786	33,543	36,578	4	925	11	3,249	30	11,879	15	4,376	22	8,649	7	585	2	1,567	16	1,733	3	1,165
CANDLER	18,519	22,167	22,979	2	1,129	4	956	14	6,434	11	5,912	8	3,207	4	825			9	1,137	5	862
CARROLL	156,577	211,406	224,527	34	12,703	24	11,357	118	72,300	60	44,984	55	20,104	47	7,742	38	7,250	55	13,954	18	9,066
Carrollton	101,669	137,199	146,081	18	8,397	11	8,718	67	50,264	34	18,122	31	10,312	35	6,525	21	4,842	39	12,383	11	6,503
CATOOSA	66,667	95,625	102,785	12	6,187	8	17,463	24	29,683	12	12,211	29	19,905	10	2,167	20	2,794	20	5,116	6	4,610
CHARLTON	15,637	20,668	21,858	4	1,299	6	1,255	16	4,807	6	7,441	9	2,880	3	503	1	581	9	1,325	3	113
CHATHAM	685,739	967,330	1,040,871	52	54,218	41	133,455	227	211,513	129	183,356	194	111,040	132	55,573	134	61,181	285	93,247	49	31,468
Savannah	357,252	411,164	422,745	28	26,831	30	33,097	157	99,965	75	44,801	97	43,826	95	31,507	85	22,479	182	44,102	35	13,203
CHATTAHOOCHEE	4,400	7,426	8,247			1	477	6	551	1	181	5	925	3	608			12	2,252		
CHATTAOGA	45,360	61,254	65,046	14	3,216	17	4,110	39	22,773	36	11,964	18	5,199	13	2,625	14	2,473	20	2,513	6	1,917
CHEROKEE	77,432	116,347	126,511	20	16,890	13	5,940	64	37,582	32	24,408	29	10,786	20	3,610	33	6,055	36	5,294	9	5,200
CLARKE	303,993	423,454	452,926	29	26,560	19	51,098	81	86,948	36	108,067	78	37,236	58	17,133	38	22,024	125	40,118	24	13,911
Athens	227,253	301,512	319,088	26	18,841	15	42,388	66	67,724	39	29,832	66	29,149	57	16,729	35	19,598	114	37,479	22	12,503
CLAY	2,512	3,257	3,429			3	374	9	1,581	1	336	5	296	1	129			5	400	2	41
CLAYTON	495,548	816,473	902,640	47	31,234	25	189,990	149	179,299	92	118,955	98	103,049	71	36,708	71	19,961	123	63,677	24	49,064
Jonesboro	34,473	62,166	69,089	10	1,728	4	1,347	32	33,036	11	4,385	12	13,220	5	713	9	980	15	6,073	5	4,733
CLINCH	8,963	13,792	15,041	4	1,033	4	1,017	16	3,932	3	2,468	9	2,680	2	434	2	234	5	372	2	317
COBB	1,034,443	1,674,475	1,845,147	114	88,767	56	379,450	253	370,738	190	347,708	224	198,275	165	76,202	175	58,633	295	143,057	65	57,984
Marietta	223,073	317,343	340,570	27	19,647	10	38,995	47	59,859	52	95,953	53	32,611	33	10,631	32	13,198	77	36,326	16	15,723
COFFEE	68,786	86,119	90,074	16	8,743	13	6,817	51	27,556	22	14,909	27	6,930	24	5,133	18	3,371	38	5,947	8	2,576
COLQUITT	89,145	121,386	129,189	23	11,958	11	7,880	80	38,805	28	19,063	31	9,948	31	7,951	22	5,216	32	5,889	12	5,495
Moultrie	82,756	114,737	122,489	18	11,609	7	7,644	55	35,736	26	18,827	22	7,513	30	7,904	22	5,216	28	5,809	10	5,440
COLUMBIA	48,479	74,876	81,711	19	12,892	11	6,853	38	22,176	16	5,951	19	15,216	11	1,340	20	2,567	26	4,039	6	2,375
1COLUMBUS CONSOL. GOVT.																					
1Columbus																					
COOK	23,347	31,167	33,029	7	730	7	1,322	31	9,538	6	2,833	22	8,976	6	856	5	989	13	2,174	5	1,758
COWETA	98,089	145,184	157,093	20	12,661	13	15,249	69	43,692	27	24,232	42	18,091	18	5,735	21	8,533	38	10,951	8	5,673

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CRAWFORD	5,327	7,090	7,508	1	448	3	253	13	2,424	2	424	7	1,659	1	47			3	11	1	
CRISP	80,044	101,864	106,939	10	2,121	10	7,089	48	29,357	20	13,061	32	29,033	14	5,180	15	2,075	30	7,166	4	1,227
Cordele	64,035	83,558	88,140	10	2,121	10	7,089	40	28,612	19	9,953	28	20,608	12	3,612	14	1,559	28	5,381	4	1,227
DADE	25,418	35,017	37,338	4	1,328	4	1,555	17	12,265	11	3,172	15	12,210	5	1,097	6	1,612	5	1,456	2	1,230
DAWSON	5,238	8,710	9,647	2	563	4	265	16	4,582	3	497	6	2,066	1		1	95	3	338	1	19
DECATUR	56,469	71,442	74,921	17	4,248	12	6,149	51	22,486	16	13,397	25	6,356	19	3,151	15	2,263	27	5,039	10	2,235
DE KALB	1,809,736	2,787,129	3,040,629	134	113,190	75	637,492	375	586,212	235	484,977	381	307,557	261	119,515	316	134,666	570	258,270	102	86,776
DODGE	50,048	64,785	68,223	12	3,093	10	3,550	56	19,721	15	8,144	43	18,448	11	1,362	8	2,193	15	5,519	9	2,145
DOOLY	20,313	24,280	25,162	6	395	6	251	13	4,697	7	6,846	16	8,747	3	52	6	1,415	6	702	4	1,003
DOUGHERTY	342,166	452,813	479,172	32	35,151	24	68,009	135	93,242	69	99,775	80	36,995	84	24,472	81	26,241	132	34,203	23	13,437
Albany	306,633	414,717	440,559	26	32,907	19	52,872	120	86,213	65	99,477	77	36,366	72	21,915	69	23,849	124	31,479	20	12,176
DOUGLAS	114,277	183,280	201,518	24	12,676	11	9,588	51	62,978	43	37,772	39	33,577	22	5,791	30	5,168	35	11,955	11	10,247
EARLY	29,813	33,998	34,894	4	1,972	5	1,702	21	13,147	14	7,727	10	2,193	10	1,358	7	821	12	999	6	1,483
ECHOLS	494	694	742					1	576			1	166								
EFFINGHAM	20,786	25,521	26,623	4	1,129	3	385	21	8,192	7	8,672	10	2,384	3	246	9	2,383	7	862	2	867
ELBERT	49,087	70,901	76,336	15	4,421	12	4,517	45	23,273	14	21,711	21	5,296	12	2,359	14	2,355	19	3,219	10	3,104
EMANUEL	51,552	67,474	71,204	15	7,460	14	5,059	38	20,739	19	15,506	29	7,763	14	1,862	7	3,232	22	2,367	8	2,008
EVANS	22,218	30,277	32,220	5	5,320	1	664	18	8,453	7	5,187	17	4,833	8	1,559	7	670	16	1,867	3	1,354
FANNIN	33,997	45,402	48,111	9	3,851	7	4,097	24	16,276	18	5,872	18	7,116	11	1,682	6	1,391	13	1,911	5	1,833
FAYETTE	31,225	74,436	83,226	10	3,985	3	3,228	26	21,903	9	7,911	15	6,338	8	3,019	6	2,398	12	3,398	4	1,786
FLOYD	246,609	302,150	314,651	35	11,531	21	37,048	115	80,744	68	61,674	76	21,314	55	17,185	81	17,425	114	26,213	25	10,240
Rome	227,883	280,209	292,010	27	8,995	17	36,613	96	74,615	60	60,664	58	17,357	50	16,777	73	16,115	91	22,959	21	8,739
FORSYTH	47,081	73,343	80,164	12	10,098	5	1,680	41	20,659	19	18,444	21	11,021	11	1,419	17	2,569	20	5,369	4	2,286
FRANKLIN	51,534	68,884	73,002	12	9,024	8	1,307	39	18,617	30	15,218	38	12,968	20	1,763	13	2,263	29	3,469	8	2,399
FULTON	2,516,963	3,597,306	3,875,034	147	138,274	95	485,698	582	638,839	296	719,333	470	383,505	400	168,659	357	140,844	1,066	519,993	153	104,481
2Atlanta	1,834,449	2,424,375	2,558,177	80	64,937	65	386,567	403	383,072	181	468,435	295	211,742	310	146,195	233	88,835	795	338,261	100	62,988
Roswell	55,437	98,540	109,316	7	1,947	6	6,431	20	11,695	17	45,987	9	11,470	13	3,713	16	3,074	20	13,429	4	828
GILMER	29,871	38,808	40,902	12	5,273	10	3,001	22	9,975	18	11,653	9	2,660	10	627	6	1,318	11	1,590	3	1,254
GLASCOCK	1,089	1,868	2,081	1	101			5	844			5	974					3	78	1	
GLYNN	216,443	304,667	326,316	27	14,164	17	26,798	86	75,064	36	71,146	48	26,636	61	21,765	52	16,333	33	36,888	20	7,736
Brunswick	147,083	207,391	222,208	17	10,654	11	18,084	65	58,980	23	35,386	34	16,160	38	16,790	45	14,489	63	23,079	14	5,759
GORDON	70,809	91,907	96,821	11	3,104	12	3,720	62	29,477	31	13,501	35	14,289	29	5,382	24	5,065	37	8,936	9	3,755
GRADY	42,313	52,762	55,134	13	3,957	7	2,051	39	18,343	14	12,269	18	7,280	9	2,176	15	1,495	13	2,217	5	1,820
GREENE	21,438	30,664	32,949	7	1,197	6	752	32	11,547	10	5,123	23	7,484	7	642	5	708	10	1,063	5	1,774
GWINNETT	328,155	657,222	755,380	48	53,648	31	44,787	142	221,205	102	181,050	96	108,950	53	10,162	102	30,352	104	45,007	26	26,507
Lawrenceville	84,051	166,577	187,209	13	11,417	10	16,425	32	41,338	37	57,985	21	24,003	13	3,386	24	4,338	25	10,171	6	7,181
HABERSHAM	73,508	108,741	117,629	12	18,309	16	4,785	43	29,963	42	22,744	26	9,196	15	3,863	17	4,089	35	6,231	10	4,265
HALL	228,360	364,728	400,715	32	27,191	17	56,186	124	99,892	63	60,386	69	26,060	47	23,342	59	14,574	76	25,067	23	16,435
Gainesville	179,553	293,359	323,691	23	25,729	13	54,239	58	67,236	35	40,903	45	17,459	35	21,608	40	13,013	58	21,793	20	16,120
HANCOCK	9,839	14,693	15,927	2	527	3	813	21	6,610	6	2,267	7	3,228	3	703	2	233	6	443	1	128
HARALSON	38,067	44,322	45,677	7	3,306	16	1,333	38	13,087	22	7,272	22	4,332	27	4,130	18	1,402	22	2,362	8	2,473
HARRIS	16,746	24,016	25,815	6	525	4	722	30	8,135	6	3,148	15	2,989	2	336	4	190	14	7,104	3	747
HART	25,688	37,237	40,122	10	1,576	5	3,170	32	15,756	17	5,771	14	3,963	8	1,415	13	2,469	21	2,689	5	2,000
HEARD	3,385	6,057	6,808	1	594	2	244	17	2,406	2	425	10	1,627			1	100	5	489	1	29
HENRY	56,841	78,552	83,833	16	7,028	10	2,156	37	21,186	26	15,227	47	20,126	7	441	14	1,351	30	9,551	6	1,579
HOUSTON	207,905	283,175	301,288	26	24,319	16	38,536	77	69,694	59	54,602	56	29,269	36	15,307	37	11,969	85	26,314	19	5,806
Warner Robins	159,247	217,005	230,903	19	12,208	10	35,743	45	54,810	50	48,414	24	15,275	25	13,832	29	8,867	60	19,151	13	5,270
IRWIN	12,088	14,674	15,252	2	1,461	4	611	19	3,975	7	3,234	10	1,847	3	959	3	45	9	514	3	645
JACKSON	52,370	68,537	72,326	10	2,634	9	4,198	38	15,716	43	11,413	36	16,779	20	2,189	14	2,796	37	7,139	8	2,437
JASPER	8,810	13,212	14,330	3	1,179	3	429	16	4,669	6	3,663	5	1,911	3	158	1	211	4	712	2	70
JEFF DAVIS	27,553	35,071	36,806	4	1,427	4	2,329	19	10,893	7	7,132	16	6,250	11	1,544	1	1,096	11	1,353	5	1,375
JEFFERSON	30,505	44,667	48,223	7	1,453	11	2,532	35	16,338	18	8,475	25	6,604	9	1,463	10	2,091	16	1,720	5	2,234
JENKINS	13,611	17,632	18,568	3	671	1	370	23	5,330	6	3,268	10	4,011	6	1,608	2	515	10	603	3	651
JOHNSON	11,571	14,194	14,786	5	306	6	556	22	5,432	11	3,500	10	2,485	3	527	4	588	4	251	1	96
JONES	12,834	21,871	24,344	3	1,059			24	8,836	4	2,143	14	5,248	3	304	1	455	12	1,378	4	2,495
LAMAR	22,177	29,557	31,310	3	1,324	6	2,219	24	8,484	15	8,926	7	2,492	5	1,255	7	814	16	2,193	3	1,252
LANIER	5,968	9,072	9,867	4	917	2	473	9	2,287	3	3,378	7	1,082			2	180	3	10	1	86
LAURENS	102,850	153,348	166,183	14	9,863	14	15,419	76	44,387	42	36,074	40	11,306	26	9,238	26	6,553	44	6,444	14	6,654
Dublin	88,662	130,768	141,395	8	5,564	11	12,599	53	39,443	37	35,347	28	7,785	26	9,238	19	4,833	35	5,522	13	6,164
LEE	3,579	5,986	6,636	4	536	1		9	2,620	1	164	6	2,571	1		3	174	3	155	1	4
LIBERTY	45,738	65,923	70,945	9	5,833	7	5,317	35	16,025	15	10,279	19	12,300	8	1,398	5	1,492	32	10,515	6	3,139
LINCOLN	6,056	8,043	8,513	4	746	3	326	13	2,701	3	898	8	1,720	4	788	2	136	4	423	2	106
LONG	3,064	4,654	5,061	1	430	1	1,241	7	1,328	2	331	8	1,050					5	259	1	77
LOWNDES	249,757	363,569	392,010	37	22,916	15	35,658	116	78,825	61	74,128	83	58,215	71	21,251	49	13,825	93	30,944	22	22,640
Valdosta	223,750	325,826	351,339	30	20,639	14	34,815	92	71,887	55	71,843	63	38,249	70	21,142	42	13,523	78	28,451	19	21,843
LUMPKIN	12,832	20,363	22,338	4	3,785	4	343	25	8,331	7	1,982	3	1,812	1	759			13	3,463	2	377
MCDUFFIE	53,349	79,968	86,738	10	9,040	11	5,170	37	29,418	12	13,344	20	8,855	13	2,094	13	4,227	17	4,535	8	3,487
MCINTOSH	17,995	23,830	25,214	2	857	2	320	16	6,224	5	6,142	12	6,969	1	114			19	2,913	1	66
MACON	21,311	36,922	41,227	5	1,008	8	1,137	24	13,727	8	8,300	9	4,054	4	1,496	6	1,762	11	1,521	6	1,360
MADISON	11,422	17,018	18,438	3	110	3	385	39	7,976	18	2,750	16	2,858	2	71	4	95	12	1,250	3	654
MARION	7,867	9,931	10,404	2	92	2	133	17	2,585	6	3,142	5	1,234	3	141			3	216	3	585
MERIWETHER	59,079	67,944	69,867	14	3,458	8	1,933	50	16,781	14	29,049	25	4,415	14	1,978	10	2,834	29	3,316	6	1,741
MILLER	14,135	15,490	15,773	3	855	4	462	24	6,115	5	3,316	9	2,549	5	734	4	729	4	165	3	486
MITCHELL	40,171	50,554	52,940	5	3,342	14	3,922	44	17,126	11	9,515	25	8,453	12	1,368	11	2,146	17	1,358	8	1,943
MONROE	35,599	45,494	47,788	6	1,749	6	460	20	9,468	10	11,121	19	16,398	10	1,417	3	384	16	3,905	3	1,541
MONTGOMERY	17,730	21,760	22,667	6	759	4	3,315	21	4,948	10	6,371	12	2,723	2	464	4	1,070	9	2,417	3	425
MORGAN	24,804	46,548	52,811	7	4,408	9	2,327	21	14,943	10	10,849	19	9,604	5	674	4	1,501	4	1,241	3	1,610
MURRAY	35,371	49,626	53,111	7	3,286	9	1,893	25	21,034	15	7,754	16	5,683	9	1,243	16	5,101	19	3,126	5	1,451
MUSCOGEE	605,007	801,925	848,342	53	31,342	35	122,347	194	154,070	106	187,785	157	84,860	112	43,692	133	45,004	266	68,580	41	22 575
Columbus	600,348	801,925	848,342	57	31,342	48	122,347	247	154,070	114	187,785	216	84,860	117	43,692	129	45,004	241	68,580	38	22,575
NEWTON	77,059	110,935	119,413	11	4,095	12	13,075	58	37,575	31	19,051	35	12,574	15	4,613	18	3,736	30	9,260	11	5,522
OCONEE	5,217	10,537	12,127	3	724	4	1,368	11	4,351	3	444	5	2,049	3	851	2	515	3	555	3	271
OGLETHORPE	8,268	10,552	11,080	2	1,941	2	332	22	3,634	3	1,652	6	1,104	3	541	1	463	3	172	1	206
PAULDING	32,009	44,593	47,666	10	2,116	5	1,595	34	17,071	16	10,378	18	7,060	7	502	7	730	9	2,029	7	2,656
PEACH	41,942	59,540	63,876	13	6,161	5	1,521	26	18,023	16	9,735	21	11,992	10	2,821	10	2,513	27	3,440	6	2,094
PICKENS	30,302	43,017	46,152	5	1,342	8	1,457	15	10,208	11	18,171	12	5,136	6	267	5	731	10	1,880	3	1,880

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PIERCE	19,104	26,168	27,869	7	2,845	2	461	20	6,440	6	7,263	20	3,229	4	854	2	402	12	2,042	4	1,357
PIKE	4,427	6,863	7,494	3	344	3	539	18	3,003	4	153	9	950	1		3	222	3	546	1	344
POLK	78,981	108,937	116,208	16	7,405	13	4,731	72	41,196	31	23,954	41	8,890	33	5,533	17	4,286	51	6,079	13	7,770
PULASKI	24,698	29,401	30,438	6	540	5	814	24	10,234	9	7,774	9	2,676	8	1,006	9	938	8	1,123	4	1,477
PUTNAM	17,112	22,890	24,267	5	571	7	1,099	21	9,653	6	4,264	10	2,634	4	620	4	560	12	1,299	3	986
QUITMAN	898	1,232	1,312			1	113	9	1,072			1	72					1	55		
RABUN	23,470	35,030	37,964	6	3,374	2	1,462	26	12,617	10	5,545	14	3,954	4	1,278	6	1,509	20	2,046	5	1,578
RANDOLPH	15,237	18,122	18,761	6	1,056	6	981	17	6,135	6	3,302	9	1,935	7	944	6	871	10	1,015	4	1,066
RICHMOND	622,198	810,551	855,956	55	42,051	28	138,061	178	168,169	126	175,481	117	64,582	100	45,823	101	37,903	256	78,326	39	20,936
Augusta	299,365	342,051	351,180	23	17,764	14	59,844	87	37,715	57	72,241	48	20,566	76	30,805	64	25,657	133	30,136	21	9,867
ROCKDALE	88,560	148,447	164,678	12	11,464	4	5,192	29	39,301	30	45,156	23	21,556	13	2,616	18	4,692	27	14,850	7	4,706
Conyers	68,050	135,976	152,957	17	10,497	3	5,192	27	32,808	17	45,156	18	20,033	4	2,333	20	4,503	15	13,838	6	4,121
SCHLEY	5,431	7,251	7,685	2		3	676	6	1,847	3	1,804	5	1,109			5	500	3	289		
SCREVEN	29,257	42,581	45,919	8	5,199	7	1,412	40	14,926	16	8,204	18	4,238	7	2,193	6	1,008	10	1,160	5	2,054
SEMINOLE	24,954	30,371	31,581	6	2,829	4	1,033	22	11,453	9	5,956	9	2,278	7	981	6	863	12	1,174	4	1,455
SPALDING	146,404	210,309	226,138	19	9,998	10	23,007	62	57,935	49	43,804	47	13,252	44	13,706	40	11,395	54	15,498	18	10,670
Griffin	141,050	202,654	217,913	18	9,631	10	23,007	56	54,006	49	43,804	46	13,050	41	13,139	40	11,395	53	15,297	17	10,259
STEPHENS	74,588	102,707	109,518	9	4,146	9	9,891	43	24,775	29	36,636	17	7,631	13	2,498	26	4,495	35	6,307	8	4,463
STEWART	10,278	14,959	16,131	2	486	4	515	21	4,860	6	3,915	11	3,160	2	53	3	58	6	705	3	684
SUMTER	86,947	134,326	146,700	10	7,620	6	4,870	49	34,630	18	20,927	30	15,218	27	10,072	14	4,335	34	7,203	8	5,436
Americus	82,304	129,622	141,987	8	6,723	6	4,870	39	33,541	17	20,426	26	14,648	25	9,795	14	4,335	29	6,951	6	5,067
TALBOT	5,377	8,817	9,736	2	329	5	1,092	12	3,157	3	275	8	2,451	1	373	2	126	2	67	1	42
TALIAFERRO	1,167	1,457	1,523			3	507	5	590			1	43			1	165	1	15	1	49
TATTNALL	33,233	42,376	44,491	6	1,895	10	1,729	32	14,687	17	8,206	25	5,040	9	1,908	12	4,071	16	1,270	6	2,035
TAYLOR	13,647	17,711	18,659	4	623	6	577	20	5,693	6	5,357	9	1,813	8	710	1	937	6	410	3	922
TELFAIR	25,446	33,023	34,789	7	1,780	11	2,026	25	11,297	10	6,504	15	2,925	8	1,137	11	1,765	9	1,332	4	2,212
TERRELL	23,391	25,705	26,185	6	1,332	8	1,163	29	7,789	6	5,010	15	2,123	6	2,044	10	988	12	1,120	5	1,082
THOMAS	107,677	154,055	165,570	21	10,324	16	15,279	82	48,470	23	27,859	51	16,407	24	8,200	32	5,455	42	8,558	13	5,282
Thomasville	99,422	143,556	154,553	16	9,727	11	14,829	59	44,282	19	26,935	36	14,094	23	8,173	29	5,372	38	8,305	10	4,873
TIFT	111,566	137,061	142,797	18	10,358	7	12,149	56	27,542	33	28,628	55	18,099	26	4,753	27	4,816	43	11,122	11	5,064
Tifton	106,983	131,060	136,464	17	10,128	7	12,149	46	26,087	33	28,628	43	14,656	26	4,753	27	4,016	41	10,916	10	4,881
TOOMBS	66,629	84,485	88,586	15	8,470	11	5,567	37	24,995	23	14,266	22	8,744	17	5,256	17	2,689	24	4,215	6	2,600
TOWNS	9,216	14,233	15,532	1	2,524	3	717	14	3,936	9	3,170	4	1,103	2	244	2	239	8	1,875	1	171
TREUTLEN	8,357	11,087	11,734	1		5	665	5	3,348	7	1,667	7	2,862	4	382	3	572	7	860	3	1,055
TROUP	153,784	222,824	240,101	20	11,388	13	16,962	103	61,054	53	38,434	54	24,973	47	20,457	44	17,707	53	13,362	18	9,030
La Grange	114,104	169,711	183,786	15	6,343	9	15,235	72	50,120	37	26,759	36	19,440	28	16,144	30	11,752	42	11,917	12	7,656
West Point	25,493	12,209	8,888	1	2,031	1	436	7	3,650	9	603	8	731	15		10		6	291	5	
TURNER	20,375	25,934	27,217	2	1,269	6	1,397	18	8,536	10	6,574	17	4,150	7	1,101	8	672	8	963	4	1,167
TWIGGS	5,495	8,938	9,855	1	246	1	437	16	5,374	2		4	1,978	1	465	1	104	4	360	2	69
UNION	15,157	22,270	24,062	6	3,766	4	672	27	6,742	12	3,126	6	2,645	6	651	6	954	8	1,328	2	741
UPSON	64,634	78,784	81,956	9	2,073	9	5,962	48	22,577	28	16,754	22	6,569	21	4,557	20	3,851	32	4,233	10	3,727
WALKER	110,811	127,447	131,047	17	4,659	9	2,645	75	51,173	46	20,260	54	18,485	32	8,333	22	3,259	42	5,810	13	3,098
WALTON	59,280	71,836	74,636	16	4,484	9	3,721	61	24,158	22	16,781	24	9,143	12	3,210	21	2,727	25	2,354	8	2,709
WARE	138,024	170,958	178,403	23	11,065	10	28,035	67	37,177	28	31,697	50	21,261	40	10,694	33	8,039	44	9,437	15	4,809
Waycross	134,111	166,048	173,265	20	10,291	8	27,442	59	36,425	27	31,576	43	19,961	39	10,666	32	8,014	41	9,341	15	4,809
WARREN	8,233	10,259	10,720	3	385	2	261	13	3,132	3	1,940	8	2,294	3	333	4	504	5	355	2	129
WASHINGTON	37,522	46,551	48,600	11	4,577	8	1,726	36	12,867	17	10,686	23	5,327	12	2,347	8	1,613	14	1,933	6	1,676
WAYNE	57,381	78,060	83,031	12	4,384	7	2,727	33	17,392	20	17,919	27	6,870	18	4,400	15	5,033	29	5,932	7	7,800
WEBSTER	3,036	4,877	5,356	1		2	2,223	3	879	1		2	566								
WHEELER	3,874	4,653	4,826	2	662			13	1,706	5	393	7	1,186	3	89	3	121	3	204	1	56
WHITE	24,819	36,573	39,531	3	1,615	6	859	18	5,762	14	12,345	13	3,707	4	164	3	1,102	26	4,066	3	1,143
WHITFIELD	223,114	290,325	306,209	20	9,904	15	20,561	93	75,123	88	49,879	63	28,107	55	15,425	108	39,416	72	22,113	20	9,215
Dalton	193,640	257,930	273,208	19	9,721	13	20,052	63	63,820	65	44,909	47	24,732	47	13,628	86	34,840	59	19,609	18	8,998
WILCOX	8,363	11,943	12,827	3		7	767	16	3,255	4	1,754	11	1,601			2	2,512	5	556	4	576
WILKES	27,186	37,063	39,439	9	2,629	8	1,757	26	12,324	12	10,326	7	2,132	7	1,977	6	1,322	14	1,608	5	1,484
WILKINSON	15,036	25,373	28,183	4	793	4	1,166	26	8,761	4	6,215	11	7,327	1	53	2	979	9	1,135	2	65
WORTH	27,606	35,886	37,823	8	1,993	6	2,188	28	12,553	13	10,241	16	3,927	8	866	6	317	15	1,424	5	1,690

HAWAII RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,294,118	4,931,170	5,393,556	194	114,570	259	951,213	876	1,105,947	291	635,663	415	370,142	733	308,130	444	160,674	1,657	822,692	115	288,755
STANDARD METROPOLITAN STATISTICAL AREAS																					
Honolulu, Hawaii	2,604,207	3,758,224	4,077,136	127	66,517	140	814,640	601	749,199	214	482,954	284	262,762	495	226,665	317	111,712	1,294	651,483	91	220,809
COUNTIES, Cities																					
HAWAII	275,938	547,736	632,409	28	16,836	54	58,223	111	169,479	33	87,604	64	57,691	85	38,432	56	25,991	147	69,558	14	41,428
Hilo	183,782	365,162	421,701	13	7,125	13	36,488	44	100,304	21	80,988	35	36,734	34	22,252	37	30,546	83	42,554	8	34,267
HONOLULU	2,604,207	3,758,224	4,077,136	127	66,517	140	814,640	601	749,199	214	482,954	284	262,762	495	226,665	317	111,712	1,294	651,483	91	220,809
Honolulu	1,905,160	2,654,230	2,857,215	67	35,930	95	568,653	425	435,591	131	326,595	176	161,826	401	193,662	220	86,189	991	507,704	63	136,604
KAUAI	126,399	195,277	214,593	16	11,440	29	26,069	64	68,261	17	18,476	33	20,269	43	10,301	28	6,321	84	31,894	2	4,552
MAUI	287,574	429,933	469,418	23	19,777	36	52,281	100	119,058	27	46,629	34	29,420	110	32,732	43	16,650	132	69,757	9	21,966

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IDAHO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,016,361	4,505,634	4,937,924	536	444,214	256	424,905	968	1,128,692	832	981,666	830	473,005	569	185,114	792	237,887	1,793	445,364	213	177,459
STANDARD METROPOLITAN STATISTICAL AREAS																					
Boise City, Ida.	658,599	1,040,746	1,150,339	91	111,176	23	116,935	134	233,989	144	222,252	101	91,592	95	41,677	156	68,403	306	124,149	31	35,022
COUNTIES, Cities																					
ADA	658,599	1,040,746	1,150,339	91	111,176	23	116,935	134	233,989	144	222,252	101	91,592	95	41,677	156	68,403	306	124,149	31	35,022
Boise City	491,612	742,695	813,525	49	50,399	19	90,627	99	185,114	86	143,053	77	52,426	78	36,484	119	52,644	234	91,855	25	26,386
ADAMS	4,374	5,640	5,986	2	1,286	4	186	5	2,251			5	1,127					7	333	2	301
BANNOCK	239,768	368,487	405,269	39	33,903	13	39,391	64	83,306	58	75,797	68	41,333	42	23,557	69	21,319	111	36,733	12	14,975
Pocatello	227,011	353,922	390,180	30	30,354	12	39,339	54	79,187	49	74,602	56	38,673	41	23,309	60	20,652	97	35,203	9	14,497
BEAR LAKE	17,964	26,965	29,505	4	1,543	4	907	10	8,204	10	7,895	11	3,507	5	1,580	5	975	13	1,860	3	1,480
BENEWAH	21,535	26,600	27,994	5	1,740	4	913	12	7,361	7	7,814	10	3,424	5	561	3	646	27	2,954	2	1,631
BINGHAM	76,122	96,294	101,847	20	11,581	10	4,809	46	28,591	29	28,647	20	6,026	17	3,116	24	2,636	35	6,294	7	2,980
Blackfoot	59,389	76,029	80,604	13	8,271	8	4,206	21	20,240	15	25,034	11	4,715	12	2,484	12	2,073	22	5,088	4	2,168
BLAINE	43,306	76,116	85,925	7	10,256	3	2,147	18	19,967	10	10,961	11	6,682	16	3,985	12	2,697	43	12,109	3	3,297
BOISE	2,852	3,933	4,230	1		2	111	5	1,627			2	446			1		12	1,390		
BONNER	64,107	101,139	111,770	20	9,195	9	3,966	24	31,155	20	22,893	22	11,403	11	2,950	16	4,122	56	12,213	5	3,742
Sandpoint	45,592	71,114	77,495	11	5,660	4	2,741	11	15,304	17	20,925	12	6,642	11	2,950	11	3,877	21	7,651	3	2,886
BONNEVILLE	301,151	364,159	381,648	26	38,244	16	52,007	58	70,482	53	73,726	66	35,588	35	14,825	64	23,677	98	26,653	12	10,889
Idaho Falls	298,809	360,908	378,147	25	38,152	14	51,613	51	69,048	50	73,473	62	35,308	35	14,825	59	23,564	93	25,878	12	10,889
BOUNDARY	20,308	29,487	32,050	8	2,604	3	1,165	13	11,335	8	6,222	8	3,933	5	487	3	616	18	2,371	2	1,382
BUTTE	8,070	11,585	12,563	3	302			7	2,714	3	683	12	4,327	3	481	1	131	11	1,778	1	1,004
CAMAS	785	1,068	1,145	1	243	1	53	2	357			2	260					2	112		
CANYON	274,712	428,819	473,186	43	38,113	17	49,471	84	114,086	94	104,682	57	33,633	52	17,571	74	23,179	119	34,472	12	18,262
Caldwell	100,341	143,700	155,765	18	15,223	6	8,894	26	35,225	36	38,758	26	14,202	13	2,187	29	9,777	40	10,696	3	6,194
Nampa	149,056	249,018	278,461	17	20,459	9	39,953	35	64,093	45	60,340	21	14,888	30	13,572	31	10,670	60	21,762	8	12,068
CARIBOU	20,014	27,680	29,801	7	1,922	3	230	14	8,171	10	7,201	10	6,258	4	1,333	8	711	11	1,470	4	967
CASSIA	72,205	137,573	158,303	17	13,661	14	16,601	21	34,324	26	35,860	25	11,778	15	6,856	19	5,913	42	10,342	7	5,355
Burley	60,455	123,037	143,114	17	13,661	12	12,820	15	32,364	27	33,894	15	9,473	15	5,961	16	4,516	35	9,151	5	4,592
CLARK	1,977	4,610	5,495			1	813			2	2,434	1	887					4	629		
CLEARWATER	26,711	39,243	42,756	7	3,894	4	476	12	15,098	8	10,924	10	2,648	2	1,426	6	672	20	3,439	3	1,149
CUSTER	7,429	14,806	17,125	4	801	2	897	10	6,810	2		4	3,010	2	122			19	2,099	1	1,132
ELMORE	48,450	52,605	53,972	10	4,090	5	2,829	15	12,975	18	16,345	17	5,925	5	623	13	1,905	34	4,551	3	1,165
FRANKLIN	20,817	45,391	53,421	6	3,358	4	2,401	7	10,743	13	12,242	9	8,049	5	1,365	14	6,014	13	2,866	2	1,887
FREMONT	25,702	29,248	30,289	15	3,850	4	768	18	7,293	8	5,843	13	5,701	3	703	6	575	22	2,222	3	1,009
GEM	25,020	26,618	27,192	7	2,555	4	1,151	7	8,538	15	6,648	12	1,872	4	267	13	1,568	15	1,463	4	1,068
GOODING	24,997	41,823	46,752	5	5,250	6	3,798	15	13,234	9	7,755	15	7,476	2	713	6	916	20	3,380	2	1,278
IDAHO	30,353	45,159	49,315	13	4,017	10	1,721	29	14,586	9	7,919	16	6,479	5	1,264	8	2,532	39	4,835	3	[illegible]
JEFFERSON	22,608	36,288	40,229	8	5,348	3	1,289	13	12,106	11	5,769	11	6,982	6	1,173	12	1,470	11	2,560	2	[illegible]
JEROME	24,313	44,033	49,997	6	3,382	5	2,758	11	15,579	5	3,835	13	9,853	9	1,844	10	2,393	24	4,527	2	[illegible]
KOOTENAI	181,789	288,070	318,607	36	32,031	9	20,367	56	81,965	56	56,265	45	34,604	29	7,662	45	9,434	142	33,551	12	[illegible]
Coeur d'Alene	137,009	212,581	234,099	19	21,809	8	17,017	32	53,988	40	48,644	25	23,183	22	7,035	31	8,752	75	20,994	7	[illegible]
LATAH	90,645	114,692	121,276	18	8,948	9	9,252	31	30,776	21	24,145	20	6,354	14	4,754	27	7,913	57	11,798	10	5,875
Moscow	80,693	102,555	108,537	12	8,765	3	8,984	17	26,943	17	23,508	12	5,474	12	2,995	24	7,655	30	9,159	7	5,599
LEMHI	17,823	30,737	34,565	7	2,684	3	1,741	10	9,485	10	4,409	8	3,644	6	2,573	10	1,324	28	4,277	2	482
LEWIS	10,053	15,527	17,084	4	2,137	1		9	6,758	3	993	7	1,876	3	770	4	142	17	1,922	2	421
LINCOLN	2,683	3,916	4,261	1	173	2	346	5	1,054	2	592	3	838	1	59	2	77	10	744	1	159
MADISON	57,799	71,972	75,873	10	10,461	5	3,574	13	18,002	5	12,168	10	6,404	12	5,218	17	5,663	16	3,462	3	3,104
MINIDOKA	38,508	57,844	63,291	6	4,106	4	1,302	16	16,754	16	19,757	14	8,295	7	1,783	9	1,838	29	4,562	3	1,631
NEZ PERCE	168,610	214,827	227,548	19	15,214	11	38,084	38	46,429	33	45,616	29	14,646	28	8,886	42	12,650	93	21,279	10	11,019
Lewiston	166,987	213,308	226,035	19	15,214	11	38,084	32	45,525	33	45,616	26	14,350	28	8,886	41	12,613	88	21,071	10	11,019
ONEIDA	6,986	9,862	10,660	2		3	547	2	1,461	4	2,645	11	1,864			3	450	6	1,004	1	1,115
OWYHEE	10,978	16,364	17,877	4	4,201	6	2,265	6	3,301	3	637	13	3,061			2	168	14	1,955	2	623
PAYETTE	27,541	29,500	30,180	9	2,918	1	247	19	7,996	11	7,268	13	4,272	3	354	15	1,827	21	1,993	4	716
POWER	10,617	16,364	18,001	5	493			7	6,452	4	3,822	3	2,181	5	777	4	151	9	1,760	2	981
SHOSHONE	51,173	110,611	130,388	10	6,283	4	1,098	25	40,518	20	23,921	20	22,468	9	4,107	11	4,161	61	11,525	10	5,218
Kellogg	25,353	53,728	60,833	3	2,164	1	327	10	15,684	9	19,842	7	8,753	4	1,955	6	2,046	14	2,920	4	2,274
Wallace	16,733	38,055	43,383		3,124		527		17,272		3,952		4,556		1,942		834		7,819		3,016
TETON	6,574	11,383	12,811	2	2,207	2	427	8	3,115	3	1,999	6	1,203	2	52	1	190	9	1,122	1	870
TWIN FALLS	210,236	320,509	351,996	39	30,278	14	33,507	45	63,129	50	79,251	60	32,927	33	18,715	44	17,605	107	28,275	16	18,399
Twin Falls	189,794	295,836	336,143	29	27,548	11	32,300	26	56,466	41	75,895	36	26,773	29	17,904	39	16,963	77	26,234	13	18,013
VALLEY	18,655	39,155	45,755	4	7,914	3	2,165	10	7,957	8	5,309	10	5,980			7	597	25	5,725	2	3,069
WASHINGTON	21,442	28,186	30,032	5	1,852	5	2,190	14	8,658	11	8,522	7	2,189	9	923	6	627	17	2,606	4	1,030

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	39,215,003	51,321,463	54,850,127	4,117	2,539,171	2,319	6,607,981	8,897	10,996,280	5,379	9,613,087	7,815	5,467,731	7,065	2,838,364	6,334	2,445,347	20,704	5,327,725	2,645	1,934,425
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bloomington-Normal, Ill.	447,034	559,746	599,350	72	45,543	27	69,291	72	108,852	74	95,564	119	90,741	74	29,514	71	24,269	200	59,945	19	16,134
Champaign-Urbana-Rantoul, Ill.	609,900	720,240	761,776	69	49,472	31	105,854	93	136,700	86	122,386	116	80,790	102	32,002	111	34,325	259	85,940	26	24,033
Chicago, Ill.	25,207,565	33,302,357	35,445,842	1,815	1,259,055	1,114	4,349,405	5,247	8,838,360	2,160	5,853,407	3,741	3,195,412	4,441	2,101,873	3,424	1,622,321	12,465	3,582,725	1,651	1,348,048

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) · NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Davenport-Rock Island-Moline, Iowa-Ill.	1,422,385	1,882,090	2,029,670	151	112,958	70	286,842	246	393,255	229	383,351	315	233,101	225	75,870	237	90,705	780	208,497	77	72,611
Decatur, Ill.	507,583	623,294	665,456	61	47,371	29	99,164	81	131,812	89	134,832	71	63,720	74	26,315	77	29,020	199	57,120	22	15,944
Kankakee, Ill.	344,020	410,753	435,745	46	33,662	24	52,339	39	87,569	78	91,939	72	43,751	55	15,334	43	15,199	205	44,448	23	16,753
Peoria, Ill.	1,424,152	1,733,344	1,845,730	148	113,201	76	265,529	278	363,189	238	362,005	292	171,904	175	63,660	227	82,303	642	161,673	75	45,596
Rockford, Ill.	947,762	1,279,292	1,389,296	105	86,148	54	214,396	198	286,825	160	217,970	233	152,899	141	43,293	161	76,504	441	135,174	46	44,076
St. Louis, Mo.-Ill.	7,981,038	10,528,761	11,211,302	742	475,935	416	1,647,894	2,093	2,550,372	1,365	2,035,854	1,789	1,279,092	1,235	438,225	1,300	471,555	3,841	1,034,824	536	329,011
Springfield, Ill.	749,853	911,490	969,697	78	90,155	39	149,657	136	190,782	109	150,899	157	95,152	133	45,535	121	36,078	376	90,061	50	40,633
COUNTIES, Cities																					
ADAMS	230,410	297,208	319,678	28	13,178	14	41,746	52	69,428	49	60,165	56	25,342	45	16,256	58	17,206	162	30,786	12	12,376
Quincy	203,983	264,905	285,286	19	16,568	10	40,058	33	65,164	34	43,421	34	22,105	40	15,366	50	14,891	134	27,339	12	12,376
ALEXANDER	34,636	52,621	58,431	3	1,282	8	6,840	18	11,971	10	8,247	21	14,343	16	1,479	4	1,536	36	7,901	4	1,354
Cairo	27,505	43,079	46,973	1	522	4	3,811	12	9,816	6	7,309	15	13,033	13	1,445	3	1,198	22	5,351	4	1,354
BOND	37,204	48,715	52,551	13	3,607	8	2,119	12	10,943	12	10,047	26	12,221	10	1,721	13	1,374	26	5,546	3	1,477
BOONE	73,706	97,456	105,336	13	8,823	6	3,415	20	26,799	19	23,246	26	18,157	11	2,576	13	3,725	38	9,742	4	2,790
Belvidere	61,860	81,015	87,397	9	7,000	4	2,965	14	20,566	15	22,214	20	14,476	11	2,576	11	3,146	28	7,000	3	2,644
BROWN	10,358	12,270	12,982	6	1,511	2	523	4	4,329	6	2,178	7	1,455	3	364	4	494	8	1,066	2	412
BUREAU	114,743	137,576	145,913	24	7,536	13	14,730	38	29,003	39	39,254	47	21,382	28	3,595	32	5,569	102	11,863	8	4,219
Spring Valley	21,999	26,101	27,126	4	779	1	1,087	8	6,445	5	10,676	8	3,745	9	542	6	989	16	1,081	1	505
CALHOUN	12,290	14,294	15,068	3	725	5	456	15	3,136	8	2,444	11	4,725	1	165	4	221	23	2,488	2	307
CARROLL	38,109	48,266	51,737	17	2,837	4	1,106	19	10,251	13	9,350	18	8,736	13	1,458	16	2,039	55	6,912	4	1,445
CASS	38,786	46,811	49,715	12	3,705	4	951	19	11,301	18	12,927	24	7,173	8	1,208	14	2,407	40	4,788	5	1,920
Beardstown	23,171	29,422	30,985	6	2,045	2	748	6	7,164	8	5,240	13	5,607	5	1,016	5	1,813	24	3,172	3	1,593
CHAMPAIGN	409,900	720,240	761,776	69	49,472	31	105,854	93	136,700	86	122,386	116	80,790	102	32,002	111	34,325	259	85,940	26	24,833
Champaign	305,9[illegible]9	407,825	384,343	18	16,464	10	54,907	30	58,588	34	73,548	39	33,668	61	23,291	58	24,398	116	44,391	11	14,406
Urbana	76,739	96,150	102,845	9	5,771	4	11,226	16	17,531	10	10,917	24	15,013	12	4,630	18	5,786	53	17,160	5	2,209
CHRISTIAN	105,385	133,530	143,126	28	11,204	11	8,099	34	39,915	30	25,750	42	16,674	30	8,049	28	7,807	82	9,383	13	4,682
Taylorville	62,770	70,816	86,888	9	5,551	4	6,103	11	20,936	15	18,174	14	7,444	17	5,611	19	6,662	34	5,514	7	3,185
CLARK	45,387	5[illegible],368	56,379	15	3,068	5	1,377	16	13,066	15	10,150	26	14,377	7	583	16	1,038	35	4,426	7	1,168
Casey	15,551	18,195	18,856	4	1,032	1	300	4	5,609	3	3,687	10	3,151	5	420	4	515	10	715	2	351
CLAY	43,106	58,696	63,816	14	4,609	12	3,128	19	19,303	26	13,416	16	5,922	15	2,905	16	2,407	22	3,769	2	1,515
Flora	30,682	41,760	44,529	6	3,256	7	2,641	8	11,465	16	11,009	8	3,873	13	2,630	10	1,982	13	2,304	1	982
CLINTON	71,666	103,451	113,739	28	22,462	7	3,994	41	24,235	23	20,134	24	11,105	17	3,976	24	4,547	79	10,626	7	2,086
COLES	191,065	233,018	248,130	24	11,672	14	31,146	39	47,403	53	55,762	42	30,152	42	10,185	44	10,783	88	19,686	13	9,821
Charleston	56,382	77,134	83,962	8	3,725	3	4,664	12	22,819	16	16,472	15	10,322	13	2,824	11	2,022	36	9,311	6	2,485
Mattoon	114,998	134,972	142,554	10	4,793	6	19,975	20	23,923	31	33,742	20	17,436	27	6,922	26	8,072	41	9,656	7	7,336
COOK	18,476,595	24,431,861	26,111,991	1,190	730,212	847	3,361,085	4,262	5,116,732	1,399	3,868,684	2,594	2,231,620	3,457	1,734,263	2,435	1,209,070	9,840	2,784,913	1,329	1,027,479
Arlington Heights	255,517	304,593	322,708	13	8,599	6	25,940	24	45,066	16	104,862	38	27,279	23	7,460	35	20,177	70	30,654	14	12,915
Bartlett	7,325	5,412	4,934	4	228	1	280	4	1,208			6	1,995	1	144			6	301	2	349
Buffalo Grove	26,870	18,862	16,860	4	1,233			6	3,587	4	235	2	882	7	657	8	2,047	4	568	2	766
Chicago	8,959,584	12,113,808	13,148,579	565	310,238	466	1,552,700	2,809	2,616,131	636	1,493,663	1,213	1,003,914	1,929	902,738	1,197	607,984	6,211	1,529,052	844	566,418
Des Plaines	248,370	359,132	395,012	19	11,780	7	39,982	36	75,898	26	95,597	52	51,970	34	16,927	21	3,084	105	46,859	15	15,180
Elk Grove Village	103,463	194,387	224,864	8	4,608	2	6,663	15	51,440	6	117,655	12	9,023	8	2,673	12	5,148	26	12,733	5	3,187
Hanover Park	59,569	81,031	87,485	4	2,081	4	21,668	8	11,980	2	6,655	8	8,727	15	5,296	9	1,223	40	13,592	3	2,896
Hoffman Estates	52,395	102,522	117,204	4	1,499	3	7,256	10	31,172	6	5,573	10	27,190	7	5,154	6	782	16	7,550	4	5,794
Mount Prospect	271,494	347,000	372,606	17	22,361	11	73,564	34	66,473	9	67,738	27	22,613	42	34,016	40	24,103	60	26,712	10	10,357
Palatine	86,977	138,154	151,826	9	9,141	8	14,165	15	37,360	10	5,438	17	17,930	16	4,976	17	9,078	36	13,125	6	8,007
Prospect Heights	17,524	13,536	11,692	2	106	4	183	6	2,792	2	482	8	4,015	1	43	5	1,523	8	367	2	132
Rolling Meadows	81,953	158,948	184,974	1	4,456	4	24,740	10	47,225	3	1,301	12	22,804	4	6,503	11	14,845	32	19,404	6	6,322
Schaumberg	565,774	811,234	890,892	12	11,631	11	252,248	46	108,431	19	170,992	30	32,727	95	93,892	49	63,298	78	48,861	10	13,994
Streamwood	25,826	33,721	36,360	3	1,517	2	5,319	5	8,475	4	2,540	8	5,871	5	3,175	5	2,591	15	3,359	3	2,820
Wheeling	105,536	150,559	165,143	9	10,998	2	4,949	19	45,500	12	38,401	21	11,579	10	3,733	16	14,381	46	21,016	5	2,854
CRAWFORD	57,622	78,192	84,962	10	4,770	8	6,113	14	24,452	19	16,825	21	10,839	16	2,066	16	2,790	29	4,329	6	3,521
Robinson	41,296	55,597	59,172	7	4,482	5	4,764	6	16,267	11	13,267	10	4,301	13	1,691	8	1,530	17	3,596	4	2,831
CUMBERLAND	19,769	24,556	26,220	9	2,339	4	250	8	5,189	9	4,385	13	6,980	4	363	5	2,094	11	1,917	2	136
DE KALB	210,766	272,567	295,446	40	21,863	15	22,287	58	60,910	48	61,620	63	33,345	47	15,446	46	12,330	141	31,621	15	9,807
De Kalb	111,902	139,542	149,130	13	12,772	5	10,833	24	35,879	15	19,907	24	15,739	26	9,770	21	4,547	64	18,732	6	5,599
DE WITT	64,032	74,850	78,981	15	6,960	6	1,772	13	16,846	17	19,771	17	12,963	17	1,926	15	2,887	42	8,795	5	1,227
Clinton	45,167	53,23[illegible]	55,249	9	4,836	3	1,444	9	12,696	13	14,949	9	9,277	11	1,373	7	1,018	22	5,995	4	853
DOUGLAS	73,885	95,081	102,523	16	4,922	8	1,425	20	21,136	21	14,894	25	25,091	16	8,633	18	10,849	33	6,067	6	4,063
DU PAGE	2,783,504	3,804,387	3,975,233	201	202,379	86	385,407	322	683,870	197	797,098	352	370,479	324	147,149	334	183,200	770	327,965	118	138,931
Wheaton	124,113	167,871	182,217	15	13,844	6	1,667	24	42,133	11	47,013	22	18,241	31	11,790	20	9,726	34	9,252	9	9,876
EDGAR	60,160	71,993	76,313	19	5,008	11	10,305	17	18,199	16	16,695	25	8,216	16	2,257	9	2,427	45	5,278	6	2,210
Paris	44,298	54,294	56,793	10	2,902	8	8,014	13	14,711	10	10,497	11	5,451	15	2,143	7	1,987	28	4,071	5	1,912
EDWARDS	18,902	26,635	29,145	14	4,337	4	259	10	7,320	12	7,445	12	2,601	6	694	11	1,402	14	1,479		
EFFINGHAM	151,889	207,188	225,351	22	19,601	16	16,274	22	35,612	34	39,041	48	59,924	32	7,341	34	10,663	61	19,760	5	2,249
Effingham	127,522	171,536	186,047	13	10,800	12	15,813	10	32,379	23	32,953	32	51,914	28	6,115	15	5,681	39	15,841	5	2,249
FAYETTE	66,379	81,685	87,073	20	6,928	11	8,237	27	21,311	26	12,413	27	11,490	12	2,741	18	2,072	37	6,402	4	2,875
FORD	31,073	57,809	60,629	9	4,793	5	2,281	20	15,231	21	12,018	29	9,459	9	2,187	17	1,066	28	4,846	6	1,762
Paxton	15,583	18,528	19,264	2	935	3	748	6	5,632	6	2,297	9	3,750	4	849	4	235	8	1,697	4	1,022
FRANKLIN	113,105	154,248	167,746	28	9,139	20	7,199	62	48,277	47	39,520	40	16,305	38	7,281	34	8,527	77	11,529	13	4,525
Benton	45,290	60,258	64,000	9	2,634	6	3,584	13	17,658	19	22,055	10	4,406	13	2,471	8	3,119	22	3,153	3	1,302
West Frankfort	39,412	56,698	61,019	7	3,281	5	2,331	23	19,504	18	9,193	12	6,782	11	2,061	17	3,980	19	3,626	4	1,659
FULTON	117,406	145,100	154,841	30	11,712	20	9,207	42	40,580	40	33,636	48	17,291	27	7,039	37	8,163	77	11,062	11	3,694
Canton	68,452	80,891	85,547	7	2,900	6	8,218	13	20,269	18	19,765	17	9,612	16	5,927	21	5,040	28	5,276	4	2,160
GALLATIN	17,408	21,579	23,033	8	2,715	2	1,036	8	5,087	9	4,501	14	2,938	5	879	5	1,878	14	1,060	4	901
GREENE	34,499	40,425	42,675	14	2,804	6	1,029	24	13,099	14	7,559	21	6,255	13	1,336	16	1,681	34	2,807	7	1,887
GRUNDY	100,062	139,213	151,957	20	7,243	6	12,841	21	33,229	20	32,983	34	27,501	15	2,655	22	4,596	72	15,948	10	5,327
Morris	67,021	93,713	100,386	6	3,624	4	9,666	10	23,742	13	22,699	13	14,591	9	2,381	11	3,291	34	8,393	5	4,286
HAMILTON	22,145	27,018	28,748	6	2,347	8	1,772	10	7,016	9	6,433	14	4,197	3	320	2	608	8	733	2	1,190
HANCOCK	41,206	54,214	58,533	22	4,735	7	957	25	13,936	25	16,134	30	6,943	13	972	20	2,428	48	5,329	9	1,731
HARDIN	7,653	9,407	10,024	3	381	3	375	12	4,194	4	1,178	8	1,841	1	149	3	356	12	728	1	178
HENDERSON	10,447	11,277	11,720	6	1,189	2	191	11	1,950	8	2,423	10	2,960			5	415	22	1,791		
HENRY	170,987	202,050	213,677	42	11,738	18	12,769	40	49,081	45	43,114	59	37,639	41	10,907	34	7,610	113	18,852	9	7,175
Kewanee	62,571	74,874	79,359	15	3,154	4	10,544	16	20,638	14	11,859	16	8,152	20	7,588	12	3,930	39	5,555	4	4,110
IROQUOIS	90,0[illegible]5	104,6[illegible]5	110,270	24	8,225	9	4,751	29	25,248	31	22,050	45	19,131	19	3,165	28	4,467	88	10,651	7	1,961
Watseka	38,794	44,672	46,141	7	3,136	5	4,409	10	11,859	11	8,394	8	3,758	11	2,562	7	2,357	20	3,431	3	1,455

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JACKSON	241,587	313,808	338,192	32	17,306	16	58,861	51	54,940	43	59,360	48	24,259	39	13,474	40	10,715	121	32,600	12	7,266
Carbondale	179,824	237,273	256,386	11	5,162	8	51,528	23	35,953	20	46,900	24	15,447	31	12,191	20	6,121	70	25,292	8	6,283
Murphysboro	39,805	45,231	47,468	13	5,549	5	5,476	11	12,130	13	5,738	11	4,838	8	1,283	11	1,440	20	3,393	4	983
JASPER	28,248	31,313	32,710	12	5,458	4	1,168	12	7,569	8	8,070	15	2,009	4	716	7	993	17	1,378	2	679
JEFFERSON	129,747	224,245	255,322	23	13,198	17	41,378	36	51,318	37	52,117	37	28,238	18	5,662	39	17,021	55	19,597	8	7,178
Mount Vernon	119,293	207,766	236,892	17	10,864	16	39,765	25	48,759	32	51,938	28	26,342	17	5,451	34	10,681	45	18,856	8	7,178
JERSEY	42,442	56,761	61,486	4	3,207	5	2,226	21	15,137	14	16,674	17	6,004	9	2,897	10	2,423	40	5,808	4	1,966
JO DAVIESS	43,939	64,313	70,901	20	6,221	8	1,314	23	13,134	10	11,793	24	9,067	12	755	11	1,038	89	12,425	6	2,232
East Dubuque	NO DATA AVAILABLE FOR THIS CITY																				
JOHNSON	18,556	27,759	30,733	5	779	5	1,613	23	10,570	7	5,369	12	4,254	5	561	3	551	13	1,577	3	652
KANE	1,094,895	1,350,373	1,398,491	110	88,567	49	200,303	163	260,008	126	254,162	220	147,622	184	60,551	184	6[illegible],378	407	120,506	52	44,468
Aurora	421,163	533,989	572,428	35	20,610	16	127,430	65	88,617	41	117,614	78	54,219	96	36,025	70	28,3[illegible]8	129	35,578	21	18,790
Elgin	333,904	410,283	437,160	26	30,734	11	54,234	31	77,032	35	95,146	54	31,752	32	12,623	39	20,333	87	28,444	13	17,034
KANKAKEE	344,020	410,753	435,745	46	33,662	24	52,339	59	87,569	78	91,939	72	43,751	55	15,334	43	15,199	205	44,448	23	16,753
Kankakee	204,826	224,455	233,937	14	8,065	11	46,740	24	43,744	35	47,416	31	15,219	38	13,251	23	10,759	84	18,738	15	12,032
KENDALL	63,534	84,276	91,139	14	9,359	2	3,003	10	25,848	20	11,928	26	13,385	12	3,083	14	4,833	40	10,128	4	4,727
KNOX	236,349	274,153	288,889	37	17,918	20	35,700	59	60,438	47	54,649	64	33,882	55	13,180	63	15,769	142	23,492	15	10,449
Galesburg	196,410	230,067	242,876	17	11,343	12	34,592	29	50,252	30	47,001	41	23,128	44	12,136	44	14,608	88	19,220	12	10,287
LAKE	1,565,211	2,091,943	2,268,471	144	134,356	64	250,704	229	434,764	210	522,795	278	237,086	299	107,666	259	104,212	742	203,973	73	74,203
North Chicago	26,155	35,049	37,979	3	1,725			6	7,624	6	1,453	11	6,884	2	1,062	2	669	55	11,319	1	1,131
Waukegan	374,307	444,083	449,825	22	15,860	15	80,016	45	78,044	44	98,804	43	34,356	85	29,651	52	22,147	139	34,544	15	15,075
LA SALLE	427,010	559,272	604,682	64	34,998	42	67,706	118	129,700	88	119,507	123	84,003	92	25,546	116	28,539	335	58,057	31	16,197
La Salle	44,902	106,723	47,913	6	451	5	5,366	14	10,288	8	7,542	19	8,759	11	1,626	13	2,005	49	4,400	3	900
Oglesby	8,058	9,841	10,287	2	234	2	433	7	3,107	1	41	5	1,119	6	1,105	7	1,520	17	1,776	2	620
Ottawa	126,457	185,987	205,205	16	12,203	8	13,172	23	39,335	21	50,630	31	35,193	17	7,775	23	8,975	72	16,161	8	8,173
Peru	90,000	135,020	149,549	3	6,467	5	38,407	16	33,873	11	26,071	11	13,014	14	5,231	16	7,118	40	11,064	3	1,686
Streator	86,210	97,307	101,981	11	6,859	7	5,371	29	24,068	24	22,841	22	9,157	23	7,973	24	4,684	64	10,533	7	2,788
LAWRENCE	34,899	43,767	46,823	9	2,475	5	1,825	18	11,608	12	7,368	23	8,140	12	2,493	11	3,264	31	3,618	6	1,651
Lawrenceville	23,965	30,151	31,697	3	1,022	2	1,104	8	7,361	8	5,746	14	5,567	9	2,369	5	3,141	22	2,434	3	1,107
LEE	94,271	123,489	133,233	18	8,579	14	8,997	29	34,173	27	23,804	33	12,803	17	5,585	26	5,610	82	15,240	8	3,934
Dixon	66,943	89,[illegible]74	96,770	10	6,868	8	8,214	16	27,482	14	9,175	20	8,237	14	5,146	16	4,535	47	11,029	5	3,271
LIVINGSTON	123,707	152,455	162,5[illegible]	34	6,731	19	15,977	29	40,441	37	32,292	45	20,050	30	6,043	35	5,554	86	13,974	9	2,343
Pontiac	58,906	72,887	77,[illegible]4	13	2,517	8	12,748	9	19,404	11	11,251	14	8,225	16	4,081	9	3,154	32	7,843	2	1,181
LOGAN	101,864	120,165	127,048	27	8,481	13	10,342	31	28,630	27	25,632	43	19,456	21	5,260	31	5,012	69	12,989	7	3,236
Lincoln	81,605	96,185	101,678	14	5,791	11	9,425	18	23,725	18	20,464	22	13,050	18	4,826	23	4,266	40	10,763	5	3,060
MCDONOUGH	124,013	138,075	144,385	27	10,466	16	14,211	25	29,148	21	26,607	44	15,917	33	7,580	29	7,011	69	16,070	9	4,154
Macomb	95,522	109,290	114,855	13	4,057	11	13,476	12	23,361	10	22,982	27	10,067	25	6,195	15	5,257	47	14,655	7	3,232
MCHENRY	483,680	649,507	705,695	81	46,823	20	46,172	100	141,209	89	197,061	108	76,724	86	23,886	84	20,266	275	55,471	24	24,808
Crystal Lake	105,869	180,463	204,898	11	13,538	6	31,740	17	40,581	12	29,718	21	20,241	28	13,945	25	7,116	34	12,027	3	7,485
Woodstock	66,389	86,883	93,724	13	10,781	2	5,888	12	19,541	6	13,286	14	15,022	12	2,741	12	5,765	35	6,861	4	3,249
MCLEAN	447,034	559,746	599,350	72	45,543	27	69,291	72	109,852	74	95,564	119	90,741	74	29,514	71	24,269	200	59,945	19	16,134
Bloomington	317,955	429,174	417,332	32	24,298	14	65,741	37	71,690	45	82,039	52	36,545	53	25,243	43	18,497	123	40,371	12	14,902
Normal	54,166	85,506	95,662	5	3,628	2	1,811	9	23,726	2	1,358	19	28,458	12	2,772	16	4,450	29	13,484	4	800
MACON	507,383	623,294	665,456	61	47,371	29	99,164	81	131,812	89	134,832	71	63,720	74	26,315	77	29,020	199	57,120	22	15,944
Decatur	467,524	549,328	580,182	38	34,327	26	96,672	61	108,617	74	120,498	55	52,500	67	24,913	60	25,788	162	50,054	21	15,769
MACOUPIN	123,380	172,351	188,298	36	16,797	18	8,988	54	45,768	37	45,266	59	23,161	34	4,965	35	6,510	116	15,433	17	5,979
MADISON	840,716	1,265,463	1,404,409	101	78,443	52	145,300	238	342,765	172	306,881	222	177,412	107	36,001	156	52,600	453	119,469	67	43,140
Alton	173,962	262,317	290,870	14	24,206	10	43,806	34	63,009	36	60,096	37	22,712	19	6,130	27	13,294	83	24,487	16	9,273
East Alton	44,166	64,483	71,063	3	2,057	4	17,642	11	19,927	14	9,350	10	4,599	12	3,694	8	2,601	17	4,995	2	3,338
Edwardsville	57,998	73,326	78,569	8	6,631	7	3,809	17	18,596	10	17,360	15	8,841	12	3,456	12	2,264	37	8,562	4	3,396
Wood River	69,549	94,733	103,005	3	9,656	1	9,509	17	13,841	11	40,266	9	8,528	8	2,731	8	4,480	29	7,383	4	1,839
MARION	163,266	213,913	231,332	30	10,012	19	23,274	51	53,293	49	46,650	61	27,689	40	12,994	41	10,019	98	18,001	12	5,687
Central City		43,440	54,300		2,047		6,652		15,172		17,560		7,840		834		1,207		1,842		6
Centralia	102,162	140,706	155,658	13	7,021	7	13,844	18	29,413	23	27,615	25	15,509	29	12,093	21	8,339	52	14,737	9	5,681
MARSHALL	30,122	32,860	34,216	11	4,250	5	1,696	14	8,296	9	7,113	17	4,419	10	1,050	7	593	31	3,514	3	1,411
MASON	49,939	51,388	52,899	16	4,292	9	3,551	20	13,104	16	9,230	24	7,680	10	945	10	1,874	53	5,064	4	1,117
MASSAC	38,146	47,929	51,289	8	3,064	7	2,612	17	11,340	19	11,341	16	9,080	9	1,173	7	944	29	4,868	5	2,406
MENARD	23,710	25,435	26,397	5	2,781	6	835	13	6,912	6	4,682	12	5,932	4	749	6	388	16	2,205	3	949
MERCER	35,111	43,882	46,917	15	2,910	4	1,021	19	10,269	13	7,796	24	11,494	12	1,959	15	2,029	36	3,775	6	961
MONROE	39,222	51,465	55,541	10	6,114	6	2,230	19	14,672	14	12,790	13	4,565	7	1,269	10	1,650	44	5,346	4	1,414
MONTGOMERY	97,993	118,434	125,787	21	5,980	14	10,788	35	28,821	47	29,807	48	17,486	33	4,792	17	4,1[illegible]	79	10,886	10	3,635
Litchfield	42,293	52,311	54,816	7	2,601	3	5,546	9	11,723	18	11,151	16	7,673	13	2,087	9	2,884	18	4,575	4	1,691
MORGAN	147,610	173,505	183,423	27	11,272	14	20,788	28	40,682	39	40,222	39	20,072	26	7,288	36	5,772	69	14,567	13	7,779
Jacksonville	129,196	147,469	154,909	17	9,336	10	20,169	14	31,670	26	34,265	25	15,982	22	6,516	26	4,602	53	12,549	12	7,502
MOULTRIE	27,241	29,941	31,219	6	2,094	4	1,037	13	6,362	14	7,424	15	4,861	8	1,015	10	1,257	24	3,473	4	1,468
OGLE	102,500	138,493	150,329	29	10,579	13	5,022	36	38,032	29	30,730	49	22,316	23	4,806	34	4,296	88	14,369	11	4,122
PEORIA	875,186	1,099,338	1,177,915	76	70,518	50	215,816	144	198,312	114	185,066	147	90,638	116	46,550	128	55,348	410	108,898	45	29,248
Peoria	721,819	859,786	910,500	43	52,167	36	205,130	84	116,941	81	156,141	91	56,318	84	31,391	96	50,266	275	70,668	29	19,952
PERRY	53,895	87,426	98,326	15	6,951	10	6,044	22	28,457	15	13,013	21	15,375	19	3,874	14	3,585	33	7,647	6	4,748
Du Quoin	33,055	54,061	59,312	7	3,795	6	3,741	9	17,424	9	8,505	10	6,311	12	2,421	9	2,540	15	5,449	4	3,434
Pickneyville	19,204	32,498	35,822	6	2,982	4	2,303	8	9,799	4	4,177	8	8,140	7	1,453	4	999	12	1,882	2	1,314
PIATT	41,734	46,419	48,517	8	2,018	5	1,443	13	12,081	15	18,678	17	5,124	8	489	11	1,937	27	3,049	4	1,244
PIKE	45,638	53,966	57,073	18	9,071	10	1,965	27	12,326	19	11,232	29	8,576	12	1,525	9	1,297	37	4,260	5	1,973
POPE	4,189	5,506	5,944	1	362	1	356	7	1,485	3	1,992	2	403	2	45	1	245	4	553	1	67
PULASKI	12,219	15,800	17,001	7	1,358	2	965	19	5,439	5	2,702	16	3,094	5	213	4	376	16	1,139	4	438
PUTNAM	10,360	19,720	22,868	7	1,569			6	6,853	3	3,193	9	5,478	3	58	2	465	15	1,483	1	380
RANDOLPH	87,162	121,202	132,310	22	9,085	20	8,187	33	33,017	30	30,944	42	16,551	22	3,212	25	6,174	75	10,880	10	3,563
RICHLAND	61,575	89,075	98,041	11	9,478	9	5,950	17	24,8[illegible]	18	18,104	20	11,465	14	4,728	25	4,503	21	6,619	4	1,811
Olney	52,707	73,545	80,317	9	8,728	8	5,225	8	14,971	14	18,027	16	8,350	13	4,354	18	4,079	18	5,993	4	1,811
ROCK ISLAND	636,533	801,717	858,518	52	45,196	29	122,217	109	165,525	118	180,420	118	76,828	93	29,734	91	29,957	362	94,308	32	30,281
East Moline	62,997	76,733	81,617	4	1,012	3	1,091	12	27,180	16	21,406	16	10,604	9	2,521	6	966	48	7,314	4	4,337
Moline	297,495	372,684	398,653	20	11,228	13	98,242	39	57,169	37	71,766	36	22,737	50	16,825	43	19,592	121	36,557	10	15,149
Rock Island	136,440	376,820	178,517	14	5,986	4	21,496	29	27,713	37	43,738	28	17,006	1[illegible]	5,771	24	7,162	95	23,568	11	8,371
ST. CLAIR	813,618	1,068,451	1,154,348	74	49,364	43	234,557	215	243,818	165	199,157	166	106,152	14[illegible]	53,471	133	44,504	479	105,681	65	29,999
Belleville	258,899	365,604	400,242	16	17,986	8	56,310	30	65,765	58	123,369	36	28,213	3[illegible]	14,594	51	18,246	113	28,982	21	10,525
SALINE	88,350	130,456	144,080	20	8,498	11	13,493	30	39,941	26	22,104	39	13,842	2[illegible]	5,459	26	8,571	43	9,260	14	6,381
Eldorado	24,799	37,677	40,897	1	1,243	3	3,318	6	13,230	9	7,157	11	5,003	6	1,057	8	3,524	10	1,872	4	2,508
Harrisburg	51,820	75,072	82,602	13	4,418	5	8,788	13	22,516	15	13,803	13	5,564	13	3,610	13	4,139	25	5,737	9	3,548

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SANGAMON	726,143	886,055	943,300	73	87,374	33	148,822	123	183,870	103	146,217	145	89,220	129	44,786	115	35,690	360	87,856	47	39,684
Springfield	568,520	713,697	763,748	44	77,139	22	116,117	83	146,536	58	125,573	96	71,627	93	34,782	79	29,256	246	69,439	38	36,897
SCHUYLER	20,920	25,418	27,023	5	1,639	3	3,362	8	5,223	8	4,927	15	4,453	8	1,754	10	1,579	14	1,650	4	748
SCOTT	14,004	15,053	15,631	8	1,166	2	725	7	2,977	7	6,649	11	1,918	7	476	1	154	19	1,219	2	123
SHELBY	51,123	60,544	64,048	21	3,710	6	2,485	21	13,738	17	13,840	26	10,482	10	1,929	10	2,123	45	4,105	5	1,510
Shelbyville	28,630	33,522	34,745	6	1,029	6	2,485	6	8,167	8	8,465	7	3,635	8	1,580	4	982	18	2,263	5	1,510
STARK	12,145	12,651	13,053	9	1,628	3	153	12	3,308	9	4,090	6	624	3	64	4	120	13	1,287	2	152
STEPHENSON	150,954	197,694	213,320	27	13,584	14	30,729	44	48,492	37	41,589	40	21,142	22	6,775	43	9,871	89	17,360	6	7,682
Freeport	133,568	171,614	184,433	18	8,548	12	29,748	29	43,461	26	33,903	27	16,984	20	6,c36	35	8,026	58	13,980	5	7,650
TAZEWELL	453,165	532,021	562,119	46	30,567	20	48,339	99	142,035	103	138,387	113	69,861	45	16,004	78	21,718	187	46,042	24	15,154
Pekin	195,957	220,148	230,512	10	4,457	7	23,968	31	64,027	41	51,727	42	23,554	29	7,920	24	9,810	47	15,663	9	6,225
UNION	41,498	57,064	62,143	10	3,161	8	1,605	25	17,304	13	17,119	22	8,105	13	2,250	10	2,152	28	3,894	5	1,686
VERMILION	307,695	367,494	389,463	49	22,523	23	48,126	73	87,884	72	72,263	93	42,253	50	19,863	65	16,679	185	35,889	23	14,758
Danville	208,630	253,337	269,345	20	14,289	11	42,648	37	50,562	35	44,816	43	25,801	36	17,278	32	11,066	99	26,894	15	12,726
Hoopeston	26,525	30,959	32,067	7	1,465	3	2,842	7	9,363	11	5,880	11	2,753	7	2,100	8	1,315	18	2,681	4	970
WABASH	41,693	59,886	65,790	9	4,111	4	2,340	10	14,494	15	17,638	18	7,471	13	3,005	10	2,139	19	4,979	3	1,556
Mount Carmel	40,601	59,147	63,784	8	3,674	4	2,340	8	13,839	15	17,638	15	6,725	13	3,005	10	2,139	18	4,919	3	1,556
WARREN	69,416	79,269	83,287	15	3,785	12	7,596	16	17,864	23	24,708	25	8,343	21	3,158	14	3,586	41	6,602	5	2,794
Monmouth	58,252	67,086	70,600	8	2,502	8	5,773	10	16,381	18	20,860	16	6,528	16	3,024	10	3,198	33	5,980	4	2,392
WASHINGTON	29,522	37,308	39,975	14	3,979	4	1,649	22	10,366	6	11,113	11	3,415	8	893	11	1,324	38	3,015	4	1,333
Wamac	NO DATA AVAILABLE FOR THIS CITY																				
WAYNE	56,540	78,028	85,042	17	16,344	12	4,127	18	18,357	28	18,458	22	8,500	12	3,041	14	2,998	30	3,685	3	953
WHITE	63,499	104,158	117,381	11	5,972	13	6,012	22	23,687	18	31,283	36	21,092	13	2,310	14	3,512	26	5,548	7	2,975
Carmi	46,792	77,844	85,607	6	4,188	6	4,907	9	17,874	11	23,279	14	12,562	10	2,040	9	2,461	18	4,098	4	2,102
WHITESIDE	215,066	289,573	304,490	37	24,437	17	46,769	57	57,593	50	65,342	50	28,952	37	14,891	50	15,416	104	23,238	13	10,244
Rock Falls	43,350	53,652	57,240	9	1,961	2	2,980	13	15,166	13	8,409	15	14,271	4	1,040	9	2,615	26	4,670	2	1,971
Sterling	110,900	188,957	181,075	9	4,499	9	42,414	20	32,011	18	38,294	12	7,745	23	12,997	23	9,354	40	12,199	6	7,426
WILL	803,680	974,286	985,961	89	56,718	48	105,734	171	201,757	139	213,607	189	131,881	91	28,358	128	43,195	431	89,897	55	38,159
Joliet	430,407	543,072	581,662	34	25,642	19	80,512	70	122,092	50	133,551	68	49,444	42	20,406	52	33,436	176	47,775	28	22,974
WILLIAMSON	169,779	264,057	294,686	28	28,447	17	23,318	52	66,908	32	58,195	56	34,506	47	16,228	41	15,320	81	17,347	15	10,025
Herrin	46,582	66,167	71,063	5	3,673	6	2,996	14	19,502	10	14,603	8	5,182	17	6,420	10	4,496	24	4,075	6	3,779
Marion	100,804	163,861	184,343	17	22,508	7	19,905	20	36,976	16	42,365	25	19,527	25	8,848	20	8,854	33	10,305	5	3,549
WINNEBAGO	874,056	1,181,836	1,283,960	92	77,325	48	210,981	178	260,026	141	194,724	207	134,742	130	40,717	148	72,779	403	125,432	42	41,286
Rockford	650,828	840,955	904,913	51	25,184	30	136,033	123	202,361	90	165,852	137	83,046	95	26,799	113	62,402	273	83,131	32	30,316
Rockton	NO DATA AVAILABLE FOR THIS CITY																				
South Beloit	14,215	24,508	27,081	1	768	2	4,232	6	7,124	11	1,521	7	5,227			3	460	15	2,311		
WOODFORD	95,801	101,985	105,696	26	12,116	6	1,374	35	22,842	21	38,552	32	11,405	14	1,106	21	5,237	45	6,733	6	1,194

INDIANA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	18,266,271	24,347,624	26,166,110	2,535	1,341,292	1,183	3,161,138	4,254	5,459,527	3,784	5,080,973	4,867	3,138,037	2,948	976,657	3,554	1,085,130	8,523	2,265,048	1,255	930,381
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anderson, Ind.	476,933	543,607	565,833	72	27,264	31	77,847	91	122,112	108	122,932	122	55,467	71	21,452	114	23,876	222	50,999	35	22,251
Bloomington, Ind.	302,016	384,929	409,696	35	21,497	11	50,334	58	88,256	56	62,369	74	44,758	65	24,779	69	19,861	128	40,423	17	17,632
Cincinnati, O.-Ky.-Ind.	4,754,713	6,933,193	7,593,905	440	269,544	204	1,233,400	1,661	1,721,848	547	1,238,633	1,030	875,336	639	261,482	706	327,624	2,341	769,475	311	236,105
Elkhart, Ind.	538,497	619,202	645,623	69	32,898	32	76,088	112	126,014	112	170,626	116	69,584	87	22,027	108	23,925	226	54,583	34	26,326
Evansville, Ind.-Ky.	1,055,812	1,477,345	1,599,486	141	102,217	67	198,354	241	315,464	241	297,264	274	180,452	157	93,618	204	75,407	560	144,449	71	52,718
Fort Wayne, Ind.	1,374,078	1,866,885	2,014,598	148	80,294	82	298,398	198	390,403	274	407,529	300	216,548	246	87,292	287	97,746	560	207,612	90	64,297
Gary-Hammond-East Chicago, Ind.	2,147,832	2,780,605	2,968,673	186	128,386	84	354,204	433	708,636	337	543,215	475	369,579	313	126,965	288	131,394	1,001	263,831	149	110,616
Indianapolis, Ind.	4,427,493	6,584,723	7,224,150	421	303,264	219	960,381	819	1,383,923	613	1,337,747	927	811,266	594	235,129	732	287,560	1,592	615,161	252	241,939
Kokomo, Ind.	397,483	478,528	502,807	52	24,535	25	80,683	88	99,469	69	103,087	91	51,121	77	22,969	81	22,300	177	45,479	25	17,930
Lafayette-West Lafayette, Ind.	419,324	525,124	556,816	48	27,391	16	102,168	63	109,723	62	91,649	79	52,489	60	18,108	63	30,383	190	57,638	26	23,581
Louisville, Ky.-Ind.	3,099,125	4,076,484	4,358,012	279	193,225	145	617,943	855	937,820	465	808,632	669	478,580	389	163,755	471	203,220	1,300	423,759	215	146,986
Muncie, Ind.	439,882	603,333	651,453	76	30,510	15	75,854	98	133,515	107	142,642	95	71,576	81	22,492	92	31,696	194	57,822	26	26,647
South Bend-Mishawaka, Ind.	974,620	1,200,695	1,269,188	128	55,146	47	161,179	218	257,398	182	265,129	232	136,718	154	55,329	197	60,178	494	124,732	63	43,603
Terre Haute, Ind.	684,453	931,010	1,004,073	93	55,004	42	112,925	156	164,559	107	169,765	176	120,108	86	44,092	99	29,473	339	70,344	36	30,271
COUNTIES, Cities																					
ADAMS	85,296	104,827	113,277	20	9,289	10	12,339	19	23,768	38	25,751	28	11,253	21	3,374	23	5,752	41	10,462	7	4,163
Decatur	62,417	74,323	77,300	13	7,561	6	8,005	11	15,883	27	18,837	16	7,282	14	2,292	12	2,186	27	7,401	4	2,575
ALLEN	1,140,396	1,564,350	1,688,807	96	61,042	57	274,279	133	305,638	188	329,849	216	182,086	189	76,233	220	82,285	437	180,098	70	53,242
Fort Wayne	867,619	1,189,620	1,284,104	58	31,204	45	235,769	96	210,965	136	260,057	151	114,157	153	66,932	165	67,648	339	145,524	56	43,493
BARTHOLOMEW	245,228	297,030	312,874	24	19,688	12	39,492	53	66,039	49	56,371	58	41,859	38	10,628	59	16,470	87	25,477	13	9,941
Columbus	214,383	261,434	275,727	20	19,365	9	38,345	34	58,895	41	52,312	41	25,233	36	10,584	52	15,422	75	21,743	12	9,620
BENTON	21,865	27,740	29,489	12	2,305	3	183	12	7,205	9	6,950	21	5,276	3	347	7	567	24	2,228	5	1,240
BLACKFORD	39,548	70,055	79,542	11	11,179	4	2,277	20	23,053	15	14,526	19	11,667	12	2,621	11	2,840	22	4,636	3	2,906
Hartford City	32,433	58,215	64,660	18	8,094	2	1,846	14	17,603	11	13,059	14	8,621	10	2,457	9	2,646	17	4,236	2	2,539
BOONE	107,645	152,491	162,511	23	9,083	10	6,329	33	30,732	27	24,875	35	39,460	21	6,257	22	4,704	49	10,846	10	8,049
Lebanon	61,216	76,232	80,754	10	5,120	4	5,842	20	18,387	18	16,433	20	12,476	12	4,392	11	2,609	23	6,157	5	2,935
BROWN	13,501	21,321	23,668	5	997	1		10	3,795	6	1,934	10	3,308	3	336	4	747	21	5,701	3	449
CARROLL	38,733	49,454	52,643	11	6,048	4	825	18	13,789	9	16,338	16	6,629	9	651	7	909	32	3,509	6	1,862
CASS	139,892	167,704	176,327	29	9,089	13	23,680	39	37,001	37	36,442	43	18,064	28	5,592	32	8,886	83	15,392	9	7,822
Logansport	126,601	152,830	160,897	19	7,979	9	23,390	31	33,746	30	31,615	29	14,677	27	5,570	28	8,783	70	14,077	7	7,650
CLARK	333,556	410,554	433,939	31	19,914	19	91,992	80	74,554	56	84,380	90	62,225	32	12,576	44	13,148	117	32,912	15	15,422
Jeffersonville	90,881	104,436	108,877	9	6,194	8	8,165	28	20,980	21	27,398	27	14,404	11	1,807	12	1,692	51	12,373	7	6,002

*** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

INDIANA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982* estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CLAY	75,287	99,241	106,324	16	5,589	8	4,592	30	20,495	17	30,101	25	21,724	11	3,128	14	1,826	37	5,735	6	4,136
Brazil	53,423	71,741	76,321	6	3,669	5	3,647	13	17,177	11	19,434	15	16,957	9	2,816	7	979	20	3,341	5	3,759
CLINTON	85,783	105,425	111,376	15	5,856	9	7,172	27	27,795	29	24,097	35	15,072	19	3,998	24	4,499	58	9,043	10	4,683
Frankfort	72,538	89,827	95,034	8	3,051	6	7,007	17	24,505	26	23,567	22	12,104	19	3,998	23	4,459	44	6,811	6	3,959
CRAWFORD	12,441	16,397	17,565	5	1,585	4	425	16	5,974	5	2,136	12	3,367	5	319	8	748	14	1,109		
DAVIESS	70,407	90,513	96,497	15	5,639	8	13,147	28	22,682	19	16,932	33	12,278	22	5,488	24	3,642	42	7,346	10	4,405
Washington	50,534	66,873	71,684	7	2,857	6	10,219	14	17,594	12	12,011	18	7,705	19	4,826	19	3,239	30	5,763	8	3,618
DEARBORN	72,321	106,340	116,410	14	5,743	10	3,432	29	30,005	23	20,457	24	17,446	15	2,903	18	4,981	56	11,256	9	7,393
DECATUR	72,761	86,451	90,735	18	4,261	7	7,215	19	20,442	20	20,146	30	18,766	17	2,152	18	2,529	29	7,132	4	1,239
Greensburg	67,807	80,906	85,059	15	4,122	8	6,995	11	18,805	19	19,929	21	16,211	17	2,152	14	2,462	23	6,710	3	1,171
DE KALB	87,085	123,081	133,662	20	6,598	9	8,075	30	40,342	23	31,860	34	15,494	18	4,397	27	4,464	53	11,103	8	4,348
Auburn	48,203	68,449	73,511	9	3,798	3	5,318	13	20,988	9	16,473	14	6,615	12	3,221	13	2,488	22	7,326	4	3,141
DELAWARE	439,682	603,333	651,453	76	30,510	15	75,854	98	133,515	107	142,642	95	71,576	81	22,492	92	31,696	194	57,822	26	26,647
Muncie	350,829	482,664	521,440	50	21,456	12	75,287	72	107,443	77	111,614	68	40,157	59	18,100	74	24,270	164	50,646	20	24,854
DUBOIS	124,496	182,867	200,196	20	11,382	12	14,095	29	34,374	25	74,746	36	18,065	22	6,046	23	7,955	65	15,943	8	3,740
Jasper	91,904	140,128	154,454	9	6,210	7	12,557	12	21,747	13	66,920	16	10,345	13	4,916	17	6,888	32	10,847	4	3,641
ELKHART	538,497	619,202	645,623	69	32,898	32	76,088	112	126,014	112	170,626	116	69,584	87	22,027	108	23,925	226	54,583	34	26,326
Elkhart	328,733	381,217	398,134	26	15,565	14	61,618	57	71,578	60	104,719	62	47,151	51	15,290	49	10,480	126	33,365	21	17,164
Goshen	91,751	103,900	108,023	15	5,790	7	3,814	24	26,135	25	25,884	21	13,545	19	3,812	24	4,021	45	8,680	6	4,639
FAYETTE	70,049	83,114	87,204	10	2,218	6	7,468	33	23,701	25	9,881	20	9,493	16	3,028	20	3,535	39	9,011	6	5,524
Connersville	67,629	80,574	84,603	9	2,173	5	7,208	24	22,285	22	9,660	18	9,295	15	2,989	18	3,476	38	8,964	6	5,524
FLOYD	152,293	191,118	202,747	29	8,885	4	5,817	61	57,248	33	36,541	46	26,090	15	11,975	37	14,887	84	17,267	14	7,693
New Albany	140,220	174,438	184,710	21	7,954	4	5,817	51	49,808	30	35,682	37	23,064	13	11,564	32	14,213	68	15,633	13	7,551
FOUNTAIN	64,850	92,114	100,135	20	8,315	6	2,268	27	25,132	21	27,833	33	12,706	12	1,742	15	1,323	46	9,015	9	4,700
Attica	27,781	38,884	41,660	6	1,644	4	1,456	11	11,053	11	14,805	12	4,847	5	1,004	3	303	15	2,425	5	2,536
FRANKLIN	27,693	44,259	49,242	7	2,970	4	1,571	22	17,582	20	8,900	15	4,932	7	352	4	1,710	29	4,465	1	690
FULTON	45,509	61,731	66,501	16	3,521	7	3,293	22	18,312	21	15,378	25	9,247	15	1,547	12	1,930	34	4,687	5	2,848
Rochester	31,704	43,807	46,833	5	763	3	2,031	11	14,906	14	10,741	15	7,077	14	1,478	4	633	18	3,209	3	2,084
GIBSON	85,924	124,211	135,515	23	12,216	14	18,331	26	22,137	31	23,175	43	19,064	21	5,327	22	3,593	54	12,103	9	4,824
Princeton	52,945	74,961	80,465	8	5,259	7	14,508	11	11,113	14	17,195	18	6,902	14	5,031	12	2,443	23	5,378	5	3,271
GRANT	255,664	306,170	321,774	43	20,264	12	30,574	67	71,659	68	73,544	67	36,103	48	14,739	61	14,132	144	26,773	23	14,992
Marion	219,668	264,312	278,033	30	17,852	8	29,830	42	60,757	59	65,752	44	26,834	39	14,059	51	12,345	96	21,479	17	12,395
GREENE	71,051	99,594	108,010	24	11,714	9	7,102	21	23,356	30	19,072	39	19,520	21	3,849	16	2,199	56	7,095	6	3,569
Bloomfield	18,106	26,405	28,480	7	6,114	1	191	5	3,467	7	3,807	13	7,511	7	1,304	4	532	10	1,424	1	669
Linton	39,711	54,270	57,910	10	2,133	5	6,378	8	14,583	14	14,357	11	6,498	10	2,069	7	1,024	23	3,789	2	2,027
HAMILTON	174,733	224,775	239,808	45	18,463	10	4,600	44	59,442	33	51,959	49	30,412	36	6,779	50	11,917	87	21,990	18	10,832
Noblesville	62,802	79,979	83,091	13	3,802	2	4,071	12	26,233	11	18,927	19	11,382	13	3,204	10	3,388	28	6,569	8	5,842
HANCOCK	91,730	110,714	116,558	23	6,684	8	5,811	22	29,665	25	26,098	44	20,289	11	1,010	28	4,198	44	7,574	10	6,025
Greenfield	71,608	87,496	92,330	14	5,692	6	5,452	10	24,306	15	22,183	25	14,342	6	604	16	2,461	22	6,178	6	4,829
HARRISON	50,266	70,258	76,125	15	5,032	10	4,608	19	22,611	26	13,318	22	11,447	3	677	12	3,939	42	5,292	4	1,945
HENDRICKS	156,966	233,614	236,343	23	13,213	12	5,218	35	67,960	25	51,451	48	59,666	23	3,325	40	6,729	53	15,657	9	11,961
HENRY	150,715	175,689	183,703	23	9,072	18	14,739	42	41,558	58	37,361	52	28,009	27	5,882	43	10,516	74	13,942	9	5,565
New Castle	114,831	133,995	140,132	16	7,119	9	13,589	28	36,250	41	26,993	30	13,648	21	5,205	26	9,060	47	10,774	8	5,131
HOWARD	359,974	422,614	442,546	43	22,172	21	73,709	72	83,389	59	89,223	71	42,812	65	20,537	69	21,336	156	41,227	21	16,145
Kokomo	346,024	408,251	427,892	39	21,723	19	73,494	65	81,469	58	88,059	60	36,865	63	20,278	63	19,376	148	40,444	20	15,558
HUNTINGTON	104,817	124,920	131,179	26	9,874	10	8,998	35	28,606	29	24,328	43	23,290	17	3,986	35	4,176	49	7,976	8	4,386
Huntington	74,361	89,819	94,564	14	6,757	7	8,096	17	24,720	18	14,307	23	10,994	16	3,931	25	3,508	32	6,121	6	4,021
JACKSON	120,123	145,365	153,123	28	15,912	13	11,276	38	34,055	27	26,142	46	28,104	17	7,346	28	5,039	60	11,418	10	4,607
Seymour	95,906	116,031	122,221	18	14,493	9	10,976	21	23,772	18	20,723	25	20,898	16	7,192	19	3,495	38	8,403	7	4,522
JASPER	85,705	112,481	120,406	23	15,088	8	6,162	21	22,863	20	19,123	41	27,859	20	5,036	16	2,156	42	9,220	7	4,404
Rensselaer	40,434	52,147	55,075	7	5,119	4	3,226	9	13,072	10	10,162	17	8,380	9	2,223	7	1,550	20	5,768	4	3,014
JAY	57,398	75,191	80,438	18	3,768	6	1,696	15	23,971	19	15,675	32	13,435	14	2,863	18	4,174	39	5,778	4	2,703
Portland	37,787	46,640	48,853	10	2,789	3	153	8	16,321	15	9,536	14	7,843	10	2,459	13	2,381	22	4,057	3	2,623
JEFFERSON	100,231	121,313	127,794	24	11,738	13	11,693	29	29,432	25	26,613	32	12,539	20	4,297	22	5,888	43	8,304	10	4,556
Madison	86,412	105,006	110,701	16	7,556	9	11,075	16	25,376	24	24,234	22	9,833	20	4,297	17	5,745	36	7,733	9	3,905
JENNINGS	39,672	52,050	55,709	14	3,911	3	794	18	15,834	14	12,769	17	9,784	7	990	12	1,633	19	3,073	2	2,427
JOHNSON	235,529	314,752	338,216	43	15,654	18	77,403	52	59,419	44	61,451	70	49,318	32	10,351	53	9,209	94	25,311	14	12,168
Edinburg	22,441	29,469	31,226	5	1,699	1	676	7	8,028	6	7,519	10	7,272	3	167	6	579	12	1,213	2	1,599
Franklin	47,059	63,069	67,780	7	4,771	6	4,810	11	19,661	11	6,425	19	12,690	8	2,796	10	2,108	27	6,628	4	4,944
KNOX	145,604	201,023	217,352	27	21,525	16	33,412	50	42,723	44	40,698	51	21,460	25	5,948	35	8,830	87	17,119	16	9,806
Bicknell	13,101	15,979	16,699	3	480	2	562	4	3,731	8	6,191	6	1,217	2	700	2	611	10	1,038	1	858
Vincennes	117,596	164,514	178,309	17	20,217	12	32,380	30	29,399	30	34,027	29	16,926	23	5,248	29	7,287	60	14,558	12	7,152
KOSCIUSKO	170,876	219,156	233,486	40	16,008	18	18,139	55	53,081	62	47,473	66	30,164	36	7,736	50	8,848	99	20,050	16	9,499
Warsaw	108,737	141,232	150,828	20	12,698	9	15,478	20	33,594	28	29,688	22	14,255	22	6,154	27	7,301	34	11,281	6	5,475
LAGRANGE	51,413	73,582	80,111	20	12,186	7	3,058	22	16,082	20	13,137	23	12,976	10	653	13	1,972	31	6,668	5	2,349
LAKE	1,866,821	2,442,857	2,613,399	143	109,789	70	322,428	380	619,882	283	488,643	388	306,664	276	120,584	236	118,077	868	222,669	124	94,916
East Chicago	94,651	117,206	124,000	11	6,564	2	4,985	48	28,583	13	26,676	26	15,976	20	5,863	12	4,355	121	14,161	11	6,971
Gary	338,688	418,588	442,647	30	12,450	13	41,548	97	98,859	54	90,134	98	60,859	47	13,358	60	20,509	205	44,200	26	17,353
Hammond	371,679	520,244	493,026	27	13,974	10	61,123	69	118,618	55	67,884	80	60,249	47	25,855	47	27,768	185	51,203	22	15,363
LA PORTE	382,774	447,830	468,371	43	23,695	22	66,735	91	101,724	81	89,879	104	63,307	60	19,732	73	17,091	189	36,976	20	17,606
La Porte	134,330	154,383	160,948	18	6,053	9	11,607	27	37,856	32	35,537	40	26,421	16	8,094	30	6,892	64	10,367	11	6,075
Michigan City	216,429	257,190	269,921	16	11,101	11	54,236	46	59,507	42	50,764	41	23,068	42	11,618	34	9,625	93	22,002	9	11,531
LAWRENCE	123,443	144,585	151,286	20	8,378	16	13,761	39	39,167	52	31,175	48	17,765	25	6,381	31	6,570	46	9,357	10	7,003
Bedford	95,741	112,366	117,619	17	6,967	9	12,445	24	29,756	35	21,719	29	12,684	22	5,491	20	5,651	35	6,971	8	5,484
MADISON	476,933	543,607	565,833	72	27,264	31	77,847	91	122,112	108	122,932	122	55,467	71	21,452	114	23,876	222	50,999	35	22,251
Anderson	275,436	318,726	332,708	42	18,516	17	49,439	45	62,375	59	56,726	60	32,221	40	15,505	69	18,365	131	37,501	18	13,351
Elwood	52,644	57,301	59,671	7	2,256	5	7,226	14	15,001	16	17,267	18	8,189	10	1,721	14	156	26	3,287	4	2,513
MARION	3,427,062	5,252,692	5,795,699	227	221,935	142	839,201	561	1,048,919	398	1,057,772	611	567,287	433	195,799	481	240,308	1,160	508,560	176	180,112
Indianapolis	3,271,611	5,026,141	5,547,971	210	208,128	134	818,620	526	985,167	373	1,023,416	565	529,607	410	189,080	460	232,954	1,090	482,105	166	169,957
MARSHALL	128,561	164,940	173,742	36	11,095	10	6,724	30	35,891	39	49,880	43	26,939	29	7,156	39	6,684	62	12,397	12	6,512
Plymouth	68,920	90,058	95,342	14	5,790	4	6,234	10	20,562	18	21,102	18	12,445	15	5,393	19	3,554	30	7,915	4	2,952
MARTIN	26,241	34,709	37,209	5	437	5	1,110	10	10,094	8	9,215	12	7,712	4	267	6	2,552	22	2,599	3	316
MIAMI	87,284	105,556	111,167	22	5,947	7	10,269	29	23,418	31	25,800	39	15,095	20	3,481	32	4,265	58	8,678	5	4,412
Peru	74,003	90,392	95,378	11	3,667	6	9,888	17	19,720	24	21,877	24	12,800	17	3,346	22	3,447	40	7,210	5	4,412
MONROE	302,016	384,929	409,696	35	21,497	11	50,334	58	88,256	56	62,369	74	44,758	65	24,779	69	19,861	128	40,423	17	17,632
Bloomington	277,730	355,916	379,600	29	16,659	9	50,280	46	76,681	51	61,620	62	39,460	62	24,677	64	19,616	113	37,384	14	16,204
MONTGOMERY	108,887	138,038	146,948	26	7,805	14	17,119	27	35,827	32	27,612	45	16,489	23	5,927	29	6,037	64	12,201	10	6,203
Crawfordsville	94,157	121,479	129,565	12	3,721	11	16,925	17	33,596	30	25,244	28	13,316	23	5,927	17	4,972	41	10,848	9	5,467

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MORGAN	114,749	158,625	171,535	16	4,359	12	11,359	37	55,433	28	30,954	40	25,915	16	3,976	30	5,903	57	15,288	7	6,730
Martinsville	59,966	81,754	87,201	7	2,012	7	8,057	20	25,532	14	19,043	20	11,897	10	2,904	21	4,354	26	6,314	4	3,375
NEWTON	34,568	49,637	54,083	8	3,526	3	235	15	13,209	12	10,302	22	8,837	7	1,961	10	1,787	29	4,787	7	3,098
NOBLE	81,282	104,600	111,526	26	7,671	10	5,949	28	28,853	34	24,355	36	15,885	14	3,430	23	3,760	55	8,565	11	4,473
Kendallville	44,981	57,103	60,134	6	2,899	5	4,635	7	15,050	16	14,669	10	6,072	11	3,075	11	2,479	16	4,270	4	2,968
OHIO	4,758	6,306	8,764	2	94	2	14	6	4,316			2	1,095	3	213	1	78	7	359	1	24
ORANGE	37,839	53,097	57,578	13	5,947	6	2,011	26	17,728	20	9,815	17	9,135	18	1,233	11	899	24	2,753	7	2,616
OWEN	21,909	30,069	32,460	7	995	3	225	13	9,379	11	5,862	19	8,448	6	153	7	674	18	2,382	2	865
Spencer	20,434	28,116	30,037	4	633	2	209	8	8,846	10	5,750	12	7,345	5	147	4	614	15	2,301	2	865
PARKE	32,796	45,697	49,495	12	4,773	6	1,201	25	14,340	9	7,758	20	8,872	5	270	3	696	28	3,004	4	1,490
PERRY	48,809	67,230	72,633	11	3,449	12	7,532	26	20,261	13	11,359	24	6,541	13	2,206	17	4,884	45	7,333	7	2,550
PIKE	27,996	34,043	35,894	8	1,811	5	626	15	8,105	10	8,130	19	10,777	6	362	12	1,404	15	1,862	3	840
PORTER	281,011	337,748	355,274	43	18,597	14	31,776	53	88,754	54	54,572	87	62,915	37	6,381	52	13,317	133	41,162	25	15,700
Chesterton	35,911	43,431	45,311	6	2,985	1	639	7	10,969	6	7,245	15	12,909	10	719	8	1,648	23	3,134	4	2,197
Valparaiso	150,677	180,450	189,642	14	5,136	8	28,206	22	43,501	26	35,933	32	20,582	18	4,698	30	9,136	44	22,029	10	6,886
POSEY	50,906	67,987	72,316	20	3,775	9	6,038	17	14,639	17	20,281	23	9,907	13	1,888	14	2,636	41	5,753	5	2,356
Mount Vernon	34,406	43,970	46,561	7	2,783	5	1,492	5	10,461	10	13,808	8	5,222	10	1,659	9	2,069	20	3,063	3	1,646
PULASKI	27,885	38,496	41,610	10	3,042	4	1,048	9	6,261	20	14,454	17	5,766	8	1,399	5	1,403	24	3,010	5	2,437
PUTNAM	69,676	95,699	103,373	22	10,984	9	6,337	24	25,769	19	18,777	32	12,486	12	2,301	20	3,182	38	8,693	7	3,521
Greencastle	55,004	74,525	79,405	10	8,072	5	5,428	12	19,687	11	17,570	13	6,625	9	2,123	15	2,878	22	6,486	5	3,031
RANDOLPH	63,865	59,527	59,576	23	4,111	8	2,708	29	16,845	15	12,884	31	7,695	22	2,682	20	1,775	48	3,871	9	3,010
Union City	20,122	19,342	19,147	8	1,302	3	962	9	6,736	5	3,181	7	2,422	6	553	6	329	11	1,102	2	1,214
Winchester	28,161	25,815	25,229	4	694	3	1,352	5	5,847	6	7,761	8	2,257	11	1,697	7	963	16	1,536	4	1,554
RIPLEY	57,638	81,340	88,110	18	8,826	8	2,357	26	24,730	20	17,152	28	11,730	15	1,579	15	3,119	41	6,447	6	3,041
RUSH	50,864	60,533	63,544	7	4,599	8	3,334	21	14,494	13	17,749	24	9,227	9	820	8	2,744	26	3,489	3	1,000
Rushville	40,605	48,692	50,714	5	2,054	7	3,023	14	12,802	10	14,587	15	7,441	7	684	5	1,975	16	2,636	3	1,000
ST. JOSEPH	846,059	1,035,755	1,093,446	92	44,051	37	154,455	188	221,507	143	215,249	189	109,779	125	48,173	158	53,494	432	112,335	51	37,091
Mishawaka	201,289	247,597	261,598	14	10,488	9	25,795	34	59,476	32	74,673	41	20,120	28	8,197	40	12,086	99	27,218	10	7,744
South Bend	501,252	725,886	642,067	39	14,571	22	116,440	98	117,856	57	112,661	88	60,850	79	34,836	75	29,806	245	63,684	31	22,035
SCOTT	48,882	69,486	75,562	14	3,906	11	3,819	20	21,028	16	15,094	19	14,572	7	1,215	15	2,297	23	4,531	6	2,025
SHELBY	119,079	137,060	143,682	21	13,873	7	10,460	35	32,353	33	33,187	30	18,919	22	7,632	28	4,592	48	9,935	8	8,062
Shelbyville	105,709	125,645	131,879	14	12,137	7	10,460	26	30,081	25	30,429	23	17,389	22	7,632	24	4,344	41	9,608	6	7,279
SPENCER	41,841	56,906	61,338	13	2,476	5	672	19	14,144	19	15,232	26	16,924	7	845	11	2,595	34	3,620	4	1,730
STARKE	61,398	76,017	80,425	19	5,223	14	9,130	21	18,460	17	13,879	22	17,806	6	1,942	8	960	43	6,300	4	1,960
STEUBEN	93,418	132,918	144,539	25	10,720	5	3,765	34	26,743	38	24,767	39	31,739	23	5,940	15	2,522	59	15,917	7	3,653
SULLIVAN	43,310	62,322	67,971	16	4,070	5	3,599	22	14,285	12	13,148	27	15,955	11	2,029	9	1,535	41	4,039	6	2,414
Sullivan	30,845	42,441	45,340	10	3,400	2	3,364	9	8,451	9	12,213	11	5,663	10	1,948	5	1,236	18	2,262	3	1,994
SWITZERLAND	7,400	9,916	10,856	2	317	3	366	9	4,634	4	2,195	5	909	3	330	5	437	6	446	1	137
TIPPECANOE	419,324	525,124	556,816	48	27,391	16	102,168	63	109,723	62	91,649	79	52,489	60	18,108	63	30,383	190	57,638	28	23,581
Lafayette	310,082	434,144	415,832	27	16,948	13	78,669	38	88,472	43	78,190	51	33,360	53	16,330	43	23,533	117	36,321	19	14,854
West Lafayette	71,974	90,786	96,411	12	4,166	2	19,472	12	15,540	10	1,333	18	15,613	6	1,740	13	5,618	52	15,645	6	8,088
TIPTON	37,509	55,914	60,261	9	2,363	4	6,974	16	16,080	10	13,864	20	8,309	12	2,432	12	966	21	4,252	4	1,785
Tipton	34,318	46,617	49,692	6	1,742	3	5,598	11	12,122	9	12,766	15	6,401	10	2,111	9	777	13	4,003	4	1,785
UNION	11,114	17,523	19,447	3	4,681	2	92	10	4,916	5	1,764	7	3,519	5	395	3	476	9	2,001	1	19
VANDERBURGH	703,243	938,830	1,008,321	59	57,768	23	154,141	116	187,980	141	164,389	138	94,395	85	64,706	125	55,420	345	102,115	42	36,007
Evansville	656,566	857,289	918,170	55	31,089	21	137,150	108	173,426	129	159,652	123	82,287	81	62,886	114	54,298	321	94,733	40	33,912
VERMILLION	40,314	65,538	73,187	15	5,134	6	3,531	23	22,106	11	16,682	21	12,807	6	2,506	8	767	42	4,399	4	1,164
Clinton	27,603	43,832	47,889	7	3,424	4	2,790	10	17,016	7	12,875	11	3,570	4	1,982	8	767	21	1,940	2	800
VIGO	525,542	703,909	756,591	46	40,211	23	101,203	81	107,673	67	109,834	103	69,622	58	36,429	68	25,345	219	56,171	20	22,557
Terre Haute	425,227	557,496	596,580	36	27,284	16	69,191	58	102,769	43	61,537	79	52,853	47	31,138	62	20,502	172	41,972	16	17,306
WABASH	107,034	126,478	132,592	26	12,615	12	12,037	36	28,963	27	26,525	36	16,880	24	4,314	32	6,369	54	9,391	14	5,511
Wabash	69,338	82,082	86,074	13	6,149	7	9,987	21	18,668	17	16,807	20	10,319	15	3,503	18	4,879	37	7,333	8	2,905
WARREN	6,471	9,114	9,892	5	1,466	1	28	8	2,857	2		6	2,033			2	699	10	1,551	1	88
WARRICK	76,343	114,917	126,387	18	11,469	9	3,537	33	38,621	23	32,699	33	17,509	13	3,136	18	1,429	46	7,201	6	2,910
WASHINGTON	40,733	55,313	59,592	13	6,399	5	2,536	22	17,944	20	12,559	21	6,197	7	1,714	15	2,068	18	3,073	3	1,620
WAYNE	293,670	374,789	398,903	35	13,356	23	66,167	70	74,883	78	86,953	70	54,864	42	9,248	46	12,017	116	30,671	17	14,137
Richmond	238,085	300,660	319,294	22	8,364	18	65,071	43	59,993	56	75,011	41	28,918	36	8,897	36	8,739	88	24,892	14	11,541
WELLS	61,301	74,627	78,852	12	3,365	6	3,705	16	20,655	25	20,069	22	7,715	18	3,288	17	5,245	29	5,949	5	2,544
Bluffton	47,620	57,927	61,068	8	2,306	5	3,364	6	15,599	17	12,101	13	6,201	16	3,087	13	4,861	20	5,383	3	2,277
WHITE	66,316	86,867	92,879	19	10,005	9	7,566	23	22,192	27	16,353	30	11,023	17	2,271	18	2,676	55	9,281	6	4,106
Monticello	48,343	63,042	66,716	8	6,600	7	6,574	13	16,424	20	12,257	13	6,768	12	1,887	13	2,427	35	6,462	3	2,899
WHITLEY	66,790	89,740	96,509	13	6,934	10	3,677	20	26,144	28	22,899	26	14,070	14	2,052	24	2,814	43	7,267	6	4,315
Columbia City	42,179	58,741	62,881	6	5,635	7	3,397	9	18,592	17	8,882	15	10,489	12	1,976	20	2,635	25	4,818	3	3,072

IOWA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,832,778	13,333,877	14,423,474	2,184	1,107,464	921	1,576,352	2,529	3,007,739	2,159	2,787,877	3,424	1,803,643	2,009	553,613	2,311	636,546	6,193	1,232,457	708	410,114
STANDARD METROPOLITAN STATISTICAL AREAS																					
Cedar Rapids, Iowa	628,354	924,976	1,014,402	80	75,115	25	167,456	107	209,463	91	178,057	146	94,280	59	22,571	124	52,174	293	96,143	36	33,886
Davenport-Rock Island-Moline, Iowa-Ill.	1,422,385	1,882,090	2,029,670	151	112,958	70	286,842	246	393,235	229	383,351	315	233,101	225	75,870	237	90,705	780	208,497	77	72,611
Des Moines, Iowa	1,429,232	1,989,678	2,160,274	155	140,285	68	313,931	229	435,989	211	383,704	302	239,611	254	94,168	247	89,141	635	184,819	60	40,367
Dubuque, Iowa	356,968	507,178	552,262	40	40,091	18	91,887	69	106,246	52	97,749	79	55,292	50	16,210	68	33,670	197	50,032	15	18,453
Iowa City, Iowa	272,157	361,151	387,962	36	31,829	12	38,316	41	78,240	49	58,274	61	44,327	42	20,374	62	21,432	133	40,295	13	14,004
Omaha, Neb.-Iowa	1,972,604	2,699,477	2,900,133	207	103,761	86	446,097	371	585,264	306	526,678	440	295,544	257	115,353	324	177,627	976	317,894	119	101,035
Sioux City, Iowa-Neb.	431,370	572,302	609,900	67	40,357	27	76,736	124	136,427	88	100,431	113	77,475	62	23,928	89	28,648	286	58,439	30	23,700
Waterloo-Cedar Falls, Iowa	546,162	769,738	837,197	80	52,761	26	117,024	103	152,844	90	174,684	120	81,523	90	37,414	94	37,410	247	68,073	21	23,974

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES, Cities																					
ADAIR	30,108	39,526	42,376	12	3,563	4	699	11	7,801	10	7,167	17	13,691	8	771	4	656	22	2,944	4	889
ADAMS	10,958	13,836	14,720	5	761	2	625	9	4,812	5	2,419	7	1,772	4	1,048	2	236	10	845	2	442
ALLAMAKEE	38,598	54,017	58,648	17	6,310	8	1,545	14	15,820	17	11,951	20	5,574	17	3,047	12	1,387	52	5,314	4	1,026
APPANOOSE	47,338	65,803	71,334	20	6,501	8	8,469	18	16,078	16	12,516	24	8,316	17	4,009	12	3,066	35	4,517	2	1,420
Centerville	43,801	61,277	65,646	12	4,472	8	8,469	12	15,632	13	12,329	16	7,268	17	4,009	11	2,542.	24	3,976	2	1,286
AUDUBON	24,672	33,137	35,688	12	3,288	3	548	9	7,582	8	8,950	12	5,528	7	1,201	9	1,859	24	2,508	4	978
BENTON	54,432	78,369	85,564	26	8,570	6	1,280	23	17,623	15	18,764	38	17,399	13	3,475	20	4,815	60	7,022	5	1,964
Vinton	22,165	33,058	35,781	7	3,611	4	890	6	8,191	7	5,183	12	7,141	5	1,635	6	2,103	17	2,731	2	1,370
BLACK HAWK	546,162	769,738	837,197	80	52,761	26	117,024	103	152,844	90	174,684	120	81,523	90	37,414	94	37,410	247	68,073	21	23,974
Cedar Falls	171,184	244,716	266,741	23	12,498	8	28,740	31	46,072	25	74,206	29	18,179	35	12,420	30	15,830	69	23,169	5	6,679
Evansdale	5,810	7,459	7,871	2	589	1	166	7	3,023	3	558	6	1,444	2	236	4	89	6	954	1	105
Waterloo	345,690	605,980	539,349	43	36,300	15	87,902	54	96,196	54	96,023	71	57,094	51	24,583	60	21,330	149	42,176	15	17,190
BOONE	70,372	83,687	88,031	22	6,694	10	4,777	21	23,244	16	19,599	25	8,122	19	2,733	18	6,427	46	5,682	9	4,792
Boone	56,062	64,529	67,417	14	3,445	7	4,616	13	17,164	12	17,325	15	5,545	14	2,568	11	5,039	33	5,345	6	2,533
BREMER	64,591	85,866	92,285	25	11,427	6	2,701	15	23,604	23	15,481	30	13,910	21	3,414	19	3,375	50	6,112	4	1,813
BUCHANAN	50,709	65,260	69,699	19	7,325	7	3,626	15	17,908	15	15,724	30	8,094	10	1,385	13	1,970	56	6,303	5	1,689
BUENA VISTA	77,616	112,239	122,669	20	11,062	14	7,492	17	23,446	16	22,602	33	17,354	16	6,119	13	6,071	51	11,592	6	2,664
BUTLER	31,044	35,587	37,148	22	6,965	6	1,856	22	6,328	10	6,248	31	5,184	7	515	18	1,652	30	2,602	3	431
CALHOUN	40,955	55,622	60,030	18	6,911	6	1,343	14	11,407	19	20,241	22	8,964	9	2,706	19	1,415	34	2,854	4	1,278
CARROLL	88,415	121,043	130,885	25	12,079	10	11,561	25	25,880	20	26,346	39	22,839	20	4,529	21	4,841	72	9,679	6	1,780
Carroll	67,151	88,951	95,516	10	6,414	6	11,293	10	19,484	12	20,582	20	14,188	16	3,844	9	3,769	34	6,146	4	1,292
CASS	68,459	91,490	98,439	16	8,902	14	7,034	18	20,005	18	16,219	34	18,263	22	5,549	16	2,878	54	8,596	8	3,037
Atlantic	50,576	68,321	72,757	11	7,648	9	6,855	6	8,967	9	11,246	22	14,894	18	5,314	11	2,304	28	6,161	7	2,839
CEDAR	48,788	61,727	65,703	21	7,080	6	2,082	19	17,158	18	14,495	28	13,791	11	1,451	12	1,347	39	3,877	4	546
CERRO GORDO	218,078	276,881	294,868	38	21,685	16	43,745	42	56,887	41	53,440	66	33,693	42	14,254	44	9,885	138	27,937	14	7,531
Mason City	171,289	216,723	230,642	26	15,451	11	42,763	23	42,612	36	49,280	40	16,818	26	11,069	32	8,493	88	19,435	10	6,210
CHEROKEE	54,531	72,223	77,567	13	6,057	7	4,710	13	22,478	17	13,366	20	9,029	23	5,602	14	3,427	36	4,612	7	2,532
Cherokee	44,997	59,511	63,140	9	4,511	7	4,710	6	20,782	13	10,753	8	4,942	21	5,196	8	3,127	19	2,941	5	1,931
CHICKASAW	38,062	51,906	56,064	14	5,506	6	1,525	19	14,217	11	9,833	23	12,245	10	2,190	9	1,311	40	4,516	5	939
CLARKE	30,520	43,696	47,654	8	2,814	3	2,498	5	10,339	10	9,577	18	13,594	8	496	6	834	14	2,613	3	702
CLAY	83,565	110,432	118,558	24	8,629	9	12,238	18	21,979	15	25,102	28	11,489	21	6,059	29	5,455	55	10,843	6	3,253
Spencer	78,862	104,307	112,001	14	7,051	8	12,089	10	20,715	13	24,907	17	9,692	19	5,760	26	5,378	39	10,123	6	3,253
CLAYTON	44,629	67,022	73,775	22	10,031	11	1,547	24	14,887	12	19,134	32	8,540	11	1,885	20	4,896	48	6,900	4	1,417
CLINTON	211,630	298,091	323,989	28	16,956	14	43,478	52	69,367	39	72,983	53	30,498	19	8,327	54	14,639	144	27,528	11	9,686
Clinton	168,380	237,286	257,913	16	11,575	10	42,126	30	52,770	21	51,252	31	23,011	15	8,06[illegible]	36	12,769	92	21,878	7	8,704
CRAWFORD	59,102	87,635	96,239	21	7,797	5	6,088	21	24,159	17	18,833	33	12,765	14	5,270	19	3,129	57	10,014	5	1,803
DALLAS	78,650	98,271	104,343	29	11,864	12	7,991	25	27,895	29	24,580	38	10,416	20	2,516	22	2,910	57	7,233	7	1,773
Perry	40,378	50,311	52,794	10	4,503	8	6,995	10	16,601	10	10,828	10	2,211	9	1,863	10	1,883	22	3,767	3	1,129
DAVIS	22,112	33,670	37,164	8	3,754	3	2,025	5	6,630	8	9,636	11	6,936	9	1,552	8	569	15	2,229	2	64
DECATUR	18,178	24,609	26,547	7	1,807	3	843	12	7,511	8	2,632	17	6,429	10	1,369	6	621	13	1,692	3	1,159
DELAWARE	48,684	68,768	74,783	18	10,916	8	4,626	19	16,932	9	14,601	29	8,701	17	3,319	7	1,290	51	4,970	6	2,136
DES MOINES	175,012	249,342	271,755	27	20,345	12	42,935	42	59,120	34	36,514	44	28,088	29	8,064	39	18,132	93	22,982	12	13,718
Burlington	135,931	186,488	201,635	13	3,370	11	34,864	29	53,920	26	27,845	32	19,875	17	4,726	30	14,142	76	19,521	10	10,069
DICKINSON	59,917	72,695	76,738	17	15,861	10	3,424	23	13,260	15	10,056	22	7,641	29	5,677	14	2,455	58	7,473	8	2,307
DUBUQUE	356,968	507,178	552,262	40	40,091	18	91,887	69	106,246	52	97,749	79	55,292	50	16,210	68	33,670	197	50,032	15	18,453
Dubuque	317,392	455,216	496,554	30	30,479	13	91,405	57	95,551	41	84,590	58	49,202	48	14,839	57	31,598	152	43,243	14	18,346
EMMET	44,985	58,531	62,635	18	5,349	7	5,651	14	12,349	12	14,175	17	10,016	11	3,922	11	1,637	24	4,252	3	1,757
Estherville	39,657	51,808	54,846	10	3,906	5	5,075	8	10,885	10	13,332	11	8,561	10	3,795	9	1,531	15	3,326	2	1,550
FAYETTE	75,014	98,189	105,192	24	6,663	12	8,892	34	23,335	20	23,786	34	13,108	22	3,914	19	4,527	60	7,699	9	2,933
Oelwein	35,672	47,296	50,202	8	2,614	8	7,969	10	12,658	8	7,442	11	4,503	16	2,943	11	1,428	23	3,516	5	2,091
FLOYD	61,952	79,563	84,931	17	6,028	7	7,081	11	20,369	15	15,886	33	14,544	16	2,934	12	2,391	38	5,559	4	1,335
Charles City	50,637	65,758	70,344	11	3,226	6	6,370	5	19,172	9	12,104	18	11,584	15	2,807	10	2,228	19	4,210	3	1,097
FRANKLIN	34,218	44,321	47,395	9	4,987	4	1,746	16	9,879	[illegible]	9,415	14	8,865	8	1,630	13	1,432	26	3,547	3	1,010
FREMONT	15,620	21,067	22,709	12	2,163	2	311	9	4,548	6	4,183	13	4,876	7	565	9	787	29	2,107	3	1,338
GREENE	28,611	39,090	42,238	14	6,284	5	2,800	13	9,726	8	7,595	17	5,453	10	1,917	8	720	25	3,275	2	898
GRUNDY	32,547	39,596	41,817	8	2,284	4	474	17	8,932	13	9,376	24	7,803	10	1,416	16	3,688	32	3,010	3	1,529
GUTHRIE	21,077	30,794	33,714	11	1,868	8	1,457	11	6,227	13	6,017	16	7,667	5	475	9	2,252	26	4,016	3	927
HAMILTON	55,385	70,056	74,597	13	4,491	5	3,060	15	14,842	14	13,645	28	17,754	16	3,211	18	3,174	45	7,111	5	1,629
Webster City	37,386	45,571	47,617	6	2,822	3	1,948	9	12,369	11	10,966	13	4,262	14	2,842	12	2,593	24	3,610	4	1,330
HANCOCK	30,044	37,082	39,282	17	5,328	4	1,312	17	7,359	9	8,253	15	6,599	7	1,246	11	2,359	29	2,679	3	1,393
HARDIN	75,734	95,196	101,194	38	14,420	9	3,447	24	22,915	29	23,635	35	8,933	31	4,617	37	4,839	59	6,870	9	2,578
HARRISON	52,967	78,696	86,460	22	4,875	6	1,336	19	16,493	11	30,030	28	9,491	10	1,818	10	1,954	49	6,058	7	2,775
HENRY	56,066	65,929	69,158	17	5,121	10	4,787	13	14,992	20	17,070	23	8,449	17	3,280	15	2,532	36	4,906	5	2,031
Mount Pleasant	44,621	52,735	54,764	9	2,520	6	4,060	9	13,240	12	13,573	11	5,775	17	3,280	11	2,275	19	3,914	4	1,877
HOWARD	26,872	36,313	39,156	15	5,811	8	1,648	9	8,176	6	6,444	18	3,626	6	1,318	8	1,390	36	3,216	2	832
HUMBOLDT	36,468	45,112	47,809	17	5,266	7	1,892	15	12,499	17	11,327	17	5,607	13	2,035	13	2,101	27	3,261	3	1,285
IDA	21,493	28,395	30,480	9	3,278	4	1,217	9	6,018	10	7,471	10	6,191	7	554	5	696	17	2,146	4	1,056
IOWA	50,822	70,440	76,328	14	2,666	15	2,938	11	14,297	13	8,581	31	16,836	9	914	10	2,353	38	17,328	6	1,780
JACKSON	52,733	72,660	78,634	24	6,347	12	3,770	24	19,305	16	13,981	33	10,275	18	3,303	20	4,057	54	7,835	5	2,379
JASPER	108,354	146,117	157,518	23	14,009	15	9,266	23	33,062	29	33,011	51	28,528	20	6,063	28	5,954	67	11,516	13	5,845
Newton	80,935	111,419	120,582	16	8,756	10	8,352	8	26,978	17	28,699	27	15,756	18	5,842	19	4,948	34	8,662	9	5,514
JEFFERSON	49,448	67,205	72,540	12	4,427	7	6,387	13	18,316	20	15,612	19	8,600	13	3,480	12	2,588	26	3,598	2	2,169
Fairfield	46,731	64,381	68,794	9	3,460	7	6,387	12	17,812	16	14,495	18	8,438	12	3,384	8	2,279	20	3,344	2	2,169
JOHNSON	272,157	361,151	387,962	36	31,829	12	38,316	41	78,240	49	58,274	61	44,327	42	20,374	62	21,432	133	40,295	13	14,004
Iowa City	215,305	285,129	306,153	21	17,688	10	37,024	27	58,166	32	47,720	42	31,117	41	20,278	46	14,805	91	32,304	9	11,537
JONES	49,806	66,306	71,293	22	7,095	7	2,607	15	12,501	21	19,119	32	11,178	15	1,775	19	2,375	49	4,904	6	2,380
KEOKUK	30,719	37,666	39,850	18	5,410	6	1,232	15	5,906	15	11,710	31	5,371	5	513	11	1,878	35	2,956	3	753
KOSSUTH	81,449	102,370	108,819	27	10,050	10	5,752	21	16,757	19	40,557	26	9,426	16	3,377	16	4,545	42	7,046	5	1,645
LEE	161,398	205,825	219,568	29	16,527	16	23,947	43	51,745	39	44,253	55	26,508	33	7,668	38	10,106	91	14,964	13	7,184
Fort Madison	68,611	80,993	85,041	13	6,297	7	7,071	16	21,211	12	18,718	25	10,031	15	4,193	14	2,865	31	5,075	7	3,080
Keokuk	77,976	101,111	108,113	9	6,999	7	16,568	16	24,865	19	22,122	15	10,351	17	3,426	17	3,168	42	7,454	5	3,893
LINN	628,354	924,976	1,014,402	80	75,115	25	167,456	107	209,463	9[illegible]	178,057	146	94,280	59	22,571	124	52,174	293	96,143	36	33,886
Cedar Rapids	523,613	805,232	839,032	50	59,058	16	148,511	73	159,692	62	160,610	93	69,790	43	19,426	89	43,578	216	80,252	28	27,186
Marion	53,146	89,316	100,503	10	6,046	2	4,994	8	34,951	10	8,994	15	9,738	7	2,035	17	7,651	22	10,024	5	5,955
LOUISA	25,427	39,904	44,308	11	3,250	5	713	13	9,486	13	14,116	12	6,847	4	1,469	7	1,370	28	4,633	3	1,170
LUCAS	29,531	45,446	50,269	4	1,595	6	3,996	14	13,661	11	8,635	14	7,349	10	2,869	11	1,936	19	2,554	2	1,316

* **Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

IOWA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LYON	28,478	38,573	41,609	14	5,466	3	648	18	10,158	9	9,286	15	5,431	4	661	8	2,159	30	3,523	3	678
MADISON	33,569	42,012	44,620	11	4,407	7	1,466	8	10,989	11	11,742	16	4,641	13	1,665	7	1,024	27	4,455	5	1,399
MAHASKA	73,582	89,880	95,009	19	8,597	6	7,494	19	22,400	20	12,182	25	14,419	18	4,871	16	3,887	52	6,546	3	1,743
Oskaloosa	64,515	77,475	81,600	12	6,260	5	7,046	11	19,174	16	11,310	20	13,385	18	4,871	12	3,618	34	5,297	3	1,743
MARION	72,813	91,769	97,391	23	7,569	18	7,042	28	23,737	24	18,236	32	15,233	22	4,128	18	3,280	52	9,010	5	2,243
MARSHALL	155,506	190,183	201,073	29	17,838	14	23,209	37	43,374	35	35,686	46	21,533	37	9,012	34	8,409	91	17,972	8	7,736
Marshalltown	146,351	179,959	190,453	23	14,879	10	23,107	27	41,816	31	33,861	35	19,396	35	8,628	31	8,285	72	17,045	8	7,736
MILLS	34,793	48,922	53,158	8	2,437	5	3,210	13	11,277	10	14,883	20	6,678	11	1,538	6	3,839	30	3,764	3	1,312
MITCHELL	27,566	35,134	37,446	17	6,271	5	1,078	21	7,475	12	7,182	19	5,862	10	1,260	10	1,084	24	2,302	3	1,086
MONONA	34,476	40,038	41,930	13	3,320	5	708	17	10,369	8	9,889	19	5,329	10	828	9	1,619	39	3,382	8	2,434
MONROE	23,018	31,679	34,285	6	851	4	1,569	12	9,492	10	10,764	11	3,844	7	1,367	7	539	18	1,929	4	1,113
MONTGOMERY	40,654	54,272	58,374	12	3,929	8	5,374	15	15,970	15	11,141	18	7,746	14	2,437	10	1,831	24	3,858	4	2,284
MUSCATINE	165,172	230,033	249,502	27	17,353	7	13,539	33	48,622	28	56,086	48	49,724	26	11,304	31	8,040	82	17,850	6	7,466
Muscatine	108,452	150,604	163,247	18	10,536	6	12,522	24	43,432	20	27,518	30	19,307	21	10,782	24	6,794	57	13,097	3	5,491
O'BRIEN	58,090	77,744	83,657	30	8,468	9	5,384	19	16,057	19	19,720	32	11,291	18	4,541	19	2,951	38	5,735	6	2,257
OSCEOLA	16,974	22,850	24,620	9	2,299	3	630	8	4,238	9	4,661	10	3,926	7	1,103	8	795	19	2,377	3	718
PAGE	67,932	81,830	86,251	21	6,135	9	8,386	14	18,994	15	16,741	29	11,401	25	6,251	19	4,273	41	4,682	8	2,533
Shenandoah	37,331	43,752	45,357	8	3,957	4	4,870	5	10,201	11	8,157	11	3,522	14	4,115	9	2,395	20	1,748	5	1,474
PALO ALTO	34,978	44,244	47,093	16	8,483	4	815	16	10,282	9	9,414	19	5,917	8	1,779	11	1,008	35	3,848	7	1,253
PLYMOUTH	81,227	112,414	121,785	20	9,769	9	5,010	22	29,915	21	27,248	38	18,451	18	4,547	10	2,875	62	9,087	6	2,240
Le Mars	52,560	73,146	78,293	8	3,924	5	4,588	7	23,743	9	17,301	16	10,695	14	3,857	5	1,394	28	5,519	3	1,260
POCAHONTAS	32,838	40,182	42,492	13	4,983	6	862	16	12,077	13	9,698	20	4,040	8	723	18	2,163	23	2,962	2	635
POLK	1,359,014	1,899,774	2,064,376	133	134,222	60	309,034	210	407,256	198	357,685	270	224,937	241	90,751	228	87,492	601	179,899	56	39,505
Des Moines	971,429	1,294,218	1,391,352	89	92,870	46	234,243	153	272,469	144	231,860	180	126,564	163	64,500	157	60,182	436	[illegible]	43	30,304
POTTAWATTAMIE	257,678	356,329	386,046	43	12,533	19	42,841	65	86,824	52	84,612	95	62,537	33	8,473	41	11,280	160	39,783	22	16,619
Council Bluffs	220,521	298,720	322,217	28	9,965	13	42,685	44	74,917	39	77,253	48	38,576	26	7,982	27	10,338	102	28,670	17	14,395
POWESHIEK	61,912	87,555	95,257	18	4,533	11	4,492	15	19,214	19	17,076	31	25,865	15	3,697	19	3,743	35	6,870	7	2,652
RINGGOLD	14,856	20,133	21,719	7	962	3	795	9	4,521	5	5,558	14	3,965	4	1,048	4	298	12	1,500	3	695
SAC	35,618	43,254	45,661	16	7,466	10	949	20	9,643	19	10,651	32	6,402	12	1,139	14	1,022	42	4,019	4	860
SCOTT	614,865	878,323	957,475	57	56,024	23	151,856	97	178,649	66	159,817	138	118,634	91	35,229	112	53,138	305	95,337	36	35,155
Bettendorf	115,054	165,607	180,785	8	11,662	6	37,373	20	44,749	9	16,931	28	22,131	13	2,493	21	12,028	43	18,189	5	5,861
Davenport	452,448	715,967	697,291	41	38,951	14	105,791	63	117,496	51	140,124	87	63,139	77	32,698	84	40,859	217	67,953	26	28,121
SHELBY	36,135	52,779	57,781	22	6,266	6	5,304	16	11,538	15	12,716	21	8,787	10	1,624	12	901	34	4,993	5	1,754
SIOUX	82,712	116,447	126,593	28	10,578	12	1,792	34	20,423	28	35,679	30	24,632	27	4,935	38	6,493	50	8,215	8	2,812
STORY	224,836	323,947	354,050	37	23,564	17	46,650	40	69,508	40	62,740	61	36,126	53	16,361	56	16,805	125	39,345	14	6,484
Ames	183,017	275,302	303,119	17	15,299	11	45,615	22	58,439	25	51,454	29	29,469	41	14,995	38	13,838	92	36,245	8	5,031
Nevada	19,277	21,614	22,198	8	3,492	1	140	6	4,705	9	7,930	8	1,680	5	751	4	414	6	676	3	927
TAMA	42,291	53,303	56,689	23	6,392	10	2,129	24	9,928	17	13,249	28	10,569	11	1,127	13	2,347	51	5,864	4	1,032
TAYLOR	12,658	15,707	16,653	11	1,846	6	663	11	4,695	6	2,306	13	2,632	6	852	5	251	19	1,610	2	550
UNION	47,276	60,319	64,311	18	6,260	8	5,558	13	18,301	16	11,223	20	7,545	13	3,100	13	1,903	36	4,552	6	1,626
Creston	44,443	56,131	59,715	15	5,865	7	5,294	7	16,915	15	10,957	14	5,890	12	3,009	11	1,868	29	4,169	4	1,604
VAN BUREN	13,633	17,152	18,233	15	3,565	4	394	15	3,595	4	1,419	21	4,392	2		4	298	17	1,923	2	745
WAPELLO	137,618	198,539	216,859	21	16,606	12	24,038	33	54,590	30	30,379	48	26,641	18	6,127	31	12,291	82	17,397	8	8,268
Ottumwa	128,746	186,385	203,719	15	13,871	9	23,965	24	52,788	26	29,037	37	21,975	18	6,127	28	11,591	70	16,553	8	8,268
WARREN	70,218	89,904	95,898	22	6,621	8	4,897	19	28,733	13	26,019	32	14,674	13	3,417	19	1,649	34	4,920	4	862
WASHINGTON	64,767	77,761	81,920	20	7,338	12	5,567	18	15,279	19	17,558	33	9,525	14	4,019	21	4,254	47	7,790	8	1,932
Washington	42,459	51,056	53,205	12	3,930	7	4,431	8	12,367	12	10,287	9	4,055	14	4,019	11	3,070	20	4,389	6	1,564
WAYNE	16,159	21,627	23,274	11	3,039	5	797	13	5,660	3	2,616	18	6,522	3	380	3	127	15	1,295	4	747
WEBSTER	203,649	254,238	269,848	35	20,265	12	42,098	47	46,158	40	56,976	60	29,494	33	9,649	50	15,086	110	18,997	13	7,587
Fort Dodge	187,156	234,324	248,843	23	17,683	11	41,994	29	42,941	34	52,141	38	23,826	31	8,994	45	14,840	86	17,278	12	6,961
WINNEBAGO	37,804	43,646	45,622	19	5,538	8	2,451	18	9,471	13	10,633	16	4,317	9	1,043	23	2,444	31	3,871	6	1,468
WINNESHIEK	52,462	80,919	89,541	12	4,882	6	3,640	29	21,375	19	19,563	29	7,531	14	5,294	24	5,685	53	6,811	4	2,019
WOODBURY	400,058	482,367	508,544	63	37,580	26	76,440	110	112,407	62	83,053	93	51,277	60	23,332	81	25,247	255	45,524	25	19,318
Sioux City	373,272	447,802	471,610	47	34,876	19	75,747	87	106,481	51	71,693	71	44,385	57	22,347	73	24,941	198	40,814	22	18,689
WORTH	17,894	22,742	24,226	11	2,982	3	595	9	5,901	11	3,899	10	2,483	4	203	4	1,866	22	1,718	4	791
WRIGHT	44,893	47,991	49,423	19	3,939	7	1,235	20	13,819	15	12,235	18	4,503	24	2,414	22	2,275	39	3,364	7	1,489

KANSAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	7,696,381	10,873,993	11,749,813	1,487	748,697	623	1,404,578	2,382	2,431,335	2,027	2,403,968	2,466	1,308,088	1,681	524,659	1,929	540,137	4,268	953,568	592	298,775
STANDARD METROPOLITAN STATISTICAL AREAS																					
Kansas City, Mo.-Kans.	4,904,078	6,634,510	7,149,078	490	276,394	265	1,117,968	1,035	1,402,300	845	1,449,774	933	742,877	783	312,683	787	279,021	1,975	641,450	246	186,961
Lawrence, Kans.	199,066	261,170	277,887	36	23,014	13	26,901	33	60,439	36	46,894	47	27,046	37	13,909	51	12,876	105	24,911	12	5,097
Topeka, Kans.	653,446	885,429	941,209	74	71,047	36	117,048	133	185,489	152	174,327	171	103,373	98	35,060	136	38,492	294	73,732	43	63,344
Wichita, Kans.	1,[illegible]2,114	2,379,287	2,628,671	175	150,638	70	340,373	262	500,446	297	560,510	328	240,190	259	139,712	289	120,187	777	256,347	73	62,163
COUNTIES, Cities																					
ALLEN	40,823	51,298	54,100	17	5,046	7	5,123	18	14,152	23	9,528	17	5,667	17	2,355	8	1,288	42	5,684	4	755
Iola	32,058	40,160	42,185	10	3,172	4	4,893	10	10,880	15	7,254	9	3,820	11	2,088	7	1,238	27	5,035	2	522
ANDERSON	16,684	19,843	20,703	10	2,322	2	541	11	5,561	6	3,318	11	2,685	7	1,033	7	1,280	19	1,862	2	361
ATCHISON	48,614	61,557	65,033	11	4,433	4	5,359	18	16,006	18	13,295	17	6,116	12	4,505	6	1,475	27	4,635	6	2,349
Atchison	46,774	59,723	63,185	10	4,326	4	5,359	14	15,612	17	13,098	13	5,151	12	4,505	6	1,475	25	4,543	6	2,349
BARBER	19,162	27,815	30,202	6	2,015	5	648	15	6,394	11	8,066	12	6,799	5	485	7	1,253	15	1,068	4	1,305
BARTON	134,329	225,654	252,161	28	12,987	12	33,415	36	47,580	29	62,630	38	28,673	37	12,175	33	11,267	68	18,348	12	4,173
Great Bend	117,292	199,128	222,961	19	10,818	8	32,022	22	39,697	23	57,157	23	23,615	32	11,555	22	9,661	43	15,756	7	3,954
BOURBON	49,829	65,128	69,233	11	4,034	6	6,812	17	16,707	13	16,698	17	5,765	15	3,195	15	2,904	28	4,664	5	1,555
Fort Scott	47,983	62,897	66,625	8	3,676	6	6,812	13	16,021	11	15,957	13	5,433	15	3,195	13	2,793	24	4,528	5	1,555
BROWN	28,371	33,892	35,394	6	2,090	5	1,621	15	9,398	15	8,755	18	5,697	10	965	10	1,170	25	1,879	5	1,201
Hiawatha	18,241	21,324	22,095	1	1,032	2	1,029	6	5,838	9	6,247	7	2,147	7	789	8	1,028	13	1,233	3	909

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BUTLER	109,490	199,024	225,926	27	11,088	9	8,996	29	54,442	36	57,546	30	29,649	23	7,166	31	15,900	68	18,803	9	4,296
Augusta	39,926	71,165	78,975	8	5,018	1	1,650	4	14,237	13	27,355	12	8,590	7	1,930	14	10,050	18	5,537	5	637
El Dorado	45,718	84,881	96,747	11	4,245	5	6,998	8	29,433	14	12,438	16	7,514	13	4,867	14	5,803	32	10,006	4	3,639
CHASE	7,166	11,208	12,350	3	577			4	1,786	3	562	7	6,867	4	598	4	203	5	1,004	1	179
CHAUTAUQUA	7,185	12,610	14,215	4	1,252	4	656	9	3,807	6	2,641	10	3,070	2	375			9	1,094	3	653
CHEROKEE	43,815	57,724	61,476	15	2,588	8	1,224	33	23,600	24	11,218	25	6,653	12	1,717	22	2,736	52	5,387	8	2,336
Columbus	16,930	21,067	22,101	4	630	3	589	7	6,498	12	7,288	7	951	5	885	10	1,510	10	1,190	1	652
CHEYENNE	7,931	10,602	11,322	5	387	1	286	7	3,833	7	2,932	7	440	5	567	5	537	11	988	2	71
CLARK	6,852	8,461	8,895	4	3,038			4	1,317	3	969	5	2,230	3	96	7	489	7	432	1	163
CLAY	29,394	35,890	37,648	6	4,078	2	1,144	10	7,094	12	8,729	15	6,754	8	1,548	6	1,602	22	2,246	3	390
Clay Center	26,183	31,467	32,788	5	3,801	2	1,144	6	5,942	11	8,432	10	4,599	8	1,548	5	1,493	13	1,678	3	390
CLOUD	39,794	49,670	52,328	18	5,049	8	4,076	18	11,660	14	10,503	19	7,001	13	2,751	11	2,545	38	3,704	4	902
Concordia	31,877	39,642	41,583	8	2,942	6	3,556	11	9,347	10	8,812	11	5,241	12	2,644	10	2,426	23	2,867	3	786
COFFEY	17,231	22,221	23,561	9	1,955	4	1,266	10	5,377	8	5,577	20	3,537	4	177	7	1,218	15	1,474	3	1,276
COMANCHE	5,876	7,936	8,493	8	996	2	204	7	2,270	4	1,360	7	2,277	2	236	4	148	8	629	2	139
COWLEY	104,286	144,635	155,654	20	10,655	9	12,743	20	36,787	37	31,706	48	15,714	35	8,580	42	7,019	67	10,439	10	6,822
Arkansas City	53,712	79,140	86,152	6	5,097	4	8,404	9	20,666	16	15,188	20	7,380	16	4,374	19	5,026	35	6,686	4	4,100
Winfield	37,901	49,194	52,223	11	3,273	2	4,171	8	15,025	15	7,220	21	5,499	18	3,960	15	1,628	22	3,348	5	2,660
CRAWFORD	105,937	136,104	144,196	31	11,422	14	20,335	44	37,345	32	21,533	38	12,502	24	4,416	27	8,657	76	13,631	10	2,305
Pittsburg	78,927	102,889	109,312	15	8,900	12	17,328	23	27,439	24	13,789	18	9,240	23	4,178	19	6,116	51	12,102	7	1,622
DECATUR	14,154	18,731	19,962	3	963	4	385	7	4,099	6	3,231	15	5,787	4	642	8	1,172	14	1,496	2	620
DICKINSON	53,277	68,544	72,643	21	6,608	11	4,563	25	17,017	17	13,575	33	14,942	21	2,895	17	1,285	36	4,044	8	1,597
Abilene	33,710	42,612	44,838	10	3,673	6	2,958	13	10,398	11	10,061	19	7,528	13	1,992	9	827	16	2,550	4	980
DONIPHAN	18,855	23,738	25,056	7	4,164	3	310	14	8,502	4	1,477	14	7,298			5	325	19	1,503	3	497
DOUGLAS	199,066	261,170	277,887	36	23,018	13	26,901	33	60,439	36	46,894	47	27,046	37	13,909	51	12,876	105	24,911	12	5,097
Lawrence	184,328	242,634	258,331	31	19,768	12	26,787	27	56,649	31	44,977	36	21,212	35	12,011	45	12,573	91	24,060	10	4,828
EDWARDS	12,002	14,602	15,303	5	415	2	444	7	3,312	5	4,792	6	2,047	4	504	4	632	12	1,564	2	224
ELK	5,150	7,092	7,618	5	525	1	312	10	1,610	4	2,101	9	1,451	2	279	1	81	8	496	3	83
ELLIS	122,698	166,482	178,322	15	16,882	10	18,774	29	34,032	30	39,362	42	16,784	29	8,119	42	10,545	68	16,393	4	4,094
Hays	114,307	155,267	166,345	11	15,119	8	17,864	21	30,970	27	38,999	33	14,314	27	7,829	37	9,899	61	15,417	2	3,096
ELLSWORTH	16,525	20,681	21,800	7	1,575	2	505	8	5,901	8	2,856	16	6,383	5	316	4	646	18	1,607	2	383
FINNEY	110,442	154,796	166,911	22	14,976	5	20,223	16	[illegible]	20	41,774	20	11,107	28	9,912	23	9,354	43	10,910	5	2,093
Garden City	108,439	152,789	164,887	19	14,132	5	20,223	14	34,439	20	41,774	19	11,090	27	9,770	23	9,354	42	10,897	5	2,093
FORD	110,088	156,176	168,781	23	13,978	7	24,514	26	32,808	32	32,857	30	14,668	31	8,787	34	11,107	47	13,817	7	1,901
Dodge City	106,710	152,637	165,181	20	13,677	7	24,514	20	31,610	27	31,880	28	14,428	31	8,787	34	11,107	43	13,527	6	1,834
FRANKLIN	60,470	75,772	79,887	19	9,235	4	4,997	21	19,782	23	13,444	22	10,458	21	3,566	19	2,093	45	4,953	6	1,148
Ottawa	53,950	68,096	71,893	12	6,738	3	4,953	14	18,122	20	13,235	18	9,547	19	3,416	15	1,885	32	4,003	5	1,058
GEARY	85,357	102,905	107,654	6	3,749	7	16,938	21	20,061	41	21,477	28	13,203	19	3,946	17	6,380	64	11,301	5	612
Junction City	83,335	100,006	104,515	8	3,749	7	16,938	21	20,061	39	20,827	26	12,785	19	3,946	17	6,380	59	10,756	5	612
GOVE	12,842	17,861	19,227	5	975	3	270	4	3,422	7	2,813	12	7,417	1	384	6	441	11	1,911	2	792
GRAHAM	13,309	21,354	23,648	8	3,439	2	491	9	5,995	4	5,997	9	3,836	3	353	6	566	10	827	3	358
GRANT	28,124	37,995	40,657	6	3,149	2	3,688	6	10,496	5	11,394	7	3,366	10	2,067	4	1,302	12	2,397	3	586
GRAY	14,074	19,344	20,770	4	3,152	2	187	7	6,380	3	5,593	3	1,567	2	505	4		11	716	2	1,013
GREELEY	3,592	4,470	4,705	2	661			2	1,119	1	490	4	1,240	2	145			4	493		
GREENWOOD	19,425	32,791	36,883	6	2,612	3	1,646	11	9,053	10	6,056	20	8,445	9	1,246	10	871	19	2,036	6	770
HAMILTON	8,755	9,699	9,976	2	329	2	272	4	1,922	4	4,387	3	893	4	207	3	92	8	617	1	233
HARPER	21,945	31,753	34,447	9	2,702	7	2,182	10	6,507	14	8,252	14	5,245	11	1,536	11	1,752	18	2,918	5	1,536
HARVEY	85,191	106,669	112,461	20	10,443	9	6,763	27	27,265	22	18,609	34	16,360	18	5,109	20	3,043	52	9,305	6	3,225
Newton	64,351	82,642	87,547	9	4,017	5	4,686	13	23,060	19	18,439	22	9,417	17	4,923	[illegible]	2,532	36	7,131	6	3,225
HASKELL	5,747	6,840	7,137	2	813			4	2,898	2	606	4	1,377	5	383			9	570	3	84
HODGEMAN	2,869	3,551	3,733	3	101	1		3	785	2	350	6	1,476	2	28	1	327	6	394	1	40
JACKSON	31,606	35,812	37,010	7	1,145	6	1,090	10	7,079	11	13,100	18	5,892	6	1,190	7	683	22	1,982	3	695
JEFFERSON	17,506	30,579	[illegible]	10	2,670	2	451	13	9,603	11	3,294	15	10,654	2	27	7	739	21	2,270	4	623
JEWELL	6,478	8,752	[illegible]	4	1,052	5	316	8	2,210	2	952	8	1,565	3	456	6	297	14	1,192	1	628
JOHNSON	1,080,385	1,653,047	1,814,574	99	69,260	47	349,131	167	279,951	141	378,444	144	161,132	195	[illegible]	205	100,221	318	132,252	43	39,474
Olathe	136,839	206,520	225,951	15	25,080	8	35,593	18	29,403	32	[illegible]	19	26,645	17	2,592	33	14,804	46	20,344	7	6,500
KEARNY	6,176	7,119	7,382	3	[illegible]			6	2,399	1	[illegible]	5	1,369			2	141	7	546	1	245
KINGMAN	19,796	27,980	30,209	13	2,239	3	1,505	14	9,330	6	7,819	12	2,546	5	922	6	1,201	16	2,257	3	500
KIOWA	11,409	17,406	19,083	3	1,154	3	715	3	4,453	9	3,216	10	4,473	4	417	6	835	11	2,231	2	382
LABETTE	70,885	88,653	93,477	22	8,936	5	7,854	26	23,325	30	19,969	26	10,959	18	4,037	27	3,576	39	5,215	9	1,435
Parsons	54,172	70,494	74,866	10	8,102	3	6,820	14	18,622	19	14,975	13	5,804	16	3,971	15	3,050	21	4,298	6	1,277
LANE	5,518	7,368	7,863	5	547	3	477	4	2,443	4	1,336	3	938	1	114	5	229	6	307	2	144
LEAVENWORTH	116,468	146,521	154,592	20	9,143	13	18,548	36	37,041	32	31,313	37	16,484	24	4,621	36	8,061	65	10,491	8	4,102
Leavenworth	97,935	123,813	130,758	5	3,647	10	17,841	27	30,119	26	30,406	24	11,145	23	4,529	30	7,259	44	8,936	6	4,094
LINCOLN	9,838	12,954	13,794	8	238	4	800	6	3,516	4	2,993	9	3,813	2	241	5	573	10	618	1	333
LINN	16,754	21,026	22,173	7	1,257	1	118	13	6,495	7	6,753	10	3,678	5	219	6	534	19	1,344	3	132
LOGAN	13,284	18,757	20,251	5	1,631	5	1,523	6	5,813	9	4,890	6	1,594	8	916	4	745	7	790	3	383
LYON	108,940	150,533	161,815	21	6,675	7	22,403	24	33,119	33	32,692	40	18,014	23	8,166	26	7,692	60	16,766	6	2,834
Emporia	104,623	145,251	156,369	18	6,050	7	22,403	18	32,714	30	32,692	29	15,163	23	8,166	24	7,692	50	16,352	6	2,834
McPHERSON	72,901	97,441	104,135	25	8,466	10	5,865	27	24,415	29	19,060	32	16,771	17	4,570	23	4,558	53	9,796	9	2,498
McPherson	52,484	73,525	79,255	12	5,631	4	5,594	14	19,254	18	13,584	13	10,207	15	4,396	15	4,060	30	7,834	5	2,132
MARION	31,658	39,352	41,425	7	2,873	3	873	18	9,229	10	8,362	25	11,015	12	920	17	1,978	26	2,592	6	484
MARSHALL	38,493	49,305	52,209	14	5,384	7	2,135	17	10,887	19	9,891	24	5,832	11	2,141	9	6,735	35	2,309	6	1,657
MEADE	8,852	12,433	13,409	4	1,108	1	359	5	3,996	7	3,735	5	2,122	3	9	6	549	8	564	2	266
MIAMI	47,199	75,148	83,097	17	7,265	6	2,551	17	26,784	17	16,334	19	11,435	17	2,456	17	3,684	23	4,215	5	2,260
MITCHELL	30,459	40,288	42,946	9	2,399	7	2,139	11	6,306	10	11,347	16	11,583	6	811	12	1,615	19	2,988	4	782
Beloit	22,420	28,830	30,432	7	1,822	5	1,818	4	4,208	6	8,962	7	5,642	6	811	10	1,472	11	2,402	3	679
MONTGOMERY	150,424	207,659	223,186	25	12,652	14	21,161	55	53,801	54	44,802	46	17,663	45	10,169	47	7,744	76	12,839	13	6,972
Coffeyville	71,153	98,484	105,897	13	6,247	5	11,891	21	27,072	26	21,216	21	8,720	25	7,457	17	3,525	36	7,861	7	2,169
Independence	68,802	87,897	94,435	9	6,004	4	9,145	21	18,999	21	20,147	15	5,598	14	2,072	24	3,859	25	3,995	4	3,442
MORRIS	14,661	19,232	20,462	6	1,740	2	512	9	4,503	8	4,858	15	3,810	6	470	6	631	15	1,547	2	381
Council Grove	8,384	10,930	11,367		757		482		2,681		3,621		1,881		234		240		903		84
MORTON	9,166	14,156	15,560	2	432	1	633	4	4,249	6	5,384	7	2,792	3	136	3	378	6	901	1	296
NEMAHA	25,543	33,959	36,220	14	3,236	5	1,593	18	9,799	18	7,990	23	3,851	14	1,598	10	1,361	22	2,067	3	933
NEOSHO	67,498	107,686	119,127	13	8,539	8	13,605	20	22,098	19	30,387	28	13,834	13	3,053	24	6,409	50	9,568	7	2,341
Chanute	39,250	95,567	105,936	8	7,632	6	12,986	12	18,370	15	27,250	19	10,986	12	2,950	19	6,149	40	8,604	5	2,030
NESS	9,428	17,127	19,438	5	427	2	147	5	5,260	8	5,111	8	2,828	5	1,020	3	491	12	1,470	1	365

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NORTON	21,954	31,507	34,132	7	2,574	5	2,278	10	6,920	12	7,205	15	4,990	7	2,170	9	2,147	22	2,114	2	536
Norton	20,450	29,212	31,402	5	2,268	4	2,088	6	6,247	12	7,205	9	4,059	7	2,170	8	2,048	15	1,903	2	536
OSAGE	29,029	36,308	38,271	10	4,330	6	226	18	10,479	19	8,344	18	7,012	5	529	13	1,566	25	2,016	7	692
OSBORNE	14,773	20,162	21,621	19	4,898	2	343	11	4,233	7	2,941	9	4,672	5	1,162	5	913	9	1,231	2	597
OTTAWA	13,411	16,184	16,932	8	648	3	184	11	3,404	9	6,068	8	3,744	2	369	7	394	13	907	3	642
PAWNEE	26,975	32,138	33,544	10	2,849	3	6,112	8	7,848	10	6,505	8	2,839	8	1,367	5	1,415	16	2,606	3	398
Larned	25,750	30,690	31,925	8	2,625	3	6,112	6	7,078	9	6,249	7	2,699	8	1,367	5	1,415	14	2,477	3	398
PHILLIPS	19,338	26,788	28,806	10	2,209	3	931	13	8,400	10	5,452	13	3,087	8	1,736	9	2,098	15	1,733	3	606
POTTAWATOMIE	28,446	37,499	39,932	14	4,897	6	743	16	10,963	21	8,552	17	6,554	3	734	14	1,263	32	2,973	6	1,525
PRATT	41,468	58,719	63,435	13	7,246	4	6,765	16	15,604	15	11,935	11	6,248	10	2,663	13	2,529	22	4,321	4	1,215
Pratt	40,286	57,300	61,553	9	6,938	4	6,765	14	14,830	14	11,621	10	6,024	10	2,663	13	2,529	20	4,165	4	1,215
RAWLINS	7,490	9,663	10,245	9	814	2	305	7	2,932	5	2,466	7	1,777	3	170	3	394	9	433	1	200
RENO	247,101	306,610	322,652	46	24,205	13	39,877	50	71,042	58	55,593	66	28,326	32	15,305	59	16,304	140	26,906	12	8,657
Hutchinson	219,256	276,099	291,340	28	18,598	11	37,624	34	67,493	43	45,724	47	23,789	31	15,091	51	16,092	112	24,934	11	8,331
REPUBLIC	15,812	19,487	20,476	9	1,916	4	1,032	12	6,223	7	2,827	12	2,235	7	982	7	1,087	20	1,953	3	890
RICE	25,207	36,663	39,823	10	2,571	3	1,649	9	9,614	8	7,074	23	7,040	10	1,871	11	1,183	22	2,583	7	1,672
Lyons	17,194	25,119	27,100	5	1,816	1	719	4	7,554	5	4,828	10	4,635	6	1,791	6	611	9	1,230	3	1,045
RILEY	156,637	188,943	197,677	28	12,703	9	27,845	34	39,436	38	29,048	46	24,856	27	7,965	42	10,798	82	24,760	10	3,127
Manhattan	148,522	177,895	185,835	25	11,737	8	25,651	30	36,698	32	27,368	37	23,899	27	7,965	41	10,613	73	22,834	9	3,067
ROOKS	15,347	28,239	32,128	8	2,134	4	415	12	8,036	7	2,672	20	9,983	9	1,121	[illegible]	1,287	19	2,030	5	1,091
RUSH	9,150	12,263	13,103	10	2,874	2	360	7	1,992	2	251	8	3,222	2	200	3	1,206	17	1,001	3	289
RUSSELL	28,237	48,917	54,995	6	1,821	3	2,843	11	12,652	12	15,450	17	6,570	5	2,546	11	1,913	35	4,252	5	1,174
Russell	24,681	43,116	47,725	5	1,675	3	2,843	5	9,295	10	14,193	13	6,145	5	2,546	9	1,744	21	3,191	4	1,059
SALINE	209,348	276,810	294,946	24	15,716	12	39,333	32	57,906	53	65,076	54	35,990	50	13,002	52	14,854	98	24,919	13	3,638
Salina	206,323	273,5[illegible]0	29[illegible],634	21	15,636	12	39,333	30	57,763	52	65,027	48	34,232	49	12,991	51	14,843	91	23,743	13	3,638
SCOTT	22,026	30,065	32,239	9	3,468	2	2,291	6	7,162	7	6,034	6	4,740	13	1,491	7	2,466	12	1,557	1	419
SEDGEWICK	1,392,624	2,180,263	2,402,745	148	139,550	61	331,377	233	446,004	261	502,964	278	210,541	236	132,546	258	104,287	709	237,544	64	57 867
Derby	28,617	42,571	46,059	4	866	3	5,930	6	12,318	3	13,857	8	4,641	3	1,837	5	1,646	16	3,433		
Haysville	7,771	12,527	13,716	3	293	1	415	5	5,418	4	2,391	3	2,019	4	348	1	85	8	1,365	2	293
Wichita	1,241,419	1,946,211	2,145,343	106	105,092	51	319,959	183	387,956	217	444,410	218	170,152	217	128,131	221	94,198	617	222,234	58	56,201
SEWARD	88,256	119,438	127,842	18	9,086	7	12,712	21	25,655	18	29,528	22	10,871	33	9,774	24	7,393	34	9,797	4	2,087
Liberal	85,157	114,842	122,830	16	7,846	7	12,712	20	23,758	18	29,528	21	10,090	33	9,774	24	7,393	33	9,247	4	2,029
SHAWNEE	606,911	818,542	868,499	54	64,057	28	116,371	102	165,407	122	162,689	138	85,707	91	34,504	116	36,187	248	69,446	32	62,029
Topeka	584,958	757,443	803,712	47	54,574	26	105,338	94	148,666	109	161,175	121	69,190	89	34,424	110	35,603	232	66,854	31	58,410
SHERIDAN	6,756	8,140	8,516	5	1,493	3	392	5	2,170	[illegible]	738	3	857	1	21	3	401	5	464	1	254
SHERMAN	36,713	48,464	51,626	12	6,617	3	4,232	7	9,640	14	11,674	13	5,662	7	2,376	9	2,551	17	3,926	2	586
Goodland	36,647	48,546	51,521	12	6,617	3	4,232	5	9,547	14	11,674	13	5,662	7	2,376	9	2,551	17	3,926	2	586
SMITH	16,313	20,849	22,068	5	1,394	5	1,219	10	8,095	10	3,806	13	4,015	6	618	6	294	17	942	2	334
STAFFORD	12,817	17,580	18,869	6	1,431	1		7	6,279	7	3,025	14	4,955	6	217	6	524	17	1,173	3	313
STANTON	3,661	4,942	5,289	1				3	3,403	2	93	1	708	1		2	333	6	584	1	138
STEVENS	13,020	16,449	17,367	7	2,231	1	419	4	4,465	6	4,367	6	1,337	4	617	5	165	4	685	2	499
SUMNER	51,337	73,956	80,176	24	5,007	9	5,116	24	21,048	27	13,598	35	11,642	20	2,907	26	4,863	37	6,347	11	3,681
Wellington	30,206	42,114	45,091	12	2,656	4	4,869	9	12,750	13	9,367	12	3,270	15	2,102	8	2,756	14	2,164	6	1,923
THOMAS	35,796	48,326	51,714	13	3,373	5	2,993	8	11,728	12	9,429	15	8,517	12	2,340	10	1,659	27	4,715	3	873
Colby	33,183	44,706	47,587	11	3,173	4	2,761	5	10,037	12	9,429	11	7,646	12	2,340	9	1,594	21	3,794	3	873
TREGO	13,443	16,544	17,379	5	1,926	1	573	8	3,582	4	1,936	7	5,448	4	270	2	85	11	1,226	3	359
WABAUNSEE	8,706	11,280	11,972	6	1,149	1		9	1,594	3	637	13	4,858	1	51	2	183	15	2,074	2	170
WALLACE	5,830	6,738	6,988	5	1,157			3	1,255	2	1,157	5	1,239	3	138	3	550	3	609	1	186
WASHINGTON	17,224	21,049	22,079	12	1,432	2	703	9	5,107	7	1,613	14	5,804	2	134	9	1,592	20	1,565	3	527
WICHITA	9,271	13,886	15,171	3	1,320	1	186	7	3,534	5	6,376	1	1,344	7	473	1	109	10	879	2	156
WILSON	22,605	28,285	29,816	11	2,102	3	1,552	12	9,924	12	4,602	16	3,003	10	1,136	8	759	23	1,460	4	1,424
Fredonia	13,323	16,784	17,649	6	1,345	3	1,362	7	5,535	5	2,433	6	1,699	4	619	3	343	8	898	2	635
WOODSON	9,228	11,494	12,105	5	192	3	270	5	2,491	6	2,974	11	3,767	3	115	4	385	12	864		
WYANDOTTE	546,060	706,222	749,234	54	35,205	31	97,611	151	182,874	101	158,075	133	86,789	74	24,465	88	25,759	244	58,506	29	10,362
Kansas City	517,876	675,291	717,480	49	34,491	29	92,578	145	175,454	93	148,048	126	84,796	71	23,976	84	25,650	232	57,010	25	9,204

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,491,662	14,864,096	16,134,077	1,454	948,329	1,080	1,686,175	5,603	3,971,386	2,736	2,991,187	3,452	2,014,834	2,045	621,381	2,068	673,750	4,413	1,231,230	910	550,531
STANDARD METROPOLITAN STATISTICAL AREAS																					
Cincinnati, O.-Ky.-Ind.	4,754,713	6,933,19[illegible]	7,593,905	440	269,544	204	1,233,400	1,661	1,721,848	547	1,238,633	1,030	875,336	639	261,482	706	327,624	2,341	759,475	311	236,105
Clarksville-Hopkinsville, Tenn-Ky.	453,433	514,099	531,784	47	38,356	43	73,447	160	99,640	121	129,892	140	47,134	91	18,083	103	25,661	196	38,766	28	13,293
Evansville, Ind.-Ky.	1,055,812	1,477,345	1,599,486	141	102,217	67	198,354	241	315,464	241	297,264	274	180,452	157	93,618	204	75,407	560	144,449	71	32,718
Huntington-Ashland, W.Va.-Ky.-O.	944,142	1,254,232	1,342,725	106	86,744	69	185,403	388	338,581	212	224,765	261	140,150	137	59,590	178	73,022	369	89,721	69	43,901
Lexington-Fayette, Ky.	1,147,064	1,431,544	1,[illegible]12,813	97	63,863	68	208,363	329	328,080	152	267,000	251	171,162	208	78,266	186	58,135	428	134,907	73	44,751
Louisville, Ky.-Ind.	3,099,125	4,076,484	4,358,012	279	193,225	145	617,943	855	937,820	465	808,632	669	478,580	309	163,755	471	203,220	1,300	423,759	215	146,986
Owensboro, Ky.	302,055	510,242	571,724	39	41,680	17	72,408	105	121,819	102	108,811	77	48,852	65	28,613	65	30,253	128	46,937	24	19,575
COUNTIES, Cities																					
ADAIR	27,757	46,567	52,1[illegible]	6	3,227	9	1,732	39	17,203	18	11,060	19	7,356	11	1,357	7	2,753	13	2,355	3	1,520
ALLEN	26,406	37,829	41,031	8	5,144	7	2,591	32	14,461	16	5,559	16	5,772	7	460	4	719	11	2,180	4	1,751
ANDERSON	24,637	35,039	37,945	3	1,409	4	2,294	13	10,053	11	8,194	19	6,532	10	1,377	7	734	17	1,797	3	1,311
BALLARD	23,946	37,790	41,783	6	2,948	2	433	20	12,900	8	11,454	17	7,522	3	223	5	365	17	1,763	4	844

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Bldr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BARREN	107,708	169,971	187,921	22	15,233	10	14,127	58	43,153	39	32,356	52	26,696	31	8,277	31	11,285	33	14,148	12	6,981
Glasgow	83,485	134,091	148,745	16	11,521	8	11,651	40	35,842	32	28,937	34	14,365	23	6,969	28	11,130	31	8,827	10	6,075
BATH	12,159	22,339	25,448	2	1,039	4	990	25	6,583	13	5,799	13	5,454	3	869	4	1,240	10	934	2	617
BELL	113,571	186,253	207,503	18	20,259	13	17,749	82	56,540	24	34,941	30	21,451	30	11,739	23	10,277	30	9,221	14	9,655
Middlesborough	79,955	132,601	148,053	11	17,132	7	15,184	34	37,132	18	26,766	16	12,026	22	8,803	17	8,067	18	6,137	9	6,400
BOONE	218,583	428,989	494,955	20	17,350	10	104,075	51	83,532	23	49,506	53	118,073	48	24,104	23	8,602	65	44,481	12	10,503
BOURBON	39,832	67,965	76,313	8	3,024	4	2,634	23	27,445	10	14,874	18	9,155	10	3,311	7	1,760	25	5,515	5	2,783
Paris	36,630	63,143	69,771	7	2,905	4	2,634	18	24,099	8	13,936	12	7,446	9	3,206	7	1,760	22	5,305	5	2,783
BOYD	220,242	309,430	334,329	34	23,912	16	74,368	63	70,402	59	56,978	53	32,340	36	15,695	38	17,136	44	20,130	17	11,060
Ashland	196,667	277,201	299,696	25	21,038	13	69,834	43	61,526	52	55,122	40	26,994	34	15,307	29	15,714	36	17,168	13	10,304
BOYLE	81,198	119,401	130,390	15	6,531	10	20,004	32	31,457	19	22,712	27	13,486	15	2,670	20	3,973	25	9,431	9	3,742
Danville	62,377	85,210	91,533	13	5,702	4	11,642	19	18,550	16	22,246	20	10,234	11	2,293	16	2,708	20	6,713	8	3,346
BRACKEN	11,268	14,478	15,365	4	1,966	5	1,025	18	4,569	6	3,935	6	1,630			3	523	9	994	2	336
BREATHITT	28,323	68,970	82,936	7	6,955	9	8,190	50	21,480	13	19,694	11	11,147	8	3,085	5	3,594	14	3,070	3	2,132
BRECKINRIDGE	35,321	52,051	56,767	5	1,895	5	1,664	35	23,179	17	8,800	31	8,886	12	1,800	10	1,304	18	2,235	6	2,582
BULLITT	39,254	71,263	80,882	16	8,602	3	2,490	18	17,153	16	9,314	30	25,484	5	378	8	3,736	12	4,894	5	2,284
BUTLER	19,420	27,460	29,702	2	946	1	223	25	9,537	12	7,954	11	5,575	7	796	7	722	9	965	3	1,242
CALDWELL	48,001	78,836	87,837	11	4,864	6	5,112	15	18,907	14	26,791	23	8,141	14	4,026	8	3,205	18	3,960	6	3,001
CALLOWAY	101,891	151,723	165,859	18	10,876	9	10,166	44	34,206	60	48,784	25	14,917	36	10,700	27	6,822	37	12,679	10	4,593
Murray	98,601	148,232	162,292	15	10,649	8	9,881	33	32,874	55	48,336	21	14,358	36	10,700	23	6,654	35	12,506	10	4,593
CAMPBELL	217,225	337,545	372,094	20	9,894	10	30,701	108	105,412	53	59,608	54	41,703	19	7,164	31	11,868	176	44,269	20	19,266
CARLISLE	12,879	19,660	21,590	3	1,107	2	321	13	5,340	8	6,347	12	5,938	2	177	3	176	4	691	2	875
CARROLL	20,420	25,713	27,184	5	1,069	4	1,009	23	7,117	10	5,228	13	4,982	8	1,016	5	892	18	2,444	2	1,056
CARTER	56,091	90,178	100,071	11	10,221	10	6,651	38	29,591	14	14,854	28	17,708	13	3,845	17	6,005	16	3,189	3	2,940
CASEY	21,175	33,728	37,359	8	4,661	8	1,995	38	14,958	14	5,426	15	4,518	8	1,506	7	1,310	15	1,388	2	61
CHRISTIAN	192,524	195,875	198,517	21	11,869	22	24,807	81	39,707	53	41,568	74	19,150	46	8,794	36	8,579	79	13,063	14	5,212
Hopkinsville	140,603	140,544	141,930	17	10,820	13	7,168	48	32,178	43	34,175	54	13,695	39	6,775	31	7,902	57	9,482	12	4,508
CLARK	91,050	130,833	142,089	9	10,778	8	11,795	51	37,041	21	29,923	22	13,084	19	3,979	12	4,342	43	15,849	7	4,270
Winchester	89,762	84,649	90,858	9	10,778	8	11,795	48	3,784	21	29,923	22	13,084	19	3,979	12	4,342	42	1,681	7	484
CLAY	47,935	87,503	99,548	6	3,239	8	4,476	64	34,877	24	26,162	21	11,014	14	3,275	15	6,911	17	2,458	4	3,555
CLINTON	17,165	26,375	29,008	5	2,199	8	1,537	24	9,459	16	5,401	20	4,278	8	711	9	1,233	8	1,425	2	446
CRITTENDEN	19,439	24,324	25,683	5	1,250	3	824	9	10,034	10	5,881	8	2,310	6	1,233	6	761	6	793	2	1,092
CUMBERLAND	13,439	19,579	21,304	2	840	5	703	21	7,214	4	4,963	14	3,008	4	497	3	448	6	1,350	2	969
DAVIESS	302,055	510,242	571,724	39	41,680	17	72,408	105	121,819	102	108,811	77	48,852	65	28,613	65	30,253	128	46,937	24	19,575
Owensboro	282,032	474,000	530,561	29	36,983	16	72,226	78	106,991	95	105,215	65	41,251	63	28,223	65	30,253	114	43,760	22	17,905
EDMONSON	9,158	10,100	10,398	4	486	4	503	22	3,161	10	1,465	9	1,147	4	186	4	419	4	1,118	2	456
ELLIOTT	4,651	4,885	4,981	1	249	2	274	11	2,101	2	639	5	795	1	111	1	66	2	126	1	354
ESTILL	30,448	48,445	53,641	2	540	8	2,021	40	15,029	9	17,042	13	6,795	9	1,439	7	1,108	11	2,143	4	2,796
FAYETTE	901,113	1,061,009	1,106,481	61	40,387	41	187,846	180	203,072	88	195,273	158	113,913	156	68,191	143	47,136	294	99,066	45	29,292
1Lexington	901,113	1,061,009	1,106,481	61	40,387	41	187,846	180	203,072	88	195,273	158	113,913	156	68,191	143	47,136	294	99,066	45	29,292
FLEMING	30,511	50,917	56,914	5	5,830	5	1,131	32	13,080	16	20,997	13	4,379	7	1,257	9	3,735	9	1,227	5	2,784
FLOYD	132,736	172,412	183,376	30	12,870	27	10,287	110	38,748	26	65,669	64	20,985	30	5,751	33	6,090	31	5,649	12	5,701
FRANKLIN	128,033	252,556	291,687	22	24,457	6	21,828	61	81,217	25	40,207	36	40,957	34	15,898	24	8,999	71	27,081	11	11,206
Frankfort	127,198	251,210	290,193	22	24,457	6	21,828	61	81,217	25	40,207	35	40,001	34	15,898	24	8,954	71	27,081	11	11,206
FULTON	41,328	52,821	56,007	11	2,420	7	5,655	24	16,292	8	7,969	19	8,363	11	1,316	15	2,513	20	2,050	4	1,077
Fulton	33,689	43,083	45,431	7	1,761	5	4,841	10	12,304	6	6,964	10	5,139	8	1,252	11	2,177	10	1,454	2	807
GALLATIN	8,776	19,178	22,591	3	1,195	1	185	11	6,835	1	1,958	8	5,099	3	43	3	443	12	2,696	1	575
GARRARD	19,948	31,897	35,356	4	3,212	3	1,014	20	7,230	7	3,613	14	3,370	4	760	4	2,302	10	1,844	5	1,609
GRANT	33,830	72,239	84,720	9	3,431	4	1,663	20	11,248	15	20,090	23	28,958	6	655	7	2,401	19	10,418	2	1,378
GRAVES	89,845	112,649	119,083	14	8,006	9	7,109	56	27,403	33	30,640	30	12,150	32	7,561	21	6,483	35	4,968	12	5,362
Mayfield	82,914	106,216	112,680	10	7,880	9	7,109	28	24,728	26	30,431	21	10,637	30	7,471	19	6,365	22	4,296	11	5,276
GRAYSON	42,766	64,982	71,308	17	7,422	9	3,226	39	20,539	25	12,182	21	11,070	13	2,299	12	3,720	21	2,667	6	2,649
GREEN	19,864	31,165	34,418	5	4,274	9	2,554	27	12,080	10	5,647	11	4,546	7	812	12	1,157	11	1,255	2	563
GREENUP	58,149	82,667	89,520	8	3,305	10	6,170	48	34,812	19	14,598	30	12,075	11	3,345	14	3,260	21	3,378	7	2,077
HANCOCK	8,617	13,220	14,534	2	314			14	6,579	2	2,029	10	3,718	4	398			7	969	2	226
HARDIN	230,706	271,240	282,857	32	20,227	14	17,750	67	47,621	65	69,889	74	56,960	46	7,778	44	10,953	78	23,456	11	5,392
Elizabethtown	135,691	159,193	165,948	16	14,391	8	10,273	27	29,335	31	45,325	38	24,565	26	4,762	26	6,099	41	14,730	7	3,770
HARLAN	109,322	139,350	147,672	12	3,987	18	12,918	107	60,693	30	14,574	33	15,459	18	4,652	26	11,370	29	5,815	11	4,174
Harlan	55,409	69,082	72,500	4	1,625	7	10,214	18	25,110	8	9,238	9	5,094	12	3,330	9	6,324	10	2,889	6	2,644
HARRISON	34,031	46,676	50,180	10	3,151	8	4,441	20	12,758	11	6,950	15	6,266	12	2,055	9	2,714	19	3,233	7	2,673
HART	33,043	45,735	49,270	9	6,080	11	2,453	30	13,899	17	10,041	25	6,456	11	1,744	10	1,670	15	958	5	1,673
HENDERSON	139,396	231,400	256,947	21	16,989	12	16,307	49	52,087	29	56,720	37	39,577	25	18,561	25	12,329	74	17,277	9	6,621
Henderson	137,693	223,069	247,902	21	16,989	12	16,307	42	45,514	28	55,013	35	39,564	25	18,561	25	12,329	67	16,822	9	6,621
HENRY	25,151	40,756	45,293	7	908	9	3,766	24	15,424	6	10,506	19	5,167	5	338	7	2,108	17	2,803	3	1,631
HICKMAN	8,845	12,346	13,320	4	1,918	3	221	7	6,025	3	1,665	4	990	2	406	2	55	3	359	2	538
HOPKINS	141,902	199,907	216,092	23	17,122	15	21,520	69	58,223	42	45,491	48	27,456	23	9,427	26	7,677	35	9,850	11	7,317
Madisonville	116,433	165,579	179,308	15	14,015	11	20,230	33	46,980	30	42,003	30	13,890	20	9,202	19	7,135	26	9,097	7	6,448
JACKSON	14,256	19,147	20,502	4	1,407	9	1,195	32	5,466	12	3,801	16	2,215	4	426	4	214	13	4,631	3	220
JEFFERSON	2,524,826	3,306,810	3,529,763	193	147,799	114	512,902	685	768,427	345	635,685	481	345,821	335	138,655	377	168,129	1,070	364,580	177	118,477
Louisville	1,106,870	1,249,460	1,292,371	86	44,801	45	118,623	410	321,198	139	194,125	229	128,169	150	41,860	169	67,223	657	170,707	97	53,047
JESSAMINE	48,254	77,811	86,378	7	6,180	3	2,377	34	31,352	14	14,136	16	9,990	5	484	10	2,318	16	3,673	6	2,770
JOHNSON	71,564	106,042	115,786	9	16,039	11	6,953	49	27,158	19	21,716	20	13,946	15	4,687	10	9,201	22	5,366	6	4,518
KENTON	392,101	566,397	615,846	38	25,985	12	50,703	178	178,005	55	84,186	92	77,590	32	10,131	54	25,838	249	63,396	33	36,085
Covington	213,707	285,034	304,809	19	11,687	7	15,335	88	68,271	32	75,146	37	31,228	17	7,490	29	14,625	147	31,039	18	12,989
KNOTT	18,248	26,638	28,993	8	2,796	7	2,367	49	11,393	11	2,260	22	4,993	8	1,221	6	267	8	428	3	661
KNOX	63,246	102,513	113,923	16	10,104	6	6,824	66	45,213	26	9,501	19	13,888	15	2,506	18	3,124	20	9,673	7	6,583
LARUE	25,067	38,200	41,934	6	1,005	5	1,549	18	12,922	10	6,389	22	8,949	7	1,896	10	1,963	13	1,693	4	1,318
LAUREL	99,710	141,431	153,101	13	7,917	9	10,224	67	29,947	33	37,499	36	33,534	19	3,919	17	6,098	25	8,509	6	5,146
LAWRENCE	30,727	50,316	56,039	3	1,917	5	752	34	21,866	13	14,059	14	6,962	3	1,035	8	2,648	6	1,495	3	2,792
LEE	15,450	24,170	26,673	2	1,254	8	1,403	27	8,221	11	6,578	6	2,486	1	447	4	175	5	733	3	1,381
LESLIE	14,056	24,492	27,607	4	980	8	2,982	43	10,433	11	1,616	15	3,844	3	776	10	1,919	7	737	1	2,307
LETCHER	53,019	53,306	53,881	9	3,755	17	5,496	91	20,905	29	6,127	28	5,840	10	1,968	17	3,427	23	1,421	8	1,264
LEWIS	15,945	34,239	40,203	4	2,549	3	1,561	28	13,203	17	5,653	13	8,860	4	2,833	6	580	8	1,506	2	72
LINCOLN	31,605	35,989	63,331	12	8,831	6	821	48	18,873	13	11,887	28	10,843	8	1,590	6	3,247	16	1,099	5	1,902
LIVINGSTON	11,402	11,824	12,029	3	204	3	186	23	3,602	8	1,031	21	2,252	1	31	1	34	12	1,797	3	565
LOGAN	53,316	73,701	79,365	15	5,492	13	4,726	36	23,594	23	17,609	28	9,723	13	2,430	23	3,868	24	3,918	9	3,555
LYON	9,136	15,331	17,155	2	312	2	540	7	7,806	3	1,306	11	3,772	2	332	3	69	7	1,252	2	498

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MCCRACKEN	284,457	385,893	413,971	27	32,904	14	55,594	65	79,760	67	71,586	57	27,453	62	22,483	62	23,728	107	29,745	22	21,437
Paducah	241,102	324,014	346,912	25	29,970	12	43,026	51	63,864	55	63,732	51	23,340	56	20,621	59	23,297	96	26,738	19	12,560
MCCREARY	18,787	38,445	44,717	6	2,818	6	934	40	19,762	16	5,442	17	7,457	8	1,727	8	1,655	7	1,282	1	1,483
MCLEAN	19,064	27,167	29,433	7	1,433	3	1,061	17	8,879	7	9,604	11	3,067	1	28	7	1,962	14	834	4	926
MADISON	154,267	186,724	195,057	22	15,053	12	13,036	84	42,317	44	30,253	52	30,408	40	7,757	26	4,020	70	23,732	12	5,559
Richmond	113,992	142,116	149,921	16	13,070	7	10,927	48	31,938	25	17,837	31	21,749	27	6,870	21	3,275	49	17,622	7	5,116
MAGOFFIN	16,617	34,752	40,594	6	2,496	9	6,706	33	13,454	9	1,762	16	10,343	1	301	6	1,017	7	847	3	2,582
MARION	31,681	51,426	57,169	7	4,096	10	4,722	21	21,733	15	3,313	18	5,023	9	2,586	9	1,945	23	3,291	4	1,854
MARSHALL	78,355	111,042	120,159	12	14,146	14	7,162	53	23,709	49	41,611	24	18,160	12	2,237	12	1,422	31	2,735	5	3,509
MARTIN	22,553	40,179	45,493	5	4,222	6	845	21	17,182	5	10,121	10	4,763	6	894	7	3,357	13	1,205	4	1,414
MASON	63,391	80,068	84,697	9	3,075	5	6,475	31	25,177	15	12,502	18	6,262	20	6,774	10	3,429	33	4,577	10	4,054
Maysville	60,755	78,067	82,395	9	3,075	4	6,238	25	24,523	13	12,199	15	6,073	20	6,774	9	3,366	27	4,096	10	4,054
MEADE	24,576	34,721	37,556	7	885	4	868	20	11,620	9	7,738	13	8,350	6	945	7	460	20	3,764	2	633
MENIFEE	3,122	3,990	4,230	1	109	3	1,289	14	840	1	587	4	520	2	6	2	294	2	44	1	299
MERCER	45,135	55,358	58,222	7	4,651	6	1,452	28	15,773	28	11,889	25	8,070	11	2,105	13	3,517	15	3,850	8	3,170
METCALFE	13,286	20,924	23,126	3	2,575	3	866	19	7,803	7	5,146	9	3,304	5	455	5	732	11	1,011	3	468
MONROE	23,794	34,900	38,032	7	4,062	5	1,043	30	14,849	18	6,483	14	3,958	16	1,647	7	828	12	1,268	5	2,043
MONTGOMERY	70,115	86,413	90,962	11	4,592	8	7,478	36	26,960	42	15,486	25	11,861	11	2,945	12	2,986	25	4,357	7	3,750
MORGAN	39,616	60,491	66,433	7	7,102	4	3,165	32	13,192	10	26,668	11	3,490	5	1,151	6	2,427	7	1,548	2	510
MUHLENBERG	94,075	103,199	106,151	14	3,347	9	5,573	62	31,544	21	30,218	34	9,996	21	4,110	18	3,963	24	3,618	6	3,026
NELSON	59,822	94,284	104,203	13	4,492	12	6,190	40	27,603	22	17,166	28	12,829	15	2,985	15	4,488	26	6,692	7	5,580
NICHOLAS	9,725	16,251	18,171	3	994	1	409	11	7,882	10	2,363	6	2,232	5	627	3	657	6	794	2	930
OHIO	46,705	52,755	54,567	8	1,466	7	1,420	35	17,856	15	13,759	30	9,539	13	1,342	11	1,287	23	2,856	6	2,652
OLDHAM	49,196	96,739	110,681	10	8,025	5	4,742	11	20,438	15	42,712	22	18,960	2	171	5	3,320	17	4,106	4	3,110
OWEN	14,255	22,583	24,987	3	804	3	673	12	7,965	5	9,204	8	2,460	3	379	5	304	6	1,015	2	1,373
OWSLEY	5,265	7,925	8,699			6	517	23	5,440	2	545	5	944			1	97	2	218	1	345
PENDLETON	13,724	25,394	28,967	6	1,980	3	1,943	14	9,209	7	4,685	7	3,995	3	474	4	47	8	1,089	3	774
PERRY	96,623	126,600	134,870	12	9,786	14	15,428	112	37,648	21	19,325	41	17,397	12	3,848	25	4,942	42	7,273	6	2,333
PIKE	190,530	299,593	330,995	37	25,005	29	38,138	194	92,568	47	71,770	71	32,255	39	12,908	38	12,255	61	15,806	9	5,479
POWELL	12,750	24,880	28,678	5	4,683	9	836	20	10,606	14	1,982	11	5,962	3		3	726	12	1,911	2	208
PULASKI	145,125	214,948	234,700	28	21,383	14	18,092	98	66,385	68	46,572	51	28,488	31	7,452	31	9,848	51	14,314	9	5,805
Somerset	123,770	185,547	203,064	21	15,654	10	17,185	54	54,706	49	40,882	35	23,459	25	6,754	28	9,655	44	13,526	8	5,750
ROBERTSON	1,995	2,976	3,253	2	124	1	252	5	1,343	1	802	1	459	1	148			1	125		
ROCKCASTLE	20,307	42,338	49,427	6	1,022	14	2,542	28	16,371	14	4,004	24	15,452	4	500	8	1,422	11	2,829	3	1,067
ROWAN	51,068	56,168	57,800	10	3,282	8	5,894	32	16,560	18	10,032	18	7,503	12	2,292	8	818	21	5,719	5	2,290
RUSSELL	28,997	34,293	35,795	10	3,843	10	1,631	24	10,357	18	7,752	23	5,284	13	1,154	8	821	14	1,187	4	1,393
SCOTT	35,964	54,061	59,188	7	2,097	6	2,506	24	16,316	11	8,781	21	14,297	11	1,748	7	1,550	18	6,227	5	2,816
SHELBY	60,801	95,129	104,982	10	10,970	9	8,340	28	27,126	14	23,700	17	10,518	15	2,877	13	2,105	24	7,476	5	3,438
SIMPSON	46,389	62,699	67,215	9	7,241	4	1,730	30	16,608	15	10,203	22	14,721	9	2,166	11	3,363	13	4,215	6	1,908
SPENCER	7,568	9,771	10,378	2	1,123	1	580	14	3,267	3	288	6	1,258	1	66	1	384	6	657	1	448
TAYLOR	51,908	77,580	84,839	12	5,803	7	5,014	39	22,636	25	14,207	24	8,632	23	4,842	21	3,441	25	6,447	4	3,023
TODD	19,446	24,218	25,548	3	502	6	517	30	9,278	12	3,953	13	4,472	7	636	8	1,240	10	2,025	4	1,106
TRIGG	21,701	26,987	28,458	5	1,547	3	975	25	10,139	9	5,509	10	2,733	4	421	5	974	10	1,782	4	1,597
TRIMBLE	3,460	5,867	6,579	1	187			5	1,112	1		5	3,238			2	175	4	612	1	280
UNION	36,680	61,496	68,809	9	3,061	5	4,702	29	22,860	13	9,088	22	8,658	8	2,681	14	2,428	29	3,811	5	2,106
WARREN	259,035	393,366	432,232	37	26,980	23	47,286	102	95,647	57	69,120	71	41,466	60	19,384	52	19,449	106	40,357	15	12,346
Bowling Green	237,812	372,485	411,212	34	25,315	16	37,615	77	93,602	54	69,066	61	39,612	52	17,388	49	19,113	101	40,027	14	10,828
WASHINGTON	19,955	29,276	31,905	3	1,566	8	1,102	14	7,364	10	10,488	12	4,023	5	942	5	1,560	8	1,100	3	1,203
WAYNE	29,721	47,915	53,190	9	2,481	7	2,738	51	19,350	14	7,893	10	6,681	14	2,111	10	1,946	9	2,431	5	3,639
WEBSTER	30,020	47,582	52,647	11	7,047	8	3,195	28	14,485	12	7,194	20	9,410	3	1,033	11	569	14	4,400	5	1,432
WHITLEY	113,588	174,365	191,793	17	13,559	16	17,222	61	34,391	28	38,108	48	34,765	28	7,387	27	11,270	40	10,284	11	7,513
Corbin	100,691	151,509	165,941	16	13,303	8	11,504	38	30,701	21	31,182	33	30,395	20	5,795	24	10,879	24	10,198	8	5,772
WOLFE	10,646	16,182	17,759			6	570	20	5,297	3	5,770	12	4,674	1	76	4	138	6	266	2	308
WOODFORD	30,851	39,865	42,364	5	1,397	6	1,205	17	12,854	8	4,013	16	10,723	7	555	7	1,029	32	4,577	5	2,820

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,417,144	18,684,957	20,396,426	1,508	1,035,397	1,045	2,551,026	5,801	5,304,846	2,429	3,816,531	2,989	1,830,386	2,476	1,033,544	2,169	882,710	6,382	1,718,455	1,008	681,211
STANDARD METROPOLITAN STATISTICAL AREAS																					
Alexandria, La.	429,022	533,202	557,467	68	29,621	34	91,972	224	131,308	93	102,730	112	48,761	65	37,390	76	23,441	180	34,655	27	18,445
Baton Rouge, La.	1,604,631	2,092,178	2,211,896	171	130,187	94	388,567	528	545,244	260	413,447	289	191,960	267	77,534	265	93,797	643	161,757	99	71,552
Lafayette, La.	580,687	1,129,536	1,291,574	60	81,054	25	187,981	204	256,334	76	236,035	124	118,487	116	95,347	98	71,363	246	116,437	34	34,188
Lake Charles, La.	562,733	1,003,335	1,128,437	91	89,547	37	145,115	226	288,420	124	224,314	122	87,470	98	49,798	112	50,067	241	87,676	40	38,356
Monroe, La.	494,746	608,339	634,664	61	37,945	44	100,078	190	139,410	104	129,220	108	49,602	91	35,682	96	29,475	204	46,621	39	17,633
New Orleans, La.	3,926,459	5,836,394	6,365,164	333	203,015	166	835,838	1,193	1,694,107	515	1,006,859	585	567,780	721	362,778	545	294,315	2,105	663,367	202	207,053
Shreveport, La.	1,241,237	1,631,559	1,726,716	102	60,765	87	247,567	437	366,930	266	366,601	317	149,373	256	104,242	225	83,624	505	138,356	87	40,955
COUNTIES, Cities																					
ACADIA	119,727	162,655	173,112	21	10,380	20	13,544	112	51,036	33	28,203	53	23,391	23	5,827	20	5,568	93	10,867	21	8,470
Crowley	61,866	82,193	87,315	11	5,991	7	6,924	34	23,427	11	11,944	21	13,773	14	3,776	8	1,586	43	6,236	10	3,515
ALLEN	52,016	67,772	71,515	13	4,861	16	5,856	41	20,335	20	17,394	25	7,156	17	3,149	15	2,575	35	3,825	8	2,689
ASCENSION	154,024	204,670	216,905	23	20,664	17	19,994	74	68,464	39	51,859	36	16,941	31	4,797	17	4,751	87	13,299	12	8,236
ASSUMPTION	28,622	44,714	48,946	2	1,699	9	7,450	32	15,200	11	10,254	15	4,436	3	517	9	2,432	53	3,820	5	1,836
AVOYELLES	85,585	144,902	161,184	14	8,473	22	14,103	90	54,367	31	40,825	34	9,388	16	2,591	24	4,860	53	7,406	17	8,747
BEAUREGARD	76,942	126,688	140,170	20	16,123	9	11,173	47	35,065	24	35,669	22	9,447	14	5,798	18	4,752	25	5,236	6	2,267
BIENVILLE	21,375	39,364	44,532	6	1,839	8	2,033	32	16,909	9	7,727	21	8,941	8	1,633	4	408	17	1,048	6	1,745
BOSSIER	179,112	273,018	297,405	23	14,200	16	41,101	87	70,960	57	59,013	62	33,479	33	8,951	31	8,578	111	30,123	12	5,066

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LOUISIANA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CADDO	945,011	1,233,365	1,302,376	66	40,509	34	194,014	274	257,647	172	281,496	213	102,658	187	68,293	171	70,411	350	103,688	61	32,286
Shreveport	854,314	1,238,606	1,194,599	58	37,984	44	167,481	204	255,661	148	271,222	181	85,971	167	79,600	155	66,949	300	96,645	54	27,737
CALCASIEU	562,733	1,003,335	1,128,437	91	89,547	37	145,115	226	288,420	124	224,314	122	87,470	98	49,798	112	50,067	241	87,676	40	38,356
Lake Charles	413,970	749,178	844,691	57	58,807	19	127,877	131	183,804	81	184,614	79	53,573	71	41,403	85	42,146	164	69,140	27	27,763
CALDWELL	20,164	32,440	35,722	3	1,316	7	2,517	28	12,569	7	7,738	12	4,028	8	1,463	3	212	12	1,206	3	1,831
CAMERON	14,797	24,646	27,328	4	1,656	5	1,796	17	10,124			12	7,799	2	147	2	94	20	3,219	2	552
CATAHOULA	25,249	44,357	49,707	8	4,572	6	2,701	26	12,986	7	9,894	19	5,151	9	1,410	5	2,834	19	1,929	6	2,973
CLAIBORNE	35,459	60,071	66,845	6	1,767	15	3,745	35	17,971	13	19,746	18	5,957	12	2,805	8	2,392	17	2,780	7	2,693
CONCORDIA	50,359	65,426	69,012	5	1,475	11	6,325	41	16,782	17	16,773	16	10,244	10	3,132	9	4,052	31	3,874	8	2,001
DE SOTO	46,273	66,996	72,217	13	4,966	11	6,045	43	24,469	15	15,255	23	5,077	10	1,826	10	2,057	13	2,829	6	2,251
EAST BATON ROUGE	1,332,321	1,671,267	1,750,676	123	88,941	68	356,255	343	394,682	179	308,832	206	136,998	222	69,739	228	84,946	474	134,610	75	54,658
Baton Rouge	1,091,065	1,354,648	1,416,002	89	72,844	49	327,184	221	239,787	129	266,738	162	111,140	184	62,287	162	73,931	375	117,277	50	39,971
EAST CARROLL	23,585	36,133	39,404	5	5,958	9	2,380	21	11,423	7	6,582	10	5,388	7	1,521	2	142	12	1,510	4	2,087
EAST FELICIANA	20,030	31,952	35,121	11	2,492	4	676	37	10,568	12	10,201	15	4,427	2	764	4	249	16	2,707	4	695
EVANGELINE	67,704	115,953	129,301	17	5,895	13	9,013	97	40,683	22	32,388	28	8,447	21	3,878	17	7,469	44	4,497	17	8,601
FRANKLIN	51,904	79,236	86,344	6	8,322	12	7,931	34	27,131	16	17,764	22	6,865	10	2,907	11	2,436	15	1,812	8	3,290
GRANT	18,024	72,464	23,294	8	224	6	960	43	10,422	6	7,867	7	1,459	1	81	5	668	8	853	2	313
IBERIA	205,894	409,308	470,130	25	33,778	13	36,201	127	126,547	45	110,820	52	32,266	39	30,635	48	20,049	134	32,150	19	16,561
New Iberia	176,100	350,801	403,093	19	27,993	7	33,136	78	98,487	38	101,280	34	25,007	32	28,233	42	18,785	94	27,483	13	15,145
IBERVILLE	70,848	87,964	91,949	7	5,891	13	6,179	64	29,086	19	18,420	26	7,673	11	2,594	19	3,081	70	8,790	11	4,414
JACKSON	35,354	46,108	48,676	6	1,693	6	5,127	35	15,413	10	9,901	15	3,827	13	2,083	11	2,964	18	2,032	7	1,908
JEFFERSON	1,734,439	3,002,238	3,356,830	144	99,890	67	517,171	430	924,215	223	571,558	223	288,529	273	181,718	232	174,112	694	290,839	66	96,687
JEFFERSON DAVIS	91,384	178,350	204,439	20	11,758	13	13,363	60	50,980	27	57,322	46	26,507	23	6,859	22	4,972	60	10,744	14	9,376
Jennings	67,794	141,911	164,641	11	8,738	6	11,907	27	38,086	16	51,995	19	18,267	14	5,828	13	3,533	32	7,545	7	7,432
LAFAYETTE	580,687	1,129,536	1,291,374	60	81,054	25	187,981	204	256,334	76	236,035	124	118,487	116	95,347	98	71,363	246	116,437	34	34,188
Lafayette	512,712	997,958	1,141,251	41	40,209	21	172,429	133	221,377	68	234,102	93	89,905	108	94,842	91	62,936	194	108,705	27	30,226
LAFOURCHE	223,861	366,654	405,244	42	33,470	23	32,295	127	113,170	50	72,369	77	39,320	33	12,403	51	18,817	137	44,802	27	15,696
Thibodaux	117,063	192,390	212,787	14	14,826	8	18,766	54	54,882	16	38,474	15	13,916	29	7,827	19	8,854	69	35,560	9	7,319
LA SALLE	35,350	44,698	46,886	11	2,207	7	2,429	28	16,277	20	11,108	13	3,975	9	1,774	9	1,363	22	2,195	7	2,202
LINCOLN	103,369	146,083	156,737	8	7,728	8	13,820	41	35,293	23	32,264	31	13,386	25	11,698	26	5,857	30	14,147	10	4,814
Ruston	93,008	131,612	141,249	8	7,728	6	11,351	36	33,015	20	32,131	21	10,539	23	11,645	24	5,743	37	11,548	8	4,654
LIVINGSTON	94,060	167,813	188,632	22	17,616	6	10,466	85	54,480	36	50,969	33	24,610	8	2,281	18	3,966	49	9,583	9	6,473
MADISON	30,408	44,865	48,551	4	1,008	5	3,173	29	16,333	7	12,003	12	4,778	14	2,355	7	1,560	25	2,387	5	1,685
MOREHOUSE	82,698	135,651	149,994	19	8,700	9	16,946	66	41,670	23	42,815	26	10,033	16	5,988	22	3,849	32	5,306	15	5,467
Bastrop	77,802	129,102	143,045	17	8,501	7	16,128	50	39,397	20	41,611	22	9,280	16	5,988	20	3,772	26	4,869	12	4,396
NATCHITOCHES	82,056	159,673	182,626	17	14,395	19	13,094	70	47,648	30	27,372	35	17,364	21	7,898	22	7,365	58	21,303	7	4,724
ORLEANS	1,783,578	2,063,670	2,126,563	126	49,642	62	229,782	569	488,112	200	303,851	254	165,289	364	152,462	242	101,752	1,149	291,969	107	80,284
New Orleans	1,783,578	2,063,670	2,126,563	126	49,642	62	229,782	569	488,112	200	303,851	254	165,289	364	152,462	242	101,752	1,149	291,969	107	80,284
OUACHITA	494,746	608,339	634,664	61	37,945	44	100,078	190	139,410	104	129,220	108	49,602	91	35,682	96	29,475	204	46,621	39	17,633
Monroe	360,548	497,349	456,181	31	21,824	30	89,433	92	72,471	67	118,478	68	24,323	65	29,793	68	23,428	127	32,667	24	10,523
West Monroe	100,441	123,329	128,633	26	14,903	11	9,453	52	46,708	26	7,046	26	12,019	25	5,759	19	4,956	30	10,242	9	5,522
PLAQUEMINES	56,088	84,678	92,063	13	5,132	8	3,681	46	36,369	17	3,945	23	13,481	10	577	3	3,942	52	20,170	6	1,447
POINTE COUPEE	47,695	101,054	117,522	5	4,311	11	7,892	56	40,901	13	29,443	18	11,493	8	3,559	11	4,835	45	6,853	8	4,618
RAPIDES	410,198	510,738	534,173	60	29,397	28	91,012	181	120,886	87	94,863	105	47,302	64	37,309	71	22,773	172	33,802	25	18,132
Alexandria	331,100	406,023	423,298	36	22,659	12	78,783	109	77,994	61	85,898	52	26,551	57	36,596	55	20,210	124	26,878	18	13,013
Pineville	42,196	55,784	59,181	5	4,654	5	6,452	18	25,197	13	2,471	21	8,561	4	387	10	989	15	4,812	5	3,460
RED RIVER	21,298	28,301	29,990	2		5	2,173	22	7,904	7	6,926	12	3,299	10	1,204	8	1,045	11	1,596	3	1,867
RICHLAND	57,785	107,148	121,379	11	7,082	12	6,289	53	37,317	22	22,323	29	15,980	20	4,914	10	5,254	21	3,962	11	5,986
SABINE	54,253	70,231	74,015	11	2,333	18	10,057	39	20,314	22	21,469	18	5,153	7	841	12	1,843	18	2,577	6	1,848
ST. BERNARD	147,734	188,745	198,408	19	4,250	10	26,794	76	90,128	37	9,126	36	22,109	23	7,727	22	4,904	89	16,110	13	8,467
ST. CHARLES	59,245	86,185	93,012	7	5,313	7	7,065	38	36,438	15	12,168	26	13,323	12	2,925	10	2,881	61	7,863	5	2,813
ST. HELENA	4,872	9,114	10,342	3	378	2	1,329	11	4,744	2	653	5	773			1		5	331	1	907
ST. JAMES	42,572	74,100	82,890	4	10,868	7	5,526	32	25,912	9	13,067	16	6,276	11	2,825	11	7,358	33	4,461	6	2,594
ST. JOHN THE BAPTIST	53,592	89,506	99,315	14	2,475	5	13,799	35	38,741	10	5,413	22	11,815	16	4,356	11	3,489	47	10,152	8	3,903
ST. LANDRY	210,367	380,199	428,516	27	27,431	30	27,804	202	117,189	43	86,628	87	44,402	55	24,897	44	17,618	121	22,679	32	21,853
Opelousas	88,418	163,499	185,090	9	5,667	9	10,726	51	28,462	20	54,293	26	16,141	30	15,985	16	9,366	38	10,554	10	10,827
ST. MARTIN	61,499	103,484	114,990	13	6,032	13	5,333	84	43,884	17	23,754	36	8,228	11	2,064	11	2,498	67	12,647	13	5,300
ST. MARY	190,706	319,597	354,990	34	18,638	12	18,790	114	110,417	49	58,644	56	39,733	43	18,954	37	13,126	136	37,767	21	13,096
Franklin	38,855	70,299	78,160	6	3,327	5	5,592	28	27,303	12	14,137	14	6,560	13	4,378	6	1,174	27	4,784	7	3,665
Morgan City	111,676	177,324	194,763	18	9,102	3	9,510	46	50,641	22	32,724	23	22,690	22	9,463	28	11,302	69	27,122	10	7,817
ST. TAMMANY	260,708	581,741	683,363	44	49,233	27	62,091	118	191,652	55	122,324	72	91,853	61	20,871	49	13,547	173	64,449	16	21,615
Slidell	151,063	339,216	398,955	16	21,158	12	44,782	43	100,369	30	76,961	37	56,008	34	11,898	22	5,846	87	45,690	7	12,753
TANGIPAHOA	249,999	372,569	404,076	36	29,270	26	39,884	159	107,133	64	85,665	68	46,000	70	19,114	42	9,387	118	27,967	25	12,952
Hammond	140,692	216,893	236,798	17	19,150	11	29,794	53	52,361	31	50,816	22	20,164	42	14,133	37	7,338	58	19,222	8	6,684
TENSAS	12,394	19,639	21,562	2	2,179	9	2,141	18	5,822	8	6,926	9	2,447	1	122	1	79	6	282	2	747
TERREBONNE	343,970	599,302	673,303	45	34,201	27	119,750	143	157,518	57	142,932	60	41,137	75	29,906	47	31,533	168	68,239	23	23,407
Houma	197,390	286,143	308,564	32	20,579	17	36,997	88	84,818	37	44,611	36	20,777	50	14,130	33	17,335	121	43,420	15	10,305
UNION	33,742	41,469	43,253	9	3,962	11	1,299	53	12,853	19	12,716	23	5,091	6	1,037	8	402	13	903	10	2,395
VERMILION	113,393	222,803	255,692	22	18,888	14	11,967	91	71,632	33	53,225	56	30,231	42	11,724	39	7,818	111	16,949	21	13,936
Abbeville	70,731	151,756	176,915	11	14,376	7	10,753	50	44,844	20	43,466	20	14,647	23	8,314	25	6,525	51	12,007	9	7,694
VERNON	75,002	100,908	107,200	17	9,316	9	7,220	76	40,502	24	15,765	19	4,473	20	3,618	12	2,596	55	9,380	4	1,633
WASHINGTON	109,935	150,151	160,003	14	5,117	13	9,239	77	34,912	31	29,277	38	14,269	32	10,829	28	6,739	57	6,696	12	7,542
Bogalusa	72,322	101,214	108,364	8	3,636	8	5,322	33	37,620	18	18,877	22	10,822	19	7,970	14	3,438	38	4,721	7	5,830
WEBSTER	117,114	125,176	126,935	13	6,056	17	12,452	76	38,323	37	26,102	42	13,236	36	6,998	23	4,635	44	4,545	14	3,603
Minden	67,156	72,023	73,081	7	3,761	6	8,180	33	20,377	19	14,876	23	8,338	21	3,921	16	3,008	20	2,844	6	2,000
WEST BATON ROUGE	24,226	48,428	55,683	3	2,966	3	1,852	26	27,618	6	1,787	14	13,411	6	717	2	134	33	4,265	3	2,185
WEST CARROLL	26,278	47,887	54,067	10	3,980	10	6,296	34	14,190	16	16,207	8	3,563	7	1,488	4	154	7	856	4	1,842
WEST FELICIANA	14,688	25,119	28,000	1	956	4	2,016	10	8,830	2	5,731	9	4,972	2		1	485	11	2,286	3	1,095
WINN	37,243	34,311	38,636	8	2,999	12	4,445	26	19,536	12	13,620	15	5,543	8	2,164	3	737	14	2,549	6	1,673

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd

MAINE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,615,742	5,092,948	5,503,136	662	353,381	522	547,554	1,833	1,369,589	953	930,786	933	474,424	579	184,127	673	168,696	1,816	410,458	288	157,624
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bangor, Me.	392,987	583,770	630,216		40,215		80,361		136,987		126,793		47,314		23,874		30,339		47,886		18,340
Lewiston-Auburn, Me.	302,427	382,500	402,518	37	17,422	28	47,984	103	90,497	63	87,091	51	32,635	45	14,947	57	11,607	117	30,863	20	8,304
Portland, Me.	821,517	1,161,759	1,246,820	97	57,768	78	158,108	251	279,714	123	172,777	139	83,270	102	48,034	104	32,856	324	91,947	48	29,223
Portsmouth-Dover-Rochester, N.H.-Me.	613,688	1,153,162	1,288,030		765,290		83,070		276,572		218,405		122,235		42,239		44,877		126,962		33,203
COUNTIES, Cities																					
ANDROSCOGGIN	331,932	421,226	445,309	51	21,272	37	49,311	131	105,990	80	90,340	62	36,618	52	15,778	65	12,354	138	33,605	23	9,210
Auburn	118,522	150,439	159,015	8	3,314	9	15,933	32	35,286	26	80,168	19	15,445	5	1,426	20	3,472	32	10,034	6	1,902
Lewiston	168,812	281,720	222,119	22	9,686	16	31,546	63	49,462	29	24,665	26	15,257	40	13,521	32	7,529	79	19,772	11	5,276
AROOSTOOK	261,493	337,936	384,282	56	20,822	47	44,000	170	92,757	74	70,823	91	43,189	64	14,052	47	14,661	138	21,910	31	12,747
CUMBERLAND	918,068	1,296,995	1,403,156	123	82,764	90	184,113	298	315,975	148	190,181	163	97,815	120	52,300	129	39,904	339	101,731	54	33,519
Brunswick	104,405	149,578	161,997	15	20,384	8	17,848	30	41,548	18	33,599	14	9,548	13	4,651	23	8,376	32	12,204	6	3,611
Portland	302,050	368,045	385,993	34	20,583	25	29,011	113	88,541	50	61,471	46	26,859	42	11,525	44	12,534	137	38,339	20	9,044
FRANKLIN	66,108	119,923	136,096	17	8,215	14	10,538	56	35,041	28	26,187	21	9,259	14	4,791	11	2,463	46	10,850	6	3,829
HANCOCK	143,268	218,079	239,050	27	19,907	38	20,472	86	66,779	53	36,101	36	17,013	25	7,379	28	5,915	105	22,847	12	6,848
KENNEBEC	383,500	517,899	554,360	51	31,789	39	66,747	157	135,010	108	106,274	90	39,452	51	24,716	59	20,160	168	37,875	27	13,951
Augusta	152,055	214,060	230,994	15	12,828	13	34,304	46	55,412	33	53,771	31	15,720	18	8,953	17	11,442	56	14,208	10	4,905
Waterville	128,026	165,174	175,175	10	4,658	7	24,100	32	42,948	29	33,733	19	7,074	14	12,371	23	4,746	45	15,022	9	4,867
KNOX	107,619	151,867	163,957	35	11,284	20	13,359	78	44,147	38	23,777	25	17,763	29	8,032	38	3,790	60	10,949	9	5,140
LINCOLN	75,519	112,324	122,569	28	18,056	12	1,649	63	32,266	25	16,672	23	14,280	14	2,476	25	3,905	58	12,000	7	2,303
OXFORD	118,462	186,657	205,999	33	18,819	31	15,702	90	59,261	40	36,933	43	18,269	24	3,687	29	3,607	68	15,351	15	10,121
PENOBSCOT	493,292	726,765	791,429	78	56,315	55	91,234	194	187,846	117	156,834	113	70,747	66	27,271	80	33,518	174	53,996	34	21,044
Bangor	252,390	370,526	403,161	20	27,422	14	70,522	52	65,062	35	89,023	38	24,102	36	18,498	32	24,214	72	32,410	13	11,369
PISCATAQUIS	42,689	54,845	58,123	9	3,134	13	3,836	39	21,146	20	8,900	22	5,821	4	585	11	1,941	25	2,744	6	2,119
SAGADAHOC	50,460	89,656	101,338	10	2,754	11	2,415	33	31,627	25	27,123	20	10,195	6	1,153	9	1,873	27	4,952	4	2,554
Bath	33,239	60,499	67,314	5	1,817	2	643	19	26,469	8	14,953	8	4,251	6	1,153	8	1,745	14	2,657	4	2,554
SOMERSET	103,696	154,229	168,292	30	14,947	26	3,667	91	53,411	37	23,617	47	18,483	17	4,823	34	5,618	58	9,441	12	9,268
WALDO	55,180	68,517	72,114	17	4,515	14	2,963	56	22,245	26	12,315	23	6,584	8	1,027	13	1,565	40	6,032	7	3,564
WASHINGTON	88,612	115,501	122,764	30	8,665	31	10,433	77	41,154	34	13,149	42	13,610	15	1,726	25	2,828	63	6,653	8	3,260
YORK	375,844	500,509	534,298	67	30,323	44	28,115	203	130,484	100	91,558	112	55,326	70	14,329	70	14,594	307	59,522	33	18,147
Biddeford	67,941	83,958	88,284	8	6,766	6	7,987	35	23,203	22	10,963	15	6,110	17	3,571	17	3,667	38	5,453	6	3,014
Saco	54,584	77,313	83,534	7	1,304	6	7,341	15	25,748	8	23,536	11	8,221	5	1,829	4	1,486	22	5,610	2	2,868

MARYLAND RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,377,108	20,399,823	21,941,883	1,128	759,408	648	2,853,343	4,055	5,051,070	1,936	3,651,015	2,465	2,365,382	2,160	964,457	2,094	917,759	5,726	1,986,001	771	795,478
STANDARD METROPOLITAN STATISTICAL AREAS																					
Baltimore, Md.	8,860,299	9,766,332	10,533,471	546	319,594	303	1,303,299	2,219	2,522,979	868	1,699,404	1,113	1,077,094	1,135	449,317	959	425,440	3,259	1,057,568	435	351,141
Cumberland, Md.-W.Va.	315,197	402,443	424,834	45	33,662	31	54,544	145	109,729	66	60,821	101	48,036	72	20,181	70	19,256	194	34,338	31	18,612
Hagerstown, Md.	421,922	540,659	570,419	37	28,867	27	78,462	122	117,780	66	78,111	95	99,483	60	21,762	76	21,113	175	37,537	19	16,497
Washington, D.C.-Md.-Va.	11,412,504	16,804,034	18,167,660	617	566,296	331	2,485,770	2,033	3,740,139	960	3,129,758	1,573	1,898,344	1,557	926,787	1,538	808,886	3,507	1,760,794	510	806,871
Wilmington, Del.-N.J.-Md.	1,791,371	2,565,026	2,751,106	177	115,842	99	396,539	514	601,879	282	392,915	370	290,893	274	113,511	268	138,990	719	216,744	107	97,991
COUNTIES, Cities																					
ALLEGANY	275,550	345,206	362,671	36	19,170	22	48,614	106	94,887	50	50,484	81	39,350	58	17,037	54	16,558	153	29,866	27	17,030
Cumberland	150,385	180,231	187,625	23	16,343	10	24,513	48	41,194	24	25,021	40	21,191	32	11,442	23	8,146	74	13,085	12	7,863
ANNE ARUNDEL	1,215,748	1,898,022	2,083,279	97	84,674	42	295,855	275	490,430	219	369,738	218	235,846	140	50,956	150	68,178	446	204,993	57	62,023
Annapolis	176,255	285,558	315,724	19	18,387	3	13,487	42	46,473	66	107,564	24	16,255	49	11,599	31	7,124	67	32,854	12	14,941
BALTIMORE	2,653,492	3,960,465	4,308,402	190	130,041	101	617,542	598	1,066,426	274	662,061	389	414,855	432	211,177	345	195,132	856	388,595	136	130,814
BALTIMORE CITY	2,088,617	2,633,136	2,769,051	142	42,947	105	266,478	1,072	618,646	204	454,979	294	240,172	440	146,174	306	115,324	1,614	340,197	185	109,120
Baltimore	2,088,617	2,633,136	2,769,051	170	42,947	168	266,478	1,364	618,646	241	454,979	443	240,172	521	146,174	318	115,324	1,797	340,197	210	109,120
CALVERT	58,766	71,077	74,130	7	3,679	8	1,565	37	25,541	18	11,118	15	9,848	6	1,177	11	2,801	38	7,409	3	2,313
CAROLINE	57,630	56,521	56,517	13	5,431	10	1,182	50	18,142	23	12,468	24	7,559	11	783	11	1,356	27	2,530	4	1,682
CARROLL	238,562	307,229	324,473	54	25,148	21	14,857	102	88,849	52	53,861	70	38,036	24	6,929	52	10,839	105	21,770	16	14,687
Westminster	93,366	119,060	125,484	14	13,852	3	1,917	24	26,757	19	22,825	21	12,132	13	4,849	19	3,850	37	11,306	5	6,524
CECIL	177,635	226,985	239,331	26	11,891	13	6,413	56	49,844	56	42,247	58	35,915	11	2,023	22	6,062	90	22,559	7	4,810
CHARLES	193,593	268,631	288,016	15	12,071	15	12,670	52	67,799	45	58,220	44	43,454	13	10,472	29	8,309	100	27,732	8	17,608
DORCHESTER	86,758	92,794	94,427	12	3,398	10	7,449	70	25,949	21	8,225	23	10,005	21	2,458	16	2,261	58	7,438	6	3,837
Cambridge	71,292	75,434	76,590	7	1,862	9	7,403	39	21,825	15	7,624	15	8,455	19	2,426	15	2,235	35	6,100	5	3,725
FREDERICK	351,702	527,564	574,525	36	40,116	18	73,806	94	116,817	59	85,771	79	84,250	47	18,163	50	21,812	136	44,485	19	17,258
Frederick	274,978	421,036	460,314	21	26,171	13	72,749	48	92,082	39	69,301	45	63,496	46	17,880	32	15,826	82	31,874	11	15,150
GARRETT	75,223	101,190	107,821	13	13,387	6	5,513	33	33,053	25	27,166	18	5,612	12	1,180	18	5,137	39	5,298	6	3,386
HARFORD	369,155	500,809	534,597	38	23,161	23	49,731	114	142,829	89	84,573	88	75,900	51	14,65	61	15,483	123	46,984	29	22,135
HOWARD	294,725	466,671	513,669	25	13,623	11	58,836	58	115,799	30	74,192	54	71,285	[illegible]	19,414	45	30,484	115	55,029	12	12,362
KENT	54,756	65,938	68,709	15	5,281	7	4,326	33	22,155	22	9,124	20	8,595	6	1,229	12	1,705	40	7,691	3	3,497
MONTGOMERY	2,406,665	3,587,098	3,903,053	142	128,639	57	641,864	348	816,206	168	663,880	265	394,376	304	213,237	365	200,899	580	312,995	89	146,775
PRINCE GEORGES	2,370,081	3,738,437	3,999,726	117	109,036	70	587,884	441	883,065	233	715,805	392	441,724	295	177,858	318	161,223	583	302,673	99	177,723
QUEEN ANNES	50,902	61,601	64,248	11	3,896	8	1,607	23	14,872	19	14,290	32	10,948	4	97	10	1,137	32	7,883	4	1,033
ST. MARYS	122,880	166,349	177,465	17	12,237	13	13,574	55	43,586	33	28,274	42	19,862	25	3,927	34	8,468	90	17,620	5	5,705
SOMERSET	32,150	35,237	36,036	7	1,168	6	1,209	49	11,953	20	5,109	21	5,075	6	363	8	1,091	21	3,619	4	873
TALBOT	122,583	158,176	167,113	21	10,856	12	2,860	54	38,394	33	32,471	30	17,747	30	10,726	25	8,180	47	13,340	6	6,271
Easton	99,491	129,869	137,515	15	9,630	4	1,976	24	30,072	22	31,690	19	14,259	26	9,365	22	7,239	27	8,021	5	5,286
WASHINGTON	421,922	540,659	570,419	37	28,867	27	78,462	122	117,780	66	78,111	95	99,483	60	21,762	76	21,113	175	37,537	19	16,497
Hagerstown	255,990	324,142	341,167	19	16,401	12	43,548	65	72,815	42	67,392	47	32,029	43	16,643	46	10,692	110	25,009	11	9,479
WICOMICO	288,435	338,181	350,561	33	20,580	17	50,579	106	83,440	50	57,019	61	29,320	61	20,118	49	13,495	97	26,050	15	10,219
Salisbury	255,321	294,066	303,654	22	16,137	12	44,169	66	70,195	37	49,874	41	20,717	61	20,118	37	12,698	75	23,426	15	10,219
WORCESTER	169,578	251,827	273,644	24	10,091	26	10,667	107	67,608	27	51,749	52	27,155	55	12,530	27	10,712	161	51,786	12	8,028

MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	18,474,302	26,199,899	28,001,223	1,851	1,092,041	1,295	3,253,237	5,745	6,541,593	2,834	3,670,660	3,882	2,480,594	3,340	1,465,705	3,254	1,048,261	9,948	2,842,270	1,697	877,950
STANDARD METROPOLITAN STATISTICAL AREAS																					
Boston, Mass.	9,553,604	13,978,000	15,084,038	758	518,504	347	1,912,109	2,743	3,367,169	987	1,884,193	1,710	1,208,379	1,713	872,797	1,528	584,990	4,609	1,600,453	5,796	482,235
Brockton, Mass.	497,764	683,366	729,767	48	18,143	26	93,390	153	166,537	99	99,458	116	68,386	90	32,159	83	25,388	229	67,101	38	17,001
Fall River, Mass.-R.I.	442,822	560,649	590,106	48	25,261	66	74,171	212	144,859	119	59,721	115	53,345	84	39,138	82	26,247	291	55,972	46	21,184
Fitchburg-Leominster, Mass.	310,212	436,846	468,504	41	16,500	33	67,723	86	116,770	78	61,253	77	48,995	40	22,312	58	17,804	160	38,315	28	14,304
Lawrence-Haverhill, Mass.-N.H.	896,323	1,209,383	1,307,288	96	61,991	76	144,000	268	350,402	148	199,380	193	123,649	158	84,771	175	63,662	488	127,448	77	41,125
Lowell, Mass.-N.H.	595,002	886,844	959,804	53	38,367	59	109,781	183	261,880	98	148,398	141	103,656	70	34,037	102	25,828	297	77,629	63	32,374
New Bedford, Mass.	465,242	560,739	584,613	57	24,938	37	74,480	188	138,948	127	69,288	112	47,705	98	33,166	102	32,783	331	54,081	58	20,519
Pittsfield, Mass.	323,108	381,999	396,722	41	20,855	37	45,103	87	99,911	65	50,329	73	36,940	78	18,335	72	14,716	191	31,759	25	8,513
Providence-Warwick-Pawtucket, R.I.-Mass.	2,769,505	3,683,569	3,912,085	320	155,452	165	357,119	1,054	904,100	530	555,090	672	361,465	526	178,239	495	137,459	1,716	348,281	225	125,057
Springfield-Chicopee-Holyoke, Mass.-Conn.	1,686,078	2,167,535	2,287,899	199	133,934	133	243,228	544	576,672	327	320,436	365	229,200	298	103,939	330	79,024	910	204,617	184	68,391
Worcester, Mass.	1,218,293	1,623,835	1,725,220	119	66,934	60	231,366	362	407,291	227	259,877	269	161,244	195	75,024	201	71,405	638	142,429	112	51,826
COUNTIES, Cities																					
BARNSTABLE	674,814	1,069,745	1,167,715	99	75,706	46	93,001	222	269,952	105	109,606	176	120,958	153	59,957	121	33,851	561	175,506	53	32,095
Hyannis	NO DATA AVAILABLE FOR THIS CITY																				
BERKSHIRE	482,872	380,418	398,979	65	31,397	61	63,288	143	155,080	102	73,157	128	56,177	114	27,611	106	19,219	304	51,173	40	16,166
North Adams	71,917	79,866	81,075	9	5,208	10	10,368	15	25,386	15	9,263	18	5,356	12	4,310	12	3,329	35	5,230	6	2,161
Pittsfield	227,783	266,620	273,545	23	13,361	23	40,288	43	68,452	40	35,372	34	16,269	45	13,376	55	11,479	104	17,864	17	7,229
BRISTOL	1,358,637	1,718,729	1,793,780	148	60,420	126	236,990	504	440,862	340	251,018	325	161,286	255	86,416	260	79,122	826	162,860	132	54,536
Attleboro	107,207	134,603	140,096	14	4,079	4	9,622	27	32,686	34	26,613	25	14,076	21	7,636	20	2,928	47	12,269	9	3,656
Fall River	248,703	302,671	313,064	18	8,048	49	36,868	128	80,879	32	43,651	56	24,202	53	18,427	51	19,769	162	24,119	30	10,128
New Bedford	246,100	276,012	280,748	33	12,064	21	12,056	136	60,850	69	41,407	69	25,859	57	11,800	65	22,818	210	27,579	37	11,774
North Attleboro	73,127	93,497	97,693	10	5,888	4	9,493	16	26,372	19	15,190	19	12,595	9	1,030	13	2,929	33	7,842	5	2,031
Taunton	116,281	136,213	139,767	11	3,319	11	7,678	38	40,749	25	22,377	39	13,145	33	8,559	32	7,574	70	9,135	10	4,733
DUKES	43,508	52,803	54,574	15	5,817	4	1,019	28	13,047	10	5,414	8	2,985	22	4,125	13	1,090	49	7,526	4	1,315
ESSEX	2,185,326	3,031,851	3,224,426	191	115,185	167	466,139	678	671,803	324	464,286	448	265,686	404	200,852	381	120,976	1,179	357,577	200	96,831
Beverly	143,223	200,926	213,920	13	7,211	11	11,491	33	55,237	22	34,840	29	15,950	21	15,475	17	3,161	59	17,148	15	6,203
Gloucester	89,579	120,451	127,144	7	6,779	9	7,107	45	37,129	8	17,406	20	10,499	12	3,588	11	2,286	75	17,055	11	7,038
Haverhill	178,896	244,127	258,425	16	9,694	20	19,530	47	59,398	33	30,387	41	26,085	28	19,566	27	13,036	79	19,794	17	7,930
Lawrence	189,272	246,645	258,713	14	11,798	18	8,726	90	49,221	41	54,760	44	23,775	41	15,508	59	19,668	135	25,359	26	7,606
Lynn	233,930	292,546	304,234	20	7,518	27	10,067	97	74,189	42	74,298	47	24,437	48	18,100	49	12,936	160	25,316	28	11,941
Newburyport	45,134	60,482	63,787	4	1,368	3	3,163	21	17,388	10	4,652	12	5,363	18	3,827	20	2,921	37	6,361	7	2,024
Peabody	233,113	304,900	319,941	10	4,727	9	120,695	44	38,799	23	25,090	36	27,970	36	17,152	28	9,735	76	20,829	11	6,335
Salem	145,435	181,112	188,156	10	7,529	12	24,111	46	53,965	25	23,163	22	9,667	22	9,103	30	8,674	102	20,102	15	6,331
FRANKLIN	166,277	236,257	252,380	26	11,727	22	21,984	82	50,670	55	48,249	50	24,266	29	8,308	47	7,951	122	22,415	23	8,760
Greenfield	105,296	158,733	171,476	8	7,402	7	18,833	27	35,330	26	36,060	18	13,497	20	7,288	20	6,148	38	11,677	13	5,132
HAMPDEN	1,433,981	1,861,123	1,950,672	162	91,119	111	215,573	462	490,838	265	274,611	307	193,282	236	88,251	280	70,560	760	167,369	152	57,909
Holyoke	142,121	188,841	198,833	13	3,783	8	10,680	51	55,852	33	36,053	30	15,672	21	7,448	38	8,924	94	17,578	27	7,880
Springfield	588,290	749,071	781,939	47	33,398	41	97,902	157	175,793	82	104,865	103	78,148	121	49,783	108	32,935	257	60,784	59	21,735
Westfield	137,336	190,495	202,315	16	15,880	15	21,285	45	54,852	26	33,906	23	17,638	16	4,780	30	5,061	59	14,420	11	5,729
HAMPSHIRE	330,130	427,117	447,643	58	22,754	37	30,881	115	116,027	80	53,704	78	49,606	81	19,756	69	11,548	205	49,300	42	13,529
Amherst	47,178	68,937	74,020	8	5,076	1	529	19	16,132	5	5,934	14	12,911	14	3,418	9	2,043	28	9,018	6	2,060
Northampton	127,284	151,713	156,229	11	3,513	13	15,243	29	38,983	22	27,204	19	11,820	33	10,095	29	4,360	55	15,755	13	4,904
MIDDLESEX	4,444,779	6,934,949	7,559,918	395	310,537	268	874,316	1,298	1,765,281	503	1,030,504	913	700,278	708	370,645	762	299,523	1,911	655,531	390	242,461
Framingham	315,054	478,180	317,333	27	19,523	9	73,050	66	94,798	33	88,323	53	43,736	63	32,295	59	29,444	91	60,400	17	21,800
Hudson	45,507	77,522	85,854	8	9,469	2	2,337	12	25,329	6	9,036	12	10,426	11	6,061	9	3,476	24	4,261	6	2,371
Lowell	272,108	390,784	418,034	21	14,910	37	57,697	87	86,510	45	98,086	54	38,081	38	13,362	50	13,380	148	30,295	33	15,067
Malden	128,562	181,857	193,921	13	6,347	11	19,010	68	41,202	23	30,334	33	15,990	30	8,051	17	7,626	75	16,845	15	6,840
Marlborough	88,409	143,452	157,328	8	11,323	4	8,892	24	39,548	14	20,410	25	17,555	11	7,440	14	2,984	44	18,018	9	7,274
Medford	198,273	295,954	319,124	17	13,694	15	15,364	59	95,061	21	51,143	31	23,269	30	11,817	32	9,177	69	15,903	15	18,362
Melrose	54,624	90,980	99,640	6	1,661	1	1,687	25	47,097	9	10,968	15	8,950	6	674	13	4,068	21	3,800	6	5,062
Wakefield	67,653	103,497	114,770	8	3,844			24	23,081	10	26,972	19	10,780	12	3,106	22	2,758	31	8,502	8	4,687
Waltham	250,280	376,386	406,456	22	20,333	17	29,796	58	91,756	19	41,109	34	35,405	27	15,111	43	28,143	123	46,169	21	9,773
Woburn	133,561	200,634	216,582	10	3,321	5	20,077	35	54,773	14	40,531	31	24,414	15	4,119	21	8,564	47	10,342	9	6,169
NANTUCKET	37,028	54,350	58,400	4	4,429	2	413	14	13,436	4	4,627	2	1,653	14	3,843	6	580	42	10,729	3	951
NORFOLK	2,019,737	3,129,649	3,402,936	175	131,054	96	380,412	499	827,461	232	495,948	390	297,368	317	172,769	351	142,073	786	302,032	170	100,860
Dedham	176,034	286,188	313,846	7	3,032	10	113,011	27	44,941	10	33,422	20	14,142	26	16,857	26	19,764	38	23,831	9	5,312
Quincy	306,183	427,915	455,199	14	8,787	19	45,703	71	110,496	36	59,888	58	39,213	30	10,286	48	18,892	135	43,289	28	20,417
PLYMOUTH	1,185,803	1,671,627	1,782,034	157	71,528	73	196,095	365	441,303	224	244,144	283	164,848	220	91,615	213	54,523	574	165,316	94	53,115
Brockton	362,923	491,262	519,111	27	8,983	17	86,003	97	117,437	45	63,268	79	38,358	70	27,517	54	18,160	146	47,518	26	14,503
Hanover	126,106	182,559	195,556	7	2,776	9	50,033	20	41,048	11	16,751	17	11,427	32	17,142	22	8,179	28	19,586	3	1,489
SUFFOLK	2,138,309	2,722,355	2,841,790	127	49,782	146	323,984	723	586,819	155	210,148	300	163,074	474	207,985	278	94,258	1,544	477,340	201	110,676
Boston	1,886,026	2,373,231	2,470,862	109	39,428	126	292,745	605	493,535	117	171,493	244	134,012	421	193,759	248	79,041	1,376	440,262	177	95,996
Chelsea	90,783	126,366	134,314	6	5,220	8	13,158	36	25,981	14	17,394	15	7,701	16	1,874	12	6,709	61	11,190	10	6,363
WORCESTER	1,973,101	2,708,926	2,874,976	229	110,586	136	[illegible]	612	698,994	435	405,244	474	279,127	313	123,572	367	112,987	1,085	237,596	193	88,746
Athol	37,449	52,231	55,543	5	3,271	1	2,442	17	18,129	14	8,226	7	3,643	6	1,178	6	2,432	20	1,549	5	1,931
Clinton	30,576	35,656	36,555	3	811	5	202	13	14,746	8	2,482	11	3,693	13	2,397	9	1,623	32	4,071	7	1,458
Fitchburg	153,937	217,634	232,086	13	7,737	16	29,162	33	67,014	28	33,249	22	21,788	22	8,597	24	7,775	72	15,517	12	8,388
Gardner	66,924	95,599	102,142	5	3,326	7	12,849	19	28,770	15	8,277	17	10,370	14	3,988	22	7,311	36	7,199	7	3,765
Milford	98,325	152,781	166,051	12	4,829	6	18,961	30	31,043	17	12,004	18	12,314	18	11,193	19	5,509	34	9,924	8	4,868
Southbridge	50,680	64,609	67,453	10	5,296	9	2,328	22	18,448	16	8,143	10	5,211	12	3,143	17	1,416	36	6,662	9	1,948
Worcester	606,932	766,344	798,604	45	27,288	29	92,185	182	174,999	93	151,640	111	57,258	110	38,892	100	42,734	328	67,578	56	24,438

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	31,677,356	41,974,810	44,957,062	3,712	2,251,594	1,372	3,736,344	9,033	9,754,336	4,970	8,978,729	6,572	4,734,424	4,649	2,135,420	5,042	2,038,032	13,836	3,982,771	1,899	1,513,545
STANDARD METROPOLITAN STATISTICAL AREAS																					
Ann Arbor, Mich.	981,126	1,559,030	1,746,949	72	89,517	27	259,518	171	305,022	132	338,432	163	190,948	141	91,794	144	90,500	308	168,170	42	56,764
Battle Creek, Mich.	529,689	644,640	684,731	90	30,052	26	87,010	152	156,751	111	121,514	143	91,334	78	35,132	116	27,924	286	71,875	40	23,409
Bay City, Mich.	423,811	478,086	500,910	49	27,004	14	56,937	139	113,135	86	110,896	97	56,467	60	18,370	84	21,012	183	44,230	28	14,081
Benton Harbor, Mich.	601,021	716,795	758,800	89	44,085	28	70,581	166	189,730	121	127,516	169	94,070	75	22,063	122	56,038	300	68,968	37	22,156
Detroit, Mich.	15,846,014	20,370,574	21,773,159	1,272	470,495	443	2,833,488	4,160	4,726,430	1,731	4,448,403	2,645	2,135,076	2,192	1,186,449	2,068	1,009,147	6,185	1,904,094	887	871,171
Flint, Mich.	2,021,227	2,254,394	2,207,088	212	109,320	73	294,237	467	454,610	287	550,058	319	227,666	231	82,941	309	104,582	667	147,684	124	78,307
Grand Rapids, Mich.	2,142,317	3,238,520	3,465,477	232	201,463	77	518,361	454	650,674	371	637,608	379	324,511	280	183,504	411	194,454	763	322,781	103	75,516
Jackson, Mich.	482,474	681,224	745,873	68	37,536	24	149,424	123	143,762	71	123,061	109	86,432	58	29,480	66	24,032	205	61,108	31	24,197
Kalamazoo-Portage, Mich.	957,740	1,405,934	1,530,916	121	87,535	49	261,584	213	322,939	159	280,199	210	153,621	148	61,498	168	73,545	384	136,304	44	32,838
Lansing-East Lansing, Mich.	1,592,443	2,233,630	2,441,450	168	111,926	64	398,715	377	468,493	234	514,840	225	252,686	237	102,979	231	101,776	584	224,891	86	53,186
Muskegon-Norton Shores-Muskegon Heights, Mich.	522,725	749,397	824,667	73	46,873	24	150,199	172	186,838	143	148,798	123	70,631	71	24,325	106	32,215	270	71,224	39	24,931
Saginaw, Mich.	848,317	1,077,825	1,156,879	81	54,975	28	174,363	244	259,864	134	188,593	144	108,008	133	73,249	148	62,303	302	123,613	52	29,981
Toledo, O.-Mich.	2,709,772	3,742,237	4,053,573	263	148,978	133	553,345	698	895,071	381	792,578	619	496,913	348	138,370	409	165,229	1,385	398,803	158	125,248
COUNTIES, Cities																					
ALCONA	21,132	28,274	30,585	8	2,417	2	1,206	19	7,301	8	9,272	13	3,733	1		4	417	29	3,271	2	1,262
ALGER	23,315	29,200	31,137	9	1,557	3	373	23	11,280	5	4,478	16	6,467	4	640	5	584	34	3,217	2	468
ALLEGAN	172,398	264,113	293,357	40	15,859	18	4,004	61	68,781	79	87,935	65	48,312	34	7,422	40	6,637	102	24,049	15	10,929
ALPENA	120,187	177,775	196,188	26	14,348	11	14,493	51	52,154	29	33,333	27	18,308	24	11,954	32	10,062	65	17,462	8	6,177
Alpena	100,442	144,376	158,368	14	8,434	7	14,316	34	46,126	17	20,397	17	12,516	24	11,934	24	8,752	44	14,721	7	5,250
ANTRIM	39,130	55,442	60,660	18	8,504	8	697	21	19,384	14	9,115	21	6,736	3	980	4	727	44	6,660	5	1,882
ARENAC	41,350	39,614	40,161	8	2,757	5	600	37	10,431	18	8,314	27	10,436	5	433	5	379	33	3,644	4	930
BARAGA	25,950	32,965	35,303	6	1,080	7	2,958	10	9,045	9	6,578	10	6,271	3	431	5	383	18	3,088	1	902
BARRY	70,972	96,175	104,291	23	7,468	5	1,917	36	35,271	27	17,220	25	13,409	13	4,089	20	2,475	41	7,768	8	3,008
BAY	423,811	478,086	500,910	49	27,004	14	56,937	139	113,135	86	110,896	97	56,467	60	18,370	84	21,012	183	44,230	28	14,081
Bay City	214,201	216,560	221,804	25	9,067	10	35,584	72	45,001	29	40,359	52	24,905	40	12,736	41	8,435	104	17,429	17	7,038
BENZIE	35,188	44,957	48,209	12	5,832			22	14,323	16	10,888	17	5,510	9	989	11	950	33	4,917	8	2,464
BERRIEN	601,021	716,795	758,800	89	44,085	28	70,581	166	189,730	121	127,516	169	94,070	75	22,063	122	56,058	300	68,968	37	22,156
Benton Harbor	104,068	148,797	116,595	5	1,661	4	23,757	25	12,163	22	32,278	20	8,242	7	4,899	19	2,480	43	8,644	8	5,414
Niles	65,340	77,389	81,782	10	5,838	3	6,031	18	20,310	13	17,745	19	11,651	14	3,240	12	2,010	40	10,430	4	1,744
St. Joseph	74,047	74,625	76,397	7	3,264	1	1,879	15	4,616	11	5,322	9	21,439	17	3,974	13	18,178	35	7,295	5	1,321
BRANCH	112,248	131,939	139,330	30	12,034	14	10,382	39	29,204	31	34,998	35	12,910	24	5,058	25	3,691	60	12,608	8	4,163
Coldwater	66,835	72,226	74,946	13	3,225	8	9,574	21	15,602	12	19,057	14	4,036	16	3,638	12	2,552	25	5,908	5	3,128
CALHOUN	438,717	548,465	580,443	67	22,564	21	85,093	116	121,480	84	104,294	118	77,925	65	21,043	96	25,449	245	64,107	32	20,401
Albion	37,508	45,960	48,879	5	1,969	3	1,918	12	9,222	12	14,684	9	5,416	8	2,468	10	1,802	20	7,226	5	2,375
Battle Creek	197,715	234,700	248,040	27	12,503	8	38,354	42	39,315	30	57,099	40	25,910	29	13,886	39	8,612	108	19,623	11	8,691
Marshall	47,841	57,087	59,398	12	2,094	4	3,332	10	13,881	10	12,784	16	9,361	15	1,912	13	3,176	29	9,449	5	2,608
CASS	85,190	89,903	92,047	23	5,140	4	1,524	44	29,152	28	20,971	29	9,417	16	2,953	18	1,631	76	10,572	7	2,713
Dowagiac	35,669	38,955	39,776	15	3,673	3	1,264	21	14,474	11	4,921	12	3,983	9	2,053	8	750	28	3,160	2	1,377
CHARLEVOIX	57,057	73,909	79,453	14	5,840	12	1,812	30	25,441	27	15,025	23	10,372	13	2,115	20	4,056	49	7,728	7	2,381
CHEBOYGAN	81,488	119,119	131,120	18	10,512	10	2,564	33	34,956	24	20,941	41	17,796	21	4,749	9	2,100	83	15,249	5	2,362
Cheboygan	41,935	62,683	67,870	10	6,709	2	1,067	18	26,876	9	7,165	21	10,246	13	3,024	4	1,251	40	6,653	3	1,672
CHIPPEWA	96,034	109,946	115,383	24	8,355	8	12,058	63	31,005	24	17,052	44	13,617	23	5,727	17	2,687	78	11,251	8	3,614
Sault Ste. Marie	72,234	82,233	86,207	15	5,212	5	9,962	32	21,211	12	13,587	24	10,502	19	5,265	12	2,360	38	6,977	6	3,193
CLARE	70,763	90,603	97,191	22	10,256	11	1,864	47	31,384	16	15,523	32	10,511	11	3,342	18	3,894	54	7,553	5	2,609
CLINTON	114,306	188,567	212,463	25	22,090	5	2,087	44	59,934	33	50,453	35	31,745	22	8,211	21	6,610	47	15,184	9	5,618
CRAWFORD	38,257	41,746	43,406	9	1,758	4	2,958	14	10,092	5	8,708	19	9,080	5	590	5	552	30	4,817	3	895
DELTA	133,249	172,748	185,733	34	14,449	13	17,739	71	46,774	29	34,713	46	26,500	24	7,088	29	8,418	93	15,091	7	2,152
Escanaba	104,266	134,152	144,017	15	6,551	9	15,996	29	31,554	21	33,783	24	19,551	20	5,905	22	8,141	50	11,369	5	2,079
DICKINSON	96,930	146,106	161,806	28	11,363	12	25,905	43	30,891	21	33,940	30	17,791	19	7,805	21	7,620	71	12,552	6	3,826
Iron Mountain	52,464	75,436	82,755	14	8,006	5	3,315	19	11,260	13	20,569	18	12,694	15	5,549	12	5,295	37	7,405	3	1,686
Kingsford	28,331	44,559	48,616	4	338	4	19,940	10	11,718	3	8,446	3	1,629	1	1,289	3	1,492	8	1,487	2	1,755
EATON	337,887	455,331	493,413	38	13,586	19	113,053	78	94,116	45	92,481	80	57,629	57	23,169	50	15,264	102	39,450	13	7,477
EMMET	120,378	177,935	196,261	27	13,079	11	17,380	37	39,859	22	29,028	36	25,519	42	15,020	26	9,471	65	19,667	9	4,886
Petoskey	98,791	145,379	160,211	16	13,004	7	16,787	15	33,113	15	22,767	22	19,163	32	13,396	18	8,886	33	12,752	6	3,827
GENESEE	1,817,915	1,959,105	1,881,539	170	76,837	57	267,242	396	368,797	233	475,388	274	196,836	224	75,563	271	93,658	587	127,137	108	66,543
Flint	688,143	707,972	727,697	58	29,594	22	35,602	195	132,774	93	168,964	119	83,241	115	38,870	122	47,281	334	76,620	58	32,093
GLADWIN	45,064	74,035	83,354	11	5,415	6	2,940	23	24,819	16	17,292	21	11,409	8	1,406	8	2,896	31	6,771	6	2,481
GOGEBIC	60,740	81,949	88,795	17	4,902	11	9,473	31	20,262	14	14,338	29	10,695	16	3,087	14	3,230	87	7,717	5	2,067
Ironwood	40,812	55,482	59,150	6	1,099	8	8,415	16	12,463	8	9,881	11	5,957	10	2,363	12	3,041	37	4,374	4	1,898
GRAND TRAVERSE	242	402,314	456,634	40	50,376	14	46,246	82	78,866	43	89,325	48	48,484	41	23,929	61	22,050	106	45,461	15	10,844
Traverse City	156,105	254,988	286,730	20	32,129	11	31,770	47	54,728	21	29,108	36	35,804	36	20,679	46	16,402	73	33,222	12	7,310
GRATIOT	115,007	124,749	129,626	22	8,546	10	9,880	49	31,218	33	24,553	47	19,680	33	4,007	24	4,026	58	11,239	8	4,158
Alma	61,909	70,981	74,515	9	4,787	6	9,340	16	19,996	9	9,743	15	8,545	16	2,819	9	1,844	25	6,945	3	2,768
HILLSDALE	96,388	108,558	113,705	33	8,150	8	9,830	41	31,764	37	24,518	28	10,769	20	4,605	27	3,785	65	8,439	7	4,813
Hillsdale	60,430	73,439	77,958	7	3,331	5	9,602	15	23,556	16	17,883	6	4,125	13	3,850	12	2,591	23	5,462	5	4,407
HOUGHTON	100,858	126,695	135,390	20	10,808	9	4,872	55	40,711	32	21,277	43	18,697	14	5,554	20	3,930	91	12,412	8	3,509
Houghton	25,970	33,510	35,395	5	3,156	2	1,383	6	8,743	8	2,744	8	4,637	6	3,463	3	2,354	12	3,067	2	1,092
HURON	101,580	146,030	160,201	42	13,113	10	3,135	54	43,174	42	36,149	43	19,173	24	6,097	33	6,496	92	14,130	11	5,391
Bad Axe	29,107	41,817	44,994	7	1,468	3	2,167	6	11,822	7	11,058	5	3,771	9	3,030	4	1,840	8	2,469	3	3,966
INGHAM	1,000,941	1,429,328	1,567,052	80	63,300	31	251,245	213	265,625	122	340,966	171	145,228	131	67,549	136	76,623	362	158,620	55	36,413
East Lansing	97,140	126,644	136,290	2	2,576	1	560	22	24,517	6	16,021	15	15,996	24	18,373	19	8,646	42	23,216	5	3,875
Lansing	628,893	856,819	930,148	39	37,487	16	147,434	131	137,898	76	257,057	90	75,965	59	23,669	85	55,146	210	91,307	32	20,907
IONIA	139,309	160,404	168,822	25	12,947	9	22,330	42	48,816	34	30,940	39	18,084	27	4,050	24	3,279	73	11,637	9	3,678
Ionia	40,966	46,665	48,070	9	3,458	4	4,863	10	10,297	10	12,381	7	4,367	13	2,868	9	859	21	4,159	4	1,907
IOSCO	83,191	99,765	105,641	21	11,094	10	2,574	48	28,007	26	18,491	31	14,437	19	2,231	29	4,337	64	9,795	7	4,528
IRON	45,716	55,396	58,789	11	2,175	7	2,325	19	16,653	14	7,171	30	19,149	11	1,309	13	1,291	60	4,257	4	1,104
ISABELLA	146,264	213,953	235,617	28	14,798	6	18,713	37	54,650	26	39,331	33	25,284	34	15,432	27	9,551	74	26,348	11	10,156
Mount Pleasant	114,980	161,965	176,952	10	9,579	6	18,713	21	42,531	15	17,503	23	16,767	34	15,432	20	8,584	50	19,716	8	9,221
JACKSON	482,474	681,224	745,873	68	37,536	24	149,424	123	143,762	71	123,061	109	86,432	58	29,480	66	24,052	205	61,108	31	24,197
Jackson	202,542	245,898	261,030	24	11,385	8	23,227	39	35,122	29	57,840	45	31,909	33	19,713	34	15,107	114	27,593	17	11,461

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KALAMAZOO	798,370	1,154,595	1,270,160	77	67,886	36	253,338	145	237,946	106	200,724	155	119,463	128	57,742	136	65,733	290	115,407	32	25,313
Kalamazoo	397,155	503,439	538,830	33	36,187	15	63,482	56	68,913	53	130,558	62	45,310	65	31,571	64	28,020	152	56,153	14	12,000
KALKASKA	33,591	43,502	46,769	6	4,120	3	300	14	12,670	9	15,8[illegible]1	11	4,900	5	532	3	369	19	3,711	1	1,681
KENT	1,733,723	2,567,366	2,709,949	170	155,726	53	371,722	347	516,102	263	488,332	282	248,678	220	159,148	308	160,688	608	254,595	78	57,699
Grand Rapids	756,703	1,083,186	1,187,162	65	51,963	27	184,189	182	203,844	78	202,271	114	79,863	118	61,019	164	81,305	305	112,275	35	28,987
KEWEENAW	3.688	3,912	4,045	1	41			11	1,735			6	1,016					14	735		
LAKE	12,796	14,265	14,894	7	1,245	3	595	24	4,434	3	506	9	2,223	1		1	612	30	3,047	2	308
LAPEER	159,360	195,661	208,245	28	11,142	12	9,382	55	56,301	41	50,273	39	27,102	24	8,661	29	6,726	57	15,773	13	11,202
LEELANAU	26,693	36,160	39,212	8	2,738	4	1,351	25	9,367	11	1,316	21	12,436	4	786	11	734	34	5,365	3	470
LENAWEE	303,537	369,794	392,786	51	19,124	23	32,841	77	93,404	80	87,980	69	41,338	48	14,986	53	13,973	159	30,658	19	11,637
Adrian	126,558	156,064	166,159	13	5,713	7	29,730	20	34,501	19	17,360	24	17,110	19	10,200	20	5,921	48	14,453	7	7,556
LIVINGSTON	225,970	338,067	373,765	45	24,215	12	24,160	74	96,008	45	68,045	47	62,058	30	7,449	49	12,328	92	35,407	12	16,730
LUCE	22,409	21,505	21,812	5	1,327	2	483	14	7,398	7	6,330	7	586	4	639	5	394	21	1,704	2	497
MACKINAC	35,823	49,975	54,501	12	4,220	2	1,927	30	13,845	9	2,876	28	13,002	10	667	6	916	62	8,566	3	703
MACOMB	2,702,797	3,398,888	3,638,492	215	196,243	57	446,044	587	882,916	311	785,605	441	365,397	278	122,904	364	178,311	854	286,693	130	137,162
Mount Clemens	139,325	150,175	155,766	11	2,425	3	14,954	39	45,744	18	32,347	32	18,534	15	7,055	24	5,570	56	8,238	8	5,171
MANISTEE	63,081	85,436	92,653	14	5,688	10	7,882	30	23,922	24	18,142	27	12,581	11	3,658	14	2,246	53	6,754	6	3,487
Manistee	37,144	50,399	53,713	5	2,110	5	6,491	13	11,350	12	10,376	11	5,541	11	3,658	12	1,944	30	3,337	5	2,938
MARQUETTE	212,969	304,264	333,369	39	21,873	17	31,492	78	78,586	46	55,619	57	46,116	38	12,851	44	14,537	139	34,308	9	6,291
Marquette	109,182	154,851	169,407	13	6,626	4	3,377	35	41,263	23	31,897	22	22,101	26	8,044	30	10,938	56	18,281	4	3,771
MASON	81,970	114,305	124,660	14	10,899	9	12,804	38	33,204	14	20,998	27	11,463	13	2,588	20	3,318	54	13,543	8	5,102
Ludington	35,016	51,298	55,369	8	4,603	5	5,179	18	15,095	6	5,527	15	6,780	8	1,157	14	2,617	27	5,668	5	2,316
MECOSTA	90,783	131,784	144,868	14	7,658	13	12,430	37	33,321	27	25,992	31	20,450	15	6,207	22	5,750	58	15,444	8	4,083
Big Rapids	47,270	65,761	71,681	5	2,763	3	3,804	8	18,503	12	10,463	10	7,746	13	5,297	12	3,548	32	9,759	5	2,626
MENOMINEE	64,207	88,203	96,024	14	3,789	9	14,942	30	25,924	30	18,318	23	14,200	8	1,014	16	2,664	55	9,512	2	417
Menominee	50,533	72,889	80,020	2	3,636	4	12,959	12	20,642	23	16,740	12	12,633	5	982	11	2,103	28	7,247	1	367
MIDLAND	212,662	287,250	311,323	35	21,578	8	31,419	59	82,215	45	59,284	45	33,269	41	13,146	40	10,957	61	22,163	13	14,428
Midland	189,158	260,125	281,933	26	19,350	8	31,419	41	74,687	35	55,751	30	26,880	39	12,548	36	10,646	44	18,761	11	12,340
MISSAUKEE	18,644	33,578	38,483	6	1,623	4	795	8	10,305	7	5,427	12	14,293	3	176	2	1,267	16	2,655	2	1,0[illegible]1
MONROE	331,270	366,982	383,072	43	19,103	18	31,662	90	86,694	64	96,835	84	56,400	24	7,921	35	13,993	158	29,860	22	9,641
Monroe	92,173	117,878	126,383	14	6,876	5	9,820	34	34,508	13	11,495	26	20,824	13	6,600	18	11,291	47	10,050	7	2,980
MONTCALM	146,168	187,995	201,821	28	22,376	16	28,253	54	45,918	48	42,125	46	23,721	17	4,363	32	6,347	77	14,007	10	4,647
Greenville	45,837	59,790	63,278	4	947	7	16,776	4	15,119	10	8,638	8	6,900	10	4,017	14	3,427	18	3,748	3	2,092
MONTMORENCY	21,599	26,313	27,946	8	4,272	2	1,998	17	5,720	3	1,519	12	3,605	5	1,647	7	411	27	3,537	2	1,598
MUSKEGON	478,025	667,739	730,833	54	38,286	19	155,895	143	153,259	114	132,027	109	62,750	66	23,128	94	30,287	228	64,161	34	22,378
Muskegon	164,636	216,883	233,895	17	6,885	4	29,930	44	47,452	32	50,358	36	20,220	34	11,145	39	12,920	74	20,044	9	8,778
Muskegon Heights	31,244	39,910	42,789	3	183	2	2,394	17	7.196	17	9,880	10	4,362	8	1,842	13	4,611	25	5,303	5	1,808
NEWAYGO	67,034	83,838	89,513	21	9,442	10	2,498	34	27,760	20	17,003	21	9,707	12	2,378	24	2,836	52	7,729	6	2,010
OAKLAND	4,528,678	6,830,993	7,408,794	362	306,377	115	1,017,827	897	1,420,453	474	1,515,392	635	658,326	811	549,425	649	374,641	1,302	624,831	225	288,214
Pontiac	305,080	361,332	381,712	16	12,174	9	55,744	47	64,369	46	96,901	55	40,362	19	12,696	33	13,975	108	28,271	16	15,344
Royal Oak	338,555	462,948	503,038	27	23,159	6	18,428	52	90,377	40	141,730	51	56,905	40	12,679	57	31,997	107	48,675	20	18,087
OCEANA	44,700	81,638	93,834	19	8,487	5	2,304	29	33,579	29	16,771	16	7,881	5	1,197	12	1,928	42	7,063	5	2,553
OGEMAW	55,396	81,731	90,121	21	7,328	8	2,170	33	28,315	18	14,336	19	15,345	8	2,148	11	2,666	29	5,051	5	3,229
ONTONAGON	27,758	32,088	33,738	10	2,073	4	1,175	16	7,841	10	9,483	15	6,772	7	854	6	593	34	3,009	3	843
OSCEOLA	36,530	45,414	48,427	24	5,673	4	931	35	15,506	7	4,700	26	7,614	10	1,222	10	568	31	3,464	5	1,586
OSCODA	13,550	13,941	14,331	10	2,474	2	340	13	5,197	6	518	10	1,946	2	354	6	351	21	2,420	2	217
OTSEGO	63,476	91,100	99,908	15	11,509	4	1,102	25	22,720	19	11,913	26	23,120	11	2,220	9	2,472	38	12,970	4	2,373
OTTAWA	408,594	671,154	755,520	62	45,737	24	146,639	107	134,572	108	149,276	97	75,833	60	24,356	103	33,766	155	68,186	25	17,817
Grand Haven	76,007	122,261	137,068	11	3,035	5	35,583	14	17,000	16	30,770	14	10,528	14	7,174	11	6,441	32	11,497	4	3,692
Holland	127,739	208,580	234,568	17	8,687	6	18,879	31	42 055	36	46,540	30	26,075	30	6,746	40	14,331	47	18,818	12	5,334
PRESQUE ISLE	35,706	44,549	47,545	12	7,403	7	2,003	26	14,446	10	8,395	15	4,221	8	1,067	8	2,115	33	3,463	5	1,440
ROSCOMMON	61,482	72,643	76,717	19	8,833	11	1,226	39	24,013	19	7,592	28	11,855	14	1,851	17	1,672	72	9,752	6	2,773
SAGINAW	848,317	1,077,825	1,156,879	81	54,975	28	174,363	244	259,864	134	188,593	144	108,008	133	73,249	148	62,303	302	123,613	52	29,981
Saginaw	254,217	255,135	260,958	22	10,560	13	15,911	91	62,213	42	55,826	56	26,252	48	16,720	48	8,668	136	27,600	26	11,463
ST. CLAIR	394,258	474,225	502,433	57	27,102	23	50,044	142	118,511	98	82,515	94	55,571	50	20,665	76	22,078	200	51,782	28	18,998
Port Huron	178,775	222,747	237,561	17	11,017	10	23,905	45	42,354	30	31,905	37	31,147	31	17,166	40	16,568	75	23,054	11	6,200
ST. JOSEPH	160,341	222,537	242,540	31	12,855	16	14,711	61	64,154	51	56,033	47	31,846	31	7,548	35	7,087	76	19,365	15	7,001
Sturgis	61,069	88,812	97,655	8	3,155	5	8,415	14	23,304	11	17,463	15	17,191	13	3,909	15	3,775	18	6,424	5	3,529
Three Rivers	44,717	62,232	66,611	9	6,529	2	641	18	17,835	15	15,014	14	8,476	11	3,130	8	1,871	23	4,963	5	2,251
SANILAC	95,154	112,855	119,239	49	16,168	13	1,966	55	33,720	42	25,795	39	12,230	22	3,969	25	4,616	62	7,756	10	4,087
SCHOOLCRAFT	26,982	33,682	35,946	10	2,333	2	922	18	12,054	7	5,470	16	3,289	6	1,704	7	847	35	4,157	3	1,254
SHIAWASSEE	203,312	295,289	325,549	42	32,483	16	26,995	71	85,813	54	74,670	45	30,830	27	7.378	38	10,924	80	20,547	16	11,764
Owosso	61,294	68,150	71,115	12	3,319	4	4,906	22	9,220	23	15,845	16	8,508	17	5,461	16	6,511	29	6,671	6	3,393
TUSCOLA	128,591	156,921	166,754	40	15,571	13	3,653	65	39,716	53	42,321	50	24,396	27	5,171	29	3,698	85	11,963	12	4,766
VAN BUREN	159,370	251,359	280,756	44	19,649	13	6,246	68	84,993	53	79,475	55	34,158	20	3,756	32	7,812	94	20,897	12	7,525
South Haven	48,481	76,917	84,026	8	6,520	5	4,283	14	26,139	14	21,879	9	6,342	10	2,509	10	3,780	20	4,895	3	2,583
WASHTENAW	981,126	1,559,030	1,746,949	72	89,517	27	259,518	171	305,022	122	338,432	163	190,948	141	91,794	144	90,500	308	168,170	42	56,764
Ann Arbor	499,241	734,581	809,447	24	41,320	11	139,694	71	153,062	34	77,108	61	61,017	103	72,439	77	55,975	143	79,731	20	27,201
Ypsilanti	70,186	82,153	86,602	6	3,276	1	55	25	12,147	14	15,757	20	16,307	11	3,952	13	5,764	57	14,964	7	4,268
WAYNE	7,834,951	9,132,740	9,641,430	365	305,416	224	1,286,031	2,405	2,152,241	762	1,946,573	1,389	966,622	999	477,345	901	415,063	3,680	889,608	479	398,865
Detroit	2,968,783	3,028,226	3,108,079	217	88,870	98	201,459	1,348	749,244	308	697,844	703	359,033	349	128,773	337	107,067	2,857	348,753	238	140,883
WEXFORD	109,048	148,481	161,219	19	11,040	7	11,749	35	40,003	32	32,897	31	21,967	17	7,016	22	6,664	49	11,196	6	5,722
Cadillac	73,337	95,655	102,948	12	7,281	3	6,930	19	26,007	18	15,587	18	13,393	17	7,016	19	4,869	27	6,897	4	3,124

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,566,601	18,937,157	20,453,925	2,523	1,594,549	812	2,568,382	3,709	3,836,593	2,339	3,440,567	3,280	2,309,109	2,398	830,139	2,802	835,911	6,315	1,805,912	825	568,760
STANDARD METROPOLITAN STATISTICAL AREAS																					
Duluth-Superior, Minn.-Wis.	916,105	1,075,584	1,127,652	149	79,831	63	139,803	272	237,015	151	150,662	224	128,749	153	51,651	175	46,907	561	108,117	55	29,044
Fargo-Moorhead, N.D.-Minn.	587,007	788,048	847,634	85	72,050	24	100,837	122	131,234	82	170,612	99	83,183	97	42,177	113	44,377	234	82,526	25	22,872
Grand Forks, Minn.-N.D.	366,069	481,773	516,107	69	54,877	20	39,475	79	83,149	66	94,275	89	64,917	70	34,983	74	25,890	178	48,449	22	15,429
Minneapolis-St. Paul, Minn.-Wis.	7,459,945	11,043,620	12,004,042	779	748,266	238	1,928,460	1,508	2,177,184	817	2,109,460	1,307	1,222,971	1,158	488,029	1,342	515,267	2,681	1,092,488	338	310,603
Rochester, Minn.	395,863	532,526	573,474	42	49,219	11	82,881	53	91,557	57	98,580	72	54,411	58	27,731	65	26,591	115	50,136	14	21,425
• St. Cloud, Minn.	651,733	984,804	1,085,242	115	93,620	33	94,416	147	116,954	105	116,836	133	92,881	85	31,361	112	28,455	226	70,252	23	20,491
COUNTIES, Cities																					
AITKIN	32,818	38,381	40,181	14	3,278	10	2,477	22	8,322	9	6,306	19	8,338	7	934	6	195	31	3,926	4	1,452
ANOKA	535,319	1,001,609	1,150,386	69	144,142	20	262,931	111	222,683	88	137,172	91	115,072	41	19,797	96	43,313	158	93,499	17	23,598
BECKER	81,202	96,190	100,968	19	12,923	9	6,225	37	19,961	19	14,814	34	14,797	12	6,187	17	2,647	46	7,318	6	2,564
BELTRAMI	107,178	136,761	145,684	23	13,140	9	10,754	33	28,895	25	24,730	31	22,470	19	5,359	25	6,528	60	16,012	5	2,843
Bemidji	87,708	110,799	117,796	17	10,842	5	5,245	17	23,874	17	22,961	20	17,209	17	4,286	15	5,836	37	11,789	4	2,023
BENTON	61,780	86,744	94,166	21	15,903	3	235	26	22,190	12	7,819	25	15,435	9	1,112	15	3,181	35	12,604	5	2,622
BIG STONE	24,812	39,386	43,802	15	3,936	5	1,062	15	5,031	10	6,229	11	13,079	8	1,479	7	597	34	4,356	4	1,538
BLUE EARTH	229,683	243,253	249,737	42	20,234	9	27,443	45	47,025	47	48,785	46	23,022	42	16,445	48	11,671	107	26,228	11	9,225
Mankato	199,978	212,595	218,424	27	13,253	7	27,180	26	41,978	35	44,879	31	17,583	35	15,708	33	10,426	81	23,097	9	8,844
BROWN	92,894	103,195	107,039	32	13,798	6	5,456	24	27,130	36	16,479	31	10,431	21	5,788	20	3,048	64	10,064	10	3,687
New Ulm	61,550	71,890	75,258	12	8,286	3	4,264	10	20,385	23	10,942	14	6,997	14	4,923	13	2,357	32	6,725	5	3,483
CARLTON	89,860	138,140	152,646	21	11,798	7	7,989	32	34,336	24	30,716	32	29,488	13	4,801	24	3,438	62	11,408	6	4,248
CARVER	72,915	105,581	115,302	32	18,341	2	809	27	22,630	14	26,114	33	22,137	8	1,380	24	3,660	55	9,020	7	2,438
CASS	47,758	75,679	84,134	26	11,726	10	1,168	37	20,958	20	9,649	26	15,391	9	2,120	10	734	44	8,090	4	1,318
CHIPPEWA	42,409	48,421	50,458	21	5,980	7	3,801	16	10,034	14	7,877	17	6,107	12	3,060	12	1,533	28	3,497	6	1,863
CHISAGO	59,340	91,942	101,763	26	10,131	4	839	39	22,322	14	22,280	22	23,008	13	2,037	15	1,761	55	8,153	5	2,028
CLAY	147,153	166,459	173,199	29	19,273	5	3,535	41	41,341	30	25,993	35	22,697	23	5,180	30	13,272	77	20,308	8	6,104
Moorhead	116,758	134,534	140,467	13	11,188	3	2,193	20	35,886	19	21,104	18	19,055	21	4,651	22	12,001	41	16,389	5	4,148
CLEARWATER	18,020	21,418	22,494	8	2,208	4	1,575	18	4,328	5	2,289	10	5,487	3	257	7	841	20	1,752	2	1,093
COOK	15,114	16,954	17,602	3	409	5	846	8	4,265	7	1,275	8	3,887	4	994	3	110	18	2,326	1	266
COTTONWOOD	44,565	47,430	48,739	15	4,191	6	2,443	19	9,912	10	11,532	15	5,087	17	2,361	16	2,022	26	3,006	5	1,230
CROW WING	145,618	182,832	194,167	38	16,337	11	14,855	60	40,680	46	31,687	54	27,325	34	5,625	38	6,927	126	19,487	12	5,247
Brainerd	97,607	119,540	126,303	14	7,888	6	12,551	29	30,570	28	22,002	25	13,916	20	3,972	24	5,132	56	9,904	8	3,704
DAKOTA	578,054	891,630	944,862	67	80,668	27	83,018	124	188,728	73	156,423	102	91,138	112	32,362	109	30,147	207	79,341	29	27,191
DODGE	31,039	44,350	48,316	19	12,027	3	436	14	12,229	11	9,508	12	2,835	2	767	10	946	20	3,676	4	1,029
DOUGLAS	93,610	127,507	137,703	31	15,147	6	7,332	37	23,557	26	19,984	31	18,325	23	7,174	30	7,823	57	13,125	8	6,959
FARIBAULT	56,422	63,148	65,543	36	9,298	4	832	27	13,763	17	13,841	34	8,869	19	3,320	25	2,124	51	5,171	10	2,085
FILLMORE	57,540	68,979	72,578	36	9,422	9	921	39	17,670	33	17,835	31	7,833	13	1,501	19	3,441	56	5,150	8	2,018
FREEBORN	125,238	180,833	197,615	21	16,400	11	22,823	36	37,144	30	46,100	39	25,156	19	6,091	29	7,916	71	15,504	8	7,239
Albert Lea	106,971	161,391	177,631	10	8,967	10	22,654	18	34,833	24	43,025	25	23,306	18	6,064	22	6,616	48	13,192	7	7,166
GOODHUE	123,062	162,510	174,267	32	17,680	11	11,004	39	49,653	31	31,976	34	18,020	23	3,563	37	6,549	71	14,843	12	5,272
Red Wing	65,758	87,696	94,212	9	9,329	7	9,946	13	30,221	11	10,735	15	8,397	12	2,026	15	4,513	30	7,646	5	3,065
GRANT	16,472	25,213	27,842	13	4,734	1	384	17	5,663	10	8,484	7	1,534	4	630	2	386	16	2,545	6	1,122
HENNEPIN	3,916,593	5,605,582	6,124,397	308	290,025	97	1,095,473	677	1,006,708	345	1,068,967	601	546,190	642	299,381	712	296,198	1,189	546,567	156	151,005
Minneapolis	1,313,574	1,570,717	1,651,297	102	95,202	30	241,528	320	268,464	114	164,358	242	172,538	243	86,801	265	95,935	637	199,160	76	57,038
HOUSTON	32,873	35,136	36,146	17	4,356	5	819	25	11,390	10	2,501	14	7,074	7	360	15	964	47	3,755	4	532
HUBBARD	43,344	58,445	62,928	14	4,998	8	1,539	22	18,126	13	12,304	18	10,336	5	1,783	14	1,897	36	3,793	4	2,286
ISANTI	47,691	71,128	78,118	17	5,484	10	3,969	19	19,995	11	14,449	15	12,381	7	834	15	3,259	24	4,497	4	3,770
ITASCA	130,190	188,886	206,364	33	20,776	9	10,869	45	45,977	25	30,077	45	38,902	19	8,984	21	4,169	82	16,088	7	8,948
JACKSON	28,210	37,132	39,799	14	5,557	2	614	17	9,307	12	9,439	11	4,454	11	1,379	17	1,895	22	2,862	5	1,418
KANABEC	31,881	41,977	44,992	10	5,025	4	1,185	12	11,919	13	9,257	9	6,800	7	1,271	9	798	19	3,737	3	1,022
KANDIYOHI	118,541	177,263	186,967	40	22,660	9	22,224	36	32,470	33	23,823	40	17,806	34	15,252	20	7,353	58	15,722	8	6,811
Willmar	95,582	141,268	154,870	21	16,261	8	21,941	15	27,351	16	18,794	18	12,690	32	15,149	17	7,135	31	12,158	7	6,712
KITTSON	17,408	17,433	17,709	9	1,306	2	316	11	4,021	9	2,831	13	4,655	6	232	7	662	16	1,363	2	390
KOOCHICHING	58,162	60,219	61,584	12	5,452	11	2,887	21	11,605	14	7,415	24	13,551	11	3,432	12	2,308	37	5,565	4	2,985
International Falls	42,894	46,051	46,840	8	3,892	4	2,224	10	9,248	5	2,586	15	11,234	11	3,270	10	1,844	21	4,459	4	2,985
LAC QUI PARLE	21,798	18,648	18,372	15	2,650	6	423	13	4,094	12	3,269	15	3,278	8	369	8	955	20	1,203	4	655
LAKE	35,688	43,511	45,943	7	1,873	3	412	15	10,951	5	12,113	15	8,461	5	701	5	400	28	3,255	3	1,434
LAKE OF THE WOODS	10,218	12,710	13,472	4	1,328	1	752	7	1,923	2	845	6	4,670	4	228			6	1,166	1	173
LE SUEUR	54,631	65,189	68,534	23	6,656	4	784	29	14,760	17	11,175	23	17,088	14	1,518	21	2,185	45	5,841	8	2,793
LINCOLN	20,183	24,647	26,027	7	6,842	5	651	14	3,912	11	4,799	9	3,536	3	368	5	1,040	20	2,248	4	997
LYON	83,970	108,168	115,422	27	16,091	10	8,083	24	20,814	20	15,394	29	11,867	34	11,962	23	4,718	44	9,020	10	4,195
Marshall	65,133	83,950	88,654	13	12,589	5	6,709	7	14,810	12	11,838	15	7,451	27	10,810	13	3,816	23	6,673	5	3,482
MCLEOD	94,885	120,797	128,588	31	14,975	3	7,447	33	27,522	25	26,455	27	16,838	27	5,795	28	5,518	43	8,097	10	3,899
MAHNOMAN	12,004	15,206	16,174	4	1,164	5	922	7	3,252	4	2,432	7	4,769	1	429	2	196	12	1,086	2	444
MARSHALL	29,347	32,675	33,887	18	6,291	5	626	21	5,547	9	6,608	17	8,279	4	444	8	129	30	2,742	2	646
MARTIN	87,399	147,521	166,141	30	14,879	8	14,038	28	46,934	31	25,626	21	15,070	23	6,973	43	9,958	54	13,907	8	5,153
Fairmont	69,107	121,427	137,723	17	9,825	7	13,563	14	41,987	17	18,031	10	12,410	22	6,889	31	7,884	30	10,406	6	4,798
MEEKER	47,676	61,993	66,275	20	9,806	9	3,435	27	13,207	10	9,407	19	11,364	12	2,082	16	1,987	38	5,696	7	1,987
MILLE LACS	57,987	100,236	113,318	21	10,440	8	2,382	25	25,023	25	21,296	21	19,169	11	2,956	10	2,703	36	6,626	6	2,649
MORRISON	64,156	76,405	80,311	30	8,502	8	4,165	34	14,732	27	10,665	29	13,430	14	4,175	14	1,687	68	8,422	5	3,040
Little Falls	40,763	47,262	48,887	11	4,675	4	3,346	14	9,096	16	8,619	9	4,470	11	3,739	8	899	25	3,522	4	2,832
MOWER	123,891	153,661	162,962	27	9,680	14	15,053	41	37,247	27	27,480	35	18,347	31	8,105	34	9,952	77	14,541	9	8,367
Austin	108,497	139,857	149,239	15	7,849	10	14,752	28	34,889	21	26,759	19	15,473	28	7,962	23	8,477	58	12,789	7	7,696
MURRAY	23,677	31,245	33,501	12	4,057	5	1,159	12	9,058	9	4,943	15	4,158	8	1,100	9	1,812	16	2,908	2	472
NICOLLET	48,837	66,481	71,743	20	7,379	4	1,092	23	15,512	14	13,164	21	13,125	6	1,276	12	2,083	33	10,329	5	3,320
North Mankato	7,904	11,500	12,399	3	851	1	212	6	3,677	2	568	4	1,948			3	407	7	2,731	1	517
NOBLES	76,794	84,264	87,132	26	11,152	7	6,136	24	14,980	26	17,312	26	7,474	24	6,031	21	4,697	43	6,939	6	2,662
Worthington	62,629	70,257	72,941	11	9,178	4	6,045	9	12,376	18	14,922	13	5,747	22	5,898	15	4,332	23	5,470	5	2,540
NORMAN	20,606	24,599	25,861	18	4,310	3	159	25	5,528	15	5,729	15	2,842	10	953	6	465	27	1,911	4	1,081
OLMSTED	395,863	532,526	573,474	42	49,219	11	82,881	53	91,557	57	98,580	72	54,411	58	27,731	65	26,591	115	50,136	14	21,425
Rochester	346,164	478,943	518,245	30	43,078	10	82,205	41	85,032	44	69,270	55	50,799	55	27,355	57	25,992	96	46,306	13	20,407

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OTTER TAIL	143,335	177,063	187,400	54	21,040	17	8,472	72	33,639	36	34,254	50	37,412	32	7,953	39	8,642	96	15,604	14	5,507
Fergus Falls	76,855	96,130	101,975	19	8,717	6	7,585	17	18,166	14	19,498	16	16,462	17	4,920	21	6,165	30	8,977	6	3,850
PENNINGTON	62,432	94,306	103,838	11	13,514	6	9,872	16	19,154	14	12,751	18	13,220	9	5,098	11	4,546	21	6,168	5	2,899
PINE	48,866	62,846	67,052	18	4,856	7	1,976	21	12,458	13	16,435	24	15,085	6	428	9	1,254	40	9,311	3	1,031
PIPESTONE	27,071	48,515	51,931	17	8,048	3	2,341	19	10,564	11	6,903	23	8,660	7	1,845	15	2,604	24	3,455	5	1,162
POLK	101,315	151,982	166,982	33	24,168	9	6,440	44	35,438	27	19,980	40	28,383	19	3,792	26	6,061	65	16,106	11	8,287
Crookston	41,387	60,840	65,703	10	6,851	5	3,986	9	13,054	11	12,452	11	10,646	9	2,360	7	1,225	20	6,150	4	2,085
E. Grand Forks	30,145	46,280	50,314	5	8,970			6	13,567	6	1,841	7	4,734	1	644	13	3,828	12	6,239	2	4,850
POPE	20,920	26,942	28,755	12	3,676	4	826	12	7,548	4	3,219	11	3,761	8	732	5	144	25	3,783	3	1,305
RAMSEY	1,714,885	2,462,319	2,691,019	133	107,077	55	461,125	353	505,115	146	484,479	285	250,806	255	113,371	245	117,225	677	267,161	82	74,003
St. Paul	928,564	1,150,332	1,217,916	66	44,027	31	188,270	220	239,170	92	188,074	170	127,587	126	36,408	140	49,895	485	147,864	62	40,093
RED LAKE	12,716	22,869	26,055	7	3,648	3	1,703	8	4,440	6	4,188	8	2,454	3	600	2	1,787	16	3,428	1	1,150
REDWOOD	52,742	63,816	67,258	24	8,626	5	1,776	27	14,994	16	12,710	22	7,301	15	3,924	16	3,248	43	3,976	8	2,363
RENVILLE	42,008	71,137	80,116	25	8,910	7	1,345	31	17,059	21	20,712	21	10,330	10	1,362	17	2,358	46	7,436	11	3,181
RICE	123,318	165,306	177,600	29	16,516	12	7,573	41	39,594	28	27,715	41	26,483	27	8,161	28	6,294	70	20,544	8	4,306
Faribault	76,366	103,874	112,056	11	7,543	8	5,860	20	25,674	17	20,152	19	12,878	18	5,362	13	3,193	37	12,228	4	2,861
ROCK	26,169	36,585	39,677	9	2,964	5	1,492	13	7,348	9	10,851	12	4,118	8	2,933	5	1,185	19	4,876	3	792
ROSEAU	35,114	44,780	47,689	12	4,305	6	2,712	20	10,708	12	8,106	14	8,315	8	1,398	8	1,992	20	2,784	4	1,430
ST. LOUIS	782,653	876,551	909,971	125	60,670	52	126,404	222	192,936	132	120,775	177	96,502	137	43,983	150	42,677	384	79,059	45	23,047
Duluth	403,490	440,349	454,708	39	20,294	18	91,688	96	86,738	47	47,529	79	39,169	79	24,149	78	25,109	169	47,020	22	12,656
Hibbing	90,080	105,452	110,433	17	8,244	5	9,503	21	27,716	19	16,952	18	12,048	17	7,999	15	2,809	33	6,087	6	3,835
Virginia	105,304	120,437	125,552	12	7,545	5	11,522	23	29,075	13	17,763	21	17,413	25	8,953	21	5,922	39	6,779	3	2,222
SCOTT	103,997	152,703	167,219	27	16,020	9	2,095	36	33,818	22	36,879	35	41,091	13	2,509	23	1,725	67	16,051	10	3,875
SHERBURNE	46,550	75,091	83,756	19	10,445	3	1,334	13	6,226	15	20,726	22	20,389	5	2,750	13	1,719	27	8,216	1	638
SIBLEY	29,385	35,776	37,759	15	3,843	8	1,532	17	7,765	5	4,575	17	9,836	4	405	5	900	29	3,326	8	1,100
STEARNS	543,403	822,969	907,320	75	67,272	27	92,847	108	88,538	78	88,291	86	57,057	71	27,499	84	23,555	164	49,432	19	17,231
1St. Cloud	433,617	687,160	763,532	29	40,093	14	90,679	39	55,619	37	52,526	39	36,745	58	25,798	48	15,021	79	40,389	11	14,020
STEELE	92,685	143,566	158,935	24	12,104	10	12,882	26	30,608	17	28,087	25	16,356	30	8,691	27	9,079	50	15,446	4	4,317
Owatonna	78,262	124,735	138,785	14	10,168	7	12,498	15	26,540	13	23,994	18	13,352	23	8,147	23	8,443	37	12,915	3	3,434
STEVENS	34,082	37,027	38,213	11	4,416	4	1,939	12	8,892	11	4,741	8	5,052	11	2,121	11	1,569	21	3,183	3	1,840
SWIFT	33,714	52,749	58,483	16	7,782	6	2,801	18	12,248	16	8,035	20	9,681	10	2,785	10	1,034	31	3,697	5	2,469
TODD	52,327	64,281	67,962	27	9,610	7	2,450	27	15,331	22	12,956	23	11,004	9	1,639	12	780	40	4,394	6	1,907
TRAVERSE	14,516	22,535	24,949	9	5,706	3	548	10	5,036	7	1,430	10	3,171	7	886	5	1,214	18	2,219	3	1,131
WABASHA	41,642	54,522	58,366	18	6,107	5	864	20	12,115	14	9,384	22	13,366	6	1,415	16	1,356	42	5,799	4	2,141
WADENA	55,295	58,815	60,488	19	13,167	4	3,964	20	10,312	16	10,221	22	9,237	11	2,733	10	2,258	28	2,502	4	1,322
WASECA	42,493	41,002	41,357	16	6,751	8	2,126	22	9,928	11	6,683	18	4,751	11	1,604	13	1,198	35	3,842	4	1,338
Waseca	33,921	32,478	32,117	9	5,256	5	1,920	10	7,310	10	6,525	8	2,620	8	1,491	8	758	21	2,814	2	1,166
WASHINGTON	237,780	404,272	455,769	48	45,241	8	13,446	54	103,222	52	91,526	55	73,803	37	9,756	48	11,324	106	43,196	13	15,927
Stillwater	53,174	83,273	92,360	11	7,448	4	2,954	11	27,018	6	13,611	11	12,106	14	4,904	13	3,646	14	2,915	4	5,847
WATONWAN	37,273	47,317	50,347	17	5,278	6	2,034	17	9,942	10	13,609	16	5,129	11	2,364	13	1,897	25	4,930	2	1,665
WILKIN	22,858	29,168	31,075	12	4,106	2	724	14	6,516	6	4,060	9	4,082	3	413	5	798	18	2,991	3	1,517
Breckenridge	19,858	25,469	26,872	9	3,899	1	605	6	5,300	4	3,619	6	3,636	3	413	4	747	13	2,443	3	1,517
WINONA	139,461	160,857	167,966	30	14,094	14	17,440	35	39,279	23	26,371	42	17,174	26	4,891	31	6,428	78	16,490	7	4,593
Winona	110,699	128,723	134,625	19	10,201	9	11,359	22	35,427	17	21,011	26	12,451	24	4,538	26	5,715	57	13,235	5	3,741
WRIGHT	136,301	173,548	184,764	46	22,146	7	2,452	55	36,827	41	48,635	41	28,077	22	4,080	46	6,467	73	12,811	11	4,690
YELLOW MEDICINE	34,407	43,714	46,520	20	6,386	5	1,159	23	10,476	6	7,028	21	9,730	11	1,590	10	1,204	34	3,265	5	1,760

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,184,395	8,566,088	9,217,497	953	485,860	930	1,023,230	4,660	2,428,754	2,049	1,949,405	1,962	879,821	1,640	439,857	1,491	361,363	2,859	580,551	702	294,496
STANDARD METROPOLITAN STATISTICAL AREAS																					
Biloxi-Gulfport, Miss.	515,969	778,713	850,213	94	44,553	46	122,839	249	204,123	148	159,184	109	76,178	103	40,885	108	36,337	312	81,417	41	27,071
Jackson, Miss.	1,058,476	1,503,403	1,621,010	101	61,924	71	236,012	386	353,574	189	345,162	225	145,723	202	75,875	205	74,166	363	145,395	84	42,330
Memphis, Tenn.-Ark.-Miss.	2,949,115	4,443,395	4,856,161	243	176,509	193	661,181	1,062	1,104,491	506	973,878	639	530,818	519	233,546	491	221,610	1,119	372,107	167	149,442
Pascagoula-Moss Point, Miss.	278,018	248,940	244,548	40	17,069	26	30,520	121	78,249	76	36,150	64	22,830	55	8,029	58	8,495	144	18,022	20	9,169
COUNTIES, Cities																					
ADAMS	142,433	203,758	219,758	14	11,126	17	28,883	68	57,082	29	54,437	29	11,062	31	12,554	42	8,925	57	12,155	11	5,164
Natchez	137,042	196,001	211,381	13	10,272	16	27,022	60	53,611	26	54,048	24	10,515	31	12,554	41	8,649	54	12,054	10	4,676
ALCORN	94,025	131,684	141,545	13	10,743	9	13,082	47	26,591	67	29,176	36	17,482	32	8,918	31	6,146	54	8,726	12	3,582
Corinth	90,018	128,330	138,293	13	10,743	8	12,882	36	25,684	64	29,022	28	15,745	32	8,918	29	6,092	50	8,638	11	3,543
AMITE	14,803	17,360	17,991	3	282	6	1,002	20	5,918	7	4,013	12	2,460	6	802	6	484	14	625	5	711
ATTALA	43,250	40,342	39,947	10	2,680	8	3,369	70	11,518	17	7,373	18	3,164	13	2,876	15	1,910	16	1,069	6	1,244
BENTON	6,372	7,952	8,344	1	757	4	239	17	4,143	8	884	8	1,613			3	109	6	348	1	96
BOLIVAR	88,652	104,530	108,463	11	3,630	16	7,377	96	33,339	27	21,702	36	8,321	33	4,918	27	4,224	52	6,454	13	4,166
Cleveland	65,242	77,716	80,796	6	2,721	10	6,613	25	20,171	18	19,217	14	5,088	18	4,203	21	3,718	26	5,729	9	3,692
CALHOUN	30,151	37,505	39,339	9	4,225	10	2,571	26	11,194	19	9,740	19	4,237	19	1,875	5	937	10	801	9	1,550
CARROLL	8,614	11,904	12,755	2	249	2	163	21	2,577	1	326	13	7,710	1		2	93	8	243	2	173
CHICKASAW	41,407	55,704	59,354	4	2,089	18	3,325	42	18,136	16	14,971	15	7,411	20	2,466	17	3,916	14	1,433	5	1,598
CHOCTAW	10,817	17,827	19,783	3	516	4	986	15	8,430	6	1,902	6	3,722	4	430	4	874	7	418	3	952
CLAIBORNE	18,169	24,165	25,686	5	1,639	3	664	28	9,335	7	4,894	7	3,089	6	762	3	53	9	2,135	2	683
CLARKE	24,082	33,447	35,858	3	1,546	9	1,969	38	12,937	17	6,769	14	4,230	8	1,525	5	935	7	1,471	3	1,042
CLAY	40,998	50,390	52,723	6	450	7	4,152	37	15,512	14	10,670	16	5,841	15	2,410	13	2,716	28	3,102	6	1,863
West Point	39,819	48,786	51,028	5	415	7	4,152	29	14,288	14	10,670	15	5,673	15	2,410	13	2,716	26	2,999	6	1,863
COAHOMA	86,500	122,389	131,714	9	5,472	12	7,248	93	41,531	29	26,226	30	12,163	32	10,374	24	5,125	43	6,051	11	3,395
Clarksdale	80,753	114,370	123,107	8	5,304	9	7,084	55	36,682	27	25,719	23	11,128	28	10,283	22	5,006	38	5,855	9	3,223
COPIAH	54,916	82,930	90,429	8	2,547	15	4,662	56	25,442	26	21,769	21	12,555	19	2,849	18	3,612	21	3,262	9	3,539

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COVINGTON	28,703	38,647	41,180	5	684	12	3,780	30	12,866	12	12,864	15	5,654	6	456	6	754	10	1,161	6	1,702
DE SOTO	86,412	128,959	140,297	17	5,144	10	12,886	61	54,083	35	27,184	26	14,492	12	1,567	22	3,596	39	6,843	8	3,816
FORREST	235,997	382,338	439,942	33	37,459	22	65,417	88	60,604	76	113,648	45	33,662	55	25,330	57	22,443	111	36,247	22	18,971
Hattiesburg	237,237	329,244	352,936	29	28,612	18	55,958	66	58,346	62	80,220	36	20,424	52	22,874	49	20,640	103	31,505	19	12,460
FRANKLIN	12,260	19,450	21,417	3	838	2	359	17	3,009	9	5,376	9	1,989	2	147	3	175	6	264	4	4,273
GEORGE	26,805	40,043	43,565	5	1,253	8	3,412	27	15,731	16	8,895	11	5,134	7	1,068	12	1,257	13	1,411	5	1,941
GREENE	9,218	13,610	14,773	4	807	5	1,004	19	5,489	6	2,279	11	2,576	4	115	1	572	6	304	3	638
GRENADA	75,760	88,790	92,001	8	2,093	10	5,924	58	21,236	20	33,171	21	9,562	30	3,690	13	3,081	25	2,766	12	2,744
Grenada	73,566	85,909	88,995	8	2,093	9	5,833	42	18,905	19	32,916	18	9,350	30	3,690	13	3,081	25	2,766	12	2,744
HANCOCK	44,775	73,649	81,695	14	4,917	6	5,209	30	29,980	14	16,520	12	7,785	10	1,335	6	844	34	5,176	6	2,684
HARRISON	449,693	679,084	741,432	73	38,653	36	116,223	197	166,916	123	136,673	86	63,807	90	38,630	97	35,113	268	74,962	32	23,415
Biloxi	173,733	279,691	308,845	27	11,677	14	71,286	65	60,619	42	40,867	25	20,393	48	19,967	38	15,802	105	37,694	15	9,524
Gulfport	224,284	343,104	375,106	35	22,534	17	39,319	88	87,098	67	83,801	46	38,350	32	16,888	51	18,459	130	33,964	15	11,308
HINDS	935,243	1,292,462	1,385,196	78	52,417	54	217,663	321	293,548	148	314,940	183	113,962	184	69,975	173	60,774	322	107,527	72	36,081
Jackson	853,801	1,203,582	1,294,387	60	43,016	45	213,543	240	263,157	113	303,294	148	102,594	174	68,539	152	59,963	281	102,846	52	28,625
HOLMES	36,073	54,489	59,418	11	3,162	14	3,145	62	20,752	15	10,266	15	9,767	11	1,727	9	737	26	1,628	7	2,566
HUMPHREYS	21,170	29,935	32,211	7	1,882	10	2,005	26	6,606	14	6,933	16	6,180	10	2,145	9	751	14	985	6	1,507
ISSAQUENA	879	722	733					5	709									2	24		
ITAWAMBA	29,949	38,420	40,545	5	1,460	5	1,100	41	12,953	17	12,108	10	4,449	8	894	9	1,391	18	1,271	4	1,312
JACKSON	278,018	248,940	244,548	40	17,069	26	30,520	121	78,249	76	36,150	64	22,830	55	8,029	58	8,495	144	18,022	20	9,169
Moss Point	22,960	20,653	20,302	7	1,337	4	478	23	7,988	8	2,424	12	1,959	6	845	7	983	14	949	3	996
Pascagoula	175,123	153,512	150,160	19	8,791	15	22,680	47	40,953	40	29,508	29	10,100	31	5,637	36	6,559	72	10,618	8	5,638
JASPER	25,146	31,283	32,813	1	3,188	9	2,020	26	7,806	12	8,623	16	4,132	5	858	4	245	8	686	6	2,191
JEFFERSON	9,869	10,588	10,782	3	228	2	113	28	6,091	7	2,148	3	664	2	234	1		11	397	2	721
JEFFERSON DAVIS	19,703	25,540	27,011	6	2,472	8	1,137	30	10,519	11	5,821	9	2,713	9	816	5	232	4	296	4	696
JONES	166,210	239,202	258,677	22	10,608	16	31,558	102	69,306	42	45,260	60	23,384	39	13,117	35	13,174	75	15,115	20	8,406
Laurel	148,943	221,891	241,287	11	7,805	13	30,903	74	63,833	34	43,279	45	20,500	36	13,069	32	13,009	64	14,370	15	7,454
KEMPER	9,405	13,741	14,884	1	620	8	1,556	29	6,731	3	2,178	7	2,066					4	260		
LAFAYETTE	60,114	84,369	90,651	13	3,583	6	7,440	45	24,350	14	12,987	21	10,338	23	6,093	18	2,552	33	6,985	9	3,483
Oxford	59,263	83,456	89,722	12	3,500	5	7,067	38	23,946	14	12,987	21	10,338	23	6,093	18	2,552	33	6,985	9	3,483
LAMAR	43,438	59,572	63,715	8	4,102	12	2,061	47	25,541	18	14,962	24	9,577	6	579	9	198	19	2,427	7	2,231
LAUDERDALE	281,085	392,269	421,129	27	26,116	30	67,938	156	94,074	63	84,759	67	38,891	57	16,697	49	16,168	108	28,885	14	12,281
Meridian	265,981	375,883	404,410	26	25,919	25	67,266	136	90,963	59	84,569	59	28,667	56	16,586	45	16,041	96	27,115	14	12,281
LAWRENCE	21,047	26,550	27,921	6	2,623	8	1,084	35	10,246	10	7,788	13	2,505	7	361	9	1,266	10	441	2	493
LEAKE	31,807	43,891	46,996	10	3,012	16	5,392	47	14,707	16	9,360	12	3,568	13	2,084	10	1,805	20	1,942	5	1,786
LEE	234,110	310,569	330,016	24	20,070	24	46,785	109	66,638	75	77,607	54	27,742	54	17,078	47	13,021	80	24,538	18	8,379
Tupelo	201,904	272,885	290,974	20	17,786	20	46,395	59	50,359	49	70,632	36	22,495	46	16,429	36	11,806	63	23,248	13	7,547
LEFLORE	109,566	156,917	169,307	19	8,762	16	14,424	93	44,123	31	32,561	40	18,695	36	9,286	31	7,968	56	9,700	10	5,708
Greenwood	102,801	146,658	158,111	18	8,629	10	13,613	67	37,399	28	31,659	38	18,430	33	9,065	28	7,752	50	9,550	8	5,531
LINCOLN	70,970	126,001	141,923	14	10,401	11	8,460	57	41,541	22	29,792	19	8,923	32	12,380	21	5,974	31	6,530	9	6,237
Brookhaven	70,054	125,093	141,012	14	10,401	9	8,145	49	41,090	22	29,792	19	8,923	32	12,380	20	5,916	30	6,488	9	6,237
LOWNDES	163,158	209,783	221,479	26	1,196	17	24,816	116	49,031	61	41,496	39	15,552	50	22,752	42	9,402	106	17,186	15	5,149
Columbus	158,716	204,384	215,844	23	13,096	14	24,660	95	46,317	60	41,441	37	15,464	50	22,752	39	9,002	98	16,014	15	5,149
MADISON	68,897	105,090	115,031	9	4,267	16	8,634	61	29,929	26	32,417	25	15,963	17	4,345	10	2,478	37	3,682	10	3,088
MARION	58,643	86,680	94,181	11	5,667	9	8,017	68	32,232	17	19,387	18	4,714	16	7,050	16	4,195	26	3,530	7	2,803
MARSHALL	39,140	54,405	58,356	13	3,058	6	1,093	74	30,372	13	9,214	26	9,636	12	1,684	11	942	24	3,104	5	1,691
MONROE	85,093	107,700	113,358	16	7,593	13	9,379	100	34,268	41	24,980	40	9,664	26	3,650	22	4,247	39	4,115	15	4,560
MONTGOMERY	28,708	31,685	32,447	8	1,225	9	1,827	28	8,940	11	7,142	18	4,809	12	1,412	10	1,635	13	1,371	5	1,343
NESHOBA	49,976	63,710	67,145	10	5,092	12	4,640	62	23,349	27	14,471	15	3,746	20	4,914	12	2,501	16	1,119	7	2,389
NEWTON	31,680	36,628	37,860	10	4,164	11	1,632	55	13,696	13	3,932	20	7,060	7	1,163	11	1,028	16	1,542	7	1,227
NOXUBEE	21,507	24,523	25,278	9	3,330	9	3,619	36	8,426	8	2,641	12	2,503	6	324	6	713	10	299	5	1,095
OKTIBBEHA	73,050	102,811	110,657	12	10,591	10	9,831	49	29,481	19	15,820	33	12,992	28	6,625	19	4,224	34	8,073	9	2,556
Starkville	67,497	97,440	105,300	10	10,159	9	9,592	35	27,237	15	15,550	27	12,699	27	6,567	18	4,186	28	7,722	7	2,420
PANOLA	58,975	76,196	80,514	11	2,583	9	3,400	54	28,496	20	17,920	27	11,380	15	2,651	9	1,426	32	2,604	12	2,624
PEARL RIVER	66,318	96,840	105,000	12	4,471	14	9,799	55	35,161	21	21,671	24	5,704	21	3,463	23	6,750	35	5,860	9	4,450
Picayune	34,410	54,883	60,497	8	3,247	5	3,520	21	15,367	8	16,573	8	2,048	14	2,740	18	5,745	14	2,984	6	3,290
PERRY	10,877	14,315	15,182			4	2 454	20	6,131	8	2,497	4	1,023	2	147	2	319	10	413	5	757
PIKE	113,501	161,303	173,914	20	11,420	17	11,994	57	41,666	41	46,590	27	12,401	36	11,105	30	5,610	52	10,462	12	7,535
McComb	92,471	137,045	148,853	12	8,156	11	11,190	31	32,371	31	41,828	17	11,068	31	10,172	24	4,495	33	9,229	9	6,328
PONTOTOC	32,338	41,511	43,806	13	4,310	8	4,805	46	11,614	19	10,745	15	3,810	7	1,591	11	1,038	13	1,050	6	1,691
PRENTISS	62,503	76,845	80,392	8	5,778	12	7,729	50	27,461	43	20,448	24	5,684	23	1,722	17	3,111	26	2,513	6	1,776
QUITMAN	18,609	23,306	24,479	7	1,239	8	1,462	41	9,658	9	2,759	8	2,397	9	1,268	10	1,040	20	674	4	1,344
RANKIN	123,233	210,941	235,814	23	9,507	17	18,349	65	60,026	41	30,222	42	31,761	18	5,900	32	13,392	41	37,868	12	6,249
SCOTT	56,673	74,134	78,530	9	3,527	14	6,946	55	26,300	30	20,152	13	5,142	10	2,451	25	3,850	20	1,896	9	2,313
SHARKEY	12,487	16,771	17,862	6	2,101	7	1,215	19	7,366	2	1,896	5	1,490	4	559	6	590	8	602	5	1,039
SIMPSON	48,234	64,413	68,519	9	2,260	12	4,945	61	18,974	13	18,104	21	7,866	11	5,432	11	1,734	15	2,108	7	2,617
SMITH	22,176	23,688	24,096	4	544	8	989	32	8,925	9	7,542	9	1,439	11	901	5	506	8	306	6	844
STONE	21,501	25,980	27,086	7	983	4	1,407	22	7,227	11	5,991	11	4,591	3	920	5	380	10	1,279	3	972
SUNFLOWER	62,393	86,748	93,040	10	1,668	10	3,789	78	41,590	24	15,498	36	9,423	29	4,267	24	2,495	23	1,914	11	3,348
TALLAHATCHIE	18,532	25,122	26,604	5	1,176	4	855	43	11,424	17	5,953	19	3,535	7	826	7	293	9	334	3	994
TATE	50,230	70,855	76,211	10	3,722	13	5,488	52	28,117	16	14,084	15	10,632	12	2,191	7	658	17	3,925	7	1,990
TIPPAH	39,866	61,073	66,773	13	8,482	7	4,553	49	18,346	30	13,980	25	9,854	13	1,419	17	2,419	17	1,594	5	2,171
TISHOMINGO	34,374	53,153	58,224	9	3,235	16	4,863	36	14,008	26	15,786	26	9,159	12	1,453	11	1,827	23	2,224	6	2,633
TUNICA	19,858	26,356	28,001	4	2,442	6	1,895	24	8,287	5	6,325	6	3,286	2	192	4	753	15	1,266	3	641
UNION	42,137	55,714	59,140	7	3,582	8	7,205	45	17,416	32	12,729	14	4,826	13	2,427	11	1,647	18	2,614	7	2,225
WALTHALL	25,687	32,051	33,634	5	2,058	5	1,288	26	9,186	14	11,877	10	3,341	9	1,034	5	627	10	1,063	4	1,018
WARREN	151,901	235,632	258,298	16	9,032	10	33,957	100	74,075	37	49,092	37	25,873	46	10,941	27	8,527	69	19,763	10	7,329
Vicksburg	149,890	232,974	255,476	16	9,032	10	33,957	97	72,371	37	49,092	36	25,336	45	10,757	27	8,527	68	19,541	10	7,329
WASHINGTON	217,509	322,542	351,212	16	7,119	28	52,776	153	93,941	54	78,482	51	24,001	56	23,204	52	15,994	96	18,224	19	9,204
Greenville	191,285	298,027	326,922	12	6,721	22	51,910	107	85,857	41	73,804	40	19,535	49	22,810	41	14,934	74	17,564	13	8,358
WAYNE	39,351	59,109	64,378	10	6,880	6	3,417	30	15,076	21	14,780	17	5,578	15	2,660	9	3,461	30	3,207	6	2,490
WEBSTER	22,853	29,010	30,547	9	3,443	9	1,085	26	8,298	19	7,727	17	4,356	4	254	6	737	18	1,337	2	171
WILKINSON	16,382	22,693	24,321	6	2,158	5	1,468	29	8,180	5	5,271	8	2,631	5	803	1	549	8	661	6	1,072
WINSTON	37,296	47,017	49,446	6	2,106	9	2,290	49	15,128	21	13,144	18	3,957	21	2,930	13	1,631	16	2,363	9	2,042
YALOBUSHA	21,681	38,731	43,663	6	5,151	8	2,881	43	11,075	11	4,337	16	10,911	6	1,192	9	1,476	8	1,140	3	1,145
YAZOO	58,654	79,109	84,351	10	5,126	14	8,131	62	24,789	19	16,598	22	7,029	20	4,588	14	4,513	28	2,240	7	2,718
Yazoo City	52,713	72,448	77,510	9	5,059	9	7,806	43	22,582	16	15,523	14	4,779	19	4,496	11	4,353	22	1,976	7	2,718

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
SMSA AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Bldr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	15,920,087	20,998,791	22,500,301	2,298	1,202,571	1,543	2,904,918	4,910	4,845,315	4,130	4,265,456	5,008	2,724,610	2,990	903,945	3,028	895,961	8,046	1,944,465	1,106	679,426
STANDARD METROPOLITAN STATISTICAL AREAS																					
Columbia, Mo.	320,390	457,165	500,713	49	39,073	26	63,698	55	97,247	37	80,263	80	46,858	74	28,892	61	19,737	136	56,655	15	20,642
Joplin, Mo.	446,904	620,987	677,080	65	43,918	35	75,475	139	129,872	187	150,512	142	78,797	87	34,988	95	26,428	229	53,618	31	26,617
Kansas City, Mo.-Kans.	4,904,078	6,634,510	7,149,078	490	276,394	265	1,117,968	1,035	1,402,300	845	1,449,774	933	742,877	783	312,683	787	279,021	1,975	641,450	246	186,961
St. Joseph, Mo.	343,179	403,628	425,564	53	23,416	32	66,396	88	89,276	93	78,098	98	48,570	56	15,728	70	19,447	188	35,350	26	12,521
St. Louis, Mo.-Ill.	7,981,038	10,528,761	11,211,302	742	475,935	416	1,647,894	2,093	2,550,372	1,365	2,035,854	1,789	1,279,092	1,235	438,225	1,300	471,555	3,841	1,034,824	536	329,011
Springfield, Mo.	792,453	1,111,852	1,213,183	103	96,246	54	166,953	195	217,946	237	243,739	213	114,258	172	54,612	170	62,454	339	110,604	30	32,843
COUNTIES, Cities																					
ADAIR	87,260	107,178	114,091	12	7,324	10	12,942	18	24,219	28	18,997	31	18,007	27	4,719	22	5,335	30	8,681	4	2,587
Kirksville	82,902	93,006	98,122	12	7,324	8	9,526	16	20,502	27	17,981	26	13,234	27	4,719	21	4,976	29	8,243	3	1,751
ANDREW	25,256	28,358	29,623	14	2,114	7	595	9	4,112	14	9,344	16	9,018	3	443	8	140	10	1,608	2	317
ATCHISON	22,113	27,137	28,846	9	1,434	4	1,783	12	6,867	8	4,476	17	7,963	8	506	8	422	19	1,385	4	1,464
AUDRAIN	85,907	113,345	122,297	21	8,942	10	12,198	27	31,338	30	21,115	30	9,988	18	7,916	19	8,185	37	5,360	8	3,489
Mexico	66,228	91,535	99,568	13	6,490	6	11,654	19	26,698	18	15,835	19	8,216	15	6,166	14	5,747	21	4,304	6	3,067
BARRY	61,373	88,847	97,541	21	10,074	9	8,440	29	22,066	40	17,483	36	14,350	31	3,665	16	1,480	45	6,679	7	2,921
Monett	31,985	45,817	49,275	8	5,765	5	5,755	7	7,886	17	10,441	12	6,085	14	1,748	7	846	19	3,922	4	2,525
BARTON	24,978	38,501	42,791	11	4,362	6	1,242	10	8,062	12	12,392	16	4,584	9	818	8	2,203	20	2,765	4	1,498
Lamar	21,367	33,155	36,102	5	2,956	5	1,118	7	7,373	11	11,777	9	3,378	8	764	4	2,106	13	1,215	2	1,055
BATES	49,620	85,079	96,521	17	5,159	7	2,745	22	19,330	19	34,782	22	10,274	13	3,195	16	2,743	30	3,557	6	2,021
BENTON	27,045	28,069	28,880	12	2,927	9	1,174	23	6,166	20	6,661	20	3,478	6	238	9	383	34	2,103	3	235
BOLLINGER	15,923	19,332	20,505	4	1,686	2	841	28	6,164	12	6,232	10	1,551	3	142	2	1,028	12	310	1	237
BOONE	320,390	457,165	500,713	49	39,073	26	63,698	55	97,247	57	80,263	80	46,858	74	28,892	61	19,737	136	56,655	15	20,642
Columbia	296,317	430,682	473,152	40	34,610	20	62,554	42	89,621	44	74,090	65	42,928	70	28,686	58	19,608	117	55,765	14	20,526
BUCHANAN	317,923	375,270	395,941	39	21,302	25	65,801	79	85,164	79	68,554	74	39,552	53	15,285	62	19,307	178	33,742	24	12,204
St. Joseph	310,452	368,233	388,836	37	20,851	24	64,717	73	83,432	75	68,196	66	37,773	52	15,165	56	19,102	167	32,842	24	12,204
BUTLER	133,094	154,518	162,538	20	11,411	16	23,130	60	31,372	55	35,485	62	15,507	39	9,547	31	6,001	78	9,768	9	6,285
Poplar Bluff	127,159	149,050	157,041	19	11,280	16	23,130	38	29,349	54	35,338	53	14,421	38	9,492	26	5,775	63	8,608	9	6,285
CALDWELL	15,714	18,126	19,038	7	1,697	4	352	13	3,140	11	3,525	14	4,334	4	592	4	114	13	770	1	215
CALLAWAY	77,132	144,593	166,928	13	17,932	10	9,259	23	30,964	22	21,072	38	45,495	6	3,184	10	6,462	41	17,266	3	3,118
Fulton	43,785	77,979	89,104	7	7,831	8	6,028	11	23,591	14	19,334	16	10,585	6	3,184	8	4,204	21	6,296	3	2,545
CAMDEN	67,153	96,648	105,975	22	4,637	15	6,919	35	22,859	38	22,893	37	14,133	17	2,438	18	3,896	70	11,856	6	1,842
CAPE GIRARDEAU	222,365	314,698	344,021	37	21,367	23	52,233	64	64,391	51	59,435	68	37,506	48	19,708	53	20,073	94	26,809	17	13,107
Cape Girardeau	187,951	272,244	298,856	21	13,899	17	47,929	38	52,482	36	51,951	49	32,326	38	18,268	44	18,571	73	24,719	13	12,030
CARROLL	29,044	35,599	37,831	8	1,798	10	3,773	20	9,914	11	6,062	14	4,520	10	1,466	8	701	16	1,861	3	81[illegible]
Carrollton	23,824	29,699	31,168	6	1,333	8	2,982	8	7,933	9	4,901	10	3,916	9	1,302	6	520	9	1,634	3	81[illegible]
CARTER	8,697	12,912	14,246	1	476	5	266	14	3,823	6	2,973	10	3,307	3	140	2	200	10	1,372	2	19[illegible]
CASS	101,141	160,116	178,868	26	10,601	10	11,390	40	48,635	34	37,340	48	33,106	12	1,319	26	3,914	57	13,506	10	5,26[illegible]
CEDAR	30,949	51,546	58,149	8	3,430	9	4,063	11	18,003	25	12,327	20	6,704	13	1,075	10	1,487	19	3,150	3	1,405
CHARITON	23,899	36,567	40,576	12	2,335	5	1,999	11	9,200	7	8,102	14	8,862	8	1,470	7	1,289	19	3,031	2	615
CHRISTIAN	37,298	53,749	61,582	9	4,203	9	2,739	21	15,510	21	18,658	20	8,434	8	1,177	11	889	23	2,468	3	651
CLARK	15,519	21,086	22,865	4	1,854	6	881	7	4,424	9	3,263	13	7,336	1	122	4	243	20	1,459	1	388
CLAY	569,345	767,271	833,989	55	41,527	36	134,016	93	159,783	102	206,994	100	97,149	96	24,447	74	25,830	193	75,462	27	20,080
Excelsior Spring	41,288	62,150	67,366	9	7,065	8	10,212	9	11,699	10	15,890	13	9,782	10	1,916	9	2,366	16	3,961	4	1,426
CLINTON	35,342	48,573	54,898	13	6,788	9	5,446	17	12,080	13	10,443	15	5,415	10	1,423	12	2,339	25	4,749	8	1,360
COLE	205,088	296,244	329,608	22	19,358	21	40,661	33	62,774	42	77,838	49	24,201	37	20,944	52	16,802	70	24,642	11	5,261
Jefferson City	192,247	280,042	311,793	19	17,760	19	38,440	28	55,999	41	76,177	43	23,083	37	20,944	48	16,703	70	23,874	11	3,432
COOPER	38,970	52,739	57,166	8	2,451	11	4,937	13	13,213	16	10,624	20	11,046	13	1,076	7	1,123	29	3,502	5	1,825
Boonville	33,808	45,392	48,288	5	2,213	8	4,587	6	11,501	13	10,708	14	6,699	12	1,838	6	1,080	22	2,988	5	1,825
CRAWFORD	48,678	70,365	77,216	10	4,332	16	9,232	22	14,939	24	14,847	26	18,842	6	345	9	989	35	4,211	6	1,262
DADE	12,855	16,628	17,857	8	4,141	6	412	8	4,737	8	1,773	16	3,242	5	719	3	438	11	551	2	265
DALLAS	21,975	44,834	52,588	8	4,110	3	1,785	5	13,149	16	9,651	16	9,358	9	1,302	5	4,493	18	2,912	3	981
DAVIESS	16,502	18,677	19,543	10	1,539	11	630	9	3,790	11	6,419	16	3,649	4	156	4	261	12	817	3	533
DE KALB	11,710	13,808	14,562	9	1,648	4	741	13	2,364	6	2,326	9	3,059	2	177	4	841	18	1,131	2	217
DENT	35,287	42,617	45,161	10	3,070	10	5,390	22	11,606	18	7,239	20	5,004	8	802	11	3,177	17	2,208	3	303
DOUGLAS	21,500	31,766	35,008	4	2,358	7	4,111	14	8,766	19	7,391	15	5,948	5	826	5	608	17	1,910	2	1,488
DUNKLIN	115,686	116,816	119,554	23	11,062	16	9,276	61	30,764	60	22,480	59	14,439	30	5,018	31	5,046	70	5,438	14	2,517
Kennett	62,955	63,696	65,218	9	5,771	6	5,670	18	17,378	32	13,129	20	5,556	14	3,464	14	3,013	25	2,469	6	1,234
FRANKLIN	210,578	268,268	287,259	41	23,469	36	21,177	75	72,558	73	49,931	86	48,085	43	9,507	43	8,998	119	19,843	19	5,201
GASCONADE	34,286	50,138	55,148	8	3,535	13	2,439	14	13,770	22	12,877	29	7,279	10	654	11	2,190	32	3,484	2	796
GENTRY	21,979	28,172	30,205	9	3,462	7	830	12	7,170	7	6,243	22	4,623	12	931	7	2,307	16	1,469	5	1,043
GREENE	755,155	1,056,103	1,151,601	94	92,043	45	164,214	174	202,436	216	225,081	193	105,824	164	53,435	159	61,565	316	108,136	27	32,192
Springfield	683,061	963,396	1,052,157	81	88,576	36	154,642	145	190,965	185	183,674	158	87,802	152	51,595	142	60,114	279	103,059	23	31,024
GRUNDY	35,163	45,687	49,116	14	2,966	7	7,501	12	12,158	8	6,965	13	7,195	11	3,211	13	1,336	23	3,976	6	1,864
Trenton	34,145	44,756	47,409	13	2,938	7	7,501	10	11,887	8	6,965	9	6,641	11	3,211	10	1,176	17	3,771	4	1,781
HARRISON	26,167	30,704	32,351	11	1,632	5	2,430	11	6,888	10	6,157	26	6,733	10	1,199	8	585	25	1,974	1	333
HENRY	64,440	79,472	84,551	19	5,159	11	5,835	26	17,159	30	14,578	36	11,511	18	4,567	16	6,741	46	5,530	10	4,273
Clinton	50,703	63,228	66,359	11	3,382	6	5,594	14	12,444	17	10,888	19	8,15[illegible]	15	4,190	13	6,116	25	4,278	6	3,426
HICKORY	7,933	14,353	16,431	3	2,041	7	1,005	14	4,047	8	715	12	4,970			4	415	16	1,180	1	374
HOLT	22,515	30,389	33,167	6	1,389	5	205	10	3,957	4	6,977	15	17,000	4	322	3	272	16	1,072	3	276
HOWARD	17,619	19,244	20,000	3	725	4	874	9	4,471	12	4,481	20	2,996	3	282	7	91	13	1,712	3	901
HOWELL	97,467	138,112	150,975	16	10,043	24	16,050	39	35,892	61	34,604	47	14,609	27	3,712	30	6,701	57	9,178	11	4,355
West Plains	68,997	99,684	107,356	10	6,479	14	13,746	25	24,502	43	22,312	29	10,179	20	2,804	23	5,992	39	6,908	7	2,407
IRON	26,003	38,071	41,891	10	3,337	8	2,383	21	14,038	13	7,076	22	5,549	5	676	9	1,142	15	1,723	2	742
JACKSON	2,483,988	3,208,056	3,425,943	226	108,908	128	516,127	543	689,724	437	648,651	464	342,439	388	170,120	377	121,465	1,093	349,372	129	106,798
Independence	463,945	629,328	682,066	37	19,939	23	131,814	80	120,098	88	139,924	76	64,737	85	30,566	69	21,645	163	65,669	19	16,667
1Kansas City	1,783,843	2,031,621	2,127,948	127	57,548	81	341,322	394	403,151	274	330,164	317	188,528	301	131,199	256	81,488	859	247,534	99	62,098
JASPER	363,925	500,500	544,709	51	36,928	28	67,344	104	97,228	138	117,931	99	56,957	74	30,325	77	22,522	174	44,155	26	24,830
Carthage	52,735	72,207	78,419	14	4,006	5	5,953	14	18,600	33	17,048	15	7,546	14	5,006	13	2,489	26	5,750	5	1,703
2Joplin	288,627	409,683	447,969	29	32,301	18	58,799	72	73,053	84	93,883	70	48,386	53	24,106	59	19,523	122	37,290	14	22,012
JEFFERSON	277,134	405,791	446,470	53	25,022	28	39,030	102	144,668	113	72,821	109	75,717	29	4,831	60	14,331	128	24,297	23	12,755
Crystal City	45,428	63,054	67,460	4	4,213	3	11,981	9	15,344	17	17,374	11	5,551	5	639	9	1,780	17	7,073	2	847
Festus	22,107	32,305	34,854	5	1,286	5	2,177	10	10,273	7	4,012	11	2,003	9	2,494	15	3,399	27	2,379	4	1,859
JOHNSON	78,232	128,774	144,950	21	13,123	11	12,045	22	30,665	23	26,698	43	21,140	15	4,398	23	4,623	54	13,479	7	4,105
Warrensburg	61,518	103,071	116,396	12	10,812	4	10,849	9	24,361	16	23,498	23	12,467	12	4,023	17	4,168	29	11,386	5	3,962

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KNOX	9,426	11,716	12,486	5	1,310	7	1,158	7	2,832	4	2,987	7	1,489	2	285	1	384	9	437	2	366
LACLEDE	88,394	129,142	142,038	13	10,697	13	12,417	34	24,865	68	32,247	49	23,513	22	4,168	20	4,013	42	7,014	7	2,160
Lebanon	83,901	123,141	135,332	13	10,697	10	12,163	24	23,672	63	31,921	39	21,533	22	4,168	20	4,013	37	6,160	7	2,160
LAFAYETTE	70,882	80,971	84,876	18	7,153	15	5,472	32	22,884	29	14,951	34	11,676	17	3,119	23	3,279	51	3,810	13	2,985
Lexington	20,961	23,952	24,700	2	986	4	3,061	5	6,484	6	4,311	7	2,668	8	1,862	6	830	21	1,673	3	736
LAWRENCE	64,229	78,769	83,747	18	6,047	15	4,936	26	19,824	25	21,884	31	8,640	14	2,320	21	3,612	42	3,780	6	2,959
Aurora	41,193	49,315	51,345	7	4,140	6	4,017	12	12,370	12	17,551	11	3,587	8	1,161	10	2,489	11	1,632	4	2,218
LEWIS	24,140	38,420	42,967	9	6,094	10	1,550	12	9,287	8	9,844	16	5,795	5	1,014	4	711	15	1,693	1	363
LINCOLN	42,269	61,810	67,986	11	3,471	11	5,453	31	21,658	19	11,504	27	9,217	9	1,110	13	1,862	37	5,058	2	1,737
LINN	47,983	57,745	61,140	22	4,728	14	5,275	17	12,683	15	13,112	26	8,603	14	1,880	18	2,867	27	3,394	6	2,320
Brookfield	33,341	40,663	42,494	11	2,087	6	3,907	9	9,248	11	9,269	11	5,808	9	1,568	9	2,212	14	2,214	3	1,795
LIVINGSTON	57,459	74,131	79,587	16	6,283	13	9,935	17	15,520	16	16,572	20	8,661	17	3,958	14	2,787	19	3,527	4	1,651
Chillicothe	56,139	73,000	78,465	15	6,200	13	9,935	13	14,844	16	16,572	16	8,338	17	3,958	14	2,747	18	3,487	4	1,651
MCDONALD	26,709	35,805	38,727	10	2,874	6	3,249	27	8,388	16	4,961	23	8,185	2	221	3	359	35	2,352	5	582
MACON	38,343	47,084	50,058	14	4,759	5	2,120	20	12,065	16	8,973	28	6,625	12	2,144	15	2,470	26	3,510	6	1,507
Macon	30,125	37,123	38,873	9	3,727	4	1,861	7	8,833	11	7,270	14	4,129	10	1,925	11	2,226	15	2,895	4	1,203
MADISON	24,748	38,982	43,499	5	1,926	4	1,579	22	15,669	9	4,487	20	9,129	5	479	8	1,859	21	3,097	2	695
MARIES	9,007	8,447	8,524	4	397	3	197	18	2,178	6	1,758	8	1,224	7	449	3	331	12	602		
MARION	106,271	144,534	161,247	18	12,312	13	17,767	30	36,160	33	26,100	37	24,116	25	6,185	22	6,097	61	13,658	10	4,059
3Hannibal	75,826	99,456	111,549	14	9,248	11	14,588	21	23,489	20	17,609	21	12,606	21	5,035	20	5,432	46	10,682	8	3,140
MERCER	6,573	8,259	8,818	6	856	3		5	3,449	4	1,225	8	969	3	215	2	433	8	542	1	211
MILLER	56,105	77,533	84,338	12	6,098	5	7,522	29	12,605	28	16,495	27	11,037	12	1,958	20	3,109	55	8,978	3	639
MISSISSIPPI	45,195	59,694	64,381	9	3,740	10	1,965	30	10,935	13	10,348	30	24,198	9	1,763	10	1,827	26	1,909	6	1,784
MONITEAU	32,269	43,211	46,719	11	3,493	4	1,524	14	10,547	19	16,887	15	4,775	8	1,330	7	623	18	1,704	3	499
MONROE	18,082	23,916	25,793	10	3,824	6	773	9	4,648	12	6,627	12	2,960	7	1,646	5	736	15	1,534	4	1,184
MONTGOMERY	26,450	40,838	45,401	8	2,234	7	1,544	12	8,984	14	8,042	28	14,759	4	586	10	1,736	22	3,462	2	461
MORGAN	33,723	41,449	44,079	10	5,903	10	1,044	18	11,430	22	8,229	27	6,091	8	756	11	2,744	34	3,009	4	344
NEW MADRID	60,374	77,556	83,188	13	5,444	9	10,978	37	15,790	24	11,113	49	23,494	27	4,541	14	2,632	30	3,339	7	1,037
NEWTON	82,979	120,487	132,371	14	6,990	7	8,131	35	37,644	49	32,581	43	21,840	13	4,663	18	3,906	55	9,463	5	1,787
Neosho	57,799	81,650	89,211	9	4,262	3	7,689	16	30,475	26	29,681	15	7,411	11	4,248	11	2,653	30	4,553	3	1,661
NODAWAY	60,108	91,508	101,479	26	11,546	12	11,203	27	20,383	12	15,348	28	15,027	15	4,136	14	3,688	39	7,081	5	1,833
Maryville	48,381	73,085	79,261	18	9,159	8	9,785	10	17,325	8	13,408	11	5,796	14	4,032	12	3,487	19	4,960	5	1,833
OREGON	22,478	31,889	34,870	5	3,673	8	1,835	13	6,683	13	7,729	18	4,546	9	1,217	2	959	14	1,597	3	480
OSAGE	16,474	22,236	24,079	6	2,156	3	294	18	6,126	9	4,506	11	4,534	4	274	4	771	18	1,417		
OZARK	17,123	22,620	24,396	4	946	6	1,140	19	5,135	4	5,794	11	3,383	2	256	5	316	11	965	1	360
PEMISCOT	53,116	67,869	72,702	16	3,528	10	5,684	71	21,602	24	9,473	42	10,848	21	2,736	14	2,220	37	5,353	7	1,721
PERRY	52,987	79,661	88,092	10	8,103	14	19,868	14	14,442	11	11,626	20	13,921	4	473	10	3,025	35	7,561	4	2,049
PETTIS	125,562	167,690	181,293	29	14,889	13	19,219	31	36,171	48	43,422	36	14,754	25	7,711	28	6,838	69	15,097	8	5,427
Sedalia	122,525	165,022	178,634	25	14,426	12	19,095	27	35,614	47	43,345	31	14,227	25	7,711	27	6,818	62	14,277	8	5,427
PHELPS	114,674	152,035	164,169	18	13,605	13	14,044	37	32,413	37	32,805	51	21,762	22	7,452	26	4,984	55	13,462	5	1,721
Rolla	95,099	130,636	141,932	10	11,533	8	13,877	30	24,923	24	29,424	33	16,977	18	6,808	25	4,894	41	11,498	4	1,559
PIKE	43,207	50,319	52,945	13	3,680	18	3,779	29	14,081	22	6,571	21	9,576	13	1,365	16	1,412	19	2,526	5	1,855
PLATTE	81,520	97,614	103,261	19	7,285	7	8,320	24	30,208	22	10,259	29	17,060	7	448	9	964	45	10,323	4	3,255
POLK	49,721	57,151	59,972	17	10,111	12	5,562	21	13,458	14	11,010	23	5,910	12	1,578	13	1,565	25	2,464	7	1,365
PULASKI	69,204	66,463	67,366	11	2,973	13	5,971	23	11,405	52	17,108	42	11,509	12	1,002	18	3,178	67	5,059	4	876
Saint Robert	NO DATA AVAILABLE FOR THIS CITY																				
Waynesville	20,914	24,670	25,609	7	911	1	469	8	2,458	16	9,092	28	4,740	8	267	6	919	43	2,046	1	460
PUTNAM	16,409	17,432	18,015	4	1,095	6	379	11	4,022	6	4,698	9	3,396	9	665	4	248	12	880	1	270
RALLS	9,809	12,774	13,736	5	1,356	4	391	9	3,198	7	3,859	12	2,426	1	350	2	178	10	412	1	151
RANDOLPH	83,416	127,952	142,222	16	7,163	8	11,603	20	33,771	41	32,678	27	12,693	23	7,985	24	7,974	38	8,867	5	3,578
Moberly	79,630	124,682	138,974	13	6,939	6	11,603	12	33,285	34	32,429	18	11,200	21	7,985	21	7,835	31	8,725	5	3,578
RAY	41,639	42,184	43,209	11	3,608	6	1,373	17	11,125	18	10,011	15	5,202	11	1,767	8	868	25	2,029	4	1,723
Richmond	33,095	33,629	33,763	4	2,209	3	953	8	8,924	13	9,066	8	4,006	10	1,669	5	669	14	1,596	4	1,723
REYNOLDS	13,555	19,238	21,038	4	612	7	679	14	6,379	11	6,401	13	4,028			3	63	8	571	1	165
RIPLEY	20,701	28,017	30,353	8	2,041	10	4,213	15	9,505	14	6,314	10	2,595	5	380	5	734	12	1,047	3	786
ST. CHARLES	386,257	699,572	802,117	39	54,507	17	58,150	93	177,226	87	149,954	110	149,207	55	23,054	88	33,308	158	63,280	18	28,409
ST. CLAIR	18,685	17,954	18,200	7	1,099	4	209	13	2,543	21	6,968	11	2,161	3	253	5	440	21	1,996	2	100
ST. FRANCOIS	122,954	177,108	194,229	24	14,246	11	23,340	55	49,070	34	32,290	71	33,120	26	6,791	27	7,178	55	9,232	12	4,149
Farmington	46,038	66,216	71,261	9	8,483	4	8,639	10	13,646	16	14,263	18	10,154	11	2,060	7	1,054	22	3,066	4	1,400
Flat River	31,247	45,689	49,299	5	1,841	4	7,665	8	13,697	8	5,295	14	5,968	9	3,231	13	4,138	9	3,179	4	1,246
ST. LOUIS	3,932,264	5,066,775	5,272,812	286	176,472	156	929,094	755	1,156,603	494	984,701	713	517,439	602	227,478	578	249,380	1,184	453,728	205	148,612
ST. LOUIS CITY	1,409,583	1,599,525	1,674,607	90	40,082	71	214,362	555	373,827	224	239,485	346	189,410	234	78,638	208	62,237	1,197	232,554	128	57,395
St. Louis	1,409,583	1,599,525	1,674,607	112	40,082	94	214,362	792	373,827	234	239,485	482	189,410	358	78,638	270	62,237	1,575	232,554	165	57,395
STE. GENEVIEVE	30,728	30,686	31,342	7	1,764	8	1,837	17	7,544	5	6,148	14	5,031	3	271	8	879	32	3,180	3	1,042
SALINE	69,494	102,561	113,019	18	8,218	15	12,237	16	23,859	31	17,005	43	19,676	20	4,585	15	3,690	46	6,999	7	4,410
Marshall	48,689	73,066	80,766	10	5,910	10	11,691	8	17,736	21	[illegible]	23	9,963	14	3,864	12	3,006	33	5,443	5	3,624
SCHUYLER	13,652	16,374	17,330	5	1,904	2	443	8	1,803	7	[illegible]	9	3,764	2	81			10	807	3	197
SCOTLAND	12,778	14,130	14,719	4	800	6	1,438	4	3,698	11	3,136	12	1,795	3	174	4	780	12	1,081	1	120
SCOTT	130,865	183,342	198,293	29	22,430	10	25,571	63	36,845	42	40,479	52	17,987	30	10,808	30	8,677	74	13,617	13	6,018
4Sikeston	117,960	160,868	174,564	17	18,949	12	22,838	40	33,631	31	39,347	27	13,082	34	8,747	26	8,110	35	10,022	7	5,288
SHANNON	9,863	15,303	17,027	2	548	4	393	11	5,038	9	2,796	15	3,844	5	204	4	180	10	1,025	1	303
SHELBY	20,241	18,122	18,125	8	797	9	1,296	12	4,169	7	4,256	15	3,552	2	267	3	122	10	903	2	489
STODDARD	78,193	91,591	96,499	22	12,035	13	6,619	48	17,340	34	25,299	42	8,484	19	2,191	20	3,457	63	7,254	8	2,338
Dexter	56,503	65,199	67,373	10	9,413	6	5,811	11	9,130	18	21,245	17	4,091	11	1,635	14	3,058	26	4,575	3	1,316
STONE	23,340	30,431	32,737	10	2,682	10	931	23	9,642	14	5,760	27	4,611	10	875	5	210	23	2,259	2	414
SULLIVAN	12,052	14,620	15,506	6	1,805	6	901	8	3,153	10	2,175	11	2,109	8	317	5	571	11	573	2	495
TANEY	64,983	86,945	94,000	11	7,338	12	7,839	34	21,506	25	13,801	29	9,897	13	1,757	13	2,206	73	12,241	8	2,511
TEXAS	56,581	80,230	87,731	13	6,537	15	5,221	31	15,506	26	22,534	34	16,780	17	1,563	12	1,334	34	3,109	6	1,553
VERNON	50,743	60,157	63,533	11	3,604	10	7,764	15	13,408	24	14,089	25	7,214	12	2,335	13	3,691	39	5,677	3	1,236
Nevada	47,604	56,566	58,807	10	3,398	7	7,649	9	12,491	21	13,931	18	5,661	11	2,214	14	3,536	29	5,259	3	1,236
WARREN	29,879	45,410	50,332	9	3,628	7	4,003	13	14,774	12	7,250	17	10,242	2	319	10	521	21	4,771	2	619
WASHINGTON	29,399	38,113	40,949	11	2,851	8	2,406	35	12,397	18	7,872	23	8,394	3	274	6	478	20	2,066	3	376
WAYNE	23,392	27,698	29,236	8	3,057	9	1,825	30	7,612	15	6,058	20	4,265	5	261	4	1,295	27	1,884	2	792
WEBSTER	32,030	43,252	46,838	11	2,845	7	3,847	21	10,851	22	7,991	26	9,208	12	1,158	8	1,334	22	2,849	3	1,163
WORTH	6,111	6,903	7,223	9	820	1	508	7	2,165	3	718	9	1,617	1	73	3	564	6	135	1	258
WRIGHT	37,388	44,025	46,427	14	5,175	18	7,729	19	9,818	27	6,514	34	5,791	12	951	11	1,424	30	2,186	4	835

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MONTANA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,847,520	4,140,232	4,515,864	617	386,788	217	357,255	890	984,488	655	811,627	968	553,508	552	199,659	603	[illegible]	2,083	431,596	215	159,514
STANDARD METROPOLITAN STATISTICAL AREAS																					
Billings, Mont.	513,875	781,359	857,932	71	87,912	17	111,908	90	159,152	83	157,817	109	78,921	94	40,846	100	42,750	209	75,112	19	35,167
Great Falls, Mont.	363,994	470,157	499,944	43	41,199	14	57,977	74	92,580	60	99,167	69	48,156	61	27,579	67	23,009	179	49,138	13	20,104
COUNTIES, Cities																					
BEAVERHEAD	26,422	37,073	40,064	11	2,331	2	1,986	13	10,422	8	7,277	10	5,430	9	2,378	4	1,354	33	4,827	2	727
BIG HORN	25,847	37,056	67,381	4	3,069	3	1,011	15	19,596	9	13,223	18	15,399	6	2,643	5	759	24	7,605	4	1,296
BLAINE	14,825	18,644	19,718	5	1,390	5	292	9	3,834	7	6,675	7	2,117	6	1,081	3	191	19	2,123	3	1,001
BROADWATER	11,606	15,917	17,127	3	1,301	4	1,117	7	5,727	3	1,923	6	3,580					10	1,806	1	209
CARBON	16,766	21,500	22,828	13	3,784	5	160	14	5,919	1	1,413	13	2,811	8	949	4	433	39	3,833	3	985
CARTER	1,867	2,522	2,706	1	92	1		1	857			4	634	1				6	487	1	16
CASCADE	363,994	470,157	499,944	43	41,199	14	57,977	74	92,580	60	99,167	69	48,156	61	27,579	67	23,009	179	49,138	13	20,104
Great Falls	331,953	422,270	447,537	35	30,963	13	50,728	55	83,719	53	96,317	59	42,461	60	25,818	62	20,052	139	39,401	13	19,190
CHOUTEAU	9,773	12,697	13,514	6	1,331	2	141	10	3,641	3	3,410	4	671	2	137	3	18	21	2,337	3	691
CUSTER	52,377	75,548	82,079	14	7,279	3	2,207	9	18,578	13	11,836	14	13,819	17	5,670	15	1,785	32	9,015	3	2,880
Miles City	47,646	68,895	74,207	14	7,279	2	1,554	7	14,905	13	11,836	12	12,060	15	5,073	14	1,679	31	8,763	2	2,028
DANIELS	6,421	6,994	7,186	5	972	1	242	4	1,921	2	1,174	1	289	4	570	2	219	12	961	2	365
DAWSON	47,185	71,247	78,129	12	7,381	3	2,882	8	17,005	15	10,914	19	18,795	9	3,474	12	3,108	20	6,650	4	2,536
DEER LODGE	35,021	32,432	32,291	9	1,613			16	10,855	14	5,979	14	3,035	6	1,590	6	664	44	4,370	3	2,014
Anaconda	34,242	32,075	31,533	9	1,604			15	10,116	14	5,979	14	3,035	6	1,590	6	664	44	4,370	3	2,004
FALLON	12,313	19,168	21,146	7	1,881	3	876	5	5,708	9	6,181	7	1,933	5	943	5	721	14	2,050	2	263
FERGUS	40,980	57,126	61,665	9	3,145	4	2,279	17	15,031	14	11,707	15	9,998	14	3,657	8	2,691	37	5,911	3	1,384
FLATHEAD	196,332	297,049	325,893	49	25,224	9	20,913	56	82,975	56	56,936	58	25,833	36	16,491	42	13,362	148	35,027	11	7,349
Kalispell	123,516	182,866	199,742	32	19,383	4	9,789	24	54,896	35	41,400	24	11,807	22	12,365	21	8,817	52	15,448	5	3,780
GALLATIN	177,849	271,239	298,148	35	36,148	6	14,452	46	54,193	28	44,564	56	37,775	33	14,450	39	16,399	114	29,707	17	9,306
Bozeman	148,069	231,215	255,257	25	31,722	4	13,617	25	45,979	20	42,658	34	25,932	28	13,672	33	15,735	64	22,736	8	8,058
GARFIELD	2,042	2,536	2,663	1	100	2	100	1	784	1		3	642	1	91			6	624	1	113
GLACIER	33,509	[illegible]	56,125	10	3,203	12	6,304	12	14,126	7	7,815	24	7,807	10	2,688	8	1,411	36	6,305	3	1,444
GOLDEN VALLEY	642	803	848					1	222			2	178					4	165		
GRANITE	4,750	7,952	8,900	2	133			5	2,945	2	1,004	8	1,979	2	208			10	1,201	2	559
HILL	69,060	95,943	103,492	19	11,738	8	8,001	20	22,543	22	16,151	14	12,082	16	7,179	20	3,486	37	8,840	5	4,343
Havre	65,046	91,346	[illegible]	16	10,978	7	7,591	18	21,625	18	14,943	12	[illegible]	16	7,179	19	3,417	32	8,488	5	4,343
JEFFERSON	6,077	7,745	8,212	2	366	3	108	5	2,798	3	900	5	901			5	173	11	2,021	2	134
JUDITH BASIN	4,661	7,041	7,721	3	207			4	1,801	3	485	9	3,499	1	104	2	145	11	922	1	127
LAKE	44,476	65,609	71,614	12	4,397	2	1,518	28	20,371	14	12,074	25	10,716	14	3,062	9	1,744	47	7,101	7	2,573
LEWIS AND CLARK	172,234	260,633	285,915	27	28,476	11	25,542	45	68,933	38	49,843	43	23,348	25	11,106	38	12,801	101	31,312	9	9,213
Helena	164,135	248,758	272,968	22	27,640	8	24,753	36	65,491	36	49,590	35	20,405	24	11,064	38	12,801	72	27,550	9	9,213
LIBERTY	6,848	9,418	10,137	2	1,175			7	2,430	2	3,342	2	1,194	1	67	1		6	744	2	426
LINCOLN	40,025	42,719	43,729	11	1,506	8	2,656	21	15,786	16	7,004	15	5,123	11	1,012	6	775	52	4,368	4	1,271
MCCONE	4,491	4,779	4,890	4	418	1	333	4	850	2	531	5	2,072			1	160	7	311		
MADISON	8,199	11,538	12,476	7	865	2	321	13	3,832	3	573	12	2,006	2	26			34	2,727	4	654
MEAGHER	4,623	7,177	7,913	4	508			5	2,552	3	475	3	1,299	2	471			15	1,258	1	696
MINERAL	8,055	8,119	8,220	3	186	1	216	8	2,216	3	936	7	1,870	1	103			14	1,507	2	148
MISSOULA	319,284	533,841	597,272	45	47,738	14	49,076	77	114,025	58	120,551	73	67,455	45	19,849	64	29,969	164	56,911	15	21,757
Missoula	297,903	494,164	551,964	37	45,233	12	45,527	61	108,126	50	112,121	57	54,776	43	19,404	58	28,541	130	51,409	13	20,288
MUSSELSHELL	9,830	12,381	13,094	4	549	4	660	5	3,010	3	1,679	10	2,932			8	488	16	1,860	1	785
PARK	40,131	47,677	49,863	13	2,619	5	880	22	14,061	11	4,905	28	8,845	11	2,779	12	1,364	37	5,911	4	1,242
Livingston	34,034	39,857	41,308	11	2,358	4	767	14	12,332	11	4,905	17	5,595	11	2,779	12	1,364	24	4,225	4	1,242
PETROLEUM	556	707	749					3	225			2	212					2	226		
PHILLIPS	15,121	31,303	36,514	4	4,078	2	844	5	9,596	7	7,340	9	4,324	5	2,437	4	673	21	4,265	2	448
PONDERA	22,854	27,826	29,236	9	1,912	2	1,170	9	6,872	7	9,676	10	2,437	6	1,126	4	1,178	18	1,981	3	1,432
POWDER RIVER	6,061	8,820	9,601	1	174	2	564	3	2,091	4	1,855	3	1,997	1	81			6	1,163	1	118
POWELL	17,977	19,460	19,978	7	1,308	2	206	6	4,563	5	2,357	7	5,089	2	689			18	2,489	3	744
PRAIRIE	3,619	5,646	6,232	2	559	1		2	1,473	2	666	4	1,715					8	1,082	1	335
RAVALLI	44,019	64,454	70,242	17	7,334	6	2,186	18	16,725	11	10,547	19	12,759	9	2,720	9	2,110	55	7,271	7	2,347
Hamilton	NO DATA AVAILABLE FOR THIS CITY																				
RICHLAND	42,549	82,217	94,620	11	9,208	5	5,699	12	27,644	12	21,627	11	6,611	9	4,066	9	3,929	23	6,204	3	4,407
ROOSEVELT	33,019	41,230	43,533	14	2,824	4	1,458	18	11,088	8	7,445	17	9,105	7	2,334	10	805	40	4,518	4	955
ROSEBUD	18,552	30,242	33,673	5	3,490	3	1,027	7	7,906	3	5,494	11	5,533	2	460	2		23	4,463	1	1,236
SANDERS	19,093	21,420	22,143	7	702	6	1,909	17	4,968	9	6,597	16	3,218			4	24	29	2,463	4	415
SHERIDAN	15,779	25,323	28,102	8	3,772	2	1,610	6	4,786	2	1,024	8	6,347	8	2,461	5	1,147	25	4,548	4	709
SILVER BOW	171,197	220,120	233,859	17	10,757	8	21,817	51	53,384	36	39,062	75	40,671	24	6,593	36	12,752	116	20,129	9	9,560
Butte	150,370	197,172	210,226	13	8,044	7	19,001	48	52,841	31	32,112	71	38,329	22	5,727	34	11,369	102	18,113	9	8,961
STILLWATER	10,571	17,776	19,913	9	2,225	3	120	6	4,774	3	1,905	10	4,962	1	254	7	187	19	2,652	4	254
SWEET GRASS	12,534	15,393	16,203	4	1,123	1	302	8	5,102	2	2,396	8	5,271	2	242	4		8	947	2	326
TETON	15,838	25,114	27,808	6	1,440	3	544	10	5,218	8	11,145	7	2,790	5	1,459	5	561	21	2,862	2	789
TOOLE	18,844	29,555	32,655	7	1,456	3	1,066	9	7,046	1	3,659	12	8,272	8	2,119	3	817	28	4,280	2	1,199
TREASURE	927	888	890	2	436	2		1	162									3	230		
VALLEY	37,852	37,888	38,296	14	3,385	5	2,451	15	7,658	16	8,413	16	6,463	9	1,397	9	1,014	34	3,196	4	2,034
WHEATLAND	5,839	6,320	6,488	3	265	2	124	4	1,596	2	738	9	1,951	1	18	2	13	13	813	1	67
WIBAUX	2,329	3,832	4,274	2	104			3	332	1	1,217	2	637			1	445	4	767	1	361
YELLOWSTONE	513,875	781,359	857,932	71	87,912	17	111,908	90	159,152	83	157,817	109	78,921	94	40,846	100	42,750	209	75,112	19	35,167
Billings	424,264	653,248	718,971	40	54,830	16	110,508	63	123,254	61	146,487	74	57,245	80	34,574	80	39,175	156	59,934	15	33,588
YELLOWSTONE NATIONAL PARK																					

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NEBRASKA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,145,305	7,213,327	7,787,839	1,142	507,801	447	956,059	1,422	1,527,668	1,258	1,407,171	1,732	1,030,883	988	329,122	1,191	380,454	3,189	745,707	421	212,925
STANDARD METROPOLITAN STATISTICAL AREAS																					
Lincoln, Neb.	673,836	851,868	899,672	82	67,315	35	146,757	90	166,262	115	153,960	167	89,647	83	41,597	137	35,389	272	93,806	40	19,705
Omaha, Neb.-Iowa	1,972,604	2,699,477	2,900,123	207	103,761	86	446,097	371	585,264	306	526,678	440	295,544	257	115,353	324	177,627	976	317,894	119	101,035
Sioux City, Iowa-Neb.	451,370	572,302	609,900	67	40,357	37	76,736	124	136,427	88	100,431	113	77,475	62	23,928	89	28,648	286	58,439	30	23,700
COUNTIES, Cities																					
ADAMS	123,722	177,352	192,062	26	19,903	10	34,101	21	27,710	33	35,335	33	21,945	27	12,583	28	7,244	54	14,514	7	3,747
Hastings	115,441	166,689	180,759	21	18,374	10	34,101	19	26,667	30	34,067	27	17,740	27	12,583	27	7,142	47	13,682	7	3,747
ANTELOPE	23,366	30,569	32,512	13	3,588	2	428	10	5,223	6	9,840	12	5,489	6	997	7	379	24	2,054	3	810
ARTHUR	341	516	564									1	341			1		1	52		
BANNER	96	89	88									1	77			1		2	11		
BLAINE	1,945	3,738	4,290	3	496			1	573	1	1,257	1	1,154					2	280		
BOONE	20,500	30,195	32,874	15	3,863	4	1,511	14	6,858	8	7,001	9	4,216	8	1,688	6	766	20	2,187	3	797
BOX BUTTE	39,386	67,717	76,028	11	5,965	6	6,365	13	21,477	15	14,249	14	8,284	13	3,481	11	2,137	19	4,878	5	2,795
Alliance	37,529	65,416	72,388	10	5,782	5	6,007	11	20,366	13	13,609	12	7,887	13	3,481	11	2,137	15	4,411	4	2,606
BOYD	5,646	9,387	10,469	7	1,467	3	224	7	2,787	3	624	8	2,496	2	101	1	68	14	987	1	52
BROWN	13,410	20,369	22,313	9	2,193	1	459	8	4,707	8	4,983	6	2,417	6	1,114	9	1,021	14	2,336	2	535
BUFFALO	131,798	208,158	230,144	32	16,665	11	27,157	29	38,775	38	45,496	49	33,567	26	10,285	30	11,761	68	24,209	7	2,774
Kearney	114,954	189,289	210,688	22	16,571	8	23,749	15	34,963	31	43,998	29	27,014	22	10,021	20	10,820	44	21,850	4	2,384
BURT	19,205	30,287	33,430	12	3,629	5	464	11	10,372	7	6,746	13	4,136	7	1,304	5	1,235	24	3,403	4	1,043
BUTLER	17,518	26,472	28,968	8	2,317	2	885	12	5,806	12	6,083	11	6,637	3	269	8	536	25	3,221	3	544
CASS	38,023	59,059	64,997	15	3,616	9	2,820	21	14,232	13	16,827	25	16,519	4	373	11	523	45	6,263	5	1,131
CEDAR	21,682	34,936	38,722	13	7,538	4	597	21	6,678	7	4,214	17	11,277	4	562	5	558	32	3,713	5	901
CHASE	14,979	24,622	27,397	6	1,128	3	2,454	9	7,114	5	5,208	8	6,848	5	321	5	774	8	1,127	3	970
CHERRY	23,290	35,064	38,339	9	2,229	3	1,226	8	7,064	10	6,348	14	6,550	7	1,775	8	1,548	18	4,338	2	2,550
CHEYENNE	41,500	70,578	79,064	10	2,959	3	2,644	12	14,787	13	12,045	17	9,908	14	4,093	12	1,740	24	4,049	4	1,951
CLAY	13,279	18,224	19,567	8	2,167	2	112	16	4,516	5	2,400	13	4,877	2	69	13	1,217	27	1,746	3	172
COLFAX	24,207	34,278	37,029	10	2,360	4	1,990	19	8,331	7	7,116	12	8,884	7	707	6	1,142	34	4,590	1	403
CUMING	28,421	42,322	46,188	5	2,795	6	1,591	10	9,916	11	13,522	12	8,797	9	2,191	6	983	30	2,933	3	866
CUSTER	37,950	55,045	59,743	18	4,301	4	2,156	20	15,846	17	10,805	19	7,276	12	2,545	12	2,240	36	3,806	5	1,733
DAKOTA	51,312	89,935	101,356	4	2,777	1	296	14	24,020	26	17,378	20	26,198	2	596	8	3,401	31	12,915	5	4,382
DAWES	32,136	42,959	45,878	10	2,822	5	2,443	13	11,633	12	7,624	12	5,801	13	3,025	9	1,864	24	4,865	3	1,187
DAWSON	78,199	113,217	122,834	26	10,998	15	7,961	24	25,376	26	20,902	27	22,162	23	5,157	24	4,494	42	8,175	7	3,981
DEUEL	8,249	14,387	16,199	3	1,096	1	246	3	1,254	1	2,116	11	8,827	2	209	5	411	5	1,461	1	434
DIXON	8,900	14,307	15,850	7	1,658	2	251	9	3,569	4	3,023	10	4,012	2	81	2	72	20	1,937	4	381
DODGE	129,887	188,456	204,862	25	10,833	13	24,825	31	43,309	31	41,828	37	20,762	21	6,834	35	8,071	81	19,816	11	6,267
Fremont	117,382	176,357	192,744	16	10,062	9	24,275	22	41,685	23	39,646	28	18,404	19	6,504	30	7,612	52	17,851	7	5,827
DOUGLAS	1,560,104	2,140,579	2,298,616	142	83,492	55	351,377	276	451,011	216	411,175	304	204,756	205	101,865	249	159,820	731	254,526	88	81,131
Omaha	1,382,948	1,928,846	2,077,505	121	72,458	48	329,772	241	386,695	189	355,283	273	186,820	182	95,468	218	154,041	652	233,064	79	75,656
DUNDY	5,985	9,413	10,383	3	623	1	472	3	2,860	3	2,586	5	882	4	476	3	294	3	764	1	353
FILLMORE	16,640	20,196	21,156	12	3,333	3	447	12	4,724	5	2,665	17	3,353	6	979	7	220	26	3,113	4	663
FRANKLIN	7,874	12,229	13,458	7	2,266	2	488	12	4,485	3	1,324	7	1,815	3	131	2	461	15	1,496	2	698
FRONTIER	4,943	7,527	8,250	6	617			4	1,236	3	1,061	3	3,213	1		2	196	8	717	1	252
FURNAS	17,734	25,664	27,846	12	1,573	6	781	13	6,407	13	5,494	12	7,971	4	285	9	983	22	1,696	7	1,014
GAGE	72,499	103,459	112,185	22	5,817	8	10,617	28	25,345	27	19,037	28	17,989	18	6,376	18	4,275	32	8,342	9	2,830
Beatrice	57,941	88,155	96,606	12	4,798	4	8,307	13	22,395	22	16,619	17	14,987	16	5,904	13	3,977	30	6,472	6	2,374
GARDEN	5,718	9,189	10,180	4	1,186	1	372	4	2,156	3	1,682	11	1,495	3	273	4	230	8	918	1	415
GARFIELD	5,775	8,286	8,975	5	1,228	1	264	4	2,935	2	1,323	2	1,472	4	274			4	299	1	199
GOSPER	2,267	3,334	3,629	2	186	1	69	3	705	1	134	2	1,183	1		2	83	7	1,134		
GRANT	1,580	2,325	2,530	2	877	1	97	4	385			4	866	1	85	1	47	3	56		
GREELEY	8,019	14,835	16,898	4	866	1	475	7	2,239	4	376	9	10,818			1	85	12	1,196	2	89
HALL	211,195	304,664	330,826	29	30,826	15	79,634	32	40,180	43	53,983	56	31,177	40	16,995	47	12,122	102	31,610	10	4,539
Grand Island	182,439	274,307	299,890	19	27,127	14	79,518	25	38,693	34	50,915	40	21,475	30	13,964	39	11,160	81	26,825	9	4,527
HAMILTON	24,254	33,237	35,675	8	2,688	4	1,481	8	6,680	8	7,200	12	9,606	7	989	6	795	13	1,990	5	1,490
HARLAN	8,954	18,678	21,777	6	2,496	3	1,219	7	3,881	5	3,905	8	3,552	5	962	4	413	18	3,031	1	809
HAYES	1,968	2,728	2,934					2	608			5	1,828			1		4	121		
HITCHCOCK	4,548	6,912	7,573	2	369			7	2,186	4	418	8	2,311	1	93	1		7	1,261	1	177
HOLT	39,417	53,445	57,244	18	6,659	5	3,689	18	11,098	14	8,854	23	11,616	14	2,227	14	2,690	31	3,375	6	1,591
HOOKER	2,717	3,412	3,598	2	221	1	111	3	766	5	1,924	1						3	168	2	126
HOWARD	11,834	15,366	16,314	11	1,703	1	618	10	3,690	6	2,705	12	2,341	2	240	7	837	17	1,598	2	1,082
JEFFERSON	31,847	43,888	47,158	11	3,765	3	2,570	14	10,004	17	10,870	11	3,702	7	2,542	7	2,448	29	3,631	3	1,373
JOHNSON	10,641	14,366	15,376	9	1,852	2	400	10	3,127	5	335	11	4,987	4	389	3	686	18	1,720	3	768
KEARNEY	14,702	20,189	21,676	9	3,245	2	723	7	6,358	10	4,519	5	1,509	3	399	4	622	14	1,645	3	854
KEITH	49,839	73,380	79,901	15	8,101	7	3,830	8	13,292	9	13,891	30	23,325	11	3,184	13	2,089	21	5,091	3	1,312
KEYA PAHA	1,108	1,812	2,014	2		1	179	2	126			1	996			1		4	254		
KIMBALL	23,983	33,124	35,612	4	3,314	3	1,156	6	5,465	12	6,060	19	11,590	6	982	6	920	14	1,996	2	807
KNOX	24,239	37,595	41,360	17	6,477	6	774	18	6,469	12	7,517	18	6,981	5	909	10	521	37	6,107	6	1,325
LANCASTER	673,836	851,868	899,672	82	67,315	35	146,757	90	166,262	115	153,960	167	89,647	83	41,597	137	35,389	272	93,806	40	19,705
Lincoln	643,406	810,441	855,262	75	60,433	35	144,482	78	155,928	108	152,285	151	82,485	82	40,442	126	34,321	243	87,788	39	18,900
LINCOLN	144,839	170,957	178,102	25	10,937	11	29,830	26	30,208	27	29,764	43	26,064	28	8,532	33	9,215	59	14,535	6	4,864
North Platte	134,765	159,539	166,298	17	9,991	11	29,830	21	28,572	25	29,509	30	19,553	27	8,496	32	9,182	46	13,099	5	4,771
LOGAN	758	1,239	1,377	2	230			2	399			2	507					2	33		
LOUP	746	1,091	1,185			1	100	1	360			3	270			1	81	3	374		
McPHERSON	423	784	893					1	100			2	669					1	124		
MADISON	132,484	236,663	267,695	29	24,361	11	38,668	32	51,011	28	45,796	30	28,372	37	16,310	32	14,436	74	22,435	9	6,356
Norfolk	101,883	184,224	208,870	16	19,139	7	26,910	19	42,490	19	34,020	22	20,628	30	15,091	26	12,247	44	16,712	5	4,789
MERRICK	16,800	20,853	21,943	10	1,987	1	141	7	5,392	8	3,296	13	7,246			5	294	20	1,852	1	187
MORRILL	13,246	22,132	24,707	4	1,769	5	1,727	7	6,931	7	5,912	11	2,913	4	450	6	1,270	15	1,886	1	591
NANCE	5,829	9,054	9,962	6	1,964	1	457	6	3,166	4	740	7	1,400	2	82	4	614	13	1,152	2	207
NEMAHA	20,517	30,120	32,769	11	2,674	3	1,309	8	7,840	9	5,960	13	5,912	7	956	3	652	28	3,975	2	1,146
NUCKOLLS	19,796	25,087	26,512	9	2,079	4	1,049	14	5,850	6	3,229	12	7,238	6	721	6	811	22	1,912	3	549
OTOE	53,137	61,927	64,343	15	4,374	6	3,446	19	13,729	14	15,270	24	10,812	16	3,019	10	2,380	45	5,302	4	1,552
Nebraska City	38,518	45,574	47,338	6	2,481	3	1,861	9	11,190	9	10,267	14	8,667	12	2,704	7	1,726	28	3,922	3	1,197

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PAWNEE	7,403	12,503	13,989	6	1,390	1	194	8	2,685	3	4,235	9	3,284	2	58	3	298	11	911	2	430
PERKINS	7,776	11,640	12,713	8	3,331	1	401	3	2,213	4	632	5	4,482	1	137	3		8	380	1	422
PHELPS	37,101	52,017	56,083	14	5,843	3	3,920	12	11,658	10	11,385	13	6,623	9	3,169	15	3,308	19	2,746	3	866
Holdrege	34,966	49,043	52,562	11	5,443	3	3,920	7	11,158	9	11,019	11	6,296	9	3,169	13	3,166	13	2,375	2	774
PIERCE	17,316	29,156	32,639	10	3,730	1	1,449	11	5,770	8	8,644	8	6,749	5	379	6	1,254	21	3,097	4	741
PLATTE	101,578	139,326	149,691	26	10,241	11	22,768	30	29,640	20	25,271	34	17,511	27	6,935	28	7,103	75	14,647	5	3,020
Columbus	93,931	131,859	142,198	18	9,742	9	22,248	20	28,403	18	24,711	24	14,560	26	6,877	22	6,391	59	13,866	5	3,020
POLK	13,242	19,981	21,836	7	1,891	3	383	10	3,341	5	3,389	7	6,186	1	1,148	4	147	11	1,007	2	1,386
REDWILLOW	56,475	76,813	82,319	15	5,358	9	9,061	11	17,090	16	18,307	15	5,927	23	7,640	15	3,843	26	6,266	4	1,481
McCook	54,565	73,978	79,228	13	5,152	9	9,061	8	15,746	16	18,307	12	5,130	23	7,640	14	3,770	20	5,941	3	1,401
RICHARDSON	34,349	44,045	46,650	14	2,433	6	4,021	16	9,998	17	11,487	13	7,301	11	1,521	13	1,800	29	2,560	5	1,195
Falls City	29,031	36,927	38,901	13	2,329	5	3,619	8	8,155	11	10,263	7	5,506	9	1,356	11	1,634	14	1,480	4	1,050
ROCK	4,734	7,055	7,899	3	774	3	304	4	2,471	1	1,154	5	1,853	1	72	5	227	3	629	1	67
SALINE	38,076	58,950	64,818	9	4,218	8	4,154	19	12,354	13	10,952	12	6,202	6	1,414	6	14,090	36	5,883	6	2,484
SARPY	154,822	202,569	215,461	22	7,736	12	51,879	30	47,429	38	30,891	41	28,251	19	5,015	34	6,527	85	23,585	9	3,285
SAUNDERS	38,631	59,372	65,190	14	2,349	8	2,267	19	14,514	14	11,808	22	14,136	7	1,844	12	6,282	49	5,285	8	1,705
SCOTTS BLUFF	152,613	189,795	199,958	29	14,561	14	23,763	40	45,590	43	37,045	44	22,338	29	9,129	44	10,792	80	14,224	11	4,063
Scottsbluff	117,795	152,284	161,534	12	9,213	11	22,783	22	37,310	28	32,857	19	14,363	22	7,691	31	9,975	45	9,579	6	2,301
SEWARD	44,969	64,081	69,305	13	5,114	3	3,935	14	13,654	14	16,516	21	12,490	9	2,483	8	3,326	33	5,831	4	1,506
SHERIDAN	32,488	52,293	57,955	11	3,955	7	1,082	9	12,535	11	10,272	15	11,593	18	4,802	9	2,106	24	4,433	4	1,697
SHERMAN	7,219	12,060	13,463	5	711			9	3,232	1	499	8	3,641	4	560	4	1,346	11	903	1	1,581
SIOUX	1,582	3,175	3,675	2	122	1	325	2	888	1	325	2	1,455	1	136						
STANTON	4,365	9,693	11,436	4	1,844	1	414	5	3,163	1	939	3	1,874	1		2	365	10	2,385		
THAYER	24,189	29,882	31,418	14	1,703	3	341	15	5,184	10	8,095	11	8,618	6	409	3	616	22	3,200	2	356
THOMAS	4,034	6,307	6,950	1				3	1,734	1		3	3,930					3	215		
THURSTON	11,910	20,906	23,568	7	2,495	1	1,106	8	4,865	5	4,410	7	5,518	3	394	3	732	13	2,045	2	776
VALLEY	18,812	28,074	30,650	9	2,308	4	1,393	9	6,180	10	3,370	10	9,408	7	641	9	906	14	1,398	3	701
WASHINGTON	39,605	56,366	60,960	16	5,165	3	1,815	14	11,642	13	16,680	20	9,935	14	2,165	7	1,048	33	5,542	4	1,849
WAYNE	25,988	39,792	43,657	8	5,039	3	3,493	7	6,164	6	12,740	10	4,406	6	1,575	8	1,014	23	4,118	2	1,109
WEBSTER	9,523	15,283	16,925	6	2,046	2	1,102	8	3,130	5	3,433	9	1,993	4	226	7	1,214	15	1,529	3	872
WHEELER	910	1,455	1,610	1				1	461			3	751					3	398		
YORK	53,853	76,883	83,202	9	3,188	6	7,876	14	18,364	21	18,737	19	12,586	13	4,588	16	1,906	31	7,183	7	1,873
York	48,195	68,314	73,344	6	2,831	6	7,876	10	17,891	17	17,173	13	8,286	13	4,588	11	1,246	18	4,941	6	1,783

NEVADA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,069,165	5,164,649	5,750,020	287	350,476	131	623,164	578	1,149,119	476	1,010,648	641	707,166	515	239,408	468	227,157	1,356	562,302	128	282,039
STANDARD METROPOLITAN STATISTICAL AREAS																					
Las Vegas, Nev.	1,708,529	2,842,527	3,156,781	111	154,059	56	398,760	292	674,037	202	552,245	284	340,817	314	155,905	231	118,329	654	323,983	57	115,468
Reno, Nev.	904,814	1,545,514	1,723,699	91	136,297	30	189,606	150	303,494	164	325,738	149	189,011	122	63,709	150	80,238	340	151,143	37	109,020
COUNTIES, Cities																					
CARSON CITY	130,308	225,190	251,703	18	26,618	6	10,851	27	47,775	33	46,661	20	26,905	23	7,155	32	14,690	70	18,120	8	27,589
Carson City	57,974	225,190	251,703	19	26,618	5	10,851	13	47,775	18	46,661	29	26,905	10	7,155	8	14,690	55	18,120	6	27,589
CHURCHILL	43,528	63,621	68,782	11	5,494	1	3,300	13	16,520	12	20,290	13	9,957	12	2,364	7	707	23	3,373	3	1,824
Fallon	41,008	42,279	42,597	9	3,726	1	2,725	10	11,937	11	10,001	13	3,520	12	697	5	386	20	3,579	3	917
CLARK	1,708,529	2,842,527	3,156,781	111	154,059	56	398,760	292	674,037	202	552,245	284	340,817	314	155,905	231	118,329	654	323,983	57	115,468
Las Vegas	740,089	1,093,844	1,184,891	52	68,480	22	89,848	127	246,169	104	303,878	147	136,555	113	31,947	130	69,242	285	101,761	28	46,129
North Las Vegas	95,336	161,335	179,544	8	3,765	4	35,635	14	61,779	14	7,112	19	23,485	8	2,178	10	3,645	49	21,384	3	10,027
DOUGLAS	46,692	84,107	94,779	7	5,878	2	1,451	8	17,313	7	4,687	13	9,289	13	2,241	16	4,505	31	11,588	5	8,738
ELKO	64,949	111,102	123,983	9	3,944	6	5,783	17	27,979	18	19,426	38	31,100	12	3,385	11	3,167	58	11,208	4	9,857
Elko	53,785	90,522	99,706	9	3,944	2	4,650	9	24,542	15	18,465	25	18,844	11	3,301	11	3,167	37	6,188	4	9,857
ESMERALDA	1,111	2,971	3,614									4	2,341					3	1,193		
EUREKA	1,481	3,996	4,869	1	152			2	623	1	325	5	2,721					5	960		
HUMBOLDT	36,380	60,366	64,926	6	5,091	2	1,373	11	14,101	5	4,777	21	25,132	5	2,283	5	986	25	6,448	2	3,232
LANDER	9,139	22,288	26,649	5	4,089			6	4,946	1		8	7,231	1	148			15	5,749	2	2,917
LINCOLN	8,541	10,732	11,252	2	686	5	3,132	5	2,289	1	884	9	2,123			1		14	1,629		
LYON	23,588	38,183	42,134	11	2,673	5	897	13	10,440	7	7,149	21	9,411	2	507	6	1,088	32	4,509	2	847
MINERAL	16,301	23,008	24,695	3	491	4	2,912	7	4,145	7	4,554	9	4,852	1	420	3	2,236	11	1,006	1	505
NYE	15,891	50,943	64,388	4	2,739	7	2,178	8	8,724	6	6,392	16	24,097	2	55	2	341	24	11,837	1	
PERSHING	14,404	22,280	22,478	2	630	1	268	4	3,387	6	1,600	15	11,267	2	348	.		9	1,241	2	376
STOREY	3,257	8,811	10,743			3	465	5	1,088			1	1,391					15	3,938		
WASHOE	904,814	1,545,514	1,723,699	91	136,297	30	189,606	150	303,494	164	325,738	149	189,011	122	63,709	150	80,238	340	151,143	37	109,020
Reno	689,187	1,167,416	1,299,791	61	109,649	20	142,672	101	187,925	117	300,101	107	125,432	88	52,082	98	63,279	221	101,985	24	78,165
WHITE PINE	40,260	52,010	54,845	6	1,635	3	2,191	10	12,258	6	15,920	15	9,521	6	888	4	870	27	4,377	4	1,666
East Ely	NO DATA AVAILABLE FOR THIS CITY																				
Ely	16,036	20,531	21,655	3	593	3	1,549	6	5,541	6	5,582	10	2,190	6	623	1	140	14	3,034	4	860

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW HAMPSHIRE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,387,452	5,227,274	5,701,491	512	377,269	321	542,959	1,182	1,430,976	661	919,842	704	509,013	538	208,711	660	196,208	1,542	438,154	209	131,765
STANDARD METROPOLITAN STATISTICAL AREAS																					
Lawrence-Haverhill, Mass.-N.H.	6[illegible],323	1,209,383	1,387,288	96	61,991	76	144,000	268	330,402	148	199,380	193	123,649	158	84,771	175	63,642	488	127,448	77	41,125
Lowell, Mass.-N.H.	595,002	886,844	959,804	52	38,567	59	109,781	183	261,880	98	148,398	141	103,656	70	34,057	102	25,828	297	77,629	63	32,374
Manchester, N.H.	623,410	889,228	955,682	63	59,721	38	143,513	183	199,006	103	164,599	113	87,129	104	37,263	114	34,710	235	73,179	33	21,219
Nashua, N.H.	441,982	686,642	747,807	49	42,996	25	68,440	110	193,896	71	135,190	70	80,380	60	37,240	~~86~~	~~34,542~~	150	53,706	28	19,144
Portsmouth-Dover-Rochester, N.H.-Me.	613,698	1,153,162	1,288,030		765,290		83,070		276,572		218,405		122,235		42,239		44,877		126,962		33,203
COUNTIES, Cities																					
BELKNAP	183,572	257,205	274,305	33	33,599	20	18,482	77	68,736	50	47,733	39	21,434	33	10,182	47	9,609	82	17,969	11	7,024
Laconia	98,226	128,073	134,512	13	8,425	3	3,139	38	32,876	27	32,060	18	12,520	26	8,226	26	6,513	38	11,297	7	3,833
CARROLL	116,662	154,969	163,381	24	17,983	22	6,828	69	40,791	25	16,429	42	16,619	24	4,644	35	4,863	102	17,786	8	2,631
CHESHIRE	188,331	252,824	267,139	32	13,573	22	22,914	81	73,878	51	40,942	43	23,676	29	7,062	39	8,992	91	20,528	9	4,471
Keene	133,696	181,620	192,354	15	9,932	11	20,964	33	51,523	25	36,861	21	15,466	22	6,837	29	7,427	40	12,828	5	3,777
COOS	117,137	121,462	121,794	25	8,432	22	10,025	59	32,373	28	19,203	35	11,828	23	3,309	20	2,987	71	8,508	13	2,577
GRAFTON	263,124	334,450	349,447	48	19,596	40	33,995	114	93,085	60	40,128	80	37,410	49	10,752	53	11,596	142	25,811	20	6,998
Hanover	25,967	34,413	36,525	1	208	2	1,196	7	10,393	1	348	4	2,972	10	3,484	6	1,34[illegible]	12	4,236	2	899
Lebanon	95,374	117,876	123,502	10	8,047	9	22,764	20	29,310	11	14,256	20	11,861	10	3,074	13	4,577	21	7,548	4	2,148
HILLSBOROUGH	1,014,337	1,504,054	1,622,601	110	91,773	71	189,920	304	380,251	176	276,968	183	141,596	163	71,956	188	63,283	379	123,356	63	40,696
Manchester	389,715	526,904	557,594	29	25,856	24	57,472	127	108,007	70	118,089	77	57,162	83	24,094	71	19,411	158	52,619	24	19,073
Nashua	338,575	321,312	366,297	24	27,949	18	64,916	67	129,540	40	116,348	43	43,060	43	34,470	61	26,389	99	37,984	19	13,215
MERRIMACK	356,071	531,057	573,241	50	38,463	25	60,468	114	132,399	58	104,763	85	72,371	45	13,279	59	14,211	154	39,564	18	14,509
Concord	197,427	296,442	320,432	22	20,514	11	29,295	48	66,893	31	65,698	40	50,455	26	8,790	33	8,209	65	23,126	8	8,122
ROCKINGHAM	764,[illegible]70	1,524,849	1,744,989	119	108,761	62	157,364	207	463,323	126	272,421	110	136,577	110	67,760	142	60,867	343	141,844	36	34,249
Portsmouth	178,633	345,012	392,273	17	21,374	7	19,476	44	65,009	21	79,137	26	46,651	27	15,397	31	16,088	68	39,103	8	5,052
STRAFFORD	267,958	369,710	392,913	45	23,137	25	33,530	103	95,486	47	65,561	58	32,259	39	11,984	47	13,356	134	31,174	19	13,720
Dover	99,232	130,925	137,861	11	7,536	4	8,741	25	23,292	17	23,370	16	10,888	12	6,202	24	8,972	43	12,612	6	3,074
SULLIVAN	115,640	176,694	191,681	26	21,952	12	9,433	54	50,654	40	35,694	29	15,243	23	7,783	30	6,444	44	11,614	12	4,890
Claremont	69,219	103,950	112,362	10	8,994	4	2,673	28	32,007	23	23,326	12	8,036	17	5,239	17	4,940	19	4,721	6	2,850

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	24,286,554	32,884,080	35,114,779	2,235	1,237,868	1,048	3,971,409	9,026	8,687,408	3,151	5,144,076	5,350	3,322,200	5,623	1,905,586	4,031	1,545,161	12,985	3,198,777	1,551	885,471
STANDARD METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem-Easton, Pa.-N.J.	2,106,565	2,859,557	3,075,105	227	128,314	112	418,449	712	742,507	385	457,802	520	289,675	373	111,618	398	132,482	1,187	255,354	120	83,909
Atlantic City, N.J.	746,213	1,498,563	1,737,866	69	73,779	52	186,664	309	399,081	114	185,321	189	146,346	205	88,976	117	63,311	572	215,482	50	44,093
Jersey City, N.J.	1,337,115	1,559,644	1,624,321	122	43,984	85	130,316	1,047	446,710	150	180,986	293	148,932	561	139,874	263	69,127	1,297	153,341	134	50,812
Long Branch-Asbury Park, N.J.	1,681,310	2,510,328	2,747,650	183	105,195	86	285,423	544	713,280	211	426,463	349	271,723	391	127,720	292	124,486	949	272,233	112	78,374
New Brunswick-Perth Amboy-Sayreville, N.J.	1,912,453	2,703,450	2,929,007	153	109,697	63	442,629	574	747,003	201	317,068	408	300,113	353	180,315	263	110,750	986	249,762	103	73,837
New York, N.Y.-N.J.	24,812,378	32,473,483	34,134,890	2,000	743,269	1,443	4,182,676	13,502	8,865,832	1,868	3,139,399	3,372	1,963,921	8,545	2,748,398	4,645	1,867,635	15,822	3,992,409	2,173	1,003,670
Newark, N.J.	6,279,791	8,401,279	9,021,120	545	299,134	226	762,565	2,309	2,325,937	741	1,419,442	1,362	831,992	1,535	306,234	1 123	460,265	3,256	802,610	435	238,546
Paterson-Clifton-Passaic, N.J.	1,524,648	1,966,028	2,092,934	126	65,867	62	347,997	594	433,454	189	263,911	333	159,970	362	144,942	242	93,834	850	174,712	104	43,935
Philadelphia, Pa.-N.J.	14,787,379	20,264,585	21,814,692	1,458	686,564	826	2,687,944	5,730	4,976,721	1,816	3,402,495	2,742	1,909,294	3,515	1,181,883	2,426	921,233	7,790	1,975,849	1,116	620,716
Trenton, N.J.	1,044,368	1,379,320	1,475,033	89	49,691	47	178,506	350	366,633	112	203,102	219	150,899	276	74,932	183	74,389	558	124,307	64	38,828
Vineland-Millville-Bridgeton, N.J.	445,639	510,210	529,440	56	19,174	25	53,448	186	152,513	131	88,504	116	41,303	111	26,757	79	21.134	204	37,530	20	15,668
Wilmington, Del.-N.J.-Md.	1,791,371	2,565,026	2,751,106	177	115,842	99	396,539	514	601,879	282	392,915	370	290,573	274	113,511	268	138,990	719	216,744	107	87,991
COUNTIES, Cities																					
ATLANTIC	746,213	1,498,563	1,737,866	69	73,779	52	186,664	309	399,081	114	185,321	189	146,346	205	88,976	117	63,311	572	215,482	50	44,093
Atlantic City	220,079	391,296	442,889	9	6,636	19	25,539	100	45,204	21	26,932	28	21,725	95	33,088	37	16,752	243	74,108	14	13,019
BERGEN	3,513,554	4,571,863	4,867,042	272	148,208	120	614,709	1,012	1,153,216	378	753,701	733	462,733	741	298,683	542	233,204	1,360	412,332	208	114,807
Hackensack	253,574	296,345	308,567	10	9,346	8	97,317	52	18,920	27	51,050	40	16,329	115	41,330	37	9,619	104	25,690	11	2,626
BURLINGTON	1,118,403	1,716,394	1,888,068	113	67,540	46	325,900	303	392,993	161	373,937	256	191,800	181	77,585	150	53,203	427	169,933	53	36,246
Burlington	87,043	108,044	113,893	4	1,944	2	6,356	14	9,813	14	42,309	14	13,106	22	10,168	18	6,227	31	7,435	2	1,171
Willingboro	130,308	129,045	140,981	5	912	4	49,537	21	51,500	7	2,218	16	12,011	18	5,331	12	2,386	14	4,207	5	5,227
CAMDEN	1,590,013	2,243,288	2,430,155	123	68,123	63	307,560	579	559,885	181	370,637	303	221,404	322	112,225	267	135,231	657	214,563	89	59,829
Camden	150,934	154,315	156,540	17	3,796	16	3,715	123	36,732	16	25,185	26	10,207	32	6,594	26	10,497	157	17,407	20	8,771
CAPE MAY	365,305	482,644	515,248	49	26,086	47	33,872	252	136,796	54	71,961	106	49,841	118	18,080	58	11,877	475	98,040	32	14,376
CUMBERLAND	445,639	510,210	529,440	56	19,174	25	53,448	186	152,513	131	88,504	116	41,303	111	26,757	79	21,134	204	37,530	20	15,668
Bridgeton	92,311	103,164	106,523	12	3,316	4	3,632	39	21,557	32	29,525	16	4,805	22	6,020	13	4,540	29	4,578	5	5,005
Millville	74,006	90,432	95,036	9	1,832	3	1,671	29	31,009	24	20,222	24	9,806	14	3,312	19	3,863	55	7,707	4	1,431
Vineland	232,257	269,426	280,201	26	12,978	9	45,073	83	78,015	54	34,345	52	19,890	71	17,370	41	11,852	89	21,369	9	8,600
ESSEX	2,453,240	2,856,025	2,977,929	189	61,226	91	327,554	1,097	736,400	244	374,628	494	246,740	738	217,336	432	151,127	1,463	273,254	187	83,618
Newark	643,386	636,160	641,092	48	10,542	31	85,093	436	141,929	71	47,146	138	46,528	224	49,850	121	42,369	718	85,376	63	22,711

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GLOUCESTER	644,216	916,345	992,953	69	31,516	26	153,085	222	194,644	106	147,663	140	96,382	104	38,087	77	24,797	230	67,882	35	19,606
Woodbury	103,859	131,418	139,087	9	5,975	3	1,660	25	39,880	14	56,916	12	7,333	12	3,265	16	3,924	28	5,603	6	1,667
HUDSON	1,337,115	1,559,644	1,624,321	122	43,984	85	120,316	1,047	446,710	190	180,986	293	148,932	561	139,874	265	69,127	1,297	153,341	134	50,812
Jersey City	502,273	554,626	571,275	42	12,991	38	51,827	385	151,089	51	69,177	91	80,192	197	49,534	90	22,898	470	60,040	52	20,850
Union City	149,562	179,568	188,019	15	3,944	16	24,877	162	44,496	24	31,854	22	9,555	87	13,612	39	9,697	161	13,561	20	6,926
HUNTERDON	280,098	408,644	445,197	42	30,009	20	19,872	91	118,226	56	69,487	71	38,143	43	21,370	53	19,547	135	33,033	12	7,494
MERCER	1,044,368	1,379,320	1,475,033	89	49,691	47	178,506	350	366,655	112	205,102	219	150,899	276	74,932	183	74,389	558	124,307	64	38,828
Trenton	175,700	174,707	176,245	18	6,482	18	15,876	145	30,594	18	9,950	56	18,303	87	11,486	54	8,777	250	25,677	19	5,134
MIDDLESEX	1,912,453	2,703,450	2,929,007	153	109,697	63	442,629	574	747,003	201	317,068	408	300,113	353	180,315	263	110,750	966	249,762	103	73,837
New Brunswick	149,096	166,957	171,432	10	4,911	4	40,910	48	13,970	14	31,557	26	12,730	28	5,848	28	17,007	119	16,872	8	2,069
Perth Amboy	132,408	146,223	150,630	11	2,690	3	4,530	67	34,275	23	36,702	23	10,638	46	8,852	30	7,231	123	14,514	14	4,589
Woodbridge	403,339	566,171	611,554	14	7,951	11	142,972	95	139,921	37	57,340	74	63,812	86	65,765	42	26,318	128	40,468	14	10,281
MONMOUTH	1,681,310	2,510,328	2,747,650	183	105,195	66	285,423	544	713,280	211	426,463	349	271,723	391	127,720	292	124,486	949	272,233	112	78,374
Asbury Park	67,164	74,585	76,885	6	1,038	4	18,910	32	9,465	10	8,898	13	6,749	23	5,361	14	2,895	74	9,239	6	1,591
Middletown	144,070	213,079	232,552	17	11,740	6	36,105	47	83,819	13	13,580	26	18,990	23	5,399	24	12,299	50	13,302	8	9,668
Red Bank	111,169	154,021	165,933	14	5,626	6	9,835	24	21,439	19	41,562	22	19,102	47	16,772	26	8,775	43	11,745	9	5,068
Shrewsbury	51,501	75,919	82,024	6	5,101	1	7,191	4	19,798	5	23,019	3	2,445	3	2,820	4	1,565	7	5,448		
MORRIS	1,383,797	2,338,857	2,621,550	138	104,940	45	194,807	417	769,713	169	411,706	323	261,100	235	103,909	245	104,981	605	227,791	83	63,692
Dover	95,845	149,120	164,400	6	8,120	2	9,545	21	12,430	18	64,390	20	11,155	14	10,257	19	7,441	45	10,167	4	2,110
Morristown	161,366	252,706	278,987	13	11,154	5	43,533	31	37,080	17	76,515	23	21,458	30	12,449	25	8,120	52	19,955	7	3,714
Parsippany	142,214	249,108	275,831	7	9,184	4	15,474	65	99,160	13	38,995	26	34,758	19	3,764	20	12,780	52	26,309	10	6,663
OCEAN	1,115,210	1,133,278	880,551	116	53,248	50	74,067	417	257,424	206	137,489	232	90,814	187	22,453	177	24,733	584	95,776	53	23,294
Brick Township	96,780	111,995	127,267		10,552		20,154		40,054		10,667		11,820		2,145		5,058		9,605		2,212
Point Pleasant	43,916	50,621	52,585	9	2,323			29	14,006	20	12,137	13	6,854	5	1,185	13	753	30	5,287	2	1,409
Toms River	NO DATA AVAILABLE FOR THIS CITY																				
PASSAIC	1,524,648	1,966,028	2,092,934	126	65,867	62	347,997	594	433,454	189	263,911	333	159,970	362	144,942	242	93,834	850	174,712	104	43,935
Clifton	256,717	412,197	348,103	27	21,342	4	15,122	97	108,160	23	63,565	62	32,187	28	12,665	33	4,369	141	35,667	16	7,296
Passaic	163,789	171,116	174,330	13	2,361	7	6,102	102	25,532	21	12,743	35	11,958	97	22,608	42	8,453	140	15,815	12	5,127
Paterson	233,945	237,177	240,229	31	4,966	19	17,632	194	52,654	46	33,723	78	21,057	82	11,762	56	20,560	256	20,525	35	8,547
SALEM	154,154	164,618	168,414	27	7,651	12	7,582	66	39,837	54	38,633	60	19,722	29	4,290	33	7,237	84	15,793	10	3,664
Salem	29,515	33,298	34,244	4	135	4	1,540	14	9,511	12	4,029	11	1,809	10	1,711	9	1,669	21	2,612	2	1,105
SOMERSET	719,918	1,059,499	1,155,715	68	40,356	22	121,771	181	268,107	95	214,849	162	118,354	135	48,132	122	53,465	314	104,726	47	35,841
Bridgewater	46,762	68,868	74,395	6	9,719	1	3,824	11	9,120	10	10,788	12	8,012	9	6,367	6	1,587	39	16,667	2	2,276
Somerville	108,790	167,308	184,019	7	3,326	4	11,089	29	32,646	10	36,604	25	18,984	31	12,419	24	16,073	44	12,704	10	8,612
SUSSEX	275,326	381,598	411,154	45	21,866	21	27,007	83	147,611	53	53,309	89	41,823	64	13,559	60	8,910	180	31,155	19	11,770
Newton	98,094	135,694	146,128	7	3,924	7	15,451	19	50,814	15	30,620	18	8,413	15	4,619	18	2,412	32	4,142	5	3,908
UNION	1,722,836	2,146,898	2,265,926	150	92,612	68	118,433	614	551,717	233	398,259	383	205,798	427	136,857	324	150,692	874	196,839	118	55,395
Elizabeth	292,473	355,348	372,933	25	10,391	15	12,489	188	105,941	51	75,293	59	30,575	113	29,290	60	20,212	261	33,199	30	11,922
WARREN	258,738	336,586	358,626	36	17,100	17	20,207	88	102,143	53	40,462	91	58,260	40	9,504	52	9,126	181	30,293	18	10,292
Phillipsburg	86,815	191,761	143,512	9	8,181	4	4,533	35	46,264	18	11,194	22	26,298	9	3,283	15	2,954	65	15,408	5	4,463

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,021,781	6,108,082	6,683,527	517	391,469	399	690,920	1,254	1,450,461	890	1,320,994	1,389	783,990	817	287,783	799	290,827	2,061	596,697	252	184,926
STANDARD METROPOLITAN STATISTICAL AREAS																					
Albuquerque, N.M.	1,556,536	2,384,541	2,610,005	142	122,603	86	336,796	355	490,028	269	555,721	336	252,214	272	116,441	286	154,359	659	252,335	65	79,663
Las Cruces, N.M.	241,323	349,294	378,423	30	25,429	19	41,130	78	84,055	68	79,430	72	50,771	42	11,512	42	14,188	128	32,869	12	8,047
COUNTIES, Cities																					
BERNALILLO	1,535,196	2,355,484	2,578,935	137	120,879	79	334,597	329	482,485	264	555,424	304	244,011	268	116,182	283	153,598	618	247,393	61	79,007
Albuquerque	1,440,704	2,197,705	2,403,239	113	111,215	67	328,213	285	420,518	233	539,757	256	211,733	256	112,684	264	151,847	552	225,688	50	74,354
CATRON	2,331	2,340	2,354	1	13	1	326	8	1,115			12	607					8	276		
CHAVES	176,666	292,016	324,555	29	17,440	15	38,862	47	60,914	59	65,835	61	43,315	33	12,059	33	12,493	70	23,022	16	8,096
Roswell	171,438	285,314	317,469	24	16,460	15	38,862	40	60,122	58	64,897	58	41,723	33	12,059	32	12,370	65	22,701	16	8,074
COLFAX	43,776	68,181	74,887	11	4,335	13	3,168	19	14,949	13	12,381	35	18,222	15	3,457	11	1,599	45	8,062	7	1,801
Raton	36,717	56,888	61,931	4	2,841	6	2,255	9	13,616	12	11,862	21	13,997	14	3,331	7	1,440	29	6,043	3	1,243
CURRY	142,594	169,650	176,531	22	12,454	11	24,115	37	31,497	38	46,875	42	13,440	45	9,096	47	9,059	54	11,940	9	5,233
Clovis	136,892	163,342	170,061	17	10,913	9	23,133	31	30,673	37	46,488	31	12,331	42	8,905	45	8,936	49	11,590	8	4,640
DE BACA	5,844	8,808	9,609	3	742	1		4	3,191	2	1,908	6	1,425	1	190			5	694	1	715
DONA ANA	241,323	349,294	378,423	30	25,429	19	41,130	78	84,055	68	79,430	72	50,771	42	11,512	42	14,188	128	32,869	12	8,047
Las Cruces	217,775	324,401	353,122	24	24,549	15	40,413	59	81,911	61	68,877	59	47,257	40	11,205	40	14,083	98	28,708	11	7,549
EDDY	138,378	176,312	186,029	28	10,443	15	16,167	51	48,846	43	36,006	55	14,245	29	11,928	38	7,646	77	14,784	19	5,304
Artesia	40,305	47,379	49,175	7	1,715	4	1,682	14	14,511	16	10,989	20	4,671	12	3,383	11	1,456	23	4,368	5	1,092
Carlsbad	97,225	127,958	135,847	20	8,630	11	14,485	32	34,218	26	24,920	31	9,095	17	8,545	27	6,190	51	10,372	14	4,212
GRANT	67,755	98,568	106,785	16	7,636	11	10,677	34	31,775	20	17,766	23	9,117	9	4,474	13	3,893	41	5,811	5	2,852
Silver City	57,303	82,746	89,107	13	6,589	11	10,677	19	24,628	18	16,465	12	6,882	8	4,111	11	3,454	19	3,166	4	2,436
GUADALUPE	21,313	28,033	29,769	2	112	2	773	11	2,983	6	920	37	15,796	2	252	2	111	24	5,135		
HARDING	1,933	2,826	3,064			4	677	2	655	1	127	2	1,164					5	257		
HIDALGO	19,030	24,294	25,643	7	1,065	3	1,026	15	4,270	4	2,678	23	11,650	2	303			13	2,277	1	978
LEA	189,948	302,233	333,407	30	22,165	14	27,376	64	78,238	55	77,893	73	25,518	51	21,691	48	14,729	98	23,545	18	8,134
Hobbs	135,099	209,814	230,307	20	17,057	8	14,890	32	52,362	40	66,457	42	13,951	36	17,494	31	10,328	60	17,433	7	2,467
Lovington	31,628	53,765	59,299	4	2,996	4	3,817	18	15,250	13	8,794	13	6,365	11	2,730	10	2,297	18	2,943	7	3,196
LINCOLN	37,160	66,444	75,000	10	4,024	6	4,935	26	20,887	9	13,670	20	5,568	12	2,132	12	1,851	45	10,614	3	799
LOS ALAMOS	37,909	44,705	46,443	6	1,951	4	4,288	17	17,748	5	481	10	7,384	9	2,258	8	619	18	3,687	4	2,352
Los Alamos	26,655	56,234	63,629	2	1,863	5	8,338	13	18,577	6	6,913	12	6,353	7	1,944	4	2,525	14	6,209	6	2,599
LUNA	45,850	60,290	64,814	11	2,799	4	3,133	14	16,979	12	7,512	31	17,755	14	1,572	7	2,880	26	3,732	4	1,576
Deming	44,654	58,806	62,344	11	2,799	4	3,133	13	15,852	12	7,512	31	17,755	14	1,572	7	2,880	24	3,464	4	1,576
MCKINLEY	194,217	313,666	347,045	13	15,474	33	28,987	66	81,294	24	55,870	66	59,583	37	12,648	30	15,230	81	28,669	5	3,189
Gallup	176,465	288,831	320,348	12	15,326	24	22,783	47	73,426	24	55,870	59	52,128	37	12,648	28	15,032	72	28,265	5	3,189

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MORA	2,424	3,310	3,542			4	692	12	638			6	1,393	1		1	75	8	205	1	
OTERO	109,804	131,764	137,333	17	10,130	12	15,832	44	30,840	32	24,001	45	12,800	28	4,181	33	7,410	63	15,730	7	2,124
Alamogordo	101,001	121,651	126,883	11	9,748	8	15,704	31	28,636	29	23,485	28	9,852	23	4,047	30	7,343	45	13,413	6	2,054
QUAY	39,920	73,897	84,045	10	3,218	7	4,522	21	16,582	9	9,645	51	27,366	9	2,429	5	627	37	9,396	4	1,810
RIO ARRIBA	59,330	80,267	85,717	9	10,443	12	5,618	39	28,537	11	13,619	29	11,359	10	2,106	6	1,519	45	6,007	4	1,986
ROOSEVELT	36,776	53,109	57,503	8	4,719	7	4,740	17	15,698	15	10,387	21	6,970	12	2,629	10	1,282	22	6,362	7	1,552
Portales	33,741	50,008	54,372	6	4,278	7	4,740	14	14,685	14	10,142	18	6,252	12	2,629	10	1,282	19	6,332	7	1,552
SANDOVAL	21,340	29,057	31,070	5	1,724	7	2,199	26	7,543	5	297	32	8,203	4	259	3	761	41	4,942	4	656
SAN JUAN	258,762	403,184	442,875	32	26,972	41	40,944	64	106,186	59	102,569	69	48,267	55	21,617	40	11,647	84	28,820	9	12,957
Farmington	206,696	323,384	355,503	22	17,131	23	33,188	40	80,870	42	92,307	36	26,322	49	20,960	30	11,176	59	23,564	8	10,604
SAN MIGUEL	44,096	62,660	67,559	6	3,898	7	5,465	31	20,594	17	7,282	31	11,370	11	3,232	11	2,818	35	5,606	5	1,219
Las Vegas	42,002	59,569	63,961	5	3,810	7	5,465	19	19,049	15	7,166	24	10,074	11	3,232	10	2,784	29	5,276	5	1,219
SANTA FE	266,479	412,212	452,155	26	29,190	17	42,594	64	88,789	45	75,329	64	42,491	70	28,172	64	17,541	149	52,077	19	17,592
Santa Fe	253,505	388,089	424,712	25	27,436	16	42,503	57	87,031	36	71,909	53	35,273	67	26,271	59	16,294	135	47,510	19	17,592
SIERRA	19,204	26,691	28,655	9	2,332	6	1,122	14	11,313	5	1,342	17	4,376	4	798	5	525	30	3,041	3	331
SOCORRO	29,338	46,382	51,086	4	1,081	5	1,390	11	12,274	10	8,803	30	8,898	9	1,470	1	361	24	4,550	2	755
TAOS	51,088	73,632	79,621	13	5,603	15	5,696	28	19,706	16	10,205	31	9,112	16	3,314	11	1,070	63	9,622	4	1,289
TORRANCE	23,620	33,732	36,406	1	746	1	750	8	3,927	6	13,213	21	12,327	1		1		14	2,223	2	212
UNION	12,432	17,116	18,339	3	983	5	1,578	9	6,064	6	1,328	8	3,020	3	278	4	783	15	1,619	4	702
VALENCIA	145,945	297,925	345,128	18	42,899	18	17,541	44	99,884	31	68,198	62	36,467	25	7,544	30	6,512	75	23,730	12	13,658
Grants	62,619	129,486	146,203	8	28,913	6	5,408	17	28,991	13	28,528	23	16,288	16	5,375	9	1,903	24	11,642	4	8,316
Milan	5,587	19,085	22,459				1,063		5,905		956		6,837						2,727		1,055

NEW YORK RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	50,697,785	70,694,025	75,063,943	5,449	2,417,706	2,975	8,977,040	22,873	19,206,274	6,808	9,362,018	9,245	5,625,451	13,261	4,526,414	9,255	3,196,062	32,997	7,548,950	4,027	2,422,815
STANDARD METROPOLITAN STATISTICAL AREAS																					
Albany-Schenectady-Troy, N.Y.	2,496,129	3,190,566	3,245,044	284	134,646	144	343,673	856	821,293	440	484,562	552	303,296	415	163,078	384	118,702	1,712	304,424	184	97,718
Binghamton, N.Y.-Pa.	917,867	1,222,745	1,287,039	129	57,080	60	130,372	326	331,742	206	216,533	248	139,100	171	55,048	171	52,650	587	105,231	67	49,801
Buffalo, N.Y.	3,856,593	5,103,594	5,366,074	430	179,181	179	813,125	1,337	1,374,846	586	917,934	777	417,998	621	260,364	673	207,148	2,779	535,460	307	210,918
Elmira, N.Y.	313,549	398,474	415,657	35	15,703	23	70,469	115	106,010	64	63,471	60	34,992	54	18,201	71	15,518	190	34,425	16	16,740
Glens Falls, N.Y.	341,535	453,187	476,962	55	24,634	31	47,912	180	132,192	85	68,730	96	50,046	71	18,733	55	11,675	341	48,165	30	16,270
Nassau-Suffolk, N.Y.	9,166,174	14,368,485	15,622,384	914	502,821	369	1,954,378	3,107	3,763,013	1,142	2,001,680	1,851	1,561,698	1,918	798,019	1,425	704,159	4,227	1,256,018	597	384,912
New York, N.Y.-N.J.	24,812,378	32,473,483	34,134,890	2,000	743,269	1,443	4,182,676	13,502	8,665,852	1,868	3,159,399	3,372	1,963,921	8,545	2,748,398	4,645	1,667,635	15,822	3,992,409	2,173	1,003,670
Newburgh-Middletown, N.Y.	808,521	1,231,461	1,330,803	108	72,429	58	136,853	256	424,220	141	194,226	178	119,474	142	55,939	137	44,179	536	101,810	48	33,401
Poughkeepsie, N.Y.	744,701	1,254,706	1,385,030	103	64,105	44	175,442	240	404,655	131	193,430	153	114,338	118	51,324	129	38,733	415	98,600	52	58,584
Rochester, N.Y.	3,230,500	4,691,870	5,028,914	362	198,765	136	586,260	865	1,222,273	555	901,278	613	433,913	464	196,643	499	186,204	1,582	419,384	170	177,736
Syracuse, N.Y.	1,979,079	2,951,335	3,177,966	230	114,296	83	347,721	630	856,388	398	534,689	415	285,850	335	153,304	370	126,479	1,333	298,522	118	165,691
Utica-Rome, N.Y.	913,651	1,241,910	1,311,928	134	53,512	67	149,630	355	334,434	198	202,308	255	130,290	189	60,069	219	41,532	791	123,893	82	65,575
COUNTIES, Cities																					
ALBANY	1,112,142	1,480,068	1,471,176	100	53,800	45	159,190	310	337,301	133	222,158	203	117,558	170	99,871	142	61,910	660	153,199	64	36,151
Albany	348,268	450,716	470,820	26	7,191	10	11,791	135	106,321	47	97,886	52	31,008	93	41,541	47	21,824	306	58,238	29	9,505
ALLEGANY	92,782	123,735	130,084	32	5,957	22	9,241	55	38,119	53	26,044	43	18,050	22	2,726	30	4,220	83	9,860	12	5,492
Wellsville	31,638	40,596	42,836	8	2,985	3	1,654	17	10,419	8	10,861	6	3,853	16	2,186	10	2,670	19	2,373	2	1,850
BRONX	1,940,776	2,262,508	2,313,808	173	32,415	139	195,734	1,624	845,481	173	213,773	268	135,030	677	154,983	377	111,324	1,294	162,358	258	75,133
BROOME	737,145	995,668	1,049,481	91	46,314	40	122,990	224	259,524	139	169,206	161	103,835	141	50,538	134	47,839	460	93,793	50	41,914
Binghamton	280,839	367,228	384,429	24	12,813	11	46,417	88	83,685	47	79,946	51	33,288	58	17,850	57	22,554	187	32,621	13	11,579
CATTARAUGUS	215,696	301,965	320,705	61	23,808	34	40,418	90	85,895	70	50,408	70	27,526	64	13,930	62	10,106	212	30,269	20	13,245
Olean	98,856	147,372	158,461	14	9,726	13	30,329	27	41,209	17	19,521	19	8,905	39	10,927	26	6,524	70	13,364	7	6,089
Salamanca	23,669	32,502	34,710	3	1,590	4	3,286	11	8,364	6	4,228	9	6,908	6	923	7	921	26	2,416	2	1,805
CAYUGA	202,532	299,177	321,231	41	15,741	17	29,866	91	89,705	60	59,084	50	41,695	35	9,748	39	8,871	138	23,162	13	16,104
Auburn	121,846	187,551	202,996	15	6,072	8	17,566	57	63,118	19	23,843	22	23,673	26	8,804	29	7,880	79	17,713	11	15,315
CHAUTAUQUA	434,421	672,735	729,386	79	36,457	45	92,390	182	171,142	119	131,408	123	71,195	104	30,740	98	29,086	359	77,635	34	22,066
Dunkirk	52,006	80,759	87,572	9	2,386	6	7,143	34	17,952	16	13,236	15	8,915	16	8,188	15	3,601	42	12,256	4	2,672
Fredonia	40,705	71,093	78,963	7	3,297	1	403	11	24,529	8	16,720	11	7,353	5	898	9	5,810	31	12,400	5	2,637
Jamestown	156,713	226,050	241,454	15	4,777	11	24,788	52	58,527	41	59,365	33	18,138	36	11,211	34	12,141	122	18,714	12	10,767
CHEMUNG	313,549	398,474	415,657	35	15,703	23	70,469	115	106,010	64	63,471	60	34,992	54	18,201	71	15,518	190	34,425	16	16,740
Elmira	153,265	168,810	170,646	13	6,311	11	24,096	57	51,862	27	24,363	22	11,067	33	9,412	40	6,612	101	11,566	10	8,584
CHENANGO	133,272	188,146	200,316	29	9,363	12	8,110	52	51,709	46	38,622	47	21,887	25	6,951	34	7,673	101	12,869	10	7,134
Norwich	55,502	87,123	94,691	6	2,181	2	3,437	12	18,567	11	22,279	14	9,458	13	5,033	12	3,798	33	5,843	3	3,538
CLINTON	241,793	397,552	436,147	33	19,773	21	53,860	100	102,635	51	68,158	51	33,159	33	23,488	47	16,223	148	44,370	20	14,598
Plattsburgh	128,337	210,378	230,681	12	6,323	8	22,367	34	48,453	18	35,547	24	17,952	17	15,863	30	12,305	73	29,397	11	11,837
COLUMBIA	151,042	205,882	217,418	34	17,337	16	15,185	82	63,535	42	31,972	51	27,900	44	6,702	35	6,062	140	14,364	12	4,790
Hudson	80,531	112,810	119,773	11	3,856	6	13,499	33	33,692	16	23,297	12	12,735	30	5,435	20	4,932	47	3,693	7	3,786
CORTLAND	148,071	189,093	196,979	21	8,220	13	23,433	53	51,820	45	35,193	34	20,612	32	10,107	30	7,120	112	15,807	10	9,794
Cortland	104,350	132,857	138,308	11	5,231	7	18,854	32	38,496	21	16,682	21	15,465	26	5,860	25	6,439	70	11,102	7	9,227
DELAWARE	119,004	193,804	212,212	36	13,102	17	8,254	74	64,040	47	34,201	51	26,288	28	4,482	28	5,155	106	11,747	15	8,828
DUTCHESS	744,701	1,254,706	1,385,030	103	64,105	44	175,442	240	404,655	131	193,430	153	114,338	118	51,324	129	38,733	415	98,600	52	58,584
Beacon	34,021	58,116	64,257	7	800	2	1,555	17	12,907	9	20,102	7	3,905	4	673	10	2,866	32	3,075	4	3,097
Poughkeepsie	175,197	241,473	235,530	9	1,730	8	11,873	64	50,070	37	33,118	38	19,178	56	31,224	33	8,123	101	26,399	10	24,750
ERIE	3,198,371	4,256,633	4,482,066	346	144,301	145	693,934	1,139	1,147,530	443	764,071	603	339,275	511	230,229	541	179,532	2,230	441,154	252	175,265
Buffalo	950,081	1,065,783	1,081,421	102	29,336	44	121,489	551	330,245	129	127,448	187	72,265	190	59,023	184	50,184	1,051	130,888	107	49,871
Tonawanda	72,693	86,123	88,362	5	2,627	2	1,272	27	31,762	12	18,609	15	5,874	12	2,317	8	1,719	53	10,768	6	6,331

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ESSEX	98,797	160,092	175,145	30	13,466	10	3,881	57	52,882	35	23,880	51	25,049	30	5,792	16	1,843	138	19,330	16	4,089
Lake Placid	17,008	29,167	32,207	2	627	1	436	9	6,546	1	536	6	4,225	11	3,546	3	457	26	7,263	4	1,269
FRANKLIN	111,856	140,123	145,432	27	9,300	12	9,232	77	50,147	35	17,279	43	14,806	25	5,080	30	4,234	117	11,019	13	4,908
Malone	34,593	42,409	43,824	6	2,335	1	1,493	25	11,264	9	5,539	11	6,996	14	2,680	8	1,509	24	3,093	4	3,802
Saranac Lake	24,753	27,781	28,538	4	3,735	2	978	11	9,677	6	1,050	6	1,292	7	1,379	11	1,061	26	4,616	4	121
Tupper Lake	17,631	21,993	23,084	7	1,840	3	563	8	8,845	7	2,683	7	2,424	3	519	5	480	19	2,059	2	376
FULTON	147,668	173,027	177,303	28	9,538	18	14,584	77	47,577	44	35,759	47	19,347	32	7,434	25	4,652	142	11,423	14	11,585
Gloversville	70,824	85,987	88,656	10	2,658	7	6,496	37	22,491	16	12,976	21	11,040	17	6,581	14	2,851	51	8,954	7	5,879
Johnstown	52,529	46,553	48,509	11	4,613	2	64	19	20,090	13	16,739	14	194	14	33	6	1,229	40	48	4	5,307
GENESEE	167,200	253,256	273,470	28	19,085	16	33,487	63	67,085	52	49,474	42	27,871	33	5,808	34	8,996	125	25,657	10	10,550
Batavia	79,736	110,292	116,812	8	4,774	6	12,266	21	34,300	7	12,901	16	9,132	21	5,009	18	7,095	42	11,270	5	3,571
GREENE	123,523	169,205	178,882	34	10,093	10	9,454	56	59,519	34	31,964	45	17,766	18	3,312	22	4,268	171	16,711	11	4,893
Catskill	34,067	69,305	73,115	9	2,488	3	8,400	15	24,610	10	19,594	5	1,282	8	2,503	9	2,812	36	3,067	4	2,294
HAMILTON	12,825	17,503	18,485	7	3,180	8	1,221	14	4,975	9	1,932	11	1,433	1	485	4	144	40	3,042	2	298
HERKIMER	155,210	183,166	187,817	35	9,060	15	28,230	84	52,844	48	21,550	57	18,897	34	5,220	47	7,940	168	16,167	15	9,097
Herkimer	46,678	58,215	60,365	5	2,288	3	10,036	16	19,417	9	7,035	12	4,350	13	1,805	16	4,229	33	5,875	3	2,155
Ilion	24,893	28,490	29,389	3	1,194	3	4,436	14	9,039	7	2,953	5	1,901	4	453	9	1,270	11	686	3	1,875
Little Falls	20,617	23,905	24,727	5	1,276	2	2,142	10	9,346	6	1,267	6	1,575	8	1,909	9	803	19	1,719	3	1,180
JEFFERSON	284,253	400,095	425,302	54	28,298	28	42,987	124	105,117	87	78,883	92	40,745	46	13,234	53	12,262	247	35,364	18	21,963
Watertown	154,204	209,478	221,038	20	11,999	14	39,713	52	58,371	29	24,712	34	16,137	26	11,101	29	8,521	85	16,156	10	16,093
KINGS	3,734,825	4,294,759	4,379,983	423	102,808	377	509,190	3,737	1,412,512	343	329,128	619	254,794	1,783	363,777	957	230,823	2,822	357,885	445	146,200
LEWIS	44,961	63,833	66,685	8	1,277	8	3,775	38	19,623	16	11,171	23	9,636	8	1,395	11	752	68	6,719	6	3,352
LIVINGSTON	133,481	186,860	198,400	34	12,110	13	12,482	59	55,523	53	29,866	51	30,571	22	2,633	34	5,772	125	16,992	15	7,723
MADISON	157,746	223,700	238,259	29	7,963	11	11,050	60	69,175	56	49,781	48	24,064	33	6,355	45	8,526	165	22,874	15	16,676
Oneida	84,920	99,141	107,145	4	3,243	4	7,702	13	29,306	19	31,147	8	4,998	17	3,614	15	6,255	31	5,098	4	8,541
MONROE	2,333,301	3,362,634	3,600,593	214	137,294	83	448,789	601	926,413	318	693,591	391	304,433	316	139,272	335	151,990	1,070	323,604	118	137,559
Rochester	774,943	882,397	897,869	60	29,571	24	106,194	305	167,593	122	185,332	161	75,156	115	36,215	118	41,846	563	90,352	53	38,931
MONTGOMERY	141,899	168,717	173,232	22	5,281	17	15,450	70	44,152	42	22,021	47	27,228	34	5,301	34	4,721	158	14,106	19	12,064
Amsterdam	79,782	97,528	100,690	11	1,882	5	7,065	38	28,433	19	12,377	22	12,526	19	4,517	21	3,518	85	8,132	12	7,946
NASSAU	5,454,611	8,222,643	8,869,469	449	201,609	205	1,163,426	1,707	2,019,312	547	1,112,239	1,025	746,280	1,209	486,734	816	424,476	2,283	707,103	347	208,959
Bethpage	NO DATA AVAILABLE FOR THIS CITY																				
Garden City	138,818	235,459	259,918	7	3,067	6	79,271	23	30,139	3	151	11	9,835	35	46,575	12	32,130	22	19,580	8	2,942
Hempstead	303,883	378,844	404,632	7	6,102	9	110,890	37	27,270	21	103,090	27	15,842	33	16,423	50	40,193	69	18,935	13	4,414
Hicksville	351,190	519,466	561,535	15	5,399	8	123,581	56	99,595	28	79,260	45	40,939	43	18,163	30	13,674	102	25,441	13	7,321
NEW YORK	7,110,480	9,804,253	10,120,704	311	96,555	387	1,482,130	2,688	1,709,430	120	256,071	158	117,345	3,074	1,262,734	1,245	377,680	5,415	1,948,636	495	298,211
NIAGARA	658,222	846,971	884,008	84	34,880	34	119,191	198	227,316	143	153,863	174	78,723	110	30,135	132	27,616	549	94,308	55	35,653
Lockport	81,744	106,157	110,985	15	5,339	4	15,738	33	22,086	32	18,076	28	9,879	25	6,461	21	5,205	74	13,833	8	4,745
Niagara Falls	208,697	248,497	255,179	22	6,187	14	23,776	66	73,727	30	39,372	51	20,553	42	7,610	50	8,773	251	35,431	20	12,793
North Tonawanda	89,161	168,818	123,937	14	6,859	2	7,383	39	44,134	19	20,249	26	14,484	10	2,187	19	4,819	74	9,766	9	6,103
ONEIDA	758,441	1,058,744	1,124,111	99	44,452	52	121,400	271	281,590	150	180,758	198	113,393	155	54,849	172	33,392	623	107,726	67	56,478
Rome	164,373	251,982	272,434	16	9,179	17	32,242	38	64,326	35	44,690	41	26,848	32	12,872	33	7,846	106	21,837	12	17,102
Utica	241,243	306,049	318,463	21	6,281	11	27,045	128	101,166	44	24,264	62	33,596	81	25,146	68	12,357	222	29,740	28	18,080
ONONDAGA	1,543,475	2,304,856	2,483,027	151	82,186	56	308,472	462	652,674	244	395,838	298	221,778	258	135,847	269	104,389	930	239,027	85	121,208
Syracuse	568,360	741,579	775,996	32	17,004	16	47,711	231	214,608	86	169,945	105	55,746	88	39,157	111	49,460	425	83,763	31	28,038
ONTARIO	331,409	512,502	553,337	44	24,575	16	98,383	93	111,977	67	82,083	68	50,417	76	41,632	52	15,073	180	49,003	16	16,787
Canandaigua	71,060	110,012	119,208	5	3,291	1	4,334	17	36,031	12	21,859	15	12,040	13	3,541	13	3,377	39	15,900	4	2,539
Geneva	54,534	78,213	83,439	10	1,489	2	8,584	28	25,743	6	3,223	11	9,473	17	5,058	14	3,982	39	9,786	4	5,391
ORANGE	808,521	1,231,461	1,330,803	108	72,429	58	138,833	256	424,220	141	194,226	178	119,474	142	55,939	137	44,179	536	101,810	48	33,401
Middletown	136,544	187,113	197,760	13	4,700	8	27,864	50	36,140	23	27,498	30	18,976	38	19,157	40	12,565	96	19,578	6	5,107
Newburgh	143,006	135,080	218,185	16	11,263	7	13,743	61	54,112	28	53,167	39	24,645	27	7,591	28	12,456	108	18,215	7	4,288
Port Jervis	50,449	71,662	76,300	7	2,405	4	7,293	17	23,362	14	14,368	9	4,326	12	3,354	12	3,953	29	3,888	5	5,642
ORLEANS	84,375	106,594	110,755	18	4,633	5	8,930	36	36,315	30	18,518	29	9,032	15	4,345	21	5,130	56	6,848	8	4,293
Medina	40,297	50,229	52,712	7	2,158	3	5,230	9	13,253	13	7,217	9	2,719	11	3,643	6	2,883	23	3,235	4	2,994
OSWEGO	277,657	422,779	456,680	50	24,147	16	28,199	108	134,539	98	89,070	69	40,008	44	11,102	56	13,364	238	36,621	18	27,809
Fulton	82,995	121,378	130,162	13	4,575	3	12,794	27	37,457	21	23,083	16	10,649	15	4,074	16	4,957	52	7,530	4	9,720
Oswego	85,826	135,716	147,728	6	6,319	4	12,427	27	38,147	21	29,538	15	13,996	18	6,037	16	5,887	75	17,049	4	10,748
OTSEGO	171,879	208,232	211,131	39	12,950	24	25,437	73	51,972	51	35,733	46	13,915	29	5,107	35	4,309	147	20,219	15	9,494
Oneonta	70,115	93,303	98,043	7	4,044	5	15,739	22	19,703	15	14,437	11	4,368	18	4,253	17	3,175	55	11,924	7	5,905
PUTNAM	177,238	242,323	256,028	40	18,054	13	13,621	68	67,541	38	45,050	52	28,908	28	6,218	29	6,319	154	19,838	15	7,954
QUEENS	3,728,384	4,544,830	4,692,024	351	105,189	242	457,427	2,566	1,458,927	320	514,569	668	348,629	1,186	250,686	686	188,371	2,547	505,331	392	183,640
RENSSELAER	327,813	429,968	451,297	42	16,192	22	32,511	164	143,399	80	55,235	97	54,159	46	12,621	55	13,410	271	34,693	33	14,247
Troy	148,273	172,476	176,309	13	3,551	6	8,687	78	50,965	23	22,722	30	14,831	30	9,309	24	9,244	132	17,012	17	8,435
RICHMOND	708,910	919,602	973,542	77	27,446	30	135,768	377	339,190	86	121,298	120	57,536	153	46,786	126	33,772	402	68,163	61	28,910
ROCKLAND	743,388	1,073,449	1,148,156	75	46,324	27	142,977	271	321,203	95	167,173	157	102,519	187	60,646	144	44,589	370	93,679	58	33,472
Nyack	36,288	38,419	38,543	6	1,038	2	1,261	11	6,608	9	14,146	8	2,938	12	1,303	6	603	24	4,444	2	457
ST. LAWRENCE	292,959	369,554	384,127	55	25,090	28	30,110	169	110,540	98	61,639	73	26,801	65	14,101	73	13,542	229	30,226	15	3,257
Ogdensburg	53,813	68,273	71,042	7	5,188	3	5,419	21	15,400	17	8,807	8	2,893	13	2,347	13	2,716	31	5,663	2	428
SARATOGA	415,816	480,131	490,008	68	31,538	33	45,751	144	119,738	96	98,139	105	53,255	74	15,203	59	12,711	308	47,856	28	14,845
Saratoga Springs	114,763	133,547	136,517	16	4,291	7	11,825	34	26,781	19	30,316	17	8,611	24	5,731	21	6,575	91	18,868	9	8,393
SCHENECTADY	498,467	631,682	659,331	52	27,835	27	90,771	168	176,703	89	87,008	100	51,096	91	30,082	94	25,950	315	54,568	40	20,411
Schenectady	232,708	243,446	243,506	25	8,526	11	21,683	100	54,829	61	42,978	50	21,253	56	12,722	53	13,455	208	25,393	23	9,764
SCHOHARIE	55,988	92,994	98,896	20	4,841	8	6,163	23	29,432	20	18,209	30	10,021	9	1,809	16	2,328	58	6,820	3	771
SCHUYLER	22,538	39,083	40,220	8	3,153	3	1,316	18	12,560	16	7,575	14	4,506	8	738	10	1,110	40	2,887	4	1,458
SENECA	73,158	120,037	131,629	17	6,271	3	10,026	34	39,833	23	18,330	30	18,283	14	2,559	22	5,173	68	12,108	9	10,119
STEUBEN	288,316	413,383	444,349	54	27,138	20	43,527	122	111,537	88	75,459	79	55,934	58	17,672	76	14,918	191	38,087	22	15,809
Corning	56,279	75,770	79,785	6	6,923	4	7,136	26	15,630	13	8,219	12	8,917	18	6,116	23	4,993	52	9,059	4	3,170
Hornell	39,377	83,339	88,555	5	7,932	5	9,181	20	23,453	15	18,214	9	5,603	13	6,089	13	1,736	33	7,195	6	3,997
SUFFOLK	3,711,563	6,145,840	6,752,915	465	301,212	164	790,952	1,400	1,743,701	595	889,441	826	615,418	709	311,285	609	279,683	1,944	548,915	250	175,953
SULLIVAN	206,570	299,550	320,345	44	18,250	22	16,652	90	85,223	47	42,811	95	36,037	46	5,985	26	6,238	253	34,325	29	9,922
TIOGA	103,671	137,336	144,167	16	6,632	6	6,068	46	46,379	31	25,885	38	19,296	17	3,250	24	2,401	64	7,120	7	5,428
Waverly	24,056	31,862	33,813	4	1,796	1	1,469	17	15,543	6	3,732	7	1,728	6	511	6	862	15	1,673	2	1,265
TOMPKINS	242,106	348,419	372,106	35	17,592	17	36,284	72	93,842	63	54,912	48	31,730	55	19,133	50	14,087	172	39,911	18	17,496
Ithaca	138,243	189,886	200,780	17	7,983	10	20,372	37	41,890	24	29,904	26	17,162	40	14,332	35	9,485	92	23,070	11	8,949
ULSTER	470,751	751,569	819,923	67	37,055	29	75,679	224	224,942	89	121,887	125	84,696	75	23,586	93	18,603	382	79,704	37	20,703
Kingston	151,926	220,720	236,126	11	16,165	5	19,495	62	57,218	20	29,180	24	14,277	38	15,434	28	7,899	97	20,650	11	7,173
WARREN	238,330	325,816	345,188	27	19,291	20	44,713	91	83,989	56	55,109	51	31,736	52	16,576	38	10,243	217	38,813	16	11,252
Glens Falls	103,299	165,534	180,647	6	3,513	9	38,931	31	44,065	23	34,769	17	11,496	28	10,575	19	6,217	61	13,328	8	9,039
WASHINGTON	103,203	127,371	131,794	28	5,343	11	3,199	89	48,203	29	13,630	45	18,310	19	2,157	17	1,432	124	9,353	14	5,018
WAYNE	347,734	523,280	563,829	52	20,153	19	19,716	76	92,045	87	77,920	74	39,460	35	8,761	57	8,239	151	22,937	13	11,374

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WESTCHESTER	3,153,823	4,947,896	5,383,603	278	166,270	108	631,120	1,159	1,358,232	315	758,636	597	456,427	716	303,885	539	241,553	1,458	424,187	241	135,343
Mamaroneck	90,837	136,849	147,496	9	3,436	3	7,691	35	50,340	22	22,076	24	14,351	16	3,875	11	4,230	42	13,158	6	1,485
Mount Kisco	112,809	190,016	209,493	7	8,810	2	7,981	28	36,601	11	65,742	15	10,093	26	17,378	23	15,186	30	11,416	5	2,234
Mount Vernon	192,150	295,104	319,285	15	4,103	9	6,181	102	71,070	23	55,028	37	25,616	56	13,115	41	12,363	97	12,187	19	11,631
New Rochelle	202,626	403,834	436,766	15	11,365	12	47,073	109	76,963	37	87,963	45	24,772	88	32,510	65	20,625	112	37,542	24	11,194
North Tarrytown	27,964	46,083	50,513	3	5,922	1	7,732	14	3,791	3	12,806	7	3,348			3	100	23	3,935	2	4,233
Ossining	60,438	95,230	103,579	7	6,521	3	10,437	26	22,387	9	17,342	18	11,145	15	2,949	6	4,408	35	6,761	7	2,091
Peekskill	129,968	179,033	189,460	10	5,857	7	32,352	50	71,794	13	19,548	27	15,839	21	3,729	22	8,387	56	7,696	5	2,784
Port Chester	86,431	127,006	136,190	6	1,537	1	12,597	45	26,476	19	9,531	26	13,986	23	7,409	16	8,763	70	13,392	13	6,783
Tarrytown	43,858	64,699	69,432	2	908	4	13,023	17	23,291	3	6,132	5	3,627	7	2,215	5	413	20	8,739	5	1,633
White Plains	422,601	624,730	670,656	20	19,392	11	233,504	63	94,279	24	86,810	42	30,150	89	60,277	32	25,903	130	49,755	16	10,965
Yonkers	542,454	800,204	838,745	38	22,621	21	109,304	238	263,787	54	86,253	99	60,093	120	60,575	103	49,419	260	65,617	51	27,264
WYOMING	85,976	113,940	119,633	25	7,699	8	4,746	41	40,423	39	20,648	28	12,922	23	3,572	15	3,458	78	9,407	7	4,469
YATES	49,859	69,838	74,142	13	3,573	3	1,294	21	22,582	29	15,066	15	9,427	10	1,561	18	1,609	40	6,117	6	1,878
New York City	17,224,375	21,637,851	22,480,061	1,335	364,413	1,175	2,780,249	10,992	5,768,540	1,042	1,434,839	1,833	913,334	6,873	2,078,966	3,391	1,141,970	12,480	3,040,373	1,651	712,094

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,842,308	24,084,456	26,002,722	2,332	1,592,819	1,809	2,846,591	9,206	6,171,956	4,891	4,968,950	5,775	2,712,352	3,873	1,153,182	3,903	1,231,173	7,123	1,897,325	1,368	878,106
STANDARD METROPOLITAN STATISTICAL AREAS																					
Asheville, N.C.	578,825	824,379	888,136	75	57,039	43	122,730	198	200,675	135	160,232	157	102,933	107	32,929	103	30,454	231	69,713	46	31,688
Burlington, N.C.	321,379	439,859	496,227	44	27,832	33	60,577	139	116,061	78	94,704	118	51,796	87	27,221	84	21,722	124	36,354	28	20,367
Charlotte-Gastonia, N.C.	2,173,878	3,488,324	3,853,699	191	189,089	148	516,921	736	866,089	428	840,360	512	336,902	483	189,052	416	139,919	863	294,716	132	135,208
Fayetteville, N.C.	668,123	905,426	965,600	74	59,110	48	156,450	262	108,801	146	185,529	166	105,167	124	34,298	139	56,802	280	81,200	29	17,598
Greensboro-Winston-Salem-High Point, N.C.	2,676,256	3,807,606	4,102,223	315	216,404	167	457,984	1,037	875,476	723	808,721	765	423,817	590	192,658	635	204,806	1,035	332,664	186	153,310
Hickory, N.C.	439,626	645,754	706,136	69	46,414	32	73,532	187	151,329	120	145,874	117	56,087	88	31,586	120	28,322	168	54,806	39	20,184
Jacksonville, N.C.	254,684	319,838	336,049	31	18,439	24	36,441	94	57,886	77	92,875	74	27,426	47	12,502	47	23,725	167	32,233	12	6,703
Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	2,343,241	3,461,900	3,747,979	167	143,800	134	516,299	683	841,096	350	734,396	428	369,196	345	186,318	346	169,823	1,058	335,041	115	100,037
Raleigh-Durham, N.C.	1,735,010	2,543,975	2,757,183	166	112,735	129	377,888	686	628,984	283	483,339	436	299,149	330	129,617	335	113,173	774	244,427	106	72,841
Salisbury-Concord, N.C.	495,740	701,980	755,500	71	37,269	60	72,225	227	183,970	155	143,506	162	72,004	134	45,069	127	36,340	211	49,443	45	28,621
Wilmington, N.C.	443,434	693,612	762,924	48	53,261	43	105,308	227	203,877	104	119,874	129	59,097	101	28,507	99	30,137	265	67,740	34	22,367
COUNTIES, Cities																					
ALAMANCE	321,379	439,859	496,227	44	27,832	33	60,577	139	116,061	78	94,704	118	51,796	87	27,221	84	21,722	124	36,354	28	20,367
Burlington	230,422	349,628	381,316	33	24,540	20	38,053	83	81,512	47	65,657	63	32,154	63	24,108	59	16,722	79	28,365	20	17,450
ALEXANDER	40,934	51,940	54,643	13	7,223	5	1,689	44	15,680	19	8,178	24	5,984	8	1,534	16	1,080	18	4,282	6	2,465
ALLEGHANY	21,908	28,060	29,985	6	4,736	4	810	26	8,775	11	4,247	13	4,608	5	1,197	2	369	10	1,769	2	442
ANSON	43,261	65,564	71,482	8	1,482	9	2,051	47	23,971	20	14,181	23	8,991	14	3,029	10	3,748	24	4,559	8	2,804
ASHE	36,796	71,459	75,048	18	6,423	12	4,790	40	16,981	15	18,472	29	10,412	20	3,316	16	3,724	15	2,283	5	2,109
AVERY	26,957	44,345	49,146	14	8,377	8	696	34	11,492	6	8,562	21	7,190	14	2,151	10	996	19	3,397	4	3,456
BEAUFORT	136,489	177,771	188,073	24	17,501	15	13,302	94	48,587	44	43,929	41	19,733	34	5,342	27	6,919	47	8,337	9	5,464
Washington	100,383	127,266	133,887	12	15,258	7	9,771	47	27,479	30	34,338	20	11,914	28	4,723	22	5,906	29	5,394	5	4,202
BERTIE	32,011	38,268	39,786	4	1,824	10	1,192	50	12,996	13	11,850	24	4,399	8	355	8	914	24	1,151	4	1,051
BLADEN	35,158	66,790	72,026	16	4,511	12	4,273	52	20,636	27	16,997	32	7,945	16	2,369	14	2,386	29	3,676	8	2,837
BRUNSWICK	63,470	100,909	111,100	15	12,271	18	6,918	75	45,574	27	10,356	40	10,748	8	651	12	2,644	64	9,204	8	3,808
BUNCOMBE	558,876	797,089	858,726	69	55,710	37	120,755	169	192,005	127	154,387	139	97,883	100	32,386	99	29,899	224	67,739	41	30,488
Asheville	381,762	535,460	574,898	39	34,890	20	113,020	86	92,224	80	103,249	78	57,170	75	26,818	63	19,273	161	52,151	25	24,342
BURKE	151,502	210,880	226,044	24	18,831	17	14,094	103	62,999	61	33,130	58	18,391	46	14,545	49	11,767	60	13,941	16	8,863
Morganton	104,050	144,266	154,523	10	12,399	10	12,693	41	43,262	33	26,612	19	8,652	28	10,822	22	6,093	27	8,899	6	4,722
CABARRUS	263,324	352,552	375,083	38	17,272	16	43,392	105	81,485	66	67,191	81	29,441	73	23,075	69	21,856	104	21,758	23	14,283
Concord	123,332	166,764	177,748	16	8,220	7	8,808	53	42,609	34	45,153	36	12,525	36	13,103	33	8,052	45	10,533	12	8,639
Kannapolis	122,641	158,843	167,818	20	7,120	9	22,614	36	38,583	44	38,702	35	13,098	31	8,889	31	10,850	55	10,764	12	5,436
CALDWELL	170,380	219,006	230,939	35	13,696	23	17,046	102	62,309	47	60,638	58	19,003	34	5,978	59	11,864	65	11,707	13	6,448
Lenoir	125,727	162,618	171,738	24	9,522	16	16,380	66	43,739	33	48,285	33	11,223	24	3,907	35	8,540	47	9,097	9	4,810
CAMDEN	4,192	3,677	6,051			1		17	1,285	2	129	10	3,755	1		1		2	205		
CARTERET	116,060	169,031	182,865	25	15,857	12	14,684	84	54,273	41	21,143	56	18,220	21	3,127	31	6,273	73	30,929	7	6,393
CASWELL	19,608	24,449	25,632	2	780	17	2,650	29	7,630	12	6,228	17	3,201			5	447	7	440	2	446
CATAWBA	388,692	593,814	631,493	56	39,191	27	71,843	143	135,649	101	137,696	93	50,103	80	30,052	104	27,242	150	50,524	33	17,719
Hickory	198,073	243,201	254,175	14	15,551	13	34,173	53	56,855	36	37,138	37	19,057	32	17,677	53	14,597	80	24,574	16	1,680
Newton	57,740	109,142	121,992	14	6,082	7	23,677	26	31,897	20	18,630	17	13,546	14	4,444	17	5,102	22	7,078	6	3,093
CHATHAM	59,822	71,813	74,727	13	3,118	16	2,108	54	18,611	34	18,789	34	9,218	23	3,537	22	3,729	32	3,982	6	2,402
CHEROKEE	45,297	69,780	76,368	7	3,589	13	8,025	42	25,886	22	8,886	26	9,370	16	3,435	8	2,964	22	2,669	9	3,845
CHOWAN	20,312	39,692	42,026	5	1,872	5	3,292	20	13,731	12	6,984	13	5,074	8	1,203	6	1,365	8	1,177	3	836
CLAY	13,531	20,333	22,136	3	3,167	3	294	13	5,133	7	7,238	13	3,856	4	347	4	669	3	396	2	564
CLEVELAND	211,080	287,911	308,164	23	16,002	28	33,448	127	78,192	91	58,430	95	38,640	41	12,375	58	12,071	90	21,493	26	12,433
Shelby	117,150	138,462	143,621	10	3,083	13	20,586	52	33,616	30	25,492	36	11,788	23	8,213	25	6,497	44	10,393	13	7,619
COLUMBUS	143,100	193,184	203,818	27	15,631	26	22,820	117	44,392	67	46,005	70	18,131	37	10,638	27	6,450	60	9,233	15	6,829
CRAVEN	199,029	275,970	295,610	24	22,805	25	33,563	124	68,222	61	60,124	73	34,260	29	9,682	46	15,901	83	19,022	11	6,945
New Bern	114,614	135,047	165,231	15	13,316	12	28,000	65	36,792	24	17,544	40	18,324	32	9,083	23	6,419	51	11,120	10	6,237
CUMBERLAND	668,123	905,426	965,600	74	59,110	48	156,450	262	188,801	146	185,529	166	105,167	124	34,298	139	56,802	280	81,200	29	17,598
Fayetteville	445,864	580,200	613,483	35	47,494	25	130,672	132	111,964	66	98,734	76	83,327	92	27,323	64	23,973	195	53,951	20	14,983
CURRITUCK	12,448	16,161	17,083	6	1,172	5	1,083	23	3,540	2	312	16	4,029	1	57	4	283	14	958	1	69

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DARE	57,940	94,719	104,857	8	10,189	6	4,537	48	33,438	8	6,386	21	7,054	17	5,465	8	5,235	69	18,269	5	1,690
DAVIDSON	256,059	336,601	356,955	54	22,206	16	19,179	134	78,564	128	78,187	97	47,586	65	12,120	[illegible]	21,473	103	26,128	26	13,028
Lexington	140,386	171,546	179,138	21	13,887	7	9,901	61	40,996	64	34,863	45	18,262	36	8,701	43	8,110	61	14,073	13	6,999
Thomasville	80,480	115,634	124,752	20	7,081	8	8,748	43	29,193	38	32,253	28	13,393	18	2,666	32	7,980	24	8,075	9	5,190
DAVIE	46,405	66,456	71,639	8	7,651	11	2,543	37	15,951	21	12,407	32	14,251	6	1,228	14	7,109	19	3,913	3	2,420
DUPLIN	98,221	138,464	148,792	22	5,881	28	7,553	99	44,159	45	26,275	60	21,320	30	5,365	31	4,647	43	5,916	12	4,394
DURHAM	506,755	689,680	735,992	46	26,803	28	108,141	194	170,564	76	136,460	129	83,557	112	34,748	100	30,708	208	56,360	27	23,249
Durham	448,452	603,260	642,168	33	24,766	20	107,657	157	151,946	67	102,877	111	75,066	96	30,669	82	25,655	182	51,089	25	15,118
EDGECOMBE	140,693	186,329	197,751	16	8,853	22	20,025	108	53,743	42	37,759	48	17,050	22	5,033	34	24,046	38	8,773	12	3,961
Tarboro	62,275	82,021	86,958	9	7,392	11	9,799	47	24,612	16	17,980	17	7,199	9	2,128	15	3,766	18	3,278	6	2,284
FORSYTH	914,445	1,286,197	1,381,784	87	79,836	51	165,115	284	291,774	207	279,074	209	122,435	201	74,285	176	66,289	354	116,906	54	56,283
Winston-Salem	759,984	1,046,087	1,118,602	59	49,735	42	157,612	191	220,487	141	224,708	151	95,656	174	69,569	141	53,152	298	98,344	39	43,301
FRANKLIN	49,976	66,554	70,493	8	3,347	11	3,926	62	22,785	17	12,534	31	12,405	18	4,960	11	1,431	21	2,461	8	2,594
GASTON	471,112	629,960	669,977	49	29,194	46	83,556	218	180,823	141	145,331	145	55,013	103	26,130	101	23,808	165	41,688	40	27,087
Gastonia	315,026	410,598	434,349	21	17,883	20	68,109	110	88,636	68	112,687	69	32,220	65	19,257	51	15,090	86	30,051	19	15,245
GATES	9,325	11,277	11,750	1		5	1,862	22	3,642	3	3,645	9	1,541					4	231		
GRAHAM	13,120	18,538	19,928	4		5	940	21	7,365	6	303	10	4,273	7	885	5	378	4	585	2	3,167
GRANVILLE	54,865	73,837	78,603	14	2,761	14	5,676	52	24,284	21	14,209	43	10,675	12	2,527	14	2,285	24	3,203	8	6,554
GREENE	14,468	21,156	22,905	4	1,239	14	1,852	28	7,487	9	3,360	12	3,672	2	39	5	1,246	16	1,350	1	189
GUILFORD	1,210,058	1,770,078	1,917,895	107	68,906	65	253,638	362	388,212	197	364,458	304	196,872	248	94,677	265	98,167	452	163,185	75	68,112
Greensboro	826,603	1,234,811	1,342,616	54	48,798	43	198,599	193	251,202	105	263,431	164	128,165	170	71,695	134	46,703	294	123,265	45	43,028
High Point	313,004	402,243	425,501	27	13,069	17	53,705	83	91,307	63	[illegible]	71	40,105	61	18,351	97	39,490	116	30,499	22	18,298
HALIFAX	151,859	197,915	209,408	22	10,044	29	19,187	166	58,626	51	29,226	73	32,930	45	9,868	37	10,990	65	15,060	18	6,252
Roanoke Rapids	91,765	124,759	133,081	14	7,474	8	15,716	63	38,867	27	18,752	25	13,523	24	6,906	26	8,474	33	9,106	9	4,031
HARNETT	125,588	166,365	176,618	24	15,737	32	12,934	110	49,815	52	30,591	58	18,783	34	5,375	38	7,218	65	12,396	13	6,236
Dunn	85,341	109,770	115,826	13	13,342	15	11,136	49	31,549	29	19,955	24	8,029	23	3,635	24	4,091	38	9,226	5	4,153
HAYWOOD	130,843	172,703	183,161	28	18,094	15	13,222	61	47,591	39	32,098	55	20,414	32	7,233	33	4,938	60	11,395	14	7,901
HENDERSON	165,366	246,912	268,398	26	28,711	12	18,070	78	72,610	45	55,738	43	32,843	40	9,960	41	7,775	56	12,450	14	10,067
Hendersonville	124,020	177,217	190,966	18	25,686	8	16,545	44	52,872	29	25,964	27	18,708	32	6,474	33	7,058	41	10,853	12	8,333
HERTFORD	74,875	91,635	95,731	15	8,707	12	9,689	56	25,713	15	13,270	29	10,241	17	2,893	19	5,146	28	6,430	10	5,271
HOKE	25,885	36,254	38,911	6	1,335	5	2,621	31	15,312	12	7,039	15	4,822	7	1,199	6	1,725	7	635	3	1,584
HYDE	6,950	10,404	11,317	3	165	5	1,494	18	3,896	2	292	6	1,934	1	50	3	565	9	2,672	1	
IREDELL	226,390	317,032	340,918	43	25,283	22	22,125	132	86,942	70	68,173	93	28,570	56	17,973	63	24,320	93	22,334	21	15,234
Statesville	152,608	194,036	204,213	20	14,570	12	17,841	52	47,914	33	48,433	41	13,682	32	9,418	30	18,339	49	10,351	12	8,807
JACKSON	47,209	70,702	76,909	13	4,138	9	2,183	36	20,833	28	18,204	33	14,097	16	3,095	16	2,336	21	4,025	4	2,780
JOHNSTON	165,533	245,582	266,935	31	22,693	28	10,365	146	71,641	94	46,442	96	36,946	35	12,824	45	16,321	83	15,530	19	9,439
JONES	10,016	13,947	14,951	2	389	6	942	26	5,066	5	3,639	11	1,916			1		8	704	3	626
LEE	121,943	160,215	169,772	18	9,351	14	13,294	79	43,987	49	34,393	33	14,712	35	8,416	32	7,216	40	9,347	9	6,551
Sanford	118,852	155,560	164,702	17	9,244	14	13,294	68	40,284	47	34,103	28	14,209	34	8,365	31	7,167	38	9,249	8	6,399
LENOIR	204,350	252,961	264,875	20	19,704	22	29,946	147	61,168	55	53,930	70	22,438	43	14,902	48	13,872	65	12,695	18	11,742
Kinston	146,412	185,235	194,778	14	11,757	16	28,372	93	47,378	30	29,451	45	15,474	38	13,941	37	12,771	42	10,239	13	8,636
LINCOLN	98,364	126,020	132,861	23	12,706	14	8,393	69	41,138	44	24,216	39	13,033	29	4,338	26	7,201	41	7,386	8	4,034
MCDOWELL	84,657	118,363	126,986	15	9,101	7	7,343	52	35,119	38	21,509	48	23,184	17	8,370	16	3,443	34	6,981	9	4,910
MACON	59,340	92,064	100,871	10	18,994	13	7,258	24	25,468	24	11,287	26	9,700	25	4,840	17	2,626	27	4,529	9	4,449
MADISON	19,949	27,490	29,410	6	1,349	6	1,965	29	8,670	8	5,845	18	5,050	4	543	4	555	7	1,954	5	1,200
MARTIN	62,496	73,856	76,610	9	2,186	16	8,481	54	18,735	18	14,077	34	7,315	15	2,522	12	2,491	21	7,215	4	1,739
MECKLENBURG	1,551,726	2,616,465	2,917,008	122	131,058	86	417,941	419	616,993	225	629,498	312	262,802	343	153,688	275	121,945	643	238,136	80	97,673
Charlotte	1,150,383	1,827,544	2,011,275	77	72,124	60	298,692	304	405,844	162	386,789	215	174,029	268	112,631	209	97,744	522	184,485	66	80,608
MITCHELL	42,476	59,402	63,730	13	4,479	15	5,933	23	17,035	24	14,888	22	5,666	13	2,831	8	2,388	13	4,012	7	2,033
MONTGOMERY	42,720	51,085	53,110	10	4,639	8	2,522	63	20,001	24	8,976	25	5,477	16	1,094	11	457	27	2,975	8	2,157
MOORE	124,428	184,192	199,894	29	19,500	16	8,126	86	57,223	42	29,899	57	19,810	43	12,074	36	8,302	75	13,609	12	6,671
NASH	241,882	414,373	456,133	30	28,513	36	72,013	196	80,627	67	55,144	84	60,638	60	16,944	51	68,768	114	38,442	15	9,882
Rocky Mount	249,939	332,415	353,112	26	21,565	21	54,907	121	73,551	61	50,037	72	35,193	61	13,746	50	28,044	100	35,500	16	8,342
NEW HANOVER	379,964	592,703	651,824	33	42,990	25	98,390	152	158,303	77	109,518	89	48,349	93	27,856	87	27,493	201	58,536	26	18,759
Wilmington	275,334	387,102	415,783	25	19,501	18	57,154	108	79,269	60	81,297	66	32,576	83	24,561	70	21,211	134	34,180	23	17,156
NORTHAMPTON	25,860	38,590	41,945	9	2,228	13	805	65	12,822	9	4,833	28	12,182	4	489	4	353	14	1,915	6	1,831
ONSLOW	254,684	319,858	336,049	31	18,439	24	36,441	94	57,888	77	92,875	74	27,426	47	12,502	47	23,725	167	32,233	12	6,703
Jacksonville	157,868	186,654	193,604	14	13,105	14	32,885	47	29,787	32	37,116	33	14,105	37	11,774	26	15,633	100	16,913	8	5,960
ORANGE	163,806	268,404	297,431	17	16,842	15	21,563	73	79,059	26	27,606	52	34,901	41	15,945	40	12,090	91	36,458	13	9,828
Chapel Hill	114,483	195,719	218,610	8	11,346	9	19,012	35	49,640	12	17,506	23	22,283	37	15,557	25	7,604	68	32,147	8	7,004
PAMLICO	13,723	20,786	22,661	2	1,986	2	2,756	23	6,916	8	3,526	12	3,423	2	224	3	592	4	1,092	1	269
PASQUOTANK	112,093	137,336	143,506	24	15,625	10	15,555	51	36,699	28	26,884	31	9,882	23	6,449	19	6,307	34	8,226	7	4,500
Elizabeth City	109,555	133,576	139,424	23	15,244	10	15,555	47	35,950	27	26,323	27	8,303	23	6,449	19	6,307	33	8,082	6	4,130
PENDER	30,666	41,638	44,417	7	1,605	7	1,464	56	17,446	9	7,792	28	6,891	6	464	5	260	29	3,716	4	697
PERQUIMANS	19,262	24,098	25,286	8	1,643	4	1,014	13	5,321	8	6,222	12	6,133	5	584	4	586	13	1,103	2	227
PERSON	68,580	89,288	94,513	14	4,407	26	8,867	56	26,006	21	18,912	29	9,314	19	4,189	19	2,973	26	5,644	8	3,673
PITT	279,704	414,391	450,514	38	34,298	53	49,575	173	99,055	68	88,766	117	41,706	50	19,696	54	19,765	115	35,073	21	14,868
Greenville	215,119	338,182	371,497	26	30,556	18	43,617	89	76,456	43	70,526	60	31,473	39	18,665	39	17,191	81	31,980	10	13,036
POLK	27,724	36,612	38,825	2	2,497	7	3,973	19	12,116	7	5,412	18	5,497	4	646	7	1,075	19	2,968	4	1,607
Tryon	NO DATA AVAILABLE FOR THIS CITY																				
RANDOLPH	192,541	266,812	285,980	35	32,810	21	16,206	124	67,659	95	48,240	96	37,186	54	8,336	81	14,125	80	17,386	18	10,565
Asheboro	119,283	153,953	162,515	14	11,353	10	14,978	49	37,5[illegible]	50	31,624	45	18,392	33	6,236	39	8,579	41	10,029	11	8,281
RICHMOND	124,870	162,423	171,925	22	14,492	17	16,350	76	42,272	50	24,704	51	22,165	32	6,756	39	11,485	65	11,685	13	6,437
Rockingham	102,418	127,547	133,714	15	11,113	11	15,228	49	31,433	36	21,912	35	17,484	18	4,184	26	7,782	47	9,646	9	4,905
ROBESON	246,607	321,413	342,663	39	26,409	35	29,494	225	87,092	80	62,260	88	39,821	60	13,759	54	16,987	88	15,243	25	12,003
Lumberton	136,962	171,089	179,438	22	20,098	10	20,341	83	40,202	37	24,917	41	16,897	33	8,749	37	12,250	46	10,919	9	6,365
ROCKINGHAM	213,314	281,378	298,454	38	16,029	31	18,505	155	88,356	66	49,760	100	30,819	68	16,370	77	21,639	96	17,723	28	12,489
Eden	79,340	84,194	105,243	13	3,719	7	6,372	44	30,392	20	18,775	[illegible]	7,689	30	5,919	30	12,702	35	6,007	11	5,975
Reidsville	79,828	111,510	119,632	15	9,076	11	7,503	44	34,808	20	17,391	32	12,653	25	7,603	25	6,166	29	6,855	8	3,497
ROWAN	232,416	349,428	380,417	33	19,997	24	28,833	122	102,485	69	56,315	81	42,563	61	21,994	58	14,684	107	27,685	22	14,338
East Spencer	NO DATA AVAILABLE FOR THIS CITY																				
Spencer	7,905	11,836	12,819			1	854	6	5,011	2	639	3	1,373	1	[illegible]	5	2,049	3	639	1	655
Salisbury	167,613	256,790	279,965	16	9,338	12	25,124	63	63,285	36	49,353	43	31,309	46	18,627	31	8,244	64	21,627	14	11,614
RUTHERFORD	131,641	199,301	218,891	21	11,618	23	15,414	63	34,408	108	54,944	56	23,583	37	7,249	40	12,638	42	11,402	11	9,652
Forest City	80,496	96,873	100,845	10	8,343	10	11,181	21	22,554	52	23,921	23	4,467	22	4,687	20	7,882	20	4,840	6	5,315
SAMPSON	99,225	157,893	174,414	23	18,348	33	11,737	103	45,705	58	34,425	52	10,140	31	10,743	26	7,273	54	7,766	13	7,778
Clinton	63,685	114,162	128,627	14	16,158	7	6,444	27	32,219	36	28,140	12	2,865	27	10,333	15	4,696	19	5,401	9	8,187

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SCOTLAND	84,816	99,643	103,223	11	6,492	8	7,725	78	34,144	26	24,523	24	7,284	23	4,810	14	3,716	24	4,769	10	3,614
STANLY	127,710	168,188	178,335	23	11,303	16	10,641	77	40,762	62	39,234	60	26,132	43	9,081	39	6,720	62	10,809	13	7,761
STOKES	34,854	54,899	60,332	16	6,619	4	592	57	17,882	28	12,143	27	9,607	6	1,343	9	1,279	19	4,103	4	1,719
SURRY	207,421	276,241	294,052	40	21,879	26	23,577	142	64,040	114	69,368	66	25,173	55	14,862	53	12,219	73	14,143	26	16,568
Mount Airy	121,453	179,171	193,601	23	15,619	15	17,475	65	39,420	48	49,540	27	15,227	26	8,236	33	8,064	34	9,454	14	10,139
SWAIN	34,482	51,106	55,484	5	1,925	7	2,647	22	16,214	9	4,178	22	9,908	6	1,158	7	1,849	37	6,034	4	1,668
TRANSYLVANIA	54,998	78,712	84,852	13	6,377	12	6,404	40	28,347	17	10,457	17	8,450	11	3,062	16	3,689	18	4,525	5	4,032
TYRRELL	7,525	11,834	13,000	4	2,407	4	933	11	4,115	10	2,694	4	574	1	221	4	169	5	1,312	1	272
UNION	131,040	241,899	266,714	20	28,837	16	15,424	99	68,273	62	65,531	55	19,087	37	9,234	40	14,166	55	14,902	12	10,448
Monroe	109,900	175,379	193,234	10	10,729	9	13,162	63	55,037	42	46,356	37	12,917	26	8,380	31	6,613	40	13,395	8	8,543
VANCE	113,367	150,891	160,314	17	10,090	10	14,204	75	51,430	41	25,959	54	17,676	25	7,172	26	6,977	41	7,713	10	6,153
Henderson	97,083	127,837	135,320	16	9,443	8	11,811	61	36,728	35	22,257	30	16,836	24	6,861	26	6,977	34	6,232	9	5,485
WAKE	1,064,449	1,585,891	1,723,760	103	69,090	86	248,184	419	379,361	181	319,273	255	180,691	177	78,924	215	70,375	415	151,609	66	39,764
Raleigh	693,745	1,000,446	1,080,161	40	33,023	37	167,197	182	189,180	77	219,031	134	111,891	120	64,273	124	40,266	268	99,374	34	24,501
WARREN	20,020	27,157	28,956	8	1,007	10	1,460	42	9,983	8	1,273	27	7,731	3	1,069	7	2,190	6	507	4	998
WASHINGTON	37,475	46,280	48,435	8	4,740	14	3,836	35	15,117	12	9,850	17	3,760	9	1,318	13	1,963	17	2,133	4	1,307
WATAUGA	92,013	138,035	150,206	21	15,849	8	7,961	43	31,346	23	25,359	33	14,932	31	7,092	27	6,006	55	14,497	9	6,015
WAYNE	273,249	340,262	356,699	37	26,736	33	53,600	162	72,998	103	68,144	95	38,760	65	16,600	69	18,762	93	20,011	13	8,215
Goldsboro	188,725	239,240	251,672	28	25,446	15	44,178	87	40,714	57	42,037	62	23,261	55	15,517	53	15,473	66	15,245	7	5,368
WILKES	137,879	176,684	186,250	32	23,149	17	12,950	96	44,802	54	31,478	62	24,746	36	6,577	24	5,124	54	12,167	11	7,823
WILSON	204,676	288,838	310,855	29	19,796	28	35,505	150	73,116	58	51,090	76	40,825	53	13,214	48	14,331	85	24,600	14	8,013
Wilson	172,696	253,625	274,807	20	17,574	17	34,757	92	67,905	48	44,879	45	29,718	52	13,046	41	13,683	65	21,980	12	7,635
YADKIN	68,299	93,019	99,271	16	6,027	10	3,254	66	31,385	68	26,619	33	10,131	16	1,897	16	3,473	27	5,256	9	3,603
YANCEY	29,222	35,247	36,709	14	4,488	18	2,317	22	12,937	18	6,186	18	4,131	7	711	2	609	12	1,139	4	1,984

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,249,761	3,199,625	3,484,286	634	339,693	178	312,921	693	601,051	462	742,935	687	405,412	484	187,727	500	146,081	1,493	308,624	169	109,442
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bismarck, N.D.	314,382	461,200	504,084	61	47,542	10	66,600	57	89,574	44	105,263	58	50,021	67	26,362	69	22,637	119	41,341	17	17,608
Fargo-Moorhead, N.D.-Minn.	567,007	788,048	847,634	85	72,050	24	100,837	122	131,234	82	170,612	99	83,185	97	48,177	113	44,377	234	82,526	25	22,872
Grand Forks, Minn.-N.D.	366,069	481,773	516,107	69	54,877	20	39,475	79	83,149	66	94,273	89	64,917	70	34,983	74	25,890	178	48,449	22	15,429
COUNTIES, Cities																					
ADAMS	10,540	12,831	13,514	6	2,138	1	320	3	2,925	4	3,833	6	903	5	939			9	844	2	326
BARNES	46,394	67,634	73,771	18	7,711	5	3,004	15	14,449	10	15,036	20	9,075	12	5,000	9	3,051	40	7,162	3	2,499
Valley City	41,096	60,169	64,937	11	6,868	3	2,713	11	12,716	9	13,638	16	8,033	12	5,000	6	2,395	22	5,363	2	1,850
BENSON	7,738	9,379	9,871	9	1,498	3	223	13	2,637	1	70	13	1,944	1	255	4	33	17	1,204	2	263
BILLINGS	893	1,544	1,743					2	83			3	465					3	996		
BOTTINEAU	24,616	31,804	33,897	12	4,128	4	1,315	15	5,918	10	6,285	14	6,441	7	1,084	3	1,320	29	2,831	3	831
BOWMAN	16,769	20,541	21,667	6	2,178	2	498	6	4,500	5	4,748	10	3,785	3	716	4	440	13	2,632	2	511
BURKE	7,078	9,816	10,610	5	1,379	1	39	6	2,812	4	1,097	10	3,208	1		2	73	17	1,469	1	34
BURLEIGH	237,952	349,377	381,902	33	24,113	9	64,855	38	68,801	23	70,596	40	33,898	53	22,388	53	18,598	73	29,693	12	15,388
Bismarck	234,441	344,510	376,640	30	23,815	9	64,855	32	68,171	23	70,596	34	31,176	53	22,388	53	18,598	60	28,483	12	15,388
CASS	439,854	621,589	674,435	56	52,777	19	97,302	81	89,893	52	144,619	64	60,488	74	36,997	83	31,105	157	62,218	17	16,768
Fargo	368,340	512,739	554,597	26	39,790	15	80,795	58	70,031	42	126,919	41	39,484	67	31,314	70	28,937	98	46,039	12	15,100
CAVALIER	21,992	27,181	28,723	12	2,607	3	325	14	6,771	3	3,720	14	3,984	5	1,505	10	1,486	33	2,410	3	1,661
DICKEY	16,657	22,192	23,801	5	2,248	6	732	10	6,551	6	4,801	10	2,159	8	1,294	8	1,260	17	2,595	4	1,239
DIVIDE	9,802	14,563	15,959	5	1,577	1	851	7	5,159	4	3,123	6	944	6	1,317	4	350	13	1,326	2	1,015
DUNN	5,867	11,599	13,437	5	1,559			5	2,077	5	5,144	4	2,440					11	1,421	1	130
EDDY	9,086	15,411	17,333	8	3,069	1	199	6	2,933	1	2,520	7	4,503	3	530	3	285	11	1,519	2	555
EMMONS	11,851	18,218	20,096	7	5,239	1	773	9	4,563	6	4,071	11	1,828	3	263	2	430	19	1,765	1	353
FOSTER	19,375	25,483	27,263	5	3,216	3	716	10	6,120	7	7,970	10	4,197	4	892	5	392	15	1,312	2	643
GOLDEN VALLEY	9,439	17,300	19,754	6	1,722			4	4,102	4	4,811	5	6,458	3	473	4	515	7	831	1	340
GRAND FORKS	264,254	329,791	349,125	36	30,709	11	33,035	35	47,711	39	74,295	49	36,534	51	31,191	48	19,829	113	32,343	11	7,142
Grand Forks	239,288	295,871	312,608	26	27,766	9	32,124	20	42,358	26	59,594	40	31,709	47	30,626	43	19,687	78	28,639	8	6,505
GRANT	7,444	9,485	10,083	6	1,294	1	114	6	2,577	3	2,228	4	1,960	1				9	898	2	529
GRIGGS	5,646	7,781	8,401	6	1,081	2	139	5	2,118	3	1,403	5	1,232	1	315	1		9	1,209		
HETTINGER	9,204	15,119	16,900	5	3,037	1	234	5	2,753	6	5,019	4	2,687	2	598	3	269	12	1,491	2	434
KIDDER	3,846	3,965	4,042	3	385			7	866	1	266	7	1,783	2	37	1		10	293	1	157
LA MOURE	11,552	15,173	16,227	9	3,201	3	70	9	3,173	4	2,581	9	3,786	4	282	3	81	19	1,444	2	613
LOGAN	7,248	8,934	9,436	6	952			6	2,827	3	1,949	3	1,331	2	267	1	640	11	918	1	323
MCHENRY	13,343	16,826	17,850	15	3,141	4	678	14	2,843	6	2,781	10	4,050	4	529	1	175	21	1,864	4	719
MCINTOSH	10,740	18,639	21,058	9	2,472			8	6,345	5	3,721	8	3,099	2	188	4	234	17	1,733	3	1,182
MCKENZIE	9,588	19,640	22,951	3	2,127	1	736	6	5,151	4	3,292	5	3,240	6	1,031	3	380	16	2,948	2	1,248
MCLEAN	20,235	27,160	29,167	15	4,886	5	1,549	14	6,596	8	4,046	13	4,998	4	331	3	187	32	3,674	5	1,134
MERCER	16,008	34,616	40,807	10	7,545	2	1,301	12	9,633	4	9,991	7	3,761	5	949	4	755	19	3,858	2	1,423
MORTON	76,430	111,823	122,182	38	23,439	1	1,745	19	20,773	21	34,667	18	16,123	14	4,174	16	4,039	46	11,646	5	2,220
MOUNTRAIL	21,344	32,631	35,956	17	3,772	4	722	14	8,393	9	6,904	12	7,954	5	1,165	6	540	27	2,439	5	1,658
NELSON	16,385	21,777	23,348	10	5,645	7	1,446	7	2,890	5	3,419	14	5,262	1	75	3	114	27	2,568	2	442
OLIVER	1,252	1,544	1,621	3	147	1	106	3	193			1	397					4	283		
PEMBINA	32,570	44,317	47,730	13	5,297	6	878	19	12,041	14	10,902	17	7,639	7	1,315	9	382	25	3,347	3	1,359
PIERCE	23,956	28,846	30,319	8	3,354	2	747	10	6,039	5	9,453	5	2,482	5	1,557	6	962	18	2,136	3	1,245
RAMSEY	68,189	94,336	101,921	16	11,573	3	3,175	18	16,843	10	21,399	14	13,817	16	7,988	15	3,732	31	7,144	5	3,949
Devils Lake	63,613	88,016	95,095	11	8,429	3	3,175	12	15,891	10	21,399	13	12,964	16	7,988	14	3,518	22	6,415	5	3,949

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
RANSOM	17,479	20,318	21,215	10	3,568	3	241	10	5,297	4	3,518	11	2,131	7	995	5	256	27	2,718	3	1,067
RENVILLE	6,400	8,720	9,395	6	1,437			8	1,523	3	932	7	2,076	2	130	2	75	14	847	1	710
RICHLAND	53,462	84,651	93,924	21	9,174	5	5,652	26	15,174	16	21,954	19	8,802	15	5,395	13	5,824	46	7,148	5	3,361
Wahpeton	39,384	62,270	67,991	8	6,035	3	4,924	6	11,419	7	16,967	6	3,898	12	5,181	7	4,710	13	4,349	3	1,414
ROLETTE	26,138	32,358	34,208	10	3,425	6	1,303	10	8,408	6	5,024	13	8,575	7	1,906	5	480	22	2,734	3	997
SARGENT	7,709	9,638	10,207	5	730	2		10	2,972	2	709	8	2,302	1	143			22	1,703	1	77
SHERIDAN	4,484	5,020	5,202	2	1,070			2	992	1	241	5	2,024			2	103	6	391	1	234
SIOUX	1,993	3,548	4,027			2	105	2	1,239			5	1,164	1	105	1		7	935		
SLOPE	261	562	661					1	75			1	172					2	414		
STARK	82,904	152,480	174,267	19	21,150	2	10,828	17	32,270	27	34,462	18	18,180	15	11,371	27	11,394	43	14,089	4	5,886
Dickinson	74,400	134,586	153,283	14	20,235	2	10,828	13	28,556	22	29,613	14	11,008	14	11,208	27	11,394	26	10,409	3	5,568
STEELE	6,130	6,884	7,136	3	764	5	1,091	3	1,163	4	1,756	3	373					6	279		
STUTSMAN	91,475	91,663	92,942	24	10,192	5	5,708	16	15,616	21	19,006	25	11,855	21	5,728	17	3,374	52	7,868	3	3,633
Jamestown	88,454	88,576	89,800	18	9,643	5	5,708	10	15,063	19	18,777	22	11,408	20	5,693	16	3,349	32	6,959	2	3,481
TOWNER	8,149	11,585	12,585	8	1,689	2	184	6	2,808	4	2,453	6	1,597	2	353	3	269	15	1,548	3	742
TRAILL	29,432	36,481	38,567	19	5,646	3	237	21	7,785	7	8,430	13	7,460	4	814	9	731	30	3,693	4	1,633
WALSH	50,534	59,232	61,927	18	7,119	8	4,700	25	12,670	14	14,287	26	7,794	11	3,012	13	1,251	46	4,875	5	1,579
WARD	248,036	373,560	410,535	41	37,876	11	50,312	36	63,515	36	104,222	47	43,302	46	19,121	50	18,010	116	35,085	10	12,021
Minot	233,952	348,946	382,690	32	34,981	8	48,554	25	57,516	31	99,137	35	39,191	41	17,964	45	17,303	90	31,524	9	11,866
WELLS	17,697	25,954	28,365	8	2,103	2	810	17	7,219	7	3,459	9	1,722	10	2,218	4	1,934	24	2,971	3	1,362
WILLIAMS	82,224	158,106	182,213	24	22,544	9	13,883	22	32,266	17	41,722	19	17,038	22	10,371	28	10,723	53	13,750	7	5,787
Williston	71,390	136,626	157,312	17	17,657	5	11,519	13	26,137	14	38,898	14	14,236	20	10,012	24	10,655	34	9,777	5	5,349

OHIO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	35,563,455	48,416,012	52,010,174	4,082	2,339,087	1,917	7,370,2[illegible]3	10,824	11,946,878	5,819	9,621,039	8,820	5,880,797	5,187	1,847,378	6,201	2,182,599	17,982	4,736,113	2,086	1,552,674
STANDARD METROPOLITAN STATISTICAL AREAS																					
Akron, O.	2,249,315	2,858,532	2,948,003	245	193,816	103	358,927	556	727,210	346	540,045	536	322,354	326	87,102	340	107,605	1,024	283,983	123	87,106
Canton, O.	1,403,336	1,866,549	2,003,789	173	97,313	60	271,765	357	461,030	249	399,011	346	196,094	229	85,546	267	84,707	700	184,489	69	53,622
Cincinnati, Ohio-Ky.-Ind.	4,754,713	6,933,193	7,593,905	440	269,544	204	1,233,400	1,661	1,721,848	547	1,238,633	1,030	875,336	639	261,482	706	327,624	2,341	769,475	311	236,105
Cleveland, O.	6,685,192	9,449,914	10,182,991	526	336,471	288	1,548,989	2,036	2,300,459	698	1,893,105	1,408	1,043,554	1,074	428,768	1,112	423,554	3,336	906,654	367	358,994
Columbus, O.	4,008,710	5,249,778	5,614,361	350	230,240	138	853,658	947	1,144,330	514	1,076,727	854	580,294	461	210,699	338	252,487	1,795	571,323	232	152,355
Dayton, O.	2,880,110	3,551,747	3,669,468	289	150,490	125	533,646	695	808,366	406	683,651	650	445,447	351	109,643	469	170,564	1,267	353,801	146	81,623
Hamilton-Middletown, O.	678,846	937,564	1,014,577	77	43,716	34	114,219	240	274,282	126	176,531	165	125,694	91	25,154	131	42,249	394	94,765	44	29,618
Huntington-Ashland, W.Va.-Ky.-O.	944,142	1,254,232	1,342,725	106	86,744	69	185,403	388	338,581	212	224,765	261	140,150	137	59,590	178	73,022	369	89,721	69	43,901
Lima, O.	714,826	982,873	1,062,060	107	68,037	45	154,751	229	222,013	187	190,853	211	140,760	121	32,711	163	40,938	360	90,041	48	32,087
Lorain-Elyria, O.	844,101	1,058,136	1,121,924	97	47,826	46	179,186	220	268,041	142	215,189	214	125,936	95	36,742	116	44,025	408	84,169	33	34,337
Mansfield, O.	502,466	716,836	781,413	46	43,567	32	129,160	124	163,166	88	147,061	109	105,070	80	25,144	102	28,980	252	61,109	26	17,277
Newark, O.	355,824	414,684	433,491	48	24,647	23	44,748	106	102,888	84	90,197	88	61,966	52	15,347	60	13,793	185	36,288	23	12,708
Parkersburg-Marietta, W.Va.-O.	568,088	969,579	1,092,710	74	57,617	51	189,833	173	247,739	126	194,194	165	121,071	79	45,869	95	46,463	248	76,244	28	28,996
Springfield, O.	561,623	637,069	663,383	62	29,719	36	106,990	179	166,666	100	124,408	126	72,033	83	21,697	91	22,603	289	50,337	39	17,286
Steubenville-Weirton, O.-W.Va.	480,398	645,919	696,340	48	40,692	35	96,224	221	186,740	100	113,978	139	74,948	80	25,697	92	31,388	355	52,085	34	31,865
Toledo, O.-Mich.	2,709,772	3,742,237	4,053,573	263	148,978	133	553,345	688	895,071	381	792,578	619	496,913	348	138,370	409	165,229	1,385	398,803	158	125,248
Wheeling, W.Va.-O.	601,633	872,139	960,308	70	41,976	46	115,549	215	247,541	101	164,009	148	121,367	89	27,837	111	44,247	369	89,320	37	26,345
Youngstown-Warren, O.	1,785,679	2,565,122	2,799,543	164	96,998	84	496,614	529	617,841	368	475,556	424	319,796	247	113,526	333	129,650	931	226,884	116	84,206
COUNTIES, Cities																					
ADAMS	58,746	87,850	96,436	15	5,770	9	3,880	36	31,836	22	29,348	27	12,805	12	1,186	14	2,179	26	3,594	5	2,431
ALLEN	439,645	598,294	645,224	46	40,503	28	141,334	108	119,143	94	95,425	113	75,167	65	21,543	94	24,207	198	53,651	27	19,028
Delphos	29,478	45,287	49,239	4	3,887	3	1,003	12	13,511	11	7,779	11	6,317	7	1,811	15	2,638	12	7,510	2	640
Lima	173,593	210,016	221,064	19	19,581	6	13,528	52	48,866	24	38,636	46	27,729	20	4,791	39	9,395	119	27,073	14	6,898
ASHLAND	115,636	152,454	163,274	25	9,559	12	10,957	44	44,895	25	25,855	45	26,500	22	4,665	28	7,366	70	15,515	9	5,919
Ashland	90,407	122,335	131,653	14	4,285	10	10,406	27	37,532	18	20,662	25	21,743	16	4,282	21	6,179	44	11,498	7	5,169
ASHTABULA	284,962	335,289	351,092	51	14,021	25	47,945	121	83,927	79	70,099	101	54,947	45	9,000	53	12,548	195	27,234	17	8,341
Ashtabula	99,607	111,378	115,445	13	5,942	9	23,381	38	15,706	20	24,417	23	11,958	15	4,499	18	4,872	62	10,244	7	4,080
Conneaut	35,493	41,050	42,825	9	1,416	3	2,859	26	11,887	14	8,867	14	5,641	10	2,096	11	1,361	25	4,187	2	1,697
Geneva	34,894	41,968	43,736	3	622	2	1,466	10	15,722	14	12,855	12	7,073	4	484	5	676	19	1,346	3	961
ATHENS	133,520	202,729	223,213	21	6,140	14	19,550	70	61,054	39	44,654	53	27,246	25	4,568	37	8,696	101	21,263	8	6,219
Athens	97,238	149,997	165,662	10	3,521	7	19,039	25	37,968	23	39,240	17	15,521	16	3,591	18	5,674	56	17,455	6	4,624
AUGLAIZE	116,379	165,819	180,308	19	9,552	4	7,280	51	45,571	46	36,252	39	30,718	28	5,064	32	8,762	67	16,885	9	4,990
St. Marys	31,638	44,306	47,473	3	1,798	2	3,935	8	13,048	15	9,764	8	3,734	11	2,002	8	2,222	20	4,522	4	1,647
Wapakoneta	43,113	60,606	64,979	7	3,708	2	2,523	24	18,047	16	14,625	10	7,716	12	2,544	12	2,985	20	7,206	3	1,530
BELMONT	217,936	448,580	524,018	36	24,703	19	50,392	100	164,270	42	86,213	79	70,436	33	8,731	41	10,462	152	47,231	15	12,722
Bellaire	29,237	63,041	71,492	4	1,357	1	2,590	18	26,817	11	13,362	7	8,749	7	2,127	8	3,032	29	6,102	3	2,025
Martins Ferry	36,745	71,756	82,982	3	2,168	2	5,510	16	30,474	4	10,185	11	7,120	7	1,218	7	1,679	15	3,231	3	3,634
BROWN	51,265	74,671	81,527	19	3,841	12	2,714	51	27,163	14	9,037	39	15,544	12	1,266	11	885	53	10,638	6	1,923
BUTLER	678,846	937,564	1,014,577	77	43,716	34	114,219	240	274,282	126	176,531	165	125,694	91	25,154	131	42,249	394	94,765	44	29,618
Hamilton	252,292	328,508	350,889	21	12,590	9	44,310	94	88,912	51	62,831	53	35,825	41	11,022	45	17,779	162	33,535	19	10,658
Middletown	202,638	256,183	272,012	18	9,940	12	48,132	48	74,893	33	39,474	42	30,217	24	8,441	32	10,438	89	24,420	9	7,279

*** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

OHIO RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CARROLL	64,306	94,340	103,162	16	5,198	4	8,299	23	22,062	13	36,174	20	11,654	8	3,006	11	2,526	30	9,173	2	140
CHAMPAIGN	74,773	104,893	113,729	19	6,198	12	8,044	31	35,331	16	22,192	23	15,237	16	2,622	18	3,046	46	9,662	8	3,814
Urbana	53,647	77,441	84,419	10	3,289	4	7,800	19	27,586	14	18,513	13	9,170	12	2,314	12	1,979	28	5,848	4	3,292
CLARK	486,850	532,176	549,654	43	23,521	24	98,946	148	131,335	84	102,216	103	56,796	67	19,075	73	17,557	243	40,675	31	13,472
Springfield	243,937	243,719	247,110	29	16,820	11	20,038	100	57,362	50	42,837	57	33,070	26	3,240	56	13,328	173	26,590	24	9,375
CLERMONT	276,712	561,376	653,961	44	35,487	15	60,964	113	172,148	61	153,089	85	97,199	12	4,386	39	16,670	111	45,328	18	15,345
CLINTON	106,619	145,833	157,281	27	8,236	8	9,075	40	39,799	36	40,539	40	23,116	13	3,745	17	5,262	54	10,750	9	4,102
Wilmington	69,820	93,547	100,464	16	4,518	3	6,410	20	22,807	17	23,683	23	14,527	11	3,245	12	4,824	32	7,755	5	3,006
COLUMBIANA	307,249	416,109	447,963	55	24,103	27	41,274	135	117,746	102	96,895	121	61,444	52	14,613	65	14,826	208	28,669	24	17,226
East Liverpool	90,047	114,112	121,216	11	5,289	8	20,078	41	26,353	24	20,963	27	17,628	17	5,510	17	5,776	49	6,842	8	4,817
Lisbon	22,814	31,812	34,061	3	887	2	1,697	13	14,895	13	6,699	11	3,449	3	278	4	311	21	2,315	2	536
Salem	86,581	120,535	130,456	10	7,125	7	14,188	23	25,246	27	36,167	20	12,188	17	7,548	22	3,546	45	8,826	5	5,526
COSHOCTON	90,685	125,791	136,057	21	10,392	13	12,547	32	35,428	32	25,663	35	15,859	15	5,431	18	4,038	56	9,386	6	4,442
Coshocton	73,030	103,199	112,007	12	8,849	7	11,945	17	31,069	21	15,319	25	13,048	15	5,431	13	3,914	45	8,432	6	4,442
CRAWFORD	147,191	220,032	241,518	31	16,526	12	14,452	51	64,108	47	46,798	39	26,018	32	7,431	32	9,211	88	21,398	12	9,251
Bucyrus	67,305	99,271	108,679	10	6,168	6	10,291	20	28,722	20	18,888	15	11,981	16	4,009	15	5,593	35	9,596	5	4,068
Galion	58,770	90,583	100,007	10	5,019	4	3,152	20	26,402	13	20,326	16	11,658	14	3,114	12	3,467	37	8,772	5	4,108
CUYAHOGA	5,411,982	7,505,188	8,035,376	372	234,860	220	1,237,653	1,709	1,798,871	500	1,437,275	1,089	789,618	907	374,208	901	349,729	2,801	751,178	304	292,147
Cleveland	1,640,384	1,984,333	2,088,696	131	37,297	98	291,089	941	514,513	196	223,621	445	236,429	241	81,543	276	88,420	1,515	279,680	118	83,389
DARKE	145,264	179,043	189,465	32	16,161	15	21,187	56	43,054	39	42,686	43	21,729	31	6,933	46	7,182	84	12,940	8	4,970
Greenville	87,522	117,649	126,454	10	8,898	9	16,067	21	31,516	16	25,436	18	14,154	20	6,341	24	4,787	31	7,585	5	4,070
Union City	NO DATA AVAILABLE FOR THIS CITY																				
DEFIANCE	138,399	160,856	167,983	29	7,545	10	20,115	37	36,640	33	32,224	39	18,365	30	6,447	39	6,745	65	12,839	7	3,893
Defiance	103,578	119,473	124,578	17	3,645	7	18,963	25	30,642	21	22,448	28	13,111	24	6,078	34	5,588	43	8,336	6	2,759
DELAWARE	114,667	154,375	166,027	20	6,880	5	6,877	38	40,312	28	32,405	47	34,480	19	5,160	20	2,654	64	17,304	7	5,935
Delaware	81,146	105,512	112,657	13	4,262	3	3,910	19	29,652	18	22,465	25	18,115	16	4,237	16	2,371	33	11,876	5	4,072
ERIE	297,582	338,163	351,586	35	17,570	18	59,559	78	73,743	55	56,477	70	34,495	53	15,102	55	13,346	189	39,144	17	11,571
Sandusky	170,773	195,520	203,594	20	8,757	9	35,246	40	41,377	28	25,193	39	20,343	47	13,653	32	11,523	110	17,940	13	8,156
FAIRFIELD	228,046	294,108	313,568	35	15,221	17	35,252	67	82,191	56	58,494	65	42,114	29	6,319	59	14,430	139	28,442	16	11,666
Lancaster	175,671	228,202	243,647	21	11,063	12	34,664	43	63,270	38	33,203	42	32,617	25	5,623	44	12,781	94	24,391	11	8,884
FAYETTE	90,600	108,334	113,778	16	5,637	8	12,254	33	25,220	16	13,957	27	28,235	10	4,596	14	3,675	44	8,738	4	3,951
Washington	72,408	85,632	89,735	13	4,872	6	12,156	26	23,381	15	13,867	17	9,100	10	4,596	14	3,675	37	6,905	3	3,917
FRANKLIN	3,486,482	4,563,449	4,879,720	251	186,280	104	801,930	753	955,261	372	935,362	658	450,540	393	194,129	446	229,973	1,485	505,960	196	126,072
Columbus	2,250,825	2,931,649	3,127,421	146	108,395	58	567,145	510	559,514	219	585,692	415	271,302	240	129,360	270	159,615	1,041	346,159	128	75,447
FULTON	117,815	155,706	166,807	29	16,615	15	2,660	43	38,871	41	47,881	35	16,796	20	2,949	35	9,906	63	11,457	10	4,933
GALLIA	85,336	125,357	137,110	15	8,231	8	7,940	40	34,176	24	22,729	35	19,169	20	7,020	34	8,570	47	11,795	5	5,539
Gallipolis	59,194	87,900	96,343	13	6,331	4	3,594	18	19,558	15	18,817	23	14,265	17	5,300	26	7,980	33	7,482	5	5,539
GEAUGA	161,458	264,244	295,270	32	21,305	16	14,303	54	79,507	39	67,709	49	39,649	24	4,748	32	5,732	81	18,403	10	8,994
Chardon	41,821	70,971	78,258	5	3,652	4	6,159	9	25,259	4	12,003	7	6,205	5	449	6	1,058	12	5,205	3	4,217
GREENE	330,321	437,912	469,447	44	20,744	19	36,284	80	125,339	64	112,379	105	71,184	34	7,748	61	14,056	141	34,719	20	9,975
Beaver Creek	NO DATA AVAILABLE FOR THIS CITY																				
Fairborn	114,152	151,789	162,813	7	4,189	7	16,553	20	32,943	23	50,324	27	17,299	7	1,754	19	5,423	49	13,528	7	4,985
Xenia	109,655	138,972	147,626	10	1,611	5	12,028	29	39,535	20	37,379	29	20,660	18	4,657	23	6,408	42	9,710	8	3,415
GUERNSEY	113,896	137,093	144,176	20	4,515	11	19,596	56	36,703	23	19,798	47	23,354	17	5,864	24	3,703	92	14,941	5	3,478
Cambridge	90,076	106,789	111,957	10	3,084	7	19,297	28	29,176	15	18,240	20	11,759	14	4,948	18	3,091	53	9,225	4	2,862
HAMILTON	3,354,090	4,573,481	4,940,904	272	152,321	133	937,140	1,091	1,061,720	296	827,158	649	456,014	473	196,060	478	240,461	1,583	509,330	203	134,411
Cincinnati	1,377,676	1,598,785	1,669,386	88	46,932	52	195,110	557	341,044	115	281,502	300	178,114	242	85,533	188	86,466	862	232,442	104	62,004
HANCOCK	227,116	354,122	392,863	53	27,691	12	63,752	65	79,052	56	66,658	56	43,395	35	10,264	52	17,759	96	32,888	11	10,199
Findlay	175,547	294,401	330,531	31	18,950	11	63,649	44	71,670	40	42,363	37	37,691	32	9,787	35	11,493	70	28,130	11	10,199
HARDIN	67,992	98,348	107,235	18	6,030	6	1,705	44	33,704	31	18,937	33	13,084	18	3,233	26	4,996	48	10,915	6	5,154
Kenton	44,582	65,237	70,401	8	3,287	5	1,559	21	20,752	16	13,089	18	8,790	12	2,627	10	1,543	21	6,581	4	4,261
HARRISON	33,488	43,292	46,164	17	5,523	10	1,163	22	14,874	13	9,836	21	7,075	8	1,143	13	1,191	33	3,361	4	853
HENRY	70,491	93,865	100,701	18	7,623	6	2,121	22	26,339	20	21,587	36	16,786	12	2,124	15	3,256	51	7,565	5	2,481
Napoleon	49,236	65,101	69,067	8	2,984	4	1,922	12	14,576	9	18,586	16	12,362	8	1,776	9	2,891	22	6,363	3	2,205
HIGHLAND	81,493	123,809	136,323	22	8,812	8	4,836	46	42,816	31	26,999	33	15,834	20	4,390	18	3,576	47	9,051	10	7,873
Greenfield	22,803	35,705	38,930	7	1,986	1	395	8	14,924	9	6,586	9	4,900	5	851	4	1,417	18	2,215	3	2,261
Hillsboro	50,042	75,501	81,866	10	5,289	4	4,011	22	22,944	15	18,627	16	8,355	13	3,479	10	1,696	20	6,568	7	5,612
HOCKING	61,678	97,274	107,912	12	6,814	5	8,309	34	23,604	18	23,315	25	12,982	6	4,884	13	2,094	34	10,714	3	3,001
Logan	57,028	90,387	98,727	11	5,753	4	8,035	24	21,413	15	22,674	15	9,678	5	4,748	11	2,041	25	9,479	3	3,001
HOLMES	55,132	91,808	102,929	17	23,013	8	2,476	28	21,840	20	24,393	19	8,109	10	1,318	15	3,367	23	7,321	5	2,935
HURON	176,796	237,180	254,718	31	13,352	12	12,775	67	69,141	54	58,102	53	27,963	39	10,637	40	12,687	97	19,101	14	8,420
Bellevue	38,720	51,820	55,095	2	916	2	2,221	12	15,643	11	15,945	11	6,131	10	1,417	8	1,879	22	4,055	3	3,699
Norwalk	71,266	96,456	103,803	12	5,260	2	3,369	23	29,379	20	19,429	17	11,846	17	7,706	20	6,085	28	6,593	4	4,324
JACKSON	75,820	126,225	141,515	13	2,869	19	15,375	40	45,923	21	26,117	38	20,000	12	1,991	13	4,316	41	7,802	8	9,096
JEFFERSON	306,285	379,544	401,872	32	25,374	21	67,580	142	104,354	61	57,775	86	42,226	53	18,102	58	16,279	196	27,936	18	15,779
Steubenville	185,944	211,382	220,013	9	8,500	10	50,205	53	37,443	22	32,836	26	17,998	42	16,672	30	12,738	74	13,360	8	11,441
KNOX	108,300	132,880	140,261	21	3,380	20	18,053	40	37,187	36	24,351	34	14,851	18	5,031	32	4,334	66	13,494	8	5,696
Mount Vernon	87,008	107,626	113,785	14	3,090	14	17,242	23	28,606	28	20,544	21	10,571	15	4,975	25	4,018	45	9,804	4	3,753
LAKE	785,612	1,231,487	1,367,444	77	54,854	34	261,116	186	307,730	103	262,317	171	128,257	109	42,504	129	55,540	321	103,870	36	40,394
Mentor	268,333	443,467	496,457	19	24,431	12	179,432	45	85,893	21	47,978	35	30,787	48	25,820	44	21,754	78	37,122	7	8,301
Painesville	69,682	80,331	83,763	10	9,199	7	11,195	25	17,185	5	8,272	23	10,973	13	2,500	12	4,670	39	7,817	5	1,594
Willoughby	93,929	120,056	127,752	13	6,820	1	3,012	20	23,148	17	49,096	23	15,526	8	1,246	20	4,688	32	8,031	5	3,099
LAWRENCE	156,927	237,719	262,034	19	12,448	8	17,824	78	70,342	43	46,838	49	34,200	21	8,005	28	18,162	66	14,303	8	6,799
Ironton	75,683	100,459	107,710	10	4,567	4	6,178	21	25,850	20	23,304	19	10,760	14	7,090	10	4,359	32	6,166	4	2,358
LICKING	355,824	414,684	433,491	48	34,647	23	44,748	106	102,888	86	90,197	88	61,966	52	15,347	60	13,793	185	36,288	23	12,708
Newark	186,892	229,998	242,949	21	11,702	11	20,747	64	60,629	41	53,895	37	26,975	29	12,518	26	7,200	104	20,235	14	9,616
LOGAN	111,308	136,308	143,833	30	9,126	11	12,888	49	35,064	37	29,487	48	16,418	21	5,010	30	5,825	79	13,776	10	4,084
Bellefontaine	68,700	85,378	90,341	10	4,236	7	12,586	14	19,006	18	17,587	20	8,922	15	4,375	14	4,492	32	8,094	3	2,553
LORAIN	844,101	1,058,136	1,121,924	97	47,826	46	179,186	220	268,041	142	215,189	214	125,936	95	36,742	116	44,025	408	84,169	33	34,337
Elyria	247,547	306,948	324,641	22	8,020	12	95,080	41	63,556	23	42,424	49	22,974	41	23,175	34	15,671	84	19,718	7	9,095
Lorain	196,425	233,272	244,670	18	7,868	12	31,127	71	63,641	31	45,323	55	29,483	19	8,126	33	11,683	127	22,372	9	7,761
LUCAS	1,802,517	2,551,946	2,774,552	122	90,695	63	436,028	423	613,587	191	323,388	341	283,397	229	106,541	251	110,248	917	288,637	99	91,443
Toledo	1,266,311	1,687,927	1,811,220	89	56,090	44	333,442	337	409,586	133	216,136	248	180,941	190	94,696	194	72,305	752	207,072	80	73,494
MADISON	75,413	104,107	112,512	21	4,184	6	1,423	46	31,801	25	21,637	41	31,032	9	1,125	13	1,758	48	9,058	8	3,826
London	39,502	52,120	55,274	8	1,545	3	1,114	16	12,624	16	16,752	14	10,413	7	741	7	793	25	4,957	5	2,477
MAHONING	984,036	1,404,434	1,537,475	76	43,147	41	281,270	360	326,161	206	276,221	234	188,919	130	66,242	186	79,978	518	116,670	60	44,720
Youngstown	362,446	435,637	457,153	23	10,019	14	43,142	152	108,387	109	97,269	101	48,630	57	18,349	73	15,300	275	42,769	29	18,960

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MARION	225,869	259,388	270,280	32	17,175	17	46,559	61	58,163	43	51,131	48	27,888	32	9,486	41	10,828	111	21,506	14	8,495
Marion	126,932	150,558	157,844	21	11,363	10	21,832	44	25,930	27	40,534	32	14,713	26	6,019	33	7,546	67	12,896	10	5,315
MEDINA	326,140	448,995	484,901	45	25,452	18	35,917	87	114,351	56	125,804	99	86,030	34	7,308	50	12,553	133	33,203	17	17,459
Medina	89,549	120,884	130,037	9	7,243	6	11,664	16	40,438	14	26,673	28	16,140	10	2,641	13	1,923	35	7,020	5	5,652
MEIGS	54,907	84,019	92,636	12	4,803	10	5,276	38	31,201	16	13,523	21	10,805	12	1,420	12	7,777	36	6,101	5	3,152
Middleport	13,415	21,192	23,136	3	1,354	2	1,123	9	6,640	5	2,553	5	3,660	5	588	6	3,023	7	930	2	980
Pomeroy	29,829	46,089	50,154	5	2,148	3	2,048	12	20,528	7	7,612	8	3,826	6	588	3	1,958	24	4,495	3	1,787
MERCER	103,394	157,859	174,566	26	14,150	13	15,108	34	37,055	40	38,322	33	17,835	18	6,440	27	6,296	73	16,043	5	3,434
Celina	62,492	108,517	122,652	10	6,940	5	9,867	14	22,337	26	31,079	15	12,177	9	5,370	13	3,821	37	11,407	4	3,051
MIAMI	261,809	349,493	375,233	35	12,785	21	42,604	88	90,701	75	86,076	70	42,228	49	16,500	55	18,822	112	31,715	18	10,982
Piqua	112,031	155,769	168,520	10	6,050	10	32,639	25	36,659	26	35,672	24	15,034	18	9,286	19	5,499	44	14,661	5	4,166
Troy	84,196	114,424	123,240	11	2,412	6	5,488	22	31,407	21	32,524	21	15,082	16	6,126	15	6,525	36	12,093	8	4,193
MONROE	31,858	50,754	56,410	11	3,923	5	2,823	28	20,264	14	15,315	13	5,499	7	1,055	8	789	21	2,623	3	702
MONTGOMERY	2,200,996	2,644,759	2,695,672	190	105,823	79	454,197	491	567,953	239	458,891	433	291,304	257	83,849	329	134,851	953	277,589	99	57,932
Dayton	623,137	673,241	692,943	51	34,902	17	105,851	189	114,847	62	116,897	147	78,497	60	16,692	103	40,587	410	78,196	39	18,285
MORGAN	20,802	33,903	37,846	10	6,264	7	1,486	18	10,327	8	6,332	8	5,293	3	390	6	1,854	13	1,970	2	1,264
MORROW	43,612	64,137	70,163	15	6,642	6	1,987	14	18,047	12	15,141	26	19,077	5	353	12	1,334	22	3,959	4	1,325
MUSKINGUM	259,078	302,733	316,507	44	29,909	21	39,996	82	74,308	65	54,230	86	31,177	34	12,685	56	11,134	154	25,355	23	10,071
Zanesville	193,090	228,876	239,951	28	21,527	17	32,691	53	48,898	52	45,210	52	20,132	31	12,209	39	9,123	108	19,307	19	8,391
NOBLE	24,998	35,957	39,165	8	5,656	3	990	20	9,114	8	13,238	14	4,584	5	646	7	1,020	17	2,355	2	1,008
OTTAWA	110,643	153,106	165,528	31	9,701	14	2,910	50	42,284	32	40,313	45	27,874	14	2,781	18	4,126	86	18,878	8	3,414
Oak Harbor	19,722	26,124	27,724	5	1,680	1	567	6	4,640	4	10,765	6	4,245	2	334	3	435	14	3,203	3	765
Port Clinton	50,439	69,689	74,501	11	4,335	3	1,386	14	19,281	15	18,951	17	10,623	9	1,986	7	2,269	29	7,243	3	2,491
PAULDING	35,843	46,068	49,081	15	4,513	3	380	20	13,186	12	8,468	20	10,152	4	634	19	4,046	31	4,590	4	948
PERRY	49,055	67,048	72,304	17	3,743	8	1,602	35	23,505	17	16,013	38	12,754	6	1,199	12	2,050	51	5,687	4	1,044
PICKAWAY	104,102	133,739	142,534	23	17,675	6	8,174	43	34,765	33	28,829	43	22,128	11	3,966	20	3,672	59	10,559	5	4,856
Circleville	72,825	97,528	104,741	14	8,538	3	5,432	24	26,879	27	22,193	17	16,121	10	3,737	15	3,075	34	7,759	4	4,226
PIKE	47,796	92,322	106,528	13	11,673	4	1,721	31	30,857	20	18,359	24	21,227	6	2,157	9	2,916	28	7,356	4	4,558
PORTAGE	330,883	425,943	454,181	69	35,683	16	27,527	97	109,008	74	99,962	117	76,560	37	6,878	58	12,834	170	41,447	15	10,498
Kent	114,607	157,742	170,599	11	7,756	4	20,271	23	19,001	19	50,500	34	23,787	15	3,425	17	6,419	63	21,621	4	2,628
Ravenna	69,951	78,950	81,986	14	5,365	4	2,185	17	25,876	10	13,789	25	12,963	10	2,091	13	2,051	31	4,391	6	3,504
PREBLE	86,984	119,583	129,116	20	11,138	6	561	36	24,373	28	26,305	42	40,731	11	1,546	24	2,835	61	9,778	9	2,734
PUTNAM	73,361	105,580	115,002	22	12,603	6	1,302	36	27,529	25	26,844	34	19,701	14	2,217	22	3,910	50	9,187	7	3,543
RICHLAND	502,466	716,856	781,413	46	43,567	32	129,160	124	163,166	88	147,061	109	105,070	80	25,144	102	28,980	252	61,109	26	17,277
Mansfield	314,265	398,195	422,989	17	8,200	15	54,483	75	68,868	46	103,294	63	61,796	58	20,513	57	17,183	164	34,371	15	10,057
Shelby	35,161	60,715	67,103	6	4,501	4	2,639	10	22,780	10	13,401	11	7,675	10	2,663	13	2,[illegible]95	23	4,936	4	2,763
ROSS	193,786	294,246	324,026	28	11,370	11	59,942	76	78,052	53	50,323	59	34,182	26	8,515	36	11,402	101	30,870	14	10,296
Chillicothe	177,502	273,395	301,828	18	10,318	11	59,942	56	69,624	44	46,787	45	31,267	25	8,425	34	11,223	79	29,535	11	9,664
SANDUSKY	182,494	286,240	317,116	37	19,007	15	23,052	60	76,876	50	66,323	48	40,405	34	10,390	39	13,929	116	28,317	10	9,379
Fremont	104,220	164,000	181,804	17	9,383	8	17,085	33	50,445	26	32,552	20	16,308	24	8,060	25	8,647	63	14,999	5	5,764
SCIOTO	244,538	421,131	475,286	41	18,012	18	62,943	109	122,556	70	82,419	94	57,880	38	14,559	35	24,267	127	38,601	16	15,939
Portsmouth	150,421	254,636	286,395	25	12,085	11	33,922	49	54,328	47	49,429	55	34,674	31	13,011	38	19,381	88	29,130	11	12,744
SENECA	155,305	227,921	254,323	37	23,256	13	23,306	57	57,156	30	41,345	53	29,516	34	10,104	43	10,150	104	23,944	8	11,882
Fostoria	54,758	90,568	98,339	8	3,238	3	6,614	18	25,452	12	20,191	13	15,958	10	3,186	11	2,548	29	9,832	3	4,216
Tiffin	89,957	115,772	123,346	18	8,792	7	13,478	26	31,224	13	14,952	23	10,973	21	6,021	24	6,231	53	11,405	5	5,481
SHELBY	98,660	124,174	131,740	23	7,697	6	11,825	35	32,042	26	28,570	35	18,745	15	2,727	26	5,275	61	12,730	5	3,428
Sidney	69,826	89,442	95,212	15	4,378	4	11,142	20	27,262	17	10,760	23	14,738	13	2,662	21	4,862	31	9,410	5	3,428
STARK	1,339,030	1,772,209	1,900,627	157	92,115	56	263,466	334	438,968	236	362,837	326	184,440	221	82,540	256	82,181	670	177,316	67	53,482
Alliance	120,814	149,429	157,979	16	6,500	11	16,456	43	36,129	26	34,063	33	16,929	23	7,920	26	8,550	67	12,892	8	6,714
Canton	463,382	569,355	601,147	35	25,766	16	72,254	115	144,037	64	114,545	106	58,637	92	31,733	72	22,756	235	47,094	24	16,583
Massillon	161,892	191,379	200,550	18	5,626	12	32,805	34	55,459	24	39,844	36	20,177	25	7,481	24	8,219	88	12,719	9	7,631
SUMMIT	1,918,432	2,432,589	2,493,822	176	158,133	87	331,400	459	618,202	272	440,083	419	245,794	289	80,224	282	94,771	854	242,536	108	76,608
Akron	960,258	1,189,267	1,257,854	59	70,088	40	227,499	215	256,937	143	230,308	183	98,053	155	51,500	127	43,634	464	129,186	45	34,854
TRUMBULL	821,623	1,160,688	1,262,068	88	53,851	43	215,344	229	291,680	162	199,335	190	130,877	117	47,284	147	49,672	413	110,214	56	39,486
Niles	154,897	272,311	308,507	2	3,983	8	106,002	35	69,862	14	12,421	17	20,091	37	29,399	29	17,796	54	20,130	6	6,939
Warren	209,078	254,009	267,607	20	8,129	12	21,772	57	51,279	46	68,394	51	26,266	37	9,137	49	16,038	126	33,295	19	11,347
TUSCARAWAS	267,209	311,548	325,659	44	17,898	28	38,926	95	75,832	74	59,908	87	39,741	39	13,458	71	16,845	180	29,368	15	8,155
Dennison	5,176	6,164	6,411	3	776			4	1,084	1	725	5	1,112	2	513	3	988	10	581	1	356
Dover	66,097	71,332	73,417	9	5,637	7	9,776	17	20,348	20	10,126	11	5,711	13	3,370	15	4,143	33	7,713	5	2,595
New Philadelphia	97,935	119,275	125,714	9	5,803	7	21,987	18	26,050	19	24,787	25	13,029	12	7,538	26	5,498	46	8,104	3	3,394
Uhrichsville	25,878	30,753	31,972	2	444	3	1,433	11	11,733	8	5,747	11	3,038	2	440	9	945	19	2,926	1	301
UNION	62,121	93,886	103,262	22	7,874	7	4,638	21	27,737	20	26,811	21	11,809	15	2,765	18	3,073	32	8,589	5	3,324
Marysville	46,906	71,895	78,142	15	6,785	5	3,734	11	20,687	12	19,383	13	9,177	14	2,640	11	2,169	17	5,432	4	2,872
VAN WERT	85,441	113,180	121,326	20	5,379	7	4,835	34	29,770	22	32,332	25	15,174	14	3,887	15	4,059	45	10,318	5	4,526
Van Wert	67,432	95,088	103,163	11	3,608	5	4,0[illegible]	18	26,203	17	26,328	16	11,038	12	3,873	12	3,637	30	9,337	5	4,526
VINTON	13,396	16,925	17,970	6	2,288	2	677	15	4,246	10	4,507	9	3,292	1	321	3	270	17	1,743	1	183
WARREN	223,681	359,065	399,735	32	22,764	14	46,385	91	91,026	34	44,629	73	67,311	40	16,734	63	19,204	101	51,415	16	13,102
WASHINGTON	188,994	256,938	276,876	39	20,199	23	28,623	68	73,916	52	42,426	85	39,330	26	9,258	34	11,631	99	20,781	10	9,145
Marietta	114,523	162,005	175,901	11	8,317	10	23,983	29	42,436	26	25,691	42	22,142	18	8,408	22	7,671	49	14,457	5	6,800
WAYNE	277,353	389,563	422,440	52	39,501	20	42,574	81	99,333	55	95,518	84	48,822	32	7,958	47	18,934	116	28,549	13	10,637
Wooster	145,099	194,020	208,279	16	18,102	9	24,730	23	47,130	24	47,987	35	18,683	16	6,129	21	8,297	50	16,509	7	6,105
WILLIAMS	105,072	153,698	167,996	24	12,462	10	12,566	39	39,085	28	26,918	42	27,833	22	6,118	30	5,881	67	14,966	9	3,977
Bryan	59,054	84,774	91,204	7	4,197	4	11,543	11	19,071	10	18,394	13	9,684	16	4,995	12	1,316	26	7,252	4	2,345
WOOD	347,527	514,497	563,614	38	12,864	23	80,085	82	113,635	53	84,161	114	112,446	61	18,178	70	26,956	161	49,771	19	15,817
Bowling Green	87,134	124,889	135,926	9	4,441	8	12,196	15	33,684	13	19,310	24	16,558	16	3,285	21	6,082	40	17,395	7	5,200
WYANDOT	56,590	77,075	83,053	23	10,780	9	2,174	29	20,455	11	15,579	28	10,731	19	2,302	13	5,636	41	6,929	4	2,296
Upper Sandusky	33,333	45,391	48,405	8	3,345	3	1,337	14	11,565	7	10,891	14	5,154	10	1,725	9	4,202	21	4,738	2	1,346

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,228,116	14,358,161	15,679,594	1,369	878,759	782	1,734,346	3,503	3,748,847	2,843	3,342,719	3,063	1,450,668	2,195	873,961	2,134	700,203	5,101	1,279,464	747	368,991
STANDARD METROPOLITAN STATISTICAL AREAS																					
Enid, Okla.	232,163	440,866	502,305	31	33,665	15	30,167	36	102,228	68	106,091	64	35,031	58	36,534	60	27,194	122	47,784	15	22,096

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Fort Smith, Ark.-Okla.	395,140	895,978	979,709	94	65,766	54	123,723	273	231,176	206	196,941	204	101,121	152	43,629	143	43,099	326	71,955	54	24,862
Lawton, Okla.	293,033	383,770	405,804	31	23,171	15	18,356	105	85,968	72	97,414	71	30,550	46	52,484	65	24,638	175	34,051	17	6,230
Oklahoma City, Okla.	3,059,722	4,859,119	5,272,912	292	267,868	150	692,954	663	1,136,828	686	1,124,783	711	421,963	581	306,204	598	255,044	1,397	502,397	188	112,560
Tulsa, Okla.	2,329,103	3,498,792	3,806,508	280	209,074	139	450,809	670	878,284	601	842,505	576	327,800	475	204,370	502	187,704	1,104	295,744	139	84,157
COUNTIES, Cities																					
ADAIR	27,583	36,156	38,238	17	2,217	6	6,088	37	14,386	16	6,834	20	3,298	9	899	9	977	18	928	5	786
ALFALFA	14,143	17,186	17,897	10	1,504	2	391	18	4,628	4	1,923	21	5,055	5	339	8	371	20	1,215	3	729
ATOKA	25,243	35,018	37,454	6	2,136	4	4,470	24	11,164	7	6,571	20	5,709	11	1,542	7	718	21	2,198	5	1,736
BEAVER	9,983	13,583	14,473	4	1,241			9	4,286	5	2,243	8	2,140	5	1,851	2	117	14	1,259	3	620
BECKHAM	69,544	145,335	168,722	12	10,283	10	15,469	30	45,925	31	25,885	35	29,799	22	9,672	17	4,531	51	13,758	10	4,826
Elk City	47,026	96,128	108,403	8	6,725	5	14,502	14	33,297	21	19,034	20	5,819	17	7,138	12	3,649	25	8,785	4	3,079
Sayre	18,446	43,656	49,958	2	3,445	4	796	9	9,412	8	5,634	11	21,484	3	1,632	2	766	16	3,705	5	1,513
BLAINE	34,847	51,646	55,989	13	4,088	5	1,059	31	16,659	16	8,373	22	9,290	13	2,623	14	1,421	30	3,488	6	2,250
BRYAN	67,865	94,303	100,899	11	5,581	13	10,754	59	26,276	41	20,336	26	5,651	24	5,398	21	4,335	55	7,367	7	2,532
Durant	56,391	78,839	84,455	7	3,610	8	10,398	22	21,519	28	19,814	19	4,094	21	5,130	18	4,233	27	5,083	7	2,465
CADDO	71,851	102,027	109,662	18	4,517	12	7,240	51	31,339	24	25,238	39	12,272	27	5,951	22	4,269	51	5,929	15	3,375
Anadarko	31,181	44,925	48,361	4	2,889	3	4,724	11	16,255	9	6,195	13	5,250	13	4,016	7	2,398	18	2,550	3	1,561
CANADIAN	165,522	170,111	95,592	20	4,566	10	8,811	31	24,248	40	20,375	38	13,710	23	4,478	22	2,465	61	8,024	9	2,597
El Reno	52,479	74,337	79,863	7	3,453	5	7,030	14	20,408	17	19,943	21	11,415	15	3,751	7	2,138	26	5,509	5	2,246
CARTER	139,818	244,225	273,603	21	13,615	12	30,600	80	73,150	59	49,564	60	28,224	33	13,833	41	11,872	89	20,494	13	6,850
Ardmore	119,612	205,934	230,013	18	13,193	9	28,943	53	55,796	47	42,595	39	19,587	28	13,047	33	11,091	59	18,036	9	4,893
CHEROKEE	60,276	82,474	87,982	7	8,274	8	9,596	44	28,408	25	11,515	28	6,046	15	3,130	21	1,995	46	9,566	6	1,960
Tahlequah	50,728	58,701	73,376	6	7,869	5	8,785	26	25,072	17	9,288	20	3,747	15	3,130	18	1,965	33	5,945	4	1,664
CHOCTAW	36,696	52,353	56,331	7	839	5	7,300	34	17,085	21	15,006	22	4,899	13	2,383	8	963	34	2,830	5	458
Hugo	28,894	40,081	42,878	5	808	3	6,916	15	6,456	18	14,724	17	3,845	12	2,360	7	948	24	2,384	5	458
CIMARRON	9,468	11,225	11,631	3	492	2	1,014	4	1,784	6	2,370	5	2,973	2	571	2	21	9	1,016	1	212
CLEVELAND	295,196	471,658	519,111	29	21,039	16	56,180	82	114,061	64	133,873	75	42,276	85	28,766	76	23,743	155	53,369	22	12,084
Norman	222,413	352,775	387,689	18	17,271	10	48,013	54	73,058	47	104,212	45	28,242	71	23,668	53	17,950	116	40,268	15	9,726
COAL	6,649	9,319	9,987	2	1,084	3	1,984	11	4,027	2	381	2	733	2	311	1		7	416	1	314
COMANCHE	293,033	383,770	405,804	31	23,171	15	18,356	105	85,968	72	97,414	71	30,550	46	52,484	65	24,638	175	34,051	17	6,230
Lawton	276,868	362,975	383,894	23	21,424	14	18,059	87	75,878	64	95,873	58	28,348	42	51,716	54	24,066	150	32,000	15	5,552
COTTON	16,642	20,666	21,615	5	811	2	1,054	11	6,818	7	6,335	15	2,566	6	866	5	424	10	1,210	3	557
CRAIG	46,062	62,784	66,950	12	2,880	7	5,794	17	14,993	20	13,472	21	13,629	11	2,448	10	1,429	30	5,513	3	2,209
Vinita	37,708	49,831	52,862	7	2,435	5	5,179	10	12,802	16	12,468	15	6,702	10	2,365	6	1,289	19	3,358	3	2,209
CREEK	119,072	205,687	229,912	28	14,552	11	17,408	69	79,514	62	49,894	52	22,009	32	8,517	28	5,843	84	15,451	15	5,569
Sapulpa	63,634	108,452	120,881	14	5,435	4	15,258	24	45,365	23	22,421	19	8,819	15	5,282	11	3,283	33	6,909	7	2,636
CUSTER	89,379	163,645	185,043	17	7,975	10	13,170	42	48,282	40	37,693	48	21,378	39	10,068	28	9,517	51	13,884	9	5,812
Clinton	46,096	86,176	96,196	8	3,606	5	7,590	19	22,899	18	19,981	23	13,224	14	4,616	12	4,035	23	7,113	5	3,625
Weatherford	38,465	70,690	78,746	6	3,805	3	4,714	14	21,457	18	16,079	16	7,222	23	5,284	13	5,084	20	6,022	3	1,975
DELAWARE	38,918	53,436	57,036	14	4,176	8	5,508	33	20,088	14	5,947	30	7,883	8	1,305	12	1,976	32	4,139	5	1,542
DEWEY	9,293	15,537	17,256	5	1,724	4	609	13	5,036	7	1,295	10	4,030	1	894	6	172	11	1,448	3	492
ELLIS	13,320	18,779	20,150	5	1,664	2	1,428	7	2,453	7	6,486	12	3,415	4	908	7	323	12	939	4	1,178
GARFIELD	232,163	440,866	502,305	31	33,665	15	50,167	56	102,228	68	106,091	64	35,031	58	36,534	60	27,194	122	47,784	15	22,096
Enid	223,100	429,070	489,849	27	33,314	14	49,355	45	99,191	63	104,199	55	30,845	57	36,384	56	27,066	107	47,138	14	21,741
GARVIN	67,719	103,570	112,978	14	6,115	11	6,763	42	31,502	41	24,610	44	14,812	30	5,717	20	3,750	49	7,737	8	3,503
Pauls Valley	33,579	50,805	55,111	7	3,251	5	4,939	16	17,219	19	11,018	15	4,418	17	3,455	10	1,920	18	3,796	3	1,176
GRADY	93,715	137,772	149,212	19	13,539	11	14,596	41	37,521	47	31,613	35	11,386	29	8,309	27	5,352	50	11,611	9	3,165
Chickasha	77,757	118,146	128,719	11	11,789	8	13,800	25	32,526	35	25,267	18	7,749	27	8,196	25	5,273	37	10,819	6	2,953
GRANT	11,173	14,295	15,042	7	589	4	197	9	4,291	9	4,095	7	2,615	3	580	5	424	20	1,555	3	260
GREER	13,233	16,150	16,833	4	473	2	491	14	6,296	5	2,478	9	2,277	4	1,258	6	823	14	691	4	478
HARMON	8,408	10,689	11,232	3	290	1	577	13	4,270	6	1,826	5	721	2	1,055	3	265	10	384	2	83
HARPER	10,479	14,231	15,159	5	1,058	1	684	7	3,741	9	2,373	10	3,916	6	417	5	172	10	938	3	824
HASKELL	22,774	34,557	37,639	4	904	6	1,802	16	12,287	8	10,655	12	2,456	4	2,922	6	1,455	21	1,236	4	1,181
HUGHES	27,151	42,257	46,278	11	2,251	9	1,119	29	15,661	16	10,047	18	5,545	10	2,235	8	785	20	2,606	7	1,636
Holdenville	18,655	27,978	30,309	6	1,169	4	471	12	10,868	12	8,550	7	1,284	10	2,235	6	566	9	1,335	4	889
JACKSON	86,874	116,794	124,132	16	5,128	11	11,911	32	27,374	39	30,051	35	7,908	29	8,769	30	6,104	68	9,665	9	4,633
Altus	78,335	106,064	112,881	12	4,632	7	9,943	23	25,546	32	27,622	30	7,255	28	8,633	24	5,554	56	9,181	8	4,404
JEFFERSON	17,274	23,358	24,860	9	3,101	3	245	16	7,213	13	3,999	13	2,537	7	955	3	219	16	2,599	4	1,184
JOHNSTON	13,152	19,968	21,747	6	1,699			20	8,451	9	2,846	9	2,492	6	860	4	376	10	1,162	2	1,160
KAY	170,747	255,152	277,046	34	12,712	17	24,540	49	74,418	64	54,925	67	30,908	60	14,696	41	12,112	100	22,576	16	8,417
Blackwell	31,099	43,928	47,135	8	1,004	4	4,640	12	13,314	14	9,891	12	4,702	13	2,149	7	1,003	17	3,965	4	2,597
Ponca City	119,743	181,398	197,482	19	9,260	9	19,084	27	54,616	43	40,341	38	17,364	40	11,121	29	9,905	59	14,643	8	5,364
KINGFISHER	44,281	93,376	108,570	11	7,040	5	1,597	18	28,653	15	44,650	21	9,481	12	2,133	7	1,160	24	5,166	7	2,448
KIOWA	32,974	43,373	45,902	7	2,529	8	2,729	25	11,554	25	14,063	18	5,280	14	2,007	11	1,104	24	1,629	8	2,222
Hobart	19,466	25,874	27,476	4	1,818	4	1,832	12	8,544	17	6,168	9	2,535	9	1,673	7	1,049	8	786	6	1,858
LATIMER	14,063	24,089	26,878	3	1,036	8	1,548	12	13,100	8	3,298	12	3,571	5	743	2	127	11	925	3	407
LE FLORE	67,943	91,691	97,548	15	5,533	13	7,392	70	36,120	43	20,890	39	6,885	25	3,294	16	2,389	51	4,920	[illegible]	4,040
LINCOLN	50,595	93,967	106,550	13	10,839	12	2,435	42	23,866	25	24,421	50	20,280	12	3,014	13	4,388	40	6,438	5	2,198
LOGAN	46,068	67,601	73,131	9	2,834	8	7,026	31	21,449	25	16,193	29	7,914	16	2,615	8	1,205	44	6,117	9	2,243
Guthrie	38,111	55,853	60,288	7	2,632	5	6,172	17	18,033	18	12,812	18	5,605	14	2,507	6	1,107	29	4,518	7	2,083
LOVE	10,680	17,511	19,372	6	1,594	4	446	15	7,384	4	564	12	5,626	4	485	5	714	15	1,379	2	204
MCCLAIN	43,636	79,781	90,193	10	3,618	5	6,310	26	28,507	24	24,899	26	11,638	10	2,296	14	789	31	6,496	5	1,998
MCCURTAIN	79,324	100,390	105,440	21	7,553	19	11,720	88	33,323	28	24,195	34	5,611	18	3,207	8	2,756	67	6,233	7	3,170
Idabel	43,889	53,496	55,898	5	3,147	8	6,695	24	14,773	16	18,998	11	2,151	12	2,111	4	412	22	2,981	2	890
MCINTOSH	33,208	49,878	54,220	8	4,908	5	943	28	17,126	14	10,740	23	7,616	12	2,278	8	1,646	28	2,856	5	1,266
MAJOR	26,470	57,497	67,234	4	3,342	3	2,119	15	12,470	10	24,136	18	15,050	4	1,986	1	49	17	3,627	3	605
MARSHALL	23,800	36,223	39,482	12	3,101	5	2,391	26	13,361	13	9,222	11	2,838	7	1,377	6	617	23	2,772	3	1,160
MAYES	72,718	110,038	119,798	18	9,458	11	9,510	50	35,354	34	24,644	36	12,599	28	4,649	17	3,002	60	8,438	8	2,950
Pryor	52,901	78,448	84,835	9	5,662	7	8,695	19	24,534	18	20,288	21	6,353	21	4,224	10	2,407	25	5,081	5	2,332
MURRAY	32,576	45,175	48,318	6	1,949	7	3,143	20	15,755	9	12,358	13	5,667	18	1,930	9	1,290	23	2,512	3	638
MUSKOGEE	207,550	257,007	268,726	34	13,897	16	32,843	115	72,466	82	51,552	80	23,810	65	16,522	48	10,891	133	20,369	16	5,245
Muskogee	190,753	237,052	248,037	25	12,499	15	32,628	82	62,028	72	50,598	56	19,578	63	16,479	45	10,588	102	19,156	13	4,848
NOBLE	33,070	58,327	65,478	9	3,714	3	4,883	15	13,923	12	11,642	16	11,861	7	2,145	8	845	27	4,891	4	1,113
Perry	28,813	50,717	56,193	5	1,817	3	4,385	11	12,604	12	11,642	13	8,584	7	1,926	7	662	21	4,401	3	741
NOWATA	18,916	35,121	39,822	8	3,371	5	1,021	12	11,373	9	8,403	12	5,626	7	1,112	7	1,149	16	2,395	3	1,438

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Nowata	17,166	32,131	35,872	5	2,878	4	940	8	9,898	9	8,403	9	5,229	6	1,051	5	1,021	9	1,542	3	1,438
OKFUSKEE	16,383	24,286	26,330	7	2,615	5	1,746	20	9,244	13	3,651	18	5,717	7	988	4	193	15	740	2	263
OKLAHOMA	2,407,461	3,854,183	4,244,671	205	209,858	99	575,391	470	885,083	501	900,661	508	323,619	428	256,753	442	216,240	1,029	401,218	137	87,883
Edmond	119,569	197,111	218,304	14	18,549	7	14,491	23	49,555	24	75,209	26	16,476	20	7,523	16	5,164	35	16,044	6	2,792
Midwest City	208,887	379,203	428,103	14	18,341	12	51,997	36	128,499	37	128,661	39	21,510	32	17,457	27	6,851	65	28,208	12	7,626
Oklahoma City	1,822,426	2,844,650	3,117,925	142	162,627	61	469,102	340	561,220	348	611,119	360	231,682	322	213,477	332	178,306	797	310,103	95	56,483
OKMULGEE	97,787	152,565	167,334	20	9,322	12	19,787	52	47,323	38	28,482	52	24,023	31	8,336	17	3,599	59	11,780	6	3,864
Henryetta	33,384	57,600	63,654	4	2,103	4	1,300	17	16,853	9	17,200	22	10,026	16	4,200	5	1,025	20	5,035	3	1,986
Okmulgee	48,398	66,974	71,599	9	4,051	4	8,521	22	20,081	23	10,603	22	9,456	15	4,136	10	2,193	31	4,973	3	1,878
OSAGE	52,075	121,166	143,592	12	6,118	8	4,125	43	47,797	25	29,632	30	18,502	19	7,354	15	4,743	58	7,965	10	5,199
Pawhuska	18,131	44,714	51,360	4	1,832	3	1,390	11	16,498	6	8,504	11	9,242	10	3,918	4	1,412	23	2,791	2	934
OTTAWA	86,503	108,937	114,269	22	8,378	11	14,314	41	23,204	43	27,248	38	13,013	21	5,896	19	3,732	48	8,398	9	2,629
Miami	73,559	93,522	98,282	14	6,443	7	14,144	22	19,218	26	25,708	19	7,471	19	5,748	15	3,555	29	7,286	6	2,512
PAWNEE	30,550	48,299	53,041	7	2,139	6	2,216	21	17,321	15	11,520	18	6,778	8	3,030	6	1,938	22	3,151	5	940
PAYNE	154,286	215,677	231,079	27	19,764	13	25,531	65	57,740	60	34,218	65	22,801	48	11,657	38	9,811	102	23,665	11	4,072
Cushing	37,518	49,244	52,175	8	9,469	5	5,128	15	11,555	20	8,730	15	3,546	12	3,232	7	1,060	16	3,436	5	1,510
Stillwater	111,212	158,268	170,155	16	10,129	6	20,146	42	43,508	29	24,256	42	16,509	34	8,346	31	8,751	74	19,178	5	2,519
PITTSBURG	101,635	144,050	154,780	17	7,049	14	20,643	74	42,822	38	27,959	49	16,955	26	7,253	33	6,584	65	9,890	10	2,536
McAlester	85,527	119,056	127,433	12	5,989	12	19,348	34	32,091	34	25,779	26	9,651	23	6,886	30	6,259	36	6,964	8	2,374
PONTOTOC	101,407	146,706	158,256	16	9,896	9	12,528	47	45,135	29	33,703	35	10,736	41	10,848	28	6,513	65	10,375	12	3,625
Ada	95,516	138,929	150,021	12	8,693	7	12,046	32	41,779	27	33,300	29	9,220	40	10,804	27	6,473	56	9,787	10	3,577
POTTAWATOMIE	147,907	283,386	323,345	28	28,787	20	46,262	54	84,929	57	44,975	64	30,720	35	13,911	44	11,807	121	33,290	15	7,998
Shawnee	116,724	226,159	258,609	18	27,032	17	41,893	30	53,610	49	43,546	35	17,780	30	13,592	31	8,413	89	27,030	11	6,624
PUSHMATAHA	24,363	36,918	40,195	7	1,304	6	1,383	30	12,821	8	12,695	19	4,892	7	717	6	843	17	2,235	2	642
ROGER MILLS	6,562	10,293	11,286	1		3	2,199	9	2,617	4	1,657	4	1,710	2	630	2	269	7	414	1	281
ROGERS	91,806	139,303	151,848	22	11,562	7	11,233	48	37,994	35	33,597	38	28,161	28	5,442	22	3,504	57	11,558	4	1,322
Claremore	72,116	104,958	113,168	11	9,759	5	9,984	28	30,340	26	31,559	15	8,998	22	4,740	16	2,287	37	8,201	2	1,065
SEMINOLE	58,906	119,543	137,976	10	4,741	11	12,393	38	41,868	28	27,872	37	18,701	24	7,336	18	3,913	46	9,692	10	4,357
Seminole	37,132	75,966	85,675	6	3,397	8	10,000	14	25,033	16	16,406	17	8,514	15	5,389	9	2,800	26	7,583	5	2,812
Wewoka	15,207	30,754	34,641	2	1,245	2	2,277	12	10,515	9	9,270	11	3,787	8	1,915	6	472	14	1,849	4	1,500
SEQUOYAH	54,998	79,993	86,382	14	3,384	9	7,442	41	28,329	24	15,967	31	13,563	12	2,113	15	2,555	43	7,584	5	924
STEPHENS	144,374	286,811	329,581	20	15,085	15	35,580	52	82,813	48	92,417	31	26,824	43	15,234	39	13,073	67	16,588	13	9,084
Duncan	117,235	233,146	267,974	14	12,026	10	34,577	29	61,058	35	76,875	29	19,439	31	13,150	30	9,750	45	13,835	8	6,570
TEXAS	49,644	62,637	65,677	17	5,237	5	7,516	21	20,968	17	11,515	22	4,283	15	3,213	13	2,564	32	5,180	5	589
Guymon	42,025	52,290	54,856	7	3,215	4	6,912	13	17,348	13	10,427	15	3,001	14	3,127	11	2,407	20	4,165	4	543
TILLMAN	25,455	32,827	34,606	11	2,268	9	1,706	19	10,742	11	7,955	17	3,472	5	1,657	10	1,495	23	1,600	4	858
Frederick	21,712	27,591	29,061	7	2,110	5	1,507	12	8,930	9	7,291	10	2,310	7	1,488	8	1,358	13	995	3	759
TULSA	1,960,253	2,875,547	3,110,811	188	162,923	95	404,826	431	659,941	430	697,821	394	238,922	359	177,396	404	169,180	811	248,546	98	67,986
Broken Arrow	78,246	124,860	137,380	14	3,457	3	11,467	30	38,412	22	47,614	23	13,205	11	2,833	31	3,426	29	8,778	3	2,310
Tulsa	1,705,935	2,494,805	2,697,069	139	140,155	76	369,280	338	539,112	338	582,240	302	188,187	313	167,371	330	157,518	710	226,214	80	60,187
WAGONER	33,179	47,051	50,547	12	4,461	7	3,707	29	17,684	15	6,917	26	7,307	9	1,012	16	1,432	34	3,786	4	1,131
WASHINGTON	166,053	366,887	431,524	26	38,797	9	63,456	38	86,277	43	79,042	31	34,225	35	21,914	51	25,255	85	38,204	13	10,200
Bartlesville	153,590	348,886	412,085	21	35,268	8	59,425	30	83,770	36	78,414	23	28,898	33	21,798	45	25,003	73	37,043	8	10,025
WASHITA	22,698	50,861	59,837	7	3,646	3	2,548	23	17,988	20	13,783	13	7,201	10	2,509	14	2,943	16	3,298	4	1,914
WOODS	34,370	48,584	52,163	7	911	6	4,104	16	14,287	12	9,497	20	5,388	11	4,356	13	4,801	32	3,861	3	869
Alva	30,700	43,023	46,104	4	475	4	3,646	11	12,792	10	8,968	14	4,222	10	4,223	11	4,553	22	3,274	2	771
WOODWARD	86,124	150,024	168,002	12	14,245	5	18,279	27	42,605	25	29,433	25	21,163	19	9,069	27	7,944	37	10,227	5	2,942
Woodward	83,058	145,401	162,972	12	14,245	4	17,693	21	41,298	23	29,209	19	19,215	18	9,026	24	7,884	30	9,697	5	2,942

OREGON RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,347,998	13,628,911	14,895,115	1,439	950,576	481	1,859,455	2,729	3,039,537	1,747	2,844,347	2,185	1,352,408	1,382	579,597	1,915	743,088	4,578	1,468,187	492	500,061
STANDARD METROPOLITAN STATISTICAL AREAS																					
Eugene-Springfield, Ore.	1,021,743	1,347,028	1,448,358	150	119,236	32	185,785	319	287,782	182	303,815	209	120,005	146	61,734	206	69,752	414	125,139	51	49,814
Medford, Ore.	492,661	705,939	771,800	87	59,813	32	77,701	147	154,183	74	139,704	113	68,684	64	29,941	111	38,849	210	64,217	20	18,774
Portland, Ore.-Wash.	4,516,528	7,056,385	7,776,993	464	344,087	176	1,231,906	1,069	1,496,342	689	1,410,053	808	675,434	606	322,177	828	405,317	1,982	807,274	179	220,470
Salem, Ore.	785,140	1,109,140	1,208,741	142	108,827	37	187,973	190	236,477	151	232,216	183	102,033	95	32,967	171	64,101	362	114,118	45	45,183
COUNTIES, Cities																					
BAKER	45,578	60,781	65,507	8	5,098	8	2,031	37	17,508	16	13,644	26	4,741	13	3,875	13	1,880	38	7,631	4	2,932
Baker	41,550	56,420	60,996	8	5,098	4	1,798	21	16,456	15	13,456	15	3,868	12	3,811	10	1,797	23	6,036	4	2,932
BENTON	186,958	250,175	269,658	29	13,750	11	30,446	56	58,584	45	40,250	53	28,810	27	11,413	46	16,763	83	27,020	9	13,289
Corvallis	171,256	229,777	247,795	22	11,225	8	29,440	43	53,279	38	38,543	38	23,216	26	11,382	37	16,372	65	23,449	7	13,060
CLACKAMAS	644,617	1,176,824	1,347,973	117	90,351	37	132,336	209	362,003	133	286,956	116	126,556	74	30,570	119	50,409	263	112,119	34	37,965
Oregon City	104,622	185,387	211,100	12	15,166	7	16,281	19	42,500	12	58,114	17	18,754	14	7,166	20	8,589	34	12,199	6	12,643
CLATSOP	111,573	151,300	163,556	30	14,080	12	4,187	49	42,905	20	17,515	38	13,481	34	8,378	22	8,226	104	24,942	10	8,241
Astoria	58,414	76,216	81,754	9	5,529	4	1,430	21	19,136	14	13,733	16	6,124	20	5,439	12	4,335	45	10,428	4	3,153
COLUMBIA	79,699	107,940	116,652	27	10,715	8	4,263	37	33,396	24	19,603	24	10,975	18	3,364	19	8,512	62	10,342	9	4,532
COOS	234,043	291,154	309,456	42	28,670	10	17,824	87	73,170	58	66,583	54	22,938	31	9,613	49	14,719	130	27,497	14	16,158
Coos Bay	108,256	130,741	138,148	15	16,035	4	6,658	32	27,687	34	41,203	22	10,049	9	1,456	21	5,840	43	10,000	4	4,291
North Bend	68,637	88,581	93,567	10	7,175	2	9,743	19	21,749	8	8,658	11	5,108	12	6,675	17	6,126	33	7,952	3	10,279
CROOK	28,435	33,837	35,643	9	3,941	2	368	14	9,513	8	6,214	14	3,472	9	2,265	9	1,180	16	2,492	5	1,674
CURRY	45,949	56,172	59,485	17	3,336	3	1,591	22	17,299	22	7,521	24	8,440	15	1,935	18	2,306	52	7,494	5	2,530
DESCHUTES	234,503	422,106	482,113	46	62,365	13	18,630	61	109,634	53	90,064	59	43,366	45	23,329	59	20,389	110	41,438	14	24,860
Bend	146,415	267,377	306,214	24	23,662	11	14,453	31	65,847	29	68,499	31	15,599	32	19,224	35	16,677	56	25,338	9	24,060
DOUGLAS	283,440	347,836	368,595	35	18,899	19	28,132	113	89,953	67	71,349	102	48,100	36	8,508	68	14,013	172	39,825	21	18,975
Roseburg	177,102	217,494	230,511	19	12,264	6	25,905	34	47,847	31	46,927	45	23,943	23	7,083	42	11,631	67	21,611	10	14,682
GILLIAM	5,359	7,038	7,358	6	316	2	182	3	2,793	2	716	5	1,612	3		1		3	847	1	70
GRANT	21,572	27,318	29,131	8	1,872	3	1,089	14	13,464	6	4,063	10	1,880	5	490	6	981	24	1,894	3	1,057

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OREGON RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HARNEY	27,444	31,972	33,543	6	2,044	4	503	12	9,452	8	7,410	13	3,867	7	817	3	1,090	21	3,752	3	534
HOOD RIVER	52,273	70,754	76,433	10	4,441	4	3,181	23	24,868	16	13,932	17	5,857	11	2,454	16	4,098	31	6,961	3	2,003
JACKSON	492,661	705,939	771,800	87	59,813	32	77,701	147	154,183	74	139,704	113	68,684	64	29,941	111	38,849	210	64,217	20	18,774
Ashland	39,357	56,491	61,738	9	2,978	5	5,164	23	20,649	3	4,089	14	6,109	13	3,204	15	5,085	33	6,899	3	553
Medford	340,901	466,585	505,240	32	24,794	12	54,513	60	64,636	50	120,462	35	35,751	46	26,590	64	27,257	102	40,377	9	16,501
JEFFERSON	31,582	43,155	46,715	12	3,845	4	2,046	17	14,548	8	9,176	10	4,155	4	1,067	2	354	21	5,023	3	1,272
JOSEPHINE	214,665	270,592	288,389	45	22,978	8	16,421	85	60,595	52	71,893	51	32,689	28	10,536	46	15,992	98	22,896	9	12,611
Grants Pass	176,241	217,222	230,428	25	11,007	6	14,314	50	43,927	37	64,005	35	24,396	25	10,420	35	12,771	63	19,566	7	12,167
KLAMATH	225,036	280,392	298,013	39	26,820	14	37,368	81	65,443	48	60,723	80	27,770	30	7,965	53	14,560	112	22,753	7	12,748
Klamath Falls	163,533	205,350	218,576	21	16,860	10	36,891	42	38,982	34	52,872	35	12,795	28	7,714	45	12,554	61	12,250	6	11,885
LAKE	24,591	35,780	39,212	3	3,725	1	995	17	9,250	7	10,480	16	4,666	7	1,385	3	1,055	18	3,560	3	1,111
LANE	1,021,743	1,347,028	1,448,358	150	119,236	32	185,785	319	287,782	182	303,815	209	120,005	146	61,734	206	69,752	414	125,139	51	49,814
Eugene	502,778	716,673	659,779	63	34,715	11	41,836	130	123,830	74	153,553	92	51,355	72	24,055	108	46,708	218	67,538	23	28,598
LINCOLN	125,643	184,718	202,836	32	19,242	10	5,653	63	53,056	29	33,341	48	21,112	19	5,963	33	5,038	140	33,341	11	4,346
LINN	276,588	341,782	362,936	34	26,663	15	48,402	85	66,468	61	78,036	77	37,565	47	14,008	54	18,533	132	36,691	19	11,429
Albany	178,711	232,673	249,452	25	16,894	4	45,748	29	32,841	32	52,874	34	24,308	23	12,229	38	16,181	64	26,468	7	5,620
MALHEUR	108,485	141,302	151,567	22	10,668	12	7,198	40	36,822	34	32,479	33	15,278	24	6,080	18	5,054	50	14,154	8	8,452
Ontario	82,970	110,740	119,330	14	7,505	7	6,899	17	25,196	22	27,087	20	11,641	18	4,802	15	4,970	31	10,992	4	8,286
MARION	703,866	1,002,494	1,094,197	117	88,492	32	185,547	157	198,420	135	218,409	156	87,780	81	30,218	154	60,044	305	104,232	33	42,266
1Salem	481,848	667,763	724,782	50	43,691	19	185,542	77	83,688	87	143,412	78	44,690	62	26,673	94	47,784	182	73,148	23	35,862
MORROW	10,241	21,589	23,417	6	1,554	1	1,297	11	5,498	4	2,692	11	6,722	5	884	4	1,434	13	2,914	1	381
MULTNOMAH	2,484,624	3,276,155	3,422,230	192	104,930	91	565,916	324	523,229	362	582,751	432	296,466	316	136,599	439	227,967	1,240	436,631	87	67,660
Portland	1,730,811	2,234,810	2,391,982	130	55,671	56	337,105	369	354,791	238	410,838	290	182,289	213	104,621	328	193,467	964	308,267	72	28,448
POLK	81,274	106,646	114,544	25	20,335	5	2,426	33	38,057	16	13,807	27	14,253	14	2,749	17	4,057	57	9,886	12	2,917
SHERMAN	6,701	9,560	10,436	2	148	1	21	6	710			10	6,277	1	71	2	22	8	2,622	1	28
TILLAMOOK	60,483	81,284	87,701	15	5,165	6	2,514	37	21,453	14	17,577	37	11,638	17	3,614	16	2,884	65	11,744	8	3,203
UMATILLA	210,616	286,887	310,342	46	28,299	11	10,012	58	74,939	53	63,896	63	34,682	39	11,882	44	12,219	122	29,425	15	16,416
Pendleton	86,462	117,212	126,671	10	10,255	4	4,503	19	26,241	19	26,102	28	14,696	17	7,045	20	4,660	49	13,291	5	7,614
UNION	74,016	89,302	94,625	22	5,639	4	811	35	22,296	16	16,669	25	14,872	18	3,515	35	5,189	49	9,286	9	6,411
La Grande	65,922	79,349	82,706	17	4,178	3	785	21	16,812	16	16,869	19	13,099	16	3,464	30	5,035	34	7,650	7	6,231
WALLOWA	21,213	29,830	32,472	9	2,863	6	1,318	12	6,971	6	8,286	8	4,260	7	1,285	4	324	19	2,873	6	831
WASCO	88,599	141,924	158,621	16	9,639	4	7,238	26	28,200	17	41,745	28	14,947	18	9,438	21	7,610	42	15,203	7	8,275
The Dalles	84,891	138,487	155,171	12	8,789	3	7,034	17	27,199	17	41,745	23	14,471	18	9,438	21	7,610	32	14,521	6	8,144
WASHINGTON	936,066	1,946,920	2,286,473	94	105,589	35	443,079	185	434,687	111	421,025	146	176,966	142	125,535	169	99,478	264	179,263	33	84,693
WHEELER	2,988	2,420	2,366	1		5	343	5	281	2	869	4	466			1	20	4	137		
YAMHILL	144,874	248,015	280,562	38	24,855	14	12,681	57	72,081	38	70,954	46	27,120	27	8,117	35	8,087	84	21,943	14	11,603

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	37,244,196	49,708,117	53,125,850	4,615	2,303,145	2,357	6,680,745	14,515	12,269,764	7,087	8,931,188	8,994	5,225,808	7,640	2,407,888	6,810	2,211,040	21,361	4,423,723	2,705	1,574,844
STANDARD METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem-Easton, Pa.-N.J.	2,106,565	2,859,557	3,075,105	227	128,314	112	418,449	712	742,507	385	457,802	520	289,675	373	111,618	398	132,482	1,187	255,354	120	85,909
Altoona, Pa.	462,184	592,659	628,626	67	37,640	32	102,047	172	151,795	128	106,381	109	48,127	65	25,740	83	29,553	234	45,383	27	18,892
Binghamton, N.Y.-Pa.	917,867	1,222,745	1,287,039	129	57,080	60	130,372	326	331,742	206	216,533	248	139,100	171	55,048	171	52,650	587	108,231	67	49,801
Erie, Pa.	875,556	1,187,296	1,275,494	119	68,829	56	188,442	264	242,822	200	234,521	232	160,735	166	53,502	161	55,711	513	102,972	58	42,396
Harrisburg, Pa.	1,655,848	2,093,733	2,113,959	170	83,316	84	245,314	488	476,422	269	345,095	371	238,591	266	91,674	285	83,505	728	184,109	97	69,477
Johnstown, Pa.	797,146	994,026	1,048,706	127	61,502	56	150,460	320	243,083	208	207,820	242	98,488	108	32,401	150	46,087	482	72,539	45	28,498
Lancaster, Pa.	1,166,508	1,639,157	1,770,693	157	134,196	76	193,778	514	384,688	293	288,712	248	171,068	201	75,950	270	90,575	518	141,908	58	45,561
Northeast Pennsylvania, Pa.	1,990,711	2,472,987	2,609,074	282	120,085	152	337,505	1,017	640,356	436	380,396	580	248,174	461	105,333	428	103,337	1,726	225,079	165	84,227
Philadelphia, Pa.-N.J.	14,787,379	20,264,585	21,814,692	1,458	686,564	826	2,687,944	5,730	4,976,721	1,816	3,402,495	2,742	1,900,294	3,515	1,181,883	2,426	921,233	7,790	1,975,849	1,116	620,716
Pittsburgh, Pa.	7,526,765	10,208,900	10,981,266	789	432,026	334	1,747,373	2,519	2,491,073	1,140	1,962,838	1,713	1,088,507	1,304	485,184	1,182	457,205	4,084	929,134	549	338,633
Reading, Pa.	1,024,758	1,287,161	1,272,489	126	45,560	62	151,033	413	290,199	194	241,148	219	120,766	190	41,238	204	50,339	583	112,576	38	24,326
Sharon, Pa.	407,008	579,506	628,653	61	36,159	23	75,269	142	149,729	112	145,042	129	64,597	88	24,686	82	26,829	218	47,338	28	15,620
State College, Pa.	354,181	453,387	480,807	47	29,671	20	51,041	102	129,540	80	77,849	85	38,591	67	21,902	82	20,429	148	38,929	19	13,063
Williamsport, Pa.	384,638	577,419	709,221	47	30,194	33	97,099	138	137,126	91	132,980	96	67,419	68	42,901	75	43,770	235	38,682	37	15,953
York, Pa.	1,133,027	1,712,189	1,876,279	154	96,935	69	233,383	416	440,451	327	301,460	232	176,143	196	66,542	274	91,376	333	150,953	66	41,529
COUNTIES, Cities																					
ADAMS	147,969	206,622	222,897	27	11,179	7	9,963	80	56,059	64	38,371	58	26,722	35	4,359	49	10,788	117	25,586	9	4,739
Gettysgurg	44,604	109,822	118,269	9	4,504	11	8,147	25	27,946	23	23,040*	25	11,458	18	3,694	13	3,523	38	14,585	4	4,007
ALLEGHENY	5,090,376	6,786,691	7,280,140	436	227,031	199	1,197,989	1,583	1,631,496	620	1,288,949	989	650,049	840	331,161	769	305,787	2,767	659,967	380	241,292
Brackenridge	8,620	13,054	14,162	1	296			7	7,788	3	2,929	1	239	1	57			6	560	1	315
Clairton	27,511	36,193	38,579	5	3,243	3	1,366	24	13,370	11	4,414	9	4,524	4	878	6	132	42	5,229	3	1,782
Duquesne	30,691	39,012	41,301	3	639	2	4,316	11	16,893	4	3,813	7	4,623	3	300	3	1,270	33	3,533	4	3,053
McKeesport	128,065	160,767	126,184	18	5,923	6	8,373	59	34,196	19	23,223	23	8,441	23	12,568	19	7,177	87	9,808	8	4,642
Monroeville	427,683	689,212	764,790	15	16,790	14	204,682	32	74,553	26	185,443	38	39,992	70	69,734	48	42,222	63	45,486	9	11,566
Pittsburgh	1,515,615	1,573,238	1,399,878	96	24,354	34	271,027	328	295,886	131	216,411	209	107,836	342	115,324	225	73,333	1,051	201,153	131	61,884
Tarentum	27,423	39,489	42,506	8	6,995	1	1,053	15	9,539	9	11,190	9	3,427	8	1,574	7	2,051	15	1,744	4	2,788
ARMSTRONG	197,015	239,618	276,867	41	18,058	21	20,591	93	82,032	58	56,546	93	33,882	42	6,638	31	12,461	136	21,092	18	9,719
Kittanning	72,483	95,257	101,530	7	3,539	7	14,232	17	24,403	18	20,375	20	8,593	13	3,429	19	6,310	37	9,614	6	4,266
BEAVER	596,239	782,278	834,379	79	31,830	33	169,058	211	205,977	118	115,680	152	88,313	115	35,924	92	29,340	359	60,037	42	24,810
Aliquippa	67,293	77,551	80,521	10	2,067	2	4,812	43	38,897	12	8,277	18	9,515	11	2,075	11	667	57	5,611	7	3,729
Ambridge	50,588	56,172	57,893	7	4,855	1	2,285	20	11,235	16	19,909	10	3,933	14	2,142	13	2,204	52	4,764	6	2,279
Beaver	29,929	41,623	44,547	4	1,180	1	3,743	10	8,308	9	13,749	12	8,004	7	980	5	683	9	1,243	4	2,524
Rochester	36,810	52,011	55,811	3	691	1	18,997	11	9,981	8	4,981	7	7,559	3	863	5	2,445	25	4,679	2	2,556

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BEDFORD	140,682	163,285	169,768	21	7,786	19	7,379	61	28,679	47	23,736	74	57,964	26	2,880	27	4,106	87	19,835	10	2,909
Bedford	44,294	51,843	53,730	6	1,092	4	4,135	8	14,798	8	4,340	11	13,579	12	1,227	10	2,036	16	3,515	5	1,499
BERKS	1,024,758	1,287,161	1,272,489	126	45,560	62	151,033	413	290,199	194	241,148	219	120,766	190	41,238	204	50,339	583	112,576	38	24,326
Reading	260,298	279,953	286,767	25	5,792	24	23,452	138	45,524	45	49,417	57	30,540	84	31,298	53	14,011	221	23,554	12	5,196
BLAIR	462,184	592,659	628,626	67	37,640	32	102,047	172	151,795	128	106,381	109	48,127	65	25,740	83	29,553	234	45,383	27	18,892
Altoona	223,077	286,916	304,527	30	19,494	12	24,887	97	79,689	36	40,741	45	21,950	36	16,524	42	20,701	138	29,752	14	12,827
Tyrone	24,858	33,208	35,293	5	1,912	4	1,457	11	11,475	8	6,726	7	3,033	6	1,710	4	1,373	11	1,916	5	1,531
BRADFORD	167,519	228,813	245,776	30	17,389	16	17,362	66	59,539	62	64,142	42	21,464	36	8,180	31	8,240	100	12,938	18	8,802
Athens	18,077	22,024	23,011	1	777			3	101	7	16,388	3	2,588			2	807	8	741	1	1,040
Sayre	29,612	40,835	43,641	4	2,265	1	1,731	7	6,116	7	11,378	4	2,899	13	4,082	9	2,966	19	2,773	4	1,979
Towanda	16,674	23,512	25,222	5	1,210	2	2,664	5	6,823	4	4,447	2	1,551	5	1,010	6	980	11	1,101	6	1,294
BUCKS	1,788,843	2,593,763	2,819,502	193	118,848	67	376,137	463	618,008	251	569,903	314	237,001	319	108,720	243	105,275	667	219,817	91	58,928
Bristol	42,739	173,888	182,984	12	11,138	2		17	73,304	9	33,299	14	22,955	10	1,217	10	5,437	39	17,188	3	4,712
Doylestown	66,823	92,173	99,184	11	2,393	5	7,441	15	25,763	8	10,907	13	8,819	24	4,888	18	4,802	20	6,984	5	4,372
Levittown	NO DATA AVAILABLE FOR THIS CITY																				
Quakertown	108,381	168,846	186,120	11	5,141	6	22,426	35	41,314	23	44,248	13	12,322	22	7,688	23	13,085	39	13,597	4	7,033
Warminster	70,710	169,041	193,624	3	12,412	6	9,651	29	64,955	11	41,691	18	24,040	8	3,188	10	2,138	28	14,068	6	2,763
BUTLER	417,494	658,968	729,252	81	54,042	26	76,572	145	163,024	114	143,501	134	111,175	57	25,074	80	29,920	215	56,858	27	19,088
Butler	105,670	136,971	145,565	20	9,711	8	8,565	48	25,561	38	26,118	29	15,541	30	15,911	32	9,033	62	12,324	10	5,272
CAMBRIA	603,504	731,742	767,430	79	48,554	39	133,048	224	177,426	126	136,541	158	60,019	80	25,753	105	33,936	345	50,081	35	21,506
Johnstown	162,210	197,342	207,109	18	8,865	8	21,721	75	46,824	29	57,486	32	11,597	26	6,256	29	13,105	105	14,751	8	6,886
CAMERON	15,801	19,781	20,879	5	742	3	1,394	10	7,460	5	2,615	12	2,878	7	685	4	388	21	1,443	3	321
CARBON	132,706	160,988	170,565	23	8,748	15	10,705	73	49,606	39	31,445	59	21,149	23	3,230	34	6,763	127	9,589	12	6,397
Jim Thorpe	8,859	11,836	12,580	2	364	2	311	6	5,226	1	200	6	3,487			5	229	11	405	1	261
Lansford	14,891	17,176	17,747	2	1,963	3	1,866	8	5,474	5	3,260	6	583	4	406	3	1,298	13	396	3	518
Lehighton	59,435	70,390	73,129	7	2,500	4	3,689	22	25,741	15	15,557	19	10,560	8	990	14	2,917	38	4,385	4	4,536
Mauch Chunk-East Mauch Chunk																					
Palmerton	16,341	27,880	30,765	6	1,676	1	3,394	16	8,316	6	6,611	15	2,561	7	1,834	1	822	23	1,324	3	1,014
CENTRE	354,181	453,387	480,807	47	29,671	20	51,041	102	129,540	80	77,849	85	38,591	67	21,902	82	20,429	148	38,929	19	13,063
Bellefonte	46,769	61,427	65,091	8	4,852	2	2,156	17	18,530	13	15,318	10	4,659	7	399	10	4,147	19	2,519	4	2,599
State College	140,091	171,540	180,269	9	11,840	7	16,364	25	43,233	20	24,028	18	9,525	42	13,772	32	7,291	54	23,479	6	6,560
CHESTER	892,494	1,444,976	1,606,825	133	97,425	38	120,433	321	405,270	169	307,077	215	149,398	170	55,219	170	59,062	366	126,263	48	47,728
Coatesville	46,465	55,754	58,360	9	2,930	4	3,829	38	13,134	10	4,971	16	8,303	17	4,463	12	3,703	25	2,572	7	3,196
Phoenixville	62,038	99,241	109,974	16	7,777	3	673	25	27,559	12	21,331	17	9,254	23	3,682	15	4,347	26	12,035	5	8,351
West Chester	81,090	104,759	111,290	10	2,756	3	3,024	46	14,712	14	26,345	18	7,954	19	5,926	28	8,792	48	11,773	5	2,208
CLARION	129,334	154,068	161,053	29	12,400	11	8,637	59	38,680	37	32,601	57	25,683	24	7,106	34	5,294	67	11,420	8	4,109
CLEARFIELD	286,299	392,830	422,820	46	29,623	15	30,915	80	90,448	83	86,171	105	79,361	47	16,537	46	12,677	112	19,889	17	9,908
Clearfield	78,383	103,311	110,164	10	2,769	6	11,761	13	17,789	24	23,587	16	18,117	16	6,853	11	3,435	24	4,862	6	3,863
Curwensville	15,691	25,099	27,451	4	4,462			3	6,703	5	2,067	5	8,418	2	988	1	840	7	1,088	3	1,283
Du Bois	87,941	106,027	111,076	12	8,729	4	16,888	14	26,462	21	22,018	20	8,517	19	5,667	14	3,098	24	6,031	5	3,800
CLINTON	128,475	155,833	163,689	17	6,759	13	7,592	39	32,056	33	39,480	37	33,391	22	6,338	21	5,552	76	8,994	10	3,939
Lock Haven	65,959	71,541	73,388	6	3,729	4	1,819	20	21,358	14	19,304	10	3,478	16	5,598	9	3,504	37	4,816	6	2,013
Renovo	9,801	12,679	13,398	1	315	1	714	6	3,454	4	3,266	6	2,210	3	373	1	198	10	611	2	968
COLUMBIA	184,791	264,018	286,223	25	15,212	19	32,417	87	68,890	65	41,733	64	38,870	55	12,315	37	8,443	117	18,254	15	10,007
Berwick	64,029	85,064	90,859	9	5,749	6	5,155	25	25,614	19	18,333	12	7,539	22	3,967	10	1,356	37	3,753	4	2,699
Bloomsburg	90,329	136,722	149,863	9	5,471	7	24,387	29	30,186	28	19,984	26	20,912	25	7,725	17	5,063	44	10,916	6	5,990
CRAWFORD	253,887	343,483	368,429	58	26,392	25	36,691	100	82,787	85	72,701	90	40,078	57	15,058	51	13,396	160	32,580	25	12,684
Meadville	97,442	139,072	150,674	19	7,244	6	7,775	29	35,643	21	28,705	28	15,764	28	11,786	19	5,625	63	17,923	9	5,191
Titusville	47,467	54,681	56,771	9	2,579	5	7,367	13	13,119	16	11,100	20	6,040	18	1,957	8	2,601	21	3,159	3	1,977
CUMBERLAND	736,017	922,782	871,677	80	36,380	30	97,203	184	173,363	113	154,744	156	97,694	112	39,663	120	40,972	229	73,554	37	29,099
Carlisle	134,326	179,475	191,937	13	10,307	8	23,743	46	45,336	29	23,684	37	18,459	33	9,742	26	7,323	63	15,937	9	4,249
DAUPHIN	847,841	1,092,654	1,161,925	78	44,305	44	145,990	264	282,601	121	169,309	185	129,572	148	51,759	152	39,993	448	105,420	54	38,445
Harrisburg	223,792	231,843	235,658	11	3,507	13	32,480	88	37,143	18	46,593	53	18,093	47	17,876	34	6,563	181	26,179	23	13,689
DELAWARE	1,841,079	2,581,693	2,789,074	172	65,375	76	423,020	605	662,624	204	419,655	351	256,796	347	133,504	269	96,404	843	222,824	131	85,212
Chester	97,957	108,834	112,173	10	4,913	9	1,652	70	29,284	15	21,711	18	8,365	22	4,536	13	3,745	109	10,962	9	2,931
ELK	87,398	113,765	121,012	19	7,315	7	9,217	47	34,608	25	21,023	39	13,145	30	4,360	24	4,991	62	6,421	8	4,291
Ridgway	17,413	22,915	24,290	4	1,019	1	1,058	12	7,519	6	4,449	8	3,596	10	1,374	4	655	14	1,858	2	779
St. Marys	49,163	63,319	66,858	7	5,562	5	7,863	18	17,764	13	11,221	14	4,593	14	2,482	13	2,715	19	2,606	4	2,332
ERIE	875,556	1,187,296	1,275,494	119	68,829	56	188,442	264	242,822	200	234,521	232	160,735	166	53,502	161	55,711	513	102,972	58	42,396
Corry	30,245	46,397	50,435	6	3,389	4	8,297	11	13,297	11	6,524	10	6,298	9	1,049	6	523	19	3,149	4	3,874
Erie	372,012	436,189	454,531	37	29,067	21	27,656	138	114,231	60	78,298	89	41,892	70	17,194	70	31,261	256	42,455	28	20,182
FAYETTE	524,027	673,231	714,482	70	35,948	44	118,702	213	180,048	140	122,089	163	72,543	76	19,062	88	23,867	327	45,176	30	19,566
Brownsville	21,071	27,756	29,427	4	219	2	1,376	7	5,232	6	8,928	7	3,743	6	1,519	6	1,297	22	1,627	3	1,965
Connellsville	63,952	80,058	84,496	10	3,719	8	14,532	19	20,838	19	16,168	16	6,689	12	1,901	14	4,504	33	5,261	5	5,121
South Connelsville	NO DATA AVAILABLE FOR THIS CITY																				
Uniontown	201,363	246,069	258,462	15	17,705	14	71,204	54	38,343	40	31,353	34	16,294	38	12,201	39	11,095	83	13,499	9	10,800
FOREST	12,063	17,590	19,140	7	2,344	1	524	11	5,531	4	3,326	11	2,404			3	264	20	2,420		
FRANKLIN	31[illegible],485	429,241	460,745	47	28,270	18	47,154	128	111,028	98	84,711	78	47,512	59	17,913	61	13,639	152	36,658	21	17,887
Chambersburg	172,344	232,767	249,439	16	13,582	8	38,136	49	53,664	42	42,841	29	21,803	33	11,419	29	7,470	72	17,860	10	9,429
Waynesboro	52,351	66,669	70,610	7	1,768	6	5,659	18	15,968	27	16,982	14	6,266	18	5,361	10	2,073	29	6,923	5	2,756
FULTON	23,382	40,774	45,963	5	1,259	3	1,458	20	10,752	12	12,434	14	9,290	3	626	8	1,146	18	4,362	1	850
GREENE	84,79[illegible]	109,935	116,881	17	6,555	13	7,377	51	37,513	39	24,920	41	16,269	13	2,471	20	2,849	63	6,367	6	2,879
Waynesburg	51,80[illegible]	65,366	68,756	10	3,198	3	4,530	10	22,388	24	18,658	8	5,106	12	2,375	13	1,179	19	3,207	5	2,635
HUNTINGDON	95,577	121,014	128,032	23	6,486	11	6,609	45	34,749	33	26,046	43	14,212	24	4,612	13	2,657	62	9,169	8	3,768
Huntingdon	56,113	70,544	74,152	7	4,270	6	4,073	14	20,001	12	14,638	12	3,722	16	3,873	7	1,321	28	6,249	6	2,979
Mt. Union	18,891	23,576	24,747	4	729	1	1,243	8	9,540	8	5,565	5	900	3	496	2	768	14	1,117	2	789
INDIANA	253,842	353,143	380,642	43	19,658	21	46,654	85	86,189	68	92,006	85	37,175	34	15,272	53	14,188	132	28,921	13	8,386
Indiana	101,925	139,782	150,225	12	2,973	7	11,943	20	25,566	24	42,668	20	10,458	20	13,076	27	8,031	43	16,458	6	6,122
JEFFERSON	134,727	169,560	179,321	35	9,070	19	10,690	63	38,004	68	36,638	63	35,757	34	6,711	40	6,309	67	12,598	13	6,745
Punxsutawney	51,176	57,381	[illegible]	7	2,986	4	6,349	20	15,579	29	9,433	21	5,500	18	4,247	17	2,555	20	1,809	4	2,822
JUNIATA	36,921	50,889	54,759	13	6,409	7	1,887	20	14,289	14	14,680	13	7,285	7	742	16	2,021	24	3,130	4	652
LACKAWANNA	714,471	904,212	936,909	104	42,695	50	144,543	377	235,745	156	142,197	187	84,969	174	40,924	136	35,239	608	76,564	67	33,214
Carbondale	34,629	43,894	46,450	7	2,764	4	6,366	22	16,652	4	1,697	14	3,936	15	1,767	5	990	25	2,079	5	2,206
Scranton	367,305	447,390	469,728	37	15,219	22	88,698	167	92,426	64	80,647	60	30,920	95	27,613	73	23,117	235	31,924	29	16,377
LANCASTER	1,166,508	1,639,157	1,770,693	157	134,196	76	193,778	514	384,688	293	288,712	248	171,068	201	75,950	270	90,575	518	141,908	58	45,561
Columbia	27,913	38,958	42,023	4	1,841	4	2,996	22	12,016	9	3,196	15	5,909	7	1,674	9	2,943	24	2,755	3	3,014

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Lancaster	248,876	363,213	395,215	19	10,852	11	54,102	116	74,715	49	37,196	48	41,294	74	34,976	65	29,706	127	33,028	11	9,169
LAWRENCE	313,239	418,014	447,135	56	18,574	24	46,934	134	124,163	88	91,556	95	52,425	75	15,065	54	15,367	173	29,370	29	16,898
Ellwood City	55,099	81,292	87,582	12	3,849	3	6,612	30	23,837	17	11,335	22	10,783	18	4,273	10	1,892	31	5,668	7	2,996
New Castle	111,958	136,364	143,178	19	6,560	8	9,695	56	38,516	40	26,728	37	19,215	39	7,609	29	8,338	79	9,956	18	8,125
LEBANON	360,484	461,586	489,402	42	30,622	21	63,961	147	113,977	95	95,486	90	46,973	59	13,377	68	21,491	168	31,515	13	11,304
Lebanon	106,354	135,024	142,948	13	7,036	5	7,637	61	36,306	25	15,673	41	16,187	33	7,288	31	9,185	67	8,955	8	5,938
LEHIGH	1,118,312	1,590,489	1,726,215	102	74,616	44	305,283	303	369,836	161	243,002	205	131,597	199	66,783	177	82,654	458	148,984	45	41,187
Allentown	468,004	561,536	587,767	30	14,400	18	90,455	139	119,258	61	97,113	88	47,747	89	22,920	81	26,867	227	50,798	19	12,194
LUZERNE	1,022,374	1,234,840	1,295,534	141	57,215	82	170,832	566	327,151	239	188,060	308	113,075	245	58,127	237	60,663	944	106,529	86	41,899
Hazleton	133,256	133,574	134,906	12	2,105	10	16,222	64	41,594	31	17,032	29	8,635	49	8,491	43	7,750	104	12,378	11	4,811
Pittston	39,690	46,041	47,870	8	7,685	1	1,457	21	17,672	10	1,760	11	3,041	17	2,110	8	1,745	29	2,302	4	997
West Hazleton	38,393	47,182	49,379	2	1,697	4	8,420	16	12,088	4	13,943	9	4,549	4	1,394	4	2,223	19	1,973	2	1,469
Wilkes-Barre	188,182	211,434	218,413	17	7,598	17	27,847	106	64,545	26	6,878	46	14,685	68	18,749	43	15,257	173	21,459	18	8,537
LYCOMING	384,638	577,419	709,221	47	30,194	33	97,099	138	137,126	91	132,980	96	67,419	68	42,901	75	43,770	235	38,682	37	15,953
Jersey Shore	15,582	201,703	248,233	6	8,488	3	36,105	16	59,975	10	39,721	10	12,665	3	14,534	5	15,981	15	15,036	3	7,819
Williamsport	180,929	208,551	216,527	9	7,404	13	31,491	58	32,320	27	34,651	26	11,048	43	12,673	38	13,938	109	13,117	18	6,818
MCKEAN	136,588	168,164	176,959	28	7,463	17	14,581	48	46,038	49	37,616	61	19,275	43	7,373	33	5,397	100	11,582	18	7,509
Bradford	78,148	93,520	97,845	10	3,597	9	12,550	13	24,203	16	21,298	22	8,133	24	4,931	13	2,565	42	6,487	8	3,874
Kane	24,176	31,441	33,257	8	1,401	3	1,269	11	9,819	13	4,845	13	3,336	11	1,696	9	1,807	18	1,998	3	1,269
MERCER	407,008	579,506	628,653	61	36,159	23	75,269	142	149,729	112	145,042	129	64,597	88	24,686	82	26,829	218	47,338	28	15,620
Farrell	12,374	15,085	15,839	2	376	1	266	16	5,799	3	86	9	3,611	1	16	3	121	23	1,780	2	237
Greenville	52,061	83,259	91,039	9	5,132	1	3,633	21	31,408	15	15,332	15	10,097	17	5,178	16	3,018	27	6,175	6	2,825
Sharon	88,207	105,375	101,264	13	3,610	5	8,301	30	18,511	18	26,565	29	7,212	25	8,596	12	5,764	44	7,598	7	5,284
Sharpsville	10,668	16,526	17,991	2	2,019	1	1,192	8	2,601	4	4,404	5	1,682	2	193	2	419	19	2,361	1	677
Wheatland	NO DATA AVAILABLE FOR THIS CITY																				
MIFFLIN	128,186	167,612	178,486	16	9,080	13	19,104	59	42,453	46	26,455	36	27,777	24	9,605	29	5,762	74	11,703	8	6,572
Lewistown	73,721	94,043	99,645	9	5,873	10	11,915	31	20,387	33	15,657	17	14,272	16	8,299	13	2,361	37	6,146	6	3,993
MONROE	253,866	333,935	356,631	37	20,175	20	42,130	74	77,460	51	50,139	85	50,130	42	6,282	55	7,435	174	41,986	17	9,114
East Stroudsburg	44,850	64,672	69,627	8	6,669	2	8,146	11	10,761	9	5,770	18	12,060	4	286	8	977	34	13,957	5	3,747
Stroudsburg	89,795	98,497	101,269	10	2,143	7	28,685	16	17,187	21	15,338	12	5,253	23	5,230	17	2,938	28	5,412	4	2,624
MONTGOMERY	2,585,121	3,610,304	3,896,504	275	130,700	112	502,268	648	819,132	343	626,370	503	363,507	600	241,032	471	180,872	1,038	325,517	166	102,105
Hatboro	49,162	67,937	73,132	14	3,298	3	4,276	10	13,392	4	13,756	15	10,225	10	8,517	11	7,571	21	5,340	6	3,569
King of Prussia	NO DATA AVAILABLE FOR THIS CITY																				
Lansdale	95,665	131,953	141,991	16	6,910	3	7,402	20	32,067	17	21,768	21	14,383	29	7,360	16	6,100	26	7,427	6	3,139
Norristown	114,381	134,394	140,101	13	4,074	6	30,966	48	31,761	16	9,890	25	14,387	23	5,568	26	5,967	86	9,479	17	7,635
Pottstown	135,182	184,155	197,676	15	8,171	9	16,916	42	34,238	34	41,491	32	14,839	40	11,719	33	11,410	71	15,083	11	7,704
MONTOUR	39,191	54,894	59,265	5	2,022	4	2,117	19	13,012	15	14,544	19	7,362	17	1,650	12	2,341	34	6,779	3	2,689
Danville	36,961	51,777	55,481	5	2,022	3	1,708	15	10,888	15	14,544	16	6,460	17	1,650	12	2,341	33	6,623	3	2,689
NORTHAMPTON	596,809	771,494	819,699	66	27,850	36	82,254	248	220,922	132	142,893	165	78,669	111	32,101	135	33,939	421	66,488	45	28,033
Bangor	29,778	38,250	40,368	8	2,915	3	4,502	12	11,891	9	10,405	12	2,679	12	1,422	9	2,170	10	1,138	5	2,220
1Bethlehem	243,395	317,192	337,518	18	12,944	14	42,863	79	102,188	32	39,535	51	32,007	43	9,516	41	10,549	131	26,885	17	13,484
Easton	103,211	187,810	135,610	9	3,047	6	5,836	49	54,862	19	5,570	22	15,076	23	10,223	32	9,586	88	8,561	9	4,401
Wilson	36,801	52,742	56,727	2	2,961	1	1,458	6	6,388	4	5,379	4	1,925	3	4,399	6	2,747	20	5,948	4	2,497
NORTHUMBERLAND	272,576	327,728	343,183	52	28,836	27	29,931	183	76,797	80	54,273	91	39,597	91	18,249	71	11,193	231	21,958	28	14,445
Milton	38,837	45,445	47,097	9	6,713	2	1,282	18	11,464	8	10,464	7	5,516	11	1,102	5	1,002	25	2,266	3	1,818
Mount Carmel	19,910	24,693	25,889	7	2,268	4	1,296	23	6,274	3	672	9	3,195	20	3,292	6	601	32	2,293	6	2,963
Shamokin	56,216	66,146	68,978	6	3,201	5	7,834	34	15,837	17	7,790	19	9,484	24	4,768	23	3,788	49	4,180	7	3,290
Sunbury	83,671	103,535	109,040	11	6,499	6	18,318	27	24,233	18	15,732	16	6,774	28	7,061	19	3,970	35	4,857	5	4,511
PERRY	71,990	78,297	80,357	12	2,631	10	2,121	40	20,458	35	21,042	30	11,325	6	252	13	2,540	31	5,135	6	1,933
PHILADELPHIA	4,327,210	5,157,822	5,391,611	378	107,037	398	479,541	2,589	1,324,165	401	587,253	660	384,006	1,472	415,511	779	266,389	3,542	629,050	503	211,062
Philadelphia	4,327,210	5,157,822	5,391,611	378	107,037	398	479,541	2,589	1,324,165	401	587,253	660	384,006	1,472	415,511	779	266,389	3,542	629,050	503	211,062
PIKE	30,531	45,943	50,305	10	6,494	8	1,256	27	6,633	8	4,269	24	9,866	6	1,028	6	2,562	67	11,304	1	279
POTTER	33,721	42,643	45,107	15	2,526	4	473	32	18,811	18	4,705	29	7,086	8	1,460	16	601	35	2,124	5	2,022
SCHUYLKILL	390,937	410,334	418,412	71	14,936	46	48,599	289	117,838	127	62,857	181	42,489	100	12,763	96	15,442	453	26,973	47	15,344
Ashland	16,034	17,050	17,304	2	846	4	587	12	3,751	9	3,458	10	1,310	8	669	4	213	19	1,532	2	958
Mahanoy City	13,606	15,076	15,443	4	1,296	2	938	16	4,812	4	1,064	10	2,175	6	203	5	750	28	763	5	1,996
Pottsville	120,630	117,284	117,736	9	2,591	10	29,224	39	28,781	31	15,642	18	6,067	23	5,088	21	5,052	62	6,591	9	5,673
Shenandoah	22,718	24,619	25,094	5	557	5	864	35	8,077	7	2,502	7	966	20	2,367	11	2,556	45	1,508	7	2,502
SNYDER	96,637	117,539	123,359	21	10,777	8	13,748	37	21,814	33	26,732	24	9,670	11	1,862	19	3,451	58	11,286	5	1,489
SOMERSET	193,642	262,284	281,256	48	12,948	17	17,412	96	65,657	82	71,279	84	38,469	28	6,648	45	12,151	137	22,458	10	6,992
Somerset	47,625	66,333	71,522	7	1,400	3	2,641	12	15,148	12	7,366	14	16,586	12	5,043	6	2,117	20	8,962	4	4,698
SULLIVAN	9,089	9,792	10,032	5	447	3	691	12	3,446	2	1,570	7	996	2	130	4	239	26	1,535	1	320
SUSQUEHANNA	77,051	89,741	93,391	22	4,134	14	1,314	56	25,839	36	20,442	49	15,969	13	1,260	13	2,410	63	7,318	10	2,459
TIOGA	98,146	109,204	112,601	38	9,518	16	6,646	54	27,844	43	24,779	43	16,984	21	3,757	16	3,625	66	8,279	12	3,903
UNION	81,397	110,197	118,143	9	5,606	6	6,599	41	33,680	24	20,246	26	14,965	16	3,620	14	3,699	41	10,959	9	5,962
VENANGO	164,484	182,577	188,206	29	8,691	12	19,372	57	48,293	63	35,865	58	26,291	30	10,126	36	6,739	74	12,635	10	5,569
Franklin	60,431	66,259	68,129	13	4,155	4	5,885	15	19,030	22	10,537	16	7,417	11	4,579	13	2,407	25	4,770	1	1,104
Oil City	60,814	65,576	67,201	5	804	6	9,163	20	19,972	11	11,170	20	6,422	16	5,305	14	2,635	25	3,359	5	3,437
WARREN	299,539	351,898	366,935	27	5,216	10	8,938	50	27,292	34	24,508	45	16,938	29	6,723	24	3,089	76	8,749	9	4,403
Warren	250,187	298,048	312,305	11	3,363	4	3,694	20	15,225	12	9,050	19	7,409	23	6,311	13	2,412	38	5,188	6	2,995
WASHINGTON	678,395	881,991	938,220	88	45,686	40	106,064	270	215,681	143	199,002	228	137,448	125	39,431	119	39,457	361	60,888	42	19,929
Charleroi	59,115	76,413	81,169	6	805	5	11,374	19	16,311	10	19,297	12	4,443	29	10,852	15	4,067	22	3,397	5	1,455
Donora	10,715	15,242	16,374	3	596	2	723	19	6,008	2	1,213	7	2,573	3	249	6	901	19	1,421	4	1,213
Monongahela	35,506	46,776	49,594	2	721	1	800	20	17,920	13	14,328	11	3,702	8	1,472	10	1,345	23	2,497	3	1,067
Washington	187,764	243,002	258,244	20	8,371	8	30,223	57	72,352	29	33,710	40	28,593	31	12,042	25	14,184	84	22,754	13	9,153
WAYNE	96,480	117,983	123,851	33	9,899	20	8,264	56	35,106	35	16,249	49	18,150	11	2,764	27	2,762	90	7,747	10	4,928
WESTMORELAND	1,161,755	1,757,940	1,928,527	186	127,479	62	274,262	455	437,919	259	359,207	344	212,697	224	78,668	202	82,622	597	148,242	85	52,602
Arnold	10,989	18,429	20,209	2	1,109	1	330	15	8,613	3	2,867	5	2,515			3	548	15	1,388	2	699
Greensburg	171,047	273,118	302,528	30	20,616	8	37,485	52	74,180	31	30,606	37	20,062	54	22,422	40	24,334	89	29,911	13	7,900
Irwin	62,983	79,156	83,621	6	600	3	4,234	13	29,763	9	18,701	14	10,298	12	3,401	11	2,010	22	3,947	3	1,929
Jeannette	51,258	73,016	79,079	7	2,069	4	2,224	32	24,191	11	13,351	23	16,602	6	1,309	12	4,694	33	5,608	5	2,644
Latrobe	82,146	123,440	135,097	16	9,335	5	14,219	35	39,292	25	16,800	25	12,658	26	7,028	16	7,543	38	11,300	8	6,299
Monessen	31,600	39,554	41,749	4	3,026	3	3,073	24	14,183	8	6,447	9	3,780	8	2,530	5	2,527	21	1,923	3	1,195
New Kensington	95,302	120,575	127,533	7	3,111	5	22,150	30	22,095	16	23,971	23	14,778	19	8,752	16	8,225	55	7,095	9	7,428
Vandergrift	31,443	48,133	52,305	7	5,274	2	875	16	5,101	11	16,819	6	3,762	13	4,412	10	3,920	19	3,298	7	2,723
WYOMING	65,503	92,560	100,083	14	9,855	9	6,010	36	33,556	23	16,097	27	9,328	10	1,323	10	2,387	50	5,248	4	3,412
YORK	985,058	1,505,567	1,653,382	127	85,756	62	223,420	336	384,392	263	263,089	224	149,421	161	62,183	225	80,588	416	125,367	57	36,790
Hanover	159,842	242,986	266,563	10	14,300	10	15,029	32	52,981	40	41,757	21	12,938	37	13,482	30	12,837	57	15,257	5	5,248
York	157,659	234,069	255,589	26	21,399	14	25,206	70	46,265	46	45,148	31	22,340	39	14,255	60	14,495	119	22,420	12	9,249

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

RHODE ISLAND RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,802,147	3,633,139	3,857,729	323	175,922	184	421,863	1,107	901,986	538	545,238	697	378,262	587	181,046	513	138,017	1,829	360,751	232	132,288
STANDARD METROPOLITAN STATISTICAL AREAS																					
Fall River, Mass.-R.I.	442,822	560,649	590,106	48	25,261	66	74,171	212	144,859	119	59,721	115	53,345	84	29,138	82	26,247	291	55,972	46	21,184
New London-Norwich, Conn.-R.I.	880,311	1,279,827	1,379,706	102	54,217	55	165,944	260	326,079	143	229,320	206	138,696	182	45,474	181	58,498	482	111,400	63	43,575
Providence-Warwick-Pawtucket, R.I.-Mass.	2,769,505	3,683,569	3,912,085	320	155,452	165	557,119	1,054	903,100	530	533,080	672	361,465	526	178,239	495	137,459	1,716	348,281	225	125,057
COUNTIES, Cities																					
BRISTOL	96,335	118,299	124,119	22	7,386	6	1,700	52	37,548	28	22,909	26	10,107	27	6,507	32	4,367	68	10,124	13	5,822
KENT	605,187	754,005	794,100	54	26,548	21	183,324	167	169,337	96	105,785	111	64,637	98	43,914	84	18,499	268	66,551	30	20,487
West Warwick	68,787	105,965	116,287	5	7,053	4	3,762	34	39,078	13	21,204	22	16,283	7	1,598	10	2,763	55	8,548	5	1,204
NEWPORT	216,733	320,115	349,378	27	25,656	18	23,111	75	75,378	54	43,348	49	27,969	51	15,932	40	7,792	177	49,868	20	12,954
Newport	87,009	132,880	145,593	11	12,156	11	11,711	27	29,309	9	11,364	13	8,395	35	12,983	21	3,383	91	28,800	11	6,511
PROVIDENCE	1,607,816	2,055,850	2,175,755	189	85,737	118	189,116	706	518,746	305	318,456	433	221,425	374	102,013	302	92,810	1,114	188,827	151	80,229
Central Falls	28,847	31,523	32,305	3	522	3	200	28	11,019	9	2,013	9	2,801	3	108	9	2,219	53	6,257	7	1,825
Pawtucket	233,759	328,523	334,257	27	12,321	12	21,138	78	70,284	45	57,204	50	25,753	37	14,695	34	19,997	120	17,801	20	12,993
Providence	464,217	604,222	641,168	44	38,842	40	59,626	249	113,728	68	88,392	117	56,035	126	40,568	96	26,913	387	57,831	46	28,303
Woonsocket	125,742	134,415	137,164	16	6,232	13	10,325	53	31,983	24	20,846	27	8,584	29	7,929	29	7,045	91	12,466	9	6,024
WASHINGTON	276,076	384,880	414,377	31	30,595	21	24,612	107	100,977	55	53,740	78	52,124	57	17,680	55	14,549	202	45,581	18	12,796
Westerly	91,240	135,730	147,923	13	11,621	6	9,804	36	37,691	14	10,389	19	13,865	34	8,498	25	5,356	61	12,597	3	6,477

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	8,350,289	12,247,354	13,272,036	1,180	802,916	1,020	1,448,894	5,008	3,342,025	2,545	2,387,515	3,001	1,476,327	1,999	609,596	1,929	562,842	3,796	970,270	740	426,008
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anderson, S.C.	409,415	572,312	622,062	46	39,043	45	82,499	226	148,762	147	126,243	158	60,725	100	23,216	100	29,766	146	36,744	33	18,625
Augusta, Ga.-S.C.	927,931	1,256,124	1,343,035	115	73,740	59	181,640	377	310,009	233	257,235	242	132,147	160	66,273	177	52,591	390	103,556	68	39,109
Charleston-North Charleston, S.C.	1,122,329	1,522,259	1,455,888	126	86,896	93	192,304	490	374,147	252	260,704	296	146,912	244	65,458	230	57,687	454	113,607	82	45,159
Columbia, S.C.	1,245,430	1,978,668	2,213,031	151	123,765	98	303,834	511	506,498	210	409,819	321	241,912	230	100,384	227	89,253	491	179,258	72	58,367
Florence, S.C.	352,246	501,746	547,343	55	39,945	44	71,519	253	117,083	104	103,857	114	65,923	98	32,721	87	26,643	135	31,000	29	14,533
Greenville-Spartanburg, S.C.	1,743,806	2,587,728	2,850,882	229	169,760	151	330,204	680	883,250	584	498,581	580	331,917	362	118,594	381	122,426	752	230,084	156	87,582
Rock Hill, S.C.	263,596	406,467	430,409	29	25,530	35	50,526	158	119,993	90	79,458	89	44,906	60	20,458	66	18,289	102	39,772	24	16,557
COUNTIES, Cities																					
ABBEVILLE	33,713	41,457	43,936	4	1,126	11	2,550	38	18,438	20	6,862	29	4,091	11	1,276	16	1,560	23	1,982	7	2,518
AIKEN	257,254	370,697	405,368	41	18,797	20	36,726	161	119,664	91	75,803	106	52,349	49	19,110	56	12,121	108	21,191	23	15,798
Aiken	83,538	114,394	123,823	14	6,234	9	7,836	42	32,389	31	21,719	30	9,896	23	12,014	17	4,585	36	7,561	8	6,380
ALLENDALE	19,646	28,403	31,077	4	1,061	7	617	16	9,707	7	3,734	27	7,107	7	1,203	6	1,112	16	2,086	4	1,695
ANDERSON	409,415	572,312	622,062	46	39,043	45	82,499	226	148,762	147	126,243	158	60,725	100	23,216	100	29,766	146	36,744	33	18,625
Anderson	259,795	357,200	386,970	25	21,417	21	70,994	102	71,369	82	76,771	61	27,150	71	20,447	62	18,773	83	25,065	19	7,783
BAMBERG	29,905	42,619	46,503	6	3,883	17	5,121	40	15,940	13	5,530	24	4,502	9	2,657	9	1,734	25	2,119	4	1,760
BARNWELL	43,240	62,510	58,397	10	2,719	10	2,830	35	25,347	17	15,387	18	6,478	15	2,856	21	3,511	21	2,226	6	1,989
BEAUFORT	154,413	293,306	341,188	24	19,945	20	27,086	78	78,659	34	49,813	45	33,346	51	18,593	50	25,221	82	30,683	10	9,257
Beaufort	64,401	123,128	137,810	11	6,637	7	21,825	22	31,518	15	22,846	18	6,705	22	7,449	20	6,499	29	11,264	7	5,736
BERKELEY	85,488	145,988	165,023	19	7,960	17	7,465	88	71,906	40	16,651	45	21,471	19	3,512	24	5,600	52	8,834	9	5,679
CALHOUN	14,639	19,536	21,042	3	1,793	2	460	26	6,576	6	4,590	10	1,185	3	1,566	6	1,136	8	878	3	1,050
CHARLESTON	932,939	1,179,212	1,063,554	86	66,583	60	168,116	337	233,368	183	189,127	206	98,429	204	56,965	178	42,443	371	95,222	64	32,492
Charleston	376,055	491,509	527,224	18	25,598	28	80,377	124	106,314	43	86,214	61	44,853	106	38,382	74	29,001	151	54,038	28	14,064
CHEROKEE	103,972	174,927	197,148	16	12,989	23	10,917	80	55,712	35	32,525	37	22,148	27	23,556	22	6,065	60	14,907	8	7,645
CHESTER	65,006	81,666	86,932	8	2,785	15	5,187	54	26,811	17	16,010	39	12,241	18	4,790	18	3,250	28	5,884	8	4,707
CHESTERFIELD	78,152	121,893	135,373	16	6,267	17	8,171	115	44,558	60	26,246	46	11,764	27	4,403	25	4,560	49	5,991	16	6,966
CLARENDON	57,354	85,108	93,595	14	7,649	14	5,630	66	26,570	20	13,468	39	20,146	15	2,683	13	1,785	36	5,017	8	3,347
COLLETON	58,888	81,229	88,867	10	5,530	10	8,265	57	29,791	23	7,994	39	10,616	19	3,947	12	3,661	30	5,262	9	4,152
DARLINGTON	127,119	181,247	197,804	22	7,530	26	16,396	139	58,283	79	26,014	57	24,841	30	7,737	32	6,977	84	12,904	16	8,016
DILLON	69,904	96,258	104,320	13	5,208	15	6,066	93	30,003	26	13,844	34	17,884	27	4,030	22	3,730	33	3,308	11	4,064
DORCHESTER	103,902	197,059	227,311	21	12,351	16	16,723	65	88,873	29	54,926	45	27,012	21	4,981	28	9,644	31	9,531	9	6,988
EDGEFIELD	36,046	54,884	60,659	7	2,675	5	1,289	27	12,255	13	26,723	21	5,746	13	5,460	9	3,066	16	823	4	2,064
FAIRFIELD	36,474	41,830	43,726	5	931	13	2,680	48	16,574	14	6,474	22	6,474	7	1,658	5	893	24	1,753	4	1,752
FLORENCE	352,246	501,746	547,343	55	39,945	44	71,519	253	117,083	104	103,857	114	65,923	98	32,721	87	26,643	135	31,000	29	14,533
Florence	216,572	312,131	341,262	18	13,391	16	47,861	89	86,978	43	68,700	50	34,230	69	28,541	50	17,403	79	21,329	19	11,188
GEORGETOWN	107,241	166,726	185,057	21	12,682	17	10,974	76	49,760	39	36,336	38	18,616	36	10,520	24	7,514	65	14,987	14	6,419
GREENVILLE	952,164	1,482,227	1,649,016	130	103,960	73	216,918	328	384,477	302	273,205	289	176,572	195	61,800	214	70,526	397	128,373	81	46,422
Greenville	445,880	591,810	636,676	50	27,421	24	126,714	113	100,771	91	107,187	96	44,961	109	37,902	104	39,453	183	52,608	30	22,353
GREENWOOD	178,976	225,756	240,521	30	15,271	20	22,509	93	58,538	48	34,382	66	25,157	51	9,747	40	13,347	74	13,684	17	8,271
Greenwood	146,945	183,391	194,966	22	14,556	15	22,137	59	36,320	38	27,001	48	20,524	41	9,028	33	10,104	56	11,429	13	6,709
HAMPTON	43,880	72,195	81,804	15	7,323	13	6,564	54	26,054	20	13,195	33	10,898	15	3,622	17	3,708	17	2,313	4	2,183
HORRY	397,573	574,063	628,051	48	49,000	61	80,131	199	122,163	88	101,380	102	41,216	122	35,367	78	24,950	281	83,077	26	20,399
Myrtle Beach	195,527	294,369	324,598	17	23,342	21	55,769	50	56,127	35	35,334	28	19,300	64	21,714	36	11,705	160	56,773	10	10,033
JASPER	31,353	60,520	70,036	8	9,391	2	74	25	13,734	9	7,684	20	17,647	4	343	9	1,257	17	6,883	2	2,629
KERSHAW	96,041	136,122	148,391	21	11,373	17	13,456	91	45,024	46	27,673	47	18,014	20	2,348	29	6,530	71	8,374	12	3,422
Camden	67,915	94,062	101,866	12	8,584	7	11,718	41	24,477	27	23,712	25	8,935	16	2,241	15	5,042	37	4,409	8	2,093
LANCASTER	112,081	156,243	169,761	17	11,937	16	17,376	102	50,125	54	28,872	43	17,005	31	6,710	36	8,917	45	8,083	12	6,934

*** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAURENS	105,064	144,317	156,346	18	7,080	19	17,498	79	43,355	42	32,609	57	18,235	20	5,382	26	4,779	55	9,491	15	3,222
LEE	23,103	32,358	35,181	6	1,086	10	2,172	54	13,609	21	6,351	11	2,712	6	1,554	6	949	14	3,115	3	594
LEXINGTON	324,517	564,879	640,821	64	40,155	38	44,582	184	191,803	97	122,971	120	80,179	50	17,543	62	20,610	138	54,738	23	15,114
McCORMICK	9,174	11,719	12,511	3	213	1	15	42	7,027	5	1,082	7	1,945	2	64	5	240	10	478	2	1,010
MARION	73,339	107,205	117,530	10	2,759	18	9,358	99	40,804	36	19,313	37	12,048	29	6,213	22	6,138	34	4,297	9	5,207
MARLBORO	54,260	77,187	84,189	7	3,938	14	5,700	68	29,894	28	16,871	34	8,484	15	2,535	19	3,181	28	4,510	7	3,219
NEWBERRY	83,961	118,493	129,089	14	6,037	16	8,463	69	34,080	31	31,096	47	18,331	23	4,784	19	6,375	33	5,482	10	4,946
OCONEE	111,773	176,868	196,940	22	13,330	14	13,722	94	59,218	46	33,204	47	18,116	27	8,908	33	9,341	37	9,236	14	9,031
ORANGEBURG	222,009	303,293	328,299	38	24,376	37	29,761	149	74,353	58	64,868	97	46,382	54	12,812	37	12,034	118	20,842	21	10,645
Orangeburg	140,636	200,631	218,922	19	18,225	14	19,904	53	32,639	41	48,197	40	12,830	34	11,518	32	8,680	68	16,452	10	7,876
PICKENS	179,186	223,465	237,564	30	16,119	20	15,053	94	68,418	65	44,266	77	27,295	43	11,266	47	10,071	91	23,164	18	9,789
RICHLAND	920,913	1,413,789	1,372,210	87	83,610	60	258,252	327	314,695	113	386,848	201	161,733	180	82,841	165	68,643	333	124,530	47	43,253
Columbia	487,526	608,402	646,816	37	32,999	30	110,632	147	83,664	58	147,790	90	48,752	107	36,723	91	38,794	196	53,395	29	24,038
SALUDA	24,025	32,405	34,974	7	2,407	6	1,397	36	13,036	15	6,138	17	4,991	7	662	9	1,008	14	996	5	1,892
SPARTANBURG	612,456	882,036	964,302	69	80,681	58	98,233	258	230,355	217	181,110	214	128,050	124	45,528	120	41,829	264	78,547	57	31,371
Spartanburg	380,586	549,544	601,068	26	17,060	24	64,724	86	126,343	85	122,477	94	71,981	77	36,499	61	26,126	133	56,193	34	21,757
SUMTER	225,804	332,231	364,931	33	30,133	25	29,610	141	82,274	61	75,394	71	38,980	50	24,684	53	19,409	70	20,243	13	9,391
Sumter	185,743	280,983	310,189	27	26,783	17	28,873	100	74,260	45	49,237	57	30,555	48	24,616	49	18,974	54	17,755	12	9,092
UNION	64,992	74,524	77,927	12	7,136	10	4,432	49	25,118	16	10,026	37	10,232	26	4,255	13	2,095	31	3,832	10	4,062
Union	54,048	61,306	63,969	10	6,954	8	4,087	30	16,085	13	9,338	24	8,014	21	4,208	13	1,984	22	3,351	8	3,747
WILLIAMSBURG	63,093	96,379	106,598	11	3,820	15	5,795	77	29,208	30	26,342	39	13,625	29	5,728	19	6,624	29	3,348	7	3,429
YORK	263,596	456,467	480,409	29	25,530	35	50,536	158	119,993	90	79,438	89	44,906	60	20,458	66	18,289	102	39,772	34	16,557
Rock Hill	187,999	296,946	330,526	15	16,818	13	44,874	94	86,248	34	53,920	45	28,866	41	16,958	42	13,358	58	29,614	11	11,803

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,184,066	3,012,711	3,256,714	598	282,707	201	263,825	776	625,651	531	602,781	861	439,362	519	144,870	525	134,144	1,580	293,171	206	123,975
STANDARD METROPOLITAN STATISTICAL AREAS																					
Rapid City, S.D.	362,853	472,143	503,734	58	50,997	18	62,137	72	93,472	78	98,111	89	43,800	70	20,051	60	28,754	177	47,703	16	9,356
Sioux Falls, S.D.	494,101	703,663	764,962	65	52,941	15	90,100	81	109,816	69	139,626	97	119,646	91	35,295	108	31,292	230	65,471	28	41,275
COUNTIES, Cities																					
AURORA	4,225	5,845	6,310	6	639	2	133	7	1,315	1	164	7	1,874			2	133	6	536		
BEADLE	68,213	97,783	106,340	19	7,182	5	6,524	25	19,402	21	27,124	23	13,166	19	6,541	22	4,464	48	7,316	4	7,594
Huron	62,515	92,814	100,781	15	6,637	4	6,213	19	18,661	21	27,124	18	10,878	19	6,541	20	4,369	41	7,064	4	7,594
BENNETT	8,099	11,469	12,440	5	330	2	89	5	2,327	3	3,687	5	2,475	2	166	2		6	842	2	1,363
BON HOMME	17,371	21,229	22,362	12	2,203	5	348	19	4,991	9	3,632	12	4,553	6	283	8	1,264	24	1,751	2	778
BROOKINGS	70,553	101,732	110,744	20	11,924	6	4,291	18	23,268	15	17,575	24	13,114	22	6,773	16	4,367	58	12,498	6	6,011
Brookings	65,410	93,945	102,453	12	10,207	4	3,806	10	21,412	13	16,791	17	11,791	22	6,773	14	4,183	39	11,533	6	6,011
BROWN	157,250	203,320	216,584	26	17,294	9	26,004	36	41,600	34	42,573	35	19,353	32	11,099	35	13,721	80	20,362	12	7,924
Aberdeen	142,001	181,637	193,047	19	12,669	8	25,739	27	38,387	26	34,770	22	15,396	30	11,035	32	13,614	61	18,188	10	7,800
BRULE	23,939	31,420	33,568	8	2,579	2	785	9	4,168	5	5,162	17	11,31[illegible]	6	1,030	4	456	26	3,279	2	878
BUFFALO	221	307	331					1	120			3	166					2	25		
BUTTE	28,726	38,088	40,781	7	3,014	4	2,205	12	10,754	10	6,684	14	6,297	15	3,057	5	352	21	2,605	3	1,034
Belle Fourche	24,358	32,168	34,121	5	2,553	3	1,909	8	8,837	8	5,968	9	5,095	15	3,057	4	314	19	2,471	3	1,034
CAMPBELL	2,684	4,300	4,779	1	292	1	123	5	1,592	1	990	2	646	1	32	1		9	767		
CHARLES MIX	17,780	25,015	27,100	14	3,128	2	551	14	7,544	6	3,782	15	3,500	4	379	5	672	25	3,058	4	1,151
CLARK	8,645	12,346	13,412	6	1,761			11	2,070	5	4,585	7	851	3	267	3	376	14	1,746	2	1,086
CLAY	26,959	30,083	31,130	5	1,707	4	1,324	9	5,799	6	4,686	14	2,355	9	1,609	9	3,267	31	4,111	4	1,477
CODINGTON	91,227	125,164	134,940	15	9,983	8	14,597	13	25,848	19	28,462	25	14,386	17	6,881	26	7,331	45	10,409	5	4,264
Watertown	90,242	123,332	132,843	14	9,929	8	14,597	11	25,528	18	28,340	21	13,484	17	6,881	24	7,285	36	9,816	5	4,264
CORSON	5,756	7,837	8,436	3	857	2	162	4	2,290	2	182	4	1,112	1	226	2	218	10	795	2	45
CUSTER	13,484	16,825	17,799	3	1,008	1	225	7	3,788	2	2,913	8	2,923	1	362	3	102	29	3,643	2	23
DAVISON	87,477	113,665	121,218	19	14,319	7	11,768	17	26,209	22	20,599	30	12,898	20	7,577	10	4,264	40	9,913	5	1,992
Mitchell	86,008	111,158	118,396	17	13,364	6	11,730	14	26,039	21	20,565	26	12,142	20	7,577	10	4,264	36	9,875	5	1,992
DAY	14,919	20,816	22,513	6	877	4	644	9	5,062	7	7,115	12	1,920	4	779	6	529	21	2,126	4	1,292
DEUEL	5,433	8,216	9,025	2	1,302	3	348	9	1,322	2	1,556	6	1,186	4	413	4	462	18	1,850	2	79
DEWEY CO	8,793	12,322	13,339	3	281	3	448	9	5,164	3	1,760	9	3,390	2	162	1	566	9	1,112		
DOUGLAS	7,133	10,275	11,185	6	1,278	1	588	7	2,662	5	2,598	8	2,230	2	121	2	256	9	744	1	105
EDMUNDS	9,002	11,859	12,678	7	1,604	2	102	11	3,476	4	3,523	5	1,078	3	157	4	538	13	1,013	3	415
FALL RIVER	26,493	31,708	33,266	7	2,296	4	1,375	12	6,940	15	6,054	14	5,039	9	1,346	6	1,496	25	3,309	3	929
FAULK	4,950	5,850	6,121	3	674	1	126	7	1,753	5	1,201	6	637	2	46	1	32	11	640	2	430
GRANT	22,450	32,753	35,736	9	1,919	2	1,084	9	5,313	6	7,383	11	8,293	9	1,501	8	1,836	20	3,334	3	1,099
GREGORY	17,135	24,441	26,551	12	2,279	3	1,363	12	6,881	6	4,470	9	6,271	5	526	3	669	20	1,606	3	920
HAAKON	8,955	14,582	16,260	3	577	1	531	6	2,906	3	7,097	5	1,438	2	644	2	432	10	1,824	2	142
HAMLIN	8,051	12,374	13,643	10	1,991			11	3,012	2	349	10	5,897	1	60	3	96	13	980	2	393
HAND	14,445	19,838	21,389	7	2,458	2	377	9	5,024	3	5,569	5	4,143	9	910	5	341	9	1,116	3	329
HANSON	2,937	4,176	4,533	1	424	1	8	3	518	1		6	2,593			3	194	8	538		
HARDING	2,523	3,560	3,658	2	358	2	123	3	813	1	681	2	909	1	337	1	330	6	245	1	62
HUGHES	59,041	72,587	76,564	10	5,022	5	2,230	9	19,651	10	13,304	16	8,665	17	5,837	13	3,530	31	6,291	4	1,481
Pierre	56,704	69,832	73,114	9	4,673	3	1,616	9	19,651	10	13,304	11	7,251	16	5,598	13	3,530	29	6,009	4	1,481
HUTCHINSON	21,314	29,067	31,298	12	4,031	3	610	15	5,717	9	3,079	17	7,512	5	672	4	491	21	1,935	6	3,616
HYDE	3,149	4,890	5,401	3	783			4	1,694	1	435	3	1,302	2	239	2	486	6	158		
JACKSON	7,608	10,455	11,273	3	361	1	328	7	901	1	633	10	6,896			1		5	695		
JERAULD	4,388	7,121	7,935	3	812	2	90	5	2,192	2	176	3	1,951	2	213			5	556	2	379
JONES	9,494	10,558	10,918			1	468	4	1,452	4	3,102	9	4,947	1		1		4	655	1	
KINGSBURY	13,902	20,214	22,037	11	2,098	5	341	16	6,101	8	3,398	11	3,032	3	347	5	1,256	20	1,835	4	1,261
LAKE	32,147	37,980	39,739	11	3,303	4	1,425	9	7,638	13	10,838	17	4,905	13	2,320	6	1,076	28	3,438	3	1,751
Madison	30,470	36,066	37,465	5	2,379	4	1,425	7	7,504	12	10,772	13	4,337	13	2,320	5	1,062	23	3,156	3	1,751

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SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	53,926	115,149	135,330	19	13,328	7	5,267	21	33,874	12	23,686	24	12,054	23	8,825	12	3,670	58	17,235	6	3,346
Deadwood	14,542	27,116	30,259		2,869		2,503		3,473		10,376		2,919		1,257		553		2,344		642
Lead	8,713	19,868	22,657	2	1,196	2	1,702	7	7,449	4	1,075	5	1,019	6	1,691	3	924	16	4,616	2	872
LINCOLN	21,439	32,975	36,352	16	3,773	2	674	16	7,319	10	5,046	16	7,938	9	1,208	10	1,003	22	4,469	6	1,865
LYMAN	8,503	9,912	10,345	3	338			7	3,832	2	1,003	12	3,931	1				11	620	1	309
McCOOK	12,712	18,392	20,037	9	3,277	1	200	13	2,654	6	3,010	13	7,265	2	136	1	74	14	1,631	1	307
McPHERSON	6,185	8,130	8,688	4	1,177	1	139	6	2,524	2	980	7	1,004	4	297	2	116	5	528	3	550
MARSHALL	12,247	16,144	17,261	10	2,631	5	565	10	3,051	7	4,455	10	2,441	3	281	3	225	19	1,949	3	562
MEADE	39,280	55,462	60,131	10	5,495	5	2,622	21	20,928	12	8,614	13	10,178	11	2,515	9	872	23	3,248	4	1,784
MELLETTE	1,456	2,168	2,375			2	85	1	478			3	528	1		4	104	3	55	1	503
MINER	7,007	10,910	12,058	5	2,160	2	83	8	2,438	2	2,258	6	1,578			2	135	17	1,411	1	100
MINNEHAHA	494,101	703,663	764,962	65	52,941	15	90,100	81	109,816	69	139,626	97	119,646	91	35,295	108	31,292	230	65,471	28	41,275
Sioux Falls	420,344	573,310	617,272	45	31,942	12	88,061	59	87,088	58	94,475	64	83,504	79	28,946	100	30,087	193	57,622	23	40,250
MOODY	13,677	24,872	28,342	7	3,574	2	663	6	4,862	5	9,847	10	2,887	5	665	4	192	16	1,953	4	1,026
PENNINGTON	323,573	416,681	443,603	48	45,502	13	59,515	51	72,544	66	89,497	76	33,622	59	17,536	51	27,882	154	44,455	12	7,572
Rapid City	304,342	395,722	422,012	45	44,924	11	56,519	39	69,723	64	89,472	60	29,170	57	17,479	50	27,794	120	40,453	10	6,612
PERKINS	13,495	16,246	17,068	9	2,259	1	258	8	4,294	4	1,428	8	2,150	6	1,035	4	914	11	1,522	1	553
POTTER	8,984	13,137	14,337	6	1,872	3	948	8	4,275	3	2,323	4	688	1	479	4	559	14	1,355	3	1,096
ROBERTS	20,680	26,940	28,746	11	4,383	3	2,292	17	4,737	4	3,369	19	7,393	2	213	7	758	31	3,068	3	1,210
SANBORN	2,390	3,581	3,865	3	380	1	50	4	725	2	242	4	410	1	31	2	257	7	484		
SHANNON	4,865	5,028	5,126					8	3,173			5	1,739					1	47		
SPINK	20,036	26,989	28,989	7	1,711	2	975	13	5,817	7	5,533	11	5,883	5	888	7	638	27	2,954	2	1,006
STANLEY	4,815	6,394	6,848	1	775			5	3,040	1	684	1	997	1	45			3	958		
SULLY	7,872	8,388	8,646	2	903			3	1,238	2	2,639	5	1,486	1	56	1	127	3	770	1	45
TODD	8,476	14,382	16,166	2	885	1	318	5	7,555			5	4,613	1		1		6	647		
TRIPP	26,157	36,881	39,969	10	2,562	4	2,333	10	7,884	8	7,347	10	7,534	7	2,099	6	1,911	12	2,180	3	1,335
TURNER	17,851	28,385	31,501	9	2,861	7	1,663	21	6,652	6	8,198	14	3,132	5	332	15	908	21	1,977	5	1,461
UNION	15,221	21,331	23,092	7	2,413	3	287	9	3,061	5	1,599	13	8,251	2	140	6	1,186	20	3,204	2	498
WALWORTH	31,614	35,640	36,953	13	4,074	2	1,203	8	4,987	10	11,285	10	4,604	9	2,069	12	909	21	2,556	4	1,582
1WASHABAUGH																					
YANKTON	68,453	100,120	109,315	21	10,373	7	11,847	17	24,094	14	12,991	25	11,862	15	7,813	20	4,809	41	8,845	7	4,861
Yankton	63,085	91,083	99,173	18	8,563	6	9,780	15	20,566	14	12,991	22	10,604	15	7,813	20	4,809	37	8,359	6	4,013
ZIEBACH	2,000	2,541	2,875	1	122	2		1	302			1	324					2	223	1	826

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,709,641	19,527,781	21,118,090	1,793	1,192,041	1,325	2,524,024	6,849	4,850,088	3,702	4,386,176	4,090	2,297,907	2,927	876,310	2,801	895,239	5,884	1,598,066	1,125	648,753
STANDARD METROPOLITAN STATISTICAL AREAS																					
Chattanooga, Tenn.-Ga.	1,339,964	1,807,443	1,930,266	156	101,661	107	248,262	523	439,051	313	374,381	432	236,488	220	78,612	262	75,673	539	142,778	109	56,871
Clarksville-Hopkinsville, Tenn-Ky	453,433	514,099	531,784	47	38,356	43	73,447	160	99,640	121	129,892	140	47,154	91	18,083	103	25,661	196	38,766	28	13,293
Johnson City-Kingsport-Bristol, Tenn.-Va.	1,267,612	1,977,111	2,141,283	171	155,312	117	259,428	628	464,458	352	424,896	367	202,847	251	82,396	261	80,265	429	132,957	85	92,933
Knoxville, Tenn.	1,655,467	2,380,487	2,447,391	188	163,732	101	365,455	565	508,806	399	471,883	391	256,582	260	92,423	318	106,650	611	185,443	113	76,672
Memphis, Tenn.-Ark.-Miss.	2,949,115	4,443,395	4,856,161	243	176,509	193	661,181	1,062	1,104,491	506	973,878	639	530,818	519	233,546	491	221,610	1,119	372,107	167	149,442
Nashville-Davidson, Tenn.	2,897,312	4,054,071	4,365,067	291	190,938	175	531,616	992	937,893	564	975,980	675	479,321	542	175,020	498	181,284	1,110	375,962	219	127,057
COUNTIES, Cities																					
ANDERSON	214,187	290,340	310,512	25	15,589	24	47,558	77	77,543	48	70,923	56	31,566	33	6,646	40	9,671	75	16,655	19	10,299
Oak Ridge	144,870	189,927	202,149	12	7,316	12	43,546	27	45,493	18	44,141	22	12,863	18	4,668	23	7,360	43	11,279	9	6,285
BEDFORD	65,701	83,437	88,104	9	4,230	5	6,555	45	23,772	29	19,069	28	8,074	19	3,254	18	5,605	32	5,382	7	2,889
Shelbyville	63,820	81,420	86,044	9	4,230	4	6,493	34	22,314	28	19,017	25	7,836	19	3,254	18	5,605	30	5,258	7	2,889
BENTON	33,805	49,012	53,132	9	3,111	4	1,680	33	14,251	15	14,119	19	9,631	16	1,892	13	2,173	19	2,337	4	1,649
BLEDSOE	12,652	15,391	16,109	4	750	8	587	15	4,106	5	3,826	7	1,912	3	897	6	715	10	666	2	717
BLOUNT	230,180	338,103	367,539	26	41,872	15	48,558	93	80,573	72	96,154	56	28,239	28	9,108	49	13,223	88	21,811	15	13,785
Alcoa	114,856	172,516	188,323	10	28,315	8	34,873	11	37,028	15	55,394	7	3,582	13	5,873	11	2,393	28	12,629	3	4,798
Maryville	96,596	142,322	154,766	12	9,415	6	13,335	56	39,109	43	32,586	36	21,733	12	3,223	35	10,011	44	7,220	11	7,753
BRADLEY	233,184	314,878	336,577	28	28,808	19	38,532	89	76,699	83	91,635	57	30,866	51	10,217	52	12,147	75	22,414	12	8,067
Cleveland	220,393	298,785	319,619	25	28,324	19	38,532	82	68,921	76	90,753	48	26,812	49	9,882	49	11,577	71	19,852	12	8,067
CAMPBELL	84,880	129,493	141,794	12	5,291	13	6,356	69	38,104	26	28,366	38	26,066	13	3,599	18	3,909	54	13,055	9	4,187
CANNON	18,380	24,785	26,480	3	714	4	1,420	29	9,892	6	8,222	4	629	5	548	6	1,297	4	607	3	541
CARROLL	63,560	81,662	86,411	18	5,717	15	6,377	61	20,684	31	21,470	39	12,857	32	3,271	18	4,104	39	3,864	11	2,635
CARTER	91,131	123,737	132,435	14	10,200	18	15,687	67	39,757	50	21,644	34	13,429	24	5,009	24	5,054	37	9,287	11	4,698
Elizabethton	81,315	112,623	120,970	9	9,759	12	13,094	49	37,067	36	20,365	28	12,002	22	4,942	19	4,842	34	8,419	10	4,672
CHEATHAM	29,734	38,016	40,195	6	3,693	4	892	34	16,136	10	8,432	12	4,924	5	565	7	300	19	2,022	3	805
CHESTER	28,539	34,861	36,522	5	2,744	4	760	27	10,547	12	11,073	9	2,383	10	2,181	7	1,491	22	2,498	4	1,026
CLAIBORNE	39,815	54,017	57,785	12	6,653	12	2,538	51	14,231	24	7,723	27	7,507	9	806	17	3,609	21	2,680	4	3,647
CLAY	7,853	11,383	12,337	4	1,455	9	489	15	4,367	5	269	9	2,267	4	141	3	324	9	794	2	308
COCKE	70,770	96,409	103,218	14	6,699	10	8,902	73	31,467	40	15,802	37	18,895	17	2,942	14	3,247	45	6,131	8	3,850
COFFEE	112,408	197,232	230,863	20	12,902	17	20,669	70	32,911	44	46,352	40	28,358	34	11,945	29	9,544	67	24,643	14	10,322
CROCKETT	25,649	35,943	38,703	9	2,548	7	809	47	12,844	11	10,688	19	5,837	12	858	10	1,233	13	1,047	6	1,553
CUMBERLAND	69,881	110,925	122,424	15	9,830	11	7,813	53	29,621	29	22,815	39	23,211	17	4,588	14	2,483	42	8,135	7	3,095
DAVIDSON	2,032,062	2,788,686	2,990,237	141	89,756	66	458,318	498	581,057	309	657,338	381	301,172	315	119,275	320	136,653	746	284,311	130	82,298
Nashville	1,941,226	2,682,791	2,880,349	134	83,926	80	424,127	480	575,552	290	634,861	360	287,512	274	100,630	298	131,506	719	273,182	126	79,330
DECATUR	23,608	33,845	36,603	4	2,875	9	1,882	19	9,831	10	10,046	14	4,518	12	952	9	2,331	23	1,640	2	703
DE KALB	29,591	41,798	45,078	14	1,843	6	1,067	34	13,884	12	15,392	15	3,843	14	1,509	9	2,618	15	1,835	3	1,532

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DICKSON	81,776	126,404	138,777	13	6,139	8	8,365	65	43,790	23	26,010	37	13,493	24	6,156	15	7,098	48	7,409	9	4,928
DYER	107,833	143,462	153,159	18	9,378	10	11,074	67	34,473	36	39,090	40	15,642	34	9,013	25	5,909	38	8,320	11	3,952
Dyersburg	88,172	123,825	133,376	13	9,008	6	10,769	48	29,873	26	37,249	28	14,237	30	8,873	24	5,837	28	7,283	9	3,701
FAYETTE	26,830	45,117	50,355	6	1,503	11	3,744	61	21,932	15	7,412	16	5,157	5	1,067	6	1,511	17	2,673	6	2,355
FENTRESS	28,294	42,764	46,738	6	3,086	8	3,999	40	16,180	16	3,896	14	7,306	10	3,374	10	1,738	9	960	2	1,047
FRANKLIN	71,469	102,821	111,287	16	18,611	11	6,434	66	20,614	29	18,394	31	10,675	17	2,832	21	4,906	44	6,177	10	2,797
GIBSON	120,333	160,628	171,314	30	9,479	26	14,543	114	43,270	51	42,171	38	22,614	61	7,836	32	6,119	71	7,043	17	6,503
Milan	32,439	42,837	45,436	7	2,767	6	4,638	18	9,168	13	11,345	16	6,662	21	2,336	5	1,403	17	2,668	4	2,292
GILES	61,659	96,610	106,347	12	5,787	13	3,897	64	27,185	21	16,674	37	17,772	26	5,133	13	5,694	46	5,981	9	4,627
GRAINGER	19,123	25,476	27,153	3	434	3	347	40	11,673	11	5,964	15	5,314			10	718	9	1,289	2	257
GREENE	126,593	180,579	193,129	18	13,932	17	20,846	95	48,912	57	30,561	46	21,469	20	6,974	24	6,823	54	13,707	13	7,379
Greeneville	114,615	164,165	177,533	15	13,395	14	20,422	62	42,892	31	28,431	36	14,289	19	6,742	22	6,648	48	13,071	10	7,379
GRUNDY	22,624	29,318	31,076	8	4,288	7	699	23	8,809	11	3,335	24	6,361	4	68	5	584	19	2,266	5	997
HAMBLEN	166,731	221,880	236,448	24	20,477	14	33,854	71	55,097	63	46,929	48	23,922	36	10,978	45	7,360	32	14,043	15	7,386
Morristown	163,106	217,635	232,037	24	20,477	14	33,854	60	51,721	63	46,929	43	23,471	35	10,868	45	7,360	50	13,849	15	7,386
HAMILTON	1,069,884	1,451,373	1,552,744	112	84,667	66	220,623	344	307,938	210	322,103	291	167,124	160	63,940	197	62,490	430	126,062	80	45,732
Chattanooga	766,891	1,015,482	1,080,873	57	56,735	40	145,567	201	172,383	134	296,091	160	91,982	95	49,179	115	41,831	305	85,032	35	30,764
HANCOCK	6,843	9,831	10,636	4		4	509	23	4,856	9	632	4	915	3	632	2	1,638	1	120	4	843
HARDEMAN	49,524	70,674	76,370	10	7,948	13	7,769	77	22,407	22	14,910	27	9,973	13	1,420	11	1,847	24	2,361	8	3,123
HARDIN	51,507	72,732	78,407	13	9,041	12	7,724	56	21,263	23	13,401	23	8,445	22	1,919	15	3,241	39	5,253	5	2,121
HAWKINS	58,303	94,579	104,844	14	5,924	10	5,185	64	40,833	22	19,230	32	11,184	12	2,795	13	3,335	33	3,955	10	3,997
HAYWOOD	41,745	58,611	63,133	6	3,124	14	6,008	45	18,659	14	12,570	16	7,594	19	1,897	10	3,804	27	4,994	5	1,748
HENDERSON	49,784	67,029	71,587	10	5,127	9	4,476	63	21,652	23	15,616	20	10,960	19	2,280	14	2,994	32	3,357	8	2,152
HENRY	74,548	102,149	109,497	12	9,213	11	11,502	52	23,169	23	18,888	24	9,999	29	5,590	18	3,846	36	8,421	10	4,301
Paris	70,620	96,890	103,438	10	8,868	9	11,031	30	22,635	21	18,517	22	9,811	29	5,590	17	3,798	41	7,305	8	4,106
HICKMAN	19,205	27,316	29,495	3	1,366	3	648	37	11,525	10	7,012	15	3,750	11	893	7	917	18	1,340	2	420
HOUSTON	8,133	12,963	14,318	3	1,672	2	192	10	7,311	8	762	4	2,020	2	384	5	200	13	1,031	2	337
HUMPHREYS	44,127	58,273	62,002	10	3,800	9	5,535	27	15,941	11	14,307	24	10,287	13	1,636	13	2,793	36	4,373	6	1,573
JACKSON	16,981	20,666	21,634	3	1,455	4	534	17	9,705	6	5,239	5	1,143	4	185	4	822	9	781	4	512
JEFFERSON	54,854	87,217	96,295	14	5,185	11	4,586	55	37,444	25	14,239	27	14,522	14	1,563	15	3,125	27	4,671	8	4,117
JOHNSON	23,134	34,820	38,025	10	2,940	9	2,981	29	13,619	8	6,834	13	5,552	4	725	9	1,300	10	1,323	3	1,477
KNOX	1,200,366	1,636,993	1,753,114	133	105,767	58	268,722	374	343,756	265	300,875	270	195,478	198	76,382	226	83,217	437	146,420	78	52,170
Knoxville	1,032,557	1,423,520	1,527,712	101	90,990	48	260,191	297	272,372	214	270,600	207	143,935	168	71,611	190	75,723	380	132,795	64	43,869
LAKE	14,984	17,761	18,492	5	943	4	498	21	6,766	3	1,486	12	2,981	4	253	4	401	16	1,769	4	1,008
LAUDERDALE	45,737	61,305	65,418	9	4,789	10	4,663	52	19,697	22	14,580	21	5,733	21	3,400	12	2,543	31	2,971	7	2,910
LAWRENCE	91,384	115,348	122,239	16	8,781	15	9,556	79	30,015	57	35,631	32	7,738	19	4,065	23	6,496	34	4,212	7	4,673
LEWIS	16,885	22,312	24,510	5	765	6	1,042	18	7,115	12	6,042	13	2,920	4	569	7	1,310	12	729	1	1,100
LINCOLN	61,174	81,941	87,440	16	6,912	12	4,046	75	25,656	28	19,288	27	10,102	25	3,616	13	2,646	38	4,432	6	4,007
LOUDON	61,513	92,969	101,609	10	8,702	7	3,953	55	28,602	35	23,679	31	17,741	14	3,701	17	3,517	32	4,479	7	3,029
McMINN	99,014	143,776	158,541	18	18,244	12	13,137	66	35,039	33	25,034	32	18,067	31	8,738	31	6,478	55	10,061	11	6,750
Athens	73,119	110,916	121,310	10	16,343	8	12,018	38	28,015	33	19,746	25	8,951	24	7,560	19	5,169	34	7,850	4	5,009
McNAIRY	46,109	64,575	69,531	17	5,604	9	1,729	55	15,660	42	18,956	22	10,667	19	2,175	17	2,691	23	3,603	5	1,841
MACON	32,373	44,932	48,304	15	5,492	7	1,238	28	20,560	8	5,499	21	5,167	12	1,258	10	1,352	18	1,549	4	1,044
MADISON	281,749	[illegible]	465,125	32	25,152	24	76,327	122	94,628	58	90,093	74	53,531	56	21,663	51	18,881	108	32,710	18	10,631
Jackson	271,843	[illegible]	452,039	29	24,368	22	73,503	98	91,705	58	90,093	68	48,298	56	21,663	49	18,517	104	32,080	17	10,377
MARION	54,265	79,726	86,663	9	3,400	12	4,976	53	29,492	22	13,890	34	16,202	11	2,709	13	4,915	34	3,574	5	1,208
MARSHALL	53,160	80,312	87,432	7	3,064	10	2,565	41	22,716	21	26,290	28	14,554	21	2,339	10	2,691	18	2,767	6	3,774
MAURY	142,013	194,978	209,174	25	13,253	22	17,877	93	63,488	40	28,843	51	19,749	38	10,934	41	8,453	80	15,154	13	6,838
Columbia	125,356	176,036	189,603	19	12,433	17	17,395	60	56,770	34	26,166	38	17,439	36	10,609	30	6,377	62	13,693	10	6,212
MEIGS	7,185	11,869	13,204	1		3	1,037	22	6,286	6	1,100	5	1,254	3		2	531	10	1,162	1	882
MONROE	63,568	92,663	100,571	17	8,748	13	5,811	68	26,344	51	23,503	37	11,894	18	2,173	17	4,471	43	8,784	7	2,773
MONTGOMERY	260,909	318,224	333,267	26	26,487	21	48,640	79	59,933	68	88,324	66	28,004	45	9,289	67	17,082	117	25,703	14	8,081
Clarksville	253,299	310,300	325,225	24	24,874	19	48,275	65	56,813	63	88,235	63	27,080	44	9,127	62	16,182	112	25,318	12	7,619
MOORE	3,022	4,536	4,939	1	168	1	21	8	2,248	1		3	611	1	71	2	128	1	6	1	191
MORGAN	13,405	20,808	22,862	3	609	3	122	22	10,285	11	3,191	13	6,441	4	339	6	352	8	438	1	78
OBION	101,379	129,495	136,920	19	13,291	14	11,902	61	28,039	31	34,239	33	8,670	36	6,231	21	4,751	49	9,405	8	3,127
South Fulton	5,993	6,942	7,179	2	1,066			2	439	5	1,192	5	771	4	254	2	225	10	1,347	1	155
Union City	79,332	104,509	111,147	11	9,162	8	11,282	26	21,317	16	29,484	16	5,928	26	5,522	15	4,088	29	7,483	4	2,527
OVERTON	28,247	40,017	43,173	6	3,190	12	2,602	42	15,055	18	6,146	16	6,015	9	1,030	7	2,087	11	1,018	4	1,821
PERRY	8,629	12,785	13,921	4	832	1	301	17	4,868	5	3,342	8	2,133	4	375	3	733	7	764	2	376
PICKETT	5,425	8,450	9,292	1	1,100	3	265	7	2,807	6	1,189	5	1,753	2	217	4	134	8	909	1	30
POLK	16,653	26,503	29,271	6	1,941	8	788	31	10,370	16	3,981	13	3,712	7	751	5	835	16	2,383	7	1,660
PUTNAM	136,450	218,021	241,000	30	19,744	18	23,938	85	48,204	62	37,616	57	34,598	47	14,963	39	9,215	71	21,832	13	7,197
Cookeville	123,239	199,551	221,119	23	17,197	10	22,727	51	41,151	52	36,966	40	29,827	43	14,709	33	8,791	59	20,995	10	6,463
RHEA	51,841	68,923	73,425	11	7,507	8	3,337	40	23,240	18	15,652	23	9,204	23	2,933	10	2,104	27	3,250	8	3,234
ROANE	113,150	139,058	148,847	28	11,536	11	5,076	64	40,390	36	38,486	51	16,939	20	4,524	26	5,514	58	9,354	16	6,926
Harriman	60,172	71,938	74,879	14	5,522	3	3,390	25	18,014	16	25,279	20	5,377	12	2,287	13	2,248	24	4,083	7	3,550
ROBERTSON	84,623	114,273	122,144	11	4,496	11	7,043	43	27,039	21	41,771	35	13,183	22	4,042	14	4,321	37	6,192	11	4,442
RUTHERFORD	227,334	321,490	346,698	33	29,683	18	26,493	104	80,706	58	63,679	61	43,188	58	17,566	53	12,187	94	30,871	19	8,056
Murfreesboro	196,934	277,188	298,690	26	23,454	12	24,364	77	65,367	45	60,974	44	33,960	54	17,282	41	10,220	73	27,557	15	7,219
SCOTT	36,209	58,319	64,670	7	1,334	10	4,301	45	22,704	19	11,451	24	9,402	9	1,250	7	1,654	28	3,067	6	3,195
SEQUATCHIE	13,919	18,256	19,689	2	1,420	8	1,080	10	8,880	12	2,745	9	2,562	2	366	4	603	8	760	3	993
SEVIER	123,915	206,408	230,040	11	11,277	17	11,716	78	48,794	36	20,912	42	18,245	30	9,870	33	9,265	106	50,351	13	6,812
SHELBY	2,639,189	4,004,072	4,381,789	201	150,546	149	624,721	831	971,733	391	866,407	529	448,990	487	224,302	436	210,408	1,000	350,621	140	134,906
Memphis	[illegible]	3,765,724	4,129,515	166	135,785	133	608,310	719	911,249	341	806,469	472	409,817	418	213,660	396	203,062	917	332,209	129	130,517
SMITH	30,403	41,644	44,639	10	4,123	12	3,269	29	10,106	9	9,038	15	4,908	8	936	9	5,899	18	2,010	5	1,215
STEWART	13,548	17,334	18,327	1	2,398	3	1,028	17	5,145	6	4,180	5	1,501	3	668	2	135	14	1,083	1	
SULLIVAN	535,924	769,417	833,060	31	44,284	34	142,614	177	178,481	127	198,396	115	72,356	93	33,060	93	33,163	143	59,528	31	20,950
Bristol, Tenn.-Bristol, Va.	327,994	392,643	635,673	22	31,869	17	67,363	95	100,950	60	126,914	62	56,768	65	23,340	60	20,763	100	33,081	15	20,595
Kingsport	285,970	440,309	475,637	30	30,043	20	97,875	99	96,088	53	87,678	54	36,510	36	24,750	48	18,907	72	34,755	16	11,166
SUMNER	189,416	279,810	304,475	49	37,814	14	12,993	109	89,697	72	64,325	54	31,861	49	10,457	41	7,025	73	17,281	21	11,817
TIPTON	62,847	83,347	88,754	8	9,775	13	8,811	88	23,186	32	19,724	24	6,912	20	2,682	13	2,296	20	3,560	8	2,924
TROUSDALE	22,082	30,828	33,160	4	1,508	2	220	10	8,193	5	14,277	5	2,767	6	693	3	1,382	6	600	3	653
UNICOI	25,512	43,899	48,909	2	345	5	2,658	23	17,336	12	9,393	11	4,655	8	1,072	7	2,307	16	2,721	3	1,337
UNION	10,734	15,051	16,306	4	304	4	617	21	6,934	14	3,931	9	1,299	1	287	3	539	11	307	1	418
VAN BUREN	3,377	4,752	5,120	1	380	1	438	13	2,339	2	518	3	371	1	226	2		4	196	1	123
WARREN	86,414	110,040	116,264	34	10,781	9	9,451	56	31,212	43	21,986	32	10,156	31	6,782	15	5,010	38	6,375	9	4,870

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WASHINGTON	281,005	436,179	479,556	40	46,160	17	62,276	114	96,877	73	107,334	87	39,959	54	21,706	64	21,268	102	33,319	15	11,833
Johnson City	234,516	403,898	445,751	35	40,806	14	62,033	68	89,503	63	105,091	58	31,092	45	20,865	53	17,553	81	31,449	12	10,986
WAYNE	21,765	32,853	35,906	10	2,753	11	1,185	38	12,931	10	8,049	20	3,480	9	561	6	472	16	1,086	5	1,667
WEAKLEY	68,720	91,492	97,508	19	8,493	14	6,999	55	24,033	40	18,534	40	13,632	30	4,766	24	5,810	35	8,406	12	3,573
WHITE	51,118	68,804	73,485	11	4,535	5	944	51	20,279	30	29,163	22	5,258	16	2,388	11	1,717	24	2,523	7	2,292
WILLIAMSON	144,293	235,923	261,976	20	8,155	16	8,861	78	62,384	32	75,086	45	43,300	36	9,697	18	6,898	53	15,790	14	9,790
WILSON	107,832	149,461	160,565	24	11,002	18	8,649	61	37,084	39	37,331	50	28,200	32	7,262	30	6,802	50	12,086	12	4,921
Lebanon	95,787	132,383	142,139	18	10,024	13	7,355	37	31,699	32	36,784	41	23,554	26	4,367	25	6,542	40	11,253	9	4,312

TEXAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	45,816,345	76,550,457	84,551,154	5,176	4,027,991	2,992	10,110,387	17,011	18,862,315	11,388	17,846,530	12,747	8,259,114	8,960	4,211,547	8,850	3,666,198	22,246	7,130,147	3,102	2,478,722
STANDARD METROPOLITAN STATISTICAL AREAS																					
Abilene, Tex.	483,836	819,354	908,448	47	49,646	30	94,057	152	172,382	166	197,759	200	116,360	92	47,206	117	69,914	177	61,796	32	21,056
Amarillo, Tex.	773,362	1,226,640	1,335,197	89	92,811	34	149,026	177	262,785	197	298,151	194	108,600	144	82,736	155	70,148	355	120,247	43	30,059
Austin, Tex.	1,719,703	2,478,452	2,647,557	174	154,145	76	291,672	508	582,836	344	475,294	382	268,995	303	143,769	317	117,380	993	295,067	104	62,911
Beaumont-Port Arthur-Orange, Tex.	1,329,457	2,218,972	2,443,187	146	144,649	68	286,650	524	579,189	283	502,051	332	221,779	172	130,613	247	113,658	593	190,440	90	70,531
Brownsville-Harlingen-San Benito, Tex.	540,121	1,321,553	1,568,625	62	70,126	52	249,246	304	410,344	136	225,114	132	117,342	154	107,451	99	101,284	324	124,027	35	29,280
Bryan-College Station, Tex.	250,817	398,061	433,520	29	33,229	12	56,019	89	86,005	51	76,820	53	36,331	48	23,652	56	15,310	114	41,223	18	26,549
Corpus Christi, Tex.	1,048,762	1,960,380	2,208,039	91	84,533	54	268,135	416	550,439	264	467,095	256	231,871	157	95,631	173	93,642	595	194,639	75	57,884
Dallas-Fort Worth, Tex.	10,298,358	18,086,419	20,168,943	901	676,529	545	2,563,093	2,645	3,866,554	2,378	4,462,815	2,215	1,773,452	2,173	951,951	2,050	874,115	4,296	1,886,490	570	786,919
El Paso, Tex.	1,356,543	1,768,136	1,848,890	96	58,345	81	293,044	472	385,082	235	343,318	327	171,801	251	96,085	247	114,504	696	167,030	70	59,031
Galveston-Texas City, Tex.	628,447	808,019	842,701	74	38,877	31	75,305	253	234,608	126	171,168	127	81,279	96	38,738	99	24,684	420	76,995	42	27,514
Houston, Tex.	10,490,570	17,336,731	19,063,602	913	893,170	368	2,581,304	2,842	4,271,018	1,639	4,191,094	1,847	1,666,753	1,349	876,952	1,636	777,141	4,266	1,670,893	504	497,063
Killeen-Temple, Tex.	513,895	660,985	689,370	63	39,152	48	73,131	212	149,777	175	150,924	160	77,479	119	30,877	123	28,162	255	58,299	27	11,813
Laredo, Tex.	356,179	974,209	1,194,808	32	151,961	29	178,050	177	220,923	69	169,254	82	87,692	119	118,415	60	99,627	140	53,371	22	24,291
Longview-Marshall, Tex.	571,533	998,167	1,113,354	78	63,314	43	110,249	228	264,483	178	225,547	172	118,527	137	65,257	127	57,433	258	78,903	51	33,434
Lubbock, Tex.	866,427	1,325,103	1,431,667	78	72,284	41	179,736	217	276,895	235	332,209	198	180,136	172	72,103	188	77,568	313	120,774	49	27,051
McAllen-Pharr-Edinburg, Tex.	694,716	1,188,450	1,314,662	110	78,490	60	213,192	439	317,579	218	211,704	198	98,339	176	101,680	138	62,265	363	87,297	53	35,287
Midland, Tex.	324,239	668,298	766,922	28	38,304	14	71,288	72	157,955	67	188,035	76	82,865	62	51,497	62	38,896	113	53,821	15	18,737
Odessa, Tex.	492,833	885,134	988,131	36	47,004	23	137,280	129	208,989	131	217,770	113	73,398	100	66,391	88	39,268	224	89,981	19	15,963
San Angelo, Tex.	312,517	668,158	772,388	33	50,785	16	92,090	102	170,546	88	187,876	81	56,687	67	42,436	73	32,215	151	63,244	18	12,731
San Antonio, Tex.	3,094,146	5,478,407	6,102,303	271	194,854	182	940,249	1,279	1,368,281	725	1,130,977	801	707,547	507	280,599	520	268,591	1,898	596,349	205	127,488
Sherman-Denison, Tex.	297,391	469,779	510,997	44	30,549	31	68,059	129	115,771	105	110,359	115	40,976	65	27,362	70	19,331	122	34,832	19	19,568
Texarkana, Tex.-Ark.	387,708	667,081	742,908	46	28,701	31	90,693	198	178,350	125	163,594	145	74,715	99	37,628	85	26,848	161	52,747	29	18,096
Tyler, Tex.	463,517	960,909	1,104,022	58	75,721	21	145,372	133	245,986	137	193,598	148	117,040	111	69,119	98	64,052	165	71,215	38	14,054
Victoria, Tex.	269,497	448,038	492,364	33	35,238	18	63,462	96	105,397	65	109,266	69	49,233	34	23,140	43	22,092	119	35,893	15	13,163
Waco, Tex.	587,678	861,677	922,942	59	32,311	32	109,088	223	205,766	189	202,675	152	82,136	98	35,072	117	42,741	327	82,535	40	23,069
Wichita Falls, Tex.	482,679	682,863	726,605	45	40,994	28	91,456	139	141,889	143	170,267	136	60,389	100	37,359	115	37,117	225	54,996	31	19,931
COUNTIES, Cities																					
ANDERSON	92,507	179,227	203,202	16	10,328	11	12,446	57	57,012	39	44,990	31	20,242	34	10,384	19	6,615	37	11,120	10	8,131
Palestine	79,030	156,251	177,816	13	9,577	6	7,336	38	50,272	35	40,520	24	16,955	23	10,020	18	6,322	31	10,138	8	6,727
ANDREWS	36,951	45,083	46,511	5	2,378	7	1,874	13	10,898	11	12,125	19	7,547	12	1,684	10	1,637	24	2,911	3	1,153
ANGELINA	195,599	276,793	294,401	28	23,628	11	18,244	85	80,737	56	57,399	70	28,822	40	20,060	44	11,727	60	16,814	19	10,311
Lufkin	168,308	241,513	257,575	23	17,808	9	17,788	55	68,026	47	56,053	49	21,963	37	16,604	34	9,392	51	15,962	14	9,060
ARANSAS	35,633	53,039	56,994	6	7,451	2	923	24	19,471	11	6,572	16	9,769	9	939	8	1,048	37	4,384	3	1,622
ARCHER	12,810	21,946	24,266	3	676	1	201	15	6,874	7	6,887	13	5,014	3	327	2	116	11	1,384	1	524
ARMSTRONG	2,644	5,547	6,388	2	178	2	724	2	1,090	4	1,017	5	1,920	1	184	2	182	2	563	1	364
Poteet	3,999	6,371	6,964			2	738	12	2,320	5	379	6	1,391	1	495	2	194	11	327	1	252
ATASCOSA	48,056	72,280	77,822	12	6,511	10	4,459	49	22,701	23	13,512	32	12,627	9	5,230	11	1,191	52	4,891	7	1,889
AUSTIN	42,720	71,150	78,220	11	7,273	17	4,616	40	24,132	19	15,044	20	10,910	8	1,879	14	2,926	39	5,055	6	2,155
BAILEY	23,057	31,754	33,581	4	1,244	2	743	15	10,492	10	9,633	8	1,889	9	1,809	5	1,086	14	1,992	2	1,119
BANDERA	9,456	13,427	14,286	9	1,645	2	560	11	4,083	3	2,083	10	3,684	4	289	3	381	13	700		
BASTROP	40,716	55,884	59,050	13	2,495	9	1,943	41	23,404	19	8,357	31	10,726	7	883	13	1,618	46	4,237	8	2,141
BAYLOR	13,973	19,214	20,311	4	463	2	267	10	5,144	11	4,769	18	4,486	8	1,316	3	200	7	1,211	3	1,005
BEE	60,164	125,318	144,165	11	11,383	4	6,499	38	34,335	22	32,475	23	18,284	13	11,154	12	5,495	35	9,790	6	3,438
BELL	452,915	585,565	611,310	52	34,606	33	67,256	172	126,882	148	138,494	127	64,039	96	29,651	97	23,388	234	53,888	19	9,910
Belton	27,781	32,375	33,523	7	2,796	3	865	22	11,684	14	5,997	12	5,642	6	1,073	4	384	21	2,592	2	1,173
Killeen	200,452	266,777	280,131	19	17,891	11	23,254	59	44,675	67	81,108	58	27,364	33	9,369	39	11,942	98	24,934	7	2,115
Temple	201,113	256,199	266,619	20	12,864	14	42,262	64	61,005	57	48,200	47	21,951	53	18,563	47	10,788	103	23,765	10	6,622
BEXAR	2,883,174	5,067,744	5,633,754	233	172,292	167	914,044	1,130	1,234,536	653	1,023,729	726	655,305	486	260,034	484	247,903	1,736	553,902	188	117,302
San Antonio	2,611,714	4,526,930	5,017,339	210	166,615	139	829,283	996	1,036,098	561	986,669	637	565,238	392	229,182	410	217,510	1,554	487,805	170	106,418
BLANCO	11,112	19,167	21,223	5	3,168			12	7,371	5	840	15	4,284	1	39	4	439	18	2,212	3	471
BORDEN	293	1,296	1,684									1	1,684							1	
BOSQUE	25,812	56,959	66,247	14	6,018	6	3,800	29	18,815	18	16,496	25	8,036	10	1,663	9	974	17	2,559	6	3,999
BOWIE	254,022	467,877	525,238	35	23,118	17	77,333	116	105,463	92	144,960	87	49,854	60	19,984	65	23,424	84	37,655	17	12,931
1Texarkana	332,681	521,331	582,220	23	21,273	27	84,927	128	129,449	73	134,320	125	48,539	72	33,941	51	23,370	122	43,300	25	13,040
BRAZORIA	424,456	966,645	1,132,299	74	96,640	34	114,405	173	346,867	122	187,865	117	100,338	73	54,006	99	38,679	221	79,553	32	33,995
Alvin	87,490	206,294	243,111	14	23,072	7	24,055	25	72,583	23	57,645	22	20,630	15	8,908	18	4,001	27	10,900	5	6,524

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Angleton	56,983	127,251	144,818	8	9,239	4	7,448	18	46,050	11	25,786	21	22,096	9	6,020	6	4,728	34	8,675	4	4,798
Clute	71,905	162,521	185,175	5	12,427	4	31,481	14	50,032	27	33,495	11	6,946	9	7,309	12	12,602	24	13,747	4	9,802
Freeport	58,541	127,073	147,310	8	12,996	3	4,233	24	43,281	24	22,431	17	16,867	9	8,293	11	3,608	55	14,123	3	3,047
Lake Jackson	55,176	124,423	145,326	8	2,722	4	30,521	18	40,124	4	3,272	11	8,337	17	19,848	13	5,856	21	12,892	5	8,962
BRAZOS	250,817	398,061	433,520	29	33,229	12	56,019	89	86,005	51	76,820	53	36,331	48	23,652	56	15,310	114	41,223	18	26,549
Bryan	180,805	276,377	298,573	21	24,020	8	34,011	70	60,181	38	70,311	37	22,851	36	19,398	46	14,192	71	21,838	13	7,150
College Station	69,440	121,015	134,263	8	9,209	3	21,615	16	25,533	13	6,509	16	13,480	12	4,254	10	1,118	43	19,385	5	19,399
BREWSTER	25,236	36,530	39,022	3	1,311	3	1,245	14	9,665	7	5,685	18	5,476	10	2,580	3	567	18	2,800	4	1,854
BRISCOE	5,079	8,992	10,008	2	704	2	323	9	4,248	4	2,063	5	864					7	355	2	254
BROOKS	23,482	36,647	39,757	4	2,006	4	1,458	21	11,677	6	8,786	13	5,118	7	1,895	5	1,732	19	2,687	3	938
BROWN	102,867	128,198	132,823	12	9,392	12	14,221	46	33,653	31	28,219	43	11,215	20	6,368	31	4,650	39	8,056	12	5,354
Brownwood	95,293	119,345	123,772	11	9,165	10	13,926	34	30,730	28	27,439	31	8,202	20	6,368	29	3,831	30	7,408	10	4,813
BURLESON	21,674	55,000	65,740	6	7,331	5	2,047	32	18,532	12	13,333	14	10,096	5	2,178	5	1,923	35	5,768	3	2,305
BURNET	43,301	87,091	99,456	15	15,224	11	7,198	38	26,651	19	17,472	25	10,972	14	2,084	8	3,023	22	4,378	6	3,481
CALDWELL	48,441	69,280	73,832	11	2,554	10	3,179	29	19,643	20	20,694	16	9,046	19	3,846	9	1,495	43	4,321	7	1,890
CALHOUN	53,810	93,673	103,920	11	5,224	6	7,402	29	32,319	16	17,752	27	13,358	5	3,833	7	3,732	45	6,704	3	4,070
Port Lavaca	48,036	84,277	93,639	9	3,829	6	7,402	24	28,213	15	17,621	18	10,763	5	3,833	7	3,732	31	5,666	3	4,070
CALLAHAN	17,893	36,285	41,504	5	821	3	1,488	28	14,203	9	8,580	19	7,624	4	502	7	260	9	1,874	4	1,315
CAMERON	540,121	1,321,553	1,568,625	62	70,126	52	249,246	304	410,344	136	225,114	132	117,342	154	107,451	99	101,284	324	124,027	35	29,280
Brownsville	278 169	672,074	795,693	17	21,558	31	158,735	131	202,964	57	95,624	44	45,887	94	74,290	49	68,394	140	56,863	16	15,341
Harlingen	179,876	445,862	530,484	27	40,251	16	85,482	71	116,917	40	100,948	47	45,403	40	25,647	34	24,111	89	46,060	9	9,039
CAMP	23,992	33,857	35,979	4	2,699	5	1,019	12	9,080	13	10,348	15	4,418	8	1,144	6	2,488	8	1,610	4	1,406
CARSON	13,132	26,420	30,175	4	384			9	6,801	3	5,392	20	12,366	2	274	2	117	12	2,312	3	1,075
CASS	71,466	97,871	103,370	16	10,180	10	5,698	71	33,828	26	21,618	40	9,470	23	4,986	15	2,518	30	6,281	9	2,990
CASTRO	26,147	46,652	52,014	3	2,405	3	1,008	8	15,159	10	13,338	12	5,969	5	2,061	3	977	10	1,875	3	1,482
CHAMBERS	42,616	67,858	73,925	11	3,008	4	1,500	33	20,386	15	20,170	20	15,618	6	1,119	4	898	28	5,419	4	2,028
CHEROKEE	92,241	136,104	145,990	24	11,787	12	8,646	56	39,112	33	38,167	48	18,425	25	6,968	24	3,528	31	5,364	10	4,131
Jacksonville	55,195	82,634	89,494	14	4,417	5	7,564	30	26,584	17	17,355	30	11,506	18	5,789	16	3,216	20	4,160	5	2,729
CHILDRESS	21,873	37,970	42,099	7	3,171	4	2,620	8	10,117	9	7,328	17	7,728	15	2,911	10	1,527	16	2,563	5	1,730
CLAY	13,868	28,078	32,107	5	1,244	3	663	13	8,268	9	5,236	17	9,249	5	724	3	645	9	2,187	2	2,265
COCHRAN	9,994	16,125	17,611	3	381	1	256	9	4,398	4	6,319	7	1,923	2	741	1	493	3	198	2	1,067
COKE	9,944	12,079	12,451	2	132	2	299	7	1,966	3	6,228	4	928	2	427	1	255	5	446	2	707
COLEMAN	25,265	34,664	36,629	8	1,195	2	858	23	11,458	15	7,420	21	6,478	8	1,931	2	228	12	2,096	6	1,859
COLLIN	249,406	556,278	648,792	47	31,318	25	31,625	108	178,083	82	134,575	88	62,007	96	32,084	58	20,813	104	45,467	24	49,268
McKinney	85,232	192,116	224,415	12	6,403	6	15,333	20	36,882	35	78,735	22	11,969	25	13,561	15	9,341	36	16,321	11	12,212
Plano	107,487	222,709	255,839	19	16,497	13	14,986	28	79,413	21	23,759	27	32,791	44	10,763	23	6,324	45	22,375	6	32,293
COLLINGSWORTH	11,375	17,651	19,127	6	907	4	1,534	11	4,572	6	1,375	10	4,403	5	550	2	425	5	515	3	2,240
COLORADO	63,496	89,929	95,646	17	5,624	7	3,583	44	21,098	22	27,482	29	15,988	16	3,242	12	1,661	62	7,442	8	2,337
COMAL	105,275	147,077	156,157	18	12,306	5	8,770	77	50,530	32	31,409	33	17,321	20	5,552	18	3,152	66	12,193	9	2,918
New Braunfels	93,434	133,763	143,720	18	12,306	4	7,834	68	40,146	29	31,205	32	16,952	20	5,553	18	3,152	61	11,930	8	2,695
COMANCHE	33,268	43,088	44,998	3	1,024	9	3,778	24	17,953	19	9,469	26	4,366	11	946	8	1,048	16	1,645	4	1,405
CONCHO	15,004	14,742	14,554	5	1,205	3	54	6	1,525	4	8,054	15	2,062	2	109			9	697	2	216
COOKE	99,601	170,958	189,213	14	8,897	10	8,404	33	40,238	36	34,175	49	28,230	27	9,396	28	6,164	44	12,336	8	4,943
Gainesville	83,261	147,368	164,023	10	6,852	9	7,975	25	35,089	28	28,487	42	25,794	23	7,866	21	5,843	30	9,554	7	4,737
CORYELL	60,980	75,420	78,010	11	4,546	15	5,875	40	22,895	27	12,430	33	13,440	23	1,226	26	4,774	21	4,411	8	1,903
COTTLE	7,337	8,780	9,022	3	656	2	304	5	2,886	6	1,978	4	1,186	4	385	2	129	4	431	2	485
CRANE	8,595	12,384	13,220	1	165	1	253	5	3,731	5	2,381	9	2,755	5	1,324	2	31	11	1,448	1	576
CROCKETT	14,095	24,159	26,712	3	1,357	2	888	11	7,023	5	3,605	12	6,787	4	1,071	2	319	9	1,285	2	2,050
CROSBY	13,420	18,971	20,168	4	941	5	1,269	11	5,979	9	5,584	14	2,769	2	413	3	622	11	629	5	1,166
CULBERSON	12,154	20,836	23,039	3	717	1	89	7	2,637	5	2,071	21	13,672	4	531	2	155	14	2,011	3	787
DALLAM	32,744	59,680	79,110	6	2,619	4	1,239	10	12,309	13	16,460	20	14,145	10	2,441	4	490	22	5,684	5	1,064
Dalhart	32,779	39,216	40,825	7	2,094	4	1,227	10	3,386	13	3,584	20	12,836	11	2,077	4	490	22	3,972	4	1,064
DALLAS	6,102,992	9,679,945	10,549,423	422	298,483	263	1,345,867	1,320	1,916,302	1,178	2,233,742	1,091	890,727	1,249	551,979	1,194	527,030	2,418	1,028,142	282	388,580
Carrollton	87,130	166,623	188,775	15	17,964	2	12,597	30	42,360	22	36,798	16	41,800	17	3,489	18	2,369	28	13,834	7	3,712
Dallas	3,967,217	5,906,434	6,346,376	239	140,520	161	814,514	817	1,056,496	683	1,240,316	665	520,649	821	342,274	734	325,905	1,741	731,296	171	190,288
Farmers Branch	280,838	583,994	671,275	12	3,832	6	50,078	17	70,106	28	255,223	25	33,694	52	41,250	37	55,056	48	37,153	7	9,759
Garland	336,524	525,288	569,871	41	29,873	19	44,866	99	158,649	125	137,147	80	58,838	58	18,032	78	26,965	127	42,911	17	21,166
Grand Prairie	128,383	213,295	232,184	9	2,628	6	2,307	56	65,220	49	44,817	37	24,693	13	6,042	33	7,711	69	34,585	10	23,376
Irving	405,067	671,896	738,104	30	18,872	21	118,646	84	155,835	94	211,381	81	55,852	65	21,479	89	26,053	109	54,664	19	22,314
Mesquite	289,181	525,499	588,010	7	11,520	17	211,980	44	66,142	41	60,983	54	45,246	87	49,998	53	19,825	76	34,713	11	43,186
Richardson	264,435	451,606	498,937	29	24,939	6	68,182	44	86,535	51	85,481	44	41,594	71	34,439	76	29,014	92	42,354	14	43,795
DAWSON	52,455	85,523	93,545	6	3,419	5	4,202	70	21,724	19	20,419	35	13,038	21	7,061	13	4,086	28	9,191	6	3,026
DEAF SMITH	61,668	60,170	59,303	9	2,365	7	3,617	27	17,153	26	13,725	20	4,277	25	3,115	22	2,701	27	5,562	4	1,154
Hereford	61,620	60,122	59,256	9	2,365	7	3,617	26	17,123	26	13,725	19	4,267	25	3,115	22	2,701	27	5,562	4	1,154
DELTA	8,318	8,041	7,909	2	945	2	144	13	2,734	5	1,965	10	716	1	263	1	198	5	67	2	366
DENTON	316,937	582,210	652,884	51	30,316	27	61,753	116	168,795	115	152,650	93	57,355	75	26,527	84	25,100	143	57,856	21	19,854
Denton	188,261	345,435	387,224	19	12,779	11	44,561	51	89,589	54	87,767	51	34,536	42	19,961	49	17,369	78	36,246	11	12,168
Lewisville	86,678	155,431	173,474	12	10,272	8	11,445	27	51,245	34	45,960	18	12,881	27	6,269	17	4,903	31	15,128	6	6,253
DE WITT	48,241	82,703	91,453	13	7,191	10	5,406	38	25,766	22	17,902	26	12,934	18	5,282	10	1,521	53	5,011	9	4,588
DICKENS	11,288	14,234	14,782	1	488	1	151	8	2,976	7	3,218	5	1,047	3	348	2	81	5	537	1	617
DIMMIT	18,920	38,610	44,217	2	2,566	4	3,571	21	16,091	4	2,041	18	8,588	5	1,172	4	726	11	3,052	3	2,035
DONLEY	15,744	21,004	22,064	5	571	3	911	8	3,222	5	9,426	13	2,130	8	1,210	5	503	11	1,551	1	1,511
DUVAL	15,482	19,738	20,543	4	666	3	384	46	8,169	8	2,483	16	5,539	3	308	6	335	32	1,409	5	615
EASTLAND	43,336	88,826	101,823	11	3,972	9	6,063	34	25,863	36	16,406	40	22,735	20	3,671	18	2,767	36	6,546	12	3,586
ECTOR	492,833	885,134	988,131	36	47,004	23	137,280	129	208,989	131	217,770	113	73,398	100	66,391	88	39,268	224	89,981	19	15,963
Odessa	480,029	857,059	955,218	32	38,718	23	137,280	117	203,804	125	217,261	106	66,536	99	65,995	86	36,975	206	87,185	19	15,963
EDWARDS	2,699	2,861	2,868	3	417	1		7	1,562			3	294	1	20			6	144	1	209
ELLIS	135,475	194,634	207,672	25	7,555	12	14,482	81	68,066	55	51,756	64	24,649	42	7,316	29	5,401	53	11,541	12	8,495
Ennis	40,831	59,545	63,708	6	2,397	5	5,953	32	22,542	18	11,648	19	9,594	18	2,502	10	1,055	15	3,121	3	1,636
Waxahachie	60,785	90,104	96,744	9	2,649	6	8,432	22	26,820	20	28,724	21	8,517	14	3,194	13	2,853	21	4,752	6	4,967
EL PASO	1,356,543	1,768,136	1,848,890	96	58,345	81	293,044	472	385,082	235	343,318	327	171,801	251	96,085	247	114,504	696	167,030	70	59,031
El Paso	1,320,420	1,713,814	1,790,403	89	57,207	79	292,600	428	367,989	216	331,228	294	161,384	249	95,917	240	113,947	655	159,321	63	57,079
ERATH	66,642	106,563	116,186	15	9,961	12	11,964	24	26,635	29	24,460	34	11,303	19	3,786	19	2,619	29	7,189	7	6,925
Stephenville	57,919	90,946	99,203	9	9,861	9	10,297	16	21,365	26	23,224	24	8,471	15	3,516	14	2,015	25	6,928	5	5,962
FALLS	41,611	56,347	59,379	13	3,609	8	2,252	44	18,020	17	9,570	18	7,228	15	7,525	10	1,948	40	3,331	6	1,698
Marlin	28,268	38,275	40,777	7	1,867	5	1,353	21	14,275	11	5,945	9	4,583	10	4,815	7	1,306	25	2,339	3	817
FANNIN	68,835	109,530	119,332	16	5,400	7	4,530	44	29,074	28	46,866	47	11,582	21	3,825	17	2,516	28	3,489	7	3,174
Bonham	52,270	80,779	87,906	10	3,470	5	3,505	21	19,092	21	40,572	24	6,687	14	3,499	12	1,091	17	2,459	4	1,944
FAYETTE	56,477	99,959	111,238	16	6,620	18	3,860	[illegible]	35,252	22	20,017	33	13,700	16	3,485	15	2,239	68	14,625	9	2,841
FISHER	10,677	12,344	12,591	5	658	3	400	12	3,963	5	3,040	16	1,462	1	461	3	309	7	876	5	720

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate*	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FLOYD	23,844	29,612	30,660	5	1,554	4	734	14	6,574	10	7,355	17	9,193	6	1,254	6	186	11	947	5	1,265
FOARD	3,724	4,647	4,814	2	556			3	1,196	2	938	6	1,621	1	49	2	63	2	218		
FORT BEND	216,635	474,178	551,028	40	52,583	11	21,787	105	154,170	63	129,064	58	62,498	28	17,325	39	36,855	126	31,963	16	13,600
Richmond Rosenberg	114,190	228,638	260,858	12	18,078	9	21,357	29	65,934	31	89,829	20	16,504	17	12,741	17	5,427	39	13,020	8	7,427
FRANKLIN	13,748	22,089	24,108	4	2,909	2	705	13	4,326	6	4,408	13	4,437	7	482	5	1,609	6	1,053	2	978
FREESTONE	36,952	63,423	70,153	8	1,502	11	2,684	31	17,932	8	15,059	17	18,352	9	1,171	7	1,083	13	5,414	7	3,483
FRIO	27,622	31,042	31,490	4	2,157	2	601	27	12,509	7	5,633	16	3,985	7	992	3	1,230	26	2,430	4	1,428
GAINES	25,511	37,219	39,822	4	1,675	2	548	24	13,739	10	8,246	24	5,589	12	2,055	4	427	18	2,612	3	1,361
GALVESTON	628,447	808,019	842,701	74	38,877	31	75,305	253	234,608	126	171,168	127	81,279	96	38,738	99	24,684	420	76,995	42	27,514
Galveston	266,115	337,831	351,268	21	11,190	10	47,044	101	79,447	37	57,407	46	29,902	35	19,282	36	14,504	227	40,272	15	9,369
League City	32,848	46,604	49,586	6	5,955	1	1,139	16	15,110	10	7,182	13	8,833	6	1,510	10	834	13	3,286	4	2,516
Texas City	149,382	182,817	188,687	19	8,601	7	15,854	36	43,087	27	54,132	25	19,480	33	9,639	19	5,178	68	12,623	13	8,610
GARZA	13,586	19,518	20,816	5	1,067	2	562	10	7,152	5	2,314	13	3,863	7	513	4	420	14	1,741	2	808
GILLESPIE	42,542	62,229	66,629	8	9,964	9	4,504	26	15,286	11	10,659	25	6,604	8	1,873	13	2,625	31	6,558	4	1,765
GLASSCOCK	920	1,376	1,479					2	444									1	320		
GOLIAD	9,547	13,160	13,917	4	1,103	2	617	8	4,524	4	1,763	5	1,641	1	281	3	114	21	1,236	1	766
GONZALES	35,852	54,632	58,988	8	4,488	9	2,847	40	17,877	18	11,470	22	7,711	14	2,358	8	1,785	32	4,130	7	2,444
Gonzales	28,111	42,257	45,793	4	4,386	4	1,390	27	15,314	13	9,137	12	4,634	11	1,933	6	1,356	21	2,999	4	1,436
GRAY	92,281	137,399	147,687	12	4,583	9	10,861	38	39,772	46	34,659	39	11,906	35	11,119	27	6,595	55	12,687	10	4,243
Pampa	88,326	132,699	142,864	11	4,529	8	10,689	35	38,237	43	34,467	25	9,936	32	10,886	24	6,491	50	12,294	9	4,182
GRAYSON	297,391	469,779	510,997	44	30,549	31	68,059	129	115,771	105	110,359	115	40,976	65	27,362	70	19,331	122	34,832	19	19,568
Denison	102,489	157,520	170,370	14	7,825	6	12,992	40	48,241	37	34,957	36	14,591	21	9,694	23	5,500	41	11,324	5	8,665
Sherman	155,626	250,781	273,877	18	15,517	10	53,754	40	46,574	43	59,408	36	16,625	35	16,579	34	12,861	51	20,247	9	8,988
GREGG	445,060	687,943	744,956	66	51,773	31	75,487	158	168,454	137	157,689	114	64,054	103	45,536	99	33,578	213	56,333	39	24,451
Kilgore	79,069	119,892	130,748	12	9,362	5	4,597	40	28,957	25	29,663	19	10,715	18	10,687	10	3,366	43	8,193	5	4,088
Longview	331,924	515,187	558,258	45	41,496	23	63,999	102	125,441	96	112,618	84	46,677	75	33,550	77	27,712	147	45,545	27	18,407
GRIMES	26,717	55,311	63,519	10	8,545	9	3,178	28	18,488	10	9,138	20	7,255	10	3,228	7	1,177	41	5,229	2	3,008
GUADALUPE	105,697	263,586	312,392	20	10,256	10	17,435	72	83,215	40	75,839	42	34,921	21	15,002	18	17,536	96	30,254	8	7,268
Seguin	89,741	218,349	258,891	15	8,333	7	11,027	50	63,392	31	73,103	32	29,674	21	15,002	15	13,342	69	22,953	7	5,792
HALE	122,778	149,454	154,139	17	6,617	13	13,396	56	41,261	50	36,999	46	9,080	28	10,351	36	6,775	46	8,585	14	5,541
Plainview	108,353	133,948	138,551	11	5,717	9	12,915	40	34,913	42	34,495	32	7,183	23	9,931	29	6,000	40	8,086	11	5,266
HALL	13,298	15,676	16,055	4	1,158	2	1,024	11	4,228	10	3,858	11	1,743	8	1,007	8	328	9	895	3	1,078
HAMILTON	19,496	24,380	25,273	8	1,738	4	923	12	6,025	10	3,752	22	3,980	12	1,516	10	1,963	12	1,361	3	1,097
HANSFORD	23,534	37,674	40,842	5	1,264	3	1,939	7	9,180	8	15,506	8	5,058	6	1,208	7	1,025	7	1,673	4	1,488
HARDEMAN	12,784	18,006	19,127	3	747	4	409	10	7,546	11	2,689	13	3,010	10	1,063	4	223	6	1,448	2	1,047
HARDIN	110,206	145,754	152,863	21	23,618	11	4,846	70	38,693	34	42,366	38	17,334	13	3,055	23	2,042	48	5,534	10	5,148
HARRIS	9,367,110	14,910,438	16,247,987	711	610,094	288	2,403,756	2,338	3,452,129	1,344	3,566,837	1,540	1,397,363	1,174	769,910	1,416	674,932	3,697	1,502,542	420	423,932
Baytown	276,361	430,989	467,555	24	17,133	9	76,195	80	104,243	56	130,548	48	40,831	29	18,409	40	12,304	96	31,975	8	8,712
Houston	7,129,019	11,075,742	11,996,974	459	433,365	203	1,969,754	1,683	2,271,578	893	2,454,051	1,144	961,744	920	645,870	1,037	582,160	2,901	1,178,152	298	292,046
Pasadena	429,088	676,102	734,799	40	37,247	12	203,415	97	134,121	89	134,456	66	56,743	44	17,800	65	27,426	122	51,858	20	17,115
HARRISON	126,473	310,224	368,398	12	11,541	12	34,762	70	96,029	41	67,858	58	54,473	34	19,721	28	23,855	45	22,570	12	8,983
Marshall	113,081	278,220	330,585	9	9,690	7	32,492	51	87,981	33	63,036	41	39,007	31	19,295	26	23,439	33	20,592	10	8,974
HARTLEY	4,411	8,919	10,195	2	702			2	2,038	1	1,141	5	4,932	1	432	2	256	4	424		
HASKELL	22,139	32,093	34,297	5	815	3	940	15	8,181	7	9,398	17	3,189	11	3,407	11	2,119	11	1,871	3	1,232
HAYS	85,400	161,712	182,461	12	8,507	9	8,402	40	43,410	28	30,308	44	29,252	23	8,339	19	5,146	80	28,021	7	3,349
San Marcos	77,522	149,017	166,891	7	7,584	7	7,350	30	39,693	23	28,933	29	25,453	21	8,240	18	5,062	65	26,612	6	3,261
HEMPHILL	14,991	33,261	38,730	4	3,520	1	817	6	12,358	6	7,736	5	5,839	7	2,057	3	82	7	2,785	2	2,779
HENDERSON	97,071	198,253	227,086	21	16,192	13	16,833	48	52,364	34	52,345	39	33,040	21	5,198	23	4,694	52	11,252	10	5,300
Athens	63,251	130,038	146,735	13	8,679	6	10,709	21	37,368	21	37,275	23	23,343	16	3,590	14	3,486	24	6,961	5	2,624
HIDALGO	694,716	1,188,450	1,314,662	110	78,490	60	213,192	439	317,579	218	211,704	198	98,339	176	101,658	138	62,265	363	87,297	53	35,287
Edinburg	66,032	103,243	112,048	14	5,772	4	4,162	65	32,764	23	21,424	29	15,380	13	7,024	14	6,635	47	9,546	7	3,874
McAllen	372,343	671,598	750,249	29	37,339	25	154,522	89	144,069	74	122,026	51	34,296	109	76,212	70	40,355	123	49,501	19	19,189
HILL	62,973	82,215	86,008	20	4,604	10	2,722	54	27,131	43	15,088	46	12,363	20	2,031	21	2,114	41	5,489	15	3,875
Hillsboro	40,183	51,505	54,336	11	2,842	5	2,007	24	17,509	27	10,174	20	6,189	13	1,714	10	640	16	2,988	7	2,367
HOCKLEY	61,231	82,472	86,844	10	4,091	8	3,108	26	22,430	26	19,780	31	15,004	16	6,277	12	2,973	29	5,772	6	2,533
HOOD	43,640	59,972	63,397	11	4,011	5	3,046	18	11,083	13	27,098	14	3,966	10	1,875	11	980	25	4,096	5	1,486
HOPKINS	74,666	75,915	75,446	13	2,356	8	4,785	37	18,225	35	23,005	30	7,119	29	4,414	17	2,103	29	4,067	6	2,640
Sulphur Springs	72,121	73,425	72,991	11	2,312	5	4,568	28	17,179	35	23,005	24	6,285	29	4,414	17	2,103	26	3,900	6	2,640
HOUSTON	50,466	101,651	116,123	16	5,423	6	2,225	43	34,261	22	36,616	23	8,[illegible]	16	5,314	13	4,269	19	3,708	5	3,293
HOWARD	154,075	279,920	313,168	15	10,684	11	24,498	48	61,788	49	88,047	57	36,064	33	16,659	29	7,318	77	23,768	11	5,467
Big Spring	150,325	273,066	305,490	14	10,542	11	24,498	42	59,333	47	86,917	52	33,286	31	16,341	29	7,318	75	23,642	11	5,467
HUDSPETH	4,105	5,240	5,457	1	193	2	193	5	1,336			15	2,847					16	636	1	51
HUNT	153,192	208,051	219,393	24	8,459	16	18,078	75	53,297	63	47,809	69	20,727	50	10,262	38	9,424	88	15,748	8	6,523
Greenville	98,388	133,024	140,148	15	4,859	8	14,606	37	34,411	41	31,594	39	13,608	37	8,078	26	6,617	35	7,757	5	5,181
HUTCHINSON	73,548	80,507	81,214	18	3,761	8	3,197	34	24,583	35	18,807	34	6,201	35	5,955	17	2,831	47	5,819	7	2,899
Borger	65,366	71,692	72,348	12	3,138	6	2,884	22	20,042	31	18,165	26	5,062	32	5,892	15	2,700	37	5,001	6	2,740
IRION	3,520	8,249	9,708	1				4	3,174			2	6,396					3	138		
JACK	17,066	34,113	38,909	4	3,261	3	95	5	8,936	13	10,325	16	4,901	6	1,265	4	815	6	2,580	3	1,874
JACKSON	28,987	35,680	36,876	7	2,409	5	1,218	31	13,491	13	6,866	15	3,890	7	1,020	6	828	32	2,626	4	1,112
JASPER	90,121	126,696	134,530	14	6,257	13	8,900	62	41,751	34	38,084	35	11,341	19	3,443	21	4,360	38	5,508	10	4,915
JEFF DAVIS	1,224	1,873	2,023	2	65			3	524			3	680					6	351	1	78
JEFFERSON	982,211	1,632,049	1,794,194	88	90,566	43	244,499	340	403,733	198	355,673	222	134,412	127	102,491	180	92,989	446	154,678	66	50,745
Beaumont	600,739	999,879	1,099,160	51	62,429	27	183,542	188	193,651	103	228,470	115	74,563	86	60,177	101	66,912	258	102,028	31	23,820
Port Arthur	227,625	355,324	385,472	20	12,963	9	38,210	78	94,107	46	92,595	58	29,368	27	27,474	39	15,468	118	31,905	18	13,643
JIM HOGG	10,146	13,121	13,697	6	787	1	392	20	5,107	8	2,806	7	1,121	2	319	4	315	12	916	3	253
JIM WELLS	113,317	225,670	257,213	16	12,028	9	15,247	66	76,123	39	63,053	43	28,720	17	8,893	21	10,936	71	17,002	10	6,794
Alice	100,711	201,274	229,566	10	7,767	8	13,680	46	67,625	35	61,343	30	24,561	17	8,893	20	10,472	58	15,405	7	5,767
JOHNSON	160,446	213,108	223,699	27	11,149	19	13,310	70	64,549	76	59,868	60	20,356	38	10,507	50	7,960	72	14,488	17	9,633
Cleburne	103,181	134,507	140,646	13	6,139	9	10,791	25	31,364	52	49,103	25	7,898	22	7,654	22	5,378	38	10,495	9	3,589
JONES	42,361	74,595	82,941	7	6,239	8	3,901	22	20,426	20	23,496	33	10,713	11	4,133	9	1,985	23	3,035	8	2,898
KARNES	33,524	54,587	59,720	12	3,954	8	2,409	31	18,630	12	11,787	24	9,542	7	922	7	2,668	36	5,635	6	1,225
KAUFMAN	109,554	166,201	179,294	24	8,554	20	8,518	64	49,496	46	45,947	35	22,376	30	5,812	25	4,538	52	10,744	14	4,662
Terrell	57,296	84,193	90,224	10	2,612	10	5,391	27	25,131	18	27,340	22	8,823	12	3,946	11	1,643	19	4,801	6	2,789
KENDALL	22,547	43,162	48,806	8	2,889	3	1,425	20	14,832	12	9,923	11	9,590	6	438	8	256	27	4,750	5	1,416
KENEDY	636	764	785			1	785					1						1			
KENT	1,698	4,218	5,022	1	351	1		1	1,193	2	978	2	1,765					1	305		
KERR	82,092	130,643	168,909	12	17,209	11	12,006	42	44,988	24	24,317	34	26,718	23	8,758	19	6,782	40	10,822	8	3,064
Kerrville	68,603	136,164	141,524	8	9,711	6	11,338	35	41,883	21	18,058	28	21,212	23	8,758	16	4,846	40	10,300	8	3,064

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KIMBLE	16,183	21,797	22,947	2	1,331	4	512	12	5,368	4	4,313	11	5,447	3	456	3	381	17	2,601	1	1,003
KING	1,192	1,485	1,538			1						4	1,325					3	103		
KINNEY	2,583	3,306	3,443	1		1	145	4	1,621	1		5	605			1		4	200	1	238
KLEBERG	95,873	143,748	154,683	10	7,724	7	4,581	46	49,874	28	32,975	29	11,719	23	9,195	15	8,062	55	14,730	8	2,677
KNOX	10,988	16,125	17,273	5	779	3	336	12	6,475	6	1,072	17	3,013	8	428	4	125	10	873	2	1,004
LAMAR	127,809	159,081	164,766	22	17,598	13	18,193	79	42,692	57	25,670	56	17,604	42	10,568	43	6,845	60	10,643	11	5,692
Paris	121,071	151,735	157,360	21	17,506	12	18,030	51	39,322	55	25,566	39	14,915	38	10,512	38	6,813	55	10,233	9	5,579
LAMB	43,858	50,905	51,977	16	1,991	7	2,467	20	15,544	34	12,244	23	6,077	24	3,590	11	1,593	24	2,418	5	1,904
LAMPASAS	32,387	57,555	64,103	6	4,494	6	4,137	14	15,354	12	15,237	17	9,339	12	3,404	10	2,307	16	3,774	5	1,594
LA SALLE	10,086	13,555	14,264	1	452	6	1,868	11	2,588	4	1,067	11	3,604	4	762	3	47	15	853	2	806
LAVACA	46,026	72,603	78,942	22	8,050	8	2,922	60	23,996	26	17,053	35	10,451	8	2,239	15	3,848	47	3,685	8	2,462
LEE	20,742	60,000	73,523	7	7,181	4	2,368	26	22,694	6	7,207	18	12,300	5	2,983	6	5,787	19	6,087	3	2,665
LEON	15,921	26,515	29,150	5	1,430	5	589	25	8,146	7	1,200	33	11,142	3	694	10	1,264	18	2,654	6	686
LIBERTY	139,374	276,140	302,380	22	17,876	12	10,014	82	78,807	37	109,167	51	23,698	25	7,045	27	6,546	81	16,439	13	8,441
LIMESTONE	48,875	81,136	89,130	11	5,056	6	1,763	49	37,837	23	15,367	23	7,446	18	5,466	15	1,920	32	4,125	5	2,920
Mexia	39,090	64,625	71,009	5	3,800	4	1,399	27	30,776	18	12,231	11	4,884	12	4,865	10	1,458	22	3,465	3	2,194
LIPSCOMB	7,660	16,973	19,758	3	1,166	3	164	4	4,737	9	6,862	9	3,491	4	1,048	1	78	8	1,145	3	412
LIVE OAK	21,437	134,831	182,450	9	18,067	1	947	14	44,740	7	46,454	25	46,649	3	514	3	3,868	19	11,522	2	3,417
LLANO	25,444	42,178	46,318	9	4,169	6	2,238	17	13,321	9	7,031	19	5,094	9	1,114	7	1,332	33	5,468	4	1,308
LOVING	122	90	84									1						2	84		
LUBBOCK	866,427	1,325,103	1,431,667	78	72,284	41	179,736	217	276,895	235	332,209	198	100,136	172	72,103	188	77,568	313	120,774	49	27,051
Lubbock	801,830	1,230,400	1,330,218	69	69,603	38	178,812	188	262,533	215	296,453	174	87,302	167	71,133	178	75,285	289	117,444	42	25,485
LYNN	12,767	19,327	20,670	2	823	2	375	13	4,520	5	6,856	10	3,810	4	272	6	821	13	1,193	2	1,143
MCCULLOCH	28,148	39,941	42,495	4	2,865	7	3,628	19	8,991	14	12,065	23	4,193	10	2,915	5	1,633	17	2,599	4	1,289
MCLENNAN	587,678	861,677	922,942	59	32,311	32	109,088	223	205,766	189	202,675	152	82,136	98	35,072	117	42,741	327	82,535	40	23,069
Mart	NO DATA AVAILABLE FOR THIS CITY																				
Waco	471,459	684,874	732,144	32	26,573	19	102,550	132	134,876	131	162,626	86	52,762	81	31,867	84	34,513	223	68,024	30	20,283
MCMULLEN	529	1,120	1,292					2	345	1	383	4	462					2	47		
MADISON	30,040	54,481	60,930	8	3,981	4	1,463	13	13,607	5	15,815	18	12,096	8	1,810	4	1,220	9	3,680	3	2,024
MARION	12,782	19,324	20,830	5	711	3	687	20	5,661	4	3,369	13	6,598	4	398	3	517	10	999	3	1,036
MARTIN	16,450	25,614	27,780	3	646	1	213	7	3,736	4	10,079	5	6,469	2	393	3	136	3	761	1	185
MASON	8,043	10,156	10,551	4	1,148	1	142	12	3,551	3	1,330	8	1,819	4	333	1		7	957	2	362
MATAGORDA	99,367	187,815	211,972	18	14,203	7	9,045	75	57,727	37	34,644	32	14,608	24	13,952	14	6,808	75	15,171	7	3,499
Bay City	82,714	162,016	184,024	11	13,423	3	8,831	31	45,008	29	50,018	22	12,197	20	13,326	12	6,332	48	12,598	6	3,256
MAVERICK	70,842	103,855	111,241	11	7,862	9	15,093	41	29,646	14	7,542	26	8,312	35	19,452	12	6,145	46	4,571	4	4,420
MEDINA	47,286	59,650	61,947	12	3,592	7	2,177	37	18,641	18	16,506	29	9,173	6	1,032	9	1,211	36	4,938	6	1,700
MENARD	2,988	4,687	[illegible]	3	779			6	2,159	3	698	6	359	1	64			5	298	1	119
MIDLAND	324,239	668,298	766,922	28	38,304	14	71,288	72	157,955	67	188,035	76	82,865	62	51,497	62	38,896	113	53,821	15	18,737
Midland	316,387	649,585	744,825	27	35,269	13	71,217	63	152,517	64	187,383	74	74,868	62	51,497	61	38,775	110	50,984	15	18,737
MILAM	45,713	70,909	76,842	11	4,762	14	5,716	36	23,114	22	15,742	26	10,887	14	2,601	14	1,408	43	5,437	4	1,334
MILLS	8,784	15,738	14,908	4	2,333	3	448	10	4,365	6	2,720	6	1,728	3	697	5	733	7	824	2	474
MITCHELL	24,151	40,342	44,383	4	1,913	3	1,261	8	11,728	14	7,563	26	9,484	7	3,171	8	1,270	12	3,510	3	1,959
MONTAGUE	48,954	73,329	78,889	11	6,789	7	3,404	38	23,366	34	19,137	36	7,537	23	2,400	12	2,556	22	4,581	8	2,519
MONTGOMERY	268,687	626,781	737,117	56	110,714	18	28,161	116	221,260	63	164,201	64	68,013	45	28,459	49	18,454	107	31,577	19	15,523
Conroe	224,998	533,964	629,967	34	96,850	12	26,911	63	172,426	49	156,594	42	50,984	38	27,953	33	17,914	55	23,939	14	14,388
MOORE	53,416	87,259	95,548	14	4,446	2	4,081	28	27,189	24	18,907	21	14,300	14	4,967	16	6,227	24	6,784	4	3,558
MORRIS	31,989	60,263	67,917	4	1,890	6	3,054	26	17,757	14	17,342	22	10,370	15	4,465	12	3,098	16	2,062	9	2,848
MOTLEY	3,690	4,731	4,930	5	642	2	202	5	1,112	3	450	8	1,206	1		1	181	1	211	1	115
NACOGDOCHES	133,054	181,959	192,169	25	16,155	18	13,721	75	51,594	45	31,502	43	13,799	29	13,872	28	8,852	62	14,342	10	6,457
Nacogdoches	124,504	172,233	182,279	21	14,087	14	13,589	56	48,5[illegible]4	40	30,653	31	12,048	27	13,124	28	8,852	57	14,130	9	6,022
NAVARRO	113,151	145,727	152,019	15	5,216	10	12,833	51	31,970	43	34,856	60	14,161	30	7,016	32	5,527	41	8,002	10	4,510
Corsicana	105,373	135,846	141,740	12	4,902	8	12,061	33	29,164	40	34,128	41	12,130	26	6,909	29	5,371	29	6,901	7	[illegible]
NEWTON	16,464	17,504	17,553	4	357	4	346	19	5,273	6	2,964	16	5,064	1	64			11	586	2	402
NOLAN	65,123	81,724	84,807	8	2,994	8	6,032	31	22,716	30	15,230	32	15,564	17	3,034	20	2,515	23	4,721	12	3,035
Sweetwater	56,961	70,839	73,372	6	2,987	8	6,032	24	21,136	28	14,455	23	8,156	15	2,980	20	2,515	20	4,235	9	2,426
NUECES	919,372	1,768,872	2,002,488	64	77,566	40	262,817	327	477,612	218	418,460	194	199,584	128	88,552	150	90,182	502	182,278	55	51,877
Corpus Christi	856,266	1,656,833	1,877,596	55	75,228	34	258,305	267	433,720	204	395,724	157	173,618	120	83,816	143	88,592	441	173,163	48	47,726
OCHILTREE	32,906	46,618	49,580	6	3,010	2	1,826	11	14,307	13	12,726	15	5,178	8	4,189	13	1,769	11	2,407	5	1,444
OLDHAM	4,301	5,618	5,877	1	343	1	109	2	565			11	2,749	2				9	691	1	226
ORANGE	237,040	441,169	496,130	37	30,465	14	37,305	114	136,763	51	104,012	72	70,033	32	25,067	44	18,627	99	30,228	14	14,638
Orange	147,848	284,326	321,799	13	10,779	8	27,825	61	88,104	34	84,278	36	27,126	16	20,207	27	14,573	63	22,380	8	8,325
PALO PINTO	83,303	134,835	146,427	14	8,867	7	5,061	45	45,057	31	32,988	43	17,996	17	4,226	16	4,927	64	8,929	8	5,716
Mineral Wells	58,902	99,027	109,065	8	6,277	4	349	27	42,156	29	31,125	25	4,094	13	4,151	14	4,404	42	5,230	5	5,096
PANOLA	45,366	72,896	79,555	4	3,719	8	8,906	27	22,919	19	14,550	21	12,872	9	2,303	10	2,017	21	3,474	4	3,063
PARKER	110,131	219,625	251,287	18	9,190	12	16,208	48	67,637	45	86,067	44	26,674	18	4,820	15	2,001	34	11,999	9	7,423
Weatherford	77,916	136,536	151,657	12	8,173	8	9,024	32	32,308	40	48,389	37	23,309	14	4,622	12	1,494	25	8,496	8	4,370
PARMER	20,046	25,962	27,112	7	1,197	4	2,121	14	8,366	10	4,911	9	2,304	4	340	3	74	11	1,144	3	3,030
PECOS	49,317	70,493	75,125	10	4,807	5	2,564	21	19,693	19	10,910	35	19,241	12	3,089	7	1,581	37	5,600	4	1,704
POLK	71,057	107,959	116,501	11	13,479	6	4,573	43	30,424	23	27,047	39	17,027	13	3,213	12	3,006	33	5,462	6	2,903
POTTER	537,066	861,399	939,709	55	51,373	25	124,314	124	150,255	143	195,896	139	82,421	94	67,384	113	49,348	282	95,522	32	23,725
Amarillo	675,627	1,152,434	1,251,293	59	80,913	47	148,593	130	238,418	152	286,016	251	97,327	117	80,519	126	66,865	282	107,369	37	28,270
PRESIDIO	15,174	20,509	21,607	4	551	5	1,962	17	6,680	7	3,903	10	1,970	7	1,329	10	401	21	1,071	2	814
RAINS	6,791	9,905	10,598	2	298	2	204	11	5,793	1	1,060	5	254	3	86	1	173	3	423	1	607
RANDALL	236,296	365,241	395,488	34	41,438	9	24,712	53	112,530	54	102,255	55	26,179	50	15,352	42	20,800	73	24,725	11	6,334
REAGAN	8,799	14,044	15,304	3	917	2	359	5	3,968	2	2,952	10	4,274	2		1	366	6	766	1	467
REAL	3,665	6,475	7,204	5	876	1	482	8	1,042	6	1,081	5	1,962	1	86			4	925	1	277
RED RIVER	36,813	63,979	70,937	8	3,844	4	2,800	40	26,705	14	8,006	22	5,676	12	2,612	12	1,644	13	2,094	6	2,284
REEVES	42,714	52,270	53,964	6	1,887	8	3,673	29	15,763	16	11,460	30	7,256	9	3,607	10	1,228	46	4,011	7	1,360
Pecos	40,054	49,396	51,072	6	1,887	6	3,605	22	15,296	15	11,449	25	5,356	9	3,607	10	1,228	39	3,651	6	1,357
REFUGIO	23,122	30,453	31,912	6	539	4	633	18	6,856	10	7,912	20	8,128	5	1,441	6	483	27	2,614	4	1,371
ROBERTS	1,484	2,514	2,774	3	853			1	214			5	421	1				2	361		
ROBERTSON	27,173	62,065	72,690	8	3,721	7	2,283	36	28,198	10	12,757	23	9,951	13	3,500	10	1,461	41	4,624	5	3,091
ROCKWALL	30,213	54,116	60,380	8	2,065	1	99	18	6,348	16	21,356	16	15,324	5	355	22	3,021	20	5,502	2	964
RUNNELS	31,057	45,606	48,870	11	2,536	5	3,791	19	13,600	17	10,925	26	5,295	9	2,867	7	2,233	23	2,380	5	1,581
RUSK	88,886	153,701	170,267	19	10,706	16	12,683	80	41,035	35	42,482	44	17,930	27	8,271	19	7,087	35	7,925	12	6,016
Henderson	72,307	124,516	137,816	17	10,000	10	11,489	48	33,099	28	38,565	25	9,666	21	7,527	15	5,674	21	5,348	7	4,756
SABINE	24,326	32,091	33,642	3	2,518	3	459	39	12,346	7	8,434	14	2,569	5	466	6	793	18	1,694	5	602
SAN AUGUSTINE	19,167	26,274	27,763	8	1,571	3	960	27	7,938	8	7,451	7	1,860	6	1,969	4	1,632	9	827	3	1,030

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SAN JACINTO	9,615	17,429	19,492	4	703	1	72	25	8,796	6	4,434	8	2,394	1	130	2	49	6	333	2	284
SAN PATRICIO	129,390	191,508	205,551	27	6,967	14	5,318	89	72,827	46	48,635	62	32,387	29	7,079	23	3,460	93	12,361	20	6,007
SAN SABA	12,619	14,541	14,826	9	1,305	4	385	13	4,606	7	3,253	10	1,373	5	1,355	5	237	3	384	4	591
SCHLEICHER	3,506	5,080	5,429	2	155	2	283	5	1,982	1	485	3	1,585					3	87	1	160
SCURRY	60,718	89,172	95,559	6	4,571	6	5,009	27	23,762	23	19,166	32	13,056	20	5,433	20	3,582	30	6,896	5	2,380
Snyder	59,939	88,204	94,555	6	4,571	6	5,009	23	23,478	23	19,166	30	12,762	20	5,433	19	3,518	27	6,643	5	2,380
SHACKELFORD	9,880	13,580	14,356	4	1,181			7	3,139	3	4,154	13	3,251	2	434	2	430	4	525	1	135
SHELBY	60,041	124,443	142,937	15	7,829	9	7,002	53	42,239	29	31,111	31	15,791	16	6,635	11	4,138	21	3,832	7	4,231
SHERMAN	10,298	11,236	11,329	3	409	1	65	4	3,791	7	2,180	6	3,690	3	331	2	23	2	319	2	181
SMITH	463,517	960,959	1,104,022	38	75,721	21	145,372	133	245,986	137	193,598	148	117,040	111	69,119	98	64,052	165	71,215	38	14,054
Tyler	430,135	881,947	1,010,912	47	55,848	20	145,249	101	222,825	117	184,362	113	90,904	102	67,714	91	63,055	146	68,215	31	11,000
SOMERVELL	8,606	39,733	51,882	4	1,449	1		7	29,068	3	4,825	5	4,427	5	802	3	924	9	4,297	2	2,840
STARR	41,124	39,063	62,991	13	4,665	11	4,695	63	24,038	18	8,181	29	8,799	13	2,987	5	3,180	49	2,832	5	1,709
STEPHENS	27,972	65,324	76,833	6	1,292	5	3,267	15	22,914	18	20,201	11	3,708	17	5,899	8	2,632	25	6,311	4	3,890
STERLING	2,738	4,336	4,710					4	1,333			4	1,889					3	775		
STONEWALL	4,258	3,503	5,744	1	78	2	98	3	1,540	2	724	8	1,688	3	99	1	68	2	600	1	27
SUTTON	18,890	27,742	29,730	1	722	2	1,020	18	7,084	3	9,866	6	4,968	3	148	3	212	11	3,266	2	1,023
SWISHER	23,043	34,683	37,334	7	1,363	5	2,576	11	7,720	10	10,439	17	4,298	7	1,131	7	1,159	15	3,107	2	3,068
TARRANT	2,990,997	6,244,461	7,195,238	261	269,892	147	1,062,631	772	1,295,300	725	1,614,662	652	631,775	587	305,087	350	274,758	1,344	689,495	176	290,246
Arlington	623,931	1,442,904	1,692,724	44	47,126	25	294,005	102	292,385	105	498,172	106	149,140	112	69,767	94	44,133	192	153,450	23	34,824
Euless	43,633	111,486	128,449	1	158	4	9,292	20	45,571	8	13,493	32	17,443	6	734	10	3,281	23	20,361	3	4,403
Fort Worth	1,559,884	2,889,376	3,245,388	123	111,544	60	482,317	408	525,219	367	712,363	331	258,527	276	128,265	296	155,435	825	367,361	100	137,736
Haltom City	86,549	175,179	200,300	16	19,236	8	20,017	29	45,990	65	20,179	28	34,899	14	6,446	20	11,490	29	14,754	7	8,119
Hurst	185,068	457,856	544,564	14	27,958	11	157,205	27	63,896	19	40,028	27	29,436	72	54,804	32	21,877	47	37,250	6	25,651
TAYLOR	423,602	708,474	784,003	35	42,386	19	88,668	102	137,753	137	165,683	148	98,023	77	42,571	101	67,669	145	56,887	20	16,843
Abilene	397,120	621,872	674,629	31	33,194	17	77,015	89	129,722	124	152,335	127	74,687	73	38,507	98	47,156	126	50,101	19	9,639
TERRELL	4,330	7,200	7,913			1	515	2	1,017	1	1,539	8	3,531			1		6	1,123	1	
TERRY	51,634	72,016	76,292	8	2,189	6	2,374	25	17,666	19	23,188	20	15,391	14	4,518	8	1,465	14	3,164	5	2,243
THROCKMORTON	2,280	5,117	5,971	1	205			3	1,531	1	1,034	7	1,530					5	528	1	321
TITUS	84,398	119,402	126,978	12	10,744	7	13,029	32	25,711	36	28,227	36	13,212	27	6,685	19	5,010	30	7,927	9	3,420
Mount Pleasant	78,794	109,561	117,253	9	7,934	7	13,029	24	24,364	26	28,177	28	9,606	27	6,685	18	4,723	28	7,356	9	3,420
TOM GREEN	312,517	668,158	772,388	33	50,785	16	92,090	102	170,546	88	187,876	81	56,687	67	42,436	73	32,215	151	63,244	18	12,731
San Angelo	311,447	665,370	769,236	33	50,785	15	91,805	97	170,056	87	187,525	78	56,021	66	42,379	72	32,118	148	62,219	18	12,731
TRAVIS	1,502,851	2,100,496	2,227,936	123	128,055	54	275,580	387	471,690	263	388,460	274	212,108	255	127,099	265	107,666	791	245,620	83	53,450
Austin	1,452,928	2,021,397	2,142,114	107	114,123	54	275,380	350	446,625	243	384,837	249	193,540	252	125,600	253	102,167	733	234,287	79	51,803
TRINITY	25,154	43,174	47,754	5	1,995	5	1,840	18	12,078	7	16,574	13	7,105	4	1,083	3	199	23	2,164	3	1,539
TYLER	29,458	27,377	26,720	11	1,581	5	534	35	9,796	12	6,515	14	3,529	4	432	3	551	13	1,499	3	961
UPSHUR	53,807	94,138	104,527	12	7,212	4	3,575	37	24,071	25	22,794	37	20,790	17	3,788	9	1,622	27	2,785	5	3,922
UPTON	7,523	7,749	7,722	3	142	2	352	11	2,809	6	272	12	1,778	3	80	2	173	12	924	2	433
UVALDE	59,842	80,530	84,790	8	6,922	6	3,926	47	28,663	19	12,882	22	7,992	12	5,593	15	2,443	40	5,654	7	2,419
VAL VERDE	90,586	139,545	177,399	14	14,919	9	14,640	46	41,406	29	36,808	40	19,347	28	12,764	19	6,178	61	11,351	6	2,269
Del Rio	90,027	138,829	176,654	14	14,919	8	14,542	44	41,297	29	36,808	36	18,833	28	12,764	19	6,178	59	11,327	6	2,269
VAN ZANDT	73,024	103,435	110,012	25	6,090	14	1,830	44	38,449	35	40,349	43	14,049	24	3,129	17	853	39	4,959	9	3,044
VICTORIA	269,497	448,038	492,364	33	35,238	18	63,482	96	105,397	65	109,266	69	49,233	34	23,140	43	22,092	119	35,893	15	13,163
Victoria	267,490	445,658	489,923	31	35,228	15	63,242	88	104,467	64	109,258	66	48,564	34	23,140	41	22,073	111	35,333	15	13,163
WALKER	104,011	140,991	148,633	15	7,919	7	8,272	37	35,542	27	36,597	40	23,700	22	6,741	23	4,235	55	19,812	9	4,675
Huntsville	99,798	35,737	143,188	13	7,636	7	8,272	27	32,777	24	26,016	36	22,690	22	6,741	22	4,207	50	19,214	9	4,675
WALLER	74,308	82,569	92,791	10	5,263	5	3,181	28	17,785	10	33,960	17	14,843	4	207	6	1,675	34	8,839	4	1,572
WARD	39,324	72,817	81,714	4	2,929	3	3,367	23	20,963	7	14,413	29	22,989	11	3,609	7	2,788	28	4,679	5	1,462
WASHINGTON	65,196	102,863	111,849	11	5,153	8	6,107	69	41,331	20	22,328	22	7,842	22	6,499	15	3,882	45	5,618	10	3,139
Brenham	62,031	96,684	105,342	10	5,002	8	6,107	51	38,707	20	22,328	17	5,451	22	6,499	15	3,882	32	4,704	9	3,038
WEBB	336,179	974,209	1,194,808	32	151,961	29	178,030	177	220,923	69	169,254	82	87,692	119	118,415	60	99,627	140	53,371	22	24,291
Laredo	332,452	780,549	908,523	30	34,049	29	135,188	168	210,939	68	73,838	75	79,153	119	118,415	58	70,480	135	51,831	22	24,291
WHARTON	118,407	172,795	184,899	18	8,931	16	9,893	64	51,450	41	44,480	40	17,615	25	10,432	26	7,170	94	14,384	14	5,563
WHEELER	20,492	28,902	30,713	7	2,248	4	733	18	7,793	12	5,543	22	8,445	10	1,181	4	798	11	1,546	5	1,062
WICHITA	468,811	654,785	694,498	40	39,750	25	90,793	126	133,621	134	165,031	119	51,140	95	36,635	112	36,472	216	52,809	29	17,666
Wichita Falls	416,809	573,958	609,040	34	37,185	21	90,119	102	110,497	113	134,465	87	40,158	84	35,389	98	33,618	186	49,606	26	14,920
WILBARGER	46,299	92,390	105,348	10	3,549	5	10,816	20	24,299	24	23,909	30	16,274	20	5,736	14	5,042	29	6,734	2	4,531
Vernon	37,274	91,769	104,666	10	3,549	5	10,816	20	24,299	24	23,909	28	15,392	20	5,736	14	5,042	29	6,734	2	4,531
WILLACY	30,762	37,474	38,437	10	2,960	3	1,576	27	9,493	13	13,146	19	4,387	6	1,237	8	1,006	27	1,953	3	1,244
WILLIAMSON	131,452	216,244	237,160	39	17,583	13	7,690	81	67,736	53	56,526	64	27,635	23	8,331	33	4,768	122	21,426	14	6,112
Taylor	44,968	73,706	80,890	9	6,166	3	3,431	19	25,732	17	17,548	17	7,685	14	4,317	11	1,721	42	5,513	3	2,130
WILSON	29,244	43,476	46,700	7	1,483	6	1,358	27	12,859	9	16,325	19	5,375	5	1,326	7	758	28	2,447	5	1,684
WINKLER	27,560	38,263	40,328	2	796	4	2,399	13	13,883	9	8,471	14	3,163	8	1,961	10	2,644	17	2,383	2	784
WISE	48,567	115,869	136,857	7	3,996	14	3,334	30	43,695	27	35,094	38	18,243	23	3,389	12	2,313	31	7,160	8	6,308
WOOD	35,859	70,989	73,830	17	6,514	11	2,077	44	21,185	31	16,283	33	7,777	21	3,128	23	2,282	30	3,840	7	2,618
YOAKUM	19,927	25,101	26,066	4	1,276	4	785	11	8,911	10	6,598	12	2,445	5	1,473	6	500	11	1,220	3	513
YOUNG	56,398	82,214	87,962	11	4,900	11	4,562	27	24,036	28	20,313	31	7,402	16	3,944	15	2,599	25	3,109	10	3,805
ZAPATA	5,978	10,695	11,928					17	4,628	3	574	9	1,814	2	1,646	1		10	1,389	1	
ZAVALA	15,446	24,718	26,955	2	2,411	3	948	17	10,362	5	2,197	11	3,359	8	1,480	5	1,064	28	2,048	3	582

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UTAH RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,146,168	6,277,733	6,866,430	509	434,296	267	843,411	1,011	1,420,522	880	1,348,042	1,149	786,744	733	260,128	948	369,798	1,964	544,436	249	219,677
STANDARD METROPOLITAN STATISTICAL AREAS																					
Provo-Orem, Utah	505,041	842,682	939,558	69	72,131	34	131,441	134	192,042	111	169,553	139	99,160	95	41,316	135	53,148	203	63,168	28	32,129
Salt Lake City-Ogden, Utah	2,872,761	4,216,301	4,582,031	275	277,099	115	635,679	364	942,427	481	918,926	581	444,461	450	170,976	619	267,994	1,237	364,716	144	131,143
COUNTIES, Cities																					
BEAVER	9,200	12,377	13,194	3	899	2	214	5	3,013	3	249	20	6,131	4	174			13	1,914	2	547
BOX ELDER	77,023	140,100	159,227	10	4,821	9	5,955	32	31,846	21	39,676	36	31,166	15	3,788	21	5,786	46	16,522	8	11,557
CACHE	143,846	209,481	227,148	28	25,205	6	25,201	43	45,838	34	36,143	39	19,510	43	13,871	42	14,457	69	16,984	11	8,022
Logan	127,034	191,270	208,559	18	22,855	6	25,201	24	40,302	31	34,412	23	15,475	38	13,536	35	13,678	50	15,184	7	7,150
CARBON	63,790	97,143	106,175	12	9,428	5	5,294	21	29,473	17	23,184	24	9,676	18	7,449	16	2,829	47	7,671	5	2,755
DAGGETT	1,468	1,667	1,717					1	310	1		2	387					3	1,004		
DAVIS	278,746	368,140	391,074	27	22,600	13	33,925	68	89,814	65	102,321	73	47,039	45	7,865	67	29,258	120	24,289	17	11,141
DUCHESNE	31,178	49,851	55,019	5	2,601	10	5,036	17	17,087	8	11,995	13	7,770	8	370	7	1,694	21	2,486	2	1,544
EMERY	13,682	18,913	20,271	4	1,357	5	769	19	7,819	1		14	6,561	2		4	37	14	2,266	4	819
GARFIELD	6,647	11,853	13,369	2	789	7	445	7	2,757	4	661	10	3,262	2	450	1	475	14	2,268	1	807
GRAND	29,151	43,213	46,978	6	3,957	4	1,236	11	12,769	7	4,828	20	7,548	8	2,755	6	473	22	3,811	2	1,908
IRON	68,965	95,471	102,363	10	4,903	7	3,712	12	15,573	19	26,761	26	23,414	19	3,930	18	4,822	29	7,774	6	4,188
JUAB	15,717	28,284	31,956	2	1,126	3	905	6	4,715	7	9,242	18	9,571	1	162	2	209	17	4,417	3	959
KANE	11,736	16,543	17,796	4	923	3	588	8	2,828	4	307	15	7,349	5	487	2	238	13	2,250	2	1,271
MILLARD	18,724	29,689	32,705	5	2,173	3	3,330	8	4,562	7	6,441	18	6,937	1	78	6	749	14	2,617	3	1,317
MORGAN	4,491	7,803	8,756			1	712	2	1,868	5	588	5	3,360			2		4	805	1	1,280
PIUTE	814	1,361	1,515			1		1	473			2	622			1		4	360		
RICH	3,035	3,130	3,716			4	302	3	204	1	104	6	4,388			1		4	398		
SALT LAKE	2,056,557	3,107,427	3,396,127	189	197,524	77	479,002	386	681,899	295	663,159	384	322,617	328	140,142	457	207,745	878	281,637	96	91,547
Salt Lake City	895,576	1,174,013	1,245,137	62	36,604	27	153,787	190	188,887	115	251,074	165	116,861	152	61,341	183	114,261	482	139,817	44	29,716
SAN JUAN	18,013	31,918	35,930	4	821	8	1,779	14	12,662	7	7,982	13	6,914	1	23	1	185	16	2,037	2	982
SANPETE	24,017	34,943	37,841	10	2,023	8	1,469	27	91,645	7	7,216	22	7,693	5	261	10	2,186	28	2,543	4	1,018
SEVIER	46,782	71,578	77,936	10	6,418	8	4,611	14	13,722	7	13,389	26	14,786	14	4,994	12	2,144	26	5,996	5	2,421
SUMMIT	20,557	36,290	40,845	5	4,982	6	1,437	14	7,882	3	4,737	16	8,397	7	301	3	209	38	7,932	2	800
TOOELE	51,017	63,682	67,121	6	1,115	5	1,924	17	19,882	13	11,534	27	15,404	7	1,714	5	1,993	35	5,583	5	2,312
UINTAH	56,188	98,038	110,072	11	9,178	9	9,790	18	22,880	17	23,205	26	14,925	14	3,619	14	3,127	23	3,550	4	8,800
UTAH	505,041	842,682	939,558	69	72,131	34	131,441	134	192,042	111	169,553	139	99,160	95	41,316	135	53,148	203	63,168	28	32,129
Provo	191,867	288,001	313,813	19	23,063	5	23,780	36	66,116	34	88,035	42	24,896	30	10,858	41	17,291	72	24,663	9	10,509
WASATCH	22,946	34,106	37,095	5	2,719	3	909	8	7,620	6	8,806	16	9,520	3	380	1	502	19	3,532	4	1,835
WASHINGTON	76,241	135,928	153,291	26	19,438	4	3,907	18	26,487	20	34,049	35	27,871	17	4,744	23	6,532	36	14,885	6	3,575
St. George	66,506	118,261	131,280	21	16,521	4	3,907	10	21,207	19	32,276	25	20,399	16	4,718	21	6,487	23	11,367	5	3,543
WAYNE	4,115	7,070	7,914	3	485	1	490	4	1,020			7	5,365	1		1		4	530		
WEBER	486,441	677,052	727,709	53	56,680	20	120,828	93	150,832	108	141,912	95	59,401	70	21,255	90	29,398	204	53,207	26	26,143
Ogden	353,548	460,625	487,915	38	42,105	11	71,582	57	85,301	73	125,316	61	30,735	51	17,100	56	15,147	144	35,328	16	14,861

VERMONT RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,667,623	2,149,772	2,293,605	332	165,532	222	182,324	815	350,998	414	357,080	540	240,643	324	79,168	360	73,403	920	177,962	140	31,873
STANDARD METROPOLITAN STATISTICAL AREAS																					
Burlington, Vt.	394,215	409,253	413,012		36,349		64,796		91,319		24,045		37,973		24,884		17,654		40,507		9,028
COUNTIES, Cities																					
ADDISON	69,000	91,387	102,193	17	6,443	14	5,608	45	30,223	17	15,197	22	10,985	18	3,430	14	1,608	40	6,488	8	2,005
BENNINGTON	137,520	189,503	213,549	31	14,103	11	10,751	51	48,633	27	25,769	41	22,202	40	7,926	40	8,876	81	18,661	9	4,459
Bennington	80,133	117,207	133,447	13	7,818	5	7,949	22	35,389	16	17,297	22	13,188	22	5,269	17	4,296	38	11,442	5	3,711
CALEDONIA	87,304	114,639	127,986	19	6,778	11	11,444	50	31,508	30	27,7[illegible]	25	10,384	17	5,739	27	4,229	42	7,832	11	3,151
St. Johnsbury	NO DATA AVAILABLE FOR THIS CITY																				
CHITTENDEN	395,237	408,420	415,336	63	37,332	25	64,644	128	91,961	61	23,665	93	38,007	63	24,877	71	17,680	159	40,895	22	8,951
Burlington	166,672	217,748	242,829	14	15,341	7	34,556	49	36,929	16	18,206	30	18,191	43	22,809	38	12,599	71	23,277	8	4,114
ESSEX	5,015	6,835	7,682	1	109	7	680	10	2,112	1	332	8	2,253			2	40	9	1,150		
FRANKLIN	96,36[illegible]	130,639	146,739	20	12,413	14	10,899	59	39,245	36	28,414	33	9,749	19	6,056	23	7,225	56	7,543	10	4,933
St. Albans	56,57[illegible]	78,583	88,649	8	5,593	4	8,367	19	23,661	15	16,455	12	3,031	13	4,873	15	6,636	20	4,636	5	2,440
GRAND ISLE	8,465	10,674	11,829	4	211	3	853	15	2,934	6	2,567	7	1,535			2	266	10	450		
LAMOILLE	55,341	64,835	70,883	11	5,625	12	4,338	45	19,703	13	7,994	17	7,006	8	1,151	11	2,706	47	8,058	7	1,350
ORANGE	48,035	78,194	90,785	13	12,429	14	4,284	33	21,952	14	12,816	30	15,779	8	830	9	1,197	38	4,978	4	2,491
ORLEANS	58,436	73,240	81,073	13	4,681	18	8,387	36	22,328	22	17,282	25	11,014	9	1,145	16	1,815	30	3,529	8	1,927
Newport	28,394	37,416	39,671	4	1,998	3	2,594	10	9,936	9	8,835	8	5,909	6	1,072	7	1,174	11	1,480	4	1,093
RUTLAND	206,089	233,590	279,737	38	15,727	27	26,184	112	61,398	74	37,036	63	25,340	40	8,000	41	7,632	119	20,334	18	7,123
Rutland	119,658	145,657	160,367	18	10,837	7	20,839	47	35,582	22	25,309	28	13,996	27	5,683	22	3,243	58	9,309	9	2,901
WASHINGTON	180,326	249,724	281,462	31	15,139	25	23,862	83	65,605	48	31,432	58	29,770	32	6,326	41	11,039	100	21,203	16	6,506
Barre	57,223	79,002	89,000	9	4,939	7	10,861	25	20,611	10	6,720	20	10,398	13	2,339	13	4,183	18	6,603	8	3,964
Montpelier	44,571	63,560	68,307	8	4,622	3	2,036	11	10,113	9	20,130	10	6,654	11	2,160	13	3,018	27	5,466	3	1,126
WINDHAM	150,263	190,164	210,875	34	14,095	15	4,300	73	39,763	20	18,846	54	28,838	38	9,460	33	4,236	113	21,431	11	4,260
Bellows Falls	20,715	27,321	28,972	5	1,147	1	391	7	10,186	3	1,990	12	3,143	12	1,738	4	359	16	1,642	4	1,416
Brattleboro	84,983	107,733	119,510	13	7,184	3	1,332	37	35,740	8	11,846	20	15,730	21	7,224	17	3,321	45	10,530	5	2,187
WINDSOR	169,993	227,936	235,476	37	20,447	24	5,888	73	53,411	43	67,830	64	27,781	32	4,228	30	4,834	78	15,388	16	4,509
Hartford		45,933	57,416		3,201		980		12,762		23,673		4,801		827		1,058		2,886		1,900
Springfield	33,900	45,603	51,142	6	3,854	3	2,403	11	13,088	11	10,388	12	6,358	5	1,247	8	2,957	12	3,376	4	1,619
White River Junction	NO DATA AVAILABLE FOR THIS CITY																				

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,544,567	25,416,134	27,677,338	1,392	1,280,279	1,463	3,415,835	6,163	6,452,821	3,090	5,035,925	3,992	3,187,035	2,544	1,127,487	2,854	1,191,342	6,356	2,155,753	974	1,002,552
STANDARD METROPOLITAN STATISTICAL AREAS																					
Charlottesville, Va.	364,803	519,743	559,620	35	27,258	43	69,731	163	144,045	54	77,322	82	63,826	60	26,975	70	21,028	135	41,630	17	17,395
Danville, Va.	299,928	432,823	466,191	35	21,348	42	90,068	213	128,942	93	88,416	113	41,637	46	17,747	66	15,020	149	32,823	19	15,918
Johnson City-Kingsport-Bristol, Tenn.-Va.	1,267,612	1,977,111	2,141,283	171	155,312	117	259,428	628	464,488	332	424,896	367	202,847	251	82,396	261	80,265	429	132,957	83	92,933
Lynchburg, Va.	496,774	708,566	765,192	51	31,054	44	95,350	219	189,523	102	141,619	125	77,205	64	20,177	93	31,785	174	49,734	37	33,120
Newport News-Hampton, Va.	1,152,389	1,761,892	1,928,820	82	60,278	65	269,704	346	411,897	190	305,112	214	195,887	191	89,401	184	168,494	481	185,294	55	47,518
Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	2,343,241	3,461,900	3,747,979	167	143,800	134	516,299	683	841,096	350	734,396	428	369,196	345	184,518	346	169,823	1,038	335,041	115	100,037
Petersburg-Colonial Heights-Hopewell, Va.	395,106	555,384	395,686	29	31,168	20	81,961	133	147,378	71	103,030	110	69,752	71	29,883	71	21,842	161	39,211	30	24,255
Richmond, Va.	2,186,334	3,465,997	3,795,230	147	197,640	99	536,061	341	806,219	314	623,110	486	439,404	341	158,680	342	146,880	832	316,841	134	139,465
Roanoke, Va.	840,174	1,239,175	1,341,544	73	41,158	59	180,711	273	303,346	165	209,018	189	137,793	114	60,264	144	58,900	317	99,239	52	43,472
Washington, D.C.-Md.-Va.	11,412,504	16,804,034	18,167,660	617	566,296	331	2,485,770	2,033	3,740,139	960	3,129,758	1,573	1,898,344	1,557	926,787	1,538	808,886	3,507	1,760,794	510	806,071
COUNTIES Cities																					
ACCOMAC	63,320	93,480	100,489	15	2,949	20	8,161	73	34,387	24	9,006	43	12,720	17	3,375	18	3,041	39	6,871	9	5,023
ALBEMARLE	41,528	80,334	91,725	6	2,677	13	3,253	42	27,443	11	24,791	17	20,147	4	1,129	5	512	8	715	3	1,621
ALLEGHANY	5,206	7,224	7,716			2	1,327	4	1,206	1		1	3,922					3	445		
AMELIA	11,657	16,730	17,993	1	377	4	349	19	6,004	6	2,389	7	4,686	3	215	4	738	3	612	2	3
AMHERST	64,757	87,427	96,064	5	4,064	6	4,929	52	29,283	14	21,726	23	15,782	1	772	11	2,670	25	4,342	6	7,291
APPOMATTOX	33,129	63,134	71,875	2	2,064	8	2,639	17	18,368	7	25,677	11	8,933	3	178	6	978	12	3,219	2	3,082
ARLINGTON	633,905	947,450	1,027,343	27	14,799	12	92,925	102	201,707	68	317,013	76	88,957	49	23,473	74	39,199	205	124,951	28	57,381
AUGUSTA	74,227	114,509	124,982	19	8,384	7	1,428	50	28,660	28	26,493	47	23,712	7	1,302	13	2,683	36	9,194	6	1,742
BATH	9,513	19,829	22,974	1	211	7	3,980	10	5,586	2	2,458	11	4,045	3	1,224	3	1,400	10	1,208	1	11
BEDFORD	14,832	30,397	35,102	6	841	4	535	41	19,191	12	4,781	12	4,826	2	136	3	723	20	2,408	2	20
BLAND	6,458	9,480	10,253					10	1,967	4	3,958	6	3,683			2	34	2	339		
BOTETOURT	39,936	58,721	63,479	3	1,103	9	3,043	39	10,536	14	12,283	25	25,550			9	1,821	19	2,109	4	520
BRUNSWICK	25,256	34,017	36,128	4	2,251	21	2,237	35	12,055	15	7,650	11	4,316	9	2,033	4	823	9	792	5	275
BUCHANAN	81,192	118,231	127,546	11	5,986	19	16,886	91	30,987	31	22,703	29	12,246	21	4,667	19	6,212	29	5,212	6	3,979
BUCKINGHAM	11,438	15,355	16,294	2	128	13	1,770	16	5,360	3	1,440	9	6,018	3	114			10	891	1	2
CAMPBELL	82,270	123,792	134,435	21	8,019	11	5,252	71	37,770	27	33,215	40	19,847	8	1,084	20	7,861	27	4,835	5	4,244
CAROLINE	27,380	39,169	42,110	4	441	9	1,021	30	13,334	8	5,726	19	12,018	4	872	6	307	17	3,934	3	161
CARROLL	32,211	44,938	48,059	6	1,335	11	4,538	43	15,852	13	7,391	14	8,403	9	1,041	6	1,274	17	3,522	2	40
CHARLES CITY	2,237	4,366	4,895			1	104	10	2,932			3	1,461					1	109		
CHARLOTTE	16,399	23,808	25,605	3	72	15	1,393	42	8,662	6	3,050	17	5,140	2	531	8	617	16	1,390	4	764
CHESTERFIELD	327,247	658,148	737,153	32	33,733	13	123,085	69	194,651	40	104,243	57	80,301	31	34,518	59	26,026	92	33,253	14	25,398
CLARKE	17,835	51,285	63,185	5	3,809	5	1,988	20	21,355	4	3,986	10	11,316	3	668	8	1,584	14	5,281	2	477
CRAIG	3,624	5,419	5,876	3	441	4	495	4	1,937	2	187	7	1,959					2	141	1	444
CULPEPER	58,102	81,704	87,511	6	1,975	9	8,915	31	28,438	16	12,673	16	12,240	13	2,701	16	2,359	22	8,835	4	307
Culpeper	53,322	77,735	83,363	6	1,975	6	7,732	23	26,312	15	12,359	13	11,935	13	2,701	16	2,359	22	8,835	4	307
CUMBERLAND	8,346	12,576	13,658	3		2	2,186	11	4,060	1	1,383	5	1,678	2	213	1	2,863	6	1,101	1	6
DICKENSON	47,108	64,110	68,224	3	5,022	13	4,851	41	21,674	14	18,772	18	6,194	9	1,143	9	2,390	15	2,210	2	99
DINWIDDIE	11,317	18,799	20,825	4	1,781	3	365	20	8,729	6	2,162	17	6,343			1	136	7	600	2	386
ESSEX	36,611	54,082	58,504	5	1,730	6	2,501	16	26,236	12	9,571	14	4,295	7	2,404	6	2,943	18	5,013	3	16
FAIRFAX	1,892,034	2,952,605	3,229,957	127	127,960	53	563,197	258	677,080	137	480,629	276	359,387	257	199,136	252	146,037	448	251,677	72	153,475
FAUQUIER	78,229	120,270	131,170	21	10,934	10	2,611	33	36,515	18	18,711	29	28,698	11	3,114	14	3,079	38	9,741	5	5,550
FLOYD	18,915	30,416	33,470	6	2,643	14	2,401	18	8,327	11	11,830	6	3,132	4	191	7	1,266	8	1,127	2	40
FLUVANNA	9,942	16,369	18,998	2	244	6	380	18	7,814	6	3,271	7	2,601	2	187	2	431	5	775	1	14
FRANKLIN	54,860	74,496	79,243	7	6,020	11	5,043	64	28,189	20	10,991	31	8,310	7	1,865	15	3,002	30	3,646	7	3,218
FREDERICK	21,909	32,736	35,520	3	2,184	5	4,681	24	6,087	10	8,098	12	10,538			6	493	13	1,989	1	
GILES	50,111	90,013	101,286	5	7,390	10	3,279	41	34,640	13	22,170	27	11,465	5	2,411	13	2,092	32	4,268	7	5,385
GLOUCESTER	49,652	104,811	122,211	9	7,936	7	8,078	31	43,118	18	19,172	16	14,751	6	2,471	13	6,448	21	3,865	4	5,800
GOOCHLAND	13,169	45,635	50,857	1	23,266	3	338	11	6,051	5	5,709	9	10,179	1	47	2	839	7	809	1	592
GRAYSON	11,380	16,162	17,342	3	399	9	1,307	25	6,883	8	2,801	12	2,248	4	68	5	2,326	10	803	2	22
GREENE	9,037	18,237	20,995	1	145	5	1,224	14	8,223	2	3,035	8	6,929	1	126	6	276	6	319	1	
GREENSVILLE	2,399	4,645	5,222			1	164	2	170			5	4,808								
HALIFAX	18,717	22,671	23,566	8	2,527	17	1,677	31	7,964	9	1,886	18	4,430	2	923	2	1,023	16	984	2	144
HANOVER	132,022	239,691	297,463	16	11,436	10	4,147	34	63,753	23	45,319	32	103,131	12	3,937	17	6,098	48	26,793	10	9,688
HENRICO	708,044	1,067,622	1,159,818	35	27,989	25	225,823	140	286,843	97	180,739	128	113,971	93	52,577	95	32,114	193	82,495	38	49,794
HENRY	67,855	101,744	110,489	12	6,109	9	8,225	42	31,330	39	15,467	34	22,856	5	1,115	24	4,474	40	9,074	6	2,937
HIGHLAND	3,007	5,087	5,655			2	225	8	1,406	2	729	2	1,742			2	112	4	648		
ISLE OF WIGHT	43,128	91,064	105,778	8	4,015	7	1,560	33	30,797	9	32,283	20	10,940	5	1,655	8	1,712	23	6,725	4	3,482
JAMES CITY	34,749	107,703	134,168		1,433	1	4,481	9	8,204			5	7,476	1	299	10	100,315	7	3,456		
KING AND QUEEN	3,608	6,919	7,890	1	85	1	422	13	2,147	2	1,839	5	1,850			2		7	745		
KING GEORGE	14,708	25,175	28,036	3	1,461	3	1,337	12	12,661	5	4,158	12	6,310	1	207	3	384	7	887	2	3
KING WILLIAM	24,646	60,862	72,864	3	2,930	10	3,243	14	22,104	6	10,540	10	12,887	4	1,208	5	2,524	19	4,429	3	2,357
LANCASTER	28,278	51,119	57,604	7	1,417	7	1,124	30	13,272	14	10,197	14	10,388	15	2,438	15	4,888	13	2,686	4	2,561
LEE	45,536	73,613	81,096	16	7,703	11	2,392	52	27,557	18	15,602	26	11,919	7	1,803	8	1,572	32	3,324	3	1,625
LOUDOUN	142,597	303,660	353,349	23	19,620	9	14,452	49	96,780	35	52,261	36	50,700	28	12,666	25	8,771	53	28,904	10	19,972
LOUISA	29,197	41,887	45,028	6	2,030	10	2,482	27	18,165	7	3,941	16	10,093	2	102	5	489	11	972	3	1,093
LUNENBURG	21,697	37,377	41,709	7	4,457	11	2,767	21	13,193	7	5,606	12	5,780	5	749	6	1,983	10	1,309	3	1,353
MADISON	11,187	20,981	23,269	3		6	1,077	18	9,041	3	3,567	8	3,951			4	463	6	1,309	1	1,091
MATHEWS	16,340	26,931	29,787	4	927	4	709	13	9,932	12	4,991	9	6,980	4	765	10	886	9	638	2	110
MECKLENBURG	85,676	116,713	124,205	14	3,857	29	9,953	71	36,160	30	21,408	37	30,418	22	2,969	20	3,605	47	7,137	9	4,088
MIDDLESEX	16,731	35,388	41,117	7	3,757	7	1,714	20	15,248	13	3,084	9	3,380	5	524	8	791	12	1,744	2	117
MONTGOMERY	163,194	192,857	147,282	16	17,032	15	14,616	65	36,399	41	29,387	44	25,836	22		33	6,386	69	6,360	10	2,970
Christiansburg	72,321	117,826	147,282	9	17,032	7	14,616	32	36,399	23	29,387	19	25,836	6		19	6,386	27	6,360	5	2,970

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
1NANSEMOND																					
NELSON	12,772	36,916	51,984	3	7,107	8	5,891	44	11,162	9	11,142	11	8,756			4	2,541	8	1,389	2	1,278
NEW KENT	16,282	60,431	65,229	2	40,405	3	705	11	6,181	8	9,286	10	6,403	1	45			11	1,059	1	511
NORTHAMPTON	40,381	68,368	76,028	9	4,016	10	3,790	37	40,666	13	6,138	19	6,436	11	1,069	10	598	23	4,377	3	269
NORTHUMBERLAND	16,761	22,387	23,736	3	1,802	7	463	25	9,421	15	3,479	13	3,041	5	237	6	394	10	921	2	497
NOTTOWAY	38,948	54,724	58,615	7	1,261	10	3,028	31	18,831	19	13,193	17	5,393	11	1,435	11	2,938	20	3,713	6	2,481
ORANGE	49,711	75,141	81,669	9	4,570	15	2,988	22	20,069	16	15,611	27	19,395	7	2,455	10	1,773	15	2,658	6	4,208
PAGE	41,888	61,353	66,268	8	1,576	6	3,677	31	18,177	15	11,247	23	7,338	6	721	13	2,554	35	9,865	5	4,384
PATRICK	23,076	37,498	41,354	4	1,057	20	5,108	32	9,883	14	8,900	10	4,090	4	1,129	11	1,011	14	1,416	4	1,755
PITTSYLVANIA	58,059	74,068	77,804	13	4,447	29	5,142	93	28,628	22	16,790	42	8,696	11	1,354	10	1,370	46	4,267	4	2,529
POWHATAN	10,948	33,320	35,520	1	18,865	1	90	15	5,572	2	7,249	7	1,873			1	347	2	188	1	478
PRINCE EDWARD	55,279	95,736	106,929	8	4,358	8	10,800	23	27,606	10	21,915	22	10,838	7	1,086	11	12,316	21	8,831	3	100
PRINCE GEORGE	8,091	12,294	13,376	2	3,498	1	384	12	1,810			5	4,813	1	92	5	562	6	674		
PRINCE WILLIAM	401,050	698,455	781,008	38	45,051	15	81,749	80	169,784	66	155,938	83	116,026	45	26,223	56	26,841	107	60,318	16	41,131
Woodbridge	174,409	244,704	340,528	19	18,748	5	31,204	27	74,946	31	66,096	31	49,134	22	11,940	35	17,283	40	25,914	4	15,925
PULASKI	76,910	133,121	148,697	9	8,832	9	8,824	58	42,486	22	27,765	29	24,488	18	4,740	14	4,465	35	6,886	8	6,563
Pulaski	58,557	103,253	115,743	4	2,051	4	7,995	37	31,908	15	26,180	12	15,797	16	4,652	10	4,200	27	5,374	7	6,425
RAPPAHANNOCK	5,414	11,112	12,836	1	152	5	935	10	2,982	2	1,667	5	1,193			2	429	5	550		
RICHMOND	20,857	33,347	36,650	4	2,099	10	1,279	14	8,677	7	3,559	7	8,876	7	1,636	4	2,577	8	2,543	1	37
ROANOKE	160,762	282,826	318,918	21	9,896	9	29,432	64	119,020	38	18,331	48	41,348	18	9,878	33	13,807	59	33,775	13	15,373
ROCKBRIDGE	19,317	23,559	24,524	3	20	3	142	21	4,089	4	390	17	19,157	1	33	1	228	7	373	1	2
ROCKINGHAM	52,860	106,633	122,751	15	12,552	12	4,232	50	34,562	39	23,997	42	17,872	7	383	22	7,068	33	7,199	6	5,333
RUSSELL	43,104	58,651	62,413	12	4,338	6	2,917	49	15,939	17	14,469	24	11,520	14	1,909	20	5,470	18	2,086	4	1,359
SCOTT	42,083	67,366	74,073	8	2,144	12	2,763	69	25,689	15	18,828	14	6,861	7	552	12	3,312	16	2,433	4	2,716
Gate City	NO DATA AVAILABLE FOR THIS CITY																				
SHENANDOAH	70,326	101,316	109,052	13	9,128	16	4,614	65	28,615	28	21,353	41	23,531	13	1,455	16	2,557	39	4,661	6	2,708
Strasburg	NO DATA AVAILABLE FOR THIS CITY																				
SMYTH	86,613	113,123	119,385	17	6,628	13	10,122	63	42,462	41	18,092	42	12,581	21	3,851	20	3,585	33	6,373	8	4,901
SOUTHAMPTON	19,383	27,426	29,410	8	1,861	14	1,776	26	7,765	8	4,612	18	7,663	2	796	6	1,888	8	892	1	31
SPOTSYLVANIA	89,690	208,815	247,178	6	3,094	10	42,635	23	72,310	11	62,324	16	26,174	1		8	9,977	18	11,885	1	
STAFFORD	24,245	72,954	83,325	7	2,080	5	773	23	12,559	7	8,080	17	19,415	1	11,851	5	341	17	7,948		3,133
SURRY	3,747	5,569	6,032			4	292	9	3,473	2	513	5	757	2	58	1	66	5	822	1	9
SUSSEX	23,219	37,265	40,992	4	1,321	10	1,988	20	10,192	9	9,596	17	7,396	3	754	6	737	12	2,961	4	1,652
TAZEWELL	179,975	270,292	293,428	24	21,554	27	20,200	92	106,205	40	72,239	34	19,472	31	6,914	27	6,998	50	10,037	12	6,010
WARREN	62,701	95,791	104,347	10	5,635	4	11,518	38	31,396	20	14,937	22	11,422	15	4,012	18	3,404	31	7,605	3	157
WASHINGTON	86,760	127,630	137,969	24	18,234	15	5,143	52	34,728	34	20,830	48	25,797	20	3,432	18	3,661	36	8,522	6	4,770
WESTMORELAND	28,510	39,984	42,812	5	1,859	17	2,953	26	14,764	12	10,147	15	3,326	2	2,062	4	643	29	3,235	3	97
WISE	123,726	161,214	170,068	21	23,379	17	6,863	71	52,781	35	28,235	34	19,608	27	5,225	36	5,221	42	6,056	7	606
WYTHE	70,509	109,140	119,210	8	6,675	14	6,354	45	24,777	23	23,161	28	25,086	14	4,851	9	3,007	30	10,040	6	4,172
YORK	52,040	116,449	136,783	9	3,768	2	7,373	20	31,343	12	7,661	19	23,985	3	67	14	6,916	35	26,539	3	5,360
INDEPENDENT CITIES																					
ALEXANDRIA	565,131	872,267	951,959	18	11,304	15	174,829	83	195,092	42	203,650	62	75,339	88	50,782	70	32,464	157	87,805	21	30,003
BEDFORD	45,104	72,793	80,162	10	6,157	5	5,136	34	29,764	14	13,937	15	5,794	3	379	10	1,876	14	3,554	3	3,232
BRISTOL	146,894	314,304	330,437	12	28,021	6	23,102	52	30,387	19	29,315	26	28,606	33	15,190	30	7,965	47	11,192	5	42,612
BUENA VISTA	16,639	26,612	29,252	3	1,327	6	1,685	16	8,648	7	3,722	10	6,298	4	1,979	4	812	10	1,821	3	1,212
CHARLOTTESVILLE	304,296	404,803	428,802	26	24,192	19	64,874	89	100,563	35	46,425	50	34,149	53	25,533	57	19,789	116	39,621	12	15,760
CHESAPEAKE	235,974	404,832	431,305	28	30,300	13	19,547	95	135,208	44	107,605	58	77,613	17	8,660	24	5,815	109	31,238	13	13,980
CLIFTON FORGE	20,142	28,605	30,701	5	503	5	1,579	7	12,884	6	4,180	10	5,628	5	428	6	1,031	12	1,537	3	1,897
COLONIAL HEIGHTS	49,388	87,692	98,437	4	1,119	1	6,950	15	30,283	13	15,642	14	14,032	5	3,519	9	1,574	25	9,144	5	6,308
COVINGTON	61,975	90,981	98,305	10	8,761	9	13,605	22	20,601	15	21,094	21	9,576	9	3,481	16	4,092	30	6,362	4	4,453
DANVILLE	241,869	358,755	388,387	22	16,901	13	84,926	120	100,314	71	71,626	71	32,941	35	16,393	56	13,650	103	28,556	15	13,389
EMPORIA	52,710	79,838	86,804	7	3,113	7	4,078	29	19,737	11	17,127	23	17,777	6	3,411	11	3,631	19	8,786	6	3,026
FAIRFAX	282,455	425,294	461,865	20	23,769	5	40,699	39	82,433	32	137,051	43	51,684	27	7,766	35	21,204	62	34,678	9	17,561
FALLS CHURCH	133,656	233,706	261,311	8	10,709	5	23,871	21	36,706	10	96,699	28	32,293	8	3,663	29	17,496	34	13,965	6	10,722
FRANKLIN	46,610	69,381	75,171	4	1,084	6	4,087	23	22,205	10	13,718	16	9,795	10	5,177	10	3,302	11	5,027	6	5,086
FREDERICKSBURG	158,535	196,006	204,545	22	25,704	12	22,540	49	43,515	26	12,343	40	24,490	40	13,475	28	8,318	67	19,770	10	12,160
GALAX	52,942	95,756	107,883	9	7,677	7	11,799	27	29,449	26	19,044	16	8,472	15	3,318	15	5,620	25	8,257	5	4,482
HAMPTON	446,617	646,455	696,564	24	12,345	29	132,563	110	147,273	54	106,365	73	68,855	93	42,590	63	29,218	158	54,286	16	11,942
HARRISONBURG	154,370	204,907	216,964	25	16,214	11	27,114	28	53,460	41	26,774	36	24,456	27	10,836	30	11,545	57	16,648	5	6,549
HOPEWELL	93,163	122,681	129,688	8	12,063	4	9,182	41	42,783	12	19,811	22	13,216	18	7,411	16	4,522	28	6,526	8	6,602
LEXINGTON	54,439	75,039	80,057	6	2,014	7	3,154	23	19,426	8	9,434	21	27,205	10	2,771	10	2,052	27	5,907	4	2,658
LYNCHBURG	316,618	434,213	462,818	23	16,907	19	82,530	79	104,102	54	61,001	51	32,643	52	18,145	56	20,268	110	37,318	24	18,503
MANASSAS	94,341	115,739	120,627	12	16,910	7	9,150	19	29,203	17	23,566	16	12,237	5	929	19	4,298	17	4,638	3	4,701
MANASSAS PARK	12,332	18,136	19,605					3	8,719	4	3,333	2	2,556	3	685			3	1,808	1	1,662
MARTINSVILLE	149,308	217,622	234,774	15	11,097	15	32,851	50	53,449	37	46,735	42	19,706	25	7,074	35	8,847	59	13,749	9	8,394
NEWPORT NEWS	459,537	635,979	679,012	35	32,729	20	106,554	136	148,218	88	149,852	81	65,374	71	31,726	69	19,283	202	59,339	25	18,686
NORFOLK	916,858	1,271,483	1,358,016	46	35,376	48	215,583	228	268,151	127	243,475	139	113,687	143	91,915	131	61,473	453	137,124	45	32,224
NORTON	39,120	98,387	118,200	9	11,914	4	2,645	21	21,629	7	34,477	6	8,292	8	8,321	6	3,368	10	8,561	4	3,270
PETERSBURG	233,147	313,918	333,360	11	12,707	11	65,100	65	63,773	40	65,415	52	31,348	47	18,861	40	15,048	95	22,267	15	10,759
POQUOSON	4,400	7,731	8,659	1	243	1	140	12	2,620	4	1,440	1	8	1	94	1	916	8	2,667	1	42
PORTSMOUTH	326,095	453,757	485,033	19	14,439	22	72,525	94	127,053	55	97,354	46	29,306	54	31,959	52	21,468	120	34,828	18	14,284
RADFORD	58,388	80,934	86,440	7	2,924	10	10,282	28	19,609	14	21,540	18	5,487	15	2,625	16	5,699	18	4,950	4	2,907
RICHMOND	976,565	1,336,784	1,424,295	60	39,956	43	181,769	231	240,236	139	270,565	160	121,885	181	67,556	168	61,436	498	150,135	69	53,004
ROANOKE	467,731	644,883	687,919	31	23,452	33	139,287	126	118,113	78	121,396	83	48,433	82	48,028	82	33,971	185	49,723	24	20,546
SALEM	168,121	247,324	267,352	15	6,266	4	8,454	40	53,740	33	56,821	26	20,503	14	2,358	20	9,301	52	13,491	10	6,509
SOUTH BOSTON	62,787	106,182	118,024	10	6,364	12	14,567	38	33,743	19	20,311	19	11,726	15	3,143	19	6,947	25	6,029	9	5,175
STAUNTON	121,492	186,584	200,254	17	14,211	13	32,415	29	45,513	27	44,639	22	15,883	22	6,202	19	7,121	43	11,015	8	8,889
SUFFOLK	118,525	158,143	167,597	18	12,741	14	16,355	67	43,278	30	28,840	43	14,300	21	7,268	24	6,179	49	7,913	11	7,616
VIRGINIA BEACH	733,344	1,157,524	1,268,945	50	49,772	32	191,206	174	261,866	92	256,810	126	130,261	109	44,659	111	74,605	313	122,950	27	31,884
WAYNESBORO	79,038	114,883	123,892	11	3,913	7	12,620	20	29,945	23	23,440	14	14,090	16	4,756	17	4,621	31	24,001	6	531
WILLIAMSBURG	106,594	142,764	151,423	4	1,824	5	10,515	28	31,121	14	20,622	19	15,438	16	12,154	14	5,398	50	35,142	6	5,688
WINCHESTER	200,323	294,588	318,432	19	23,505	16	41,281	72	65,010	46	60,657	40	33,725	36	14,596	32	11,494	89	24,718	12	17,981

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WASHINGTON RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,503,242	20,147,357	22,062,913	1,776	1,384,895	586	2,421,073	3,586	4,928,025	2,640	3,840,854	3,005	1,995,359	1,815	924,260	2,917	1,054,987	6,296	2,309,057	819	890,795
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bellingham, Wash.	383,201	519,010	561,459	60	47,844	25	73,159	116	105,570	69	98,134	84	43,575	60	22,969	82	29,082	187	65,229	18	18,339
Bremerton, Wash.	390,746	554,098	604,887	64	37,963	15	55,611	110	158,036	83	98,538	84	44,534	63	15,102	82	27,717	166	53,881	32	37,912
Olympia, Wash.	360,166	615,389	698,703	46	49,165	15	75,292	96	174,869	70	105,770	84	62,686	35	14,859	81	41,480	154	70,380	21	32,203
Portland, Ore.-Wash.	4,516,528	7,056,385	7,776,993	464	344,087	176	1,231,906	1,069	1,496,342	689	1,410,053	808	675,434	606	322,177	828	405,317	1,982	807,274	179	220,470
Richland-Kennewick-Pasco, Wash.	464,977	712,854	790,258	51	55,688	23	102,988	108	172,957	98	133,639	92	76,937	62	31,792	93	34,585	162	67,948	29	49,189
Seattle-Everett, Wash.	5,865,981	9,474,136	10,432,649	375	568,438	191	1,163,874	1,277	2,275,772	943	1,812,369	1,027	870,015	739	465,435	1,220	490,296	2,490	1,170,990	310	405,896
Spokane, Wash.	1,212,900	1,616,795	1,744,007	143	114,690	42	239,764	267	355,667	239	318,116	235	143,058	142	76,948	258	102,923	490	161,705	67	63,076
Tacoma, Wash.	1,437,664	2,000,183	2,176,144	174	118,636	42	288,653	370	432,672	303	416,968	327	218,627	144	82,483	309	115,580	399	205,614	70	72,126
Yakima, Wash.	574,115	753,551	810,376	85	59,139	28	98,049	177	179,624	138	154,753	143	77,903	76	37,171	120	38,388	280	74,203	40	24,166
COUNTIES, Cities																					
ADAMS	37,071	49,614	53,539	12	3,219	3	1,210	14	15,271	11	8,930	23	6,013	4	1,422	11	1,094	30	8,409	7	3,870
ASOTIN	27,984	47,623	53,859	8	5,189	1	690	10	16,131	9	4,628	14	6,683	4	1,371	13	3,807	18	6,404	4	4,783
Clarkston	26,994	46,930	51,914	6	4,445	1	690	9	15,694	9	4,628	11	6,296	4	1,371	13	3,807	16	6,213	4	4,783
BENTON	334,868	521,541	579,887	40	48,460	18	66,598	84	130,762	76	93,212	63	56,134	50	26,252	67	26,859	104	45,170	22	36,749
Kennewick	213,161	418,639	375,409	22	38,787	9	63,033	42	73,059	49	59,815	26	26,130	33	20,636	30	18,816	31	25,164	9	17,225
Richland	91,964	135,932	149,589	9	8,150	6	3,565	26	43,203	15	13,274	25	22,939	11	4,343	30	7,506	36	16,781	9	16,245
CHELAN	202,879	244,683	258,765	33	22,794	17	28,471	68	55,612	43	46,726	50	24,026	33	12,346	37	8,077	110	24,656	14	14,022
Wenatchee	125,990	150,077	158,340	17	12,044	9	15,550	33	30,668	23	33,245	21	10,728	25	10,998	32	6,146	54	14,766	8	8,020
CLALLAM	175,401	246,611	268,806	35	21,529	10	15,697	58	71,201	46	36,996	38	22,067	22	12,159	38	11,786	88	30,008	10	13,385
Port Angeles	119,727	164,821	178,905	17	12,893	5	12,482	30	39,654	32	31,978	21	12,334	15	9,121	20	8,757	52	19,217	6	9,319
CLARK	451,221	656,486	720,317	61	43,217	13	90,575	151	176,423	83	119,321	114	75,446	74	29,473	101	27,463	215	79,261	25	30,152
Vancouver	200,260	281,229	306,384	16	6,353	6	29,958	52	56,998	36	60,522	37	24,536	57	26,463	51	19,161	97	40,607	9	11,808
COLUMBIA	7,600	12,638	14,231	4	1,441	4	653	9	4,851	5	1,953	5	1,683			2	962	10	1,621	2	244
COWLITZ	275,737	346,282	369,117	36	23,482	19	53,588	83	81,384	67	77,653	65	32,951	26	10,452	47	13,271	125	33,582	12	14,386
Kelso	39,291	48,341	51,309	7	5,344	3	547	20	19,624	17	5,005	15	6,448	3	876	13	4,524	28	3,902	1	881
Longview	205,590	261,421	279,333	22	16,340	11	51,767	41	49,736	39	65,817	32	21,155	21	9,120	28	10,543	67	23,446	8	11,453
DOUGLAS	47,483	72,280	79,998	12	5,267	2	1,714	17	25,614	11	8,128	12	13,316	9	3,486	9	3,282	22	5,939	4	8,740
FERRY	7,241	14,808	17,350	2	1,616	3	1,085	7	6,272	4	2,753	5	1,533	3	143	1	632	10	1,725	1	363
FRANKLIN	130,109	191,313	210,371	11	7,228	5	36,390	24	42,195	22	40,427	29	20,803	12	5,540	26	7,726	58	22,778	7	12,440
Pasco	123,029	182,205	200,617	8	6,993	4	35,963	15	37,748	21	40,320	22	17,935	11	5,512	25	7,707	51	22,616	6	12,421
GARFIELD	3,274	5,208	5,814	3	571	1	460	4	1,506	2	978	5	851			3	213	3	353	2	133
GRANT	151,440	190,325	202,953	39	22,270	12	7,440	58	59,178	45	32,821	48	17,357	23	7,741	40	7,463	101	19,621	19	8,096
Moses Lake	85,611	110,855	118,888	14	13,899	4	5,607	27	33,574	18	21,581	17	6,521	14	4,508	22	3,049	33	11,209	9	5,651
GRAYS HARBOR	245,095	316,040	338,601	49	26,298	10	13,923	89	90,408	44	58,775	80	33,723	47	17,640	53	17,586	171	35,699	19	15,698
Aberdeen	160,922	210,053	225,365	26	17,829	2	12,086	30	60,602	27	43,130	28	14,724	35	15,261	35	14,215	61	17,782	8	12,940
ISLAND	78,877	117,593	129,608	31	13,978	7	3,647	36	33,495	27	25,172	24	13,725	15	1,903	29	6,696	47	11,680	5	2,623
JEFFERSON	36,935	65,470	74,629	13	5,245	5	3,907	20	19,557	14	6,589	15	9,684	9	2,185	9	1,916	40	11,498	2	4,126
KING	4,917,695	7,875,046	8,625,700	435	440,467	156	962,577	1,037	1,848,999	751	1,458,199	809	702,151	638	428,189	998	384,396	2,101	1,002,049	[illegible]	348,431
Auburn	149,071	263,300	299,945	21	15,564	5	11,025	26	54,100	29	118,796	31	25,977	13	591	26	16,338	50	20,779	7	11,543
Bellevue-Kirkland	562,124	978,663	1,082,798	30	76,756	11	97,893	36	208,040	24	213,982	26	74,319	29	86,072	42	53,311	47	99,099	7	41,061
Kent	133,733	209,931	233,756	16	17,796	5	4,894	35	53,986	41	56,348	33	23,681	8	4,407	37	7,628	64	22,550	16	10,050
Renton	272,021	442,159	495,633	24	31,427	7	66,162	32	92,389	38	129,019	47	41,692	26	4,489	46	19,314	81	47,199	9	22,534
Seattle	2,248,295	3,170,548	3,456,945	153	127,923	74	442,737	493	608,323	324	551,388	305	216,031	301	213,410	445	157,694	1,195	487,954	130	114,325
KITSAP	390,746	554,098	604,887	64	37,963	15	55,611	110	158,036	83	98,538	84	44,534	63	15,102	82	27,717	166	53,881	32	37,912
Bremerton	234,259	322,308	349,726	18	15,220	7	52,828	47	71,188	41	65,622	33	15,845	32	9,335	50	19,226	91	31,675	17	26,618
KITTITAS	85,418	114,462	123,585	15	5,747	9	4,776	27	26,640	17	14,115	46	31,413	19	8,902	18	3,377	72	15,249	5	2,296
Ellensburg	67,922	89,859	96,776	8	3,252	7	3,775	11	18,522	13	12,795	30	24,029	15	8,484	15	3,348	44	11,495	2	1,405
KLICKITAT	24,076	35,178	38,623	14	3,830	3	655	19	7,343	11	9,593	15	6,830	6	1,572	6	156	28	3,882	4	908
LEWIS	187,346	258,697	281,002	34	21,130	14	39,586	65	65,543	38	44,681	61	28,815	33	9,923	44	14,917	118	25,374	12	7,206
Centralia	66,584	91,147	98,807	12	6,954	3	3,822	20	30,540	15	17,007	19	11,345	12	2,848	16	7,186	41	8,726	4	1,098
Chehalis	69,786	101,355	111,166	10	7,025	4	18,728	13	21,559	17	21,993	12	8,058	18	6,369	14	5,367	33	11,144	3	2,613
LINCOLN	16,787	28,642	32,411	6	870	4	748	12	10,336	11	2,813	19	7,465	6	814	1	512	27	3,991	5	1,818
MASON	67,299	96,837	105,984	20	9,007	4	2,162	27	33,432	16	15,210	30	13,526	[illegible]	1,941	15	3,609	53	11,099	6	2,790
OKANOGAN	90,048	124,886	135,712	20	6,145	11	5,717	39	43,302	28	22,521	46	18,963	23	6,266	17	3,726	73	11,291	13	4,932
PACIFIC	43,950	59,344	64,148	12	5,164	9	4,789	35	18,049	9	5,138	29	10,899	5	1,354	14	1,610	51	9,850	6	1,977
PEND OREILLE	12,163	17,482	19,134	7	756	3	787	5	4,252	12	5,322	11	2,821	2	267	2	294	20	2,478	4	1,154
PIERCE	1,437,664	2,000,183	2,176,144	174	118,636	42	288,653	370	432,672	303	416,968	327	218,627	144	82,483	309	115,580	399	205,614	70	72,126
Tacoma	733,111	955,048	1,025,294	48	26,630	17	202,854	127	147,393	130	233,806	129	81,553	81	57,830	124	53,092	297	94,939	33	31,743
SAN JUAN	17,042	33,619	39,119	10	8,207	2	1,002	11	13,352	3	1,817	6	1,334	8	746	4	295	22	5,312	2	498
SKAGIT	236,745	341,677	374,236	48	31,603	12	10,799	92	84,491	62	69,963	71	36,371	52	24,577	59	15,916	129	33,238	17	22,860
Mount Vernon	123,166	174,294	190,180	16	14,108	4	10,128	35	36,415	32	44,236	17	10,325	26	17,547	30	9,518	41	11,916	7	13,967
SKAMANIA	6,035	9,390	10,702	2	496			6	4,067	2	1,411	8	2,010	2		1	158	11	1,263	1	196
SNOHOMISH	948,286	1,599,090	1,806,949	140	127,971	35	201,297	240	426,773	192	354,170	218	167,864	101	37,246	222	105,900	389	168,941	47	57,465
Everett	328,838	538,559	564,657	32	23,160	8	105,585	77	113,249	60	105,224	61	37,919	38	16,020	63	29,751	142	53,739	17	25,137
SPOKANE	1,212,900	1,616,795	1,744,007	143	114,690	42	239,764	267	355,667	239	318,116	235	143,058	142	76,948	258	102,923	490	161,705	67	63,076
Spokane	802,214	1,052,403	1,131,674	63	40,101	28	201,944	158	201,862	139	199,011	149	86,533	105	39,822	163	65,593	332	108,688	48	40,317
STEVENS	61,067	92,825	102,702	21	10,247	13	5,437	33	25,710	17	18,409	25	12,114	16	3,546	21	5,356	46	9,981	5	3,482
THURSTON	360,166	615,389	698,703	46	49,165	15	75,292	96	174,869	70	105,770	84	62,686	35	14,859	81	41,480	154	70,380	21	32,203
Olympia	198,012	287,121	314,768	23	15,882	6	21,351	52	65,905	50	80,918	50	31,134	14	6,415	57	25,108	85	28,761	9	4,934
WAHKIAKUM	3,279	7,551	9,047	2	692	3	1,101	2	2,603			4	1,749			2	79	7	1,656	1	384
WALLA WALLA	138,972	185,198	199,719	16	7,237	6	21,302	33	41,610	36	37,735	36	15,044	23	12,070	52	13,492	65	20,575	13	13,736
Walla Walla	131,478	176,420	190,489	14	6,864	6	21,302	25	38,383	32	37,253	24	12,731	23	12,070	48	13,196	55	19,594	10	12,746
WHATCOM	383,201	519,010	561,459	60	47,844	25	73,159	116	105,570	69	98,134	84	43,575	60	22,969	82	29,082	187	65,229	18	18,339
Bellingham	264,747	361,194	391,287	28	29,597	14	67,769	61	65,655	44	55,849	52	25,531	43	19,331	51	19,807	115	45,579	11	17,105
WHITMAN	75,027	109,692	120,719	13	6,085	3	1,762	35	35,025	24	22,216	24	9,612	19	5,202	23	5,191	56	13,412	12	3,030
YAKIMA	574,115	753,551	810,376	85	59,139	28	98,049	177	179,624	138	154,753	143	77,903	76	37,171	120	38,388	280	74,203	40	24,166
Yakima	358,619	487,030	527,157	33	37,955	14	75,033	80	111,855	71	96,131	65	42,973	43	23,562	66	28,263	145	51,584	22	13,978

*** Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.**

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,676,173	8,122,732	8,827,517	710	371,134	708	1,119,046	2,662	2,234,845	1,189	1,683,276	1,818	993,264	913	344,844	1,062	392,056	2,727	572,804	397	278,387
STANDARD METROPOLITAN STATISTICAL AREAS																					
Charleston, W.Va.	1,047,482	1,659,996	1,838,111	90	101,560	69	267,865	270	409,618	108	406,977	220	185,494	127	75,547	133	75,460	368	136,271	48	56,157
Cumberland, Md.-W.Va.	315,197	402,443	424,834	45	22,662	31	54,544	145	109,729	66	60,821	101	48,036	72	20,181	70	19,256	194	34,338	31	18,612
Huntington-Ashland, W.Va.-Ky.-O.	944,142	1,254,232	1,342,725	108	86,744	69	185,403	388	338,581	212	224,765	261	140,150	137	59,590	178	73,022	369	89,721	69	43,901
Parkersburg-Marietta, W.Va.-O.	568,088	969,579	1,092,710	74	57,617	31	189,833	173	247,759	126	194,194	165	121,071	79	45,869	95	46,463	248	76,244	28	28,996
Steubenville-Weirton, O.-W.Va.	480,398	645,919	696,340	48	40,692	35	96,224	221	186,740	100	113,978	139	74,948	80	25,697	92	31,388	355	52,085	34	31,865
Wheeling, W.Va.-O.	601,633	872,139	960,308	70	41,976	46	115,549	215	247,541	101	164,009	148	121,367	89	27,837	111	44,247	369	89,320	37	26,345
COUNTIES, Cities																					
BARBOUR	27,358	44,099	48,951	6	5,257	7	2,679	30	14,924	9	8,805	24	8,931	6	1,651	7	1,500	20	3,791	3	52
BERKELEY	118,755	129,869	133,488	16	4,838	8	13,458	54	38,906	35	22,935	35	16,288	22	5,862	33	3,815	67	8,613	7	5,863
Martinsburg	97,385	106,524	109,502	12	3,601	6	10,009	25	31,720	23	19,971	22	12,367	21	5,526	27	3,387	47	5,909	7	5,863
BOONE	63,487	107,071	119,922	14	12,976	20	10,872	40	42,808	11	15,401	37	16,075	5	5,060	13	6,072	43	5,501	5	3,673
BRAXTON	31,234	39,247	41,472	9	4,082	15	2,467	37	12,748	13	8,189	20	7,511	7	963	5	1,169	24	2,084	4	1,042
BROOKE	64,026	73,270	78,493	6	1,239	5	2,064	31	20,419	17	18,157	23	13,301	13	2,173	9	4,372	70	9,111	6	3,914
CABELL	434,333	542,885	573,028	35	41,990	27	80,383	138	136,012	68	93,338	100	51,490	59	31,474	75	31,201	195	47,720	32	20,826
[1]Huntington	347,483	423,039	444,041	20	30,323	17	62,613	96	99,890	52	75,888	63	30,359	49	28,864	64	27,910	162	38,297	26	17,252
CALHOUN	12,604	15,101	15,803	5	1,541	8	1,486	21	5,171	8	2,300	12	2,704	3	200	2	1,001	11	731	1	26
CLAY	11,397	14,574	15,454	2	91	9	1,624	26	6,797	3	2,082	16	2,929	4	400	2	236	13	563	1	
DODDRIDGE	5,802	6,921	7,237	2	92	5	332	9	3,933	3	356	5	1,460	1	239	3	491	5	299	1	3
FAYETTE	141,447	187,198	199,831	18	12,785	30	12,809	91	53,766	31	43,391	61	29,475	29	5,139	27	9,047	63	9,956	14	8,488
GILMER	10,148	14,915	16,258	2	194	6	1,096	18	7,686	5	2,930	10	2,089	1	133	3	509	8	949	1	4
GRANT	18,216	32,508	36,817	2	1,718	7	1,435	15	11,752	8	5,755	14	6,599	2	2,767	5	791	16	3,093	1	55
GREENBRIER	113,863	189,183	211,323	23	11,813	19	19,691	55	58,267	30	43,608	50	31,090	18	4,649	19	3,913	63	10,978	11	6,531
Lewisburg	NO DATA AVAILABLE FOR THIS CITY																				
Ronceverte		28,550	35,687		2,355		2,167		7,223		3,991		10,114		1,517		462		2,083		684
White Sulphur Springs	17,629	32,016	35,613	5	2,350	2	2,022	7	7,217	3	4,255	6	10,103	7	1,516	2	402	12	2,082	1	380
HAMPSHIRE	23,822	28,491	29,804	7	3,341	13	1,809	21	7,231	15	5,946	12	5,083	5	578	7	971	13	1,196	3	102
HANCOCK	110,087	191,105	215,975	10	14,079	9	26,580	48	61,967	22	38,046	30	19,421	14	5,422	25	10,737	89	15,038	10	12,172
[2]Weirton	108,373	164,123	182,628	8	13,423	8	26,141	30	51,219	20	32,270	21	12,912	13	5,144	20	9,673	65	9,329	7	10,676
HARDY	18,065	28,097	30,972	5	3,883	5	809	23	11,486	9	4,511	13	4,872	5	906	2	687	19	1,739		
HARRISON	245,747	320,860	341,665	25	22,069	16	31,812	116	87,670	62	80,207	66	34,827	27	9,303	46	17,262	127	26,093	19	11,478
Clarksburg	136,119	172,096	182,069	13	11,806	6	20,563	57	38,621	34	47,703	26	14,465	16	8,332	22	12,148	62	12,363	9	4,794
JACKSON	62,004	90,499	98,304	15	6,297	11	5,962	34	31,119	24	12,785	29	25,304	13	3,312	12	2,170	28	4,156	6	4,089
JEFFERSON	57,281	101,890	105,325	9	10,122	3	6,881	30	16,935	12	9,490	22	10,247	9	2,046	14	2,968	40	9,297	9	8,876
KANAWHA	973,212	1,569,827	1,743,487	77	98,566	62	261,710	242	384,887	97	386,636	189	158,252	116	74,133	141	74,064	342	133,256	43	53,732
Charleston	504,997	833,812	845,957	26	33,610	27	194,524	84	135,082	36	182,329	72	64,888	66	50,279	54	31,103	176	63,851	20	22,659
LEWIS	43,833	52,143	54,491	8	2,939	6	7,229	33	18,078	13	6,871	19	5,356	8	3,140	15	3,221	33	3,703	5	2,177
LINCOLN	27,771	34,704	36,625	4	636	13	2,424	41	12,801	10	9,288	25	7,626			7	483	22	1,709	3	720
LOGAN	148,770	192,969	205,166	17	17,718	22	20,384	94	61,473	32	33,571	62	25,336	25	7,509	23	7,516	48	8,627	8	6,942
Logan	83,270	106,128	112,420	4	4,884	8	14,586	21	32,302	21	18,291	12	7,292	16	6,500	11	6,593	20	5,140	6	5,393
McDOWELL	111,631	159,437	172,795	10	13,358	25	11,429	111	35,650	21	31,793	46	22,374	20	7,257	25	8,618	37	7,925	7	3,663
Welch	35,423	71,065	79,976	5	4,854	4	5,709	18	23,917	10	17,214	15	6,732	12	6,261	9	3,133	20	5,191	3	2,507
MARION	234,537	301,359	319,785	23	19,230	23	70,878	100	79,102	49	50,372	57	29,768	35	15,455	42	12,688	104	17,124	15	9,002
Fairmont	177,700	226,772	240,316	14	16,618	14	41,563	58	61,642	39	40,972	32	19,034	29	14,955	32	8,461	75	15,296	12	7,244
MARSHALL	115,764	120,506	122,687	14	4,946	13	22,664	40	36,067	11	19,240	28	11,197	16	3,283	23	5,750	62	8,063	9	4,055
Moundsville	68,068	67,571	68,124	6	777	6	9,106	20	22,258	13	12,157	18	5,153	13	2,436	12	3,662	37	5,736	5	2,524
MASON	50,307	76,395	83,810	13	7,376	6	6,628	44	24,323	17	15,731	24	11,480	6	1,284	15	2,431	30	3,500	5	4,299
Point Pleasant	36,594	55,260	59,926	5	4,020	4	5,744	12	15,395	11	12,849	14	7,072	6	1,284	13	2,300	15	2,387	4	3,955
MERCER	247,195	321,467	341,973	28	23,376	24	42,230	99	77,070	52	64,672	62	39,655	45	14,595	47	18,639	90	24,430	19	10,094
[3]Bluefield	132,376	174,923	186,636	11	7,628	8	16,575	36	37,016	28	50,745	23	16,224	25	9,893	27	13,963	38	12,045	8	5,654
MINERAL	39,647	57,237	62,163	9	3,492	9	5,930	39	14,842	16	10,337	20	8,686	14	3,144	16	2,698	41	4,472	4	1,562
Keyser	30,500	43,681	46,976	8	3,392	5	5,242	16	11,066	9	8,246	12	5,483	10	2,445	13	2,233	17	2,151	3	1,459
MINGO	127,363	173,876	186,760	16	11,028	14	14,320	91	38,122	27	38,621	41	15,723	31	12,028	28	15,260	56	5,008	8	5,401
Williamson	66,170	91,231	97,496	4	3,292	6	10,558	13	25,805	13	15,735	11	6,442	19	9,300	12	11,130	24	2,583	6	4,732
MONONGALIA	219,385	237,769	243,926	26	20,992	13	30,386	72	61,380	40	25,625	64	25,414	51	14,365	41	13,537	101	18,298	16	9,264
Morgantown	195,835	212,855	218,483	20	17,107	10	30,117	59	57,425	32	27,693	44	19,171	48	14,235	31	11,152	84	16,377	14	7,482
MONROE	13,068	24,303	27,747	5	760	9	2,113	20	6,366	5	7,207	14	6,695	3	377	7	1,435	5	308	2	95
MORGAN	12,331	14,251	14,808	8	2,423	2		16	2,663	6	1,941	12	3,639	2	515	3	817	11	1,804	2	15
NICHOLAS	76,953	110,237	119,574	12	4,804	19	13,739	27	34,274	24	21,751	42	15,262	12	2,780	10	2,027	33	4,703	5	2,086
OHIO	267,933	303,053	313,603	20	12,327	14	42,493	75	47,204	38	58,556	41	39,734	40	15,823	47	28,035	155	34,026	13	9,568
Wheeling	239,612	274,963	283,537	15	8,773	13	38,860	67	44,340	31	53,399	35	32,880	40	15,823	44	25,888	141	29,442	13	9,568
PENDLETON	12,502	12,254	12,324	3	294	10	941	8	3,911	5	3,369	9	1,479	3	571	2	491	10	920		
PLEASANTS	15,041	17,850	18,648	3	1,109	2	302	8	6,462	9	5,618	8	2,686	3	539	3	190	9	882	2	11
POCAHONTAS	18,676	22,354	23,395	5	1,335	9	937	28	7,482	7	6,370	15	3,816	2	550	1	599	17	1,255	2	6
PRESTON	56,310	77,658	83,585	14	9,543	12	5,331	44	22,505	20	20,743	31	11,940	10	1,475	12	1,763	41	3,354	3	2,868
PUTNAM	74,270	90,169	94,624	13	2,994	7	6,153	28	24,731	11	20,341	31	27,242	11	1,414	12	1,396	26	3,015	5	2,425
RALEIGH	321,132	535,466	598,565	34	52,136	25	90,258	116	142,922	40	113,513	73	55,172	55	25,816	54	30,786	83	27,575	19	17,347
Beckley	247,460	423,860	476,189	23	41,142	15	87,295	49	99,967	25	83,593	31	35,934	47	25,386	40	27,644	52	23,946	15	14,856
RANDOLPH	86,560	114,336	122,005	7	9,563	15	15,742	36	30,703	29	23,762	45	14,753	15	2,623	11	3,225	43	6,299	5	4,629
Elkins	71,318	93,272	98,761	7	9,563	8	14,722	16	26,015	20	17,903	22	6,922	15	2,623	9	2,795	24	4,851	5	4,629
RITCHIE	19,423	27,611	29,899	8	1,804	8	1,243	23	10,000	9	9,675	11	3,119	3	546	4	1,314	11	644	4	1,047
ROANE	28,588	35,654	37,609	3	3,514	9	2,818	22	11,836	15	8,931	14	3,799	5	901	6	341	13	1,778	5	2,394
SUMMERS	27,499	41,968	46,088	6	1,829	9	2,990	29	16,493	10	6,551	14	4,514	8	1,786	8	1,856	19	3,865	2	1,565
TAYLOR	31,987	36,877	38,295	8	3,981	3	2,794	23	11,643	13	5,782	16	4,448	8	1,459	10	1,623	26	3,188	3	1,577
Grafton	30,825	35,623	36,823	8	3,981	3	2,794	12	10,799	11	5,610	15	4,393	7	1,424	10	1,623	25	3,164	3	1,577
TUCKER	13,231	17,450	18,612	5	625	6	411	11	7,276	5	3,610	7	2,945	5	539	4	327	12	1,764	2	8
TYLER	16,345	23,551	25,574	5	2,554	6	1,812	15	7,887	5	5,555	14	4,687	6	502	4	433	13	1,116	3	13
UPSHUR	58,659	106,397	121,155	19	13,316	10	11,342	34	35,042	18	25,978	17	10,100	16	4,249	13	3,366	31	8,275	4	3,688

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WAYNE	74,491	81,531	83,814	10	5,089	8	6,658	61	27,013	23	12,993	29	10,045	10	1,071	23	3,263	43	4,190	5	3,139
WEBSTER	22,147	45,944	53,583	5	6,906	11	5,383	16	13,105	4	9,059	13	7,473	5	1,172	4	914	15	1,824	4	1,609
WETZEL	65,559	94,673	102,836	14	7,727	10	10,850	26	33,560	20	16,674	26	9,623	13	2,330	20	4,049	36	6,889	8	3,868
WIRT	4,531	6,061	6,483	3	124	3	593	5	1,087	2	823	9	2,938	4	118	1	61	5	251		
WOOD	374,563	706,580	809,351	32	37,294	25	160,617	100	172,756	72	150,945	71	78,803	49	36,493	60	34,771	144	55,212	18	19,851
Parkersburg	274,469	496,504	563,814	23	25,162	14	79,576	66	142,441	63	132,962	49	56,518	24	14,236	38	19,039	108	37,375	14	15,897
WYOMING	75,263	118,812	131,350	12	7,019	23	12,843	48	44,552	19	28,520	40	18,089	15	2,705	11	5,157	24	2,644	5	2,473

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,930,207	20,370,843	21,938,341	2,307	1,359,042	1,125	2,605,911	4,310	4,697,305	2,349	3,780,907	4,043	2,357,306	2,596	758,704	2,846	961,568	12,889	2,322,731	938	567,538
STANDARD METROPOLITAN STATISTICAL AREAS																					
Appleton-Oshkosh, Wis.	934,358	1,376,339	1,503,207	130	88,945	59	184,565	209	308,149	177	282,296	211	153,082	140	37,248	182	68,821	715	153,342	53	38,064
Duluth-Superior, Minn.-Wis.	916,105	1,075,584	1,127,652	149	79,831	63	139,803	272	237,015	151	150,662	224	128,749	153	51,651	175	46,907	561	108,117	55	29,044
Eau Claire, Wis.	421,349	560,324	602,255	39	70,537	36	82,189	117	105,147	96	104,015	126	69,693	50	16,650	83	22,837	327	63,477	21	16,179
Green Bay, Wis.	651,053	875,681	938,361	65	57,063	37	157,300	145	183,489	79	170,909	122	88,561	91	28,145	122	51,382	420	91,832	29	16,182
Janesville-Beloit, Wis.	483,599	584,888	613,992	56	34,984	35	98,030	119	134,433	76	100,925	117	75,107	88	20,661	83	25,484	283	57,817	32	16,640
Kenosha, Wis.	340,956	574,945	644,341	44	22,767	18	83,872	108	158,508	68	80,943	98	83,501	33	14,567	70	25,854	324	79,503	18	15,269
La Crosse, Wis.	353,052	514,922	560,740	37	39,826	19	80,298	87	99,843	52	92,666	70	47,452	60	21,065	63	30,547	251	70,378	14	15,539
Madison, Wis.	1,221,180	1,591,359	1,695,160	119	105,791	66	201,237	275	297,193	125	297,064	257	183,139	190	68,730	184	92,888	610	185,416	63	48,518
Milwaukee, Wis.	4,790,854	6,400,955	6,875,627	434	263,210	214	1,032,325	1,001	1,481,048	507	1,190,798	925	623,310	673	282,830	784	344,560	3,174	661,686	272	186,462
Minneapolis-St. Paul, Minn.-Wis.	7,459,945	11,043,620	12,004,042	779	748,266	238	1,928,460	1,508	2,177,184	817	2,109,460	1,307	1,222,971	1,158	488,029	1,342	515,267	2,681	1,092,488	338	310,603
Racine, Wis.	531,580	714,862	766,082	59	42,380	34	82,875	148	193,278	87	127,003	128	85,052	67	19,140	106	38,832	366	73,695	33	21,237
Sheboygan, Wis.	286,544	386,373	414,200	42	29,326	22	70,836	81	96,538	51	68,371	72	38,252	40	9,402	47	13,728	246	38,793	18	12,425
Wausau, Wis.	330,144	411,719	434,624	62	43,991	27	53,204	92	94,572	68	75,303	75	40,549	54	19,072	65	20,999	290	41,404	23	8,795
COUNTIES, Cities																					
ADAMS	20,113	32,902	36,638	8	3,517	4	629	15	5,715	3	10,586	11	4,205	2	383	8	1,145	35	5,231	2	531
ASHLAND	57,510	71,007	74,809	14	3,344	5	6,102	32	17,329	10	11,865	27	9,852	15	3,848	11	1,903	99	6,868	5	1,944
Ashland	49,515	60,465	63,203	7	1,435	4	5,986	18	15,236	9	11,651	14	5,662	14	3,727	11	1,903	51	4,955	3	1,603
BARRON	118,933	165,471	178,531	27	18,659	14	11,547	43	35,725	42	35,529	45	25,580	23	7,405	32	5,279	122	18,273	12	4,798
BAYFIELD	23,001	30,044	32,006	9	3,967	5	1,019	14	7,425	4	1,235	20	4,040	5	501	2		68	8,411	3	1,066
BROWN	651,053	875,681	938,361	65	57,063	37	157,300	145	183,489	79	170,909	122	88,561	91	28,145	122	51,382	420	91,832	29	16,182
Green Bay	444,968	582,200	620,269	41	33,614	23	119,592	94	117,462	48	95,154	75	56,049	75	23,966	82	34,734	249	55,917	23	14,264
BUFFALO	27,090	41,074	45,067	10	3,254	6	3,433	18	6,265	12	8,547	11	4,188	1	255	8	4,432	50	6,820	3	1,311
BURNETT	26,229	39,439	43,215	12	6,155	5	1,318	18	12,851	5	3,513	15	7,513	4	217	5	168	48	7,517	2	996
CALUMET	62,973	87,839	94,837	19	7,521	6	2,286	31	27,897	15	21,142	24	7,362	14	2,953	17	2,942	91	15,342	6	2,103
CHIPPEWA	140,847	203,091	220,810	35	26,785	19	8,177	48	42,174	50	59,674	50	30,494	13	5,003	27	5,655	159	19,012	9	4,712
Chippewa Falls	76,892	118,340	130,259	14	16,079	7	3,006	17	27,115	25	33,445	20	18,594	7	4,575	18	4,198	52	8,990	5	2,856
CLARK	69,551	83,709	87,767	35	11,782	18	2,633	41	18,913	29	16,757	38	15,487	16	1,342	28	2,474	123	8,672	7	1,964
COLUMBIA	136,022	175,826	186,944	[illegible]	17,104	10	3,903	52	42,654	34	36,795	58	26,311	35	6,448	30	4,972	178	21,531	12	4,990
Portage	53,533	67,293	70,733	13	7,311	3	1,855	9	11,610	13	18,254	16	8,623	18	4,714	9	3,160	38	4,914	5	3,078
CRAWFORD	48,747	63,089	67,085	14	5,224	11	6,228	24	14,764	14	16,479	24	6,769	10	2,567	14	3,254	65	6,794	3	1,239
DANE	1,221,180	1,591,359	1,695,160	119	105,791	66	201,237	275	297,193	125	297,064	257	183,139	190	68,730	184	92,888	610	185,416	63	48,518
Madison	795,156	1,020,023	1,082,594	50	50,538	42	185,060	155	156,830	55	182,866	131	86,172	153	59,785	103	67,094	356	123,525	38	32,491
DODGE	164,825	263,279	292,235	44	29,871	15	29,755	64	73,685	40	49,752	54	30,895	37	11,214	46	10,390	214	26,925	11	4,154
Beaver Dam	77,672	137,294	155,258	13	10,714	6	28,089	14	34,120	16	29,368	14	13,004	20	8,270	14	6,616	46	11,186	3	4,062
DOOR	80,140	117,059	127,507	25	11,876	8	9,817	47	30,646	18	21,924	33	13,767	21	2,928	13	1,290	118	19,759	4	1,973
DOUGLAS	133,452	199,033	217,681	24	19,161	11	13,399	50	44,079	19	29,887	47	32,247	16	7,668	25	4,230	177	29,058	10	5,997
Superior	114,023	169,580	185,358	15	13,409	8	12,727	29	37,033	17	29,271	31	26,282	15	7,573	19	3,917	94	21,089	10	5,997
DUNN	80,104	119,247	130,694	12	8,140	13	13,950	28	28,757	19	23,031	28	16,192	16	3,429	16	3,294	83	15,502	6	4,405
EAU CLAIRE	280,702	357,233	381,445	24	43,752	17	74,012	69	62,973	46	44,34	76	39,199	37	11,647	56	17,182	168	44,465	12	11,467
Eau Claire	271,054	324,922	340,241	20	37,914	12	69,913	58	57,489	36	39,476	61	33,561	36	11,322	48	15,860	125	38,457	11	3,332
FLORENCE	6,022	8,691	9,445	2	880			1	910	6	1,969	4	385					26	3,084	1	279
FOND DU LAC	270,418	367,362	394,440	41	22,780	27	54,635	88	82,198	59	65,487	68	32,562	47	14,870	68	18,015	232	45,460	20	15,050
Fond du Lac	145,561	200,047	215,265	18	13,362	13	35,824	33	42,739	25	36,714	28	15,837	21	8,470	32	6,890	77	20,417	12	9,743
FOREST	14,156	18,268	19,420	11	1,564	2	469	16	5,335	5	1,649	18	4,788	4	182	1	343	33	2,553	2	794
GRANT	137,600	188,150	202,264	40	16,881	21	10,948	56	49,114	36	37,762	74	29,691	29	4,953	34	7,006	172	22,733	15	5,110
GREEN	152,627	217,760	236,331	23	14,508	10	9,021	41	29,905	26	35,728	27	14,161	24	5,981	24	8,126	83	14,881	8	3,769
Monroe	112,753	169,562	185,756	8	11,894	7	8,552	20	19,228	13	23,884	14	8,985	18	5,510	8	4,920	35	9,231	4	3,161
GREEN LAKE	69,029	88,938	94,483	18	6,093	10	13,474	29	22,695	19	24,604	24	5,874	14	4,026	10	2,439	65	8,677	5	1,522
IOWA	44,101	72,173	80,414	13	7,087	5	1,254	31	20,813	17	17,576	32	9,965	13	1,821	15	4,600	37	9,719	3	1,448
IRON	15,987	17,119	17,532	7	1,951	3	288	10	4,596	3	268	16	3,370	2	316	1	236	69	3,653	2	402
Hurley	7,232	14,970	16,904		4,270		161		2,504		645		1,195		77		136		4,120		400
JACKSON	49,173	64,569	68,877	18	9,415	4	2,765	24	14,693	13	10,587	32	17,227	9	1,441	7	1,117	56	6,334	3	1,909
JEFFERSON	168,860	231,037	274,416	31	11,310	16	26,050	47	69,377	31	44,314	60	36,417	32	12,279	42	11,435	188	36,547	12	7,026
Fort Atkinson	43,664	64,441	69,635	10	5,155	3	2,444	11	22,666	7	8,776	11	10,200	10	3,382	10	1,375	35	7,980	2	1,314
Watertown	72,290	104,436	114,693	8	2,750	8	21,102	13	29,486	7	19,176	17	7,893	14	7,515	14	4,034	68	9,615	5	3,518
JUNEAU	62,338	89,577	97,278	20	9,962	8	4,061	28	16,667	18	12,619	41	26,470	10	1,221	9	1,847	88	11,213	7	2,155
KENOSHA	340,956	574,945	644,341	44	22,767	18	83,872	108	158,508	68	80,943	98	83,501	33	14,567	70	25,854	324	79,503	18	15,269
Kenosha	263,411	446,683	501,128	27	13,625	14	77,941	80	123,165	46	73,114	68	58,057	29	13,230	55	22,598	203	56,105	15	12,199
KEWAUNEE	42,212	62,497	68,263	11	10,305	9	4,062	21	16,742	16	9,190	14	7,414	8	1,093	15	3,851	80	6,668	2	1,577
LA CROSSE	353,052	514,922	560,740	37	39,826	19	80,298	87	99,843	52	92,666	70	47,452	60	21,065	63	30,547	251	70,378	14	15,539
La Crosse	299,514	441,408	481,638	23	29,862	17	79,386	65	78,971	37	77,949	47	36,841	52	19,760	54	29,456	202	60,792	10	11,795
LAFAYETTE	25,402	30,861	32,413	14	2,172	5	641	15	9,480	14	7,850	22	4,261	9	889	6	503	54	3,684	3	636

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LANGLADE	68,756	86,423	91,374	17	7,468	9	3,839	35	24,975	18	18,208	28	11,766	17	4,058	16	1,239	97	8,924	3	1,376
Antigo	54,674	69,453	73,148	11	4,808	6	3,541	22	23,367	14	13,089	20	9,315	16	4,003	13	1,185	42	4,832	3	1,376
LINCOLN	74,091	85,870	89,337	19	5,602	11	3,832	35	23,582	20	15,890	32	13,228	18	2,447	22	3,234	123	10,171	8	1,896
Merrill	44,971	51,674	53,350	9	2,561	8	3,314	15	14,489	7	10,842	19	7,771	10	1,400	16	2,283	48	5,089	5	1,545
MANITOWOC	217,163	288,031	307,899	36	13,304	22	47,261	80	71,009	46	60,030	65	30,464	40	7,465	43	11,552	272	32,651	14	9,984
Manitowoc	138,982	214,626	204,973	17	7,861	14	45,502	33	39,146	22	38,399	32	17,755	25	4,966	22	6,391	128	19,823	7	7,322
Two Rivers	39,118	51,587	55,069	5	1,606	4	1,158	16	17,854	16	9,940	16	8,273	8	1,900	7	2,553	48	5,748	4	2,380
MARATHON	330,144	411,719	434,624	62	43,991	27	53,204	92	94,572	68	75,303	75	40,549	54	19,072	65	20,999	290	41,404	23	8,795
Wausau	177,929	228,685	242,801	18	10,527	16	47,403	40	41,525	22	41,786	28	16,297	44	16,423	35	13,214	108	18,418	15	7,035
MARINETTE	108,710	163,979	179,775	30	13,593	13	13,306	48	45,436	31	33,003	43	17,713	16	6,924	23	5,730	172	23,089	6	3,343
Marinette	56,549	84,480	92,440	8	5,196	6	6,092	14	25,677	11	16,036	12	6,084	11	6,222	13	4,124	56	9,501	5	3,178
MARQUETTE	19,658	23,213	24,240	9	1,746	4	434	21	7,644	7	2,693	14	4,408	2	98	4	267	53	5,376	2	234
MENOMINEE	1,721	3,779	4,458			1	1,004	2	1,986			1	846					6	622		
MILWAUKEE	3,453,803	4,360,791	4,631,153	254	129,017	139	754,026	744	942,603	324	738,181	638	406,239	518	221,512	528	248,298	2,417	480,952	208	131,531
Milwaukee	1,960,630	2,180,403	2,249,276	145	69,269	80	268,058	543	513,737	185	300,855	399	211,628	314	98,708	531	138,753	1,763	298,059	129	69,218
MONROE	93,926	151,996	168,988	28	17,549	11	5,665	41	33,438	22	23,617	49	45,262	20	5,99[illegible]	19	5,834	91	17,679	7	4,080
OCONTO	54,773	62,709	65,103	21	13,748	11	1,479	50	16,555	14	10,736	41	7,242	8	462	11	945	156	9,035	5	1,417
ONEIDA	140,498	181,266	192,624	30	18,516	13	11,093	37	37,508	31	33,663	46	23,357	29	8,128	36	8,465	170	19,441	12	6,442
Rhinelander	77,792	100,083	106,281	13	6,701	7	10,791	16	23,771	13	19,730	24	11,380	16	5,689	18	5,116	68	7,766	6	3,257
OUTAGAMIE	478,260	765,374	848,856	62	56,335	31	129,658	99	170,237	80	179,710	95	76,896	50	17,762	84	41,460	306	72,727	21	17,910
Appleton	239,601	447,094	423,353	25	19,340	16	79,081	46	89,859	36	47,957	48	35,262	45	15,811	36	28,164	128	28,011	11	12,158
OZAUKEE	175,756	231,056	246,615	28	17,602	7	2,363	43	59,225	31	56,115	46	29,326	30	5,730	49	8,608	148	25,665	8	5,313
PEPIN	20,485	30,508	33,364	5	3,002	2	670	6	4,403	7	8,310	11	6,440	4	695	6	1,103	21	3,609	3	705
PIERCE	74,147	101,327	108,933	24	8,313	5	1,972	39	24,391	25	23,262	29	14,785	19	2,814	16	4,053	88	14,938	7	3,967
POLK	89,425	126,729	137,239	33	14,100	12	4,241	46	30,794	33	19,927	44	26,414	18	2,104	26	3,579	89	14,982	9	4,436
PORTAGE	169,212	282,586	316,089	26	16,912	16	31,371	42	61,434	24	42,948	42	23,114	27	18,059	34	15,074	153	38,675	9	9,337
Stevens Point	141,266	238,768	267,677	14	5,908	10	26,801	23	53,172	16	36,820	30	17,982	27	18,059	28	14,913	91	29,403	9	9,337
PRICE	39,748	63,636	70,589	15	5,822	8	3,785	27	21,790	12	11,603	21	9,186	9	1,730	17	2,015	81	6,751	5	2,318
RACINE	531,580	714,862	766,082	59	42,380	34	82,875	148	193,278	87	127,003	128	85,052	67	19,140	106	38,832	366	73,695	33	21,237
Racine	325,916	431,334	460,718	26	18,080	20	73,388	97	121,706	37	50,470	73	49,891	46	14,502	67	22,050	193	42,877	23	14,681
RICHLAND	37,878	47,445	50,128	14	5,018	5	2,741	17	9,337	11	10,740	18	5,036	13	3,996	13	2,627	37	4,098	3	1,238
ROCK	483,599	584,888	613,992	56	34,984	35	98,030	119	134,433	76	100,925	117	75,107	88	20,661	83	25,484	283	57,817	32	16,640
Beloit	160,549	199,411	210,299	14	9,575	12	34,874	37	49,932	21	41,299	32	23,747	26	5,410	22	7,475	87	18,580	10	7,146
Janesville	251,229	313,243	330,608	23	13,489	13	62,567	47	67,429	32	49,126	53	39,799	46	13,192	48	16,168	115	30,877	14	7,929
RUSK	37,312	52,553	56,841	12	7,231	8	2,382	19	13,516	15	7,090	26	10,778	11	2,194	7	1,351	61	4,076	3	947
ST. CROIX	104,761	154,434	168,561	23	14,475	9	6,272	32	35,131	22	36,985	42	31,649	15	3,356	24	3,447	94	16,689	8	5,845
SAUK	151,170	206,204	221,629	40	21,401	12	9,067	49	53,270	33	34,465	51	31,188	28	6,680	29	8,062	160	30,223	13	4,608
Baraboo	51,027	67,516	71,638	12	8,538	6	7,519	10	18,689	12	9,958	9	3,755	14	3,451	6	4,692	33	5,572	4	3,520
SAWYER	42,298	62,593	68,371	13	6,336	6	984	26	18,408	11	12,623	13	7,910	9	1,369	4	685	84	7,980	3	1,996
SHAWANO	89,971	123,201	132,521	32	16,477	13	12,256	41	31,804	24	21,334	37	13,450	14	2,775	23	5,613	183	16,610	7	2,578
Shawano	60,139	81,247	86,524	14	11,746	9	11,484	18	22,083	11	14,458	13	4,873	12	2,560	13	2,939	55	6,515	5	2,179
SHEBOYGAN	286,544	386,373	414,200	42	29,326	22	70,836	81	96,538	51	68,371	72	38,252	40	9,402	47	13,728	246	38,793	18	12,425
Sheboygan	196,671	260,529	278,253	13	9,632	12	60,506	41	67,765	31	43,045	43	21,684	31	7,954	26	9,705	133	21,909	14	10,283
TAYLOR	43,104	62,598	68,099	16	6,234	5	9,357	22	14,631	9	12,645	15	7,808	7	1,480	11	3,166	77	7,109	4	856
TREMPEALEAU	63,210	76,852	80,715	24	7,653	14	2,042	42	19,953	20	17,265	33	10,993	15	1,181	12	1,288	98	9,398	8	1,342
VERNON	46,323	66,812	72,607	26	6,629	11	1,857	35	18,303	15	10,057	31	11,312	16	4,630	18	3,310	60	8,456	6	2,524
VILAS	57,200	86,307	94,636	31	8,755	7	1,844	40	33,685	18	9,591	35	8,920	17	2,353	9	937	116	13,399	3	1,334
WALWORTH	209,091	266,601	282,715	46	24,463	23	9,619	66	68,375	52	46,071	68	35,837	40	9,610	51	7,840	242	45,736	17	6,893
WASHBURN	48,470	46,967	47,160	13	4,259	8	3,202	27	13,431	16	8,180	24	6,196	5	361	8	638	80	5,118	3	2,042
WASHINGTON	203,444	327,060	363,080	38	34,883	17	27,668	54	89,517	41	50,496	53	45,438	28	10,794	60	19,769	183	34,988	11	10,222
West Bend	98,025	164,206	180,751	14	10,860	10	23,121	18	46,964	17	19,672	21	20,352	19	8,122	31	10,332	32	12,548	5	5,398
WAUKESHA	957,851	1,482,048	1,634,779	114	81,708	31	248,268	160	389,703	111	346,006	188	142,287	97	44,794	147	67,885	426	120,081	45	39,396
Waukesha	170,183	245,610	266,871	18	13,491	11	33,580	28	70,704	21	48,817	37	24,981	17	4,970	35	10,844	90	23,352	11	9,087
WAUPACA	118,607	156,783	167,425	37	9,886	23	11,202	59	39,753	43	30,743	45	20,672	30	4,670	41	8,100	178	19,650	12	3,704
WAUSHARA	40,768	59,323	64,573	16	6,487	10	2,387	23	11,955	15	9,761	25	11,190	5	442	6	360	68	8,763	3	999
WINNEBAGO	393,123	523,106	559,514	49	25,089	22	52,621	79	110,615	82	81,444	92	68,824	66	16,533	81	24,419	318	65,273	26	18,051
Menasha	37,663	47,886	50,756	6	3,535	2	1,202	7	10,774	9	15,034	9	6,471	3	345	4	937	42	6,602	3	788
Neenah	72,705	89,926	94,768	10	4,094	3	4,537	17	29,529	11	14,622	19	10,364	20	3,921	16	3,633	53	8,972	8	4,754
Oshkosh	224,931	300,404	321,406	19	9,869	13	44,850	38	58,427	36	39,887	44	33,293	42	11,911	42	12,154	141	32,947	12	10,797
WOOD	279,220	379,370	407,982	46	18,278	21	42,615	68	77,477	55	83,669	70	32,613	56	17,844	56	12,773	170	45,571	16	8,739
Marshfield	118,885	155,725	165,988	16	4,966	9	20,921	18	8,117	22	34,055	16	11,893	24	9,051	19	5,171	54	24,306	4	3,658
Wisconsin Rapids	131,236	173,121	184,773	15	8,983	8	21,231	23	40,529	27	44,787	36	15,042	28	8,609	27	6,866	65	12,576	10	4,674

WYOMING RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,654,015	2,848,630	3,196,157	307	264,612	151	237,158	331	620,549	357	557,479	647	525,365	334	138,858	331	124,667	866	290,078	109	92,943
STANDARD METROPOLITAN STATISTICAL AREAS																					
Casper, Wyo.	319,228	489,948	535,742	42	48,968	9	56,620	44	101,149	47	119,135	77	52,034	47	22,402	66	32,083	92	41,799	12	15,521
COUNTIES, Cities																					
ALBANY	98,055	131,456	139,295	20	10,656	5	3,462	14	28,164	20	20,540	41	25,376	24	8,113	25	7,421	47	15,443	4	5,174
Laramie	96,605	126,957	134,535	19	10,594	4	3,385	11	27,505	19	20,469	37	23,425	24	7,705	25	7,005	42	14,820	4	4,802
BIG HORN	21,518	30,554	32,886	12	2,747	5	900	12	10,289	4	4,436	18	4,662	8	1,690	7	1,441	34	4,336	5	875
CAMPBELL	81,421	132,745	146,870	9	18,511	5	7,435	13	27,837	14	27,493	15	18,740	13	5,931	10	2,368	34	13,227	3	3,376
Gillette	73,365	120,951	132,848	7	16,000	3	5,617	11	25,227	12	25,098	14	17,482	12	5,931	10	2,368	28	10,391	3	3,376
CARBON	81,299	179,099	210,290	15	16,021	8	8,163	17	34,490	18	38,365	51	34,549	15	8,710	13	4,155	46	20,192	5	9,437
Rawlins	59,113	131,890	150,084	6	11,417	4	7,611	6	25,076	11	29,011	28	35,285	11	7,648	9	3,613	22	13,741	3	7,841
CONVERSE	40,482	63,810	70,129	10	10,797	4	2,403	9	15,314	11	12,353	19	13,651	10	1,956	10	1,505	21	7,333	3	812

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WYOMING RETAIL SALES—CENSUS & ESTIMATES—*Continued*

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1981 estimate	E&P 1982 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CROOK	9,726	16,101	17,870	5	1,401	2	490	10	3,012	3	350	8	6,873	3	677			14	2,655	2	144
FREMONT	119,499	197,260	218,821	22	23,121	14	13,589	25	45,580	21	36,609	30	26,379	28	10,847	25	7,942	73	18,174	9	7,636
Riverton	67,322	108,252	118,485	13	13,424	7	6,883	9	24,547	16	27,345	13	8,424	15	6,015	15	5,817	25	7,320	3	4,250
GOSHEN	36,675	52,591	56,718	16	6,710	5	4,364	18	14,832	15	9,170	14	3,762	11	3,064	7	635	26	3,595	3	2,149
HOT SPRINGS	16,226	25,514	28,030	5	2,877	3	672	5	7,126	7	4,559	9	3,834	5	1,198	2	385	17	3,267	2	1,476
JOHNSON	21,289	39,687	45,094	6	3,568	4	1,921	8	8,541	8	6,827	16	11,027	4	1,530	6	624	14	4,740	2	2,013
LARAMIE	262,532	439,818	489,274	37	32,162	9	46,966	33	74,427	58	81,030	79	83,003	42	25,379	54	22,592	92	42,613	10	12,966
Cheyenne	237,978	396,321	440,345	26	22,200	7	40,555	26	62,656	52	79,270	68	74,380	41	24,927	52	21,962	81	39,720	9	10,995
LINCOLN	40,398	77,458	88,503	5	3,119	9	2,888	10	19,161	11	19,990	24	22,966	9	3,713	4	488	35	7,072	4	3,349
NATRONA	319,228	489,948	535,742	42	48,968	9	56,620	44	101,149	47	119,135	77	52,034	67	22,402	66	32,083	92	41,799	12	15,521
Casper	293,590	455,555	499,142	32	40,771	9	55,327	33	95,095	43	119,046	62	41,671	47	22,402	61	31,911	75	37,627	11	14,184
NIOBRARA	11,917	17,780	19,326	3	622	2	466	5	2,520	6	2,326	8	7,899	4	1,110	2	142	8	1,859	1	749
PARK	79,392	142,800	161,117	22	15,722	19	22,546	11	25,262	22	29,561	30	21,17[illegible]	23	7,007	20	4,850	48	14,122	8	3,914
PLATTE	29,063	56,068	64,145	12	4,142	5	3,185	8	16,457	9	11,169	16	17,555	9	1,596	6	682	20	4,872	3	950
SHERIDAN	87,399	180,974	209,902	15	14,475	7	21,992	16	44,039	14	37,146	34	22,972	14	8,555	16	10,256	55	20,954	9	6,461
Sheridan	81,876	168,873	195,712	13	13,953	6	21,438	11	40,315	14	37,146	22	20,168	14	8,555	16	10,256	42	16,947	8	6,269
SUBLETTE	14,136	29,357	34,076	4	1,111	6	500	6	6,556	4	1,477	13	16,513	4	928	2	827	19	4,009	2	300
SWEETWATER	132,330	277,927	323,260	16	27,685	10	20,451	20	76,348	25	51,002	49	50,576	23	13,150	25	17,399	69	30,134	7	5,470
Rock Springs	100,107	209,992	244,188	10	14,481	7	15,932	14	57,047	10	42,231	26	33,892	15	11,849	23	16,231	47	21,518	6	4,811
TETON	54,978	75,164	80,284	10	7,561	9	1,970	16	15,377	9	5,567	26	10,119	14	3,624	11	886	39	11,014	4	2,151
UINTA	41,484	109,394	132,898	7	5,375	5	10,837	13	22,712	8	17,733	27	40,038	7	2,370	7	5,687	21	11,319	5	5,517
WASHAKIE	30,575	50,947	57,499	6	3,450	4	4,639	7	12,923	11	16,515	10	4,616	10	3,324	9	1,539	20	4,160	3	1,234
Worland	29,776	48,764	53,511	5	3,327	4	4,639	6	12,531	10	16,191	7	2,549	10	3,324	9	1,539	16	3,228	3	1,234
WESTON	24,393	32,178	34,128	8	3,811	2	699	11	8,433	12	4,071	13	6,846	7	1,984	4	760	22	3,189	3	1,069

CANADA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			1982 ESTIMATE OF SALES (THOUSANDS)								
METRO AREAS PROVINCES Cities	E&P 1971 estimate	E&P 1981 estimate	E&P 1982 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
CANADA TOTALS	32,681,075	94,790,871	103,663,696	16,001,899	6,064,092	3,090,738	25,415,022	969,232	7,258,728	24,564,538	6,558,190	3,322,021
CANADIAN METROPOLITAN AREAS												
Calgary	767,104	3,272,812	3,630,770	735,402	259,381	174,084	675,597	4,831	69,920	970,606	146,340	85,843
Chicoutimi-Jonquiere	189,542	502,012	546,651	69,124	50,172	28,125	167,518	3,911	25,403	121,485	32,376	10,866
Edmonton	921,464	3,833,617	4,249,6[illegible]	959,240	264,803	164,415	734,493	11,778	69,045	1,133,088	148,198	119,172
Halifax	400,042	1,001,008	1,06[illegible],860	153,280	84,386	26,975	247,065	6,874	58,896	291,154	44,276	55,633
Hamilton	797,791	1,731,243	1,864,593	309,245	93,358	42,141	495,238	13,611	131,465	408,082	130,237	70,651
Kitchener	408,784	452,591	458,849	155,685	32,911	10,751	38,987	2,132	33,461	124,570	31,273	1,006
London	499,891	1,201,359	1,301,569	211,616	72,337	26,692	316,785	6,936	117,281	280,285	92,465	49,479
Montreal	4,127,742	12,157,193	13,304,257	1,587,069	989,538	495,455	4,073,322	194,283	1,050,259	2,757,783	751,163	356,960
Oshawa	174,738	395,438	426,967	98,935	23,533	9,592	100,005	5,190	28,038	87,324	20,076	17,061
Ottawa-Hull	1,008,308	2,215,758	2,388,251	381,312	130,349	48,943	631,661	20,919	242,400	460,592	150,843	85,212
Quebec	822,551	3,001,954	3,313,297	384,799	274,975	127,228	926,436	42,629	238,127	774,614	169,638	67,841
Regina	311,601	1,022,861	1,124,469	147,447	37,986	369,905	171,561	5,460	40,868	195,512	37,544	27,162
St Catharines-Niagara	499,715	329,086	304,710	102,966	35,276	3,612	63,301	3,211	3,104	60,839	13,639	1,304
St John	160,867	386,918	419,211	66,419	23,674	8,373	107,889	940	21,312	121,850	20,467	10,028
St John's	226,104	694,195	761,065	101,184	59,805	34,729	169,200	1,140	21,018	223,119	55,023	35,978
Saskatoon	227,243	717,558	787,603	156,091	55,743	32,627	149,747	3,223	54,191	173,636	37,085	31,340
Sudbury	287,814	550,505	588,032	75,807	36,050	12,774	165,252	3,506	48,053	134,906	39,169	18,713
Thunder Bay	199,335	434,588	468,195	82,474	19,123	6,333	125,013	1,881	51,014	87,694	28,837	19,218
Toronto	4,557,563	12,672,025	13,831,234	1,826,793	831,342	292,349	3,389,607	92,069	1,501,174	3,095,164	901,328	577,159
Vancouver	1,937,706	4,840,892	5,255,633	1,021,203	243,834	211,171	1,104,405	28,316	435,249	1,030,686	209,510	189,170
Victoria	341,157	559,341	590,510	183,341	32,847	24,740	66,342	1,342	38,335	90,268	19,297	17,762
Windsor	425,065	945,775	1,020,162	162,735	62,303	28,155	247,814	6,046	90,616	228,415	66,958	40,401
Winnipeg	851,980	2,377,219	2,595,110	580,279	122,440	70,288	710,789	10,662	204,068	467,922	106,342	90,749
PROVINCES, Cities												
ALBERTA	2,675,088	10,701,027	11,847,589	2,335,274	770,810	432,729	2,109,447	52,212	334,212	3,374,693	498,319	347,914
Calgary	767,104	3,272,812	3,630,770	735,402	259,381	174,084	675,597	4,831	69,920	970,606	146,340	85,843
Edmonton	871,784	3,619,603	4,012,149	951,875	257,754	160,750	675,903	10,341	66,820	1,024,595	131,094	114,261
Fort McMurray	50,083	245,718	273,666	30,684	7,033	1,731	27,037	701	160,679	23,006	3,214	4,326
Grande Prairie	35,678	149,803	166,106	40,500	8,810	4,350	22,293	1,345	3,863	48,213	8,691	7,068
Lethbridge	106,513	321,521	352,236	59,791	32,869	19,692	64,271	1,498	6,367	100,828	9,845	10,104
Medicine Hat	53,519	181,645	199,949	28,842	18,402	11,235	38,739	1,402	2,589	58,650	7,667	6,666
Red Deer	79,426	297,762	328,953	52,328	17,666	10,089	36,051	1,694	4,732	140,537	5,891	7,995
BRITISH COLUMBIA	3,743,512	11,936,626	13,1[illegible],072	2,546,991	587,238	420,113	2,581,725	110,750	940,984	2,836,228	712,828	427,377
Cranbrook	32,703	101,423	111,240	11,741	6,559	3,471	23,125	1,813	4,471	26,362	8,554	6,776
Kamloops	83,445	286,191	315,155	38,789	20,876	10,092	53,328	1,914	45,321	79,396	14,151	7,105
Kelowna	54,812	194,483	214,436	24,272	15,225	9,066	43,526	2,085	11,859	47,301	12,628	13,068
Kimberley	12,806	30,199	32,684	4,857	1,598	1,499	9,958	779	898	5,391	1,749	1,607
Nanaimo	53,930	176,044	193,489	39,412	10,312	7,016	38,377	2,069	11,931	44,581	8,285	3,594
Nelson	27,970	72,271	78,600	11,191	4,762	2,839	18,293	1,322	2,724	14,491	4,940	4,864
New Westminister	128,569	299,947	324,429	96,782	12,041	7,013	23,467	1,002	18,670	97,503	22,095	12,362
Penticton	44,801	145,032	159,374	14,921	9,485	4,500	31,657	3,132	11,699	38,513	11,977	9,027
Port Alberni	41,235	112,463	122,638	37,370	5,000	5,104	19,837	3,242	3,899	24,803	4,479	3,556
Prince George	108,877	265,694	288,096	62,85[illegible]	9,394	10,051	42,396	1,390	13,678	88,866	12,505	3,923
Prince Rupert	30,273	101,130	111,252	16,533	8,464	3,321	26,599	443	9,054	16,924	3,783	7,043

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CANADA RETAIL SALES—CENSUS & ESTIMATES—*Continued*

METRO AREAS PROVINCES Cities	TOTAL RETAIL SALES (THOUSANDS)			1982 ESTIMATE OF SALES (THOUSANDS)								
	E&P 1971 estimate	E&P 1981 estimate	E&P 1982 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
Trail	28,136	65,527	70,868	14,771	3,675	1,913	12,953	578	2,054	20,193	3,605	2,999
Vancouver	945,456	2,982,142	3,273,097	663,477	168,122	141,511	527,120	15,159	296,862	701,382	121,568	131,032
Vernon	45,192	156,149	172,000	29,589	7,204	5,065	28,672	1,937	7,756	52,617	7,696	8,485
Victoria	230,645	819,588	903,723	281,262	52,770	39,944	104,995	3,523	53,281	169,146	25,539	23,693
MANITOBA	1,346,444	3,510,531	3,819,686	841,842	186,047	101,357	982,044	30,264	298,801	774,081	169,069	135,779
Brandon	62,765	158,392	172,053	39,447	12,294	6,195	31,753	996	10,365	47,087	4,882	5,298
Dauphin	20,607	56,615	61,759	14,326	4,630	1,319	11,350	207	4,614	15,925	3,103	1,768
Flin Flon	11,883	28,946	31,384	13,330	3,137		7,177		2,832			
Portage La Prairie	25,116	65,471	71,236	7,916	5,176	2,387	20,038	583	6,546	17,141	3,594	2,210
Swan River	13,307	36,577	39,901	13,311	2,399	716	5,799	393	2,553	8,529	2,607	1,007
Thompson	31,959	77,259	83,730	14,118	2,644	849	25,015	260	9,833	15,116	3,730	3,420
Winnipeg	553,450	1,524,686	1,663,434	491,103	102,183	53,466	338,859	8,114	131,100	292,903	50,716	54,899
NEW BRUNSWICK	851,489	2,308,135	2,516,227	406,142	127,307	69,687	585,429	10,956	116,263	731,722	172,595	78,072
Fredericton	88,344	255,672	279,576	58,353	20,115	5,998	44,369	792	10,386	94,201	12,399	9,541
Moncton	110,900	337,062	369,371	74,708	27,261	11,770	77,663	300	17,088	93,755	14,728	13,958
Saint John	153,715	371,746	402,893	65,601	23,216	7,996	100,426	760	20,642	121,850	17,496	9,345
NEWFOUNDLAND	599,435	1,787,521	1,957,247	377,134	126,580	80,300	497,374	3,958	70,426	408,611	182,702	80,549
Corner Brook	47,136	126,019	137,288	19,363	8,593	7,453	32,754		5,058	33,806	14,931	4,747
St. John's	180,111	547,964	600,514	96,022	58,898	32,546	134,122	1,027	17,386	145,800	30,568	31,587
NOVA SCOTIA	1,122,563	3,045,848	3,320,602	514,588	192,416	84,589	835,637	44,060	146,327	835,294	185,532	150,143
Amherst	21,278	59,604	65,079	9,705	3,833	1,282	17,198	1,195	1,582	17,747	4,598	2,947
Halifax	246,804	615,046	667,652	114,339	62,501	17,441	136,219	3,929	40,583	167,640	23,016	32,616
New Glasgow	37,133	99,764	108,711	15,114	10,104	3,055	24,325	3,519	2,482	31,084	6,969	4,476
Sydney	78,441	175,105	188,914	30,430	16,559	6,355	49,741	804	4,812	55,054	5,355	4,786
Truro	38,930	104,586	113,965	18,561	6,564	4,453	19,960	1,785	3,146	34,303	8,060	6,357
ONTARIO	12,605,695	33,727,738	36,745,174	5,044,420	1,988,480	753,518	9,109,840	302,853	3,399,129	8,512,213	2,742,780	1,385,448
Barrie	86,035	271,327	298,026	33,758	11,358	5,508	61,206	3,888	20,126	105,122	18,749	9,206
Belleville	82,589	202,038	219,102	21,461	13,690	6,126	48,251	1,791	16,924	87,956	10,285	8,845
Brampton	108,207	373,789	411,729	36,036	21,767	7,803	117,779	2,789	18,733	115,445	42,631	16,947
Brantford	101,063	259,913	282,606	29,621	21,793	8,481	81,606	1,731	19,811	71,726	15,979	9,341
Brockville	45,876	112,589	122,119	15,675	6,208	1,941	27,728	1,270	11,807	25,131	11,813	7,143
Cambridge												
Chatham	84,557	265,862	291,763	52,925	20,543	8,732	67,413	1,644	24,331	61,861	16,157	11,782
Cobourg	28,696	71,156	77,222	11,587	5,468	2,116	23,014	1,010	7,323	11,605	3,729	3,452
Cornwall	85,051	167,308	179,059	26,606	10,468	4,149	47,518	803	14,381	39,744	10,899	5,251
Fort Frances	22,600	50,975	55,029	3,880	3,682	1,117	13,876	611	6,219	12,739	4,193	3,031
Guelph	109,148	264,423	288,891	35,929	17,885	5,786	81,322	1,263	17,679	72,106	18,096	11,475
Hamilton	538,778	1,165,410	1,254,929	243,699	66,036	34,477	304,719	8,176	88,616	261,767	79,578	68,234
Ingersoll	17,080	43,685	47,486	1,691	1,047	839	8,471	344	7,812	16,979	4,532	2,006
Kenora	42,273	99,376	107,534	4,671	4,407	806	18,114	778	46,366	11,850	6,909	4,740
Kingston	117,395	259,937	280,271	36,320	23,980	7,992	72,223	1,399	25,697	52,029	18,875	11,791
Kirkland Lake												
Kitchener	226,542	501,123	540,349	167,650	34,126	11,640	81,157	2,318	31,569	132,738	29,003	11,585
Lindsay	33,695	83,849	91,014	7,548	4,860	2,096	23,355	1,290	4,936	23,820	8,214	5,177
London	408,680	980,301	1,061,961	183,225	63,981	21,736	261,200	5,088	95,574	220,382	64,129	40,954
Niagara Falls	124,831	264,399	284,566	24,479	12,933	5,520	67,428	1,309	60,433	51,593	18,342	14,769
North Bay	94,969	242,001	263,006	42,705	12,518	5,989	63,620	2,213	24,766	61,241	19,910	4,638
Orillia	49,837	122,689	133,096	17,894	6,729	2,723	34,162	2,000	10,453	26,682	10,246	7,897
Oshawa	155,171	350,623	378,545	86,031	20,463	8,720	90,915	4,513	24,398	75,932	18,252	15,509
Ottawa	636,858	1,407,644	1,517,756	255,914	107,316	34,021	327,114	6,056	166,029	332,169	71,548	57,719
Owen Sound	41,949	107,664	117,052	11,542	9,004	2,967	32,332	1,914	5,922	27,606	9,007	5,828
Pembroke	41,324	89,603	96,500	15,682	7,941	1,904	24,456	1,051	4,769	20,682	6,088	4,845
Peterborough	129,559	282,643	304,512	46,200	18,234	8,320	76,102	1,668	18,981	79,022	13,171	9,723
Port Colborne	29,724	68,671	74,235	8,276	4,120	1,236	24,612	590	6,189	15,266	4,910	3,142
Port Hope	15,290	39,821	43,325	2,216	2,381	388	11,544	673	2,968	7,844	8,528	2,358
St. Catharines	213,400	725,099	798,199	149,440	62,900	15,622	200,120	4,869	50,064	177,177	49,342	25,074
St. Thomas	53,409	138,078	150,173	13,755	8,607	2,687	35,714	1,180	8,207	43,525	15,332	7,359
Sarnia	89,857	231,797	252,074	33,231	16,379	7,818	61,720	1,629	17,979	71,791	14,702	8,196
Sault Ste. Marie	131,344	499,253	551,811	97,083	31,026	11,031	151,163	4,806	41,385	112,771	34,559	12,140
SimCoe	34,744	89,621	97,461	9,290	9,066	2,508	24,025	1,282	3,966	24,002	6,513	5,844
Sioux Lookout	8,205	20,888	22,700	5,142	462	284	5,552	273	3,984	2,425	1,418	1,100
Stratford	51,328	130,392	141,687	20,800	7,264	2,248	35,039	943	10,862	33,158	9,901	7,466
Sudbury	222,365	424,600	453,491	71,593	31,776	10,115	113,184	2,216	33,678	110,847	24,313	14,392
Thunder Bay	189,897	408,287	439,486	82,035	19,123	6,319	122,636	1,881	28,489	87,524	26,614	18,937
Timmins	53,155	156,290	171,024	21,026	14,335	4,016	56,656	1,534	17,251	25,697	7,323	8,366
Toronto	1,534,094	4,201,106	4,582,108	834,061	374,914	114,579	994,162	30,407	650,587	703,622	155,987	219,700
Waterloo	61,547	190,477	208,895	35,584	8,700	3,836	56,525	1,037	12,589	48,310	11,280	10,790
Welland	74,311	182,965	198,487	17,501	12,513	5,722	52,441	698	13,764	56,773	14,828	8,428
Whitby	58,815	154,357	168,006	29,362	3,544	1,239	37,796	1,623	8,737	54,181	16,213	5,324
Windsor	365,351	805,582	868,472	157,862	59,687	25,470	215,339	4,098	77,665	169,420	53,746	33,434
Woodstock	59,709	148,264	160,915	19,428	7,903	3,239	36,376	868	18,062	48,531	9,274	3,598
PRINCE EDWARD ISLAND	146,763	414,481	452,727	115,882	25,335	3,582	82,383	2,001	23,886	104,382	49,148	10,592
Charlottetown	53,162	147,814	161,336	48,642	15,703	1,801	27,545	302	9,597	30,618	8,197	4,093
Summerside	23,916	59,263	64,313	19,190	5,216	618	11,310	770	1,039	15,735	6,07[illegible]	995
QUEBEC	8,324,718	23,311,635	25,452,623	2,873,819	1,857,010	993,261	7,489,922	357,387	1,702,303	5,890,414	1,608,001	560,609
Chicoutimi	77,551	211,488	230,622	22,403	30,454	8,613	54,390	1,198	8,713	76,325	9,262	4,312
Granby	36,978	121,158	130,327	16,937	12,238	5,622	37,478	1,049	7,119	35,725	4,051	2,312
Montreal	2,085,284	6,019,296	6,581,298	883,605	602,006	295,323	1,869,357	99,110	635,030	1,068,227	296,327	206,322
Quebec	429,267	1,572,378	1,735,908	216,518	168,315	62,139	468,445	10,052	122,290	418,663	56,241	38,594
Rouyn	39,614	101,858	110,750	12,665	13,368	4,017	25,466	399	4,748	37,613	6,974	1,083
Sherbrooke	141,507	302,083	325,022	26,332	37,953	13,885	85,527	2,554	17,015	86,063	19,195	7,358
Trois Rivieres	91,434	187,733	201,490	26,347	24,976	7,038	54,827	4,176	12,901	44,902	7,879	4,866
SASKATCHEWAN	1,187,559	3,751,947	4,118,288	809,147	199,638	150,700	894,823	43,022	202,098	1,055,215	229 253	142,346
Moose Jaw	55,213	180,902	198,857	43,059	9,118	10,196	42,582	2,499	8,609	49,740	7,107	5,032
Prince Albert	32,596	159,434	174,697	26,129	9,793	9,284	38,299	525	6,356	53,479	7,400	4,984
Regina	239,519	714,565	782,429	147,447	37,986	36,990	171,561	5,460	36,769	195,512	36,776	26,185
Saskatoon	222,243	702,161	770,721	156,091	53,743	32,627	149,747	3,223	37,309	173,636	37,085	31,340
YUKON NW TERRITORIES	77,809	295,380	326,461	116,660	3,231	902	46,398	9,769	24,299	41,685	7,963	3,192

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

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The timeliness and accuracy of the data reflect the attention to detail at local market level made possible by MEI's exclusive system of monitoring activity in all U.S. counties, more than 2,250 cities and towns and in the 40,000 key industrial plants which annually account for 80% of value added by U.S. manufacturing. The resources of the library are made available to regular clients on a contract basis, but individual files may be purchased singly by business planners and research specialists with specific needs. Marketing Economics Institute will provide any of these county data files on IBM cards or magnetic tape or will aggregate the data to custom designed client market area format.

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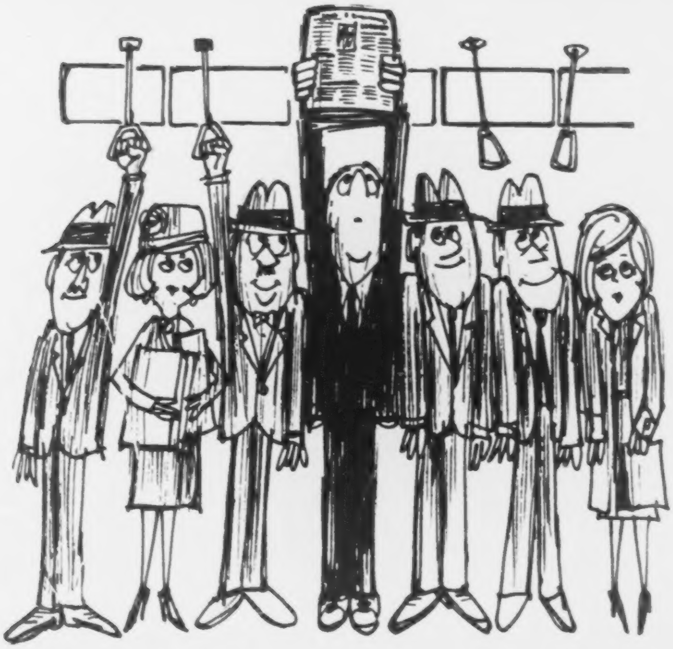

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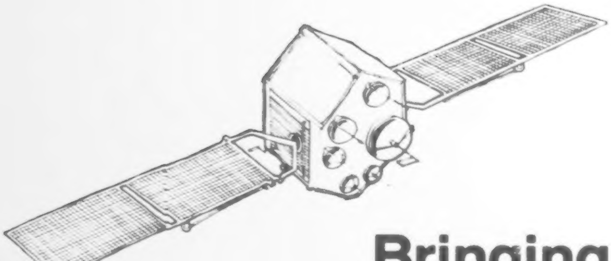

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